



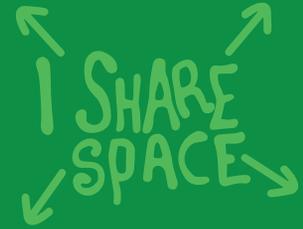
# COM'ON CLUJ-NAPOCA

DO YOUR **SHARE** FOR A COMMON CLUJ

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PARTICIPATORY BUDGETING FOR YOUTH IN CLUJ 2105  
EUROPEAN YOUTH CAPITAL





Share culture

Share space

Share vision

Share work

Share joy

Share power



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# 1

# PREPARATION AND CONTEXT

# What is Democratic Participation?

## What is the Participatory Budgeting in General?



1 According to a Vast Study Made by LSE Enterprises on Youth Participation in Democratic Life,

*“democratic participation can be defined in a narrow sense or in a broad sense. From the former perspective, the main focus is on free and fair elections and on citizens voting their representatives at regular intervals who are subsequently mandated to take decisions in the name of citizens. The main concern here in terms of participation relates to voter turnout, which when low reduces the legitimacy of those taking decisions in our name. However, as pointed out by participatory models of democracy and by theories foregrounding the importance of civic cultures, democratic participation is about more than the duty to vote every 4 or 5 years (Dahlgren, 2009). As such, a broader conception of democratic participation stresses the value of citizens’ participation in civil society organizations and social movements, student participation in the governance of schools and universities, worker participation in professional contexts, as well as democratic participation in the family. As Pateman (1970: 42) explains, a civic or democratic culture of participation needs to go beyond the formal political process in order to sustain the legitimacy of democracy: ‘The existence of representative institutions at national level is not sufficient for democracy; for maximum participation by all the people at that level socialisation, or social training, for democracy must take place in other spheres in order that the necessary individual attitudes and psychological qualities can be developed. This development takes place through the process of participation itself’. In this study we adopt a broad conception of participation which goes beyond voting without disregarding the importance of voting as a democratic practice.”*

## 2 Participatory Budgeting is Thoroughly Defined in the Book *Participatory Budgeting* Edited by Anwar Shah and Published by The World Bank, Chapter 1: A Guide to Participatory Budgeting, by Brian Wampler.

According to Wampler:

*“Participatory budgeting is a decision-making process through which citizens deliberate and negotiate over the distribution of public resources. Participatory budgeting programs are implemented at the behest of governments, citizens, nongovernmental organizations (NGOs), and civil society organizations (CSOs) to allow citizens to play a direct role in deciding how and where resources should be spent. These programs create opportunities for engaging, educating, and empowering citizens, which can foster a more vibrant civil society. Participatory budgeting also helps promote transparency, which has the potential to reduce government inefficiencies and corruption. Because most citizens who participate have low incomes and low levels of formal education, participatory budgeting offers citizens from historically excluded groups the opportunity to make choices that will affect how their government acts. Put simply, participatory budgeting programs provide poor and historically excluded citizens with access to important decision-making venues. Participatory budgeting is noteworthy because it addresses two distinct but interconnected needs: improving state performance and enhancing the quality of democracy. It helps improve state performance through a series of institutional rules that constrain and check the prerogatives of the municipal government while creating increased opportunities for citizens to engage in public policy debates. It helps enhance the quality of democracy by encouraging the direct participation of citizens*

*in open and public debates, which helps increase their knowledge of public affairs.*

*Improving state performance and enhancing the quality of democracy are desired goals, but they are not necessarily produced by participatory budgeting programs. Participatory budgeting programs have produced results that run the gamut from highly successful to very weak.*

*Participatory budgeting was initially implemented in 1990, in 12 Brazilian cities. By 2005 it had been expanded to more than 300 municipalities worldwide (Cabannes n.d.; Wampler 2004a; Wampler and Avritzer 2005). There is broad variation in how participatory budgeting programs function, which means that the effects of participatory budgeting on accountability, the decentralization of decision-making authority, and empowerment are conditioned by the local social, political, and economic environment.*

*Participatory budgeting opens up obscure budgetary procedures to ordinary citizens and helps create a broader public forum in which citizens and governments discuss spending, taxation, and implementation. It is simultaneously a policy process that focuses on the distribution of resources and a democratic institution that enhances accountability, transfers decision-making authority to citizens, and empowers citizens.*

*Participatory budgeting programs confront social and political legacies of clientelism, social exclusion, and corruption by making the budgetary process transparent and public. Social and political exclusion are challenged, as low-income and traditionally excluded political actors are given the opportunity to make policy decisions. By moving the locus of decision making from the private offices of politicians and technocrats to public forums, public meetings help foster transparency.*

Participatory budgeting programs also serve as “citizenship schools,” as engagement empowers citizens to better understand their rights and duties as citizens as well as the responsibilities of government. Citizens learn to negotiate among themselves and with the government over the distribution of scarce resources and public policy priorities.

### 3 The Origins of Participatory Budgeting

Participatory budgeting programs are part of a larger effort in Brazil to extend and deepen actual, existing democracy (Abers 2000; Avritzer 2002; Baiocchi 2001; Wampler and Avritzer 2004). Since the reestablishment of democracy in 1985, Brazilian politics has continued to be dominated by traditional patronage practices, social exclusion, and corruption. Numerous governments, NGOs, social movements, and political parties have turned to the ideas, values, and rules associated with participatory budgeting in an effort to improve policy outcomes and enrich Brazil’s young democracy. One of the reasons why participatory budgeting is transferable to other locations, especially in developing countries, is that clientelism and social exclusion are everyday realities in many parts of the developing world.

The story of participatory budgeting began in 1989 in the Municipality of Porto Alegre, the capital of Brazil’s southernmost state, Rio Grande do Sul. Porto Alegre has more than 1 million inhabitants and is wealthy by Brazilian standards. In 1988 the Workers’ Party, a progressive political party founded during the waning years of the 1964–85 military dictatorship, won the mayoral election. Its campaign was based on democratic participation and the “inversion of spending priorities”—that is, the reversal of a decades-long trend in which public resources were spent in middle- and upper-class neighbourhoods. Participatory budgeting was intended to help poorer citizens and neighbourhoods receive larger shares of public spending.”

**INCREASING THE  
KNOWLEDGE OF  
PUBLIC AFFAIRS**

**CONFRONT SOCIAL  
AND CORRUPTION**

**IMPROVING STATE  
PERFORMANCE AND ENHANCING  
THE QUALITY OF DEMOCRACY**

**DEMOCRATIC  
PARTICIPATION**

**DECISION-MAKING PROCESSES  
GO BEYOND THE FORMAL**

 **DISTRIBUTION OF  
PUBLIC**

**TRANSFERS THE  
DECISION-MAKING  
AUTHORITY TO  
CITIZENS** 



# Introductory Endorsements



*As the European Youth Capital 2015, Cluj-Napoca has proved to be a vibrant, youthful city. It became and continues to be a meeting point for European youth organizations, and an emerging destination for young people from all over Europe.*



*I believe that the COM'ON Cluj-Napoca project (Participatory Budgeting for Youth) was a very useful social innovative process in our city that we want to continue and this initiative could also be a key element of the European Capital of Culture 2021 programme.*

*The decision of the City Hall and of the Local Council to allocate over 120,000 euro for a participatory process was well-received by the local youth community: over 250 informal groups proposed around 430 small projects they would like to make happen within the European Youth Capital programme. And the young people of Cluj-Napoca decided themselves which events they would like to see taking place. Finally, we, the local public administration, unconditionally accepted their decision. I consider that this proves our commitment towards youth participation in the city of Cluj-Napoca.*

*I strongly believe that the European Youth Capital title is also a passport towards obtaining the title of European Capital of Culture 2021. All these endeavors underline the medium and long-term strategic approach of Cluj-Napoca's management: serving the purpose of improving the quality of life of our community.*

——— **Emil Boc,**  
**Mayor of Cluj-Napoca**

*“When earning the European Youth Capital title we already knew this could mean major steps for Cluj-Napoca/Kolozsvár/Klausenburg towards young people’s powerful involvement in the city’s everyday life and development. But it was still unclear how all of this can happen. We had an initial plan, but we believed that new initiatives will emerge and take their rightful place in the local community.*



*The PONT Group’s initiative to address the mobilization of informal groups in the city, to try to convince the City Hall about the importance of delegating a part of the financial decision-making regarding directly to the people came as challenges towards us mostly when all of these elements were combined in the single project. For us the COM’ON Cluj-Napoca project (or the participatory budgeting process of youth) was a good lesson. I believe this process helped the City Hall and Local Council to continue developing trust in direct democracy and to involve people in its decision making processes.*

*Now I could say, COM’ON Cluj-Napoca didn’t become just a slogan, a call for action, but it is actually one of the best-practices which emerged from the our European Youth Capital year.*

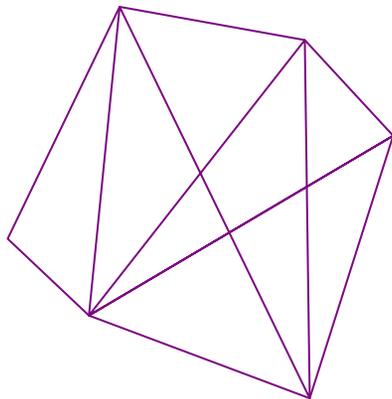
*I believe Cluj-Napoca/Kolozsvár/Klausenburg became a better city during 2015, it became more inclusive, and initiatives like this participatory budgeting process proved that civil society can be a powerful partner of public institutions in addressing the local communities’ needs and willingness to act for their city.”*



— Anna Horváth,  
Vice-mayor of Cluj-Napoca

# Ambitions.

## Cluj-Napoca 2015, European Youth Capital



**Cluj-Napoca 2015**  
Koložsvár European Youth Capital  
Klausenburg Europe's Largest Festival

### 1 Mission

The mission of the Cluj-Napoca 2015 - European Youth Capital programme is to strengthen the role and support the active participation of young people and youth organizations in creating the change in our society through the process of sustainable, responsible and inclusive urban development, by sharing our space, culture, power, work, joy, vision and common European values, addressing topics such as youth empowerment, advocacy, mobility, structured dialogue and information, under a year-long programme in Cluj-Napoca.

### 2 Objectives

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

### 3 Main Message – Share!

We believe Cluj-Napoca can SHARE its CULTURE to Europe, EUROPE can have an important SHARE of Cluj-Napoca, European youth can SHARE their VISION, about the present and the future of Europe, all of us can SHARE Cluj-Napoca's SPACE and a year-long experience through proposed projects, events, actions and we SHARE our WORK, knowledge, experience, creativity, research thus creating a competitive knowledge based economy centre in Eastern Europe. We believe a youth capital should SHARE POWER and JOY through mobility, partnerships, networks and volunteering.

We all can SHARE in a European way, in a European spirit through this yearlong youth programme and we shall SHARE Responsible, thus protecting the environment and creating a general sense of responsibility and sustainability in all what we do.

The European Youth Capital title is given annually through competition to one European city by the European Youth Forum which is the most representative youth structure on this level. The competition was open for 49 countries and Cluj-Napoca won the title for 2015 proving both the city's capacity of implementing such a project and the reasons why the Municipality of Cluj-Napoca deserves to be the 7th European Youth Capital to an international jury. As a result, the City Hall of Cluj-Napoca became responsible for implementing a multi-valent program of 365 days dedicated in the first place to the youth sector and to the community. Cluj-Napoca 2015 – European Youth Capital program was declared a project of national interest through OUG 83/2014 and it kicked off on the 1<sup>st</sup> of January 2015.

