

# R&D-Report

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## ECoC Bodø2024: Individual and Organisational Perspectives on Volunteering

Bjørn Willy Åmo  
Veronika Vakulenko

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Nord University  
R&D-Report no. 130  
Bodø 2025

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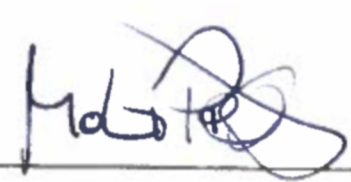
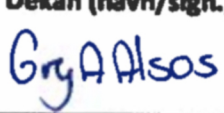
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# ECoC Bodø2024: Individual and Organisational Perspectives on Volunteering

This report discusses volunteers and their experience with engaging in the Bodø2024 ECoC. The ECoC Bodø2024 had as its main goal to make people from Bodø and Nordland want to stay in Bodø and in Nordland. The ECoC concept increases and enhances art and culture with the intent to improve the livelihood of citizens, which then is supposed to increase the desire to stay. The idea is that art and culture engage people to interact. This interaction then creates bonds between people, and it is this bond that ties people to other people in the region, and then also to the region itself. Thus, the purpose of this report is to explore the impact ECoC Bodø2024 has had on the volunteers' sense of belonging and to what extent this effort has strengthened the capacity of the cultural sector. The findings are intended to provide evidence-based input for local policymakers and EU policymakers seeking to solve the challenge of improving the working conditions for artists and cultural workers, as well as enhancing the contribution art and culture has on building liveable societies.

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**Monitor2024**

**2025**

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## Executive summary

This report is prepared by the Monitor2024 team.

This report examines the expectations and experiences of volunteers involved in the European Capital of Culture (ECoC) Bodø2024, a cultural mega-event designed to strengthen regional identity, foster belonging, and enhance quality of life through art and culture. Volunteers play a central role in this effort, contributing their time and energy to support the wide range of activities that make up Bodø2024. The report presents the outcomes of these volunteer initiatives and reflects on their broader cultural and social significance.

One of Bodø2024's strategic objectives has been to reverse internal perceptions of Nordland by strengthening citizens' sense of belonging and cultural identity. Our findings show that volunteers feel the strongest attachment to Norway, followed by Europe, Nordland county, and finally their home municipality. While most report satisfaction with life in their home municipality, many also express openness to settling elsewhere.

Another strategic goal of Bodø2024 was to reinforce the cultural sector and its connections with other areas of society. This was pursued primarily through structured volunteer engagement, which served as both an arena for capacity building and a mechanism for strengthening cultural institutions and infrastructure. Volunteers reported high levels of satisfaction with their involvement, a willingness to re-engage in the future, and an eagerness to invite others to join, demonstrating a sustainable foundation for continued cultural participation.

Bodø2024 also sought to broaden the cultural production base by involving organizations not traditionally associated with art and culture. By welcoming these groups and their members into the volunteer network, the initiative has the potential to expand the scope and inclusivity of cultural engagement in the region.

In addition to aligning with Bodø2024's strategic goals, this report details volunteers' motivations, the scope of their contributions in time and tasks, their satisfaction with cultural participation, and their sense of belonging at municipal, regional, national, and European levels.

The report concludes with targeted recommendations for policymakers: to build on the success of Bodø2024 by sustaining strong volunteer engagement, ensuring that opportunities to contribute are meaningful for individuals while beneficial for society at large. The lessons from Bodø2024 provide valuable insights for future ECoC initiatives, highlighting effective strategies for mobilizing and supporting volunteers in cultural mega-events.

## List of Abbreviations

<b>ECoC</b>	European Capital of Culture
<b>EU</b>	European Union
<b>KPI</b>	Key Performance Indicator
<b>BIF</b>	Bodøs Internasjonale Foreninger

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# 1. Introduction

## 1.1 Objectives related to the ECoC Bodø2024

The European Union (EU) presents a hierarchy of ECoC objectives (EU, 2018), outlined in Table 1.1. The objectives relating to volunteers include the General Objective (Go1), which states that the aim of the ECoC is to strengthen citizens' sense of belonging and foster identification as members of a cultural community. This general objective is translated into a Specific Objective (SO3): strengthening the capacity of the cultural sector and its links with other sectors. It is further operationalized through Operational Objective (OO5): improving cultural infrastructure.

Together, the development of cultural infrastructure and the enhancement of citizens' sense of belonging serve as a foundation for the long-term development of cities. Within this framework, the Bodø2024 initiative provides volunteers with opportunities to feel valued, to build social bonds, and to master tasks.

*Table 1.1. ECoC hierarchy of objectives (EU, 2018)*

General Objectives								
Safeguard and promote the diversity of cultures in Europe, highlight the common features they share, increase citizens' sense of belonging to a common cultural space (Go1), and foster the contribution of culture to the long-term development of cities (Go2).								
Specific Objectives (SO)								
SO1: Enhance the range, diversity and European dimension of the cultural offering in cities, including through transnational co-operation			SO2: Widen access to and participation in culture		SO3: Strengthen the capacity of the cultural sector and its links with other sectors		SO4: Raise the international profile of cities through culture	
Operational Objectives								
Stimulate extensive cultural programmes of high artistic quality	Ensure cultural programmes feature a strong European dimension and transnational co-operation	Involve a wide range of citizens and stakeholders in preparing and implementing the cultural programme	Create new opportunities for a wide range of citizens to attend or participate in cultural events	Improve cultural infrastructure	Develop the skills, capacity and governance of the cultural sector	Stimulate partnership and co-operation with other sectors	Promote the city and its cultural programme	Improve the international outlook of residents

Based on the EU's ECoC objectives, the Bodø bid-book translates these goals into a set of locally adapted objectives. Table 1.2 illustrates Bodø's objectives for participating in the ECoC 2024 project. Several of these objectives are directly relevant to potential volunteers. In particular, Objective B02 – widening the production base for culture, and Objective B03 – connecting with groups not yet engaged highlight the importance of broadening participation.

The overarching ambition is that Bodø's involvement in the ECoC will strengthen its cultural foundations and, in turn, make the city a more attractive place to live and work for all residents.

Table 1.2. Objectives of Bodø, the host for ECoC 2024 (Bodø2024, 2019)

NR	Strategic Objectives	Goals
1	To reverse the image of Nordland – Internally and externally	More attractive and exciting to visit, and to study, work, and stay in
2	To widen the production base for culture	More producing, co-producing, and cross-working
3	To connect with groups still not engaged	Addressing issues like diversity, mental health, isolation
4	To make better use of unusual spaces	New cultural areas and venues, driven by where people live
5	To create a connected web of “hotspots” especially for young people	Facilities are improved to create a strong and widely recognised cultural region
6	To make our cultural offer more international	More international collaborations. Better links with European artists and institutions
7	To improve the careers and opportunities for cultural professionals	A major capacity-building focus, which improves skills and experience, and creates jobs
8	To address freedom of expression	With our democratic experience, include freedom of expression in future cultural events

Based on both the EU-level and local Bodø2024 objectives, the Monitor2024 team developed a set of Key Performance Indicators (KPIs) that allow us to measure to what extent these objectives are met.

## 1.2 Key Performance Indicators (KPIs)

In this report, we focus on measures that allow us to evaluate to what extent ECoC Bodø2024 has contributed to the goals and objectives of the overall ECoC-initiative, Bodø and Bodø2024 presented in Table 1.1. and Table 1.2. Our focus here is on volunteers. Volunteers are a subgroup of the general population and there are several purposes for engaging volunteers into a cultural program like the Bodø2024 ECoC. The derived KPIs are displayed in Table 1.3.

We see that KPI OCE007 and OCE005 measure the effort Bodø2024 put into place for to engage volunteers. KPI OEE009 measures the number of volunteer organizations. The KPI SUP014 measures the level of support these organizations and volunteers have provided for to make Bodø2024 happen. OCV009 measures the effect of Bodø2024 efforts on the volunteers themselves.

Table 1.3. Selected KPIs for the report

KPI	Description
OEE007	Number of arrangements that strengthen cultural institutions
OCE005	Number of participants in capacity building programmes related to Bodø2024
OEE001	Number of volunteer organizations in municipalities
OEE009	Level of support for development of cultural professionals
SUP014	Number of volunteers engaged in events
OCV009	Citizens' sense of belonging

The measures introduced Bodø2024 in relation to volunteer KPIs could be summarized as follows:

KPI OEE007. Bodø2024 launched Frivillig2024 as a structured volunteer strategy that was operationalized as a separate project to reinforce cultural institutions and infrastructure across Bodø and Nordland. Through this project, volunteers supported a wide range of cultural arrangements from arena hosting to logistics, decoration, catering, and event management. These contributions enabled institutions to realize events of a scale and quality that would otherwise have been unattainable. By building a pool of 500+ active volunteers, and connecting them to established cultural institutions, Bodø2024 created a base of human resources that strengthened institutional capacity for cultural production.

KPI OCE005. A central element of Frivillig2024 was training and skills development. Volunteers were given opportunities to participate in orientation sessions, workshops, and practical learning experiences that enhanced competencies in event organization, teamwork, and intercultural communication. For young volunteers, the so-called “Young Crew”, these engagements functioned as an entry point to professional experience in the cultural and creative industries. Adult volunteers, in turn, expanded their competencies and networks through hands-on participation.

KPI OEE001. Through Frivillig2024, Bodø2024 established a broad partnership with volunteer organizations both within Bodø and across Nordland. The Frivilligforum (Volunteer Forum) brought together 243 organizations and more than 650 volunteers in a collaborative arena, while the Nordland Frivillignettverk (Nordland Volunteer Network) created county-wide connections among volunteer centers and coordinators. In addition, Bodø2024 engaged directly with 14 international associations through Bodø’s International Associations (BIF). This wide organizational engagement ensured that volunteering embedded in networks that extend into municipalities across the region.

KPI OEE009. Bodø2024 also facilitated conditions that supported the work and development of cultural professionals. Volunteers functioned as a complementary workforce, enabling artists, curators, and cultural producers to focus on their core professional tasks. The presence of trained and motivated volunteers improved the efficiency and quality of event delivery, thus directly supporting professional cultural practice. Furthermore, by connecting volunteers with cultural professionals in shared arenas, Bodø2024 fostered learning, knowledge exchange, and collaboration between the volunteer sector and professional cultural actors. This strengthened the ecosystem in which cultural professionals operate, contributing to their long-term development and sustainability.

### 1.3 The purpose of the report

The purpose of this report is to explore the impact ECoC Bodø2024 has had on the volunteers’ sense of belonging and to what extent this effort has strengthened the capacity of the cultural sector. The findings are intended to provide evidence-based input for local policymakers and EU policymakers seeking to solve the challenge of improving the working conditions for artists and cultural workers, as well as enhancing the contribution art and culture has on building liveable societies.

According to Nordland County (2023) and their strategy for culture “A Sustainable Nordland”, Nordland has a major challenge with out-migration, especially when it comes to young people between the ages of 20 and 40. In order for the population to thrive, they state that there must be

good offers in the field of art and culture. If the offer is to be good, artists and cultural workers must be guaranteed good working conditions. Art and culture contribute to strengthening the population's creativity, tolerance, and democracy among others.

The Nordland County strategy (2023) state that volunteering is absolutely crucial for creating activity locally and regionally. Moreover, that a strong and diverse voluntary sector means a lot for quality of life, belonging and for our local communities to be good communities to live in. They further state that for Nordland County to be a vibrant community, we need to establish new meeting arenas and improved culture supporting infrastructure. Volunteers provide a substantial contribution to production of art and culture, and the art and culture arena offers ample opportunities for volunteers to socialize and feel proud of their valuable contributions.

## 1.4 The structure of the report

The remainder of the report is structured as follows. After the introduction to the Bodø2024 goals and context, we present the conceptual model on which we base our analysis in Chapter 2. Chapter 3 demonstrates the methodological approaches used to analyse the data for this report, drawing on both the database from ECoC Bodø2024 IKS on volunteers and our survey among the volunteers. In Chapter 4, we present the empirical analysis derived from the data. The empirical section provides evidence and insight regarding the volunteers' volume and type of previous volunteer experience, how they were recruited and their motivation for engaging, what they volunteered to do and their satisfaction with their engagement, as well as their willingness to re-engage as volunteers. We then compare their experience as volunteers with their reasons for attending art and culture as audience members and participants. Then we offer insight into the volunteers' satisfaction with their home municipality and their affinity to their home municipality, their home county, Norway, and Europe. The chapter ends with a summary of our findings. Chapter 5 offers conclusions and implications, i.e., the main takeaways for local politicians, as well as for future ECoCs and for the ECoC initiative itself. The appendix presents our survey instrument, which forms the main basis for the data analysed in this report.

## 2. Theoretical framework

Based on the objectives of the EU and the Bodø2024, we formulated a theoretical model for how a set of activities was supposed to lead to a set of achievements, fulfilling the ECoC and Bodø objectives. We read the end goal of Bodø2024 to lead to a better society where people thrive and prosper, where people would like to live their lives. The end goal is that more people should want to live their lives in Bodø.

We propose an Input-Process-Result model depicting this relationship. The change one wants, i.e. the result, is that more people should want to live their lives in Bodø and the nearby cities. The activity, i.e., the process, leading to this is an improved supply of art and culture from artists and cultural workers, leading to an increased demand for art and culture among the population. An influx of art and culture, i.e. the input, is the resources fuelling this process, which then leads to the wanted result. The ECoC, i.e. the Bodø2024 projects, is then the added resources that trigger this chain of events.

When the ECoC invites international artists to engage with local artists to produce art and cultural events both the local and international art and cultural workers grow their artistic competence, which then heighten the artistic quality of their offerings. This leads to an improved local supply of quality art and culture. The ECoC then adds quantity and diversity to the art and culture offering during the cultural year, this adds to the supply as well. As the population experiences more offerings, more diverse offerings, and a higher quality offering, they might be tempted to try new cultural offerings, engage more in art and cultural offerings, and by such be accustomed to enjoying art and cultural offerings. This then increases the demand for such offerings. The hope is then that the increased demand will last and maintain the added supply. The hoped-for lasting effect in increased demand and supply related to art and culture, is that people interact more, and feel at home in Bodø and nearby regions.

The logic behind the model is that people need social interaction to live their lives fully. Art and culture events are triggering events that invite for social interaction. The derived theoretical Input-Process-Result model is presented in Figure 2.1.

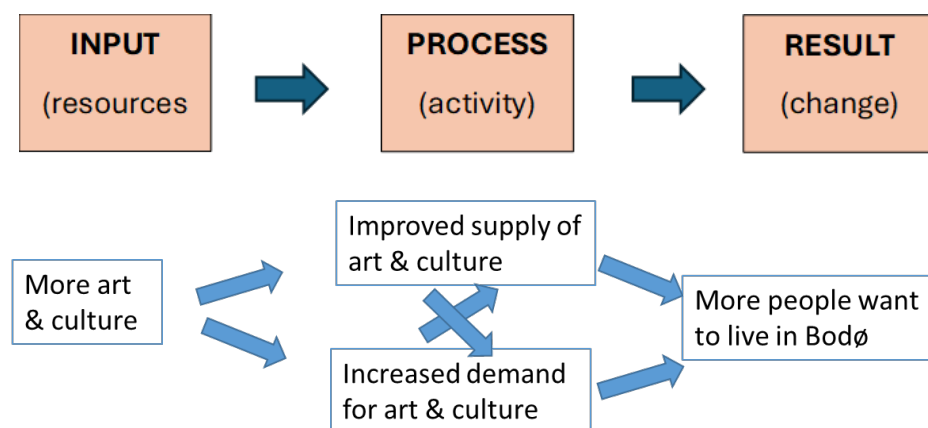


Figure 2.1. The model for the evaluation of Bodø2024

The focus of this report is to present the effects of ECoC Bodø2024 on the volunteers. The ECoC Bodø2024 project arranges for volunteers to contribute to art and culture events of interests, creating new meeting arenas, inviting new groups of inhabitants to join. This improves the cultural infrastructure and social vitality of the region, creating an agenda for social interaction while strengthening the infrastructure for art and culture production and consumption.

## 2.1 The Model Applied to volunteers

While the general ECoC framework targets the population as a whole, this report focuses specifically on one often neglected, but critical subgroup: volunteers in Nordland County. Volunteers represent support structures for the production base for art and culture of the region. Their life decisions regarding how to engage in volunteering for art and culture to a large extent shapes the offerings related to art and culture in Bodø and Nordland.

Figure 2.2. translates our general theoretical model to the specific volunteering setting. We see that ECoC Bodø2024 injects resources and an impetus for enhanced art and cultural offerings into the system. ECoC Bodø2024 asks for volunteers to engage for the benefit of the art and culture offerings related to ECoC Bodø2024. By doing so and recognizing the sub-goal of linking new groups of inhabitants to the art and culture arena, ECoC Bodø2024 prepared structures for inviting and working with volunteers. Increased involvement and efforts from volunteers allow increased production and consumption of art and cultural offerings. The need and wishes of the volunteers then, to a certain extent, decide which art and cultural offerings could be realized. Increasing the volunteer engagement would then lead to increased cultural offerings and an increase in the variety of cultural offerings.

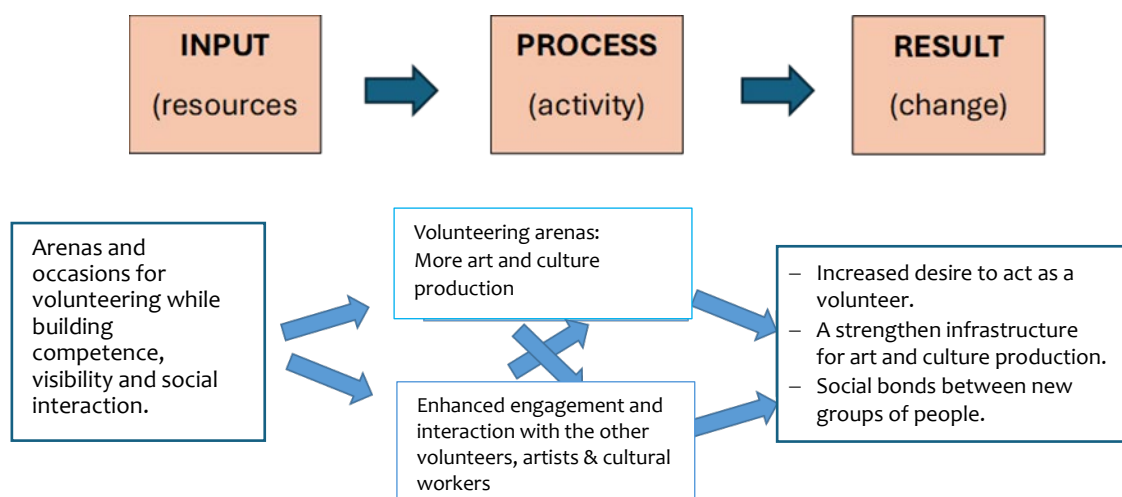


Figure 2.2. The Model applied to the group of volunteers

This leads to a multitude of inspiring art and cultural offerings, leaving space for complementing new creative art and cultural initiatives. This increase in cultural offering might spur latent interest in art and culture consumption or engagement among the general population. This increased interest will then sustain a heightened level of cultural and artistic production, offering new and interesting arenas for volunteering work. Based upon this improved infrastructure for art and culture production that volunteers represent, this heightened production will then uphold

enhanced professionalism among the regional art and cultural industry and provide a base for creating new cultural infrastructures. Likewise, such increase in volunteering possibilities could strengthen the infrastructure guiding and directing volunteers. Thus, this framework guides both our survey design and the analysis in this report.

### 3. Methodology

This report investigates the expectations and experiences of volunteers engaged in ECoC Bodø2024. The methodology was designed to capture both the organizational routines established by Bodø2024 for mobilising and supporting volunteers and the perspectives of the volunteers themselves. A mixed-methods approach was applied, combining surveys, organizational records, and qualitative insights, and aligning the evidence with KPIs guiding the evaluation.

#### 3.1 Volunteer Architecture in Bodø2024

To understand volunteer engagement, it is first necessary to describe the structures and routines Bodø2024 put in place. These provided the framework within which individuals and organisations were recruited, supported, and mobilised throughout the cultural year.

Volunteer engagement in Bodø2024 was structured through two complementary pillars:

- **Frivillig2024.** The overarching initiative (running as a Bodø2024 project) for adult volunteers, associations, and communities, implemented through four interconnected components: Nordland Frivillignettverk, Frivilligforum, BIF, Frivillige i Bodø2024.
- **Young Crew (organized under UNG2024).** A dedicated programme for youth and young adults, designed to give younger participants meaningful roles, skill-building opportunities, and a stronger sense of belonging to Bodø. UNG2024 volunteers were organised with separate routines for recruitment, training, and recognition, while still collaborating closely with Frivillig2024 where appropriate.

Together, these structures mobilised more than 1,100 individual volunteers, representing a wide cross-section of Nordland's population.

Having outlined the overall volunteer architecture, the next step is to examine how individuals and groups were brought into the system by Bodø2024, prepared for their roles, and supported throughout their engagement. Recruitment and training routines were crucial to ensuring both effective event delivery and meaningful volunteer experiences.

Recruitment of volunteers was conducted through a multi-channel approach:

- Digital registration platforms and open calls for individuals.
- Direct outreach to volunteer centres and associations.
- Engagement of minority associations.
- Targeted outreach to young people via schools, youth clubs, peer networks, and social media as part of UNG2024.

Once recruited, volunteers were supported by a clear set of routines:

- Work allocation was coordinated through Bodø2024 and partner organisations, ensuring volunteers were matched to events and tasks such as arena hosting, artist hospitality, logistics, decoration, catering, photography, and technical support.

- Training and supervision were offered through orientation sessions, team leader structures, and the development of international-standard handbooks and training materials (e.g., in collaboration with the EU Vologram project).
- Motivation and recognition were sustained through symbolic and practical measures, including letters of recommendation (in line with EU standards), access to selected cultural events, social gatherings, food and beverages during shifts, and ongoing communication with coordinators.

These routines ensured that volunteers both contributed ECoC organizing and gained skills, professional experience, and networks that extended beyond the cultural year.

## 3.2 Data Sources

In order to evaluate the impact of Bodø2024's volunteer programme, multiple forms of data were combined. This triangulation of surveys, records, and documentation ensured both breadth and depth of evidence, capturing not only activities by volunteers but also how volunteering was experienced.

The evaluation relies on four main sources of data:

### 1. Adult volunteer survey

A structured questionnaire was distributed February 2025 to **29 adult volunteers** who participated in Bodø2024 activities. The survey explored demographic characteristics, prior volunteer experience, recruitment channels, motivations, types of tasks performed, satisfaction with the experience, and perceived gains such as skills, self-confidence, and social belonging. Respondents also reported on their participation as audience members in cultural events and on their attachment to place (their home municipality, Nordland county, Norway, Europe). The inclusion of open-ended questions enabled volunteers to express personal reflections in their own words, which provided context and nuance to the quantitative results.

### 2. Young Crew (UNG2024) survey

Recognising the strategic importance of youth engagement, a separate survey (February 2025) was conducted among **51 members of the Young Crew (UNG2024)**, administered by Monitor2024 team. The instrument captured recruitment pathways (schools, social media, peer networks, organisations), motivations (e.g. contributing to society, having fun, learning new skills), tasks undertaken (arena hosting, artist care, logistics, decoration, photography, digital media), and satisfaction with the experience. Particular emphasis was placed on whether the Young Crew felt their skills were recognised, whether they built new networks, and whether they would volunteer again. These data are crucial for assessing capacity building among youth volunteers, one of the long-term objectives of ECoC.

