

LOCAL IMPACT

MISSION AND OBJECTIVES

Winning the title of European Youth Capital has given the city of Cluj-Napoca the opportunity to establish and consolidate its policy towards the generation under 35. In this context, the aim was to improve existing youth policies and innovate this sector, in order to create a framework in which young people are encouraged and supported to develop professionally and personally, to get involved in the community, to actively participate in decision-making and in shaping strategies that target them. Thus, 2015 meant a direct dialogue with young people in order to shape and implement projects that meet their specific needs. Through the activities undertaken, the Cluj-Napoca 2015, European Youth Capital, program demonstrates that young people are a vital resource that can be mobilized to achieve more ambitious social objectives. The specific framework created by the program built around this title allowed for medium-term strategic planning and a long-term vision. This is of increased importance because the youth field has transversal valences, offering the opportunity for the entire community to focus its energy on young people.

Cluj 2015 Objectives

- In addition to implementing over 2000 youth activities, this program was envisioned as a community-wide process, designed to create a series of mechanisms to ensure youth participation and empowerment beyond 2015. We were guided by a legacy we wanted to leave to the city, the country, and especially the youth, and at the same time, by the positive and long-lasting impact we aimed to create in the community.
- Achieving the Youth@Cluj-Napoca 2015 – European Youth Capital program objectives allowed us to extend our legacy and impact in multiple directions.
- Community involvement in youth projects. Benefiting from an approximate number of over 3500 activities and 1 106 000+ participants, the city of Cluj-Napoca was a hub of participation, ideas and activities created by young people for the benefit of the entire community. Thus, the year 2015 gave the start to new ideas, materialized in projects that will be organized in the following years, confirming that the 365 days have generated sustainable ideas for this city.
- European Centre for Youth Events, Meetings and Conferences. With over 300 international activities, the Cluj-Napoca 2015 European Youth Capital program has succeeded in becoming an international space for the development of the youth sector.
- Activating young people and youth organisations in the urban development process. The year 2015 is not only about youth activities, but is a process whose main aim is to involve young people in the life of the community and its development. Thus, young people enjoyed collaboration with the public sector to achieve the ideals and objectives proposed for this year. Moreover, the main benefit is the involvement of the young people in the development of the city by creating a youth strategy and at the same time a mechanism for participation in decision-making – the Youth Advisory Council.

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- Increasing sustainable cooperation between local, national, and European organizations. One of the most valuable legacy is represented by the network created through collaboration with other organizations. Good local collaboration has helped to empower ideas through joint efforts, creating long-term collaborative relationships. At the same time, the involvement of Cluj organizations at the national level with regard to youth issues, has promoted the image of this city as a space for collaboration and fulfillment of common ideas. This fact has helped us to create a series of national partnerships, in order to transmit know-how and get involved in the development of youth policies in other cities. International collaborations have helped to exchange good practices, transfer youth engagement solutions, broaden perspectives on youth policies and create partnerships for youth mobility.
- To increase the level of knowledge of Europeans about Cluj and Transylvania. Whether this year young people have participated in events implemented in Cluj, whether they have read on social media sites about events organized or have read in the international press about projects that took place here, the city of Cluj-Napoca has managed to promote an image based on innovation, culture, involvement, participation and youth. The variety of types of projects has demonstrated that this community is multicultural and that it respects the values of everyone.
- The inclusion of the city of Cluj-Napoca in European networks in the youth sector and beyond. Having the opportunity to host international events and create links with different youth networks, for example the European Youth Capitals network, young artists networks, business networks, we have managed to ensure that European and youth standards are maintained after 2015.
- Creating a sustainable partnership between local authorities, youth NGOs and other institutions with responsibility in the youth sector. In addition to the image of a segment with great strength in the communities, the implementation of this title has helped us to create sustainable mechanisms for communication and collaboration between young people and public authorities. In addition to generating ideas such as Com'on Cluj, participatory budgeting, a victory for young people is the adoption of the Youth Strategy of the Municipality of Cluj-Napoca and the creation of a Youth Advisory Council. This year guarantees a sustainable and proactive relationship between young people and local and national public authorities.
- Creating the necessary conditions to support the innovations and creative ideas of young people. Being a youth hub, the 365 days helped to form mechanisms and practices to encourage young people in community development through personal and professional progress. Thus, both by creating networks of opportunities and local collaboration such as Cluj Multicultural, Shared and

by financially supporting ideas by public authorities and the private sector, Cluj-Napoca has managed to create a tradition in focusing attention and providing education and opportunities to young people.