The City Hall of Cluj-Napoca has collaborated with the civil society and the youth sector reaching to a for-

mula of program-management that could represent a genuine model for all the winner cities from Europe. The responsibility of implementing the project was delegated to the civil society, to young people through SHARE Federation Cluj-Napoca, a non-governmental organization consisting of 37 student and youth NGOs. The aim of SHARE Federation was to administrate this programme for the benefit of the community through the direct involvement of young people.

More than 1.000 activities already unfolded in the first part of the year under the umbrella of "Cluj 2015" each representing different fields: sport events (Carpathian Trophy, RITTO – the largest Paralympic event of Central and Eastern Europe), cultural (during Cluj Never Sleeps young people together with the Municipality managed to involve the most important cultural actors of Cluj-Napoca, for example the National Theatre of Cluj-Napoca offered for the first time in its history an open-air performance), educational projects (Volunteers' Academy, CONNECTOR – the largest CEE event of non-formal education), community projects (every month, around the date of the 15th Day 15 project takes place – the events series' aim is to involve the local community in urban reactivation projects; for example in September an extraordinary market was arranged with fly-wheels where about 3.000 people participated), entertaining projects (Untold Festival was one of the strategic projects of "Cluj 2015" programme and it had become the largest music festival of Romania managing to put Cluj-Napoca on the map of the most important European music events. With 240.000 participants on the 4 days of the festival the number of tourists increased significantly during that period).

These represent a small piece of the projects that unfolded in Cluj-Napoca 2015 – European Youth Capital programme.

# Support from EEA Grants



## 1 What Is the NGO Fund of the EEA Grants in Romania?

Support to civil society is one of the key priorities of the EEA grants 2009-2014, funded by Iceland, Liechtenstein and Norway as stated in the Memorandum of Understanding with Romania on the implementation of the EEA Financial Mechanism 2009 – 2014.

Civil Society Development Foundation together with its partners Romanian Environmental Partnership Foundation and Resource Center for Roma Communities is the Fund Operator in Romania, being entrusted to implement the Non-Governmental Organizations Programme.

The overall objective of the NGO Fund in Romania is “Strengthened civil society development and enhanced contribution to social justice, democracy and sustainable development” and shall contribute to the overall objectives of the EEA Financial Mechanism to reduce economic and social disparities in the European Economic Area and to strengthen bilateral relations between Romania and the donor states Iceland, Liechtenstein and Norway.

The Programme will contribute to improving governance in Romania by encouraging citizens’ active participation, NGOs effective and extensive involvement in policy debates and specific measures such as those looking at corruption and rule of law.

Over one third of the re-granting allocation covers the core areas of concern related to democracy, human rights, good governance and transparency, participatory democracy, combating racism and xenophobia, anti-discrimination, social inequalities, poverty and

exclusion (including in rural areas), gender equality, gender-based violence. In line with the Memorandum of Understanding for Romania, the Programme shall address the specific needs of minority groups with a special focus on Roma by fighting social exclusion and promoting community engagement that generates solutions to community problems. More than 20% of the Programme allocation is dedicated to the provision of welfare and basic services to vulnerable groups and an important financial allocation is also foreseen for protection of the environment and climate change. Over 10% of the funds are allocated for projects addressing children and youth.

A dedicated financial allocation was set aside for activities countering hate speech as they represent a special focus of the Programme.

Bilateral relations with donor states are encouraged within the NGO programme to facilitate networking and collaboration with donor states entities, outreach and exchange of knowledge.

## **2** ENGAGE Component

### **OBJECTIVE OF THE COMPONENT**

The general objective of ENGAGE Component is to encourage active citizenship and participation in community life, to ensure the respect and practice of fundamental democratic values.

### **CONTRIBUTION TO THE PROGRAMME OUTCOMES**

The projects financed under ENGAGE Component have to contribute to one or more of the following outcomes of the Programme:

- Active citizenship fostered
- Increased involvement of NGOs in policy and deci-

sion making process at local, regional and national Governments

- Cross-sectoral partnerships developed, particularly with government organizations at local, regional and/or national level
- Democratic values, including human rights, promoted
- Advocacy and watchdog role developed
- Developed networks and coalitions of NGOs working in partnerships
- Strengthened capacity of NGOs and an enabling environment for the sector promoted
- Empowerment of vulnerable groups

### **HORIZONTAL CONCERNS**

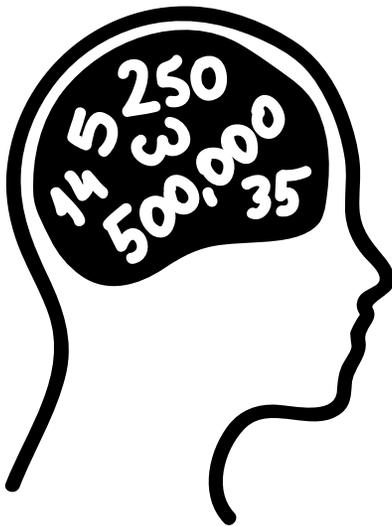
Project proposals are encouraged to tackle the following horizontal concerns of the Programme: hate speech, extremism and hate crime, racism and xenophobia, homophobia, anti-Semitism, tolerance and multicultural understanding, Roma, sexual harassment, violence against women and trafficking.

## **3** Sub-Component Participation in Decision-Making and Community Engagement

### **OBJECTIVE OF THE SUB-COMPONENT**

The specific objective of Sub-Component Participation in decision-making and community engagement is to support NGO initiatives that increase citizens' engagement in the community and in decision making processes and that improve communities and public policies through active citizenship.

# The Road to Com'ON Cluj-Napoca



The fundamentals for Com'ON Cluj-Napoca were laid during the first part of 2013 when the concept and a detailed plan were developed in order to prepare a detailed application package towards the NGO Fund of EEA Grants. This first planning process involved the first group of partners from the Municipality of Cluj-Napoca and the SHARE Cluj-Napoca Federation. These partners had already established institutional relations for the preparation and the management of the European Youth Capital 2015 programme, while the PONT Group took the initiator's role as in the case with the application for this prestigious title.

Detailed planning started when the decision came out regarding the funding allocated for this project by EEA Grants. The first part of 2014 meant a revision of the original plans and starting to work on how this process could happen in practice, meaning legal and financial aspects, awareness raising and facilitation.

The second part of the year until the official launch on the 11<sup>th</sup> December 2014 included detailed planning regarding the rules of procedure, visual identity and preparation for the full informative and facilitating process involving local informal groups. Another very important aspect was also considered from the point of view of how technical eligibility could be deployed in order to avoid situations when an initiative cannot be implemented due of technical and urbanism regulations which prohibit certain interventions in the public space.

Our original estimates and targets were to create a portfolio of 250 initiatives and to establish contacts with approximately 100 informal groups through this process. One has to mention that there was a large scepticism regarding the supposition that there is a wide pool of informal groups which would answer this challenge and would propose specific actions. Concerns were expressed that this process would generate a significantly lower number of initiatives and the financial request would not even reach the indicative amount of 500,000 lei (120,000 euro). Another concern was raised regarding the facilitation process which would lead to an acceptable quality of proposals.

A black and white photograph of a woman with glasses, wearing a dark patterned sweater and jeans, standing in a room with a stone wall. She is holding a whiteboard and gesturing with her hands. In the foreground, the back of a person's head and shoulder is visible. A large, stylized yellow graphic of a gear or map is overlaid on the left side of the image.

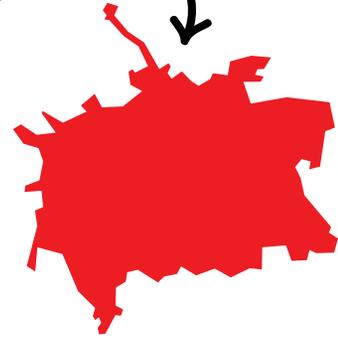
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## COM'ON CLUJ-NAPOCA

# Building Up the Brand



To see better where we were heading, we thought our project idea needed some structure. And what better structure to guide you than a map is there?



And since the projects needed to be fitted into the 6 priorities of Cluj 2015-European Youth Capital programme, we also built our idea around these priorities:

SHARE CULTURE  
SHARE SPACE  
SHARE WORK  
SHARE POWER  
SHARE JOY  
SHARE VISION.



Basically every idea had to fall under one of these components, and every group does his share of sharing for the community. Thus we put it simply:

Do Your **SHARE**  
For A Common Cluj

How to stir people and drive them to work together than by pressing ON and telling them "come on"?

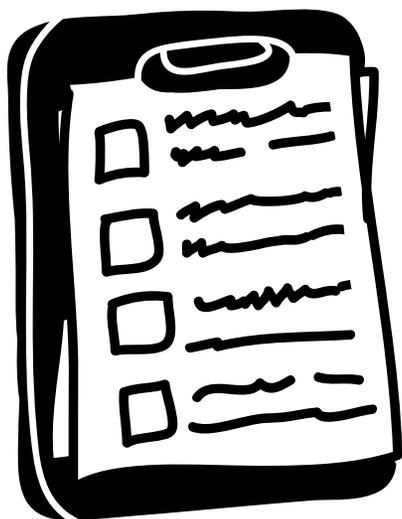
COM'ON  
CLUJ-NAPOCA

We have the formula!

That has to get to you, so that your ideas can get to us.



# The Rules and the Framework



## 1 The Concept

The project proposed by the PONT Group, in partnership with the SHARE Cluj-Napoca Federation, the City Hall of Cluj-Napoca and the Cluj-Napoca City Council was entitled Participatory Budgeting of Youth in Cluj2015, European Youth Capital. The Participatory Budgeting (PB) aimed the inclusion of the citizens in the democratic process of consultation and decision-taking, with the goal of establishing optimal ways of spending (some part of) the public budget. The goal of the project was to conduct a process of participatory budgeting based on the inclusion of the young people; on the base of this process the City Cluj-Napoca will subsidize the implementation of the most agreed on (voted) projects under the EYC 2015. The strategic objective was to create a portfolio of 250 small projects with a total budget of approx. 500.000 RON, projects proposed by the young people, addressed to the local community (especially the peripheral areas of Cluj-Napoca), that contribute to the active participation of the inhabitants in the life of the community, that include the inhabitants in proactive activities, are happening in public and common spaces and assure free access to the inhabitants, without a financial barrier (a ticket).

The brand named COM'ON Cluj-Napoca has been developed for this initiative. COM'ON aims to define the spirit of this project, the fact that this is the entire community's common project, at the same time it is calling to participation, while it also encourages people (come on!) to act, to participate.

At the same time the project was a test, a pilot created for the community of Cluj-Napoca. The initiators from the PONT Group thought that the surprising mobilization that this community proved in pervious endea-

vours, like the application process for the European Youth Capital title during 2012 has shown that there is an unexploited force in this community, the force of the informal groups. At the same time the project assumed a participatory process through which the community becomes a decisional factor in the financial support of steps of this kind.

Right from its inception the project received the financial support of EEA Grants 2009-2014 through the NGO Fund.

## 2 Managing the Process / The Online Platform cc.yourcluj.ro

A mostly online application and project management platform was created for this purpose enabling an accessible form of communication, awareness raising and practical interaction with potential informal groups interested to take part in this process.

In order to sign up for this competition and creative process, one had to complete and upload an initiative form on the webpage CC.YOURCLUJ.RO.

An initiative group could hand in maximum 5 initiatives. For every initiative it was necessary to fill in a separate application form in the application system of the CC.YOURCLUJ.RO webpage.

Officially every initiative had to be written in Romanian. If needed, the community facilitators could offer assistance in the adaptation of the descriptions to Romanian for those informal groups that belong to national minorities or to a foreign community from Cluj-Napoca (the official application form could be downloaded in Hungarian and English as well). The community facilitators who were involved in the

project could be contacted personally, on cell phone or online through the methods presented on the CC.YOURCLUJ.ro webpage.

