

Dear Friend,

The
Message

Europeans are facing many challenges in this/OUR day and age. As the economy fights its way through recession across the continent, new pressures are being exerted on our societies; pressures felt most keenly at our lines of division, be them political, social, ethnic or religious. As we search for new paths to lead us into social and economic harmony we must look to/AT our youth, the future of our continent and the creative centre of discovery and renewal.

So:

UNDERSTAND our youth; their habits, their innovative power, their willingness to learn and work, their way of thinking and their potential to start and foster change. In order to build our future with them we have to understand their role at local, regional, national and European levels.

EXPERIENCE our youth; their dynamics, their energy, their creativity and their desire for difference. Seeing youth in action is the best way of boosting social development and change.

INVOLVE youth in debates about our joint local, regional and European future. What we learn, what we decide, what we create will be what the present youth will live in the future. So, let youth be part of it when we plan it.

CREATE with youth. Young people have the most powerful way of thinking outside the box, of facing challenges, of mobilizing power for change for a brighter future.

SHARE Europe with youth. This generation will be the one who will be the main factor in shaping Europe's future in 15-20 years time. Sharing ideas will lead us to better understand our world as it is today and will help us create a better future for all.

Youth@Cluj-Napoca 2015
Coordination Team

The MESSAGE started as an idea of 11 young students who participated in the creation of the Youth@Cluj-Napoca 2015 Programme, a plan for a European Youth Capital title for 2015.

CLUJ2015.RO/THEMESSAGE

SHAREPRESS

The official magazine of the Youth@Cluj-Napoca 2015 Programme | Edition 0, 2012

From Cluj-Napoca
to Europe

Cluj-Napoca

Interviews

Keywords

Key Figures

Priorities

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2012 key moments

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The Message

SHARE
POWER

SHARE
JOY

SHARE
VISION

SHARE
CULTURE

SHARE
SPACE

SHARE
WORK

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Cluj-Napoca is in the

FINALS

For the European Youth Capital 2015.

Youth@Cluj-Napoca 2015
programme management plan especially praised.

cluj2015.ro | facebook.com/cluj2015 | [@cluj2015](https://twitter.com/cluj2015)



**EUROPE
ROMANIA
CLUJ-NAPOCA**

The European Youth Forum and the title of the European Youth Capital

Each year, the title of the European Youth Capital is given to a European city. So, who's idea was all this? Well, since you asked, the European Youth Forum is the one that promotes this whole project. This Forum is the representative of the European youth. They are the ones that promote the interests of the youth in institutions like the European Union or the European Council.

Who are they? The European Youth Forum is a platform formed by 99 National Youth Councils and international NGOs from all over Europe. They want to empower the youth in order to get them to participate actively in the shaping of Europe and of the societies they live in.

Why did they come up with the idea of this title? The European Youth Capital project is organized to encourage the youth to build a bridge between the local and European level.

May we be the first ones to win this? The answer is yes and no. We may be the first ones from Romania to win the title, but we may not be the first ones in Europe.

The first European Youth Capital was Rotterdam (Netherlands) in 2009. They were followed by Torino (Italy) in 2010, and then came Antwerp (Belgium) in 2011, followed by Braga (Portugal) in 2012, Maribor (Slovenia) in 2013 and Thessaloniki (Greece) in 2014. Hopefully, in 2015 Cluj-Napoca will be the proud owner of the title. When will we find out if we won? The date is: November 24. Keep that in mind. ;)

But until the announcement of the results, keep your fingers crossed, because that's we do too.



The candidacy of Cluj-Napoca for the European Youth Capital title in 2015 is the first major project of our community in our pursuit to define ourselves as members of the European family. We would also like to take this opportunity to offer access to the values, the potential and the creativity of the wonderful young people who choose to spend their most exciting years in Cluj-Napoca.

Through this competition we hope to reach the hearts of all the European youth, to put our city as a destination on the map of their selected routes, to show them all that we have learned and all we are committed to pass on to our next generation and to the entire world.

“Share Cluj-Napoca 2015” is an ambitious project about partnership, generosity, acceptance and multiculturalism.

We are looking forward to welcome you in Cluj-Napoca-the European Youth Capital in 2015!

Share Cluj-Napoca 2015 is an ambitious project about partnership, generosity, acceptance and multiculturalism

Emil Boc
Mayor of Cluj-Napoca

Cluj-Napoca

Cluj-Napoca is known as “the heart of Transylvania” for many reasons. With its rich history, vast cultural heritage and multi-cultural environment, the city has become one of the most important cultural, tourist and business destinations in South-Eastern Europe. As its potential for foreign investors is being realized, and its university population continues to expand, its influence and reach will keep growing, bringing all of Transylvania up with it.

The city has its roots in ancient Dacia. The city of ‘Napuca’ was established over 2000 years ago and became a municipality under the Roman Empire in AD 124. Cluj-Napoca was one of the seven fortified cities and became the capital of Saxon Transylvania (Siebenbürgen in German.) Renowned across Europe for its wealth, the city became known as “the treasure city.”

In recent years, Cluj-Napoca has become the second largest city in Romania after the capital Bucharest and is the regional center of the North-Western Development Region (Nord-Vest), one of eight regions in Romania.

Cluj-Napoca aspires to become European Capital of Culture in the year 2020 and, with this goal in mind, we are investing in consistently developing the urban infrastructure, carefully preserving our historical patrimony and implementing the best ecological practices to ensure environmental sustainability for the benefit of our future generations.

Cluj-Napoca is at the beginning of a new development period as planning for Local Vision 2020 is underway. Academic environment and youth will undoubtedly feature as one of the major development priorities. The focus of our development strategy is to ensure that our city becomes one of the most welcoming cities in Eastern Europe; a great place to live and a great place to visit.

Due to the 11 universities present here, our city is considered one of the best places to study in this area of Europe. Every year more and more university graduates are calling Cluj-Napoca home thanks to the wide range of career opportunities available to them. Universities, and the youth that study there, are considered the most important driving element in local and regional urban development.

Throughout the year, Cluj-Napoca hosts several major events, the most famous being the Transylvania International Film Festival which has become a prominent player among film festivals in Europe.