### 3. Organizational records

Bodø2024 maintained an official database of **607 registered volunteers**, in addition to records on volunteer organisations engaged through *Frivilligforum* (243 organisations, 650 volunteers), *Bodøs Internasjonale Foreninger* (14 associations), and *Nordland Frivillignettverk*. These records capture

the breadth of organisational involvement and document how individual volunteers were mobilised for events. It should be noted that several major cultural events under the ECoC umbrella recruited and managed volunteers independently. As a result, the figures provided by Bodø2024 represent a conservative baseline rather than the full scale of volunteering in the cultural year.

#### **4. Project documentation and qualitative materials**

Public and internal documents from Bodø2024 provided information on volunteer coordination, training routines, and legacy planning. Additional insights were gathered from interviews and informal feedback with association leaders, project managers, and volunteers. This material helped interpret quantitative patterns by showing how strategies were implemented in practice, for example in relation to training sessions, the use of handbooks for coordinators, or the symbolic recognition of volunteers through gatherings and recommendation letters.

By combining these four data streams, the evaluation captures both the system-level organisation of volunteering and the individual-level experiences of participants.

### **3.3 KPI Framework**

The evidence collected was interpreted considering KPIs defined for Bodø2024 by the Monitor team. These indicators translate broad ECoC objectives into measurable outcomes and provide a consistent framework for linking activities, volunteer experiences, and strategic goals.

The analysis is structured around six KPIs:

#### **OEE007 – Number of arrangements that strengthen cultural institutions**

This indicator captures the extent to which volunteer-supported events reinforced Bodø's cultural infrastructure. For example, volunteers made it possible to scale up programming at Stormen concert hall and library, to organise large intercultural events such as *Barnas Internasjonale Dag* and *Internasjonal Uke*, and to support new artistic productions.

#### **OCE005 – Number of participants in capacity-building programmes related to Bodø2024**

This KPI measures how many volunteers took part in structured training or skills development. Capacity building occurred through orientation sessions, leadership training for coordinators, and the creation of volunteer handbooks in collaboration with international partners (e.g. the Vologram project).

#### **OEE001 – Number of volunteer organisations in municipalities**

This indicator reflects the breadth of organisational engagement across Bodø and Nordland. It is measured through participation in *Frivilligforum*, *BIF*, and *Nordland Frivillignettverk*. This KPI shows how Bodø2024 succeeded in embedding volunteering into the wider civic and community infrastructure, rather than relying solely on individual recruitment.

#### **OEE009 – Level of support for development of cultural professionals**

Volunteers enabled cultural professionals to focus on artistic, curatorial, and technical tasks by providing support in logistics, audience management, and artist hospitality. Survey data show that

many volunteers perceived they were directly assisting professional staff, and that this collaboration contributed to their own skill-building.

**SUP014 – Number of volunteers engaged in events**

This KPI is a measure of scale. By combining Bodø2024’s official records with supplementary organisational data, it is estimated that around 650 volunteers contributed during the cultural year. Their work ranged from small-scale community events to large flagship programmes.

**OCV009 – Citizens’ sense of belonging**

This indicator captures the broader societal effects of volunteering. Both adult and youth surveys included questions about place attachment at the municipal, county, national, and European levels. Open-ended responses provide qualitative evidence of how volunteering created new friendships, fostered inclusion, and strengthened bonds to community and region.

Together, these six KPIs ensure that the analysis covers both inputs (efforts invested by Bodø2024) and results (effects on institutions, professionals, and volunteers themselves). They also link the local experience of Bodø2024 to the broader objectives of ECoC programme.

3.4 Insights from Bodø2024 IKS and their database for administering their volunteers

The following data base on Bodø2024 registrations in their volunteer administering database. The demographical data Bodø2024 registered was name, phone number, e-mail address, gender, age, driver’s licence type, place of residence and language. Due to GDPR rules, the only demographical data Bodø2024 shared with us was age, location of residency and language.

Among the 607 adult volunteers, upon registering, 490 provided updates to ECoC Bodø on their activity beyond only registering how many hours the volunteer had agreed to work. Among these 494, 474 provided their age, and 362 of these also indicated where their current place of residence. Table 3.1.1.

indicate that among the 362, as many as 323 reside in Bodø, 1 in another municipality in Nordland County than Bodø, 1 reside in Troms and Finnmark north of Nordland County, and 3 reside in counties south of Nordland County, 29 reside abroad. The table also shows that Bodø2024 was most successful attracting volunteers in the age-group 20-29 years old.

**Key findings:**

It is challenging to keep score of all volunteers as many large-scale events typically organize their own volunteers.

It is challenging to keep score of worked hours among the volunteers as it happens on-site and there are no incentives for the volunteer to log in and out of work.

It is challenging to categorize and register volunteer work for statistical purposes.

Volunteering has great potential for connect with groups still not engaged, but such groups need special attention.

Table 3.1.1. The 474 adult volunteers Bodø2024 have data on, by locations of residence and age-group

Age group and place of residence	Bodø	Nordland, except Bodø	North Norway	South of Nordland County	Abroad	No data	Total
Below 20	18	0	1	0	0	1	20
20-29	50	1	0	1	7	87	146
30-39	56	1	0	0	5	4	66
40-49	58	1	0	0	4	7	70
50-59	53	2	0	0	4	6	65
60-69	61	1	0	2	7	4	75
70+	27	0	0	0	2	3	32
Total	323	6	1	3	29	112	474

In addition to their current place of residency, Bodø2024 asked the respondent to reveal their mother tongue. Among the 36 languages, as many as 279 stated Norwegian, 104 stated Ukrainian, 19 Russian, 10 English, and 6 Arabic.

Bodø2024 offered a variety of tasks, at a variety of locations, and tasks of various length. When the volunteer selected a given task for a given time and location, this was then registered in the volunteer Bodø2024 database. Bodø2024 was not able to register if the volunteer actually appeared and for how long the volunteer actually were present. Absents were sorted out locally on an ad hoc basis. Table 3.1.2. indicate the work done by displaying the assigned averaged hours for different groups of volunteers. The locals worked longer hours. For the 171 we have complete data for, we see that the 158 volunteers located in Bodø on average were assigned 18 hours 10 minutes, while the 9 volunteers from abroad were assigned on average 5 hour and 10 minutes. Some volunteers were engaged as groups, this blurs both the actual number of attendees, hours worked per individual and their individual tasks. This also leaves us no data on place of residency for these volunteers.

Table 3.1.2. The 377 adult volunteers Bodø2024 have data on, by locations of residence and average assigned hours

Place of residency	Assigned hours	# of volunteers
No data on place of residency	32 h 30 min	206
Abroad	5 h 10 min	9
Bodø	18 h 10 min	158
Nordland	7 h 40 min	3
North Norway	0	0
South Norway	5 h 00 min	1
Total	25 h 35 min	377

Bodø2024 asked the volunteer to register their occupational status when registering as a volunteer for Bodø2024. The choices were incapacitated, employed, pensioner, pupil, refugee, student, or other. Not all volunteers provided this information. Table 3.1.3. shows the occupational status for the 377 we have complete data for, and how many hours they on average worked as volunteers. We see that the pensioners and the incapacitated worked longer hours than did the employed,

the students and the pupils. Also, those registered as refugees worked less hours on average than did the pensioners and the incapacitated.

*Table 3.1.3. The 377 adult volunteers Bodø2024 have data on, by occupational status and assigned hours*

<b>Occupational status</b>	<b>Assigned hours</b>	<b># of volunteers</b>
No data on occupational status	46 h	117
Incapacitated	22 h 45 min	4
Employed	9 h 5 min	101
Other	22 h 50 min	16
Pensioner	29 h 10 min	62
Pupil	15 h 30 min	26
Refugee	12 h 35 min	20
Student	12 h 45 min	21
Total	25 h 35 min	377

Bodø2024 asked the volunteers to register their age when registering as a volunteer for Bodø2024. Table 3.1.4. displays the number of hours worked on average per age-group for the 252 who revealed complete information regarding this issue. We see that the age-groups of 50-59 years and the 60-69 work about 20 hours per volunteer on average, while the youths below 20 worked 26 hours per volunteer on average.

*Table 3.1.4. The 252 adult volunteers Bodø2024 have data on, by age-group and assigned hours*

<b>Age group</b>	<b>Assigned hours</b>	<b># of volunteers</b>
Below 20	26 h 30 min	5
20-29	10 h 20 min	99
30-39	17 h 50 min	30
40-49	17 h 15 min	33
50-59	20 h 30 min	31
60-69	19 h 05 min	40
70+	20 h 25 min	14
Total	15 h 40 min	252

Bodø2024 asked the volunteer to word out their previous volunteer experience in order to assign tasks and responsibilities. We sort this as a Yes/No variable. As many as 283 of the 606 (46,6%) worded their previous volunteer experience, where 246 claimed to have acted as volunteers before offering to assist Bodø2024. Table 3.1.5. displays the average number of hours worked by the 134 volunteers who both provided a verbal account of their previous volunteering experience and which ECoC Bodø2024 registered working hours for. We see that that that that with previous volunteering experience, on average worked about twice as many hours as volunteer, as did those without such previous experience.

Table 3.1.5. The 134 adult volunteers Bodø2024 have data on, previous volunteer experience and assigned hours

Volunteer before	Assigned hours	# of volunteers
No	11 h 50 min	13
Yes	20 h 30 min	121
Total	19 h 35 min	134

Table 3.1.6. displays the 474 adult volunteers Bodø2024 we have data on, by the average types of tasks the volunteer wanted to engage in as volunteer. Bodø2024 offered volunteers to select their preferred volunteering action. Bodø2024 offered the volunteers to select to volunteer in a total of 8 varieties of tasks. The options were: 1) arena host, 2) handicraft, 3) culture friend, 4) catering, 5) caretaking, 6) decoration, 7) transportation, and 8) hospitality. Table 3.1.6. shows how many tasks each age-group opted to volunteer to, as well as the average number of topics the volunteer opted for. As many as 474 of the 606 volunteers both reported their age and their variety of preferred engagements. We see that volunteers aged below 20 are more specific on which engagement they wish, they only selected 2.8 different tasks on average. Those aged 20-29 on average opted for to contribute with 4.16 different tasks while volunteering.

Table 3.1.6. The 474 adult volunteers Bodø2024 have data on, by the average types of tasks the volunteer wanted to engage in as volunteer

Number of different tasks volunteered for	0	1	2	3	4	5	6	7	8	Total persons	Average
Below 20	3	4	3	5	1	1	0	2	1	20	2,80
20-29	4	35	17	11	10	6	5	58	0	146	4,16
30-39	7	8	16	15	8	5	4	3	0	66	2,83
40-49	4	12	16	17	10	4	2	4	1	70	2,90
50-59	3	8	13	18	12	4	2	3	2	65	3,15
60-69	7	10	16	15	14	4	6	3	0	75	2,93
70+	2	2	9	12	1	1	1	4	0	32	3,09
Total choices	30	79	90	93	56	25	20	77	4	474	3,33

Table 3.1.7. further details the wanted engagement in tasks as volunteers. The table shows the most popular tasks volunteered for by age-group. The percentage is calculated by dividing the number of choices for a particular task on the number of volunteers in that age group. We see that care- and catering-related tasks were particularly popular. Participating as a cultural friend received little attention, only 1.5% of the total 474 volunteering persons opted for this. We see that hospitality is particularly interesting among those aged between 30 and 39, as many as 23.0% of the 66 volunteers aged between 30 and 39 opted for this task. Hospitality is also the most appealing task for those between 60 and 69, as 21.4% opted for this. Doing arena-service is most popular among the 20-49 years old. Handicraft is most popular among those between 20 and 29 years old.

Table 3.1.7. The 474 adult volunteers Bodø2024 have data on, by interest in type of volunteer work and age-group, measured in % of total interest per age-group

Age group	Below 20	20-29	30-39	40-49	50-59	60-69	70+	Total
1. Arena	10.7 %	13.7 %	14.4 %	13.8 %	12.7 %	11.8 %	13.1 %	13.2 %
2. Handicraft	7.1 %	12.2 %	8.6 %	8.4 %	9.3 %	10.0 %	8.1 %	10.1 %
3. Culture friend	1.8 %	1.3 %	2.1 %	1.5 %	2.0 %	0.5 %	2.0 %	1.5 %
4. Catering	17.9 %	14.6 %	13.4 %	15.3 %	14.6 %	16.4 %	17.2 %	15.1 %
5. Care	17.9 %	13.5 %	17.1 %	16.7 %	16.1 %	19.5 %	17.2 %	15.9 %
6. Decorations	14.3 %	13.0 %	8.6 %	11.8 %	9.3 %	7.7 %	9.1 %	10.9 %
7. Transport	12.5 %	14.1 %	12.8 %	11.8 %	15.6 %	12.7 %	13.1 %	13.6 %
8. Hospitality	17.9 %	17.6 %	23.0 %	20.7 %	20.5 %	21.4 %	20.2 %	19.7 %
Total persons	20	146	66	70	65	75	32	474
Total choices	56	608	187	203	205	220	99	1578

### 3.5 Our survey among the Bodø2024 volunteers

We asked Bodø2024 to forward a survey to the volunteers that had registered their e-mail address at ECoC Bodø2024. The survey included questions on some demographical information like age, gender, place of residence, civil status, income, education, and if the respondent were working. We also asked them about their relationship to art and culture, and how they would have engaged in art and culture given a better offer.

#### Key findings:

Young people would like to feel a part of the activity and like to be labelled crew instead of volunteer. They regard volunteers as an add-on instead of a necessary part of an activity.

The responding volunteers represent the population fairly good.

We also asked about the respondents previous volunteering, how the respondent was recruited as a volunteer for Bodø2024, their motive for volunteering, what tasks they were performing, and how many hours they contributed. We also asked about how satisfied they were with their engagement, as well as the likelihood of them engaging as volunteers in the future. We ended with an open-ended question asking for comments on their volunteering engagement with Bodø2024.

Our survey was administered in Norwegian, addressing the 279 who has Norwegian as their mother tongue, and 35 who speaks Norwegian as their second language. We received 29 replies to our survey among these 314 potential adult volunteer respondents, a response rate on 9.2 %. In addition, we adjusted some wording and administered the same survey among the volunteers assisting the UNG2024 program events. We adjusted some of the wordings as the youths prefer to be labelled as crew, and not as volunteers. We received 51 responses among the 200 young volunteers acting as crew for UNG2024.

Table 3.2.1. displays the number of males and females as well as the age group of the in total 80 responses received from our 2 surveys, 1 survey among adults to volunteers, and 1 survey among young volunteers labelled “crew”. The total females responding was 40, and 40 males did also respond.

*Table 3.2.1. The 80 responses distributed on Adult volunteers or Young Crew, age and gender.*

Gender & age	Female	Male	Below 20	Ages between 20 and 49	Older than 50	Total
Adult volunteer	18	11	0	9	20	29
Young crew	22	29	46	5	0	51
Total	40	40	46	14	20	80

Table 3.2.2. demonstrates the employment status among the 80 responders. We see that 14 of the adult volunteers and 5 of the young crew reports to be full time employees, and 1 of the adult volunteers and 8 of the young crew report to be part time employed. As many as 11 of the adult volunteers are students, and 20 of the young crew are students or pupils.

*Table 3.2.2. The 80 responses distributed on Adult volunteers or Young Crew, and job status*

Are you currently employed?	Yes, full time	Yes, part time	No, but looking for a job	No, but wish for a job later	Student	Total
Adult volunteer	14	1	1	2	11	29
Young crew	5	8	7	11	20	51
Total	19	9	8	13	31	80

Table 3.2.3. displays the educational background of the volunteers responding to our surveys. As many as 9 of the adult volunteers possess a master or PhD position. The distribution represents the ages of the volunteers. We see that the adults have completed their upper secondary school, and proceeded to complete a bachelor, master or PhD education. The young crew are mostly still in process of getting an education.

*Table 3.2.3. The 80 responses distributed on Adult volunteers or Young Crew, and their highest educations*

Highest completed education	MSc/PhD	BSc	Upper Secondary School	Secondary School	Still pupil	Total
Adult volunteer	9	15	5	0	0	29
Young crew	0	2	7	17	25	51
Total	9	17	12	17	25	80

Table 3.2.4. shows the income distribution of the household for the 29 adult volunteers answering our survey, per gender. We did not ask the young crew members about their household income. We anticipated that they did not know this or were restraining from revealing this type of data. We asked for the household income, and we see that there is 1 household in our sample earning more than 1,500,00 NOK (equivalent to 127,500 € a year), and 5 households earning NOK 400,000 or less a year (equivalent to 34,000 € a year).

Table 3.2.4. The 29 responses from Adult volunteers regarding their household income, per gender

Total gross household income	Below 400,000 kroner	400,000 - 600,000 kroner	600,000 - 800,000 kroner	800,000 - 1,500,000 kroner	over 1,500,000 kroner	Total
Female	2	1	2	12	1	18
Male	3	2	2	4	0	11
Total	5	3	4	16	1	29

Furthermore, 7 of the 29 adult volunteers resided outside Bodø, while 25 of the 51 young crew resided outside Bodø. As many as 6 of 29 adult volunteers have kids at home, and 4 of the 20 adult volunteers are single, the rest is married or lives with someone. We did not ask the young crew about kids and marital status.

To complement the quantitative findings, we included an open-ended question at the end of the survey, asking the question: “Are there other matters related to being a volunteer for Bodø2024 that you would like to provide feedback on?”

A total of 27 out of 80 respondents provided written responses. These open-text answers offer valuable qualitative insight into volunteers’ expectations, values, and priorities regarding their volunteer engagement. Among the volunteers providing such textual feedback, there were 15 males and 12 females, 11 were younger than 20, 6 were aged between 20 and 49 years old, 10 was older than 50 years old, 13 reside in Bodø and 14 reside outside Bodø, 15 reported to engage in volunteering as Adult volunteer and 12 as Young crew, 13 reported to volunteer very often, 8 sometimes, 1 seldom and 5 volunteered for the first time.

## 4. Findings

The purpose of the ECoC Bodø2024 event was to increase the populations desire to stay in the region. Bodø2024 wanted to stimulate artist and cultural workers to produce more volume of art and cultural event, and doing so with higher artistic and cultural qualities, finally leading to a desire among the population to stay, work and live in Bodø and the region.

Volunteers play a vital role in this equation. Volunteers add energy and enthusiasm (for themselves, other volunteers, the audiences) in addition to free labour. Knowing more on what triggers a person to volunteer and provide time and energy to art and culture projects is important for to spur more engagement and increase the art and culture offerings.

The few responses and the spread in the respondents' answers indicate that we are not able to show statistically significant differences among the groups. Our tables and figures are, therefore, more illustrative and indicative than evidence.

### 4.1 Bodø2024 and their volunteer programs

Bodø2024 marked volunteering as one of the four key focus areas of ECoC strategy. Volunteers were not only essential for the delivery of events, but they were also envisioned as cultural actors, community builders, and ambassadors for Northern Norway's largest cultural initiative. The Frivillig2024 program, led by Nicole Natalie Furnes, was designed to establish both immediate engagement during the cultural capital year and long-term structures for participation, inclusion, and capacity building. Alongside this, the UNG2024 (Young Crew) initiative ensured that youth were given ownership and responsibility in shaping cultural activities, laying the groundwork for the next generation of cultural leaders.

#### Adult Volunteers and Frivillig2024 structures

Frivillig2024 was structured into four main components:

- **Nordland Frivillignettverk (Nordland Volunteer Network):** Built to connect volunteer centres and coordinators across the county, supporting cooperation and knowledge exchange.
- **Frivilligforum (Volunteer Forum):** A municipal arena uniting volunteer groups, associations and informal initiatives, fostering co-creation of events and peer learning.
- **BIF:** A network of international associations promoting intercultural collaboration, with flagship events like *Children's International Day* and *International Week*.
- **Frivillige i Bodø2024 (Volunteers in Bodø2024):** A broad pool of 502 registered volunteers who contributed to diverse roles such as arena hosting, catering, decoration, logistics, cultural mediation, and the innovative "cultural friend" (kulturvenn) role.

Volunteers were described as "ambassadors" for Bodø2024, rewarded not financially but symbolically, through free meals while on duty, access to selected events, recognition letters, and celebratory gatherings. As Nicole Furnes noted, *"You cannot live off being a volunteer ... but the benefits are like network and competency and the amazing experience of seeing an event from the inside"*.

The program also introduced micro-funding, allowing associations to apply for NOK 24,000 to strengthen their activities, which extended Bodø2024's reach across nine municipalities. This combination of funding, training, and symbolic recognition reflected a dual resource logic: financial support to sustain structures, and immaterial benefits to motivate volunteers.

### **Youth Engagement through UNG2024 (Young Crew)**

Parallel to adult engagement, **UNG2024** targeted young people under 24, positioning them as cultural producers rather than passive consumers. Members of the Young Crew were entrusted with responsibilities ranging from event planning and graphic design to stage management, photo and video documentation, and hospitality. More than 50% expressed a desire to contribute to Bodø's cultural development, and 40% highlighted that their participation offered valuable work experience, new networks, and a stronger connection to the local environment.

The UNG2024 survey results show that youth viewed volunteering as an arena for skill development and recognition. Importantly, they sought to be seen as equal contributors - "crew" rather than "volunteers." This approach rebranded youth volunteering and aligned with ECoC objectives of capacity building and strengthening career pathways for cultural professionals.

### **Inclusion, Capacity Building, and Networks**

Interviews with Furnes and volunteer organizations highlighted that Frivillig2024 was also about outreach and social inclusion. *"The inspiration and the reason why we have this project is outreach ... the EU wants us to use culture to reach out to new groups ... I think that volunteering is a great opportunity to engage people in society and include people,"* Furnes explained. The initiative engaged immigrants, seniors, youth, and people with disabilities, broadening participation in cultural life and fostering networks across backgrounds.

Legacy was a recurring theme: rather than being a one-year activation tool, Frivillig2024 built infrastructures such as Frivilligforum, BIF, and the Nordland Volunteer Network that could sustain activity beyond the ECoC year. As Furnes reflected, *"I believe that the most important thing in Bodø2024 is the capacity building and the networks we build together ... these networks will live on for many, many years"*.

## **4.2 Previous volunteer experience**

Previous volunteering experience is important as it represents a resource for the organisation hosting the volunteer. Previous volunteering experience implies that the volunteer might be more skilled, and more eager to contribute. We then asked the respondent to indicate how often he or she has volunteered before. The items used were:

Have you volunteered before?

- I'm very often volunteering
- I have been volunteering sometimes but not that often
- I'm very seldom volunteering
- This is my first time volunteering

If the volunteer had such previous volunteering experience, then we asked the volunteer to indicate such previous volunteering experience. The response option for the volunteer was Yes=1 / No=0, indicating that we will report this in %. The volunteering experience could fall into these categories:

- Sports
- Local environment and residence
- Culture
- Social associations and recreation
- Politics and interest organizations
- Religious organizations
- Health and social services
- Education and research
- Professional, industry, trade unions
- International organization

#### Key findings:

The major part of those who responded to our survey often or sometimes volunteer for art or cultural events.

The young Adult volunteers and the Young crew in particular report previous volunteer experience.

There are no gender differences and only small differences due to location of residency regarding the volunteers' level of prior volunteering experience.