## 3 Main Themes

The main themes of the project were the SHARE Space, SHARE Culture, SHARE Work, SHARE Power, SHARE Joy, SHARE Vision



### SHARE SPACE

We SHARE SPACE because space refers to the places built around us, man-made if we are talking about built environments and natural if we are talking about everything else.

As history and biology make it clear, major crises lead to either breakdown or breakthrough. What we will try to do by sharing space is to show how youth can influence these two major systems, man-made and natural, and transform this moment in time into a breakthrough.

QUALITY OF LIFE is a product not of isolation and disconnect but of the enjoyment of the beauty and grace, the satisfactions and meanings of living in deeply aware connection with place and community, nature and planet. This means that our approach was an integrated one in which all factors that define a safe and sustainable city, full of life and healthy citizens, all of them become interconnected. Because young people have the highest mobility and are always the early-adopters, we believe they will be the driving force of change in how we see space in the city and outside.

We envision a city in which the main focus coincides with THE MAIN ATTRACTION: PEOPLE! For us, urban

space consists not only of buildings, but more importantly, everything in between them. Regarding buildings, our attitude is one concerned with retrieving and salvaging the existent built space and fully exploiting its potential. Concerning the life between buildings, as mentioned before, we will focus more on quality of life, rather than on standard of living. Social sustainability, safety, trust, democracy and freedom of expression are key concepts which should describe our city as a place for meeting and encourage time spent in public space.



### SHARE CULTURE

We SHARE Culture, because we understand culture as being a gateway and vehicle to connect people and communities and is able to accelerate, catalyse,

empower and activate social processes.

Sharing culture is about how we do, act, work, empower and think. The culture of organizing work, family life and social interactions. It is the culture of the Everyday of the Everyman. And we are confident about our culture: the Transylvanian way of organizing work has been a national brand for the past 5 centuries.

Cluj can share inspiration and models with Europe. So long Western Europe has been the place for inspiration and models for us in the Eastern Europe. It is the time now when intellectuals, artists and producers in the “younger” Europe share the results of their twenty years of reflection, experimenting and coping with transition and challenges with the bigger Europe.

The people in Cluj are now facing the challenge of understanding the true meaning of being “European” – a long process of learning and discovering, which is done

together with all the other inhabitants of the Eastern European countries, formerly separated by the Western pace by the Iron Curtain. The fact that our city is a fast learner has been proven by the fact that Cluj was selected to become the European Youth Capital in 2015. Young people are pioneers in this context. Through their increased mobility they learn to be more diverse faster, and they can act as a power of change, of opening up in sharing this European culture packed with local, regional and national specific cultures.



### SHARE WORK

We SHARE Work because this represents what we do to build our society. Work refers to the artefacts of human activity as well as the sum of skills, competencies and values derived

from education and experience. Education, formal or non-formal, career, individual skills and collective approaches are also part of it. It summarizes what we do, as a person, a group, a city, a region, a country or all the European community.

The LEARNING ENVIRONMENT is the place where education, skills building, experiences at individual and organizational level take place. We believe that the space of the city will provide a great opportunity for individuals to explore their abilities and strengths. Therefore each project has a learning component for the people and the organizations involved.

We are also committed to promoting non-formal education and to create a system of recognition of the skills and competencies gained through activities and projects of the European Youth Capital implemented either by a central management or any partner organizations.



## SHARE POWER

We SHARE Power because youth is the most dynamic age category, an innovator in driving change. Power is relative. Youth power even more. It starts by

changing perceptions. It might continue in changing usual habits, ways of doing things, ways of taking care of each other. It has an impact on how a society evolves, and how it defines its own quality of life and progress.

Power is about economic and social empowerment. Youth have to be encouraged with different instruments, structures and mechanisms to take up the challenge, feel themselves empowered and take action regarding their own future. Of course, all of this has to be done together with other generations and having a general sense of mutual respect (the power of caring for each other).

Power is also about the organized youth sector aiming to have a role in decision making, structured dialogue regarding their own present and future. The will to assume decisional role and the actions taken in forming cities', regions', countries' and Europe's future guarantees future generations capable of succeeding the lead generation of our days.



## SHARE JOY

We SHARE Joy, because whatever we do, how we do it, how we envision the future, we believe the Present, this very moment and how we feel in this moment

(the limit between the past and the future) is of a high

importance. Having joy means doing what we do in a more efficient way.

Cluj-Napoca, as 2015's European Youth Capital is a place to SHARE Joy. There is an emerging quality of life here. Cluj is the friendliest city in Europe towards foreigners, furthermore, it is one of the cities with the highest satisfaction about the perception of the city.

Joy can take a lot of forms, there is individual and collective joy. Each person's perception of joy is different, unique, it is influenced by the natural, built, or human surrounding. Focusing on joy is also about focusing on our mental health and our capacity to be relaxed while still being part of what we do and how we do it, individually and collectively. SHARING Joy is one of the key instruments to create that world of positive feelings, a central element of the European Youth Capital.



## SHARE VISION

We SHARE VISION, because youth is the future of Europe and Cluj-Napoca wants to add its part to the future of Europe.

The middle of the second decade of the 21st century is the moment the first youth generation all across Europe becomes a part of envisioning the future. Eastern European integration is still in process after 12 new member states entered the European Union.

What we envision today for Europe is what will become the reality governed by today's youth (generation), which becomes the key leading generation until 2040. The concept of our initiative is to build on this key factor and to induce a vision factor in more and

more projects of a youth initiative of this scale.

We recommended informal groups to take into account the followings:

- Through the proposed initiatives of young informal groups all the community of Cluj should be involved. The initiatives should involve young people who are part of different socio-cultural and age categories.
- We encourage those initiatives that involve participants into the activities in a creative way and they take place in different zones of Cluj-Napoca Municipality. Project can be organised only in Cluj-Napoca Municipality.
- COM'ON Cluj-Napoca does not want to give financial support to initiatives that impose a financial barrier for the participants. The access to the proposed projects should be free for the public.
- The projects give answer is a creative way to the identified needs at the level of the community.
- The projects permit the obtaining of clear, visible results and they make a long-term impact.
- The projects offer certain conditions for young people to spend their free time.
- The projects identify and mobilize other resources from the community as well

## 4 Types of Projects that Were Not eligible:

- Projects that can't be included in the objectives and activities of this process
- Projects that were not presented in the format of the application form of the contest.
- Applications for individual financing (ex. scholarships, travel sponsoring).
- Retroactive loans, expenses that come from projects that are finished or are being developed in the present.
- Projects of political nature.
- Projects that instigate for xenophobia, racism, violence, hate.
- Projects with discriminative message towards certain social/ethnic categories.
- Projects that encourage the consumption of alcohol/drugs.
- Projects that are initiated/implemented by other age categories than 14-35 years old groups.

## 5 Budget

An informal group could propose a project with a maximum budget of 9,000 lei. The financial allocation from the Municipality could be of a maximum amount of 4,500 lei. If the project had a higher budget than 4,500 lei, it was the responsibility of the initiative group to assure the funds above this limit.

### **COST TYPES:**

The costs presented by the informal groups had to be in accordance with the proposed activities through the description offered in the application form. The community facilitators had the role to offer assistance for the initiative groups in planning their budget before the deadline for uploading the online application forms.

### **THE LIST OF COST TYPES THAT WERE INELIGIBLE:**

- alcohol, tobacco;
- land acquisitions;
- purchases of vehicles;
- phone subscriptions;
- equipment acquisitions or other inventory objects;
- salaries or any other income for the members of the initiative groups.

## 6 Calendar of the Participatory Budgeting Process for the Informal Groups

### 11th of December 2014:

Official launch of the participatory process

### 16th of December 2014 (00.00):

The registration platform for the initiative groups and the initiatives is operating and the initiative groups can begin to register their projects.

### 28th of February 2015, 23.59:

Deadline for online registration or paperback submission of initiatives

### 15th of March 2015:

Deadline for technical verification

### 16th of March 2015 (00.00) –

### 31st of March 2015 (23.59):

Period of the voting process

### June-November:

Implementation of financed initiatives

### 5th of December 2015:

Deadline for submitting narrative reports of the financed projects.

# Community Awareness and Mobilization



Com`ON Cluj-Napoca was, in fact, a common project. A project of all.

## 1 Direct Communication

### THE FACILITATORS OF THE PROJECT

25 young people trained to train and to explain and who spreaded the „call for ideas” in the communities they came from. To recruit them, we used direct communication and online communication – Facebook and newsletters. To spread the message of the project and to mobilize the community, the facilitators used all the communication techniques and, of course, all the materials below.

## 2 Prints

### ROLL-UPS, POP-UPS

Used in conferences and events.



## POSTERS

Different types and multi-purpose (call for ideas, the five main steps to turn the ideas into reality, teaser in coffee shops etc.)

## CLIPBOARDS

They were used in presentations by the facilitators.

- The front: the message: here you have all the support you need to turn your idea into reality;
- The back: the identity of the project.

## COMIC STRIPS

The comic strips were, in fact, „tablecloths”. They were used in restaurants, bars, pubs and coffee shops who accepted to be partners in the project, to spread the information about the project and to be key locations in collecting ideas.

The front: the five main steps to turn your idea into reality through Com`ON Cluj-Napoca;

The back: details about the project and about the registration procedures.



## THE FLYERS HAD A TRIPLE ROLE

- the front – promotional role: the identity of the project, information about the project and about the registration process;
- the back – call for ideas: people could write on the back of the flyer their ideas about a better Cluj and leave their name and address, so a facilitator could contact them;
- the removable part
- the front - the contact of the project communication department;
- the back - the message Thank you for doing your share for a common Cluj!, for the people who wrote their ideas on the back of the flyer.

## STICKERS

For the awareness of the project, thousands of them were spreaded all over the city. Every device with a Com`ON sticker on it become a promotional support. In this way, people showed their affiliation to the concept.



## IDEA BOXES

The main role of the idea boxes was to collect the ideas written on the flyers. There were 140 idea boxes spreaded all over the town, in different neighborhoods, institutions and key places, together with the flyers. Of course, to put an idea inside the box didn't mean to register your idea. For that, there was the online procedure. But writing your idea on a sheet of paper can be the beginning of a good plan, even if the plan is not ready yet. The facilitators contacted the people who had written their ideas and, together with them, made the ideas becoming plans. But the idea boxes had also a secondary role: they functioned like some project identity totems, providing more visibility for Com`ON Cluj-Napoca.

After they were out of use, they were recycled to be useful in other projects.

## 3 Online

### FACEBOOK ADS

they highlighted the most important moments of the campaign;

### FACEBOOK CAMPAIGN

### THE PROJECT WEB PAGE AND THE PROJECT BLOG

The registration of the ideas could be done online and on paper. The voting process was an exclusively online procedure.

### VIDEOS

They told the short story of the project, familiarized the people with the concept of participatory budgeting and explained the major role of Com`ON Cluj-Napoca in making people`s ideas come to life.





### Etaple și calendarul mecanismului de bugetare participativă pentru grupurile de inițiativă

- 16 decembrie 2014 (00.00):** Platforma de înscriere a grupurilor de inițiativă și a inițiativelor este operațională și grupurile de inițiativă pot să înceapă înscrierea proiectelor.
- 29 februarie 2015, ora 23.59:** Termenul limită de înscriere a inițiativelor online.
- 29 martie 2015:** Termenul limită de verificare tehnică a inițiativelor propuse.
- 30 martie (ora 00.00) - 13 aprilie (ora 23.59):** Perioada de decizie a mecanismului de decizie prin vot.
- 4 mai - 30 noiembrie 2015:** Inițiativale sprijinite pot fi realizate în această perioadă.
- 5 decembrie 2015:** Termenul limită pentru depunerea rapoartelor financiare și narative pentru proiectele finanțate.