Sport is also a powerful youth mobilizing factor in our city. Two of local football teams are in the highest Romanian Soccer



1. Piata Unirii
2. Piata Avram Iancu
3. Bastionul Croitorilor



League and one has been champion twice. Our local basketball team is also a national champion. Hosting these clubs has provided a powerful network for junior clubs.

Not only is Cluj-Napoca a strong academic and medical center and the spiritual and economic capital of Transylvania, it is also a hub of diversity and multiculturalism. With 21 registered ethnic communities and boasting an impressive number of foreign cultural institutions, Cluj-Napoca is proud to be a multicultural city encompassing the past, present and future.

Being a city which has never been defined by a single ethnic group or denomination, Cluj-Napoca is a place where people from different ethnic backgrounds and even different languages know how to live, to accept and to respect each other's values. Thus, the most valuable and sustainable wealth of the “treasure city” is in fact this remarkable art of living together.

OBJECTIVES

to:

- *involve the local community*
in youth related projects and activities,
- *become a yearlong European center*
for major youth events, meetings, conferences,
- *enhance sustainable cooperation*
between local (Cluj-Napoca), national (Romania), and European organizations,
- *include Cluj-Napoca in European networks*
of cooperation in the youth field and other sectors,
- *activate youth and their organizations in the process of urban development*
in Cluj-Napoca,
- *create sustainable financial mechanisms*
for supporting youth projects, structures.
- *increase the level of knowledge*
of European youth regarding Cluj-Napoca and Transylvania
- *create a sustainable partnership*
between local authorities, youth NGO, and other institutions with responsibilities in the youth field
- *create sustainable youth screening mechanisms*
and creating better career-opportunities for talented youth,
- *create necessary conditions for supporting innovative, creative ideas of youth*
and to in an initial phase,

PRIORITIES

Share
Work

Share
Space

Share
Culture

Share
Power

Share
Joy

Share
Vision

HORIZONTAL PRIORITIES

Share
European

Share
Responsibly



” to maintain on the top of most developed counties in Romania

Horea Uiorean
Cluj County Council President

The candidature of Cluj-Napoca, our county residence, for the title of European Youth Capital is not random at all. This city is characterized, above all, by a great strength and a vitality that precisely resides into a young human resource, generated by an educational-academic system extremely well represented. When we think of Cluj, we think of the Romania's second largest university center that hosts no more than 12 public and private universities that annually educates approx. 100 000 students. They all have the merit to bring that added value and dynamism of this city, both through their innovative youthful enthusiasm and also through the professional knowledge intake acquired during their undergraduate formation. Finally, given the fact that about a quarter of graduates students choose to hire over here after completion of their studies, their expertise contributes to a sustainable economic growth of Cluj County.

On the other hand, acquiring, by Cluj-Napoca, of European Youth Capital 2015 Title represent only a step of a more

ambitious project belonging to Cluj Local Government, respectively obtaining the title of European Capital of Culture 2020. Competition is fierce, so that any project that brings to the forefront this city can be a real springboard for it, both in terms of visibility at European and national level.

Obtaining by Cluj-Napoca of the European Youth Capital Status will cause, for sure, a significant increase of this city notoriety, a great impulse for his future development and will strength, once again, his informal title of "Heart of Transylvania".

In order to maintain on the top of most developed counties of this country, in terms of economic reasons, Cluj needs a young and highly qualified human resource, adapted to the rigors of a constant evolution market. From this point of view, the Cluj Local Government chose a pro-youth orientation, visible mainly through the multitude of projects realized in partnership with Cluj academic environment, initiatives meant to give voice to this age group absolutely essential for any society progress.



Anna Horváth
Deputy Mayor
representative of the
Hungarian Community in Cluj-Napoca

an excellent [space] for inclusive development

Cluj-Napoca is currently undergoing a process of sustainable development. An important regional economic powerhouse and an authentic cultural centre of the historic region of Transylvania, the city already boasts several major events.

For centuries, Cluj-Napoca has been a functioning multicultural environment. Uniting the specific cultural traits of its various inhabitants, this unique city is rightfully called "the Heart of Transylvania". Its 600 years of history and culture, its spiritual and built heritage offer an excellent space for inclusive development.

Cluj-Napoca is an academic town, this is one of its many attractions. Over 100.000 students live and study here. A great number of these consider the city a fine place to live in and decide to settle here after having concluded their studies. This certainly marks the city as a youthful, experimental site of significant potential.

Cluj-Napoca lays great emphasis on its future and its young inhabitants. Becoming a European Youth Capital in 2015 would enhance the implication of young generations in various development processes. The candidacy comes as a result of the joint effort of various youth organizations and the municipality. The final application and the Youth@Cluj-Napoca Programme are down-up initiatives nurtured by civil organizations and embraced by the public sector.

The initiatives have led to an extensive partnership. The Youth@Cluj-Napoca Programme unites over 200 local, national and international organizations willing to support and participate in this initiative.

The utmost role of city leaders and managers today is to preserve and develop our town for future generations.

Cluj-Napoca aims to become the European Capital of Culture in 2021.



In this context we believe that applying for the European Youth Capital title, preparing the programme and most importantly, implementing it would be a huge opportunity for Cluj-Napoca to explore how the city can find its unique characteristics for the planning of a large scale, comprehensive European program such as the European Capital of Culture 2021. A formal cooperation between the local public authorities and a number of over 30 associations and organizations has already been created during the preparation of this candidacy, the relationship between the youth organizations and the local administration has become stronger than ever. This is the perfect proof, that we are able to form alliances, we are able to work together for the development of our city, for Europe. And we are sure, that Cluj-Napoca will have huge benefits from this project: it will gain a well defined place on the map of Europe and, when this initiative is successfully implemented, the city will have the necessary experience to become Europe's most successful Capital of Culture.

The European Youth Capital title is an important opportunity to the city of Cluj-Napoca, for the surrounding region, Romania, Eastern Europe. This is a moment, when we can measure our values on a European scale, we can show the power that lies in our young people, our community can act as a whole, supporting something, which is youthful, fresh and creative and represents progress. We can show ourselves to Europe and invite Europe in our city in order to create connections between young people having different backgrounds, learning in different education systems, watching different TV-shows, spending their vacation in different locations but sharing similar values and similar perspectives. SHARE is not just another slogan for us, for years we have been supporting the active participation of young people in shaping the city's future, the greatest events in Cluj-Napoca's life are organized by them, decisions regarding introducing facilities for the young are preceded by consulting them and projects initiated by them are supported by the municipality.