Local environment and residence, culture and social associations and recreation are the most mentioned previous volunteer experience.

The same pattern of previous volunteer experience shows for Adult volunteer and Young crew, and for those residing in Bodø and outside of Bodø.

Those older than 50 years report more volunteer experience within sports and less so within local environment and residence, than the other age-groups does.

Table 4.2.1. reports to what extent males and females express previous volunteer experience. The table reveal no real gender differences in this respect.

Table 4.2.1. Previous volunteering experience among males and females

Have you volunteered before?	I'm very often volunteering	I have been a volunteer sometimes, but not that often	I'm very seldom volunteering	This is my first time as a volunteer	Total
Female	18	18	0	4	40
Male	18	13	4	5	40
Total	36	31	4	9	80

Table 4.2.2. shows to what extent those engaged as Adult volunteers or Young crew report to have acted as volunteers before. The table informs those engaged as Young crew more often than those recruited as Adult volunteers have previous volunteer experience. Half of the Young crew reports to often volunteer, while on-third of the Adult volunteers reports to often volunteer.

Table 4.2.2. Previous volunteering experience among Adult volunteers and Young crew

Have you volunteered before?	I'm very often volunteering	I have been a volunteer sometimes, but not that often	I'm very seldom volunteering	This is my first time as a volunteer	Total
Adult volunteer	11	12	3	3	29
Young crew	25	19	1	6	51
Total	36	31	4	9	80

Table 4.2.3. shows to what extent different age-groups report previous volunteer experience prior to participating as volunteers for ECoC Bodø2024. The table may indicate that those aged below 20 and over 50 might possess more volunteering experience than those aged between 20 and 49 years old.

*Table 4.2.3. Previous volunteering experience per age-group*

<b>Have you volunteered before?</b>	<b>I'm very often volunteering</b>	<b>I have been a volunteer sometimes, but not that often</b>	<b>I'm very seldom volunteering</b>	<b>This is my first time as a volunteer</b>	<b>Total</b>
Below 20	21	18	1	6	46
Age 20-49	6	4	2	2	14
Older than 50	9	9	1	1	20
Total	36	31	4	9	80

Table 4.2.4. shows to what extent volunteers from Bodø or those who reside outside Bodø differ in their volunteer experience prior to participating as volunteers for ECoC Bodø2024. The table may indicate that those residing in Bodø possess a bit more volunteering experience than those residing outside of Bodø.

*Table 4.2.4. Previous volunteering experience per location for residency*

<b>Place of residency</b>	<b>I'm very often volunteering</b>	<b>I have been a volunteer sometimes, but not that often</b>	<b>I'm very seldom volunteering</b>	<b>This is my first time as a volunteer</b>	<b>Total</b>
Bodø	21	16	2	7	46
Outside Bodø	15	15	2	2	34
Total	36	31	4	9	80

Table 4.2.5. demonstrates previous volunteer experience, per category of volunteering experience, and then expressed as % of the answering population. The table shows that 52% of the 40 females have experience as volunteers at sports events, while 25% of the 40 males report this previous volunteering experience. Females also seem to tend to be more engaged in politics and other interest organisations (32% participated in this), than are men (20%). Males tend to be more engaged in volunteering for professional, industry or trade unions (28%), than are females (10%). The mostly mentioned previously experience in volunteering is within culture (81%), while education and research is seldom mentioned (16%).

*Table 4.2.5. Previous volunteering experience among males and females, per volunteering action category*

<b>Gender</b>	<b>Female</b>	<b>Male</b>	<b>Total</b>
Sports	52 %	25 %	39 %
Local environment and residence	58 %	55 %	56 %
Culture	88 %	75 %	81 %
Social associations and recreation	48 %	50 %	49 %
Politics and interest organizations	32 %	20 %	26 %

Religious organizations	18 %	15 %	16 %
Health and social services	23 %	20 %	21 %
Education and research	15 %	18 %	16 %
Professional, industry and trade unions	10 %	28 %	19 %
International organizations	23 %	18 %	20 %
Total population	40	40	80

Table 4.2.6. shows the distribution of previous volunteering experience per type of volunteer recruitment as Adult volunteer or Young crew. The table informs that Adult volunteers are more experienced in culture, health and services, education and research, and in professional, industry and trade unions than are Young crew. Young crew are particularly interested in politics and interest organisations.

*Table 4.2.6. Previous volunteering experience among Adult volunteers and Young crew, per volunteering action category*

<b>Young crew vs adult volunteer</b>	<b>Adult volunteer</b>	<b>Young crew</b>
Sports	41 %	37 %
Local environment and residence	52 %	59 %
Culture	90 %	76 %
Social associations and recreation	45 %	51 %
Politics and interest organizations	17 %	31 %
Religious organizations	10 %	20 %
Health and social services	24 %	20 %
Education and research	21 %	14 %
Professional, industry and trade unions	24 %	16 %
International organizations	14 %	24 %
Total population	29	51

Table 4.2.7. shows the distribution of previous volunteering experience per age-group. We see that the involvement as volunteer for sports grow by age, while the interests for politics and interest organizations is high among the young. Those aged between 20 and 49 does usually possess more and more varied volunteering experience than those younger and older.

*Table 4.2.7. Previous volunteering experience among different age-groups, per volunteering action category*

<b>Age group</b>	<b>Below 20</b>	<b>Age between 20 and 49</b>	<b>Older than 50</b>
Sports	35 %	29 %	55 %
Local environment and residence	54 %	71 %	50 %
Culture	74 %	93 %	90 %
Social associations and recreation	50 %	50 %	45 %
Politics and interest organizations	30 %	29 %	15 %
Religious organizations	20 %	21 %	5 %
Health and social services	15 %	36 %	25 %

Education and research	9 %	43 %	15 %
Professional, industry and trade unions	15 %	21 %	25 %
International organizations	20 %	21 %	20 %
Total population	46	14	20

Table 4.2.8. shows the distribution of previous volunteering experience per residency. We see no real differences in previous volunteering experiences due to where the respondent lives.

*Table 4.2.8. Previous volunteering experience among those residing in Bodø and those residing outside Bodø, per volunteering action category*

<b>Residing in Bodø</b>	<b>Yes</b>	<b>No</b>
Sports	41 %	35 %
Local environment and residence	54 %	59 %
Culture	80 %	82 %
Social associations and recreation	57 %	38 %
Politics and interest organizations	26 %	26 %
Religious organizations	17 %	15 %
Health and social services	22 %	21 %
Education and research	15 %	18 %
Professional, industry and trade unions	17 %	21 %
International organizations	20 %	21 %
Total population	46	34

Table 4.2.9. shows the distribution of extent of previous volunteering experience per previous type of volunteer experience. Nine of the 80 responders informed that this was their first occasion as volunteers, and hence, had no prior volunteering experience. The difference between those 36 who very often volunteers, and those 31 who does it sometimes, is mainly that those who does it often tend to engage in volunteering for culture, social associations and recreation, health and social service, more often than those who engage as volunteers less frequently. Those who engage in volunteering more seldom, tend to do more sport, and local environment and residence engagements than do those volunteering more often.

*Table 4.2.9. Level of previous volunteering experience, per volunteering action category*

<b>Previous volunteering experience</b>	<b>I'm very often volunteering</b>	<b>I have been a volunteer sometimes, but not that often</b>	<b>I'm very seldom volunteering</b>
Sports	36 %	47 %	25 %
Local environment and residence	56 %	67 %	0 %
Culture	86 %	77 %	75 %
Social associations and recreation	53 %	40 %	75 %
Politics and interest organizations	31 %	27 %	25 %
Religious organizations	19 %	17 %	0 %
Health and social services	31 %	13 %	50 %

Education and research	19 %	10 %	50 %
Professional, industry and trade unions	25 %	17 %	0 %
International organizations	25 %	20 %	0 %
Total population	36	31	4

### 4.3 Recruitment of volunteers

We asked the volunteers to inform us how they were recruited as volunteers or young crew.

For the question: *How where you recruited as a volunteer/young crew?*, the following one or more items could be selected:

- Was asked by acquaintances
- Was asked by strangers on the phone/ email/ stand
- Was asked by close friends
- Was asked by your own children
- Approached the organization
- Through studies or school
- Was recruited through an organization/sports team/leisure activity
- Did volunteer work for an organization/sports team
- Found information on Bodø2024's website
- Found information on Bodø2024's Facebook
- Found information on Bodø2024's Instagram
- Found information in an advertisement in the newspaper
- Don't remember

#### Key findings:

The most sited source for their recruitment is that they approach the organization themselves (44%). Other important sources are to be asked by an acquaintance (29%), finding appealing information on the website (29%) or on Facebook.

The young ones aged below 20 are mainly reached through their school. Those aged between 20 and 49 tend to approach the organization their self. The ones older than 50 years old are often recruited through the organization's website or Facebook.

Those residing outside Bodø were more often recruited by being asked by their acquaintances, while those residing in Bodø was more often recruited by being asked by close friends, or their own children.

Those who volunteer often or sometimes, tend to approach the organization their self.

Those volunteering for the first time were more often recruited by being asked by close friends, or their own children.

Figure 4.3.1. shows how the 40 females and 40 males differ in how they were recruited as volunteers for ECoC Bodø2024. The respondents were urged to tick all boxes sources that contributed significantly to their choice. We see that the most sited source for their recruitment is that they approach the organization themselves (44%). Other important sources are to be asked by an acquaintance (29%), finding appealing information on the organizations website (29%) or on Facebook (24%). Less so is by being asked by a stranger (5%), volunteering for an organization who sponsor or sell volunteering hours from their members (5%), through information on Instagram (5%). Only 5% did not remember which approaches that tempted them into volunteering for Bodø2024.

Males tend to be less attentive to which approach that tempted them to act as volunteers than do females. Females report more often to be asked by the children to volunteer than do males. Males

are more often asked by their acquaintances than does females. Males are also more responsive to media ads on Facebook and Instagram than are females.

*Table 4.3.1. Recruitment of volunteers, gender*

<b>Gender</b>	<b>Female</b>	<b>Male</b>	<b>Total</b>
Was asked by acquaintances	25 %	33 %	29 %
Was asked by strangers on the phone/email/stand	3 %	8 %	5 %
Was asked by close friends	18 %	23 %	20 %
Was asked by your own children	17 %	9 %	14 %
Approached the organization myself	50 %	37 %	44 %
Through studies or school	10 %	13 %	11 %
Was recruited through an organization/sports team/leisure activity	15 %	13 %	14 %
Did volunteer work for an organization/sports team	8 %	3 %	5 %
Found information on Bodø2024's website	27 %	30 %	29 %
Found information on Bodø2024's Facebook	20 %	28 %	24 %
Found information on Bodø2024's Instagram	2 %	8 %	5 %
Found information in an advertisement in the newspaper	8 %	8 %	8 %
Don't remember	0 %	10 %	5 %
<b>Total</b>	<b>40</b>	<b>40</b>	<b>80</b>

Table 4.3.2. demonstrates how the age-groups differ in how they were recruited as volunteers for ECoC Bodø2024. The young ones aged below 20 are of obvious reasons not tentative to their children's request to act as volunteers for ECoC Bodø2024 but are reached by their school. The young ones tend to not remember the source of information leading to then volunteering as young crew or adult volunteers for ECoC Bodø2024. Those older than 50 tend to rely much on the website or Facebook site of ECoC Bodø2024 for their decision. It also seems like the older one is, the more often one approach the organization oneself.

*Table 4.3.2. Recruitment of volunteers, per age-group*

<b>Age group</b>	<b>Below 20</b>	<b>20 - 49</b>	<b>Older than 50</b>
Was asked by acquaintances	30 %	29 %	25 %
Was asked by strangers on the phone/email/stand	7 %	0 %	5 %
Was asked by close friends	20 %	21 %	20 %
Was asked by your own children	0 %	11 %	11 %
Approached the organization myself	28 %	57 %	70 %
Through studies or school	17 %	7 %	0 %
Was recruited through an organization/sports team/leisure activity	13 %	14 %	15 %
Did volunteer work for an organization/sports team	0 %	7 %	15 %
Found information on Bodø2024's website	11 %	29 %	70 %
Found information on Bodø2024's Facebook	9 %	21 %	60 %
Found information on Bodø2024's Instagram	7 %	0 %	5 %
Found information in an advertisement in the newspaper	2 %	7 %	20 %

Don't remember	9 %	0 %	0 %
Total	46	14	20

Table 4.3.3. shows how Adult volunteers and Young crew differ in how they were recruited as volunteers for ECoC Bodø2024. We see much the same pattern as for age groups. The Young crew are of obvious reasons not tentative to their children's request to act as volunteers for ECoC Bodø2024 but are reached by their school. The Young crew tend to not remember the source of information leading to then volunteering as Young crew for ECoC Bodø2024. Those recruited as Adult volunteers tend to rely much on the website or Facebook site of ECoC Bodø2024 for their decision. It also seems like the older one is, the more often one approach the organization oneself.

*Table 4.3.3. Recruitment of volunteers, Adult volunteer versus Young crew*

<b>Young crew versus Adult volunteer</b>	<b>Adult volunteer</b>	<b>Young crew</b>
Was asked by acquaintances	24 %	31 %
Was asked by strangers on the phone/email/stand	3 %	6 %
Was asked by close friends	24 %	18 %
Was asked by your own children	14 %	0 %
Approached the organization myself	72 %	27 %
Through studies or school	3 %	16 %
Was recruited through an organization/sports team/leisure activity	14 %	14 %
Did volunteer work for an organization/sports team	14 %	0 %
Found information on Bodø2024's website	62 %	10 %
Found information on Bodø2024's Facebook	52 %	8 %
Found information on Bodø2024's Instagram	3 %	6 %
Found information in an advertisement in the newspaper	17 %	2 %
Don't remember	0 %	8 %
Total	29	51

Table 4.3.4. shows how those residing in Bodø versus those residing somewhere else than Bodø differ in how they were recruited as volunteers for ECoC Bodø2024. Those residing in Bodø were more often recruited by being asked by their acquaintances. Those residing outside Bodø was more often recruited by being asked by close friends, own children, and by approaching the organization themselves, and through the website or Facebook page of ECoC Bodø2024.

*Table 4.3.4. Recruitment of volunteers, residing in Bodø versus residing outside Bodø*

<b>Residing in Bodø</b>	<b>No</b>	<b>Yes</b>
Was asked by acquaintances	38 %	22 %
Was asked by strangers on the phone/email/stand	6 %	4 %
Was asked by close friends	12 %	26 %
Was asked by your own children	0 %	20 %
Approached the organization myself	38 %	48 %
Through studies or school	15 %	9 %
Was recruited through an organization/sports team/leisure activity	6 %	20 %

Did volunteer work for an organization/sports team	3 %	7 %
Found information on Bodø2024's website	21 %	35 %
Found information on Bodø2024's Facebook	18 %	28 %
Found information on Bodø2024's Instagram	9 %	2 %
Found information in an advertisement in the newspaper	3 %	11 %
Don't remember	12 %	0 %
Total	46	34

Table 4.3.5. shows how the extent of previous volunteering experience differs in how they were recruited as volunteers for ECoC Bodø2024. We see that those 36 volunteering often more often were asked by acquaintances, by their own children, or was recruited through another organization. Those 31 who does it sometimes approached ECoC Bodø2024 or UNG2024 themselves, or through school or through social media. Those 4 who seldom volunteer, were mostly recruited by social media or the newspaper, or through acquaintances. This group is more likely to respond to strangers calling or in a stand asking for such services. Those 9 who did volunteer for the first time was mainly asked by close friends or their own children.

*Table 4.3.5. Recruitment of volunteers, previous extent of volunteering experiences*

<b>Previous volunteering experience</b>	<b>I'm very often volunteering</b>	<b>I have been a volunteer sometimes, but not that often</b>	<b>I'm very seldom volunteering</b>	<b>This is my first time as a volunteer</b>
Was asked by acquaintances	36 %	23 %	25 %	22 %
Was asked by strangers on the phone/email/stand	0 %	10 %	25 %	0 %
Was asked by close friends	17 %	20 %	0 %	44 %
Was asked by your own children	27 %	0 %	0 %	33 %
Approached the organization myself	47 %	50 %	25 %	22 %
Through studies or school	6 %	17 %	0 %	22 %
Was recruited through an organization/sports team/leisure activity	22 %	3 %	0 %	11 %
Did volunteer work for an organization/sports team	6 %	3 %	0 %	11 %
Found information on Bodø2024's website	25 %	33 %	50 %	11 %
Found information on Bodø2024's Facebook	28 %	20 %	50 %	0 %
Found information on Bodø2024's Instagram	6 %	7 %	0 %	0 %
Found information in an advertisement in the newspaper	8 %	7 %	25 %	0 %
Don't remember	6 %	7 %	0 %	0 %
N responders	36	31	4	9

## 4.4 Motivation for to become a volunteer

We asked the volunteers to inform us why they accepted to be recruited as volunteers or young crew. The following 20 statements regarding their motivation were used, all measured on a 7-point Likert scale where 1 - Totally Disagree, 2 - Disagree, 3 - somewhat Disagree, 4 - Neutral, 5 - somewhat Agree, 6 - Agree, and 7 - Totally Agree:

V01 - That I want to be useful/contribute something  
V02 - That I want to contribute to the development of Bodø

V03 - That it is social

V04 - That it is good for my own physical or mental health

V05 - That volunteering has a value for society that I want to support

V06 - That it provides an opportunity to get to know the local community

V07 - That I want to learn something new/be challenged

V08 - Because I look forward to the social events that volunteering provides

V09 - Volunteering is a way to make new friends.

V10 - Because I can get social interaction and make new acquaintances through volunteering

V11 - Volunteering allows me to get a new perspective on things.

V12 - I get free admission to events that I would like to experience

V13 - Because the social opportunities that volunteering provides are important to me

V14 - That I am passionate about a cause or activity

V15 - Because I can explore my own strengths

V16 - That it provides good work experience/looks good on my CV

V17 - That I want to showcase my culture

V18 - I can make new contacts that can help my business or career.

V19 - That I feel an obligation to volunteer

V20 - Because my friends, family members or other close people volunteer

### Key findings:

The main reasons for engaging as volunteer for ECoC Bodø2024 was being useful, contribute to the development of Bodø, being social, feeling good and that the purpose of the volunteering has a value for society that they want to support. There were no gender differences according to this.

The younger volunteers more often emphasize the opportunity ECoC Bodø2024 offers for them to showcase their skills, building a CV and to explore their own strengths.

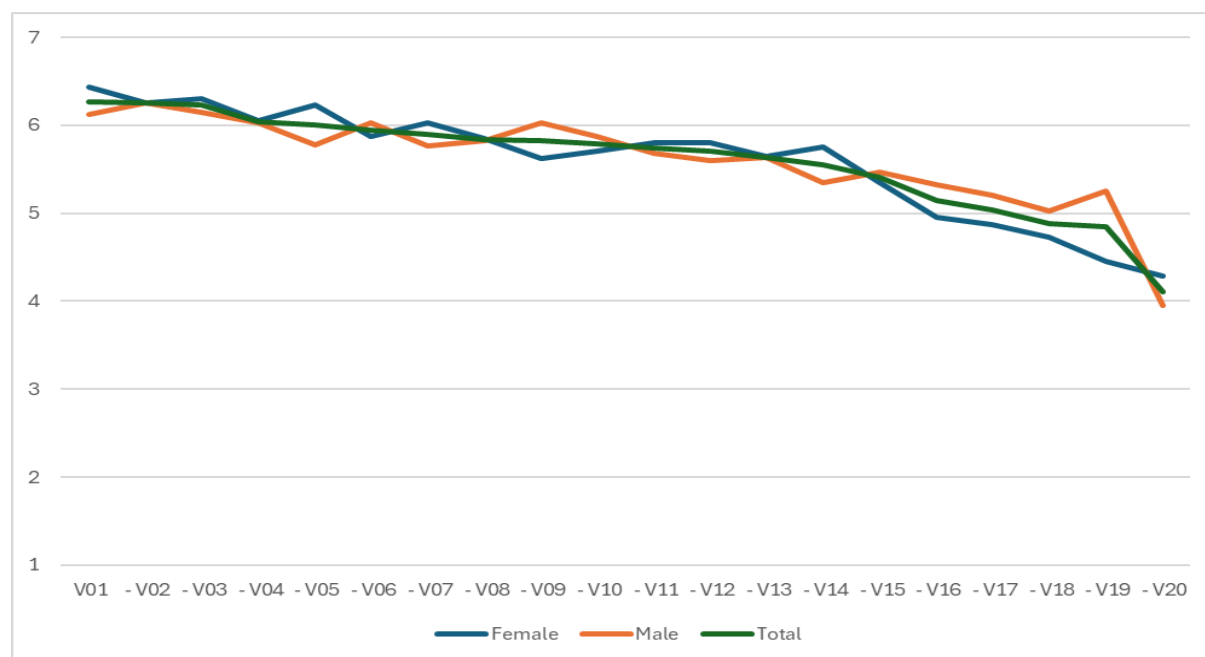
There are no differences in pattern or level of agreement due to location of residency.

Those who volunteer often, show higher levels of motivation than those who volunteer sometimes, and those who volunteer sometimes, show higher levels of motivation than those who very seldom volunteer. Those who very often and sometimes volunteer, show the same pattern of motivation. The ones who very seldom volunteer, are more motivated by the possibility to make new friends and be social.

We sorted the items by the total score for to ease the reading on which reason was most eminent among the total population, allowing for to reveal group differences.

Figure 4.4.1. shows the motivation for volunteering, and then per gender and in total. The table indicates being useful, contribute to the development of Bodø, being social, feeling good and that the purpose of the volunteering has a value for society that they want to support, scores very high. The lowest scores are reported for family and friends volunteer, that they feel an obligation to volunteer or that it might help in their future career. Even these motivations are still positive, but weak.

We do not see any differences in motivation reading gender. Males and females are motivated for the same reasons.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 equals Totally Disagree, 2 equals Disagree, 3 equals Disagree somewhat, 4 equals Neutral, 5 equals Agree Somewhat, 6 equals Agree, and 7 equals Totally Agree.