**YOUTH PARTICIPATION AT THE NEXT LEVEL WE NEED FACILITATORS!**

... Then you should be part of our team!

Apply now, and become a facilitator for the first participatory budgeting process for youth in Cluj!

Join us at the community facilitators training camp - participatory budgeting for youth

**When?** 26-28 SEPTEMBER 2014

**Where?** In the main office of the PONT Group, No. 18, 27 December 1000 Blvd., ap. 14, in the building of the Sava Shopping Center, 1st floor.

**About the project**

The Participatory Budgeting for Youth is a project implemented by, with and for young people, aimed at allowing them to take part in the decision making processes. It is aimed at enabling and empowering youth to make decisions that affect their lives.

The project focuses on young people organized in informal groups that are having a bigger and more active role in society, mostly in specific domains that are not publicly addressed, for which constitute a need, relevant for them and can require new resources in urban development.

Through this project we will facilitate the process through which the Cluj Napoca Municipality will submit the implementation of the most agreed on budget projects under the European Youth Capital 2013 programme.

**Who are we?** The project was proposed by the PONT Group and will be implemented in partnership with the Cluj Napoca City Hall.

**What is it for you?** As a direct result of the training you will improve your skills in community facilitation, will have new concepts and understand the basic principles of participatory processes in general. Our plan is to build a team of community facilitators who will act as our core group of experts in facilitation for the participatory budgeting for youth process, but will continue to work with us, develop other participatory projects together and create a sustainable financial mechanism based on the approach. We want to work together with you in developing a better relationship between young people and decision makers and inspire the relations of informal youth groups through a similar participatory mechanism.

**WE SHARE OUR IDEAS FOR A BETTER CLUJ WITH YOU.**

**You VOTE AND MAKE THEM HAPPEN.**

cc.yourcluj.ro • Do your VOTE for a common Cluj!



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**WE LOVE TO SHARE THE JOY OF EASTER WITH YOU!**

cc.yourcluj.ro And do YOUR SHARE for a common Cluj!

**COMON KOLOZSVAR**  
VOTE & SHARE A COMMON KOLOZSVAR

Haszárközség  
2014-2015-2016-2017-2018-2019-2020-2021-2022-2023-2024-2025-2026-2027-2028-2029-2030-2031-2032-2033-2034-2035-2036-2037-2038-2039-2040-2041-2042-2043-2044-2045-2046-2047-2048-2049-2050-2051-2052-2053-2054-2055-2056-2057-2058-2059-2060-2061-2062-2063-2064-2065-2066-2067-2068-2069-2070-2071-2072-2073-2074-2075-2076-2077-2078-2079-2080-2081-2082-2083-2084-2085-2086-2087-2088-2089-2090-2091-2092-2093-2094-2095-2096-2097-2098-2099-2100-2101-2102-2103-2104-2105-2106-2107-2108-2109-2110-2111-2112-2113-2114-2115-2116-2117-2118-2119-2120-2121-2122-2123-2124-2125-2126-2127-2128-2129-2130-2131-2132-2133-2134-2135-2136-2137-2138-2139-2140-2141-2142-2143-2144-2145-2146-2147-2148-2149-2150-2151-2152-2153-2154-2155-2156-2157-2158-2159-2160-2161-2162-2163-2164-2165-2166-2167-2168-2169-2170-2171-2172-2173-2174-2175-2176-2177-2178-2179-2180-2181-2182-2183-2184-2185-2186-2187-2188-2189-2190-2191-2192-2193-2194-2195-2196-2197-2198-2199-2200-2201-2202-2203-2204-2205-2206-2207-2208-2209-2210-2211-2212-2213-2214-2215-2216-2217-2218-2219-2220-2221-2222-2223-2224-2225-2226-2227-2228-2229-2230-2231-2232-2233-2234-2235-2236-2237-2238-2239-2240-2241-2242-2243-2244-2245-2246-2247-2248-2249-2250-2251-2252-2253-2254-2255-2256-2257-2258-2259-2260-2261-2262-2263-2264-2265-2266-2267-2268-2269-2270-2271-2272-2273-2274-2275-2276-2277-2278-2279-2280-2281-2282-2283-2284-2285-2286-2287-2288-2289-2290-2291-2292-2293-2294-2295-2296-2297-2298-2299-2300-2301-2302-2303-2304-2305-2306-2307-2308-2309-2310-2311-2312-2313-2314-2315-2316-2317-2318-2319-2320-2321-2322-2323-2324-2325-2326-2327-2328-2329-2330-2331-2332-2333-2334-2335-2336-2337-2338-2339-2340-2341-2342-2343-2344-2345-2346-2347-2348-2349-2350-2351-2352-2353-2354-2355-2356-2357-2358-2359-2360-2361-2362-2363-2364-2365-2366-2367-2368-2369-2370-2371-2372-2373-2374-2375-2376-2377-2378-2379-2380-2381-2382-2383-2384-2385-2386-2387-2388-2389-2390-2391-2392-2393-2394-2395-2396-2397-2398-2399-2400-2401-2402-2403-2404-2405-2406-2407-2408-2409-2410-2411-2412-2413-2414-2415-2416-2417-2418-2419-2420-2421-2422-2423-2424-2425-2426-2427-2428-2429-2430-2431-2432-2433-2434-2435-2436-2437-2438-2439-2440-2441-2442-2443-2444-2445-2446-2447-2448-2449-2450-2451-2452-2453-2454-2455-2456-2457-2458-2459-2460-2461-2462-2463-2464-2465-2466-2467-2468-2469-2470-2471-2472-2473-2474-2475-2476-2477-2478-2479-2480-2481-2482-2483-2484-2485-2486-2487-2488-2489-2490-2491-2492-2493-2494-2495-2496-2497-2498-2499-2500-2501-2502-2503-2504-2505-2506-2507-2508-2509-2510-2511-2512-2513-2514-2515-2516-2517-2518-2519-2520-2521-2522-2523-2524-2525-2526-2527-2528-2529-2530-2531-2532-2533-2534-2535-2536-2537-2538-2539-2540-2541-2542-2543-2544-2545-2546-2547-2548-2549-2550-2551-2552-2553-2554-2555-2556-2557-2558-2559-2560-2561-2562-2563-2564-2565-2566-2567-2568-2569-2570-2571-2572-2573-2574-2575-2576-2577-2578-2579-2580-2581-2582-2583-2584-2585-2586-2587-2588-2589-2590-2591-2592-2593-2594-2595-2596-2597-2598-2599-2600-2601-2602-2603-2604-2605-2606-2607-2608-2609-2610-2611-2612-2613-2614-2615-2616-2617-2618-2619-2620-2621-2622-2623-2624-2625-2626-2627-2628-2629-2630-2631-2632-2633-2634-2635-2636-2637-2638-2639-2640-2641-2642-2643-2644-2645-2646-2647-2648-2649-2650-2651-2652-2653-2654-2655-2656-2657-2658-2659-2660-2661-2662-2663-2664-2665-2666-2667-2668-2669-2670-2671-2672-2673-2674-2675-2676-2677-2678-2679-2680-2681-2682-2683-2684-2685-2686-2687-2688-2689-2690-2691-2692-2693-2694-2695-2696-2697-2698-2699-2700-2701-2702-2703-2704-2705-2706-2707-2708-2709-2710-2711-2712-2713-2714-2715-2716-2717-2718-2719-2720-2721-2722-2723-2724-2725-2726-2727-2728-2729-2730-2731-2732-2733-2734-2735-2736-2737-2738-2739-2740-2741-2742-2743-2744-2745-2746-2747-2748-2749-2750-2751-2752-2753-2754-2755-2756-2757-2758-2759-2760-2761-2762-2763-2764-2765-2766-2767-2768-2769-2770-2771-2772-2773-2774-2775-2776-2777-2778-2779-2780-2781-2782-2783-2784-2785-2786-2787-2788-2789-2790-2791-2792-2793-2794-2795-2796-2797-2798-2799-2800-2801-2802-2803-2804-2805-2806-2807-2808-2809-2810-2811-2812-2813-2814-2815-2816-2817-2818-2819-2820-2821-2822-2823-2824-2825-2826-2827-2828-2829-2830-2831-2832-2833-2834-2835-2836-2837-2838-2839-2840-2841-2842-2843-2844-2845-2846-2847-2848-2849-2850-2851-2852-2853-2854-2855-2856-2857-2858-2859-2860-2861-2862-2863-2864-2865-2866-2867-2868-2869-2870-2871-2872-2873-2874-2875-2876-2877-2878-2879-2880-2881-2882-2883-2884-2885-2886-2887-2888-2889-2890-2891-2892-2893-2894-2895-2896-2897-2898-2899-2900-2901-2902-2903-2904-2905-2906-2907-2908-2909-2910-2911-2912-2913-2914-2915-2916-2917-2918-2919-2920-2921-2922-2923-2924-2925-2926-2927-2928-2929-2930-2931-2932-2933-2934-2935-2936-2937-2938-2939-2940-2941-2942-2943-2944-2945-2946-2947-2948-2949-2950-2951-2952-2953-2954-2955-2956-2957-2958-2959-2960-2961-2962-2963-2964-2965-2966-2967-2968-2969-2970-2971-2972-2973-2974-2975-2976-2977-2978-2979-2980-2981-2982-2983-2984-2985-2986-2987-2988-2989-2990-2991-2992-2993-2994-2995-2996-2997-2998-2999-3000-3001-3002-3003-3004-3005-3006-3007-3008-3009-3010-3011-3012-3013-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## 4 Press

### ADS IN DIFFERENT PUBLICATIONS

#### ARTICLES

The articles provided information about the project, the voting process, the funding process etc.

## 5 Social Campaigns

#### MĂRȚI SHARE

The first of March is a special day in Romania, when people give to each other „mărțișoare”, as symbols of spring. We used this word to create a pun - MărțiSHARE – because we gifted people with recycled paper flowers with ideas inside. In the middle of every flower, there was a sticker with the message Proud to wear a MărțiSHARE – because we gifted people with recycled paper flowers with ideas inside. In the middle of every flower, there was a sticker with the message Proud to wear a good idea. The flowers were given to people on the street by the Com`ON facilitators. This campaign was, in fact, a teaser for the voting process.

**A PROJEKTŰRŐL**

A COMON Kolozsvár nagyjai az Ifjúsági Fórumonkénti költségvetési folyamatok, Európa 2015-ös Ifjúsági Fórumában egy közös eszékör alá, a Rataciók megvalósítását, amit later szervezünk előre az ifjúk a városban.

A Rataciók költségvetési folyamat az állampolgárok bevonását célul tűzve egy demokratikus tanácsadóba és döntéshozzához. Így a költségvetési módosítások előrelépését is a közpénz egy részének átköltésével illetik.

A COMON projekt célja egy olyan részvétel költséges folyamat megvalósítása, amely a Rataciók aktiv részvételét feltételezi. A Rataciók célja a Rataciók által támogatott kezdeményezések megvalósítása a Kolozsvár 2015. Európa Ifjúsági Fórum program keretében.

Szavazni célunk az, hogy egy olyan portfóliót készítsünk el, amely 200 Rataciók által javasolt kezdeményezést állít mind a helyi költségvetésbe, a város köz- és nyilvános terein való megvalósítását célul tűzve.