I strongly believe youth, their organizations, creativity, and innovative way of thinking has to be an important part of our aim and work to win the title and to host in Cluj-Napoca the European Capital of Culture in 2021

Florin Moroșanu

executive director,
Cluj-Napoca European Capital of Culture Association

Will

2015

**be the year of
*Cluj-Napoca?***

Something has been brewing in Cluj-Napoca for a while now. The student base has been growing, residents, businesses and tourists have been pouring in from around Europe and, after 50 years of communism, the financial and cultural sectors are finding their feet. 2015 could be the year when all this comes together, when Cluj is put firmly on the map of Europe.

The title of European Capital of Youth would give Cluj-Napoca the chance to bring together its young and harness the dynamism at the city's heart. By drawing on what we each know and love about our city we can create a comprehensive idea of what Cluj-Napoca means, and what it will become. 2015 can be the drawing ground for the blueprints of the future, and today's young will be tomorrow's architects.

The European Union is built upon the ideas of pluralism and solidarity, among both its member states and its citizens. As a representative of the new member states and with its geographical position linking the East and West of the continent, Cluj can play an important role in nurturing these concepts and furthering unity within Europe as a whole. Given the opportunity to organize and coordinate events that bring together youths of different class, ethnicity and religion, it can develop a sense of unity that transcends social, political and geographical bounds and, in these countries that need it most, help build the democracy and social empowerment that must define our future.

We think of 2015 both as a chance to look back and appreciate what we've got, and to look forward and find out what we can have. It will be both a celebration and a means of creation. If Cluj is awarded the title of European Capital of Youth, the year will fly by, but its impact will be here to stay.

András Farkas
APPLICATION COORDINATOR

SHAREPRESS



**the blueprints
of the future**

WHY terminology?

In most of the cases we tend not to get into the details for certain things. We consider them usual, natural, logical, so there is no need to understand that thing in depth.

Meaning of some words can evolve also like this. For example since the general spread of Facebook somehow the meaning of the SHARE word got poorer. We instantly remind the action when we see something on the net, and we overtake and republish the information. At least Twitter retweets, or does not take out a word from its deeper context.

When planning the Youth@Cluj-Napoca 2015 – European Youth Capital Programme, we also thought of assigning real meaning for every key word, every key message. Also, the vertical and horizontal priorities got their names by thinking of their meaning.

And when we say SHARE, or SHARE WORK, we combine two words, we combine their meaning too. And behind these word there are principles, concepts, visions, a lot of creative, innovative thinking which added together can contribute to the mission of our programme.

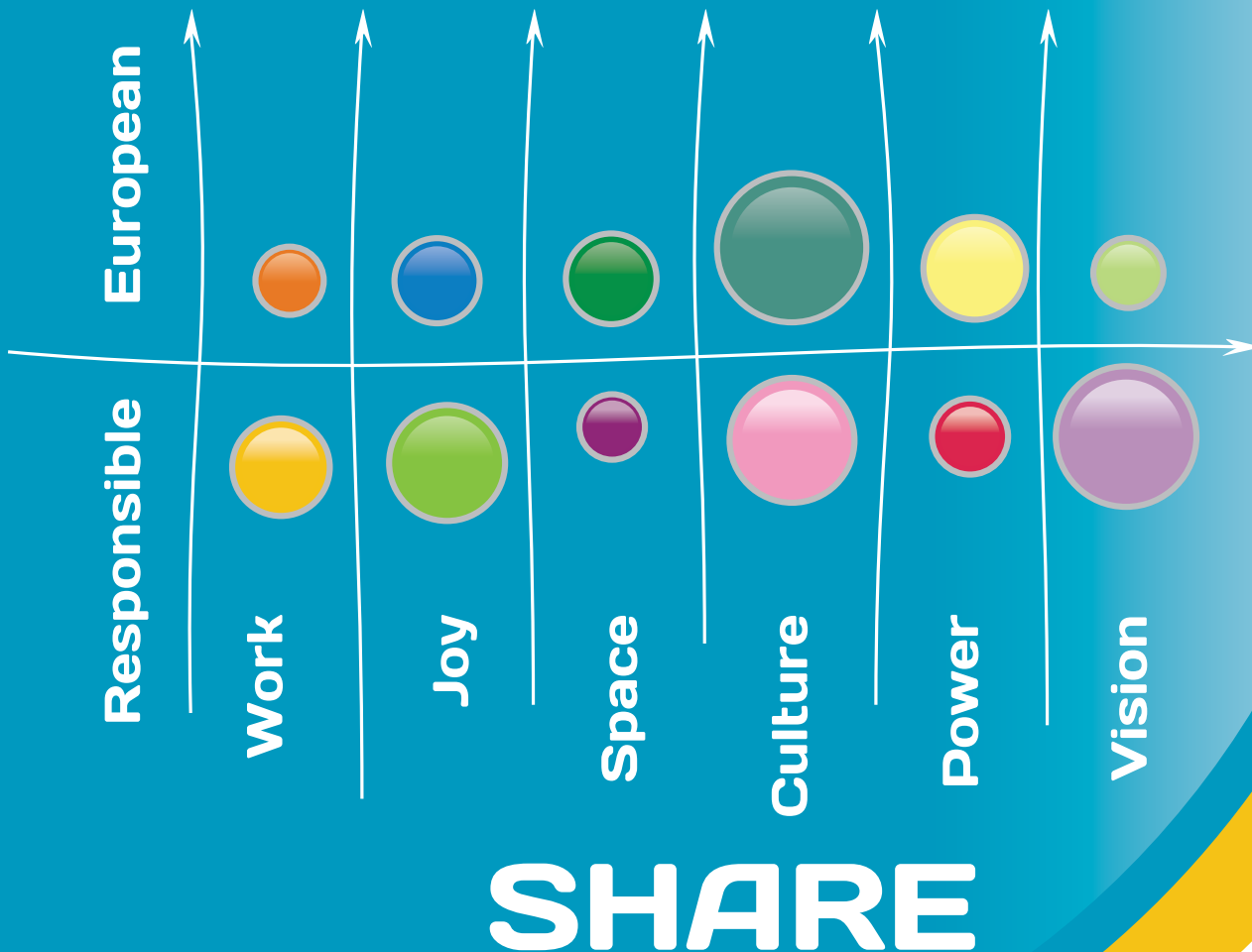


SHARE

→ **[verb]**

1. to have or use something **at the same time** as someone else
2. **to divide** food, money, goods, etc. and give part of it to someone else
3. If two or more people share an activity, they **each do some of it**
4. If two or more people or things share a feeling, quality or experience, they both or all have the **same feeling, quality or experience**
5. to **tell someone else about** your thoughts, feelings, ideas, etc.

