



# ***KAUNAS 2022*** ***Culturist's Guide***

# DEAR CULTU- RIST,

Congratulations on joining this unique event and one of the most ambitious cultural projects in Europe. The fact that you are holding this booklet means that you are passionate about Kaunas, its culture and its future. At the same time,

**you will be joining a community of like-minded people.**

The title of the European Capital of Culture provides a fantastic opportunity for our city to shine and to draw interest from across Europe. You can help us achieve this goal by becoming a volunteer Culturist and bringing your enthusiasm, skills, care and willingness to help.

**Culturists are more than volunteers – they are the energy and the “cultural muscles” of this ambitious project, who will help lift it to another level.**

You don't have to be knowledgeable in event management or communication in order to become a Culturist. All you need is motivation and the right attitude – our volunteering programme is designed to help you become a well-informed ambassador of the city. In addition to sporting bright-coloured uniforms, Culturists will also benefit from interesting training courses and opportunities to get involved in a wide range of activities – from hospitality to technical implementation and communication.

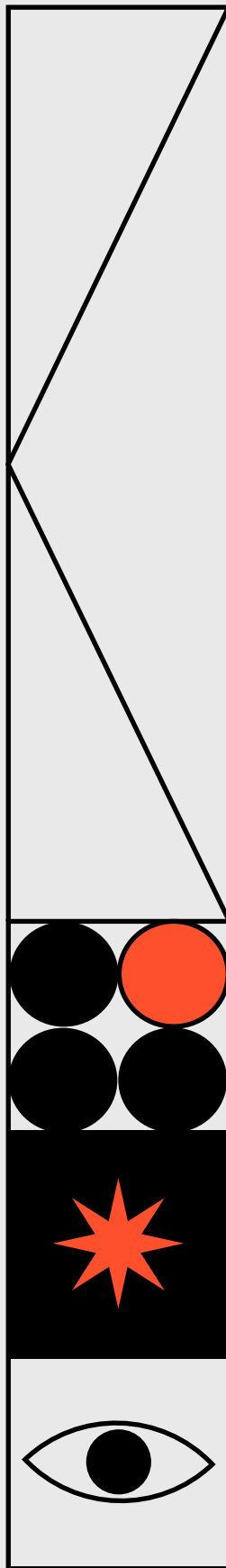
**Join us on this exciting journey and become a co-author of this historic event.**

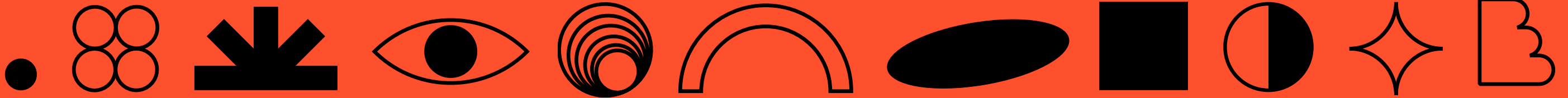
You will also be diving into new, unexplored areas as well as discovering talents you did not know you had.

This brochure will provide information on the goals and plans of “Kaunas 2022”, list of events, details on the volunteer programme and step-by-step instructions on how to become a Culturist. Thank you for giving your time and helping create the story of Kaunas – the European Capital of Culture 2022. We are looking forward to seeing you on the first “mission” and let's start our adventure together.

**Virginija Vitkienė**, CEO of “Kaunas 2022”

**Marija Pulokaitė**, Volunteering Programme Curator





<b>WHAT IS AN EUROPEAN CAPITAL OF CULTURE?</b>	<b>6</b>
Let's change!	<b>8</b>
What to expect in 2020-2022?	<b>10</b>
<b>HOW TO BECOME A VOLUNTEER?</b>	<b>12</b>
Who are we looking for?	<b>14</b>
How to apply?	<b>16</b>
What will you learn?	<b>18</b>
<b>WHAT DOES A CULTURIST DO?</b>	<b>20</b>
Events	<b>22</b>
Remote activities	<b>23</b>
Programmes	<b>24</b>
<b>WHAT DOES A VOLUNTEER NEED TO KNOW? 26</b>	<b>26</b>
Before the event	<b>28</b>
During the event	<b>30</b>
After the event	<b>31</b>
Meet and Greet	<b>32</b>
Conduct in public	<b>33</b>
<b>OTHER IMPORTANT INFORMATION</b>	<b>34</b>
<b>CONTACT US</b>	<b>35</b>