**A PROJEKT SZAKASZAI ÉS HÁPTÁRA**

2015. február 28., 23 óra 59 perc:  
A Rataciók online költséges határidő

2015. február 28., 17 óra 59 perc:  
A pályázatok nyomtatott formában való kiadásának határidő

2015. március 15.:  
A javasolt kezdeményezések technikai ellenőrzésének határidő

2015. március 16. (09:00 óra) - március 31. (23:59:59):  
A szavazás időszaka

2015. április 15. - november 30.:  
A támogatott kezdeményezések megvalósításának időszaka

2015. december 5.:  
A pályázati és költségvetési beszámoló kiadásának határidő

**SZERVEZŐK**

Az Európa Ifjúsági Fórum szellemiségében a projekt koncepciójának kidolgozása és elvértelmezése több szervezet részvételével történt meg.

A COMON Kolozsvár projektjét a PONT Csoport, Kolozsvár Önkormányzata és Helyi Tanácsa, valamint a SHARE Kolozsvár Földrajzi partner együttműködésében állították össze.

A projekt az ECT 2009-2014 közötti időszakra vonatkozó támogatásból került finanszírozásra, a CIVIL Támogatási Ráép Program keretében program keretében (Nemzeti Ráép).



**MILYEN TÉMÁJU ÖTLETEKEN, KEZDEMÉNYEZÉSEKEN GONDOLKODJUNK?**

A COMON Kolozsvár keretében zajló ötletek és kezdeményezések összhangban vannak a Kolozsvár 2015. Európa Ifjúsági Fórumra program céljaival.

A SHARE CLEVER, SHARED SPACE, SHARE WISDOM, SHARE POWER, SHARE JOY vagy SHARE VISION témájú kezdeményezésekre csak előtt kell tartanunk a következő szempontokat:

- A fenntarthatóság, rendezvényének a kolozsvári költségvetés a célja
- A kezdeményezést csak Kolozsvár területén valósíthatjuk meg, a város köz- és nyilvános terein, illetve az átvezetendő helyeken
- A kezdeményezésnek nem állhatunk pénzügyi támogatást igénybevétele mellett. A javasolt fenntarthatóságok valószínűleg az egy minden esetben ingyenesen kell lennie.

**KAPCSOLAT:**

icp-partnership  
icp-partnership.ro  
www.facebook.com/yourcluj



Dear Com on applicants,

The voting period for Com'on initiatives has ended. By this, another phase of the project came to an end as well. In all, 48.609 votes have been received by 18.782 young people for the 437 initiatives until 23:59 on the 15th April.

Congratulations, applicants, you, who participated and want to transform Cluj-Napoca/Kolozsvár/Klausenburg into something better.

As you may know, depending on the budget of the voted applications, a maximum of 250 initiatives can receive grant. Every initiative can receive a maximum of 4.500 lei up to the overall budget of 500.000 lei. The grants will be allocated by the Municipality of Cluj-Napoca.

And now, since our aim is to implement as much ideas as possible, we would like to try two methods with your assistance:

- We have to take a look on the budgets of the first 250 initiatives for making sure that they are well specified. If necessary, we will change the budget with the help and remarks of experts.
- We will try to gather those initiatives that are very much alike or complete each other. Thus the power of the initiatives will increase and all the resources will be utilized in a more responsible way.

So we aim to bring more of those people together who have similar ideas of a better Cluj as well as to make sure that every initiative will find its place in a wider community project.

We invite you for a friendly talk (and for getting to know each other better) on the 21st April, Tuesday at 15:30 in the Grand Hall of the Mayor's Office in Cluj (Str. Măjor 3) on the first floor.

If you have any question, please don't hesitate to ask us: [icp-partnership@cc.yourcluj.ro](mailto:icp-partnership@cc.yourcluj.ro) or [icp-partnership@cc.yourcluj.ro](mailto:icp-partnership@cc.yourcluj.ro) or [0744 127 106 \(Henna Ispirov\)](tel:+40744127106)

Thank you for your involvement.  
COM'ON Team

## The greatest story ever told

"Vrem să promovăm adevărurile și valorile creștine în rândul tinerilor, în cadrul unui proiect care îmbină cultura, muzica, pantomima etc."

To make it happen, vote it on: [cc-yourcluj.ro](http://cc-yourcluj.ro)

## PlastrPlants Cycle

"Vrem să construim o trickedă care conține un chip pentru organizarea unui atelier în ser liber de creșt forme de gips cu plante vii."

To make it happen, vote it on: [cc-yourcluj.ro](http://cc-yourcluj.ro)

## Let your story shine!

"Vrem să realizăm o serie de lucrări artistice de tip mozaic (colaj) pornind de la povestii și amintiri clujeniilor."

To make it happen, vote it on: [cc-yourcluj.ro](http://cc-yourcluj.ro)

### DESPRE CE ESTE VORBA?

COMON Cluj-Napoca este un proces de bugetarea participativă (BP) care își propune implicarea tinerilor clujeni într-un proces democratic de deliberare și decizie pentru stabilirea modalității optime de cheltuire a unei părți ai bugetului public, în cadrul programului Cluj-Napoca 2015, Capitală Europeană a Tineretului.

Obiectivul strategiei este crearea unui portofoliu de 250 de proiecte propuse de către tinerii membri grupuri informale de tineri și adresate comunității locale, proiecte care vor contribui la participarea activă a locuitorilor în viața comunității, se vor derula în spații publice și comunitare și vor asigura acces liber clujenilor.

### CUM TE POȚI IMPLICA?

Idelile tale pot deveni realitate dacă ne contactezi online sau completând un leaflet COMON Cluj-Napoca și îl depui în cutiile noastre pentru idei, acolo unde le întâlnim. Dar acest lucru nu înseamnă că te ai și însuși în concurs.

### ÎNSCRIEREA

Înscrierea în prima etapă de concurs se face prin completarea și încărcarea online a unui formular de inițiativă prin intermediul paginii de web [cc-yourcluj.ro](http://cc-yourcluj.ro). Ca o măsură specială, există posibilitatea de a depune formularele în format fizic. În acest caz, fiecare grup de inițiativă trebuie să prezinte atât formularul (sau formularele) de inițiativă cât și formularul de prezentare a grupului de inițiativă. Un grup de inițiativă, compus din minimum 3 persoane intră în 14 și 15 ani poate propune maxim 5 inițiativă. Pentru fiecare inițiativă se va completa un formular separat în cadrul sistemului de aplicare de pe pagina web [cc-yourcluj.ro](http://cc-yourcluj.ro).

Fiecare inițiativă va fi înscrisă oficial în limba română. În caz de nevoie, facilitatorii comunitari pot oferi asistență în adaptarea deciziilor pentru limba română pentru grupurile informale care aparțin unor minorități naționale sau unor comunități de străini din Cluj-Napoca (formularul oficial de propuneri se poate descărca și în limbile maghiară și engleză). Facilitatorii comunitari implicați în demers pot fi contactați personal, telefonic sau online prin modulele prezentate pe pagina de web [cc-yourcluj.ro](http://cc-yourcluj.ro).

### CE FEL DE ÎNIIȚIATIVE AȘTEPTĂM?

Inițiativa vor fi în concordanță cu prioritățile și viziunea Clujului pentru anul de Capitală Europeană a Tineretului.

Motto-ul candidatului, SHARE, precum și cele șase priorități definite în program - SHARE CULTURE, SHARE SPACE, SHARE WORK, SHARE VISION - sunt aceleași și în cadrul proiectului COMON Cluj-Napoca. Dorem ca inițiativa propuse de grupurile de inițiativă să fie și ele în spiritul acestor priorități.

IDEILE PROPUSE VOR TINE CONT ȘI DE URMĂTOARELE ASPECTE:

- Activitățile se vor desfășura exclusiv în Municipiul Cluj-Napoca, în locații publice, cu acces liber din diverse zone ale municipiului Cluj-Napoca și implică în mod creativ comunitățile.
- Inițiativa nu impune o barieră financiară de acces pentru participanți. Accesul la activitățile proiectelor propuse va fi liber pentru public.
- Proiectele răspund într-un mod inovator unor nevoi identificate la nivelul comunității.

### CALENDAR DE ACTIVITĂȚI\*

- **28 februarie 2015, ora 23:59:** Termenul limită de înscriere a inițiativelor online
- **28 februarie 2015, ora 17:30:** Termenul limită de înscriere a inițiativelor în formă fizică.
- **15 martie 2015:** Termenul limită de verificare tehnică a inițiativelor propuse.
- **16 martie (ora 00:00) - 31 martie (ora 23:59):** Perioada de deliberare a mecanismului de decizie prin vot.
- **15 aprilie - 30 noiembrie 2015:** Inițiativa sprijinite pot fi realizate în această perioadă.
- **5 decembrie 2015:** Termenul limită pentru depunerea rapoartelor financiare și narrative pentru proiectele finanțate.

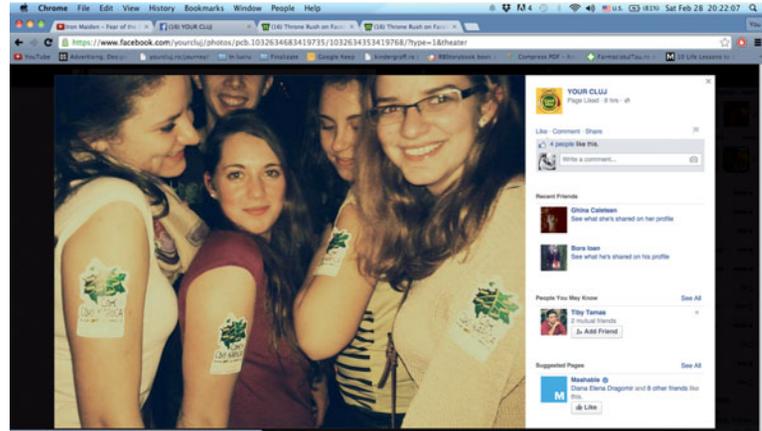
\*Datele sunt estimative și pot fi subiectul unor modificări. Oricum modificarea va fi anunțată pe pagina web [ccyourcluj.ro](http://ccyourcluj.ro).

### PENTRU ORICE ÎNTREBĂRI NE GĂSEȘTI AICI:

[ccyourcluj.ro](http://ccyourcluj.ro)  
[www.facebook.com/yourcluj](https://www.facebook.com/yourcluj)

### NOI

Proiectul este coordonat de Grupul PONT, în parteneriat cu Primăria și Consiliul Local al Municipiului Cluj-Napoca și Federația SHARE Cluj-Napoca, fiind finanțat de Mecanismul Financiar al Spațiului Economic European în cadrul Fondului ONG în România, Componenta IMPLICARE/ Subcomponenta Participare la luarea deciziilor și implicare comunitară și co-finanțat de Primăria și Consiliul Local Cluj-Napoca.



# Facilitation Process

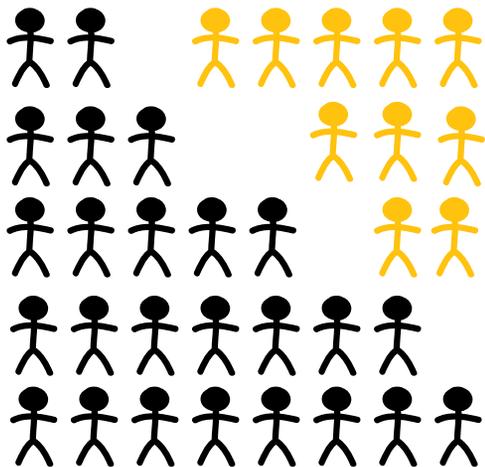
The community facilitator group consisted of officially 25, in reality of a smaller group of about five to ten active and enthusiastic young people, who could help the groups develop their ideas and initiatives, register their projects on the online platform. There were facilitators “specialized” on certain aspects, certain types of projects, and there was the handful that dealt with everything and everyone who needed any kind of help during the process.