Cluj 2015 means:



► **[noun]**

part, part of a business

1. **part of something** that has been divided between several people, which belongs to, is owed to or has to be done by a particular person
2. one of the **equal parts** into which the ownership of a company is divided and which can be bought by members of the public
 - go shares: to divide the cost of something between you
 - have your (fair) share of something: to have a lot or more than enough of something bad

WORK

→ **[noun]**

*activity, place, creation, everything,
factory, machine, physics, have effect*

1. an activity, such as a job, which a person uses physical or mental effort to do, usually for money.
2. the material used by someone at work, or what they produce.
3. a place where a person goes specially to do their job.
4. something created as a result of effort, especially a painting, book or piece of music.
5. the works informal: everything that you might want or expect to find in a particular situation.
6. works: an industrial building, especially one where a lot of people are employed.
7. works: the parts of a machine, especially those that move.
8. specialized: force multiplied by distance moved.
9. All work and no play (makes Jack a dull boy). Saying: said to warn someone that they will not be an interesting person if they work all the time.
10. be at work: to be working.
11. be at work: literary: to be having an effect, usually an obvious or bad effect.
12. be in work/out of work: to have a job, or not to have a job.
13. get/set to work: to start doing a job or a piece of work.
14. have your work cut out (for you): to have something very difficult to do.

*do job, operate,
succeed in becoming,
arrange, shape*

[verb] ←

1. to be effective or successful.
2. to do a job, especially the job you do to earn money, or to make someone do a job.
3. If a machine or device works, it operates, especially correctly and without failure, and if you work it, you make it operate.
4. to succeed gradually in becoming something or cause a person or thing to become something, either by making an effort or by making many small movements.
5. to arrange for something to happen, especially by not using official methods and/or by being clever.
6. to shape, change or process a substance

POWER

control, strength, official right, ability, person with control, energy, image size, mathematics

→ **[noun]**

1. ability to control people and events
2. the amount of political control a person or group has in a country
3. strength
4. an official or legal right to do something
5. powers: authority
6. electricity, especially when considering its use or production
7. powers: abilities
8. powers: a natural skill or an ability to do something
9. a person, organization or country that has control over others, often because of wealth, importance or great military strength
10. the rate at which energy is used, or the ability to produce energy
11. the amount by which an image is increased by a device used for seeing things that are very small or a long distance away
12. specialized: the number of times that a number is to be multiplied by itself

→ **[verb]**

energy, strenght

1. provide a machine with energy and the ability to operate
2. to act with great strength or in a forceful way
3. power (something) up: If something that needs power or energy powers up, or if someone powers it up, it is turned on or prepared so that it is ready for use or action.

VISION

view of the future

→ **[noun]**

1. the ability to imagine how a country, society, industry, etc. could develop in the future and to plan in a suitable way

JOY

happiness, success

→ **[noun]**

1. great happiness.
2. a person or thing which causes happiness.
3. informal: success, action or help

SPACE

empty place

→ **[noun]**

1. an empty area which is available to be used
2. that which is around everything that exists and which is continuous in all directions
3. open space: land, especially in a town, which has no buildings on it
4. in/within a short space of time: very soon

→ **[verb]**

1. to arrange things or people so that there is some distance or time between them

CULTURE

way of life, art

[noun]

1. the way of life, especially the general customs and beliefs, of a particular group of people at a particular time
2. music, art, theatre, literature, etc

EUROPEAN

SHAREPRESS

[adjective] [noun]

➤ of or from Europe

➤ someone who comes from Europe

RESPONSIBLE

[adjective]

duty, blame, good judgement

1. be responsible for: to have control and authority over something or someone and the duty of taking care of it or them
2. be responsible to: to be controlled by someone or something
3. be responsible for: to be the person who caused something to happen, especially something bad
4. hold somebody or something responsible: to blame someone or something
5. be responsible for your actions: to be in control of yourself so that you can fairly be blamed for your bad actions
6. having good judgment and the ability to act correctly and make decisions on your own
7. a responsible job or position involves making important decisions or doing important things.

YOU

*person/people addressed,
people in general*

[pronoun]

1. used to refer to the person or people being spoken or written to
2. people in general

MISSION

The mission of the Youth@Cluj-Napoca 2015 - European Youth Capital is to open up the potential of our city's youth and give them the chance to realize their dynamism and creativity within the public sphere. With the support of Cluj-Napoca's young people and youth organizations and the strengthening of their role within the city we can bring change to our society, boosting its development sustainably, responsibly and inclusively. We focus on sharing our space, culture, power, work, joy and vision; on realizing and understanding our common European values. We look to youth empowerment, mobility, dialogue and information. Over the course of a year long program in Cluj-Napoca, we will bring these words to life, and we will look to the future.

Estimated Results

SHAREPRESS

150%

increase of youth funding
at municipality level, following the EYC

100%

increase of available youth NGO budgets in Cluj-Napoca
different sources, following the EYC

20%

increase of tourist visitors in 2015
23% increase in 2016 - 2018

80%

of the population below 35 years participates
at least at one event or project

50%

of the total population participates
at least at one event or project

150%

increase in the number of foreign youth participants
in local NGO projects and events, and at least 25.000 foreign students participate at least at one event

1 full year

youth programme

700

volunteers get involved
in the European Youth Capital and form the Volunteers Academy

75

new startups
(NGOs, innovative companies) are formed with the help of the EYCO

1

model is created using horizontal principles
in the implementation of long term programmes

1

best practice (method)
is created to implement year-long programmes in Cluj-Napoca

1

new priority in the field youth related policies and activities
is created within the General Development Plan for Cluj-Napoca in 2014-2020

