



CLUJ FOR
YOUTH

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STRATEGIA DE TINERET A ZONEI METROPOLITANE CLUJ
CLUJ METROPOLITAN YOUTH STRATEGY
A KOLOZSVÁR METROPOLISZ ÖVEZET IFJÚSÁGI STRATÉGIÁJA



**CLUJ FOR
YOUTH** 2030

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- 3 OBJECTIVES OF THE STRATEGY**
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- A INITIAL ANNEXES**

Studies & Research of substance

Detailed program charts

Analysis and strategy for attracting resources

Steps for implementation



VISION for Cluj-Napoca 2030

GAMMA City (in the global classification)
with BETA city perspectives

over 8.5 / 10 personal happiness
subjectively perceived by the young
generation

European and global model for
addressing urban and metropolitan youth
issues



GAMMA City.

VISION. Cluj-Napoca becomes a GAMMA city globally according to the international classification of cities and metropolises of the world based on their level of connections and connectivity with other cities and communities.

CONTRIBUTION. The strategy seeks to contribute to the global gamma-ray city classification through all efforts, programs and collective action.

IMPACT. Development of international connections and interactions. of Cluj bring prosperity, development but also a spirit of increased belonging to both the European and global community.



Personal happiness 8.5

VISION. The young man from Cluj feels on average 8.5 happy on a scale of 1 to 10. This happiness is perceived by the young person subjectively based on all aspects of sustainable living, future prospects and involvement.

CONTRIBUTION. The strategy aims to provide all the prerequisites for the high quality of the individual and community experience of the young person through systemic interventions and through a functional youth ecosystem.

IMPACT. The urban and metropolitan area will benefit generations of young people by choosing Cluj in the long run and contributing collectively and proactively to its development as well as to adapting to any challenges through high community resilience.



European and global model.

VISION. Cluj-Napoca and the metropolitan area are considered as a European and global landmark and model in the interaction with young people. This quality is manifested by references to the measures, programs and working mechanisms implemented in the Cluj Metropolitan Area.

CONTRIBUTION. The strategy implements through its systemic programs a series of innovative approaches and working models.

IMPACT. Cluj-Napoca and the metropolitan area directly and indirectly influence the way young people work in all European and world urban areas.

Cluj for Youth 2030

Strategy purpose

Creating, developing and implementing a **10-year integrated metropolitan effort** that complements the overall urban and metropolitan development processes and brings the **specific perspective of the younger generation** through needs and opportunities for the **formation of long-term urban resilience**.



CLUJ FOR
YOUTH 2030

10 arguments

□ SIDU 2030 – Cluj for Youth 2030

A metropolitan youth strategy supports the overall strategic development framework at the metropolitan level

1

2

□ 2022, European Year of Youth

Youth is considered in 2022, the year of the completion of the strategy as a strategic topic at European and national level.

□ Youth & the city

The field of youth is increasingly present in urban strategic approaches, all starting from the key moment 2015, the European Youth Capital

3

4

□ Current research

There is recent evidence and timely information on the situation of young people in urban and metropolitan areas through multiple research.

5

□ Dynamic metropolitan area

The metropolitan approach brings together dense urban, peri-urban and rural areas.

□ **Eco, not ego**

The organic collaboration and the capture of the collective action of over 700 identified actors have the capacity to produce a major systemic impact.

6

7

□ **Social innovation**

An innovative approach to youth goals and broadening the horizons of thinking can produce systemic effects.

8

□ **Cluj: young city**

Strengthening the city's profile on the European and global mind map has been a clear direction since 2015.



9

□ **Cluj-Napoca 2050**

A youth strategy also provides the framework for imagining the city of the future with today's young people and for the young people of the metropolis of the future, a metropolis where young people are happy.

□ **Post COVID-19**

The importance and urgency of addressing the effects of COVID-19 on the younger generation can be better addressed in a broad framework of collaboration inspired by a dedicated and well-founded strategy.

10

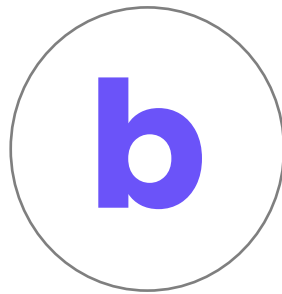
10 arguments

Achieving the purpose through specific objectives



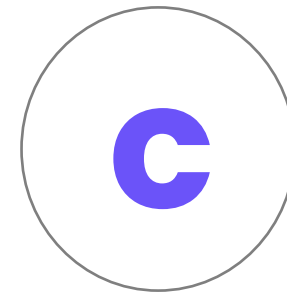
YOUTH

ensuring the premises for a sustainable life, better future prospects and self-determination of young people



CITY

strengthening the living environment of young people through a functioning city and ecosystem that offers equal access and opportunities, European perspectives and an urban-rural interconnection in a metropolitan dimension



FUTURE

developing a resilient urban environment that offers equal access and opportunities, perspectives and European openness and an urban-rural interconnection in a metropolitan dimension

Youth (For who?)

ensuring the premises for a sustainable life, better future prospects and self-determination of young people



LIFE

SUSTAINABLE LIFE

The social environment, health and safety in the city and the metropolitan area provide the conditions for a sustainable life and a high quality of life.