# ***CONTENTS***

# WHAT IS AN EUROPEAN CAPITAL OF CULTURE?

The European Capital of Culture is the biggest cultural project in Europe, aiming to highlight the culture of a specific city through its connections with Europe.

## WHAT IT MEANS FOR KAUNAS:

- 1** An opportunity to present the city's unique culture to Europe as well as the world through a year-long programme and to shine the light on Kaunas and the surrounding area by encouraging others to visit and explore it.
- 2** An opportunity for us, the residents of Kaunas, to appreciate and be proud of how incredibly rich our city is both culturally and historically, how unique it is in the European context. Europe is not somewhere far away, it is here – in Kaunas.





# LET'S CHANGE

Kaunas was awarded the title of the European Capital of Culture back in March 2017. The idea which helped the city win the title was the journey from “Temporary to Contemporary Capital”.

**Bringing change is the main goal of “Kaunas 2022” – a city transformed from living in the past to a growing, open, forward-looking place.**

“Kaunas – European Capital of Culture 2022” is developing an international cultural programme of the highest standard and is inviting all residents to open their minds, to participate in the cultural life of the city and to actively help co-create Kaunas as great place to live in.

## GOALS OF THE PROGRAMME:

- Strengthen inter-personal and inter-communal links within Kaunas and the surrounding areas;
- Revive the forgotten stories of the city;
- Showcase the unique interwar architecture of Kaunas and foster the residents' connection to their city;
- Encourage diverse contribution from artists and creators, institutions and cultural organizations in creating the city of 2022.



**FROM TEMPORARY  
TO CONTEMPORARY**

# WHAT TO EXPECT IN 2021-2022?

Preparation for the big launch in 2022 is under-way and the build up towards it is filled with a wide range of events. Why not add the following events to your 2021 calendar:

<b>2021</b>	<b>International Day of Happiness</b> 20 March
	<b>Courtyard Festival</b> 27 May
	<b>Contemporary Neighbourhoods Festival</b> June - September
	<b>Youth Season (pilot):</b> 2-3 July
	<b>ConTempo Festival</b> 17 - 26 August
	<b>Fluxus Festival</b> 11 September
	<b>European Capital of Culture Forum</b> 16-17 September
	<b>CityTelling Festival</b> 7-9 October
	<b>“MagiC Carpets Landed” Exhibition</b> from 5 November
	<b>13th Kaunas Biennial</b> from 11 November

But it is the extraordinary year 2022 that will truly shake the city. A number of international events will take place every weekend, with the trilogy of grand events inviting the city’s visitors to wake the Mythical Beast of Kaunas, to meet it face to face and to sign a friendship contract with the city, with those around you and with yourself:

<b>2022</b>	<b>Opening</b> 20-23 January 2022
	<b>Confluence</b> 20-22 May 2022
	<b>Closing</b> 25-27 November 2022

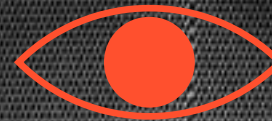
## Who else is joining the 2022 programme?

- Partners: cultural organizations and associations, museums, theatres.
- Communities from across Kaunas District, aiming to express their identities through various cultural projects.





# HOW TO BECOME A VOLUNTEER?



The “Kaunas 2022” volunteering programme is aimed at developing your “cultural muscles”. It will help you join our exciting activities seamlessly and create many unforgettable memories.