Key Figures

5,474 million EUR
estimated budget

2

horizontal priorities
in implementation (European, responsible)

3

forms of online presence
(cluj2015.ro, facebook.com/cluj2015, @cluj2015)

3/2

languages
(English, Romanian, Hungarian, extended with German and French)

6

programme priorities
(space, culture, work, power, joy, vision)

30+

youth NGO coalition
with the Municipality (signed memorandum of understanding)

78/10+

projects
in the project portfolio

100+

press articles
in local, regional and national media

200+

total supporting organizations
(local, national, European, public, ngo, private)

13,000+

online support
on social networks

PRIMARIA PRIMARIA
CLUJ-NAPOCA CLUJ-NAPOCA

Ovidiu Câmpean

Ovidiu Câmpean is director of public relations and the tourist division in the city hall of Cluj Napoca. He is 27 years old, and was born in Dej, in the North West of Romania.

a CITY OF DIALOGUE

Why is youth important to Cluj

Proportionally we have more young people per capita than any other city in Romania, and possibly in the whole of South Eastern Europe. Just their sheer number alone makes them vital to the feel of the city, they are its backbone.

What should Cluj be most proud of?

This is a multicultural and multi-confessional city, a city of dialogue. This in itself is something to be proud of.

Where is Cluj heading? How do you see it in 2015

Cluj will be a modern, open city, with a good prospective for becoming European Capital of Culture in 2020. The city will keep growing, both economically and in terms of population, and is at does so an increasing amount of foreigners will be drawn here.

Why is Cluj Unique?

Its historical multiculturalism and the gift for learning foreign languages that this has given to Romanians makes Cluj unique in its openness, its cosmopolitanism. This is especially true among its eastern European neighbours.

What do you think Cluj offers for young European visitors?

In terms of tourism we have many draws; the historical city centre, the excellent botanical gardens, the museums and art galleries and, of course, the night life. Also Cluj serves as a perfect jump off point for those looking to explore the beautiful landscapes, fantastic architecture and medieval history of Transylvania. With great train and plane links it is easy for people to get here.

What Does Cluj bring to Europe?

One of the most important things that Cluj brings to Europe comes from its history of Unitarianism. The Unitarian Church was born here, in and around Cluj, and it was the first major religion to give a decree advocating religious tolerance. This message is still of vital importance today, across both Europe and the whole world.

The difference the students make to the city

What do you think that Cluj's youth bring to the city?

A third of Cluj's population is made up of students. You can see in the summer, when they all go back home for two months, the difference the students make to the city. Without them it is dead. Cluj's youth are fundamental to the dynamism and creativity that lies at its heart.

What do you think Cluj-Napoca should be most proud of?

Cluj has been a centre of education and academia in both Romania and the whole of south Eastern Europe for a very long time. The fact that this is both its root in history and the factor that defines its development in the modern day shows a strength of identity that I feel both Clujians and Romanians of a whole should be proud of.

Where do you think Cluj-Napoca is heading? How do you see the city in 2015?

60% of the people who come to study here end up staying on afterwards. The city's population is growing and becoming increasingly well educated. This is bringing expansion to the financial and cultural sectors of Cluj and this trend will continue as long as the city remains a centre of education.

What do you think Cluj-Napoca offers to young European visitors?

Although Cluj is in Romania, we must think of it as being a Transylvanian city. It is historically made up of three ethnicities, Hungarian, Romanian and German, and education is still split amongst these three languages and cultures, but now also with the addition of English and French. The whole city is built around this concept of multiculturalism, and is very open to outsiders.

Why is Cluj-Napoca unique?

It is this mix between education, culture and commerce that gives Cluj its special flavor.


What does Cluj-Napoca bring to Europe?

Cluj can bring this understanding of multicultural relationships between minorities living within the same state. History has taught Transylvania's minorities to live as equals and in peace. This is the key to the Europe everyone dreams of, united and peaceful.

Mark Adrian Török

Mark is president of the Babes-Bolyai Students Union. Born in Satu Mare in the North West of the country, he moved to Cluj-Napoca in 2006 to study. He is now completing his PHD in German studies.

youth can change perceptions of Romania




Shajjad Rizvi

Born and brought up in London, Shajjad came to Cluj Napoca in 1995 to start up the The Little People, a charity that helps young people being treated for cancer. He has been here ever since, playing an ever increasing role in the NGO sector and expat community.

What do you think that Cluj's youth bring to the city?

The youth of Cluj-Napoca are a shining example of how youth can change perceptions of Romania. Every year I host an international sporting competition with over 200 Paralympic athletes from across the globe coming to Cluj to compete. Every Cluj high school provide students to volunteer over one week at this event, from cleaning toilets, to being ball boys, to assisting wheelchair athletes. The competition has won the award of being the "athletes favorite" globally! The young of Cluj are the perfect ambassadors for the city and the country.

What do you think Cluj-Napoca should be most proud of?

Its youth movements – and not your typical student groups. 6 years ago a youth movement was born in Cluj made up of young people fighting cancer. It was called Temerarii. The movement has spread nationwide and beyond, setting the standard on how young cancer sufferers can offer peer to peer support and lobby for their rights. It is perhaps the most important development for giving cancer patients a voice to come out in the last decade. And this was born in Cluj!

Where do you think Cluj-Napoca is heading? How do you see the city in 2015?

I see myself celebrating and enjoying Cluj being the European city of youth. I wanna walk downtown Cluj and hear Finnish, German, Danish, Dutch, Geordie, Scouse, Flemish and French all being spoken in the byways and cafes of Cluj. I want Europe to come and enjoy Cluj!

What do you think Cluj-Napoca offers to young European visitors?

How many people do you know who can say they have visited the very heart of Transylvania – and made it back home – ha! I doubt anyone will become a Transylvanian „take away"! The myths and legends might excite some but this enchanting little city with its youthful innocence and charm offers something very different from most European cities. It's hard to describe, it has to be experienced! I always say 'Cluj has a way of casting a bit of positive Transylvanian magic upon every visitor"

What Makes Cluj Unique?

When these ingredients are put together- a turbulent history, an emerging democracy, a huge student population and a tradition of multiculturalism and religious tolerance- it seems something special is created; a kind of innocence and openness that is truly refreshing in an increasingly jaded Europe. That is what makes Cluj unique!