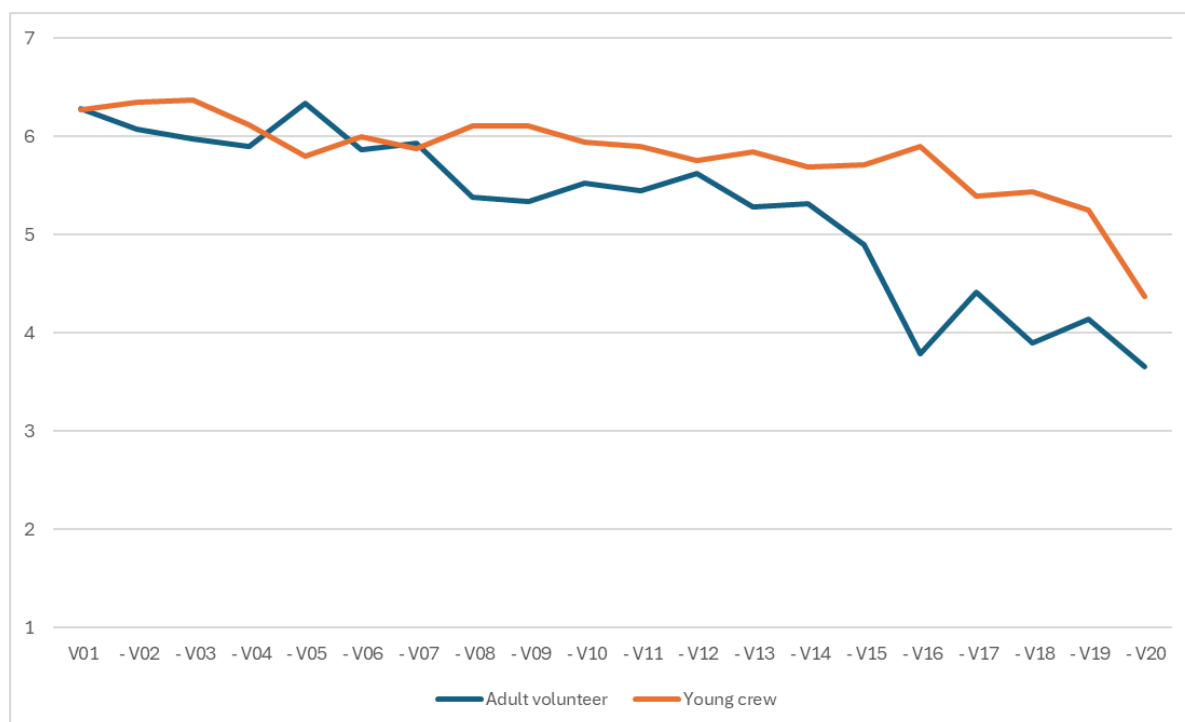
Figure 4.4.1. Motivation for engagement as volunteer: per gender and in total

1 - Legacy read aid:	2 - Legacy read aid:
V01 - That I want to be useful/contribute something	V11 - Volunteering allows me to get a new perspective on things.
V02 - That I want to contribute to the development of Bodø	V12 - I get free admission to events that I would like to experience
V03 - That it is social	V13 - Because the social opportunities that volunteering provides are important to me
V04 - That it is good for my own physical or mental health	V14 - That I am passionate about a cause or activity
V05 - That volunteering has a value for society that I want to support	V15 - Because I can explore my own strengths
V06 - That it provides an opportunity to get to know the local community	V16 - That it provides good work experience/looks good on my CV
V07 - That I want to learn something new/be challenged	V17 - That I want to showcase my culture
V08 - Because I look forward to the social events that volunteering provides	V18 - I can make new contacts that can help my business or career.
V09 - Volunteering is a way to make new friends.	V19 - That I feel an obligation to volunteer
V10 - Because I can get social interaction and make new acquaintances through volunteering	V20 - Because my friends, family members or other close

Figure 4.4.2. shows the motivation for volunteering, and then per volunteering type, Adult volunteers or Young crew. We see that the motivations for volunteering that are the strongest; being useful, contribute to the development of Bodø, being social, feeling good and that the purpose of the volunteering has a value for society that they want to support, are the same for the adult volunteers as it is for the young crew.

The differences lie in the weaker, but still positive motivations. The motivators “Because I can explore my own strengths”, “That it provides good work experience/looks good on my CV”, “That I want to showcase my culture”, “I can make new contacts that can help my business or career”,

and “That I feel an obligation to volunteer” is stronger for the young crew than it is for the adult volunteers.

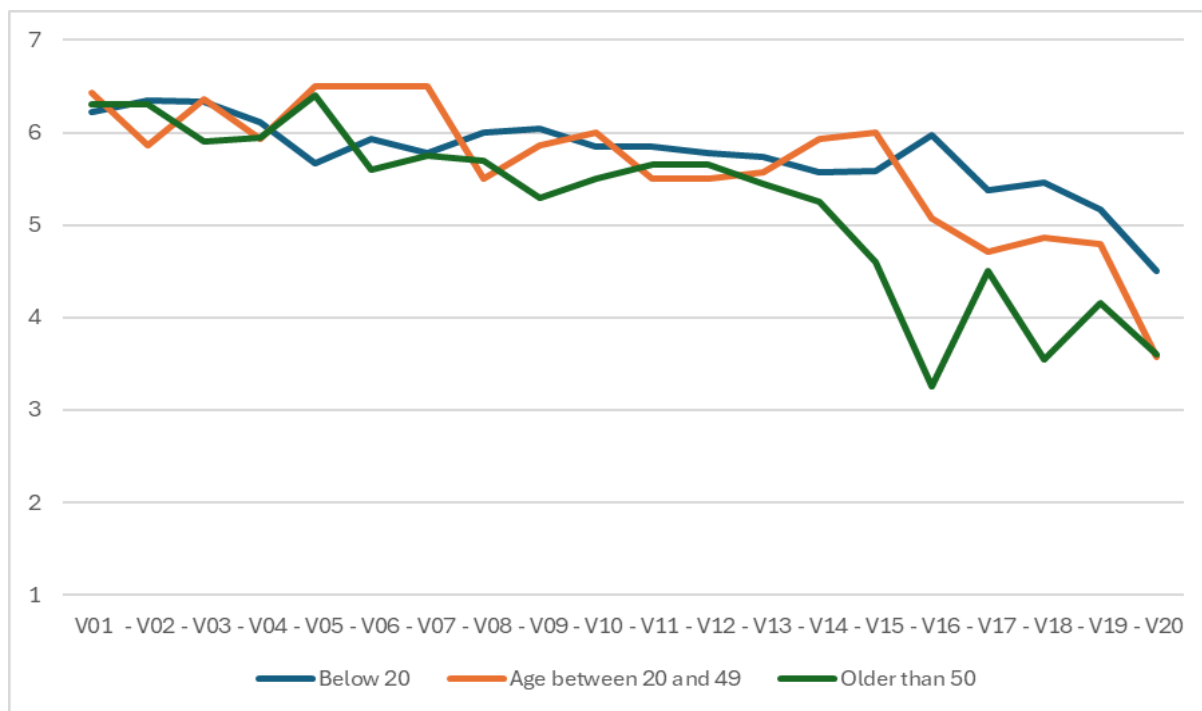


**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 equal Totally Disagree, 2 equals Disagree, 3 equals Disagree somewhat, 4 equals Neutral, 5 equals Agree Somewhat, 6 equals Agree, and 7 equals Totally Agree.

Figure 4.4.2. Motivation for engagement as volunteer: per Adult volunteer and Young crew

1 - Legacy read aid:	2 - Legacy read aid:
V01 - That I want to be useful/contribute something V02 - That I want to contribute to the development of Bodø V03 - That it is social V04 - That it is good for my own physical or mental health V05 - That volunteering has a value for society that I want to support V06 - That it provides an opportunity to get to know the local community V07 - That I want to learn something new/be challenged V08 - Because I look forward to the social events that volunteering provides V09 - Volunteering is a way to make new friends. V10 - Because I can get social interaction and make new acquaintances through volunteering	V11 - Volunteering allows me to get a new perspective on things. V12 - I get free admission to events that I would like to experience V13 - Because the social opportunities that volunteering provides are important to me V14 - That I am passionate about a cause or activity V15 - Because I can explore my own strengths V16 - That it provides good work experience/looks good on my CV V17 - That I want to showcase my culture V18 - I can make new contacts that can help my business or career. V19 - That I feel an obligation to volunteer V20 - Because my friends, family members or other close people volunteer

Figure 4.4.3. shows the motivation for volunteering, and then per age-group. This figure further details the differences between young and older volunteers in their motivation. The younger ones are eager to explore their own strengths, see volunteering as an opportunity to gain work experience that looks good on their CV and to make new contacts for life or that can help their business or career. The young ones to a greater extent also want to showcase their culture, and feel an obligation to volunteer. The young ones are also more pruned to volunteer if their friends, family members or other close people volunteer.

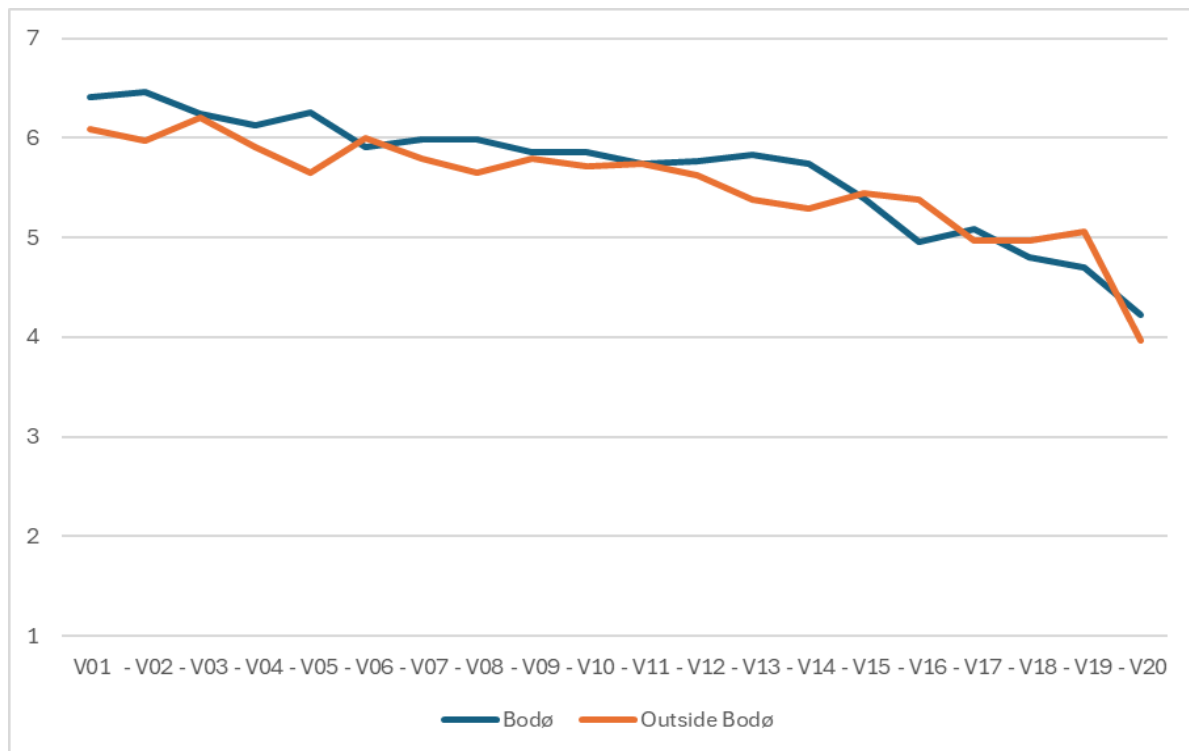


**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 equal Totally Disagree, 2 equals Disagree, 3 equals Disagree somewhat, 4 equals Neutral, 5 equals Agree Somewhat, 6 equals Agree, and 7 equals Totally Agree.

Figure 4.4.3. Motivation for engagement as volunteer: per age-group

1 - Legacy read aid:	2 - Legacy read aid:
V01 - That I want to be useful/contribute something	V11 - Volunteering allows me to get a new perspective on things.
V02 - That I want to contribute to the development of Bodø	V12 - I get free admission to events that I would like to experience
V03 - That it is social	V13 - Because the social opportunities that volunteering provides are important to me
V04 - That it is good for my own physical or mental health	V14 - That I am passionate about a cause or activity
V05 - That volunteering has a value for society that I want to support	V15 - Because I can explore my own strengths
V06 - That it provides an opportunity to get to know the local community	V16 - That it provides good work experience/looks good on my CV
V07 - That I want to learn something new/be challenged	V17 - That I want to showcase my culture
V08 - Because I look forward to the social events that volunteering provides	V18 - I can make new contacts that can help my business or career.
V09 - Volunteering is a way to make new friends.	V19 - That I feel an obligation to volunteer
V10 - Because I can get social interaction and make new acquaintances through volunteering	V20 - Because my friends, family members or other close people volunteer

Figure 4.4.4. shows the motivation for volunteering, and then per place of residence. We do not see substantial differences in motivation for participating as volunteers for ECoC Bodø2024 regarding where the volunteer resides. The volunteer responds to the same motivational factors regardless of if they reside in Bodø or outside Bodø.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 equal Totally Disagree, 2 equals Disagree, 3 equals Disagree somewhat, 4 equals Neutral, 5 equals Agree Somewhat, 6 equals Agree, and 7 equals Totally Agree.

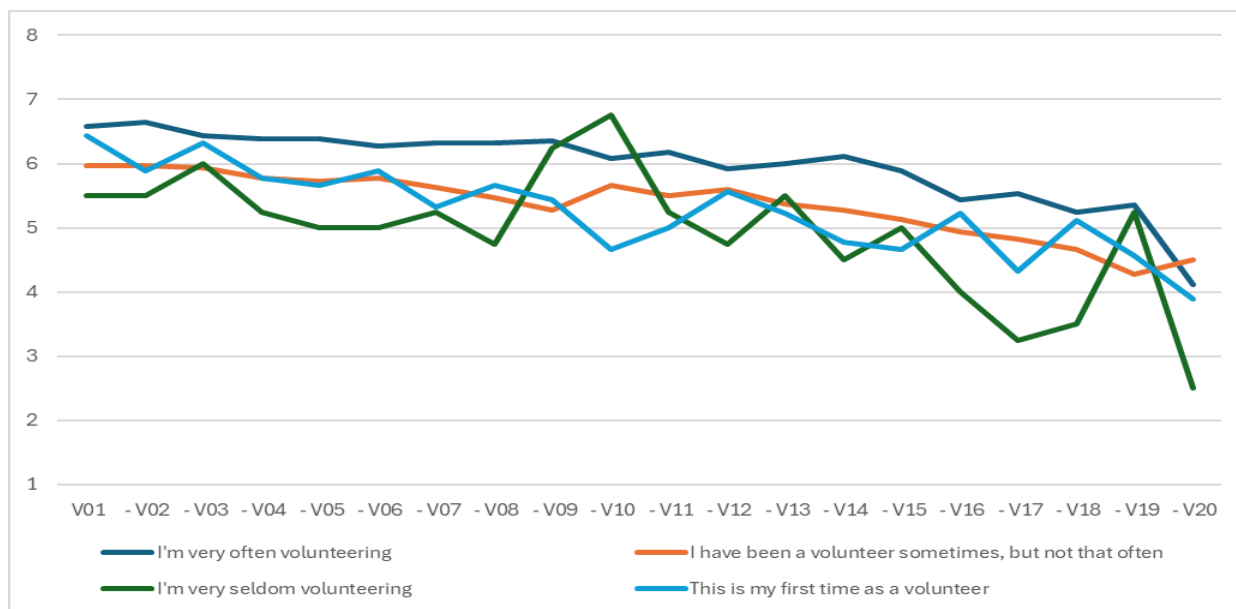
Figure 4.4.4. Motivation for engagement as volunteer: per location of residency

1 - Legacy read aid:	2 - Legacy read aid:
V01 - That I want to be useful/contribute something	V11 - Volunteering allows me to get a new perspective on things.
V02 - That I want to contribute to the development of Bodø	V12 - I get free admission to events that I would like to experience
V03 - That it is social	V13 - Because the social opportunities that volunteering provides are important to me
V04 - That it is good for my own physical or mental health	V14 - That I am passionate about a cause or activity
V05 - That volunteering has a value for society that I want to support	V15 - Because I can explore my own strengths
V06 - That it provides an opportunity to get to know the local community	V16 - That it provides good work experience/looks good on my CV
V07 - That I want to learn something new/be challenged	V17 - That I want to showcase my culture
V08 - Because I look forward to the social events that volunteering provides	V18 - I can make new contacts that can help my business or career.
V09 - Volunteering is a way to make new friends.	V19 - That I feel an obligation to volunteer
V10 - Because I can get social interaction and make new acquaintances through volunteering	V20 - Because my friends, family members or other close people volunteer

Figure 4.4.5. shows the motivation for volunteering, and then per previous volunteer experience. In general, we see that those who volunteer often, show higher levels of motivation than those who volunteer sometimes, and those who volunteer sometimes, show higher levels of motivation than those who very seldom volunteer. Those who very often and sometimes volunteer, show the same pattern of motivation.

The ones who very seldom volunteer, are more motivated by the possibility to make new friends and be social. They are very little motivated by showcasing their culture or make new career relevant contact. They are also very little affected by to what extent their family and friends volunteer.

The first-time volunteers want to be useful and contribute and contribute to the development of Bodø. They are also motivated by the possibility to be social and feeling good. They, as those who very seldom volunteers, are very little motivated by showcasing their culture or make new career relevant contact. Similarly, they are also very little affected by to what extent their family and friends volunteer.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 equal Totally Disagree, 2 equals Disagree, 3 equals Disagree somewhat, 4 equals Neutral, 5 equals Agree Somewhat, 6 equals Agree, and 7 equals Totally Agree.

Figure 4.4.5. Motivation for engagement as volunteer: per level of previous volunteering experience

1 - Legacy read aid:	2 - Legacy read aid:
V01 - That I want to be useful/contribute something	V11 - Volunteering allows me to get a new perspective on things.
V02 - That I want to contribute to the development of Bodø	V12 - I get free admission to events that I would like to experience
V03 - That it is social	V13 - Because the social opportunities that volunteering provides are important to me
V04 - That it is good for my own physical or mental health	V14 - That I am passionate about a cause or activity
V05 - That volunteering has a value for society that I want to support	V15 - Because I can explore my own strengths
V06 - That it provides an opportunity to get to know the local community	V16 - That it provides good work experience/looks good on my CV
V07 - That I want to learn something new/be challenged	V17 - That I want to showcase my culture
V08 - Because I look forward to the social events that volunteering provides	V18 - I can make new contacts that can help my business or career.
V09 - Volunteering is a way to make new friends.	V19 - That I feel an obligation to volunteer
V10 - Because I can get social interaction and make new acquaintances through volunteering	V20 - Because my friends, family members or other close people volunteer

Some volunteers verbalised their motivation for engaging s volunteers for ECoC Bodø2024. Some wanted something for themselves, something fun, interesting or tangible benefits.

- Male, younger than 20. Young crew, Outside Bodø, very often volunteering, “Crazy fun!”.
- Female, younger than 20. Young crew, Bodø, first time as a volunteer, “Very interesting!”.
- Female, 20 to 49, Adult volunteer, Bodø, very often volunteering, “One could have wished for a few more benefits when one act as a volunteer. For example, better and more

*food/drinks. Cheaper products or discounts. Certificate. More social events where one gets to know each other. An after-party would be nice”.*

- Others mention the effect volunteering might add to the society:
- Male, older than 50, Adult volunteer, Bodø, been a volunteer sometimes, but not that often, *“Contribute to the society together”*.
- Male, older than 50, Adult volunteer, Bodø, very often volunteering, *“The volunteer effort in Bodø2024 is very valuable to society and should be continued”*.

## 4.5 What the volunteers did

We asked the volunteers to inform us on how many hours they estimated they have worked as a Young crew or as Adult volunteers for ECoC Bodø2024. After discussion with ECoC Bodø2024 we learned that the volunteer task categorization that their volunteer management system allowed was not sufficient for to actually understand the variety and types of volunteer actions needed for a meta-project as that of ECoC Bodø2024. We also learnt that the individuals recruited as Young crew wanted to do different tasks than the Adult volunteers. The Young crew was restrained from transport service as many of them were too young for to hold a driving licence. The Young crew also wanted to apply their ICT and media knowledge to a larger extent than did the adults. After these discussions, we ended up with the 15

categories of volunteer tasks which we asked to Young crew and the Adult volunteers to inform us on how many hours they think they worked for ECoC bodø2024. The respondents then provide us information on how many hours they worked per task category. Their response was then a number 0 or higher.

- |                      |                  |
|----------------------|------------------|
| • Arena host         | • Hosting        |
| • Artist hospitality | • Organizer      |
| • Crafts             | • Photographer   |
| • Culture friend     | • Graphic design |
| • Catering           | • Speaker        |
| • Care               | • Social media   |
| • Decorations        | • Videographer   |
| • Transport          |                  |

### Key findings:

The volunteering action categorization provided by the volunteer administration-system vendor needed to be altered for to fit the ECoC Bodø2024 mega event.

The volunteering action categorization typology needed to be adjusted differently for to fit both the Adult volunteer group and the Young crew group.

In general, males worked more volunteering hours than did females, the young ones worked more volunteering hours than the older ones.

The most work consuming volunteering task category is arena host, followed by organizing volunteers, catering and decoration.

The young volunteers engaged as technicians in social media producers in addition to the tasks the older volunteers engaged in.

Table 4.5.1. shows that males in general work more hours as volunteers as do females. Similarly, the younger ones aged below 20 years worked more hours than did those aged between 20 and 49, and those worked more hours than those older than 50. The total worked hours for the 80 responders were 1,187 hours, equivalent to an average of 14 hours 50 minutes each.

The most work consuming volunteering task category is Arena host, totalling to 218 hours. Organizing volunteers represent in total 166 hours, catering sums to 151 hours and assisting with Decoration summed to 119 hours. Transport only represents 8 of the total 1187 hours reported. Craft (11 hours), Videographer (15 hours) and Graphic design (21) are among the task categories also reported less.

We see that females opted to Catering, Care, Hosting and social media more than did men. Men more often registered for Culture friend, Transport and Organizing than did females. We also see that those aged below 20 years more often engaged in Catering, Decoration, Organizing, and Graphic design than did the volunteers aged between 20 and 49 years old. The volunteers older than 50 more often engaged as Arena hosts, Catering, Care, Transport, and Hosting than did those aged between 20 and 49 years old.

*Table 4.5.1 Self-reported working hours per type of volunteers, male, females, age-group and in total*

	Female	Male	Below 20	Age between 20 and 49	Older than 50	Total
Arena host	102	116	137	31	50	218
Artist hospitality	38	27	49	13	3	65
Crafts	5	6	0	5	6	11
Culture friend	15	30	33	11	1	45
Catering	96	55	89	8	54	151
Care	69	25	41	4	49	94
Decorations	74	45	98	16	5	119
Transport	0	8	0	0	8	8
Hosting	34	16	0	10	40	50
Organizer	40	126	154	12	0	166
Photographer	38	44	50	32	0	82
Graphic design	7	14	18	3	0	21
Speaker	28	23	42	9	0	51
Social media	62	29	64	27	0	91
Videographer	6	9	11	4	0	15
Sum hours	614	573	786	185	216	1187
Total respondents	40	40	46	14	20	80
Average worked hours	15.35	14.33	17.09	13.21	10.80	14.84

Table 4.5.2. shows how those volunteering as Young crew more often than those volunteering as Adult volunteers, worked as Arena hosts, Artist hospitality, Decorations, Organizing, and media as Photographer, Graphic design, Speaker, social media, and Videographer.

We also see that those residing outside Bodø more often engaged as Arena hosts, while those residing in Bodø more often volunteered as Catering, Hosting, and Organizers.

*Table 4.5.2 Self-reported working hours per type of volunteers, Adult volunteer, Young crew, and place of residency*

	<b>Adult volunteer</b>	<b>Young crew</b>	<b>Bodø</b>	<b>Outside Bodø</b>	<b>Total</b>
Arena host	57	161	97	121	218
Artist hospitality	12	53	35	30	65
Crafts	11	0	9	2	11
Culture friend	10	35	17	28	45
Catering	62	89	121	30	151
Care	53	41	63	31	94
Decorations	11	108	71	48	119
Transport	8	0	8	0	8
Hosting	50	0	42	8	50
Organizer	0	166	132	34	166
Photographer	0	82	55	27	82
Graphic design	0	21	3	18	21
Speaker	0	51	32	19	51
Social media	0	91	68	23	91
Videographer	0	15	6	9	15
Sum hours	274	913	759	428	1187
Total respondents	29	51	46	34	80
Average worked hours	9.45	17.90	16.50	12.59	14.84

Table 4.5.3. shows how those 36 who often volunteer to a larger extent engage as volunteers than does those 31 who sometimes volunteer. Those who volunteer often then tend to engage more as Arena hosts, Artist hospitality, Catering, Care, Hosting, Organizers, and Photographers and Videographers than those who volunteer sometimes.