# WHO ARE WE LOOKING FOR?

**Anyone can volunteer – although we value skills or experience, they are not mandatory. However, a person who would like to become a Culturist must be:**

## MOTIVATED:

You may have one or more reasons to join. Tick the option(s) describing your motivation for volunteering at “Kaunas 2022” or add your own explanation below:

■ Love for your own city - wanting to know Kaunas even better and to show it to others. Willingness to help the city change and become even more attractive, acting as the “ambassador” for it.

■ Meeting new people. Joining our team means you will never be alone: together with other Culturists, artists, visitors and organisers you will be right in the centre of cultural hustle and bustle.

■ Spending your time in a meaningful way. Every visitor you greet, every article you produce and every leaflet you give out with a smile on your face are not just ordinary tasks but meaningful steps towards a contemporary capital city.

■ Learning new skills. You will be given opportunities to not only do what you know best but to also try something you have never done before.

■ Discovering new passions. Volunteering will allow you to get involved in various cultural projects. And who knows – you may get “hooked” on architecture or contemporary dance? Perhaps you will find that being a tour guide or working with lighting equipment is your new passion?

■ Your comments: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

## OPEN AND TOLERANT:

A Culturist treats everyone with equal respect, regardless of their age, sex, race, religion, social situation, sexual orientation or disability.

## RESPONSIBLE:

Culturists keep their word and commitments, are always punctual and prepared to fulfil their duties in a professional manner, they look out for each other as well as themselves.

## TEAM PLAYER:

A Culturist is friendly, caring, attentive, positively-minded and supportive of their team.





# HOW TO APPLY?

## REGISTER:

Once you have completed the initial training, you will receive an email with instructions on the next steps to join the Culturist volunteering platform. This is where you will see all current volunteering opportunities. You will then be able to choose activities according to your skills and interests. When registering, it is important you provide as much information about yourself as possible. Remember to be accurate!

## JOIN US:

Join our **Facebook group** set up for all registered volunteers. Here you will be able to keep in touch with others, receive up to date information and various offers as well as enjoy moments from Culturists' lives. Feel at home in this group – share your experiences, photos, memories and stories!

[www.facebook.com/groups/kaunas2022volunteers](https://www.facebook.com/groups/kaunas2022volunteers)



# WHAT WILL YOU LEARN?



When you wear a bright Culturist's uniform, everyone will be able to see that you are part of the "Kaunas – European Capital of Culture 2022" team. You will therefore be expected to answer all questions. But no need to worry – our training is designed to provide you with all the necessary information and give you instructions on where to find it.

**The training programme consists of two parts:**

## TRAINING SESSIONS:

*These are mandatory for all registered Culturists. The sessions will cover two topics.*

**The introductory session** will be used to explain the goals of "Kaunas 2022", the event programme and the key dates. During this course you will also learn the exact process of joining the team, you will find out how information will be communicated to you, which positions will be available and other relevant details.

**Kaunas Culture training session** will cover the main cultural and historical aspects of Kaunas and Kaunas District so you are able to talk about them to your friend from Klaipėda or a visitor from abroad. We will discuss the famous personalities of Kaunas as well as those who are less familiar to the public. We will also highlight the uniqueness of interwar architecture as well as overview the main cultural events and locations in Kaunas, such as festivals, museums and galleries.

## MASTER CLASSES:

**These are additional, optional training courses for Culturists who would like to gain further insight into certain topics. Our masterclasses will provide knowledge on specific areas, open up additional volunteering opportunities and exclusive positions.**

**You will be able to choose from four masterclasses.**

**The leadership masterclass** is aimed at people who would like to lead and be responsible for a group of volunteers. During this course you will learn about what makes a good team leader, including time-management and problem-solving skills as well as being able to motivate your team members and ensure their safety.

**The accessibility masterclass** is designed to develop empathy and understanding towards people with disabilities. During the course you will learn the

best ways to communicate and to look after disabled guests at an event.