There was a phase in the project, when phones were ringing off the hook, each facilitator got tens of emails and messages from groups that were struggling with:

- the location or setting of their event(s), seeing as how the use of public space needs approvals, and some of the groups were composed of teenagers, who had never done anything like that, so they needed some guidance through the complicated mazes of paperwork needed;
- the number of people needed, because some initiatives required volunteers to be completed;
- creative block. Some ideas seem impossible. Until you turn them into reality or as for that matter anything you can think of, that can be an obstacle when trying to accomplish something that has never been done before, under circumstances, that need you to think outside the box.

There were times, when the office was so full of facilitators and members of groups who came in for meetings, that we had to use the last chairs and stay in the office kitchen.

Then suddenly everything quieted down. Everybody got their action plan straight, knew what they had to do, and started working on it. The office was calm, quiet, groups were only checking in to ask about minor details, or to let us know, we were invited to their events - the really fun part of the process.



## Facilitator testimonials

*I had the honour to be a Facilitator of the “COM`ON Cluj-Napoca” Project, participatory budgeting for Cluj-Napoca, European Youth Capital 2015. Representing Migrants in Cluj I admire the equal opportunities offered to all Civics & Migrant Youth in order to share their love for the city. It was a great experience to bridge the gaps of communication by helping Migrants and Civics to share the similarities, and celebrate the differences.*

——— **Ali Shah**

*I embraced the idea of helping informal groups from various fields (horseback riding, society dance club, geocaching, star gazing, cycling, plane spotting, speleology, poker-for-fun, bird watching, off-roading) immediately. Tapping into these informal groups' activity and bring it to the “surface” as community-based projects, facilitating their access to funds was a rewarding experience. As I have 14 hobbies, it was quite easy to come up with ideas and energize the groups formed by young people – I truly enjoyed the experience.*

——— **Oliver Kiss**

*Com'On Cluj was so new, interesting and challenging for me! When I think about it, I have in mind colours, joy, sharing innovative ideas and attitudes and getting to know amazing people from all over the world. ..I miss the adrenaline before the project presentations, the meetings with the team, the smiles of the participants! A big thank you to the people who made this real!*

——— **Francesca Moschitta**

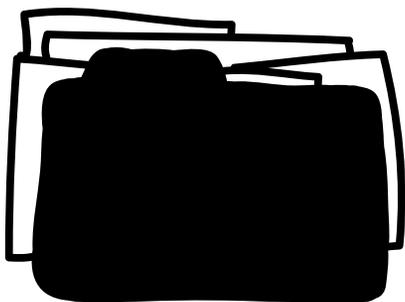
*The Com'On project was interesting and innovative, a good tool to link many people from different backgrounds.*

——— **Paola**

*Being a facilitator on the Com'On Cluj project is probably the best job I've ever had. Stressful and hard at times, but mostly a lot of fun. Think about it: you get to meet hundreds of new people, you can be present, when groups of youngsters discuss great ideas that have a huge impact on community, sometimes having the feeling “maybe in 50 years I'll think <I was there, when this happened, when a handful of students started changing the world into a better place>”; you get to share experience, help them tackle obstacles, sometimes having to improvise. It has been a mind opening, magical experience, and I'm grateful for the friends I've made and the things I've learned during this process.*

——— **Eszter Varó**

# Project Portfolio, Technical Checking



## 1 Project Portfolio

Imagine what happens, when you tell more than a thousand young people, who are active and enthusiastic, to come up with a few ideas they think would be fit to improve the city, the community. Can you hear the buzzing and humming of a thousand of ideas coming to life?

These groups had a broad variety of amazing ideas, you could - or couldn't - ever think of, starting from alternative theatre pieces, musicals, concerts and dance lessons, through fine arts encompassing paintings, textile art, urban art all the way through to promoting reading, conversation, sports, getting engaged in different social matters. Horseback riding, praying, playing, helping the poor, cleaning and maintaining our environment, raising awareness and interacting with different minorities and subcultures on all levels... really, whatever you can think of. And all of this free of charge, open to any citizen interested.

Some groups were amazingly independent: they had their ideas and action plans carefully drafted, worked out, they just needed us to say "ok. Go! Implement it. Good luck!" and some were only in the idea phase, needing to be developed further.

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Initiative groups:	248
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Initiative groups registered with a single initiative:	143
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Initiative groups with the maximum recorded five initiatives:	16
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The average age of the informal groups' representatives:	25 years
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## 2 Engagement

If they need more young people to deploy, members of the initiative group could specify the number of people who want to broaden their team.

Most teams have requested the involvement of other people in their implementation of the initiative.

The number of people wanting to get involved is on average 3 people.

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Total number of persons required:	1369
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Total number of voters:	18.782
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Total number of votes:	48.609
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## 3 Initiatives

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Number of initiatives registered (and declared eligible after the first administrative check):	451
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Projects that made it to the voting process:	437
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## 4 Fields Of Impact Aimed:

Young people could choose up to 3 of the priorities of the European Youth Capital 2015 related to the field of intervention that fits their initiative:

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Initiatives aiming Share_space:	199
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Initiatives aiming Share_culture:	289
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Initiatives aiming Share_work:	124
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Initiatives aiming Share_power:	94
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Initiatives aiming Share_joy:	246
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Initiatives aiming Share_vision:	207
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## 5 Technical Evaluation

During this phase all submitted projects were analysed taking into account:

### A. THE FEASIBILITY OF THE PROJECTS

All the initiatives that could be voted should have been achievable in practical terms. Projects were verified both during the process of their preparation and after the deadline of submitting the initiatives.

### B. THE ELIGIBILITY CRITERIA

- The application form was sent before deadline.
- The application was sent according to the contest's formular and it was registered in the competition on CC.YOURCLUJ.RO platform or in special cases it was brought to PONT Group's office in printed form.
- The project was proposed by a group of at least 3 young people aged between 14-35.
- The project takes place in Cluj-Napoca Municipality
- The project offers free access to the public for the activities.
- The project respects the principles & values of Com'ON Cluj-Napoca and Youth@Cluj-Napoca2015 program.

- The program can be included in at least one of the SHARE priorities of Youth@Cluj-Napoca2015 programme

- The project respects the criteria regarding the budget: The initiative group can propose a project with a maximum budget of 9.000 lei. The financial allocation from the Municipality can be of an amount of maximum 4.500 lei. If the project has a higher budget than 4.500 lei, it is the responsibility of the initiative group to assure the funds above this limit.

## 6 Cost types

The costs presented by the initiative groups must be in accordance with the proposed activities through the description offered in the form. The community facilitators will be able to offer assistance for the initiative groups in planning their budget before the term limit of uploading the online application forms.

The list of cost types that are ineligible:

- alcohol, tobacco;
- land acquisitions;
- purchases of vehicles;
- phone subscriptions;
- equipment acquisitions or other inventory objects;
- salaries or any other income for the members of the initiative groups.

## 7 Evaluator testimonials

*It has been a painstaking job going through the technical details of the projects, but also rewarding, because I read many interesting ideas that only needed some small adjustments. The youngsters were clearly not at ease with all the technicalities, but in their description and budget they will do something for the community was crystal clear. That gave me the will to continue reviewing them one by one.*



—— **Olivér Kiss**

*Reading almost a hundred initiatives, each at least five pages long, felt like reading a book that gives you an idea about the city's young generation's pulse. After those few days of going through all the ideas in detail, my view changed on how I see the new generation. Most people say "youngsters these days won't do anything, but sit in front of computers and on their phones all day long". Well trust me, that's not true. At least not for the ones who handed in their ideas. Some teenagers are intimidatingly smart and socially responsible.*



—— **Eszter Varó**

# Voting

After a long debate regarding the principles and technical aspects of voting process, decision was taken by all involved partners that this process should be also an innovation at local level. Voting was scheduled to be organised exclusively online, while transparency should be assured and any reason of doubt should be eliminated with the help of Facebook.

Before taking this decision, we considered a set of arguments. Voting has to be accessible and fast. People will not turn out for any ballots if it is happening on paper, as the stakes are not high for this decision. Voting has to be transparent and results have to be measured very exactly. The level of resources for the voting process are limited, it is not like organising any kind of elections. There is no official law which sets punishment for cheating. Prior to taking final decisions regarding technical aspects, preliminary research proved that over 90% of young people between 14 and 35 years of age have a Facebook account, hence their participation is not prohibited through an online voting system. Voting turn-up also beat estimates, over eighteen thousand people expressing their wishes through this participatory process. The number of expressed options topped forty-eight thousand. The process was the biggest participatory process in the city's history except official elections and referendums.

Number of voters	18.782
Number of votes	48.609
Number of votes for the first 250 initiatives	43.337
Number of groups which proposed the first 250 initiatives	156

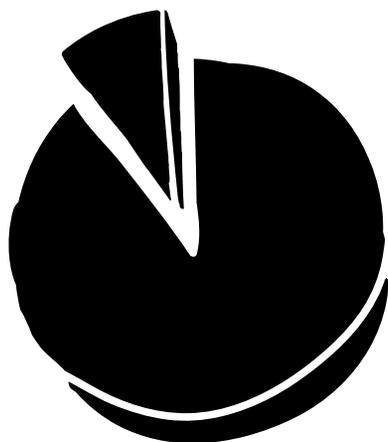
# Solution and Decision Making

After a long reflection, all the partners agreed that the only possible viable solution for granting informal groups is through the involvement of a hosting organisation in the process. The Cluj Community Foundation became the organization assuming the role of technical management of funding provided by the municipality. In this context a request for grant was submitted to the Local Council answering a special call for projects launched for the NGO sector. The full portfolio of initiatives was included in this application turning all initiatives into a major project.

Cluj-Napoca Local Council voted the allocation of 500,000 lei (or approximately 120,000 euro) for the portfolio. Based on the priority list voted by the public, a total number of 117 projects were to be funded from the public budget. The Local Council did not intervene in the hierarchy resulted after the vote of the young people, accepting the portfolio together with the number of votes per se.

The legal form of financing these initiatives became possible as awards given for the informal groups achieving the highest number of votes. The role of the Cluj Community Foundation established direct contractual relations with all informal groups.

However, financial implementation also provided a set of challenges, as presented in the next section of this report. As the first 250 initiatives requested over 1 million lei, additional solutions were identified in order to provide opportunities for funding for more projects from the portfolio. A set of new partnerships also emerged in the context of implementation.



No. of groups having applied	248
Projects eligible after the first administrative check	451
Projects that made it to the voting process	437
Total budget of the registered projects (approximately)	1.900.000 lei
Total budget requested	1.770.000 lei
Average of the total budgets	4.186 lei
The total budget of the first 250 initiatives	1.119.865,49 lei
The total budget requested by the first 250 initiatives	1.015.716,25 lei
The average budget/project for the first 250 projects	4.062,86 lei

# The Partnership. Challenges of Implementation

The fact that we reached the moment when the portfolio of initiatives was created, the public decided on their classification and the public authorities voted their final financial commitment for the portfolio, didn't mean challenges were over. Implementation raised a set of new challenges for the project:

- Who will manage the whole portfolio from a legal-financial point of view?
- What will be the specific legal form for providing funding?
- What resources have to be mobilized in order to provide the own contribution and who can provide this?
- What are the challenges for an efficient cash-flow management?
- What other measures can be identified to provide assistance for project which cannot receive public funding due to the high amount of projects and the limited available resources?

Following a thorough contingency planning for all these questions, a lot of answers emerged leading up to a wide network of partnerships and a series of also innovative solutions regarding implementation. Cluj Community Foundation, ERSTE Foundation, BCR (Romania's largest bank) and Association for Community Relations joined our endeavour in answering all these challenges and providing a viable execution in the implementation of selected initiatives.