The few who very seldom volunteer (4) as Culture friend, Catering and Decoration. Those new to volunteering (9) reports many hours as volunteers in Catering.

*Table 4.5.3 Self-reported working hours, per level of prior experience as a volunteer*

	<b>I'm very often volunteering</b>	<b>I have been a volunteer sometimes, but not that often</b>	<b>I'm very seldom volunteering</b>	<b>This is my first time as a volunteer</b>	<b>Total</b>
Arena host	122	78	13	5	218
Artist hospitality	33	20	9	3	65
Crafts	1	8	2	0	11
Culture friend	21	13	10	1	45
Catering	93	15	10	33	151
Care	68	15	7	4	94
Decorations	65	39	9	6	119
Transport	0	6	2	0	8
Hosting	31	9	9	1	50
Organizer	131	27	4	4	166

Photographer	57	4	5	16	82
Graphic design	9	6	6	0	21
Speaker	36	7	6	2	51
Social media	42	39	5	5	91
Videographer	10	1	4	0	15
Sum hours	719	287	101	80	1187
Total respondents	36	31	4	9	80
Average worked hours	19.97	8.44	25.25	20.00	18.84

Some volunteers mentions that volunteering demanded long hours and that this was hard to fit into their life and work situation. We received this statement from a female, aged 50+ Adult volunteer, from Bodø, volunteering sometimes: *“Maybe slightly shorter shifts and not long shifts of about 11 hours”*.

## 4.6 Volunteers and their satisfaction

We asked the volunteers to inform us how satisfied they were acting as volunteers or young crew.

The following 8 statements regarding their satisfaction were used, all measured on a 7-point Likert scale where 1 - Totally Disagree, 2 - Disagree, 3 - somewhat Disagree, 4 - Neutral, 5 - somewhat Agree, 6 - Agree, and 7 - Totally Agree:

- In general, I enjoyed being a UNG-crew/Adult volunteer
- All in all, I am satisfied with being a UNG-crew/Adult volunteer
- Overall, being a UNG-crew/Adult volunteer is excellent
- I felt that I was useful when I was a UNG-crew/Adult volunteer
- The UNG-crew/Adult volunteer work gave me a lot of joy
- I was satisfied with my work tasks
- I achieved what I wanted to achieve by being a UNG-crew/Adult volunteer
- I got to use my skills and knowledge in the tasks I did as a UNG-crew/Adult volunteer

### Key findings:

In general, the volunteers strongly agree that they were satisfied with their engagement as volunteers for ECoC Bodø2024.

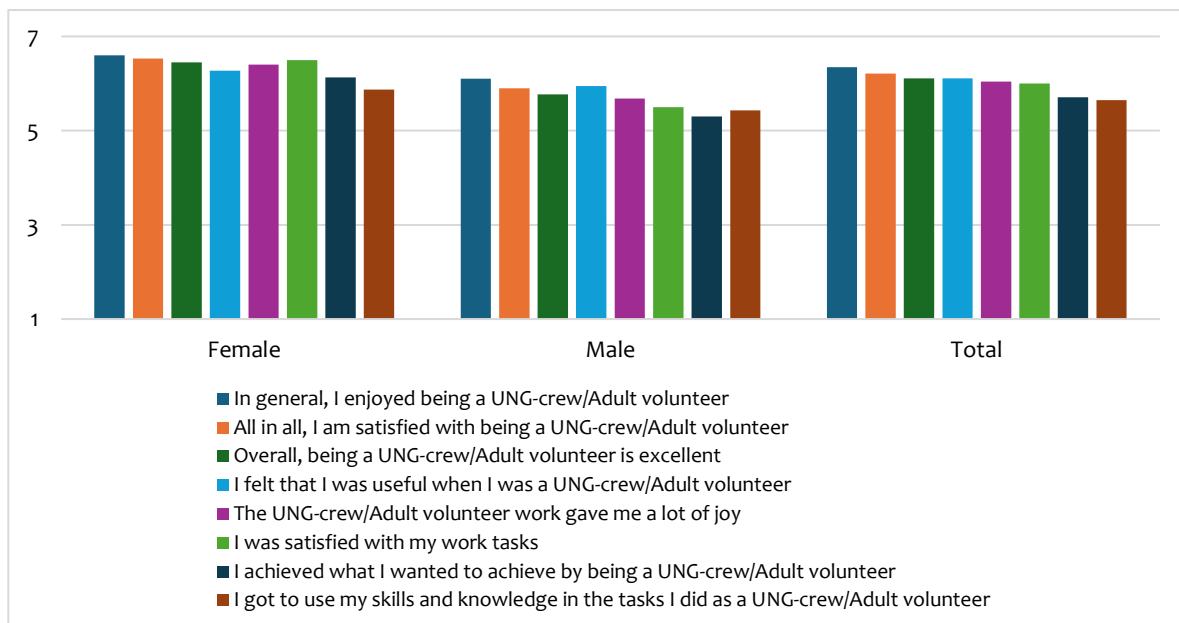
They are a bit less agree that they achieved what they wanted as a volunteer, and a bit less agree that they were able to use their skills and knowledge fully.

The satisfaction increases with age.

The pattern of satisfaction is similar between those residing in Bodø and outside Bodø, except that those residing outside Bodø might be slightly less likely to report satisfaction.

The first-time volunteers are the most satisfied volunteering group.

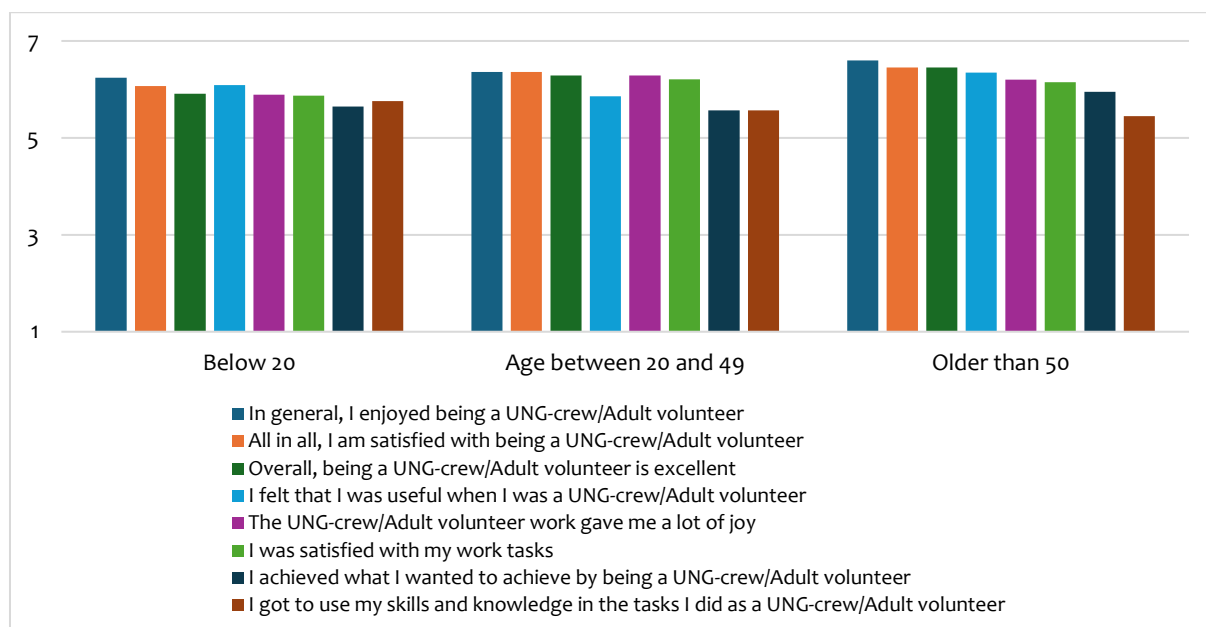
Figure 4.6.1. shows to what extent males and females were satisfied with their engagement as volunteers for ECoC Bodø2024. The figure shows that the volunteers in general are very satisfied with their volunteer experience and enjoyed it a lot. The score between 6 and 7 on our scale indicate that they tend to Agree or Totally Agree on these items. The score indicates that they Agree on that volunteering was excellent, useful, gave a lot of joy, and that they were satisfied with their tasks. The respondents Agree to Somewhat Agree that they achieved what they wanted and could use their skills in their assigned tasks. The figure shows that females in general tend to be more satisfied with their volunteer engagement in ECoC Bodø2024 than are men.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.6.1. Satisfaction as Young crew/Adult volunteer: male and females and in total*

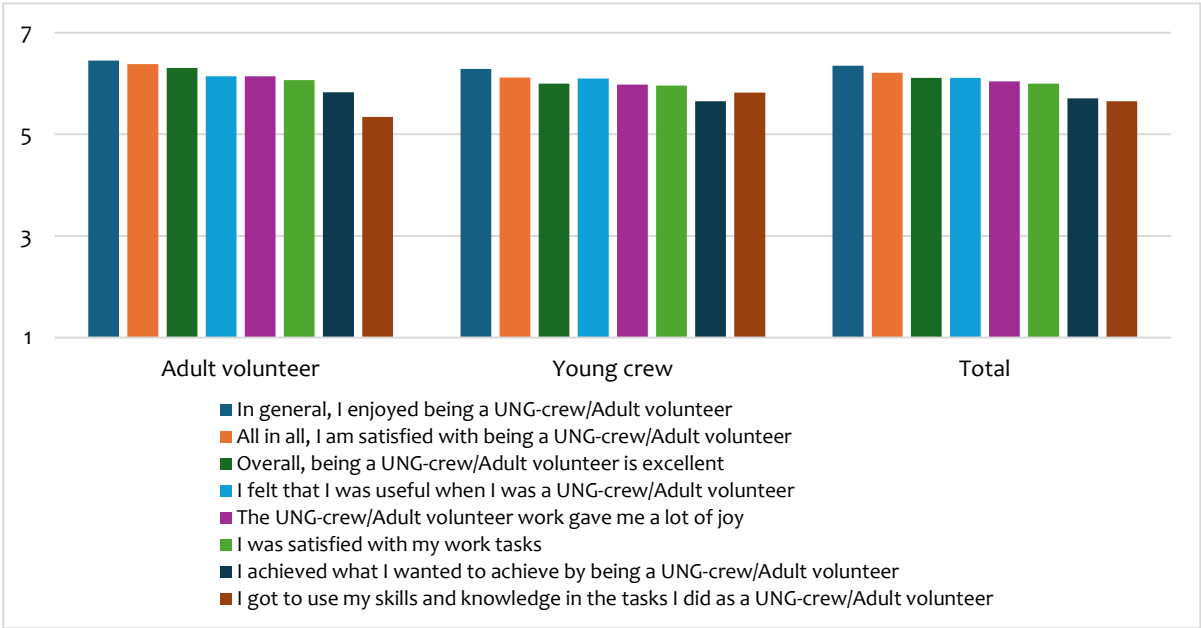
Figure 4.6.2. shows to what extent different age-groups were satisfied with their engagement as volunteers for ECoC Bodø2024. The figure shows that the older volunteers are more satisfied by the volunteering, than are the volunteers agreed between 20 and 49 years old. Those aged below 20 years are less satisfied than those aged between 20 and 49, but still they agree that they were satisfied with their engagement as volunteers for ECoC Bodø2024.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.6.2. Satisfaction as Young crew/Adult volunteer: per age-group*

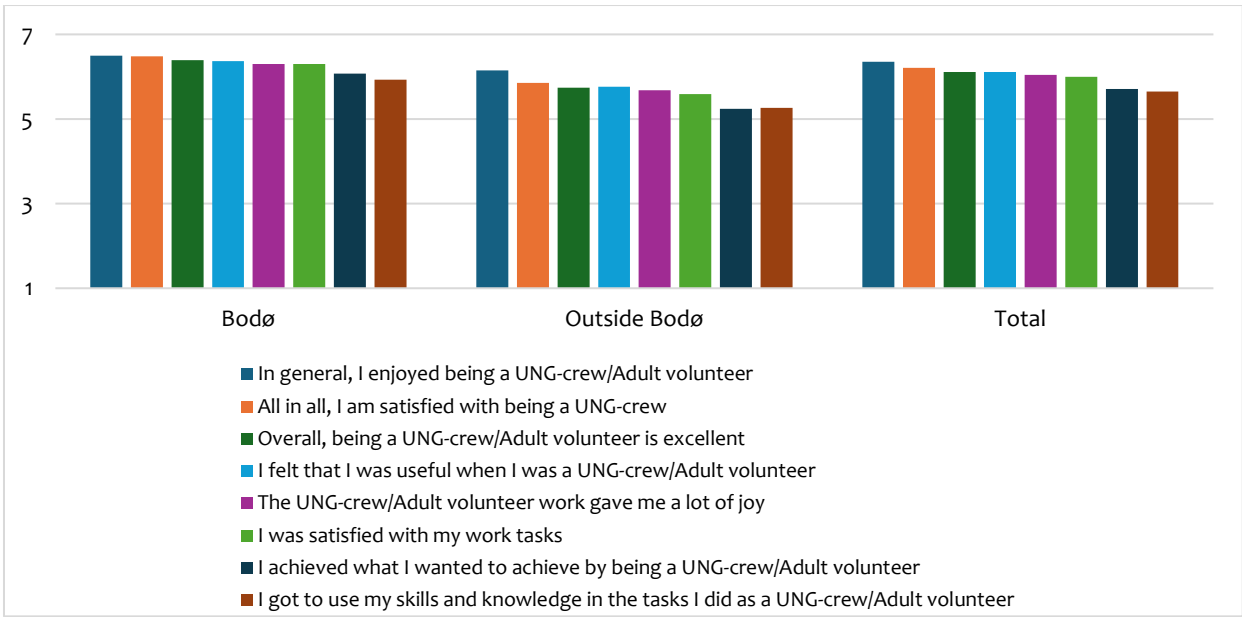
Figure 4.6.3. shows to what extent Adult volunteers and Young crew were satisfied with their engagement as volunteers for ECoC Bodø2024. We do not see differences between how satisfied the Young crew were volunteering for ECoC Bodø2024 compared to the Adult volunteer group.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

Figure 4.6.3. Satisfaction as Young crew/Adult volunteer: per Young crew/Adult volunteer

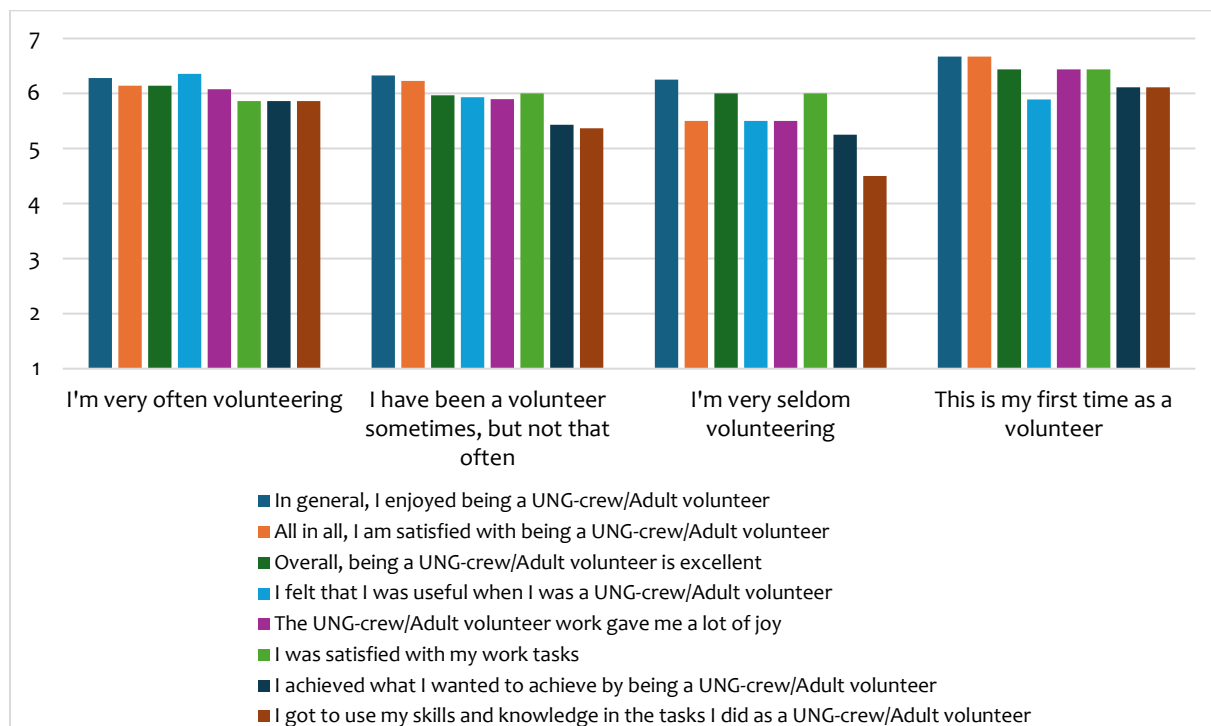
Figure 4.6.4. shows to what extent those residing in Bodø and outside of Bodø were satisfied with their engagement as volunteers for ECoC Bodø2024. The pattern of satisfaction is similar between those residing in Bodø and outside Bodø, except that those residing outside Bodø might be slightly less likely to report satisfaction.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

Figure 4.6.4. Satisfaction as Young crew/Adult volunteer: per location of residency

Figure 4.6.5. shows to what extent volunteers with different levels of previous volunteering experience were satisfied with their engagement as volunteers for ECoC Bodø2024. We see that the first-time volunteers are the most satisfied volunteering group. Those who very seldom volunteer, are less satisfied, and do not to the same extent feel that they were able to use their skills and knowledge in the assigned tasks.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

Figure 4.6.5. Satisfaction as Young crew/Adult volunteer: per level of previous volunteer experience

The impression that the volunteers in general are satisfied with their volunteer engagement with ECoC Bodø2024 is supported by the following statements:

- Male, younger than 20. Young crew, Bodø, first time as a volunteer, “It was a very nice experience for me”.
- Male, younger than 20. Young crew, Outside Bodø, very often volunteering, “It was a lot of fun”.
- Male, younger than 20. Young crew, Outside Bodø, been a volunteer sometimes, but not that often, “It has been a lot of fun”.
- Male, younger than 20. Young crew, Outside Bodø, very often volunteering, “It gives me great joy and was able to meet new people”.
- Male, younger than 20. Young crew, Outside Bodø, very often volunteering, “I simply loved it”.
- Female, younger than 20. Young crew, Outside Bodø, very often volunteering, “That it was fun and I'm glad that I got this experience”.

## 4.7 Volunteers and their willingness to re-engage or recommend others to volunteer

We also asked the volunteers to inform us if they would recommend others to act as volunteers, or if they themselves would opt for acting as volunteers in later events. The following 2 statements regarding their future intentions were used, all measured on a 7-point Likert scale where 1 - Totally Disagree, 2 - Disagree, 3 - somewhat Disagree, 4 - Neutral, 5 - somewhat Agree, 6 - Agree, and 7 - Totally Agree:

### Key findings:

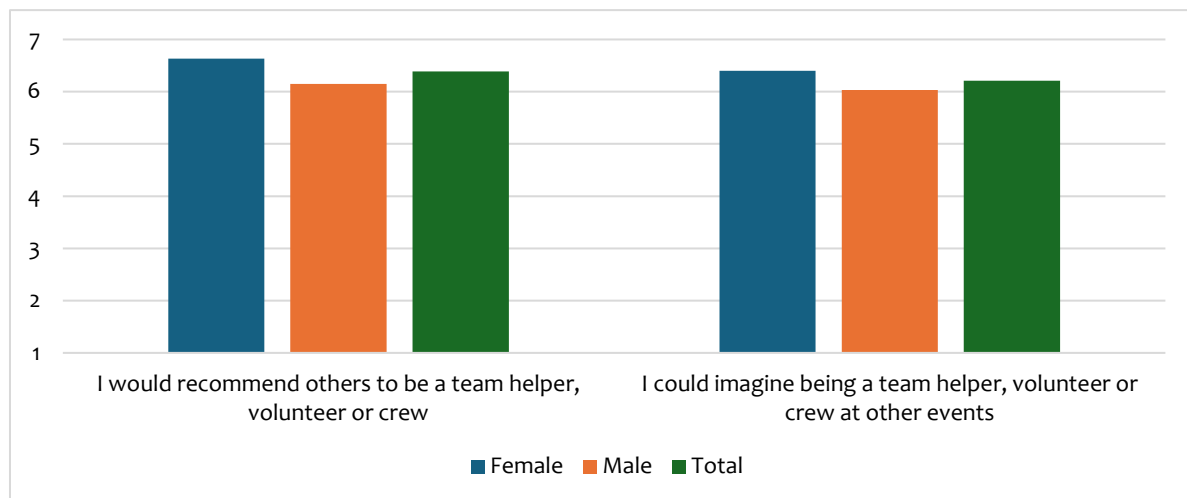
The volunteers agree strongly that they would recommend others to volunteer for similar mega events as ECoC Bodø2024.

They also agree strongly that they themselves would like to re-engage if the opportunity for such arise.

- I would recommend others to be a team helper, volunteer or crew
- I could imagine being a team helper, volunteer or crew at other events

Figure 4.7.1. shows to what extent males and females would recommend others to volunteer or re-engage themselves for similar mega-events as ECoC Bodø2024. The figure shows this the score for males and females as well as the total score. The total score for recommend such to others is between 6 and 7, indicating that they Agree to Totally Agree on this. The total score on the item measuring their own willingness to re-engage is a bit lower, indicating that they Agree on this issue.