EU YOUTH GOALS **5** **10**

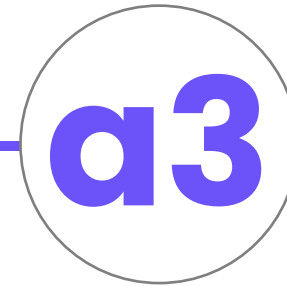


PERSPECTIVES

LIFE PERSPECTIVES

The city offers the perspective of a desired life and a physical and mental urban space that offers the conditions to achieve this perspective.

EU YOUTH GOALS **7** **8**



AGENCY

AGENCY

The city provides the framework for socialization, community involvement and participation of young people in decisions that affect them.

EU YOUTH GOALS **4** **9**

CITY (Towards who?)

developing a resilient urban environment that offers equal access and opportunities, perspectives and European openness and an urban-rural interconnection in a metropolitan dimension



EQUAL ACCESS AND OPPORTUNITIES

All young people have the chance to benefit from those offered by the city and the metropolis regardless of their personal condition.

EU YOUTH GOALS

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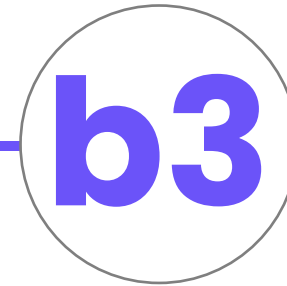


URBAN/RURAL

Gaps in the metropolitan area are limited by integration and mobility.

EU YOUTH GOALS

6



EUROPEAN DIMENSION

Through the city's connections and collaborations, young people have the opportunity to develop their personal development in a European context and spirit.

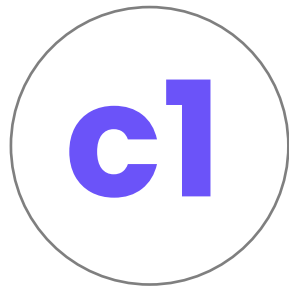
EU YOUTH GOALS

1

11

ECOSYSTEM (How?)

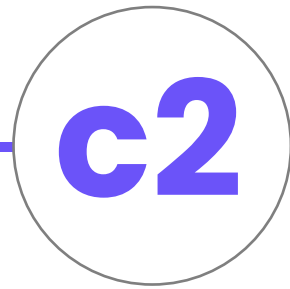
strengthening the living environment of young people through a functioning city and ecosystem that offers equal access and opportunities, European perspectives and an urban-rural interconnection in a metropolitan dimension



SPACES

The city provides the necessary space for services and actions for young people (physical and virtual)

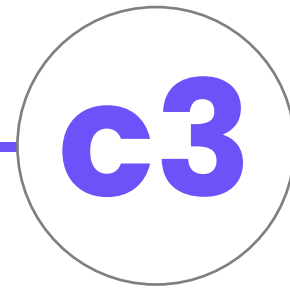
EU YOUTH GOALS **1**



STAKEHOLDERS AND METHODS

The city coagulates, correlates and incorporates the effort of the actors of the youth ecosystem and the methods and tools used by them.

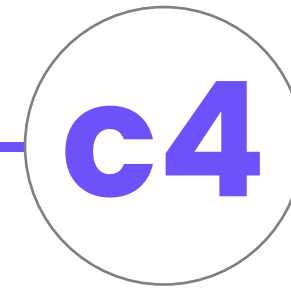
EU YOUTH GOALS **2** **3**



POLICIES AND DECISIONS

Youth policies are formulated and decisions on young people are made on the basis of evidence provided by research and information.

EU YOUTH GOALS **6**



FUNDING

Collective action is supported by funding mechanisms, as well as attracting and managing resources outside the city and the metropolitan area.

EU YOUTH GOALS **11**

P1

Cluj Youth Rapid Response

Program and platform for quick connection of young people with needs with actors who offer solutions to them, including urgent needs.

STAGE: Basic project plan completed, progress towards the development of a detailed concept.

P2

H2Y

Health of Youth

Program and platform for quick connection of young people with needs with actors who offer solutions to them, including urgent needs.

STAGE: Basic project plan completed, progress towards the development of a detailed concept.

P3

Platform

Cluj for Youth

An integrated system for informing young people about the opportunities available to them and for connecting ecosystem actors through the management of internal and public communication of ecosystem actors and a network of community connectors.

STAGE: Functional platform, need for expansion and multi-platform technological improvement.

