



on volunteering and grand event planning: ase of Timisoara as a European Capital of Culture

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Planning for youth volunteering



- **Volunteering** = activity through which the individual spends a part of his/her time, without any wage, by free choice, in a formal way, within an organization, working for the benefit of the others or of the entire community.
- The impacts of community service participation on college student development are extensive and well documented. The characteristics of students that predict volunteerism, however, are not well understood.
- **Aim of study:** To estimate the readiness of students to volunteer in a major event (Timisoara 2023).

Challenges brought by the pandemic



Loss of
participative
traditions

Public space does
no longer equal to
physical/
geographical space

Clicktivism is not
activism/
volunteering

Health topics
hindered other
interests, for
instance culture

A project to mobilize communities and raise awareness of the heritage



European Capital of Culture =
flagship cultural initiative of the
European Union (since 1985)

Aim: to demonstrate EU's
commitment to cultural diversity,
but also of how culture can unite
people within Europe

Strategy: encouraging communities
to creatively approach the prospect
of bringing European nations
together, to facilitate/learn about
diversity, but also common history
and values, to experience the feeling
of belonging to the same European
community (family).

Potential for
volunteering/place
ambassadorship

Aim of research

To investigate the students' potential for volunteering in the European Capital of Culture project in Timisoara

To measure students' awareness of the cultural heritage of the city – the competence in serving as brand ambassadors

Cultural heritage

- [Cultural] heritage = a group of resources inherited from the past which people identify, independently of ownership, as a reflection and expression of their constantly evolving values, beliefs, knowledge and traditions. It includes all aspects of the environment resulting from the interaction between people and places through time (Bonnic, 2009; Dumcke & Gnedovsky, 2013; Fairclough, 2009; Fojut, 2009; Greffe, 2009).

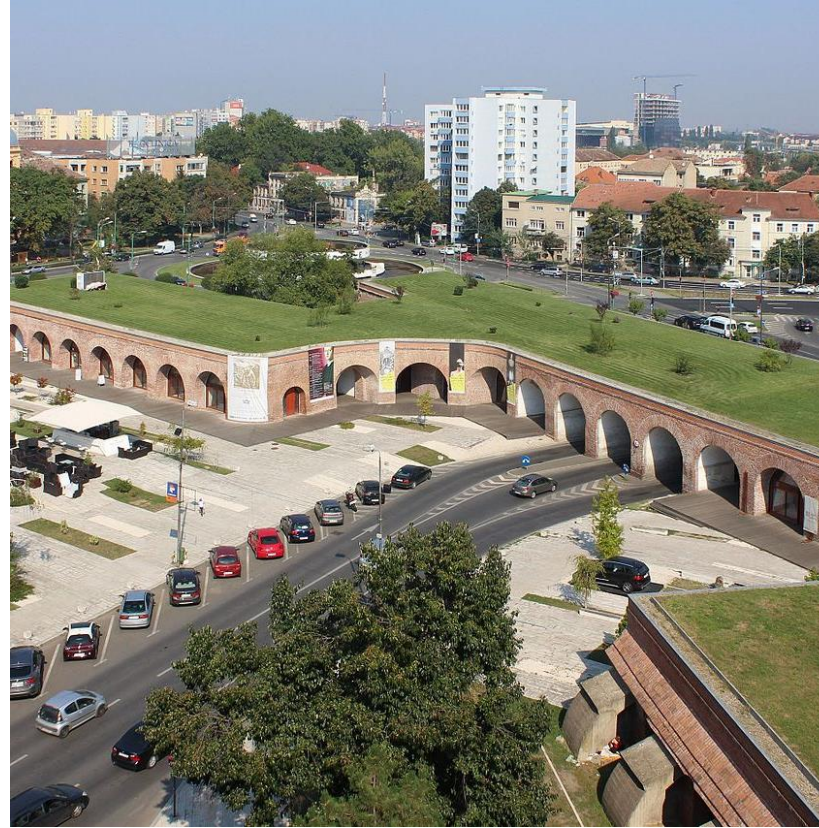
Method

- Questionnaire-based information collection (online)
- Period: May-October 2020
- Sample: 425 students (convenience sample)

Sample structure: 154 male (36%), 271 female (64%)

110 students (26%), for whom Timisoara is the hometown the remaining
315 respondents (74%) “visitors”





What historical building in your city do you consider to be the most beautiful, worthy of special attention?

- Nominalization – open question (no list provided)
- No major differences between “locals” and “visitors”





What gathering places attract young people (students) in Timisoara?

- Open spaces, with a view
- Presence of cafeterias – not obligatory



Are you likely to...?		Timisoara as a hometown	“Visitors”	
	18.1. Sign a petition in defense of your city's monuments or natural sites	90	255	345
		84,9%	84,2%	
	18.2. Donate time to ecological/clean up activities	74	239	313
		69,8%	78,9%	
	18.3. Donate money for the restoration of the religious buildings	37	127	164
		34,9%	41,9%	
	18.4. help organize a city holiday/festival	64	193	257
		60,4%	63,7%	
	18.5. tell visitors about T’s history	48	175	223
		45,3%	57,8%	
	18.6. show visitors the sights of the city	73	203	276
		68,9%	67,0%	
		106	303	409

Are you ready to participate in cultural events, for example, to narrate about the culture, history of your city? (Timisoara)

% in Timisoara as home city

		Timisoara as a hometown		
		students for whom Timisoara is hometown	visiting students	Just
Are you ready to participate in social projects on urban issues, for example, to tell about the culture, history of your city?	It's hard to answer.	19,1%	23,5%	22,4%
	No	1,8%	7,0%	5,6%
	Rather, no.	25,5%	14,6%	17,4%
	Rather yes	32,7%	32,7%	32,7%
	That's right.	20,9%	22,2%	21,9%
Just		100,0%	100,0%	100,0%

Making room for volunteer participation

Students are potential volunteers for the European Capital of Culture project in Timisoara. Authorities need to create/make visible the possibility of cultural ambassadorship.

The competence in serving as brand ambassadors – still to be determined