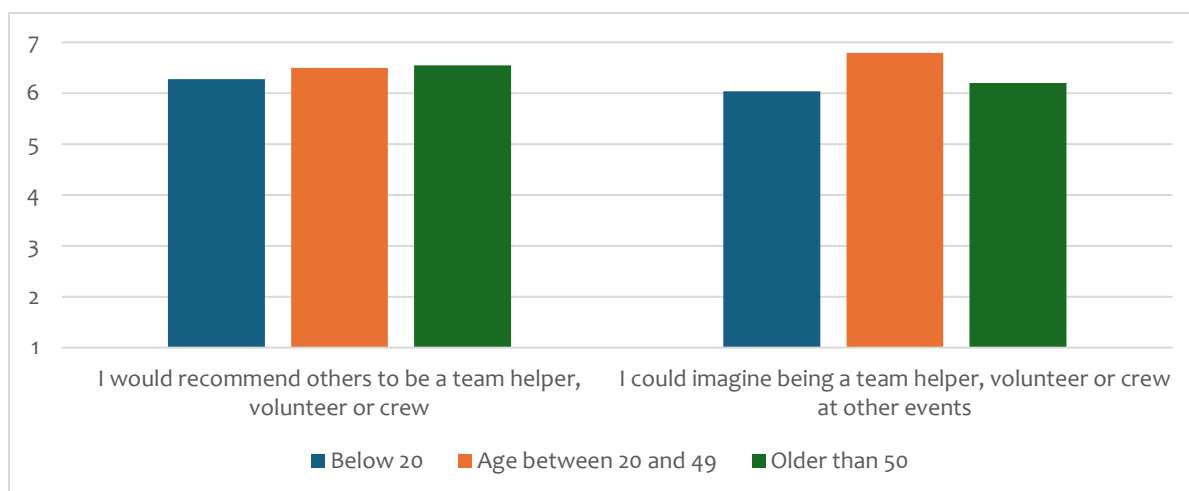
Females seems to be a bit more enthusiastic to these issues than are men.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.7.1. Willingness to recommend volunteering and to re-engage themselves as volunteer: males, females and in total*

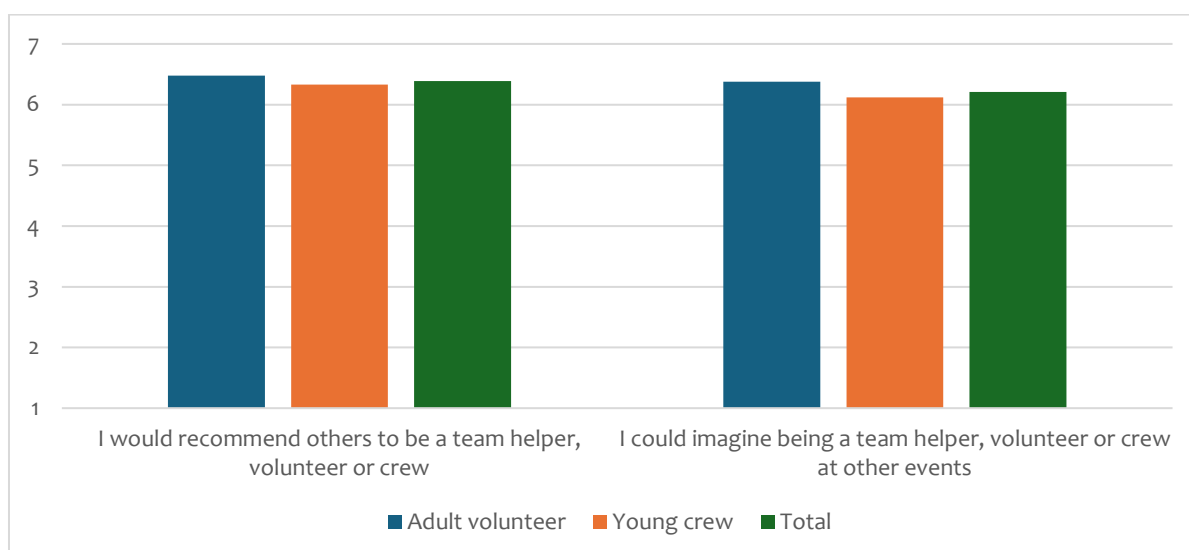
Figure 4.7.2. shows to what extent different age-groups differ in their willingness to invite others or to re-engage themselves to act as volunteers in similar events as the mega-event ECoC Bodø2024. All groups are positive to re-engaging and to recommend others to engage. The older groups seem to be more eager to recommend others to join, than the younger groups. The responders aged between 20 and 49 years old seem to be particularly eager to re-engage.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.7.2. Willingness to recommend volunteering and to re-engage themselves as volunteer: per age-group*

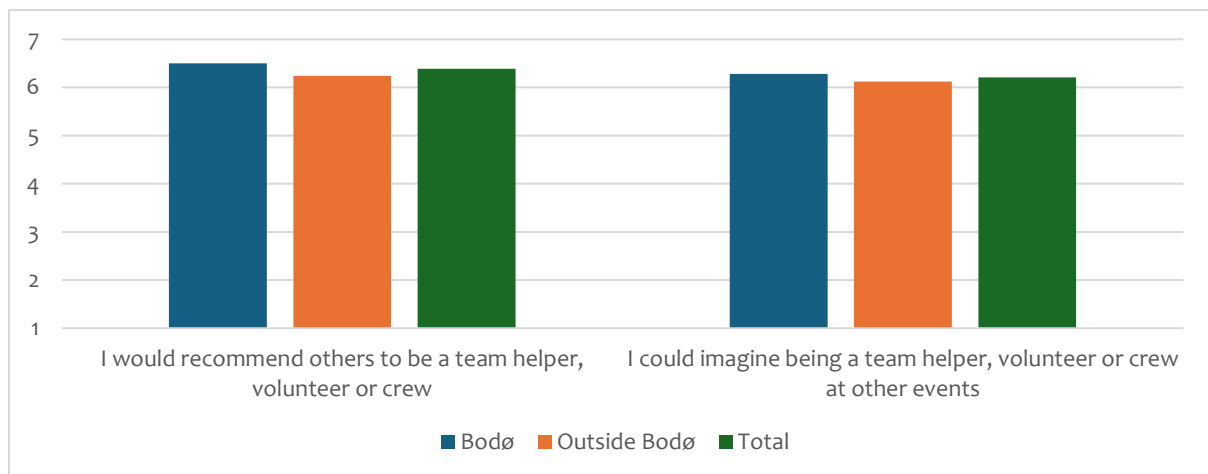
Figure 4.7.3. shows to what extent there are differences between those engaged as Young crew and those engaged as Adult volunteers in their propensity to re-engage or to recommend other to engage. We do not see any differences in this respect among the two groups of volunteers.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.7.3. Willingness to recommend volunteering and to re-engage themselves as volunteer: Adult volunteer versus Young crew*

Figure 4.7.4. shows to what extent there are differences between those residing in Bodø and those residing outside Bodø in their propensity to re-engage or to recommend other to engage. We do not see any differences in this respect among the two groups of volunteers.

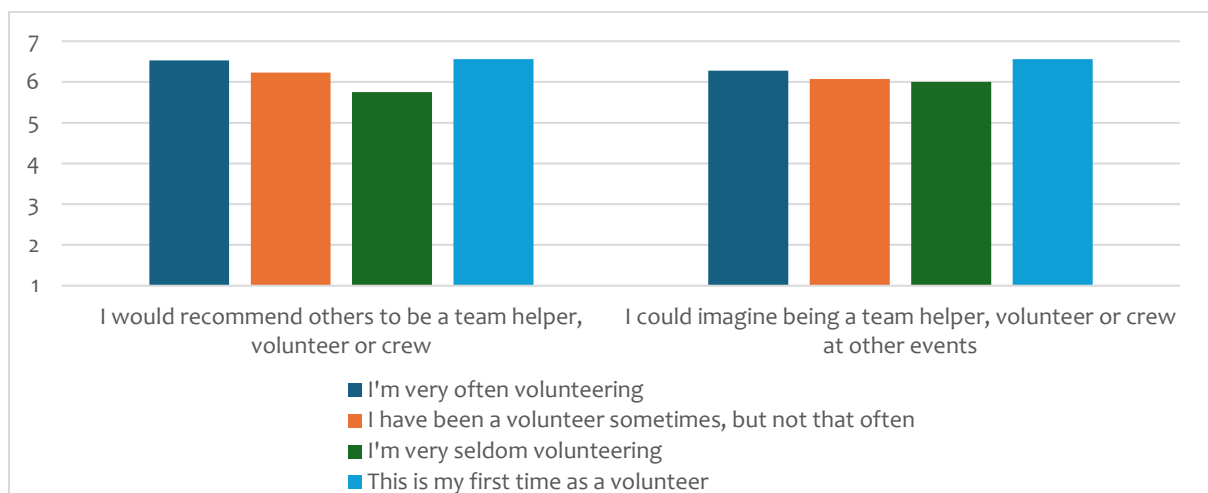


**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.7.4. Willingness to recommend volunteering and to re-engage themselves as volunteer: residing in Bodø versus residing outside Bodø*

Figure 4.7.5. shows to what extent there are differences between those who very often volunteer, those who volunteer sometimes, those who seldom do so, and those who volunteer for the first time by volunteering for ECoC Bodø2024, in their propensity to re-engage or to recommend other to engage. We do not see any differences in this respect among the two groups of volunteers.

We see that the more often one volunteer, the higher propensity it is for to re-engage as volunteer and to recommend other to engage in volunteering. Those who volunteered for the first time by volunteering for ECoC Bodø2024 is as likely to engage again as is those who volunteer often and are highly likely to also recommend others to volunteer.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.7.5. Willingness to recommend volunteering and to re-engage themselves as volunteer: per level of previous volunteering experience*

We see evidence of volunteers wanting to re-engage in the following statements:

- Female, 20 to 49, Young crew, Outside Bodø, been a volunteer sometimes, but not that often, “*I would like to participate more in events, but since I live far away from where cultural offering are provided, it was difficult*”.
- Male, 20 to 49, Adult volunteer, Bodø, first time as a volunteer, “*I really want to visit the volunteer café regularly*”.

## 4.8 Volunteers attendance at art and culture events as audience

We asked the volunteers about how often they attended art and cultural events in an ordinary year, as well as how often they wished to attend the same type of art and cultural events. The following 18 statements regarding their actual behaviour and intentions were used, all measured on a 7-point logarithmic Likert scale where 1 – Never, or almost never, 2 – About 1 time a year, 3 – About 1 time per half-year, 4 – About 1 time per 3 months, 5 – About 1 time per month, 6 – About 2 time per month, and 7 – About 1 time per week or more often.

The following categories of art and cultural events for use and wish for use were applied in this study:

1. Concerts and music festivals with popular music
2. Library
3. Sports/sports events (football, handball, skiing, etc.)
4. Cinema and film screenings
5. Meetings/events or club evenings organized by volunteers’ organizations
6. Offers that engage children and young people in cultural life
7. Theatre and musical performances
8. Museums and historical places
9. Fairs of various kinds (e.g. flea markets, Christmas fairs, sales fairs)
10. Art exhibitions (e.g. painting, drawing, sculpture, textile, photography)
11. Festivals
12. With other performing arts (e.g. authors or comedians)
13. Musical performances with classical music
14. Organized tours, organized trips, nature experiences
15. Ballet/dance performances
16. Faith/life-view meetings
17. Literature, poetry performances, book circles
18. Opera

### Key findings:

All groups want to attend more art and cultural events than they currently do.

The most mentioned art and culture event the volunteers attend, is concerts and music festivals with popular music, library, sports/sports events and cinema and film screenings. This they attend attends a bit less than about 1 time per 3 months, they wish to be able to do so a bit more than about 1 time per 3 months.

The least attended art and culture events the volunteer attend, is ballet/dance performances, faith/life-view meetings, literature, poetry, book circles), or opera. This they attend less than 1 time a year. They wish to be able to do so about 1 time a year.

The largest deviation between what the volunteers currently does, and what they want is that females want more organized tours, organized trips or nature experiences, males want to attend more festivals, those younger than 20 years old want more concerts and music festivals with popular music, the middle aged (20-49) also wished more of the same as the females and the young ones. The older ones attend the art and culture events they wish for.

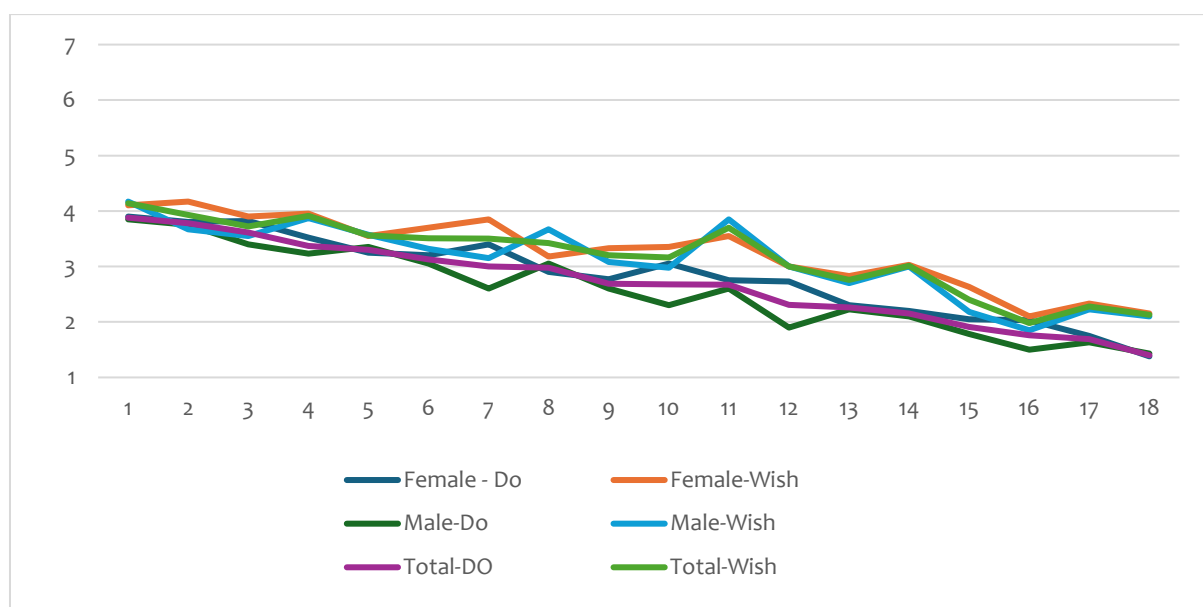
Those residing outside Bodø follow the average pattern of art and culture event consumption as those residing in Bodø. Those residing outside Bodø wish for more festivals.

The group of volunteers that volunteer often would like to attend more art and cultural events and ask for a variety of such. Those volunteering sometimes are satisfied with their attendance to art and cultural events.

Figure 4.8.1. shows to what extent males and females reports to attend and wish to attend different types of art and culture related events during a normal year. The x-axis engages different types of art and cultural events, the number relates to a given type of art or cultural event, see legend explanation below the figure. The y-axis expresses how often such events are attended by the respondents. The higher up in the graph, the more often the event is attended/wished to be attended during a normal year. The activities are sorted such that the most attended events are to the left in the graph.

The figure shows that male volunteers and female volunteers to a large extent enjoys the same type of art and cultural events to the same degree. We see that the female volunteers wish to attend more art and cultural events than they actually attend. The largest deviation is for activity 14-organized tours. Females do this about 1 time a year (score 2.2) and wish to do so twice as often, i.e. about 1 time per half year (score 3.0). They are happy with their once-a-year attendance to faith and life-view meetings (score for do=2.0 and wish=2.1). The most popular activity is attending events 1-Concerts and music festivals with popular music, 2-Library, 3-Sports/sports events (e.g. football, handball, skiing, etc.), and 4-Cinema and film screenings, all about 4, i.e. attending about 1 time per month.

Males are also mostly attending events as 1-Concerts and music festivals with popular music, 2-Library, 3-Sports/sports events (e.g. football, handball, skiing, etc.), and 4-Cinema and film screenings, i.e. attending about 1 time per month (all scores about 4). The highest deviation is for category 11-Festivals where males attend 1-2 times a year (score 2.6) and wish to attend 3 times a year (score 3.9).



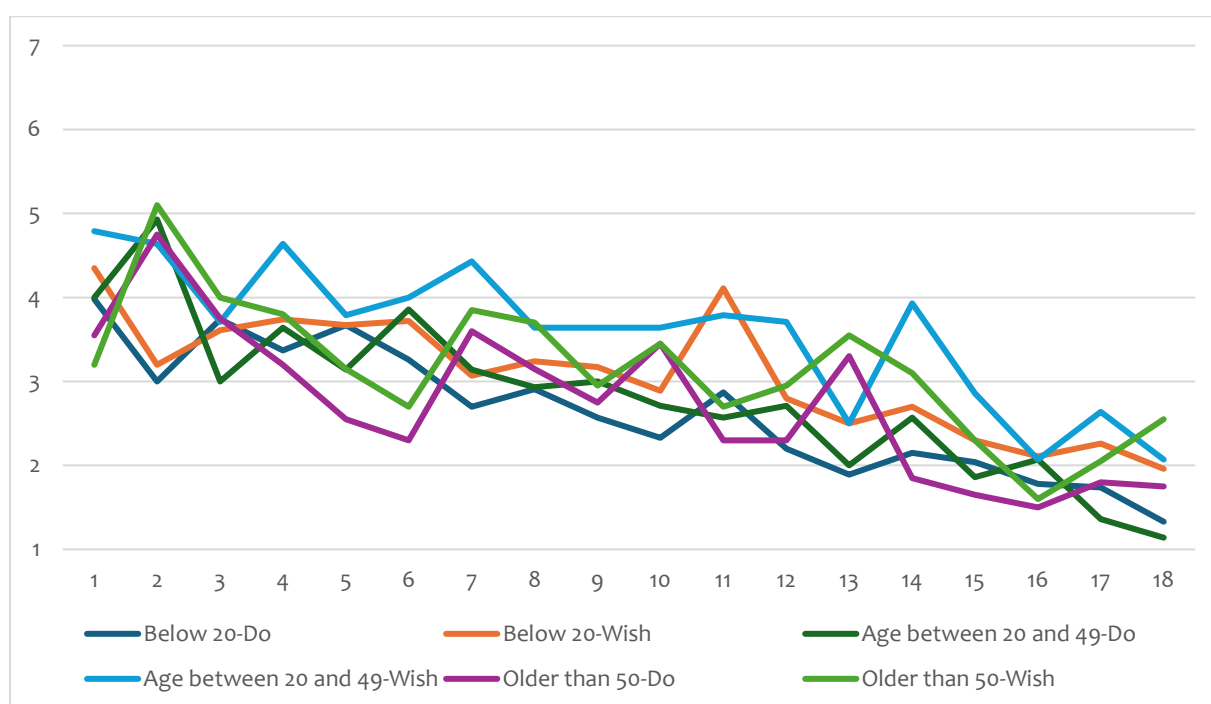
**Note:** The respondent was asked: How often do you attend/wish to attend the following art and cultural events during a normal year, where 1 – Never, or almost never, 2 – About 1 time a year, 3 – About 1 time per half-year, 4 – About 1 time per 3 months, 5 - About 1 time per month, 6 - About 2 time per month, and 7 – About 1 time per week or more often.

*Figure 4.8.1. Volunteers' attendance and wished for attendance in art and cultural events: males, females and in total*

**Legend x-axis:** 1-Concerts and music festivals with popular music, 2-Library, 3-Sports/sports events (e.g. football, handball, skiing, etc.), 4-Cinema and film screenings, 5-Meetings/events or club evenings organized by volunteers organizations,

6-Offers that engage children and young people in cultural life, 7-Theatre and musical performances, 8-Museums and historical places, 9-Fairs of various kinds (e.g. flea markets, Christmas fairs, sales fairs), 10-Art exhibitions (e.g. painting, drawing, sculpture, textile, photography), 11-Festivals, 12-Performances with other performing arts (e.g. authors or comedians), 13-Musical performances with classical music, 14-Organized tours, organized trips or nature experiences, 15-Ballet/dance performances, 16-Faith/life-view meetings, 17-Literature, poetry or poetry performances, book circles), 18-Opera

Figure 4.8.2. shows to what extent different age-groups reports to attend and wish to attend different types of art and culture related events during a normal year. The x-axis engages different types of art and cultural events, the number relates to a given type of art or cultural event, see legend explanation below the figure. The y-axis expresses how often such events are attended by the respondents. The higher up in the graph, the more often the event is attended/wished to be attended during a normal year. The activities are sorted such that the most attended events are to the left in the graph.



**Note:** The respondent was asked: How often do you attend/wish to attend the following art and cultural events during a normal year, where 1 – Never, or almost never, 2 – About 1 time a year, 3 – About 1 time per half-year, 4 – About 1 time per 3 months, 5 - About 1 time per month, 6 - About 2 time per month, and 7 – About 1 time per week or more often.

Figure 4.8.2. Volunteers' attendance and wished for attendance in art and cultural events: per age-group

**Legend x-axis:** 1-Concerts and music festivals with popular music, 2-Library, 3-Sports/sports events (e.g. football, handball, skiing, etc.), 4-Cinema and film screenings, 5-Meetings/events or club evenings organized by volunteers organizations, 6-Offers that engage children and young people in cultural life, 7-Theatre and musical performances, 8-Museums and historical places, 9-Fairs of various kinds (e.g. flea markets, Christmas fairs, sales fairs), 10-Art exhibitions (e.g. painting, drawing, sculpture, textile, photography), 11-Festivals, 12-Performances with other performing arts (e.g. authors or comedians), 13-Musical performances with classical music, 14-Organized tours, organized trips or nature experiences, 15-Ballet/dance performances, 16-Faith/life-view meetings, 17-Literature, poetry or poetry performances, book circles), 18-Opera

We see differences in these aspects between the age groups. The young ones aged below 20 years old are keen on going to 1-Concerts and music festivals with popular music, they do this about 1

time per 3 months (score 4.0), and wish to do so a bit more often (score 4.4). They do not want to visit the library as much as the average volunteer, they think about 1 time per half year is enough (score do=3, wish=3.2).

The young ones are a bit less fond of 10-Art exhibitions (e.g. painting, drawing, sculpture, textile, photography) (score 2.3 = about 1 time a year), 12-Performances with other performing arts (e.g. authors or comedians) (score 2.2 = about 1 time a year), and 13-Musical performances with classical music (score 1.9 = about 1 time a year), than are the average volunteer.

The volunteers aged between 20 and 49 show the largest deviation between what they do and what they want to do. The deviation is 0.8, while the average deviation is 0.5. This implies that this age-group would like to attend much more art and cultural events than they do at present. The largest deviation is for 11-Festivals, 12-Performances with other performing arts (e.g. authors or comedians), and 14-Organized tours, organized trips or nature experiences. The score for do and wish is the same for 6-Offers that engage children and young people in cultural life, indicating a saturation for such events.

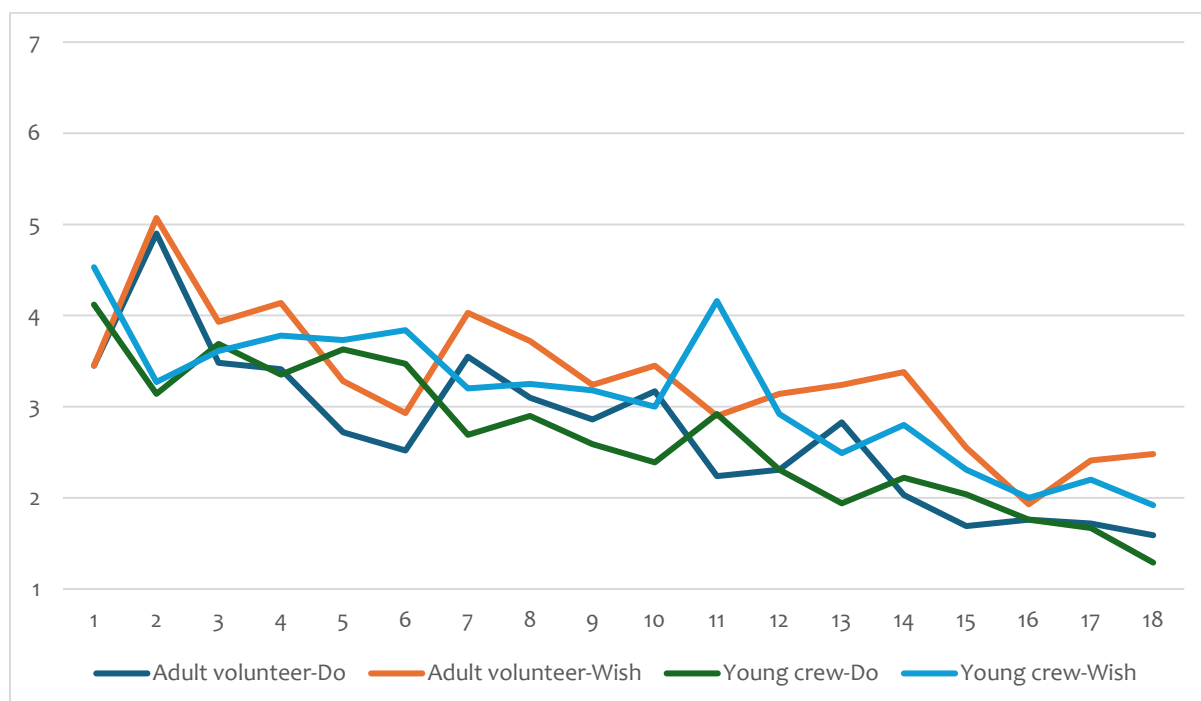
The volunteers older than 50 to a large extent score the same for do and wish, indicating that they are able to attend those events they want to attend. The event types they even so could wish to attend more is 14-Organized tours, organized trips or nature experiences, 15-Ballet/dance performances, and 18-Opera. They do this never, or almost never, and could wish to attend about 1 time a year. They attend less often than the average volunteer for 4-Cinema and film screenings, 5-Meetings/events or club evenings organized by volunteers' organizations, and 6-Offers that engage children and young people in cultural life.