P4

Volunteer Academy

Program to encourage and support volunteering and validation of learning skills acquired in all public and private sectors of activity.

STAGE: Model tested in Cluj 2015, collaboration program supported by the EU in partnership with the cities of Plovdiv, Thessaloniki, Novi Sad, Krusevo and Maribor for a unitary method.

P5

Cluj

Gamma

Program to support ecosystem actors through tools and solutions for hosting and informing young people and organizations arriving in the city and the metropolitan area, as well as coagulating efforts to represent and promote Cluj in national, European and global urban and youth networks.

STAGE: Atomized and unsynchronized effort, punctual measures already taken. The Cluj-Napoca 2015 model serves as the basis for such a program.

P6

Youth Work Forward

Development and training of the network of youth workers within organizations, institutions and companies that assist in direct interaction and youth work in any field in the Cluj Metropolitan Area.

STAGE: An existing core network of youth workers, European focus on the topic, need to expand and generalize knowledge of youth work

P7

FIX

Cluj

A project focused on building ecosystems that will support communities to rebuild, helping groups of young people in Cluj Napoca to create intergenerationally driven, fully functional social entrepreneurship initiatives that have a significant educational and social impact.

STAGE: The first pilot edition in progress, combined public-private-non-government fund, possibility of consolidation and expansion.

P8

Com'ON
Cluj-Napoca

Program to engage informal groups of young people in co-creating city life through community involvement, a program developed based on the principles of participatory budgeting.

STAGE: 5 editions, an analysis and in-depth research carried out recently and which allow the resettlement of the program in the urban and metropolitan youth ecosystem.

P9

Youth Agora

Program for the development of large-scale participatory mechanisms in making key decisions with the direct involvement of young people in the metropolitan area as well as the 19 administrative-territorial units.

STAGE: Basic concept.

P10 CIIC Youth

Platform for open debate and dialogue with young people on key issues related to the reality and future of the city from the perspective of young people

STAGE: Concept and model developed at the general level of the municipality, this program serves as a declination of the model on specific topics that address the needs of young people.

P11

Future Skills

Program for developing the life skills of the future and preparing for the labor market of the future through interdisciplinary and cross-sectoral collaboration. The program also serves as a precursor to other programs.

STAGE: Basic concept. Small-scale initiatives already carried out in the community that can be coagulated.

P12

T2x

Talented Young People

Program for developing the life skills of the future and preparing for the labor market of the future through interdisciplinary and cross-sectoral collaboration. The program also serves as a precursor to other programs.

STAGE: Basic concept. Initiatives already carried out in the community that can be coagulated and taken to the next level.

P13

Urban-Rural Youth Hub

Program to (re) connect urban, peri-urban and rural youth communities through increased mobility, extended services to rural communities and reorientation towards nature and a two-way approach.

STAGE: Basic concept. Pilot initiatives launched at the level of the metropolitan area that can be modeled and extended in several areas of the metropolis.

P14

Youth

Uptown-Downtown

Mapping program and spaces that can be shared and used together in the process of action and services delivered to young people and the use of these spaces through innovative methods such as sharing and co-managing.

STAGE: Basic concept developed at the municipal level that can be further developed in an integrated urban and metropolitan approach.

P15 CK PROJECT

The program aims to capitalize on the contribution of the Hungarian community to urban development through young people and to the development of organic interactions and collaborations between Romanian and Hungarian youth and their organizations resulting in a multicultural community that embraces diversity and openness.

STAGE: A series of initiatives have taken place to connect the two communities and at the level of youth organizations there are the bases of systemic collaborations.

P16

CFY+

Youth Ecosystem

Development program for youth and youth organizations to expand the capacity to implement projects with a high impact on young people with a long-term systemic impact.

STAGE: Developed program concept ready to attract funding from multiple sources.

P17

Thematic years

Every three years, Cluj-Napoca participatively chooses a thematic focus of youth for the metropolitan area to pay special attention and invest a complementary collective effort to address that specific topic. The thematic years are implemented in cycles of 3 years, with year 1 for the decision of the theme, year 2 for the implementation and year 3 for the evaluation of the collective effort.

STAGE: Basic concept.

Where are we now?

Program	Stages			
	Basic concept	Concept developed	Plan developed	Conducted/ in progress
Cluj Youth Rapid Response		X		
H2Y Youth Health	X		X	
Platform Cluj for Youth				X
Volunteer Academy	X		X	
Cluj Gamma		X	X	X
Youth Work Forward		X	X	

Where are we now?

Program	Stages			
	Basic concept	Concept developed	Plan developed	Conducted/ in progress
Fix Cluj		X		X
Com'ON Cluj-Napoca		X		X
Youth Agora	X			
CIIC Youth		X	X	
Future Skills	X		X	
T2x Talented Young People	X		X	

Where are we now?