What does Cluj-Napoca bring to Europe?

An example of a great Romanian city that is moving forward and embracing European values – we mustn't forget that Romania had one of the darkest of the iron curtain regimes. Hey just a generation ago it was against the law to even talk to a foreigner! Now the locals want to invite everyone from Europe to "drop in for a chat"! Gosh- talk about change!



Share
Joy

Piața Muzeului

A small but coquettish square, with a historical spirit, full of terraces - great place for concerts, symphonical concerts, theater plays, different thematic exhibitions.



The Paintbrush Factory (Fabrica de Pensule)

The Paintbrush Factory is a collective space for contemporary arts in Cluj.

The first collective project of such dimensions on the Romanian cultural scene and also one of the most relevant examples of converting an industrial building into a cultural space.

Share
Culture



Cluj Arena

Cluj Arena is a stadium in Cluj-Napoca, built in 2011 in the former Ion Moina Stadium, Cluj. The owner of the stadium is the Cluj County Council. The stadium has a capacity of 30,201 seats, mostly covered. Being built to the highest standards, the new arena is rated as a UEFA Elite Stadium category.

Share Power



The Hoia Forest

The 295 acre big forest is a great place for outdoor mega-events. Placed in the western part of the city, with no neighbors around, really fun events may be organized there without anyone shouting to take down the volume of the music. An event like this is the Student Days that is organized every year, bringing more than 1000 students into the nature.

Share Space





Cinema Florin Piersic

The cinema is located in the city's center and it has 729 seats, newly renovated place. It also has a cafe in the same building, so it is a perfect place for screenings, talks and debates, exhibitions, art release and art events.



Share
Work

Central Park

The park has a rectangular shape, with a large road along its length. It is a perfect place for competitions, art exhibitions. It also includes a little lake, great for navigation, and other water activities. The Casino Building situated near the lake has a large capacity and also a terrace that can host different events or concerts.

Hello, Youth Hello, Europe

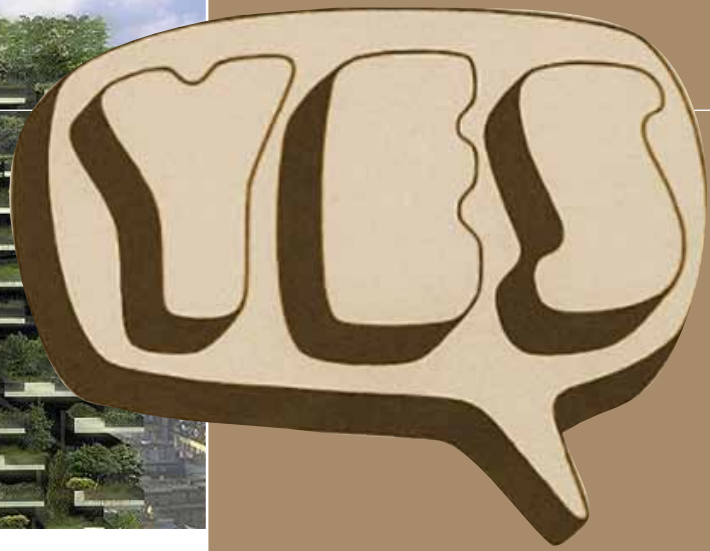
[CLUJ-NAPOCA **never** SLEEPS]

Why should New Yorkers be the only ones who enjoy the excitement and adventure of living in a city that never sleeps? Cluj-Napoca is also famous for its effervescent nightlife and tireless students. We have so much to do and so much to see in this city, that sometimes those 12 hours of daytime are simply not enough. The Cluj-Napoca never sleeps project is based on a large-scale partnership between the city's administration, the public services, consumer services sector and non-profit organizations. Under the coordination of a young team, the public and the private sector will implement a project together, which will transform one night in Cluj into an exciting and action-packed recreation of day. Shops, restaurants, malls, libraries and museums will be open all night long, buses and trolleys will circulate and cinemas and theaters will present their guests with exciting all night shows. The goals of the night also

reach further than entertainment, as cultural events and youth programs will take place throughout the night. Perhaps most importantly, the event will show the possibilities that can happen when a group of young people join in creativity and hard work; that we are even able to turn night into day.

As part of the Youth@Cluj-Napoca 2015 Program, the Cluj-Napoca Never Sleeps project is not just about sharing joy, but also about sharing our space and culture with Europe.

The Cluj-Napoca never sleeps event will premier in 2015, but beforehand we would like to test its capacity to mobilize the city's population and the private sector's interest in the project by organizing similar smaller events, such as an All Night Theater - Night or Open Night at the Public Library.



GREENING@CLUJ-NAPOCA

More and more young people are growing up in our neighborhoods isolated from nature, without ever having played on green grass or sunk their hands in the soil. More and more of us have never planted a bulb, grown a vegetable or rested in the shadow of a tree.

Greening@Cluj-Napoca is our way of sharing the joy and power of connecting with nature, through a group of projects designed to give a significant environmental, green aspect to the Youth@Cluj-Napoca 2015 Program.

Promoting the idea of sustainable urban development, our aim is to give both the young and older generations living in the city the chance to actively participate in environmental activities and greening projects. We will not only make our living space healthier and more beautiful, but will bring

ourselves closer to the earth, plants and the rhythm of the seasons.

The Greening@Cluj-Napoca project will host the following main activities:

- The creation of green roofs or living roofs on blocks and other buildings in Cluj-Napoca
- A special edition of the Let's Do it Romania – Let's Do It Cluj-Napoca project. The Greening@Cluj-Napoca online contest through which local youth competitor groups will propose solutions for sustainable urban development in Cluj-Napoca
- The transformation of a local transportation bus into a green space.



[YES, PLEASE]

The initial idea of this project came from a 2012 initiative aimed at supporting the Hungarian minority of Cluj-Napoca to use their native language more in their everyday lives: at the shop, at the barber or on the market. Many studies have shown that minority groups in urban areas are using their native language only in special cases, like talking to close friends and family or at events dedicated to their groups. Mostly though, they will automatically switch to the majority's language when in public. The project entitled Igen, tessék – Da, poftiți sets out to address this situation by offering Hungarian people the option to use their native language with the staff of certain local shops, pubs and other businesses, which display the symbolic sticker.