**The hospitality masterclass** is aimed at our volunteers who would like to be involved in meeting and greeting of foreign visitors, artists and delegations. This training session will provide insight into verbal communication and body language, emotional intelligence and cross-cultural interaction. You will also learn ways to feel comfortable talking to new people and making a great first impression.

**The tour guide masterclass** will provide all required information for you to be able to introduce the city as the European Capital of Culture to all visitors. The course will also help develop your story-telling skills so you can charm your audience with a coherent, beautiful and engaging story.

# WHAT DOES A CULTURIST DO?



**You will get a true taste of volunteering and appreciate the benefits of our training courses once you embark on your first “mission” as a Culturist. Contributing to the project can be done in two ways: help with organising events or via a traineeship at one of the programme content groups within the “Kaunas 2022” team.**





# EVENTS

Volunteering at the many spectacular events of “Kaunas 2022” will put you right in the middle of the action and provide an opportunity to see these events from the inside.

## ORGANISATIONAL ASSISTANCE:

- Preparation for events, maintenance, clean-up;
- Assisting organisers and stage managers;
- Event signage;
- Stewarding, etc.

## COMMUNICATION:

- Taking photos;
- Filming;
- Producing social media content;
- Distributing posters and leaflets.

## HOSPITALITY AND INFORMATION:

- Meeting and greeting performers and guests;
- Registration of participants and visitors;
- Providing information;
- Encouraging audience participation in various activities;
- Hosting activities for children;
- Event accessibility management, etc.

# REMOTE ACTIVITIES

Remote tasks are particularly suitable for situations when we cannot all be together in one place or if you live some distance away from Kaunas but are still very keen to contribute to this project and have skills in the following areas:

- Producing articles;
- Taking photos and photo-editing;
- Filming and video-editing;
- Graphic design;
- Website administration;
- Translating and editing texts, etc.



# PROGRAMMES

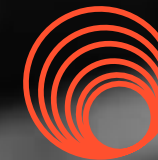
**Volunteering or taking part in a traineeship with one of our Programmes is a great opportunity to dive deeper into a specific area of “Kaunas 2022” and work closely with the organising team.**

**Have a look at the descriptions of each programme, choose the one that suits you best and send a short motivation letter to [kulturistai@kaunas2022.eu](mailto:kulturistai@kaunas2022.eu). In your letter, please provide a brief explanation of why you are interested in the programme and what you can contribute to it.**

**More information on specific programmes is available on our website [www.kaunas2022.eu](http://www.kaunas2022.eu).**

<p><b>MEMORY OFFICE:</b></p>		<p><b>EMERGING KAUNAS:</b></p>		
<p>Collecting stories of people and ethnic communities, conducting interviews, taking photos, filming, video-editing, transcribing sound documents, helping in preparations for the CityTelling Festival.</p>	<p><b>DESIGNING HAPPINESS:</b></p>	<p>Encouraging creative initiatives in young people and help implementing them, assisting the organising team of the international youth summer camp, help strengthening collaboration with educational sector.</p>	<p><b>CONTEMPORARY NEIGHBOURHOODS:</b></p>	<p><b>MARKETING AND COMMUNICATION:</b></p>
<p><b>CULTURAL PARTNERSHIPS:</b></p>	<p>Collating design information and help organising creative workshops, seminars and the Kaunas Design Event.</p>	<p><b>VOLUNTEER PROGRAMME:</b></p>	<p>Help implementing communal cultural events in Kaunas District. Assisting artists and coordinating their residencies, English-Lithuanian and Lithuanian-English translation, assisting the cultural institutions within Kaunas District in managing their social media, taking photographs.</p>	<p>Administration of social media and websites, management of promotional projects, taking photos, photo-editing, filming, video-editing, producing features and articles, graphic design.</p>
<p>Cultural research, collecting information, help organising training sessions and informal meetings with cultural professionals as well as assisting in preparations for the ConTempo festival.</p>	<p><b>THE MYTHICAL BEAST OF KAUNAS:</b></p>	<p><b>WE, THE PEOPLE:</b></p>	<p><b>MODERNISM FOR THE FUTURE:</b></p>	
	<p>Help coordinating creative workshops and other events, implementing new and ongoing projects related to the Mythical Beast of Kaunas, maintenance of the website (<a href="http://www.kaunolegenda.lt">www.kaunolegenda.lt</a>), text management, searching for stories, legends and myths.</p>	<p>Help with coordination of volunteer activities during various events as well as volunteer meetings, tours, training courses; providing administrative support.</p>	<p>Help in preparations for a conference on modernism, a summer camp for architects and other events, coordinating artist residencies, interpreting and promoting Kaunas’ modernist heritage through documentation, description and publication on the website.</p>	
		<p>Help organising various workshops, activities and events in Kaunas and Kaunas District, help with event promotion; taking photographs and filming.</p>		