Program	Stages			
	Basic concept	Concept developed	Plan developed	Conducted/ in progress
Urban-Rural Youth Hub	X		X	
Youth Uptown-Downtown	X			
CK Project			X	
CFY+ Youth Ecosystem		X		
Thematic years	X			

How does the **strategy** operate?



Cycles of implementation

- * three-year cycles and rolling base plans
- * thematic years (every 3 years)
- * analysis and research at the end of the cycle

Systemic approach

- * key systemic initiatives
- * systemic management (youth cluster)
- * process support systems

Monitoring collective effort

- * monitoring the collective action of the actors
- * systemic impact reporting

Innovation Lab

- * laboratory for imagining the future
- * development of new initiatives and actions
- * adapting the content of the strategy

Implementation.

Management



Strategy coordination

- * Coordination group at the level of the initiators
- * Defining and consolidating the management entity
- * Collaboration with program coordinators.

Annual action plans

- * Initial proposal by October 31, year N-1
- * Plan completed by February 28, Year N
- * Annual report completed by April 30, Year N+1

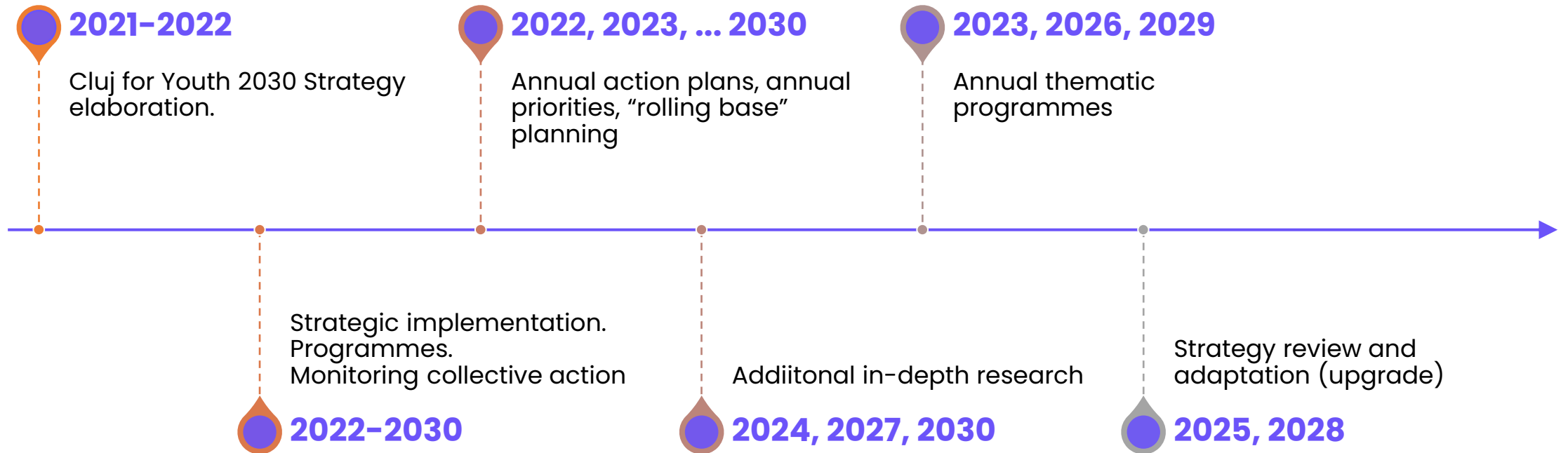
Extended work teams

- * monitoring the collective action of the actors
- * systemic impact reporting

Thematic years

- * Decision on the thematic year: October 31, year N-1
- * Extended management team for the thematic year
- * Final report for the thematic year until June 30, year N+1

Cluj for Youth 2030 Time Horizon



- 2022-2024:** **Cycle 1** of implementation
- 2025-2027:** **Cycle 2** of implementation
- 2028-2030:** **Cycle 3** of implementation

Steps for implementation

2022



Adoption and assumption of the strategy

- * assuming the content of the strategy by decision makers and some decisions that contribute and support its implementation

Open adherence to strategy

- * complementary awareness effort
- * open adhesion mechanism

Co-creation of concrete programs and projects

- * working meetings on certain key initiatives.
- * integration of key initiatives already launched.
- * laboratory for imagining the future

Creating management and co-management

- * development of management and co-management mechanisms, and aspects of mass participation
- * Summarize the action plan for 2022, the European Year of Youth



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ADERĂ LA PROCESUL DE CO-CREARE ȘI ACȚIUNE COLECTIVĂ A STRATEGIEI!
JOIN THE CO-CREATION AND COLLECTIVE ACTION PROCESS OF THE STRATEGY!
CSATLAKOZZ A STRATÉGIA KÖZÖS ALKOTÁSI ÉS CSELEKVÉSI FOLYAMATÁHOZ!