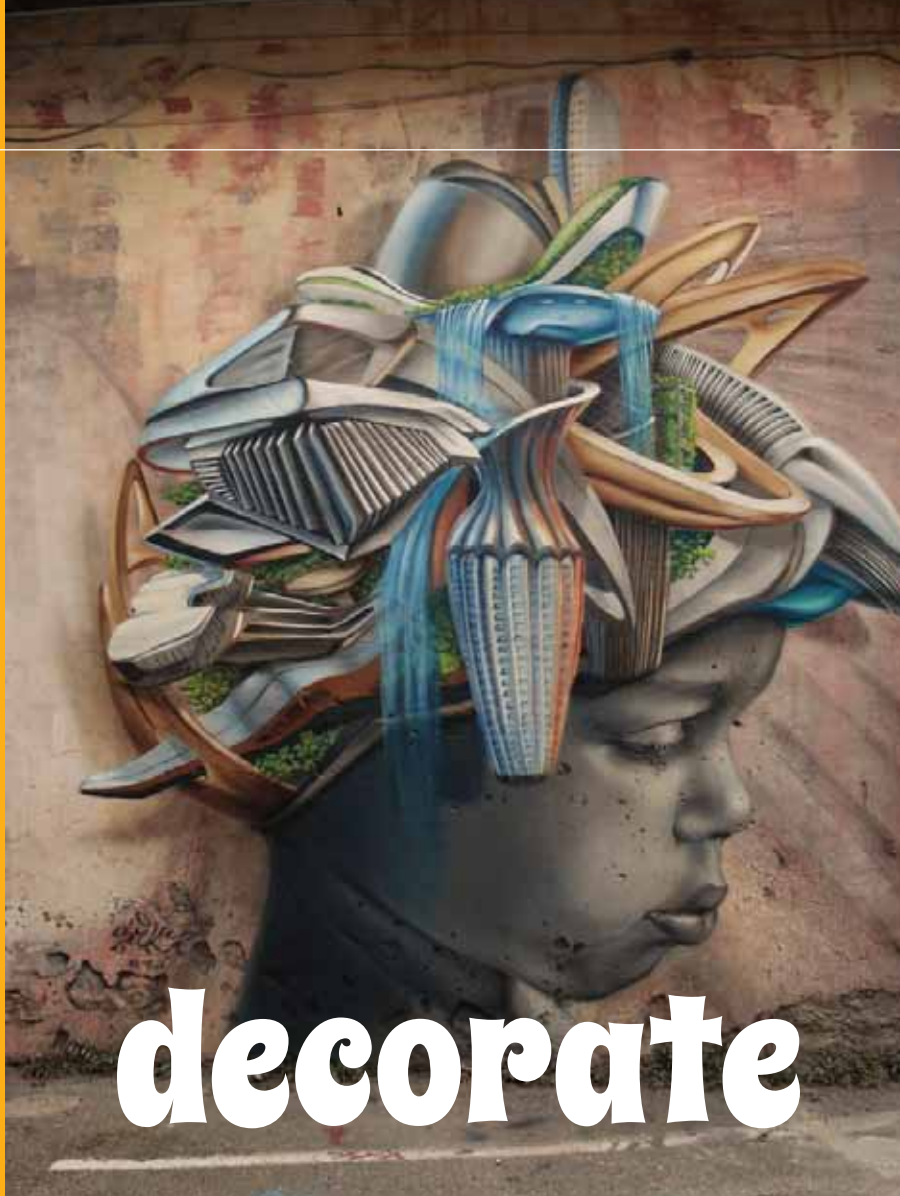
Many of the thousands of Erasmus students living in Cluj-Napoca and the tourists who pass through the city would also feel more at ease addressing the shopkeeper or the waiter in their own native language, if invited to do so. To invite multiculturalism and promote multilingualism across the city we would like to develop the Igen, tessék – Da, poftiți – idea by including other languages, like German, French and English into the project.



[DECORATE] [BLIND] [WALLS]

According to the dictionary, the expression "blind wall" means "a wall without an opening". With the help of our young artists we have taken this concept as a way to think about promoting openness and interaction in art; to open these blind walls to art and creativity and show our young the possibilities that await them. Across the city many blind walls will be painted, creating colourful landmarks that represent art and openness to all. The decoration of our city's many blind walls is indeed a challenge, but also a huge opportunity to graffiti artists and young painters to show their talent in front of the public by shaping their own urban environment.

By inviting young people to decorate, draw, paint and create on the blind walls in the city we will give them a sense of responsibility for our public space, for the city's buildings and we will make the local community truly proud of its youth.



decorate



[ORIENT EXPRESS: THE DETECTIVE ON LANE 25]

This exciting project's ingredients are: the city's most popular trolley ride (the no. 25), a few young actors, a great mystery story and a whole load of young and curious wannabe Poirots.

The basic idea of the project is, that with the help of a few volunteers (the actors), we create a scenario in which somebody gets "killed" on the way home on the 25 Trolley. The participants will embark in this game voluntarily with the purchase of a special ticket. After meeting the characters of the story in person and watching a short play of the crime, they will have to figure out why the victim was murdered, and who it was that carried out the crime. Over the period of one month, the participants will receive clues through social media sites and with the help of our volunteer team who will haunt the city, distributing information. As the mystery is waiting to be solved more and more young people will be involved in the story.

{ EUROPEAN webEU COMPETITION }

The webEU is an online contest that aims to teach young Europeans about EU development, integration, identity and development. The project's main goal is to promote European values among young people, increase awareness, understanding and participation of youth in the European Union's development processes. It looks to provide specific information on both current European topics and also issues of wider interest, in an interesting and attractive way.

The project's main objectives were:

- To improve knowledge of computer science as a basis for communication
- To stimulate young people's spirit of initiative

- To offer an opportunity to gain positive experience in a project that promotes European cooperation
- To stimulate creativity, innovation and competitive spirit
- To increase the involvement of young people in the process of European development
- To create new NGOs by encouraging the participating teams to establish civil organizations.

#youth
#cluj
#power
#europe
#contest

The first edition of the webEU competition took place in 2010 and was financed by the European Union, through the Youth in Action Program. It

was a huge success, with two of the competing groups of young people creating active NGOs as a direct consequence of the competition



This project, dedicated to presenting and promoting young local artists, was generated by the concept of the European Youth Capital. With TIMAF we aim to satisfy all our young people's thirst for culture, creativity and involvement in community life.