Figure 4.8.3. shows to what extent Adult volunteer and Young crew reports to attend and wish to attend different types of art and culture related events during a normal year. The x-axis engages different types of art and cultural events, the number relates to a given type of art or cultural event, see legend explanation below the figure. The y-axis expresses how often such events are attended by the respondents. The higher up in the graph, the more often the event is attended/wished to be attended during a normal year. The activities are sorted such that the most attended events are to the left in the graph.

We see that the adult volunteers do and wish to attend 1-Concerts and music festivals with popular music between 1 time a half-year and 1 time per 3 months. They also go to the 2-library as much as they want, about 1 time per month. They attend 6-Offers that engage children and young people in cultural life, less than the average volunteer. They wish to attend 14-Organized tours, organized trips or nature experiences, 15-Ballet/dance performances, 17-Literature, poetry or poetry performances, book circles), and 18-Opera, more than they do presently. The largest deviation between what they do and what they wish to do relates to 14-Organized tours, organized trips or nature experiences. This they do about 1 time a year (score 2.0) and wish to do between 1 time every half year and 1 time every 3<sup>rd</sup> month (score 3.4).

The Young crew to a large extent does as they wish regarding how often they attend different art and cultural events. The largest deviation for this group is that they wish to attend 11-Festivals more than about 1 time per 3<sup>rd</sup> month (score 4.2) but only attend such about 1 per half year (score 2.9). The Young crew attends 1-Concerts and music festivals with popular music, more often than do the ordinary volunteer, they attend such between 1 per 3 month and 1 per month. On the other hand,

2-Library, is more seldom visited by the Young crew than the ordinary volunteers. The young crew visit 2-Library between 1 time per half-year and about 1 time per 3 months (score 4.1).



**Note:** The respondent was asked: How often do you attend/wish to attend the following art and cultural events during a normal year, where 1 – Never, or almost never, 2 – About 1 time a year, 3 – About 1 time per half-year, 4 – About 1 time per 3 months, 5 - About 1 time per month, 6 - About 2 time per month, and 7 – About 1 time per week or more often.

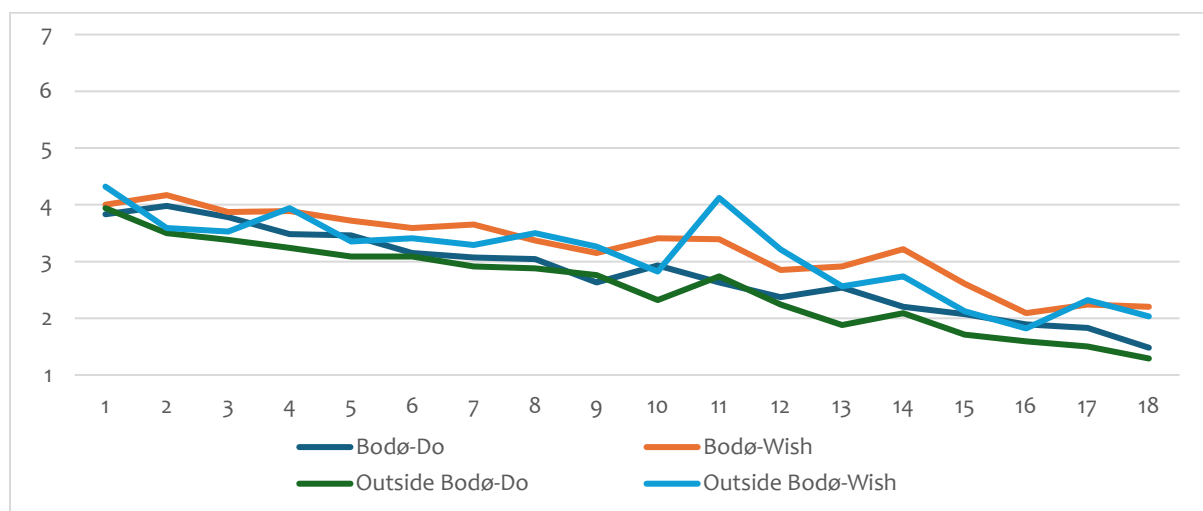
Figure 4.8.3. Volunteers' attendance and wished for attendance in art and cultural events: Adult volunteer versus Young crew

**Legend x-axis:** 1-Concerts and music festivals with popular music, 2-Library, 3-Sports/sports events (e.g. football, handball, skiing, etc.), 4-Cinema and film screenings, 5-Meetings/events or club evenings organized by volunteers organizations, 6-Offers that engage children and young people in cultural life, 7-Theatre and musical performances, 8-Museums and historical places, 9-Fairs of various kinds (e.g. flea markets, Christmas fairs, sales fairs), 10-Art exhibitions (e.g. painting, drawing, sculpture, textile, photography), 11-Festivals, 12-Performances with other performing arts (e.g. authors or comedians), 13-Musical performances with classical music, 14-Organized tours, organized trips or nature experiences, 15-Ballet/dance performances, 16-Faith/life-view meetings, 17-Literature, poetry or poetry performances, book circles), 18-Opera

Figure 4.8.4. shows to what extent those residing in Bodø and those residing outside Bodø reports to attend and wish to attend different types of art and culture related events during a normal year. The x-axis engages different types of art and cultural events, the number relates to a given type of art or cultural event, see legend explanation below the figure. The y-axis expresses how often such events are attended by the respondents. The higher up in the graph, the more often the event is attended/wished to be attended during a normal year. The activities are sorted such that the most attended events are to the left in the graph.

The figure shows that those living in Bodø to a great extent attend the art and cultural events they wish to attend. The only deviation to mention is for 14-Organized tours, organized trips or nature experiences, where they do so about 1 time a year (score 2.2), and wish to do so about 1 time per half-year (score 3.3). Those residing outside Bodø also follow the average pattern of art and culture

event consumption. The deviation to mention for this group is 11-Festivals, this group attend such a bit less than 1 time per half-year (score 2.7) and wish to do so about 1 time per 3 month (score 4.1).



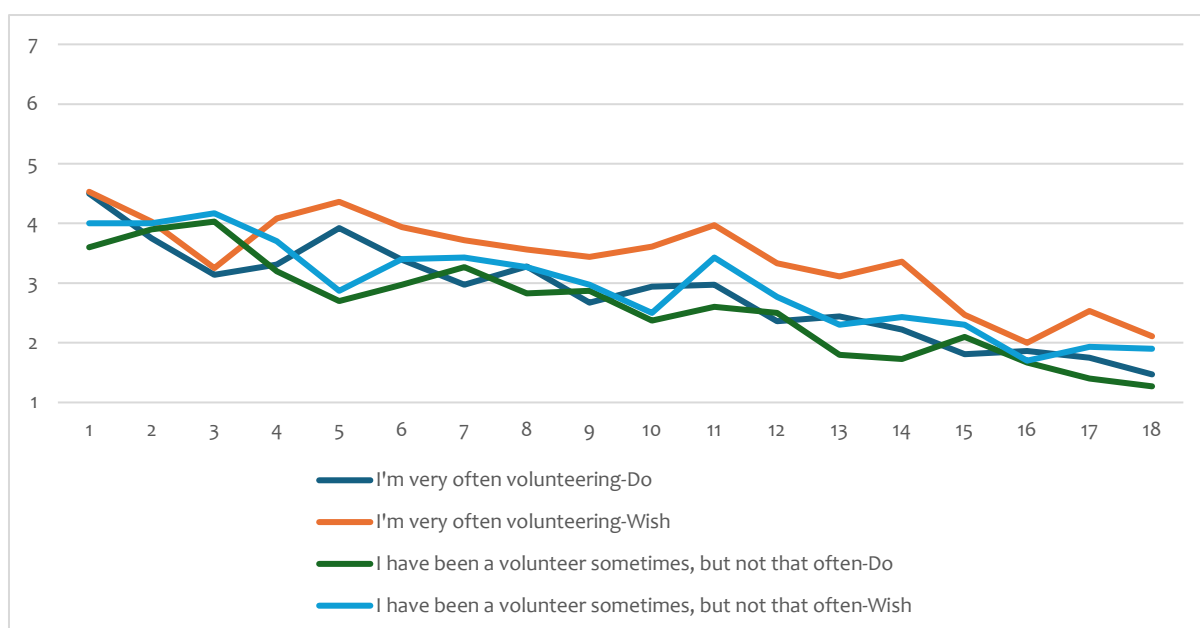
**Note:** The respondent was asked: How often do you attend/wish to attend the following art and cultural events during a normal year, where 1 – Never, or almost never, 2 – About 1 time a year, 3 – About 1 time per half-year, 4 – About 1 time per 3 months, 5 - About 1 time per month, 6 - About 2 time per month, and 7 – About 1 time per week or more often.

*Figure 4.8.4. Volunteers' attendance and wished for attendance in art and cultural events: residing in Bodø versus residing outside Bodø*

**Legend x-axis:** 1-Concerts and music festivals with popular music, 2-Library, 3-Sports/sports events (e.g. football, handball, skiing, etc.), 4-Cinema and film screenings, 5-Meetings/events or club evenings organized by volunteers organizations, 6-Offers that engage children and young people in cultural life, 7-Theatre and musical performances, 8-Museums and historical places, 9-Fairs of various kinds (e.g. flea markets, Christmas fairs, sales fairs), 10-Art exhibitions (e.g. painting, drawing, sculpture, textile, photography), 11-Festivals, 12-Performances with other performing arts (e.g. authors or comedians), 13-Musical performances with classical music, 14-Organized tours, organized trips or nature experiences, 15-Ballet/dance performances, 16-Faith/life-view meetings, 17-Literature, poetry or poetry performances, book circles), 18-Opera

Figure 4.8.5. shows to what extent differences in previous volunteering experience how the volunteer reports to attend and wish to attend different types of art and culture related events during a normal year. The x-axis engages different types of art and cultural events, the number relates to a given type of art or cultural event, see legend explanation below the figure. The y-axis expresses how often such events are attended by the respondents. The higher up in the graph, the more often the event is attended/wished to be attended during a normal year. The activities are sorted such that the mot attended events are to the left in the graph.

The response rate among those who volunteer seldom, or for the first time, is too low for to generate meaningful comparisons with the groups that volunteer often or who volunteer sometimes. Hence, these groups are omitted from the analysis.



**Note:** The respondent was asked: How often do you attend/wish to attend the following art and cultural events during a normal year, where 1 – Never, or almost never, 2 – About 1 time a year, 3 – About 1 time per half-year, 4 – About 1 time per 3 months, 5 - About 1 time per month, 6 - About 2 time per month, and 7 – About 1 time per week or more often.

*Figure 4.8.5. Volunteers' attendance and wished for attendance in art and cultural events: per level of previous volunteering experience*

**Legend x-axis:** 1-Concerts and music festivals with popular music, 2-Library, 3-Sports/sports events (e.g. football, handball, skiing, etc.), 4-Cinema and film screenings, 5-Meetings/events or club evenings organized by volunteers organizations, 6-Offers that engage children and young people in cultural life, 7-Theatre and musical performances, 8-Museums and historical places, 9-Fairs of various kinds (e.g. flea markets, Christmas fairs, sales fairs), 10-Art exhibitions (e.g. painting, drawing, sculpture, textile, photography), 11-Festivals, 12-Performances with other performing arts (e.g. authors or comedians), 13-Musical performances with classical music, 14-Organized tours, organized trips or nature experiences, 15-Ballet/dance performances, 16-Faith/life-view meetings, 17-Literature, poetry or poetry performances, book circles), 18-Opera

We see that the group of volunteers that volunteer often would like to attend more often to 9-Fairs of various kinds (e.g. flea markets, Christmas fairs, sales fairs), 10-Art exhibitions (e.g. painting, drawing, sculpture, textile, photography), 11-Festivals, 12-Performances with other performing arts (e.g. authors or comedians), 13-Musical performances with classical music, 14-Organized tours, organized trips or nature experiences, 15-Ballet/dance performances, 17-Literature, poetry or poetry performances, book circles), and 18-Opera. They are satisfied with their level of activity regarding 1-Concerts and music festivals with popular music, 2-Library, and 3-Sports/sports events (e.g. football, handball, skiing, etc.).

The findings show that the group of volunteers that report to volunteer sometimes, basically are satisfied with their level of attendance. They could wish for more 11-Festivals, they do this between about 1 time a year and about 1 time per half-year (score 2.6), and could wish for between 1 time per half-year and 1 time every 3<sup>rd</sup> month (score 3.4). They could also wish for more 17-Literature, poetry or poetry performances, book circles), and 18-Opera, they do this close to never (score 1.3) and wish to do so about 1 time a year (score 1.9).

One of the volunteers wanted more art and cultural offerings fitted for the young:

- Female, younger than 20. Young crew, Bodø, been a volunteer sometimes, but not that often, “There were many events, but I don't think there were enough that were of great interest to all young people in Bodø”.

## 4.9 Volunteers reasons for attending to art and culture as audience and participators

We also asked the volunteers to inform us reasons for attending art and culture events. The following 8 statements regarding their reasons were used, all measured on a 7-point Likert scale where 1 - Totally Disagree, 2 - Disagree, 3 - somewhat Disagree, 4 - Neutral, 5 - somewhat Agree, 6 - Agree, and 7 - Totally Agree. The items used:

- To have fun and enjoy myself
- To spend time with friends / family
- Because it gives me a community
- To see/ experience a specific performer/ artist/ group
- It gives me new perspectives
- It feels good and beautiful
- It is educational and developing
- Because I am interested in art and culture

### Key findings:

Volunteers report that the strongest reason for to attend art and culture events is to have fun, enjoy themselves and to be with friends and family.

Females more often than men emphasize an interest in art and culture as a reason for attending such events.

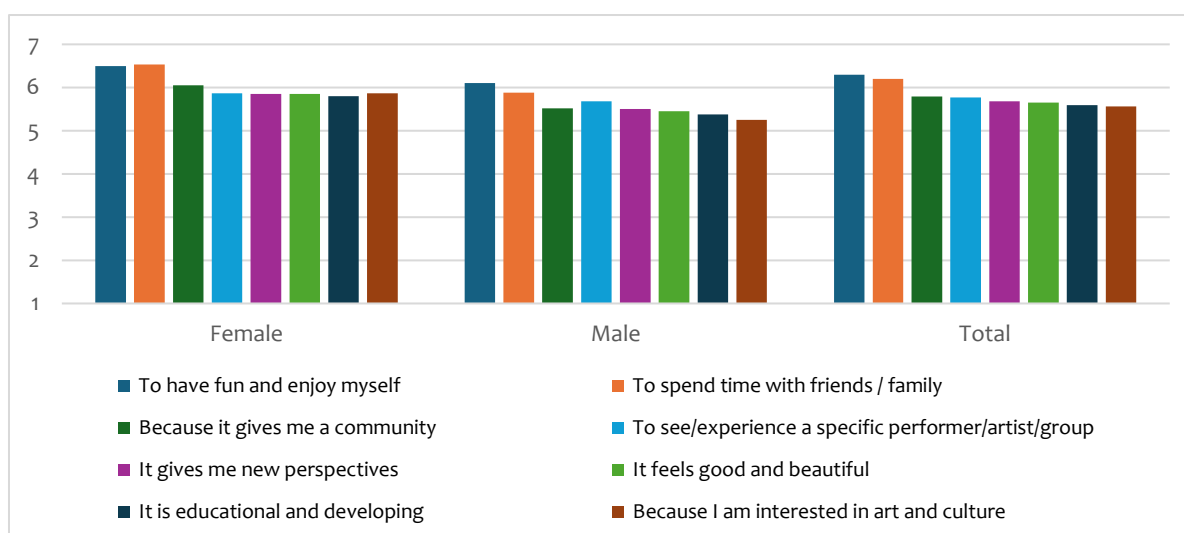
To have fun, enjoy themselves and to be with friends and family, is particularly important for volunteers aged below 20 years old for to attend art and cultural events as participators or spectators.

The emphasize on an interest in art and culture as a reason for attending such events, increases with age.

There are no regional differences in pattern and levels of reasons for attending art and cultural events.

We investigate the reasons for attending art and cultural events as this might influence their choice for engaging as volunteer for ECoC Bodø2024. This insight might indicate what the volunteer seeks to gain in the ECoC Bodø2024 - volunteer relationship.

Figure 4.9.1. shows how the 40 females and 40 males differ in what they reported as reasons for attending art and cultural events. We see that the reasons the respondents were most agree on regarding attending art and cultural events, was to have fun and to enjoy themselves, and to spend time with friends and family. The reason least acknowledged was an interest in art and culture. Females tend to score higher than do males on alle items, but particularly on the item addressing their interests for art and culture.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.9.1. Reasons for attending art and cultural events: males, females and in total*

Figure 4.9.2. shows how the Adult volunteer and the Young crew differ in what they reported as reasons for attending art and cultural events. The Adult volunteers seem to attend art and culture due to an interest in art and culture, while the Young crew more emphasise to have fun and to enjoy themselves, and to spend time with family and friends, as reasons for attending art and culture events.

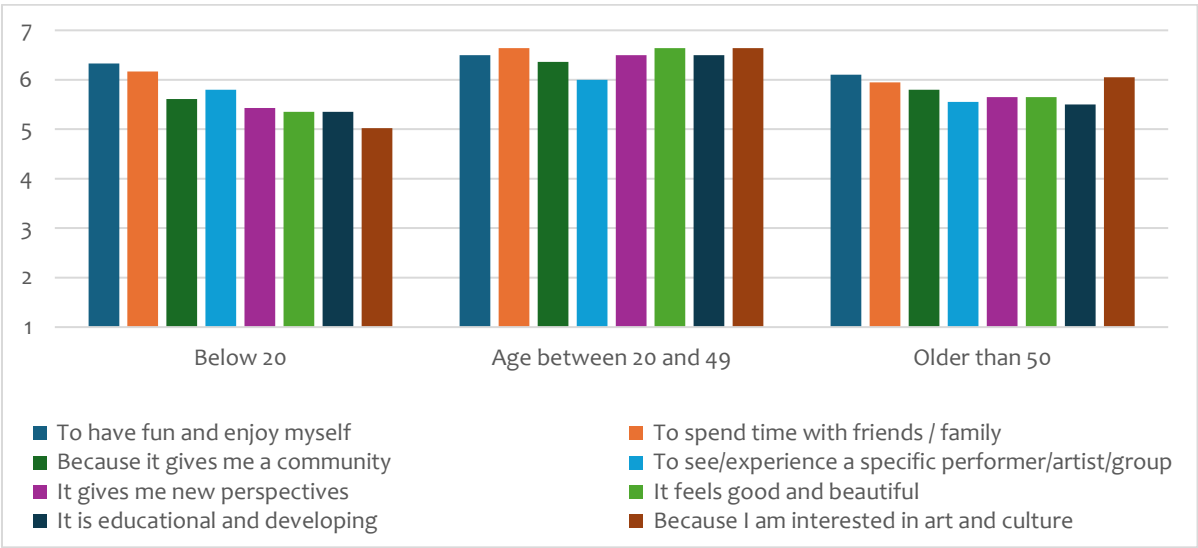


**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.9.2. Reasons for attending art and cultural events: Adult volunteer versus Young crew*

Figure 4.9.3. shows how the age-groups differ in what they reported as reasons for attending art and cultural events. Here again we see that the young emphasise to have fun and to enjoy themselves, and to spend time with family and friends, as reasons for attending art and culture events. They to a lesser extent agree that they attend art and cultural events due to their genuine interest in art and culture. Those aged between 20 and 49 seems to have a multitude of reasons for attending art and culture events. Those older the 50 seems to attend art and culture events both

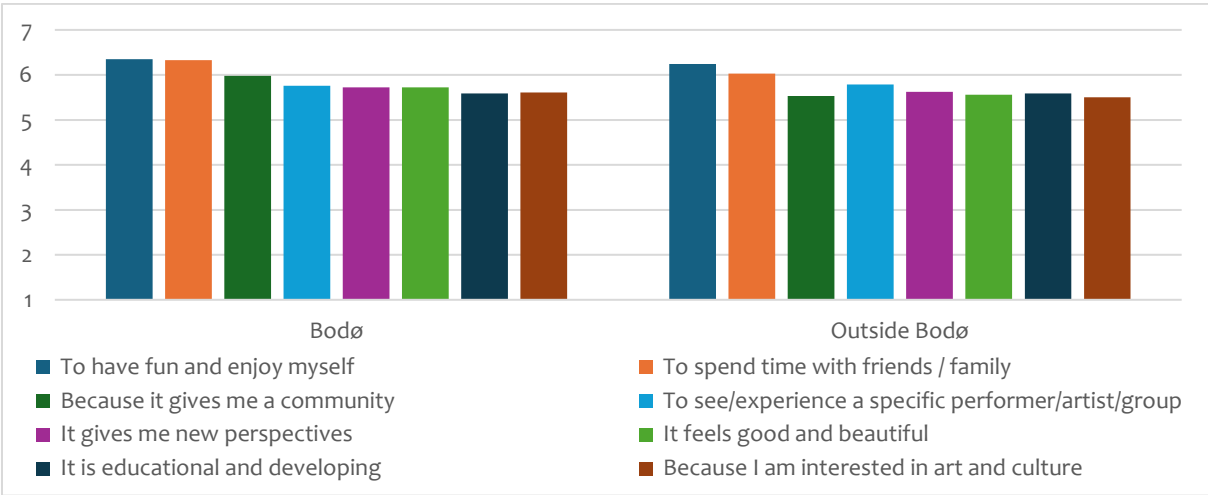
as they are genuinely interested in art and culture, and as a means for to have fun and to enjoy themselves, and to spend time with family and friends.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

Figure 4.9.3. Reasons for attending art and cultural events: per age-group

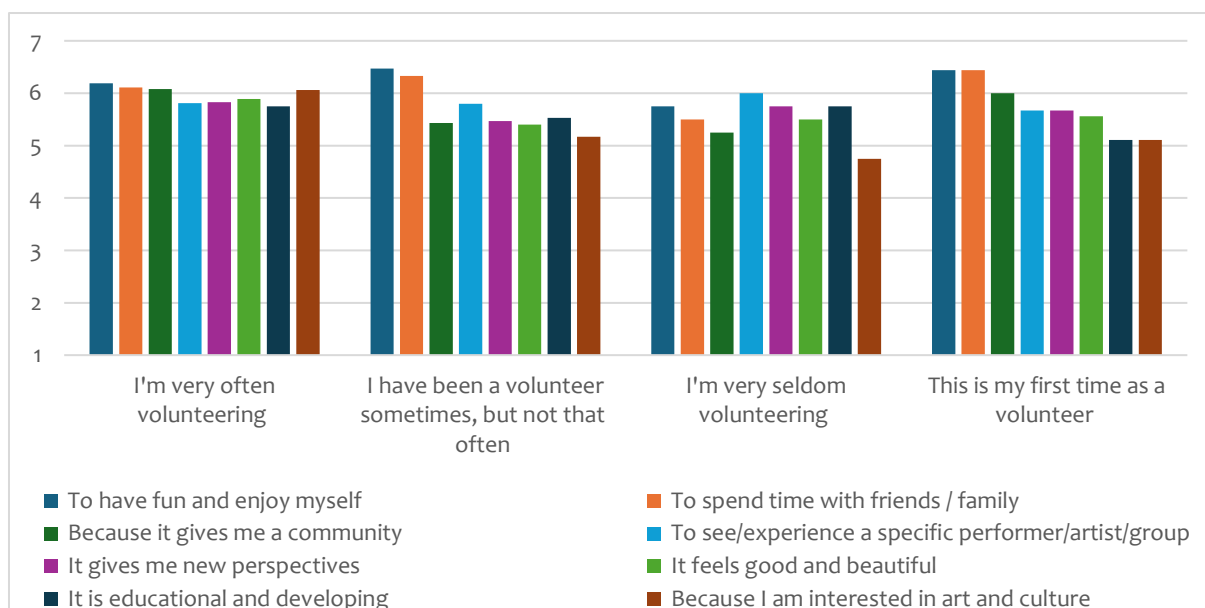
Figure 4.9.4. shows how those residing in Bodø and outside Bodø differ in what they reported as reasons for attending art and cultural events. We do not see differences in the reasons for attending art and culture due to place of residency.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

Figure 4.9.4. Reasons for attending art and cultural events: residency Bodø versus outside Bodø

Figure 4.9.5. shows how level of previous volunteering experience differs in what they reported as reasons for attending art and cultural events. Those who very often volunteer is those who most agree that they attend art and culture events because they are interested in art and culture. Those who volunteer sometimes and those new to volunteering attend art and culture events mostly as a means to have fun and to enjoy themselves, and to spend time with family and friends.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

Figure 4.9.5. Reasons for attending art and cultural events: per level of previous volunteering experience

## 4.10 The volunteer satisfaction with their home municipality

The main goal of ECoC Bodø2024 is to instigate a want to stay, work and live in Bodø. We then asked the volunteers to inform us regarding their satisfaction with living in their home municipality. The following 6 statements regarding their reasons were used, all measured on a 7-point Likert scale where 1 - Totally Disagree, 2 - Disagree, 3 - somewhat Disagree, 4 - Neutral, 5 - somewhat Agree, 6 - Agree, and 7 - Totally Agree. The items used:

- I am satisfied with the cultural life in the municipality where I live
- Overall, I am satisfied with living in my municipality
- I am interested in what is happening in my hometown
- ECoC Bodø2024 is a good investment
- ECoC Bodø2024 concerns me
- I intend to move to another municipality within the next 3 years

### Key findings:

The volunteers are satisfied with the cultural life in their home-municipality, they are satisfied with living in their home-municipality, and they are interested in what is going on in their home-municipality/hometown.