# WHAT DOES A VOLUNTEER NEED TO KNOW?



When wearing a Culturist's uniform, you should always be calm and confident. Know your answers and be prepared when you greet visitors, get questions or find yourself in a situation requiring you to make a certain decision. This A to Z guideline will help you understand the conduct expected of every Culturist – read it, memorise it and you'll do great.





# BEFORE THE EVENT

## REGISTRATION:

- Before marking the preferred roles, make sure you will definitely be able to take part.
- Double-check that your preferred role has been confirmed by a volunteer coordinator. This will be provided in a confirmation email to you, which will also contain further instructions.
- Upon receipt of confirmation, check again that you will be able to participate for the entire duration indicated. In case you are no longer available or can only devote some but not all of the time, please notify your volunteer coordinator as soon as possible. The role of each Culturist is very important so failing to participate can have a negative impact on the smooth running of events.

## STAY INFORMED:

- Do attend the pre-event briefings for volunteers.
- As the event approaches, stay alert and follow the news on your email. Dedicated Facebook groups will be set up for some of the larger events where important news will be shared too.
- Save the telephone number of your volunteer coordinator

so you can reach them quickly if needed.

- Prior to the event, double-check the start time of your shift as well as the meeting place - this information may have changed since the last time you looked.

## BE READY AND RARING TO GO:

- Get a good night's sleep and a filling meal before the event.
- Make sure your volunteer uniform is in order and you have packed water, snacks and any medication you may need.



# DURING THE EVENT

## UPON ARRIVAL:

- Try to report for your shift on time in order not to miss any important information given out before the start of the event. However, take care not to arrive too early as you may not be able to locate your volunteer coordinator or enter the premises.
- Upon arriving at the agreed location, find your volunteer coordinator and sign in.
- Listen to the final briefing and make sure you fully understand your role and the tasks assigned to you. Don't be shy to ask as many questions as you need before feeling fully confident that you know what to do and how.
- Do not leave your position under any circumstances without notifying the volunteer coordinator. At least one volunteer must cover you at all times, even if you leave your position for a very short period.

## STAY SAFE:

- We will not be able to ensure the safety of your personal belongings during most of the events. Therefore, please only bring with you any personal items which are necessary to fulfil your role and which will not impede your activities during the shift. Do carry your valuables with you and do not leave them unattended.
- Always note the exits from a building and notify others in case you have to evacuate.
- Notify the event volunteer team leader, volunteer coordinator, medical or security staff as soon as possible if an accident or a criminal activity occurs during the event. If none of these people are available at the time, dial 112 and do not attempt to resolve the situation yourself!
- If you feel that the work you are doing might be dangerous to your own safety or the safety of others, do not continue with it and notify the volunteer team leader or the volunteer coordinator.
- If you start feeling unwell or get injured, instantly notify the team leader or the volunteer coordinator.
- Consuming alcohol during the shift is strictly forbidden.



# AFTER THE EVENT

- At the end of your shift you must notify the volunteer coordinator and sign out.