ERSTE Stiftung



## 1 The Cluj Community Foundation Assuming the Management of Funds Provided by the Cluj-Napoca's Mayor's Office and City Council

Considering the sustainability of the project, a host organization recognized by the community constitutes a very basic element. The Cluj Community Foundation manages the grant offered by Cluj-Napoca's Mayor's Office and City Council for the community. When initiating talks to involve this foundation with a vast experience regarding fund-raising and community involvement projects, we were guided by the principle that this innovative project has to be embedded in the local society on long term. Besides the fact that they would provide technical management in all the contracting and awarding procedures with all informal groups, the foundation has also a role to consolidate the relation with these informal groups for future endeavours creating a permanent database.

The Cluj Community Foundation is a connection between the projects in Cluj-Napoca and the founders. We organize fundraising events such as the Swimathon or the Scope of Funders. Besides, we manage and transfer funds offered by civilians or organizations to those who need it the most. Between the years of 2008 and 2014 we provided support of more than 1.400.000 lei for more than 200 applications and scholarships, says Simona Șerban, manager of the Cluj Community Foundation.

## 2 The ERSTE Foundation Partners COM'ON Cluj-Napoca to Provide Complementary Funding

When seeking own contribution, we had to take into account related legal requirements which state that local funding can provide a maximum of 90% for any kind of NGO project. For completing the funding of the initiatives of the Com'ON Cluj-Napoca, together with the Cluj Community Foundation and the Romanian Commercial Bank (BCR) we asked for a grant of the ERSTE Foundation for ensuring the 10% supplementary fund that is necessary for the managing and contribution of the 500.000 lei grant, allocated by the Mayor's Office.

ERSTE took up the challenge at the first impulse deciding to provide an allocation of 65,000 lei (or 14,000 euro) which constitutes the own contribution and covers management, communication and dissemination costs regarding the implementation of informal groups' initiatives.



### 3 The Biggest Romanian Bank also joined Com'ON Cluj-Napoca, Cash-Flow Management and Further Support Envisaged

The BCR, as the official bank of the Cluj-Napoca 2015 – European Youth Capital, has been supporting the project from the very beginning. BCR provides an amount of 15.000 Euros for the initiatives through a matchmaking fund on the site called “Bursa Binelui” (or “Scholarship of Good Causes”). It is a very simple method: those groups who had been voted in the first 250, but haven't gotten the grant through the local budgeting (they are not included in the list of the first 117 initiatives) will have the possibility to use the community's resources (crowdfunding) for the implementation of their initiatives. As soon as an initiative has gathered 1,000 lei through the platform, this amount will be doubled with another 1.000 lei by BCR. This way the Com'ON Cluj-Napoca's portfolio will provide funds for 65 other groups, too.

Another important step and good practice was created when partners together with BCR managed to identify the financial mechanism through which a credit line of 170,000 lei (or 39.000 euro) can be opened for the Cluj Community Foundation. In this context it is important to underline that local level funding from public sources

are wired effectively only after technical and financial reports are submitted. The NGO sector in Romania generally faces a low level of liquidity especially when a funding reaches six figures. The solution provided by BCR enabled a better flow of financial resources.

However, another challenge also arose regarding the time pressure in finding this solution. Partners had to work intensely to find this solution as soon as possible in order to limit any damage by a delayed availability of these funding resources.

### 4 Providing a Safety Deposit for Credit

Asociația pentru Relații Comunitare (Association for Community Relations) provided the final piece of cake in the whole picture. ARC, the organisation behind establishing and developing a network of community foundations in Romania provided a safety assurance of 20,000 lei (or 4,500 euro) for the cost of the credit line provided by BCR. This meant that available funds for implementation were not diminished because of this extra cost.



# 3 WHAT CAN BE NEXT?

# Trends of Participation in General



The 'European Youth Capital' is a title awarded to a European city for the period of one year, during which it will be given the chance to showcase, through a multi-faceted programme, its youth-related cultural, social, political and economic life and development.

The EYC initiative encourages the implementation of new ideas and innovative projects, with regard to the active participation of young people in society, and seeks to present a role model for the further development of youth policies in other European municipalities.

According to a vast study on youth participation conducted by LSE Enterprise for the Education, Audiovisual and Culture Executive Agency of the European Commission (Youth Participation in Democratic Life, Final Report, February 2013), youth participation concerns the following key themes:

- the representation of young people, with a particular focus on youth organizations;
- decision-makers' engagement with young people in policy processes, with specific attention to the EU's Structured Dialogue;
- youth electoral participation, including an assessment of e-voting and social media campaigning;
- non-electoral (both organised and unorganised) forms of participation, including volunteering;
- the role of mainstream media, community media and new media in fostering participation in democratic life amongst young people;
- youth exclusion and its relationship to civic participation.

One of the key findings of the study is that young people are not apathetic or unwilling to participate, but rather feel that the political system is neither sufficiently listening nor sufficiently adapting to their hopes and needs. While it would be unreasonable to “only” expect the democratic system to adapt to young people, it would also be both unreasonable and inefficient to only expect young Europeans to adapt to a system that remains unresponsive to this crucial group that represents its future. Often, a lot could be done to easily improve the system’s inclusiveness of young people, our understanding of their democratic will, and their participation by noting a few crucial points. Motivation to participate further, in the view of both stakeholder experts interviewed as well as young people, comes from:

- Proximity to an event or value or idea – many younger teenagers may find it easier to get motivated regarding concerns that are real, material and immediate while some older teenagers from more educated or more engaged backgrounds may find it easier to relate to issues that are abstract or global. It is therefore easier to support youth democratic participation when both types of issues are addressed in political debates.
- Having decision-makers listen to and act on young people’s concerns and opinions and from seeing the positive outcomes of these actions on local, social and individual contexts over a period of time. Again, the study finds that many young people feel insufficiently listened to by political elites.
- Motivation also comes from acting together with others and realising that one has efficacy to change local things (building skate parks, preventing demolition of a youth club).

Willingness to participate and feeling of efficacy come

from a feeling of being included. Many young people and stakeholders express the view that the representative democratic system itself does not work well enough at the moment and needs to be fixed. They argue that democracy should not work better for some than for others as it currently does, and point out that too many categories are being excluded or left out. The suggestions made for modifying ‘the democratic system’ are complex and varied. They include a need to make all forms of participation – including lobbying, debating, and direct participation more accessible to poorer people, those from minority backgrounds, and those with less education. Many young people and stakeholders believed that participation would be improved if more institutional and cultural barriers were removed, if more was done by politicians to reconnect to all young people and visit them in their neighbourhood, and if more diverse forms of participation were accepted and encouraged. Given the overwhelming levels of perceived betrayal, distrust, scepticism and/or anger expressed with regard to politicians by 95% of our focus group respondents from ‘reference,’ ‘active’ and ‘excluded’ focus groups in all six countries and the survey results that point to a political offer that is often perceived as inadequate, this seems to us to be an immediate and significant challenge and action point.

Overall, young people with different ideas, backgrounds, preferences, and personal experience of participation have different perceptions of what are the main impediments to greater youth participation and the best solutions to improve it. What they have in common is a certainty that deep inside, European youth want to be politically included and active participants of the community. The analysis of the six themes suggests that the most productive boost to youth participation will stem from a multi-polar set of measures, which build on the diversity of European youth, their backgrounds, their

difficulties, their ideals, and their democratic will. There is an opportunity to create multiple new participation channels at the local, national, and EU level, include those young people who currently feel excluded whilst improving the perception of representativeness of those who already but begrudgingly engage with politics, encourage both the electoral and the non-electoral participation of young people and combine the use of face-to-face interaction, localised initiatives and social media opportunities. There is no crisis of participation of European youth, but there is a huge opportunity that awaits taking. In past years more and more cities took the challenge to apply for this title. The decision to apply and to put together a full proof application proves local level commitment towards youth participation. For the 2018 title a total number of 20 cities applied, out of which 14 came from EU, while 6 from non-EU countries. This number also proves there is a need for further projects and initiatives which encourage city level commitment towards youth participation.

A network of seven cities launched the project called 100% Youth City, with a support from the Erasmus+ programme of the EU through its strategic partnership support facility. 100% Youth City will become a quality label for European cities which certifies their commitment towards youth participation following key themes also identified by EACEA's report. The 100% Youth City aims to develop a full scale methodology for awarding the Youth City label on four levels. 25%, 50%, 75% and 100% Youth City. **What does it mean to be a youth friendly City? Why does a City need to become Youth Friendly?**

## 1 100% Youth Cities Objectives

100% Youth City is a project to be developed within the framework of Erasmus+, KA2 Strategic Partnership in order to:

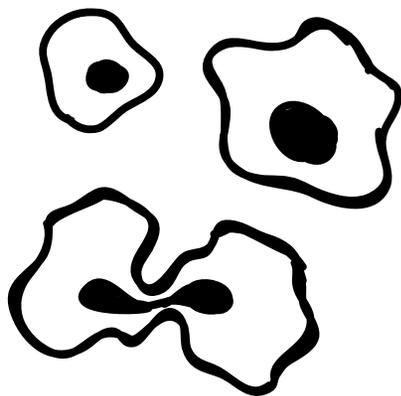
- Increase the efficiency of public expenditure and the investment in education, training and youth;
- Promoting high quality youth work;
- Promoting empowerment, participation and active citizenship of young people.

The project will assume a bottom up perspective and development by bringing together young people and decision makers, mediated by youth workers. 100% Youth City will assume a new and innovative methodology, Open Method Of Coordination, in order to develop several studies and define indicators. The Structured Dialogue Methodology will be also important too to implement 100% Youth City at a local level, bringing together politicians and young people.

## 2 The European Youth Forum's extensive work regarding youth participation

The European Youth Forum and the League of Young Voters also launched their new campaign, Youth UP which aims – through crowdsourcing ideas from young people all over Europe - to get the best ideas to make politics and democracy more youthful and to present them to policy makers. It will also empower and bring together already established initiatives on youth political participation. Its new research study “young people and democratic life in Europe” provides an overview of the themes and trends around the topic of young people's relationship with democratic life in Europe, and offers a number of recommendations to improve youth participation in politics. These include participatory budgeting schemes as a best practice that can be implemented at local level.

# Strategy for Multiplication and Extension



A pilot project always assumes the role to test a new idea in an existing environment. COM'ON Cluj-Napoca served in 2015 as a test connecting several dots regarding topics that this process addressed, partners who connected with each other thanks to this initiative, and processes which were tried and can be improved in the future.

## 1 The Future of COM'ON in Cluj-Napoca and in other parts of Romania and Europe

Based on the initial results provided by the programme a medium term commitment towards the initiative seems to emerge on behalf of all stakeholders who were involved in the process. Municipality leadership expressed its aim to continue implementing this participatory process and even considers an increase in funding. However, a review is needed in order to improve the project and to address specific issues regarding equal rights and disadvantaged categories.

There is always the possibility of scaling the project's results. A high interest for this mechanism was expressed by the members of the Federation of Community Foundations from Romania. This network is present in over a dozen cities all around Romania. Also in the light of the involvement of the Cluj Community Foundation in this endeavour, one of the possible multiplication aspects could be through this network.

European level multiplication is also made possible through the Network of European Youth Capitals, an informal gathering of cities which held or were nominated to hold the title in the future. Being a project created in the framework of this title, it gives a chance for this model to be replicated and adapted for each city.

This pilot can constitute the basics for strategic co-operation at European level between cities aiming to connect youth participation with urban development and to involve young people in shaping their cities' and countries' long term vision.

