

RESUME

Liebje Hoekendijk (1931) went to the progressive school of Cees Boeke. She married young with a minister of a protestant church and as his wife worked as a volunteer in a rural village. She had three children. After that she went to the college for Social Studies (1973).

Before finishing this study the first book was published (1969) about differences in the Christian Faith, which led to the appointment to work for a TV programme of a christian Network NCRV. It was caled 'A different kind of news'. She worked as an editor and presentator. But she was not happy with the format, as this only outlined the problems but did nothing to activate citizens. She proposed a new programme-format which actually recruited people to join different social projects. This was very succesfull, ran for three years (1973-1976). It was called called 'Werkwinkel' (Workshop). This format was copied in England at the Commercial Networks and considered to be the start of Social Action Broadcasting, starting in 1975.

Before this programme 'Werkwinkel', the organisations with the same goal were clustered, so it was not a kind of PR for the organisations seperately. The focus was on the actual work. The active volunteers, not the problems as such were depicted. This took a lot of preparation behind the scenes. Meetings were held with the a wide variety of organisations beforehand, to be sure new people were really welcome at the local level, and after the programme, the people who had phoned in were followed and problems were solved. A separate back-up foundation did this organisational work, which was financed by the Ministry of Social Affairs and a Social Fund. The influence of this programme was greatest, again, behind the scenes, as many organisations continued cooperating and service- units (f.i. Volunteer Bureaux) were created. Voluntarism was put on the political agenda for the first time in 1979.

This volunteer-theme kept Hoekendijk involved for the next 30 years, From 1979-1989 she was the first Secretary General of a new European Platform for Voluntarism called Volonteurope. Many international conferences were organised, a journal in English and French was produced.

After that she worked for different social organisations. She developed new initiatives like 'Teenagers active' (Teenagers as volunteers, which needed a new supporting local network), and 'Technika 10', technical hobbyclubs for young girls to help them develop a carrier in the technical sector. This last project won several prizes.

In 1995 the project 'Werkwinkel' was repeated with 10 broadcasts for AVRO-TV. From 1996-2000 an annual Open Volunteers Day was organised, together with Joos Koporaal, the former Secretary General of a national Volunteer Platform.

Some of the publications led to invitations for lectures, which became nearly a job: about *Dwarslagen (diversity in christianity)*, and *The Art of Aging Gracefully*.

Publikacations are a.o.:

Dwarslagen in de christenheid (about different kinds of spirituality, not linked to churches) (1969) Baarn (4 editions and translation in German)

Overgewicht in de samenleving (about oppressive moralism) (1973) Baarn

Werkboek zelfhulp (Working Guide to Selfhelp)(1979) Ede

Welk werk dient betaald te worden, tien benaderingen (Which Work Ought to be Paid, 10 approaches) brochure (1979) Den Haag; Dutch, English and Spanish. Used by the London School of Economics.

De vrijwilliger in de hulpverlening (The Volunteer in the Social Services, a survey) (1981) Deventer

Lotgenotenhulp (Support by people with the same problems) (1990) Nijkerk

Levenskunst van ouderen (The Art of Aging Gracefully) (2005, in 2006 the second edition), Amsterdam

Kan ik iets doen? Gids for vrijwilligerswerk (Can I help you? A Guide to Voluntarism) (2007 Amsterdam)

Together with Joos Korporaal a national newspaper for volunteers was produced and distributed (150 000 ex., 1996-2000).