# MEET AND GREET

**The cultural events of “Kaunas 2022” will attract crowds of visitors and guests. To ensure we leave the best impression about the city and its people, here are some of the best ways to deliver high-standard hospitality during the event:**

- 1. Positivity:** show lots of energy, empathy and enthusiasm;
- 2. Interest:** display genuine attentiveness towards every visitor, make them feel welcome and appreciated;
- 3. Initiative:** be ready to help and find solutions quickly;
- 4. Language:** listen patiently, always try to speak politely and positively;
- 5. Body language:** tidy appearance, posture and most important of all – smile;
- 6. Tone of voice:** speak encouragingly and enthusiastically, paying attention to what you are saying as well as how.

# CONDUCT IN PUBLIC

- When you have a spare moment, feel free to record and share any happy moments from the event within the volunteers’ Facebook group or by tagging #kaunas2022 on Instagram. However, do remember that your responsibilities are the main priority and taking photos should never interfere with performing your duties.
- Do not share any confidential information publicly, such as yet unannounced details of upcoming events, implementation plans, financial information, internal communication, various codes, passwords, etc. Do not share the contact details of other volunteers or

information about the employees of “Kaunas 2022” without their consent.

- Never provide any information to the press without prior knowledge and confirmation from a volunteer coordinator.
- Do not indicate on your social media that you are an employee of “Kaunas 2022”. As a volunteer you are of course considered a fully-fledged member of the “Kaunas 2022” family but you are not an official employee.





# EVENT TEAM

Every event will have a dedicated team which will typically consist of the following members:

- Event organisers – the team who have created the content and initiated the implementation plan of the event;
- Volunteer team leaders – volunteers who have completed special training and are responsible for coordinating smaller groups of volunteers during a large event;
- Volunteer coordinators – team members who are part of the event organising group and who are assigned the responsibilities of curating the work of volunteers and team leaders;
- Culturists – volunteers who are contributing their “cultural muscles” and energy towards a smooth running of an event.

# OTHER IMPORTANT INFORMATION

**Reimbursement** of certain expenses incurred during the time of volunteering must be agreed in advance with the volunteer coordinator.

● If you are required to use your own car to travel outside of the city for the purposes of “Kaunas 2022”, your fuel expenses may be reimbursed upon providing a receipt confirming this to the volunteer coordinator.

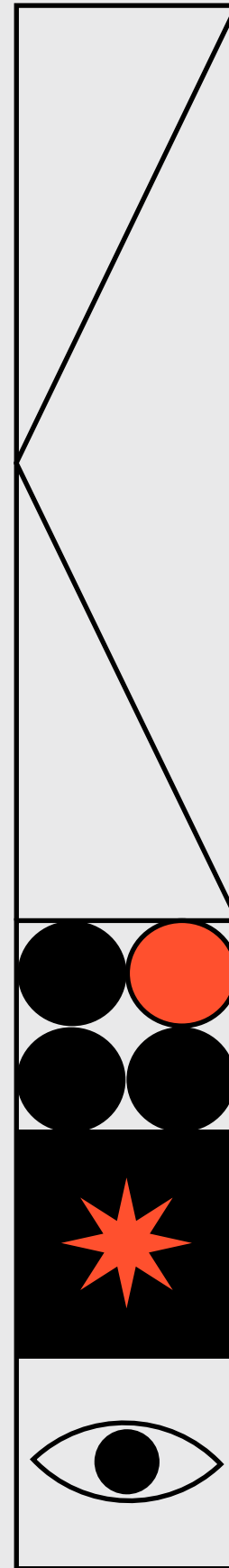
● If the event duration is more than five hours without any meals factored in for volunteers, the food purchased out of own money may be compensated for upon submitting the relevant receipt.

**A contract** may be drafted regarding reimbursement or upon volunteer’s request.

Should you have to **miss any school lessons or university lectures** due to your participation at an event, **a note** confirming this can be issued by the volunteer coordinator.