## 2 The Future of Participatory Processes in Cluj-Napoca

Com'On Cluj-Napoca has to be viewed also from the point of view of participatory process in Cluj-Napoca in general. Already in the past years the municipality considered and piloted participatory budgeting at the level of neighbourhood of the city. Com'On Cluj-Napoca shall be part of a broader policy on participation also in line with mid-term objectives of the city's just recently adopted general development strategy. Furthermore, our project has to be aligned with other participatory mechanisms coming from the local NGO sector, like the Visible City project developed by the AltArt Foundation which selects a range of proposals for artistic interventions in the public space which are then implemented also with funding from the municipality.

Cluj-Napoca can become on a national level the role model in participation and also in the specific area of youth participation and it can set a long term path of pioneering participatory democracy in Romania.

## 3 Youth as a Key Stakeholder for Urban Development

In our view youth continues to be a key stakeholder in the development of Cluj-Napoca. Because of the high level of academic activity Cluj emerges as a second

economic and cultural powerhouse of Romania after Bucharest, where the youth generation provides a significant boost in dynamism and development. The role of youth and their participation should be encouraged also after the European Youth Capital title year, while participatory processes should be.

## 4 The Example of Cluj-Napoca, a Good Practice for Other Cities Aiming to Invest in Youth

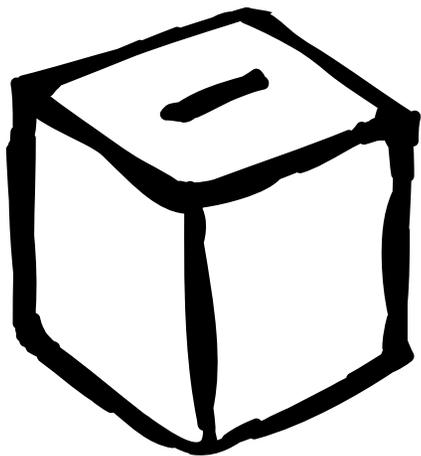
The last three years witnessed a significant increase in attention given to youth by public institutions, companies and the NGO sector likewise. A set of policy decisions, policy documents aiming especially youth were created and adopted and are now part of the policy framework of Cluj-Napoca. Although there is still a need for improvements, Cluj-Napoca can be considered an Eastern-European good example and an emerging new hub and destination for young people from all Europe.



# 4

# EXAMPLES AND ENDORSEMENTS.

# Project Examples



## 1 Exchange Buddies (language, culture)

ExchangeBuddies is a community that aims to encourage language and cultural exchange. They have organized events where they've managed to create a mix of curious locals, and young people from all around the world, engaging in real world conversations with natives, who are in Cluj for different reasons (tourists, expats, local minority). Imagine a room, in which twenty-thirty people speak at least ten different languages, they teach each other, exchange fun facts about their own culture, and ask about others. Brazil, Spain, Greece, Germany, Norway, Croatia, Pakistan, Canada, Hungary, U.S.A. and many others have been represented.

The language quiz night and the language speed dating events gave an opportunity to exchange information and have pleasant/mind opening conversations on language and culture with people from all around the world, while making friends in the meantime. In order to help those interested in learning more about languages and culture, ExchangeBuddies created a free online platform where you can look for a language buddy in your area: [www.exchangebuddies.com](http://www.exchangebuddies.com). By adjusting the search settings you can find a buddy who not only speaks the language you're interested in, but who also wants to learn your language. This way you can practice the tandem learning method, where you teach your buddy while he or she teaches you.

## 2 Fiesta Cubana (dance)

The Fiesta Cubana initiative is a dynamic, friendly, active group of young people, passionate about dancing (mostly latino). They dance whenever and wherever they can, and encourage people to do the same. If you happened to pass by an event organized by them (Central Park or La Cizmărie), chances are...

you couldn't just pass by, you had to stop and look. If anybody stood for more than a couple of minutes and watched them dance, they would probably be grabbed by a friendly hand, and pulled into the dancing crowd, the vortex of fun. If you could dance, you probably found your crew, if you couldn't, no problem, they would teach you. It's just impossible to avoid dancing, when these guys are around.

The impact of this initiative became clear to me, when I saw the same couple - who was shy and on a beginner level at first at a Fiesta Cubana event - salsa away at a totally unrelated party a few weeks later. So watch out, salsa is contagious!

### 3 HangZoo (music)

This group is all about music. Love music, Live music. Feel music. Play music. They had this amazing idea to put up a tent with all kinds of instruments in the city center, and let people try them out. You could just drop by and try any instrument you felt like trying. Maybe you already played it, maybe you've never held on in your hand, either way, they would encourage you to play.

Oldsters, kids, grownups were hanging out at the tent. You could sometimes listen to young groups of musicians, who just stopped by for a few minutes of jamming, or you could see teeangers or kids learning how to play an instrument, helped by the members of the HangZoo group, who had a person recording every sound, so they could mix it and create an anthem for this event, maybe the city even, played by the citizens of Cluj.

### 4 GhibStock (DIY, traditions)

This fine group mostly consists of responsible, open-minded high school students, who advocate keeping

traditions alive by organizing events where they teach those who forgot or never knew how to paint pottery and textile with traditional patterns. The GhibStock group also donated jars of traditional jams and zacusca with the inscription "#conservatraditia". They try to bring teeangers to respect and appreciate their own culture, see the beauty of rustic art and stimulate them to incorporate all of this into their modern day to day lives. You've probably noticed the canvas bags painted in traditional, rustic patterns around town, worn by young people. Well, now you know, who is to thank for that.

### 5 MinorSwing (leisure, reading)

This crew gave us an alternative to staying in during the summer. Why sit in front of a computer, when you can go out in the park, get comfy in a hammock and read a good book. You could bring your own, or borrow one from the library these guys set up in the park. It was the perfect thing for introverts and extroverts as well. The more sociable types could choose a hammock closer to the others, the shy ones could "hide away" and enjoy solitude and a good book in another. Aside from chilling and reading, people could strike up conversations with fellow "hammockers", play board games, or learn about protecting the trees while tying a hammock on them (did you know, that if you don't tie the string properly, or you don't use a tree-hugger strap, you can hurt the tree?). It was nice to see, how GhibStock and MinorSwing were friends in the park, helping each other out. You could see the MinorSwing guys eating jam from GhibStock jars, and the GhibStock guys borrowing books from their friends' park library. Picture this: GhibStock and MinorSwing members sitting in the grass, eating bread with zacusca and talking about global politics, social responsibility, the concept of happiness, travel, friendship and so on, and whoever would pass by and maybe stop for a second, they would invite them to join in.

# Endorsements of Key Stakeholders



*The European Youth Forum is delighted to see publication on the topic of Participatory budgeting, especially by our European Youth Capital 2015 Cluj-Napoca.*

*As a platform of youth organizations, we are especially in favour of this process of democratic deliberations and decision-making. Young people, now more than ever are demanding to be involved in decisions made about them. Young people want more than a vote every 5 years - when projects such as participatory budgeting take place, young people are more engaged than ever. It is notable that young people vote more in local and municipal elections as they feel more engaged at this level.*

*Participatory budgeting allows young people to identify, discuss, and prioritize public spending projects, and gives them the power to make real decisions about how money is spent. It also engages young people in delivering the project and thus local governments and citizen can benefit equally. It is about community members identify spending priorities and voting on which proposals to fund. When Participatory Democracy is implemented, as have seen in Cluj-Napoca and other cities, it has lead to more equitable public spending, greater government transpar-*

*ency and accountability and increased levels of public participation (especially by marginalised or poorer residents). Most importantly for the European Youth Forum it is an essential tool for Citizenship Education and learning democracy – an essential skill for young people.*

————— **David GARRAHY**  
**Head of Policy & Advocacy**  
**European Youth Forum**

*BCR is investing trust in young people. We are convinced they are the future of the country, convinced they are building that future right now and convinced it is our duty to support them. We supported the youth participative budget project in Cluj-Napoca with confidence and strong believe that active youth involvement in decisions regarding public budget is an innovative way of developing true citizens of the community, determine social progress, but also a way of connecting community investments to business opportunities.*

————— **Ionuț Stanimir,**  
**Executive Director of Corporate Communications**  
**and Community Affairs, BCR**

*We supported the participative budget project in Cluj-Napoca with confidence and strong believe that without active citizenship and youth involvement in the decision making-process regarding public budget we will still be in the same point as we are today. There is no evolution without the vision and active involvement of young people who understand the community problems and try to solve them rather than leave them only on the authorities. We strongly believe in active citizenship as an innovative way*

of connecting people in the community, of progress and growing streamline investments, but also a way of connecting community investments to business opportunities. BCR is supporting small ideas that make big changes in the community and we are constantly investing trust and funds in young people as we are sure they are not only the future of the country, but they are building the future right now and it is our duty to support them.

————— **Andreea Nicoleta Deliu**  
**Corporate Communications and**  
**Community Affairs, BCR**



Cluj - Napoca Municipality Vision refers to the city as a “space of individual and collective achievement, with active citizens, a creative, complex, dynamic and competitive economic environment, capable of utilising resources in a holistic manner

and to offer the community a sustainable development.” Cluj is perceived as a “web of interconnected communities, a laboratory of social creativity, a city with a young, friendly and responsible spirit in equal measures.”

A developed associative, philanthropic and volunteering sector supports this vision of collective achievements based on the creativity, expertise, responsibility and the generosity of Cluj - Napoca inhabitants which are ready to contribute, in a freely consented manner, in the community development, and also in the key areas related to education, culture, environment, vulnerable groups, local democracy and others.

Cluj Community Foundation mets this vision and builds programmes and mechanisms that support the active involvement of communities, sustain creative solutions for local needs and challenges and stimulate generosity and contributions towards community initiatives. It connects the needs and resources of Cluj, with the aim of improving the life of its inhabitants. Our aim for Romania, through Community Foundations, is to have active, engaged, creative, caring, and lively communities. Communities that can identify the talents and resources within, that can support its inhabitants and can evolve together, adapting to new opportunities and challenges. The Com'On Participatory Budgeting Process for Youth, implemented this year in Cluj, is a progressive and valuable public participatory process, the Cluj Community Foundation is fortunate to be part of.

The Foundation joined a network of cross-sector partnerships linked through a collective impact approach designed towards successfully implement the process. Subsequently to it's mission, the Cluj Community Foundation is managing the public funds designated for the local projects by the Cluj - Napoca City Hall and Local Council. It is contributing towards continuing building the capacity of the awarded initiative groups and towards further developing the process design to address the most relevant community issues in the years to follow, while building the process towards sustainability.

Cluj Community Foundation connects the donors with the projects of Cluj. It is organising fundraising events, as the Cluj Swimathon or the Donor Circles, and it manages corporate or individual named funds that are directed towards the community needs as grants as scholarships. Between 2008-2014 has awarded grants worth over 1.400.000 lei for more than 200 grants and more than 200 scholarships.

————— **Simona Cristina Şerban**  
**Executive Director, Cluj Community Foundation**



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Cluj-Napoca 2015  
(European Year of Capital of Culture)



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One thing always leads to another. This is the best way to describe how Com'On Cluj-Napoca took birth. It would not have happened if Cluj-Napoca wouldn't have earned the European Youth Capital title for 2015. This also would not have happened, if several experts, youth organisations and the municipality would not have challenged each-other to jointly apply for this title back in 2012.

We are now again at a turning point in 2015: what do we have to do today in order to start a new chain of events which leads to even more youth participatory processes not just in Romania, but in more and more cities in Europe? How can we imagine youth participation in 2020 or even 2030, as a matter of fact?

**András Farkas, Co-founder of the PONT Group**