TIMAF has a novel approach to youth and talent and is based on a concept that relies on three powerful and distinct components, together making this festival a cultural and professional phenomenon that is not to be missed.

- Main events- featuring renowned artists, aimed at attracting large public
- Competitions- organized selection of young talents from different fields, representing the arts celebrated in TIMAF, promoting, supporting and launching their works through competitions organized exclusively for them
- Education- composed of a series of workshops designed to encourage the interaction and involvement of artists and amateurs in various art and cultural activities.

The event is addressed to a wide audience:

- Young dynamic students
- Young artists
- Tourists
- Potential investors and developers (large companies, public institutions)

[TIMAF]

Transylvania International Music&Art Festival



The ShareCollector is a special communication and mobilizing project within the European Youth Capital Program. Its aim is to encourage the people of Cluj, with a special focus on youths, to participate in the events hosted by the youth capital.

The ShareCollector allows participants to collect “shares” (or points) by being present in as many program and locations as possible. A visit to a hotspot, a welcoming center, an event or a project is rewarded with points.

Shares will be collected via an integrated card system; this will need a serious investment. There will be several categories; for example international students and local students will compete in different categories. At the end of the year the most active ShareCollectors will be rewarded as the most active people in the youth capital program. The project has a very important role in the MONITORING and COMMUNICATION activities of the European Youth Capital as it gathers a lot of information about attendance.

[VOLUNTEER@CLUJ-NAPOCA]

This all-year running project revolves around the creation of a Youth Capital International Volunteer Center in Cluj-Napoca. The centre will be a space where young people recruited from all over Europe will help in with the implementation of the Capital Program, as well as the preceding and following youth projects.

Following an intensive recruiting campaign for the Youth@Cluj-Napoca volunteer team, we will have a team of 2000 volunteers. A series of non-formal trainings, workshops and preparatory projects will be implemented to prepare the volunteers for active engagement in the Cluj-Napoca European Youth Capital 2015's program and its preceding events

*Bigger***[QR CODE FLASH MOB]***Better**Faster*

The biggest flash mob in our city's history will result in composing our own QR code, with 4,900 volunteers on a football field. The created picture will be photographed from an airplane or helicopter, and it will show a scannable and active QR code.

We are planning to contact Google to ask for information about the time when the Google Earth satellite is passing by, so that we can organize this event in that period. This way our huge QR code will be visible on Google Earth, spreading our message to the world.

*More*

**6 March
2012**

INITIAL LAUNCH

Initial launching of the Youth@Cluj-Napoca 2015 project - March 6, 2012 >>> **Public debate** with local public and private universities, youth NGOs - March 14, 2012 >>> The Memorandum of Understanding on **Support** for the Youth@Cluj-Napoca 2015 was signed - April 25, 2012 >>> **Virtual Flash Mob for YOU**, changing the Facebook profile picture on a YOU bubble - April 25-26, 2012 >>> **Public hearing in the European Parliament** - May 9, 2012 >>> **Take a Bubble to Romania and Europe contest** - June 15, 2012 (launch) >>> **Official results - qualifications** into the

finals - July 4, 2012 >>> **Scattering the Peninsula Festival** with YOU bubbles - August 23-26, 2012 >>> **Presentation** of the project on the Autumn Business Forum - September 18, 2012 >>> **Informal meetings with Rotterdam and Antwerpen EYC teams** - September 24-25., 2012 >>> **Collaboration with professional expert groups on the SHARE EUROPEAN and SHARE RESPONSIBLE principles** - September, 2012 >>> **TEAMWORK: revised SWOT-PEST Analysis** - September 15, 2012 >>> **FIRST EVENT RESULT OF OUR PROGRAMME: TIMAF 2012 (Transylvania International Music and Art Festival)** - June-September, 2012 >>> **TEAMWORK: enlarged locations and hosting infrastructure documentation** - September 22, 2012 >>> **ONLINE promoting and getting support - Facebook.com/cluj2015** - May-September, 2012 >>> **GETTING OVER 100 INSTITUTIONAL SUPPORT LETTER** - July-September, 2012 >>> **VIRTUAL FLASH MOB: A DAY** changing the Facebook profile picture on a "A" bubble on the **final application day** - October 1, 2012

**1 October
2012**

**FINAL
APPLICATION**

We are more than Dracula



Vlad Pop

is the president of the Consortium of Student Organizations from Cluj-Napoca. He is 25 years old and was born in Satu Mare.

Cluj-Napoca is one of the finalist cities for the title of the European Youth Capital. Why is Cluj European?

As the local authorities state, Cluj's engine are the students and the youth. Through the projects they make, the international prizes they win, the European internships they participate in, they continue to draw the attention of European communities, companies and headhunters.

Cluj-Napoca is a place where numerous cultures and civilizations meet and live together either through experiences, internships, study visits, conferences or jobs that draw the attention of countries from Europe.

What do you think Cluj-Napoca should be proud of?

The ability of the young NGOs' leaders to accomplish anything they want. A lot of major projects, European festivals and conferences are organized or started from ideas born in the minds and hearts of the young generations in Cluj-Napoca. Also a lot of visitors, mainly students who came by internships, exchanges or just visiting think very highly of Cluj-Napoca and helped change the preconceptions about Romania. They are the voice of Cluj-Napoca and Romania in Europe.

How do you see Cluj-Napoca in 2015?

As the European youth capital, full of events, conferences, debates, projects, intercultural communication/dialogue, a lot of international traffic.

Why should a young European person come to Cluj-Napoca?

We can find almost any language speaker here if they don't speak English, we have a lot of activities, history we would like to SHARE. There are a lot of awesome young people who do amazing things from which they can learn from. They can get here by train, plane or car. A lot of hosting opportunities.

Why is Cluj-Napoca unique?

Because of the people living here. Tradition, values, behavior, opportunities, events, each person in Cluj-Napoca is involved in this live community and shares the most important thing they have : experience, knowledge, tradition, space, power. We are more than Dracula, Hagi, Nadia Comaneci and so on :)

Youth@Cluj-Napoca

finalist city for the European Youth Capital 2015

a Programme of the Municipality of Cluj-Napoca



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