If the person volunteering is under age, **consent from his or her parents** will be required. Adult volunteers are responsible for their own safety and behaviour.

If an official **acknowledgement of the number of volunteering hours** is required, please include the exact amount of completed volunteering hours in a pre-drafted document for the volunteer coordinator to sign.



# CONTACT US

## Contacts

**For questions, suggestions and comments contact:**

**Agnė Medėkšaitė**

Volunteering Programme Coordinator

E-mail: [kulturistai@kaunas2022.eu](mailto:kulturistai@kaunas2022.eu)

[www.kulturistai2022.eu](http://www.kulturistai2022.eu)

Facebook: [Kultūristai | Kaunas 2022 volunteers](#)

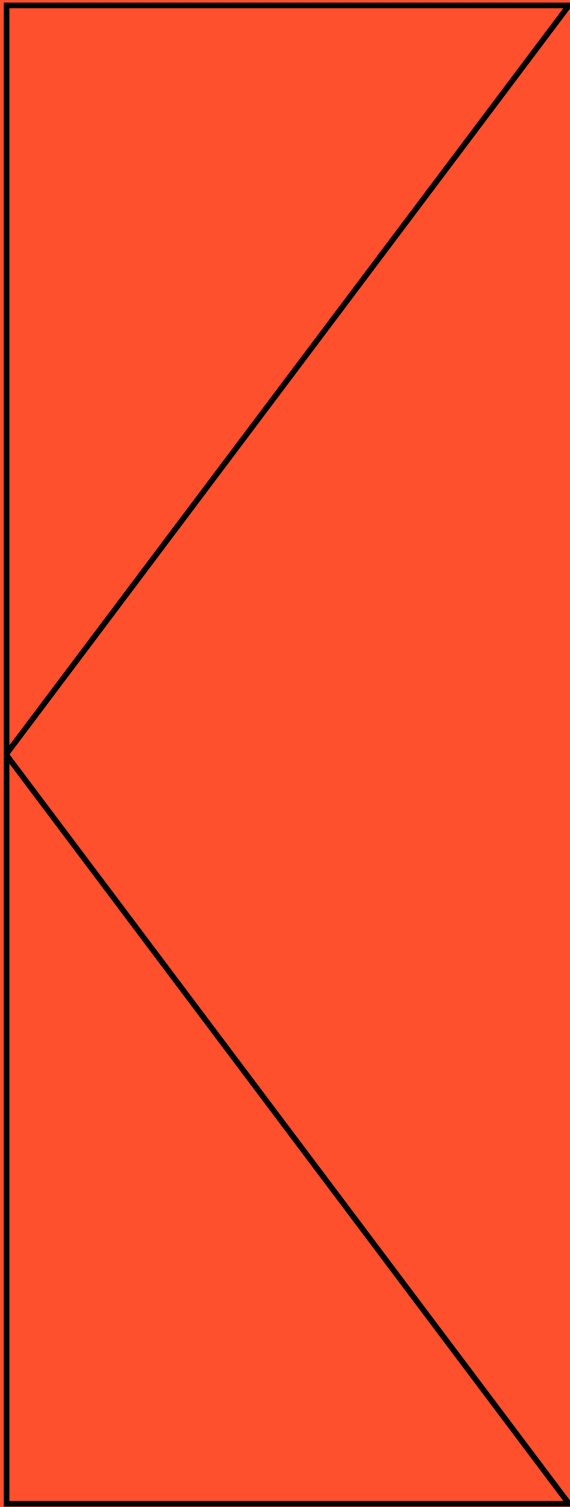
Instagram: [Kulturistai2022](#)

[#kulturistai](#) [#kaunas2022](#)

Translated by the Culturist **Audronė Kvietkutė**

VšĮ „Kaunas 2022“,

Laisvės al. 36, 44240, Kaunas



# Kaunas 2022

European Capital of Culture

Patrons:

