

# HOP!

HEARTS OPEN PEOPLE



Project  
about urban  
volunteering

## City of Toruń

Toruń is a city in northern Poland, on the Vistula River. Its population was **184 038** as of January 2018. Toruń is one of the oldest cities in Poland, having been established in 1233 by the Teutonic Knights. Over centuries, it was the home for people of diverse backgrounds and religions. Believed to be one of the most beautiful cities in Europe, Toruń is renowned for the Museum of Gingerbread, whose baking tradi-

tion dates back nearly a millennium, and its large Cathedral. Toruń is noted for its very high standard of living and quality of life. In 1997 the medieval part of the city was designated a UNESCO World Heritage Site. In 2007 the Old Town in Toruń was added to the list of Seven Wonders of Poland. Toruń is the birthplace of Polish astronomer Nicolaus Copernicus.

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## Tourism

Toruń is a city whose economy is largely based on tourism, therefore, the hospitality sector of services such as gastronomy, accommodation, tourist services is well developed. In 2017, the city was visited by **2 370 000** tourists, includ-

ing guests from 48 countries. The main tourist attractions are: Gothic Old Town – architecture, Copernicus House, Gingerbread Museum, Planetarium, Philadelphia Boulevard, Leaning Tower, Ruins of the Teutonic Castle.

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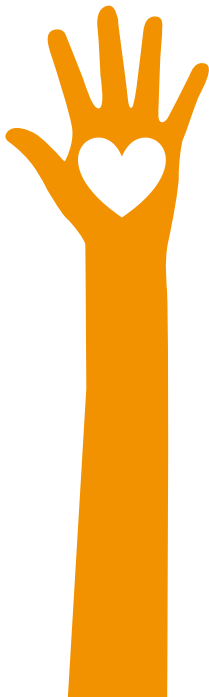
## Economy

Every year, Toruń is in the top of the ranking of “Cities attractive for business” in Forbes magazine. Toruń has a total of over 100 hectares of investment areas and has received the highest grade - A in the category of potential investment attractiveness for all sectors of the economy. The most dynamic economic development is manifested in the pharmaceutical, food, metal and chemical industries as well as in logistics and information technology. Another advantage is good road connection with large urban centers as well as by air. In the Social Diagnosis 2015, the city was highly regarded as a good place to live. 79.2% residents of

the city said that Toruń was changing a lot for last years. In 2016 a total of **1 100 000** people participated in **1 400** cultural events, shows, concerts and exhibitions organized by municipal institutions. Toruń is also a strong academic center – the University of Nicolaus Copernicus is 5th largest in Poland and the number of students is **27 000**. In the city there are **26 000** registered businesses, and the unemployment rate is 5.2% (December 2017). The number of people in employment is **62 986**. Almost 30% citizens at the age of 25-29 y have a higher education degree.

## Resources:

- Cultural institutions managed by city government (7)
- Cultural institutions managed by regional government (4)
- Department of Social Communication and Information - cooperation with NGOs
- Department of Culture - cooperation with cultural institutions
- 5 universities and colleges (19 - 24 y)
- 35 high schools (16 - 19 y)
- NGO Incubator - opening in September 2018
- Orbi Toruń - online portal used by NGO, service run by Municipality of Toruń
- Public Asset Council
- Meeting Forum for NGO
- Social Council for consultations
- Social Council for social and economic development of the Old Town in Toruń
- Senior Council
- Representative for cooperation with NGO
- Council for disabled people
- Supporting program for organizers of cultural events „MICROSUPPORT”
- Financial and non-financial support for NGO



## Voluntary & NGO

### **1. Strategy of City Development 2020 with 2028 perspective**

SWOT analysis – Weakness – Inadequate promotion of volunteering

Main goal: Promotion and spreading the idea of volunteering

## 2. NGO

- NGO which takes part in municipal competition get bonus points for volunteers' involvement
- volunteer working hour is 15 zł (3,5 euro)
- number of registered NGOs in Toruniu **1260**, of which only 1/3 are active
- municipality grant financial support for **530** projects realized by **320** NGOs
- every year the municipality offers 30 competitions for NGOs – the total sum allocated for NGO's project **26.3 mln zł (6.1 mln euro)**
- over **6 500** people are engaged in project realization, including **1600** volunteers
- about **60** NGOs rent the business premises paying a lower price - total sum of reduction **560 000 zł (130 000 euro)**

## 3. Examples of events with volunteers' participation:

Torun's Agency of Culture- Festival of the Art of Fact, Festival of Movie Song, Bella Skyway Festival – about 200 volunteers per year.

Culture Office Foudation – International Film Festival – about 150 volunteers per year.

Sport and Recreation Department– events with volunteers - 3 speedway competitions and 1 athletics competition - altogether 85 volunteers.

Culture Institution Dwór Artusa - Forte Artus Festival, Concerts under the stars, Toruń Book Festival – all together 9 volunteers.

## 4. Universities:

- Nicolaus Copernicus University - **22 000** number of students
- Banking College - **7 000** number of students
- Higher Catholic Seminary
- Higher School of Social and Media Culture
- Jagiellonian College (Kolegium Jagiellońskie Toruńska Szkoła Wyższa)

## 5. Challenges & needs:

A volunteer helps from the need of the heart. He/ She doesn't need to get the word 'thank you' - in a direct way. The best reward for them is a valuable effect of work and satisfaction from being helpful.

By voluntary work, some people try to discover their true self. They try to find their potential, meet the requirements of the working environment. Students said they felt discouraged when the goal wasn't clear and organization of work was bad, as then their potential wasn't used efficiently.

Students need to be encouraged and informed about concrete needs of organization. Gratifications like reductions or small gifts for voluntary work are not important for volunteers.

Volunteers want to have a feeling of being needed, valuable and appreciated.

Archipelag Inicjatyw – an NGO organization which build a generation bridge between children and elderly people don't have problem with attracting the volunteers but elderly people are afraid to give personal details to sign a contract.

**Project HOP! Hearts Open People – conference and workshops about urban volunteering, part of which was an international meeting held in Toruń on 11-12 April 2018.**

Toruń is the leader of the project financed from Europe for Citizens program, Town Twinning action, with the partners of: Klaipeda – Lithuania, Dyneburg – Latvia, Goettingen – Germany.

We hosted 25 foreign participants who represented various entities involved in volunteering work: NGOs, cultural institutions, municipal authorities, youth city councils. Such diversity generated exchange of knowledge and enhanced inspiration.

Two local institutions were engaged in the implementation of the project: Centre Of Contemporary Art in Toruń and Careers Office of Nicolaus Copernicus University, as well as non-governmental organizations: Light Hospice Association, Light Foundation, and Archipelago of Initiatives Foundation.

The main goal of the conference was promotion and spreading the idea of volunteering and preparing a model of Volunteering Center for Toruń.

The meeting was arranged as a two-stage immersion into the issue of volunteering. On the first day, there were presentations of the experts: Mr. Łukasz Bartosik - a manager of the Polish Humanitarian Action in Toruń, Ms Nina Rapo - a coordinator-supervisor of Erasmus+ students, Agnieszka Buczyńska - the director of the Regional Center for Volunteering in Gdańsk, and a presentations of good practice from other European cities. On the second day there were workshops run with a method used for implementation of projects under URBACT III program. In mixed international groups, based on the obtained data about Toruń, the participants planned the stages of creation and operation of the Volunteering Center. The end result was a concept which was created on a participatory and transnational basis, as the principles of volunteering are global.

The premises of Centre Of Contemporary Art in Toruń were an additional advantage for the event, with its monumental column hall serving as an excellent space for free flow and exchange of thoughts.