Youth strategy of the municipality of Cluj-Napoca

The success of 2015 so far, together with the experience of previous years, has demonstrated that at local level, a direct collaboration between the youth sector and the public sector can be created regarding the specific issues of youth. One of the most important achievements, having a strong and lasting impact, is the creation of a strategic framework for the development of young people in Cluj, through the Youth Strategy of the Municipality of Cluj-Napoca for the period 2014-2020. The document represents a new priority in the field of public policies within the Development Strategy of the Municipality of Cluj-Napoca, being a complex one, with 3 development dimensions that pursue 12 strategic directions, with 108 implementation measures.

Young people- active and responsible citizens

It directly targets the activity of young people and the ways in which they can contribute to the development of their communities, assuming an active role in society. The dimension aims to provide young people with wider access to international programs and networks and support from the authorities in the activities, projects and programs carried out by young people.

Youth – sustainable investment for the community

It pursues the personal and professional development of young people, approaching a new vision on youth training, improving existing facilities and creating new development opportunities for them. Investment in youth training registers a series of medium and long-term effects on the community in terms of increasing the standard of living, economic, social, cultural life, etc.

The city- the environment for the development of young people

It regards the city as a space for training and integration of young people, in a continuous process of modernization and development, and the infrastructure, facilities, environmental protection measures, social conditions must meet high, European standards. All of this takes into account the fact that the city represents a space for the integration and proper development of young people.

The creation of this mechanism concretizes what, since 2013, we, the young people, have been aiming for through the Youth@Cluj-Napoca 2015 - European Youth Capital program, namely the active participation of young people in the urban development process, involvement in decision-making and the formulation of public policies, thus giving us the opportunity to get involved in the development of our own future.

- 3 Youth consultation projects: Cluj 4 Youth, Let's play Europe, Switch on Vote
- 1 Research on the Profile of the Cluj Youth

- 20 Meetings with young people
- 1 Report on the needs of young people in Cluj
- 800 Applied questionnaires

Political support

Fully legitimized by the vitality of the activity carried out in the youth sector in the city, as well as by the dynamics of the academic, economic and social environment, the effort to carry out the Cluj-Napoca 2015 - European Youth Capital project benefited from the unanimous support of the Cluj political environment. The benefits of winning this title, materialized by increasing the visibility and notoriety of the city on a national and international level, the development of opportunities and public policies for youth, economic development and the positive transformation of the entire community, political parties have assumed this project as a priority joint initiative by signing the Collaboration Protocol between the SHARE Federation of Cluj-Napoca and the political parties of Cluj.

Taking advantage of the context of 2015, Cluj-Napoca has the opportunity to assert itself on the map of cities that demonstrate that it encourages participatory democracy, by involving the youth sector in the formulation of public policies at the local level. Dialogue between local authorities and young people is mandatory, public institutions being tasked with creating mechanisms and procedures through which to consult and involve young people in the implementation and monitoring of policies that concern them in any way.

We, young people, have the duty to contribute to the development of the city in which we grew up, were educated and live. Moreover, we have the obligation to participate in improving and preserving a main competitive advantage of the city at the national level, namely – universities and students, in other words the young resource formed in Cluj-Napoca. With the implementation of the 2014-2020 City Strategy, the importance of the youth resource and the need for it to be strategically formed, through a plan exclusively dedicated to the youth segment, was highlighted.

Taking into account both the legislative and strategic aspects at the local, national and European levels, as well as the processes and measures undertaken by Romania at the European level, together with the youth consultation actions (Cluj 4 Youth, Cluj Youth Profile), the creation by young people and local authorities of a Youth Advisory Council was justified. Through this, young people are offered the opportunity to contribute their expertise to the formulation of public policies.