**Organizers:**

Municipality of Toruń and the Centre Of Contemporary Art in Toruń









Fot. Kamila Neuman



## II day of workshops

**Problem:** Lack of coordination around activities related to volunteering

**Solution:** To open the Voluntary Service

**Aim:** To liaise between volunteers and beneficiaries; To develop volunteering; To improve the quality of volunteering services; To build community bonds; To integrate residents

### **How to organise the Volunteering Centre?**

5 steps

1. To have the Centre's operational concept
2. To find and keep volunteers
3. To implement a beneficiary searching system
4. To promote and educate about volunteering
5. To create the Volunteering Centre commercial offer

## Model of Volunteering Centre (VC)

Result of HOPI! Hearts Open People – conference and workshops about urban volunteering  
5 steps to make Voluntary Centre





## I step. To have Centre's operational concept

Action	Intended Result	Resources/ Assets	Lead Agency	Key Partners	Timescale
Setting up the office	The VC is operational	Money, equipment, staff, room,	Municipality/NGO	Municipality (Department of Communication and Information), Other Voluntary Centre, Ministry Funds, Norwegian Funds	1 year
Finding people to work in VC	Having experienced person who will operate the VC	Contacts/ recommendations from different institutions, competition for the position, training	Municipality/NGO	Other Voluntary Service, youth organizations, Ministry	3 months
Website social media database tool	Promotion, access, visibility,	Hosted server, graphic designer, web master, money, IT specialists ideas, examples/ model	Municipality/NGO	Other centres, other NGO's, graphic designers, IT specialists	3 months
DATABASE 1. organizations 2. of volunteers	Having assessable information	Database tool, concept of needed information, www, contacts	VC	Municipality (Department of Social Communication and Information)	3 months
PROMOTION	Attracting NGO's and volunteers	Media, social media, money, promotion specialist, social campaign	VC	Media, municipality, schools, university, NGO	1 month

## II step. To find and keep volunteers

Action	Intended Result	Resources/ Assets	Lead Agency	Key Partners	Timescale
Direct communication Organize open events/ build a community	Finding new volunteers Attracting new volunteers/ partners, relationships, promotion	Schools, friends, public events, NGO Municipality, other volunteers who work for a long time time resources findings	VC VC, NGO, students, teachers, pupils	Schools, University, friends, NGO Sponsors, volunteers, NGO	All the time Twice a year
Platform of communication: informal meetings, meetings, trainings					

### III step. To implement a beneficiary searching system

Action	Intended Result	Resources/ Assets	Lead Agency	Key Partners	Timescale
Volunteering Centre Rules	Centralized system for city	Urban policy/strategy, money/ lawyers	Municipality	NGO, business organisations	2 years
Day of Volunteering	Prize for volunteering, build community, opportunity to educate citizens	Coordinator, idea of the event	VC Department of Promotion Communication and Information	NGO, business organisations, schools university	3 months
E-Platform for registration	Easy access, data base, attractive for young people, statistics	Coordinator, IT system, money	VC	NGO, business organisations, students, citizens	6 month
System of Certification Program	Motivation to be a volunteer, way to get job/ learning skills, practical skills, document proofing, voluntary services	Coordinator	VC	Municipality institutions, experts	



## IV step. To promote and educate about volunteering

Action	Intended Result	Resources/Assets	Lead Agency	Key Partners	Timescale
Education at schools	90% of schools kids know what volunteering is, trained teachers	Education system	Department of Education	Department of Social Communication and Information	All time
Cooperation with business	50 companies will donate for Volunteering Day	Local business	Business Support Center	VC, municipality institutions	1 time in a year
Day of Volunteering	Prize for volunteering, building community, opportunity to educate citizens	Coordinator, idea of the event	VC Department of Promotion, Department of Social Communication and Information	NGO, business organizations, schools, university	3 months

## V step. To create the Volunteering Centre commercial offer

Action	Intended Result	Resources/Assets	Lead Agency	Key Partners	Timescale
Coffee place, social house	Building a community	Facility: drink offer, nice place to have meetings and trainings	VC		
Fundraising	Collecting money for development	Human resources / volunteers	VC	Big companies	
Selling skills	Offer of trainings	Space for conference, base of volunteers, know how about organizing voluntary system at company or institution	VC	Schools (pupils, teachers), university , Regional volunteering centre in Gdańsk,	

**Conference organizer:**

Municipality of Toruń  
and the Centre Of Contemporary Art in Toruń