November represents an important moment for us, because within the General Assembly of the SHARE Federation Cluj-Napoca, by decision 1/2015, the establishment of the Youth Advisory Council was unanimously voted. This mechanism contributes to the formation of young people as active citizens in a society based on participatory democracy. Cluj-Napoca has the duty to educate each generation, encouraging it to take part in the creation and development of its own community and its own future, forming an urban spirit focused on innovation, creativity, self-reliance and participation.

MULTICULTURALITY IN CLUJ2015

The Cluj Multicultural Platform, Cosmopolitan City – is an online platform in Cluj-Napoca dedicated to local Cultural Institutes and Centres, communities of foreigners and ethnic minorities in Cluj, foreign students who have settled in Cluj-Napoca for the short, medium and long term, local and foreign communities, but also to other entities whose activity touches on the subject of multiculturalism.

- 8 partnerships with multicultural actors
- 25+ cultural centers involved
- 5 own events
- 40+ own articles
- 1 online platform

The importance of multilingualism in the communication of the European Youth Capital is supported by these media appearances in various media such as online newspapers, brochures or sites visited predominantly by the foreign public.

Hungarian community

The Hungarian community in Cluj-Napoca has been an integral part of the project since the very beginning of the candidacy process. The aim was to share the Hungarian values and culture of Transylvania through the capital project. In 2015, Hungarian organizations and initiative groups regularly organized events and developed projects for the community to share the values of the treasured city with Europe. Student, school, and youth organizations of different faiths, as well as Hungarian institutions, are partners in the decade project. We can see many of our own events or events organized together with organizations from the Romanian community.

- 600+ volunteers from the Hungarian community
- 900+ events in the Hungarian community
- 1000+ press appearances
- 8 media partners
- 80+ partnerships
- 1 own brochure

Every month we organized large-scale events, such as the first Youthmeeting.hu, a new concept to better organize the network of Hungarian youth organizations in Cluj-Napoca.

Through the special connection between Cluj-Napoca and Budapest, the Capital team in partnership with Matthias Corvinus Collegium and the Igen, tessék! - Yes, please! movement opened the doors of a representative office of the European Youth Capital in Budapest. The Budapest Center aimed to promote Cluj and the title of European Youth Capital. This project is an example of good practice regarding the use of the special relationship between Cluj and Budapest, thanks to the Hungarian community, for the benefit of the Cluj community. By organizing flash mobs, the Cluj Club, exhibitions in important museums in Budapest, participating in renowned cultural events, through partnerships

and by exporting cultural pieces to Budapest, we showed a piece of the treasure city. During the year we tried to involve young people by sharing the rich history of the city, so we organized youth programs at historical commemorations, such as the birthday of Matei Corvinus, #Matthias 572, the revolution of 1848 or 1956.

The Youth Pavilion at the Hungarian Cultural Days was a good example of cooperation between several organizations, we provided a special space designed for events organized by young people. During the year we also published a program brochure, Madárles – in Hungarian, distributed quarterly in 21,000 copies in Cluj-Napoca.

In 2015, Cluj became a meeting point for many international youth networks and Hungarian youth organizations around the world. At the Hungarian Youth Conference, we hosted young people from 9 different regions of the world, from the USA to Serbia. The period of conferences and anniversaries began in March. We celebrated the 20th anniversary of the student newspaper Keep Calm and Love Perspektíva! and the 30th anniversary of the Bogáncs 30 folk ensemble. In the year of the Capital, we managed to organize a section of the Hungarian Student Scientific Conference with over 600 students and 150 professors from the series of the most recognized academic conferences in the Hungarian language. A series of conferences in various fields followed, such as those of sociologists, communications, media, etc. The summer was full of new and large-scale events, such as the Street Music Festival or the official European championship: European Youth Orienteering Championship. We also participated in the biggest festivals in Hungary, with the Cluj-Napoca 2015 European Youth Capital stand. Sustainable projects also include the PocketGuide application. It is the first multilingual tourist guide accessible on smartphones launched in Cluj-Napoca. With a worldwide reputation, it is present in over 150 countries. The tourist guide is focused on four major areas: architecture, theater, fashion and design, start-ups.