Females are more satisfied and interested than are males.

The satisfaction and interest increase with age.

Residents in Bodø are more satisfied and interested than those residing outside Bodø.

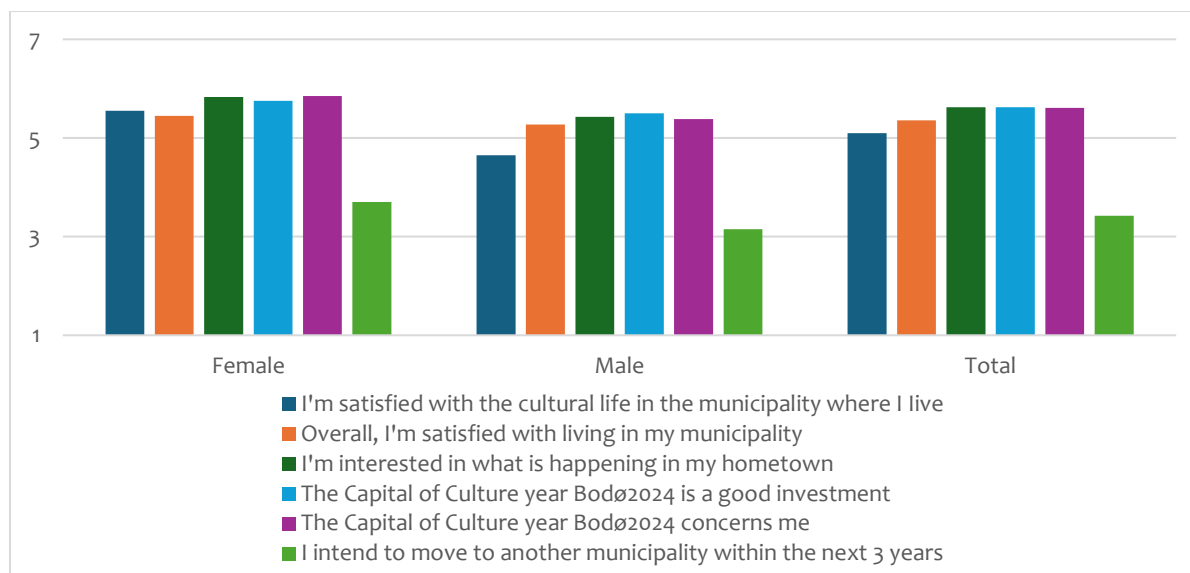
The volunteers agree that ECoC Bodø2024 was a good investment and that ECoC Bodø2024 concerns them.

The volunteers aged below 20 years and those older than 50 years, are more agree that ECoC Bodø2024 was a good investment and that ECoC Bodø2024 concerns, than those between 20 and 49 years old.

The intention to move to another municipality within the next 3 years is low and falls by age. Those aged below 20 years old, are neutral of weakly positive to the idea of moving.

Figure 4.10.1. shows how the 40 females and 40 males differ in their satisfaction with their home-municipality.

We see that overall, females and males are satisfied with the cultural life in their home-municipality, they are satisfied with living in their home-municipality, and they are interested in what is going on in their home-municipality/hometown. They also agree to somewhat agree that ECoC Bodø2024 was a good investment and that it concerns them. Females are a bit more satisfied than are males but are still more likely to move to another municipality within the next 3 years.

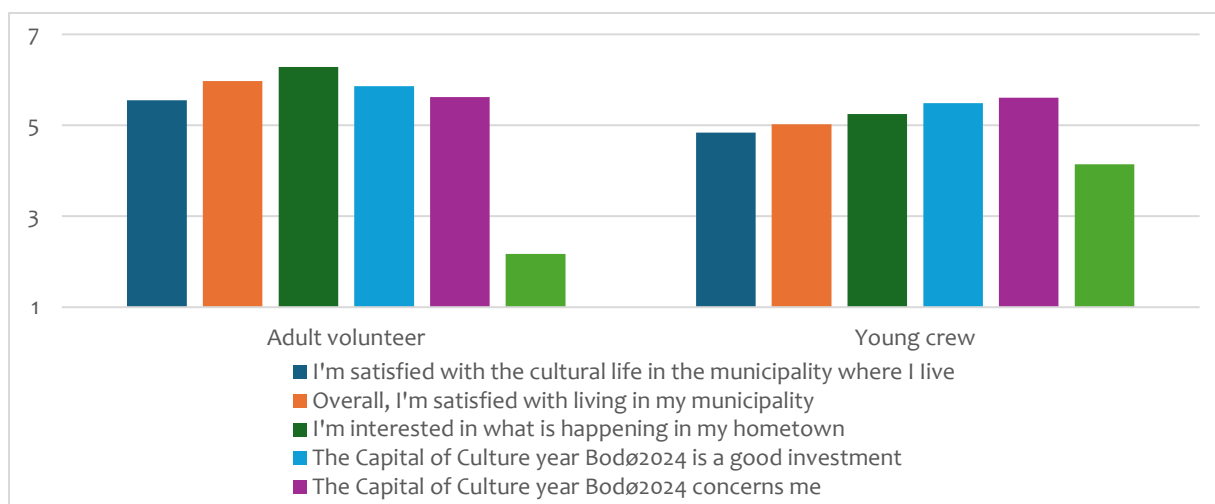


**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.10.1. Satisfaction with home-municipality: males, females and in total*

Figure 4.10.2. shows how the Adult volunteer and the Young crew differ in their satisfaction with their home-municipality.

We see that Adult volunteers are more satisfied with the cultural life in their home-municipality than are the Young crew. This is also so regarding how satisfied they are with living in their home-municipality and to what extent they are interested in what is going on there. The Adult volunteer and the Young crew show the same opinion and concern for ECoC Bodø2024, they agree to somewhat agree that it concerns them and that it was a good investment. The Young crew are much more likely to move to another municipality than are the Adult volunteers.

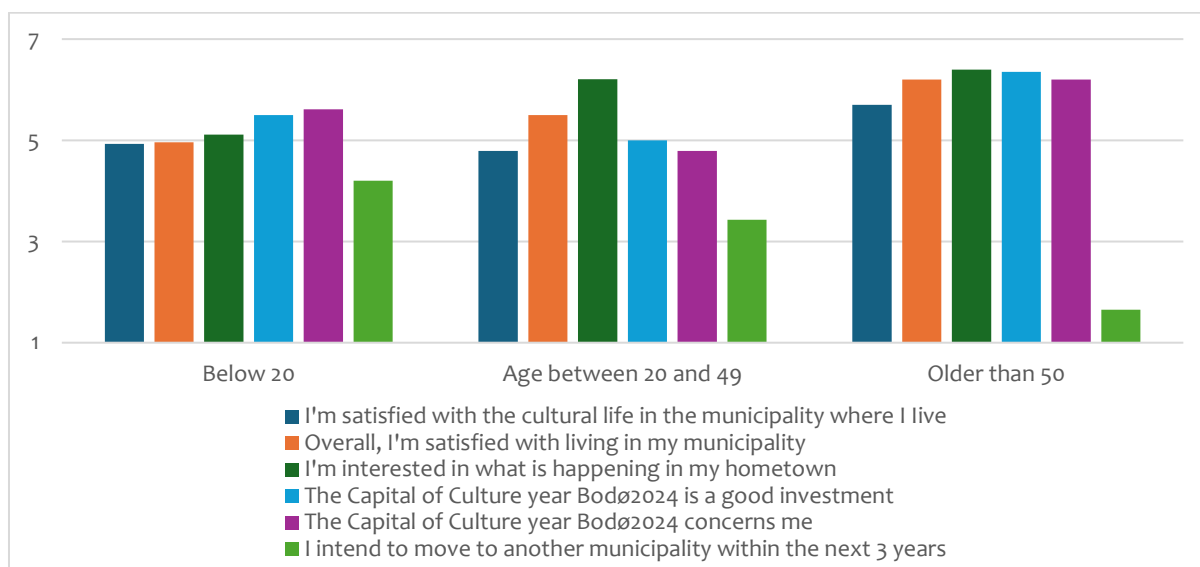


**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.10.2. Satisfaction with home-municipality: Adult volunteer and the Young crew*

Figure 4.10.3. shows how the age-groups differ in their satisfaction with their home-municipality.

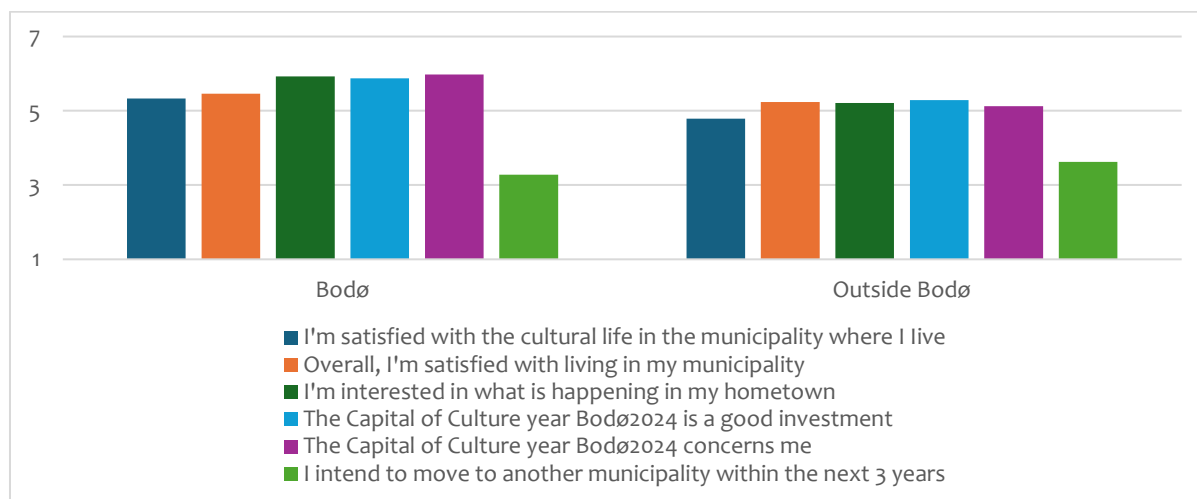
The findings show that those below 20 and those between 20 and 49 somewhat agree that they are satisfied with the cultural life in their home-municipality, while those older than 50 years old are more satisfied with the cultural life in their municipality. It seems as if the older the volunteer is, the more satisfied are they with living in their home-municipality. It also seems as if it is the oldest volunteers, those older than 50 years old, that show the most interest in what is happening in their hometown/home-municipality. The age-group between 20 and 49 years to a lesser degree agree that ECoC Bodø2024 was a good investment and that ECoC Bodø2024 concerns them. Those aged below 20 reports to be neutral to the statement “I intend to move to another municipality within the next 3 years”, while those aged between 20 and 49 somewhat disagree to this. Those aged 50 and older seems to have no intentions to move to another municipality.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.10.3. Satisfaction with home-municipality: per age-group*

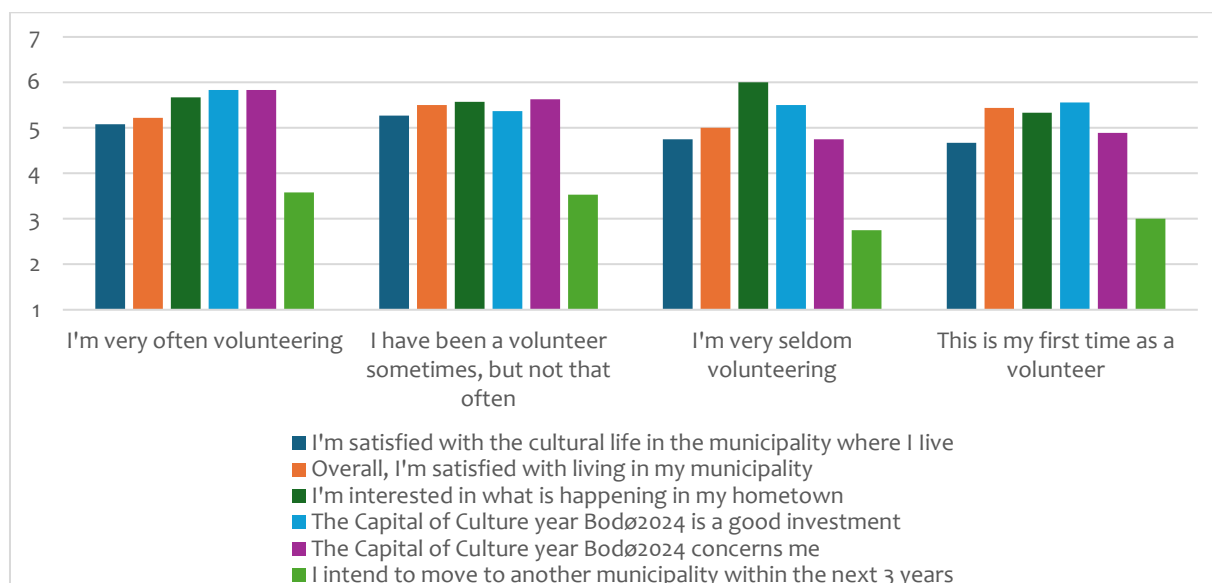
Figure 4.10.4. shows how those residing in Bodø and those residing outside Bodø differ in their satisfaction with their home-municipality. We see that those residing somewhere else than Bodø might report a bit lower satisfaction with the cultural life in their home-municipality than did those residing in Bodø. Even, so both groups are equally satisfied with living in their municipality. Those residing outside Bodø to a lesser extent agree that ECoC Bodø2024 was a good investment and that ECoC Bodø2024 concerns them. Those living outside Bodø might be a bit more tempted move to another municipality within the next 3 years.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

Figure 4.10.4. Satisfaction with home-municipality: residing in Bodø and residing outside Bodø

Figure 4.10.5. shows how the level of previous volunteering experience differs in their satisfaction with their home-municipality. We see only minor differences in satisfaction with the cultural life at home-municipality, and satisfaction with living in one's home-municipality with respect to the volunteers previous volunteering experience.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

Figure 4.10.5. Satisfaction with home-municipality: per level of previous volunteering experience

## 4.11 The volunteer affiliation or attachment to localities

The main goal of ECoC Bodø2024 is to instigate a want to stay, work and live in Bodø. Nordland County wish for the same for the whole county, and the ECoC organization would like to promote the idea of the European Union and the Europeanness. We then explore the volunteer's attachment to their home-municipality, Nordland County, Norway and Europe.

We also asked the volunteers to inform their attachment to their home-municipality, Nordland County, Norway and Europe. The following 4 statements regarding their reasons were used, all measured on a 7-point Likert scale where 1 - Totally Disagree, 2 - Disagree, 3 - somewhat Disagree, 4 - Neutral, 5 - somewhat Agree, 6 - Agree, and 7 - Totally Agree:

- I have a strong attachment to the place where I live
- I have a strong attachment to the county and region where I live
- I have a strong attachment to Norway
- I have a strong European attachment

### Key findings:

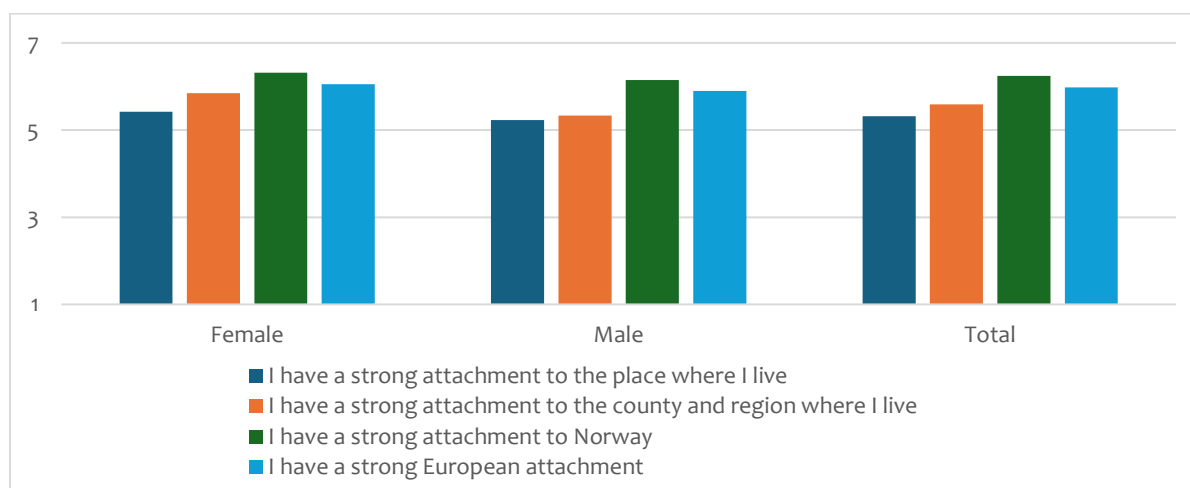
The volunteer's attachment to their home-municipality, their home county, to Norway and to Europe is strong.

The volunteers feel a stronger attachment to Norway, than to Europe, and a stronger attachment to Europe than to their home-county, and least attachment to their home-municipality

Attachment to the home-municipality increases by age.

The pattern and levels of attachment is the same for volunteers residing in Bodø and residing outside Bodø.

Figure 4.11.1. shows to what extent the 40 males and the 40 females show attachment to their home-municipality, the county where they live, to Norway and to Europe.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

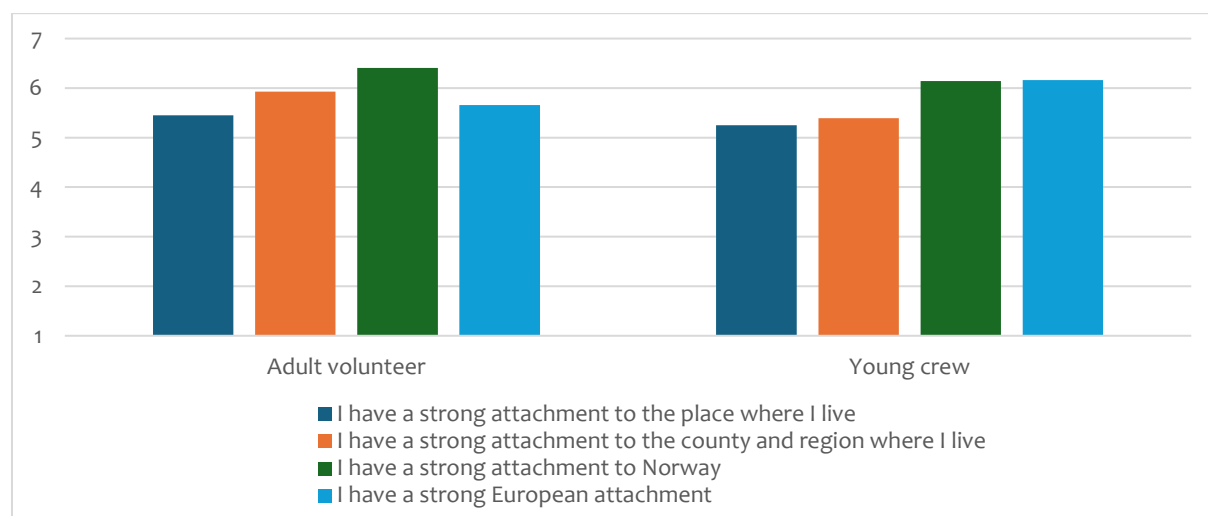
Figure 4.11.1. Feeling of attachment: males, females and in total

We see that in general, the replying volunteers feel a stronger attachment to Norway, than to Europe, and a stronger attachment to Europe than to their home-county, and least attachment to their home-municipality. Even so, their attachment to their home-municipality is strong. The

responding volunteers report to Agree to Somewhat agree to the statement regarding attachment to their home-municipality.

Females tend to report a stronger local attachment than does males, but their attachment to Norway and Europe seems to be at the same level for these two groups. Figure 4.11.2. shows to what the 29 Adult volunteers and the 51 Young crew show attachment to their home-municipality, the county where they live, to Norway and to Europe. Figure 4.11.2. shows to what extent the Adult volunteers and Young crew show attachment to their home-municipality, the county where they live, to Norway and to Europe.

The Young crew might show stronger attachment to Europe than does the Adult volunteer. The Adult volunteers might show stronger attachment toward Nordland County than does the Young crew.

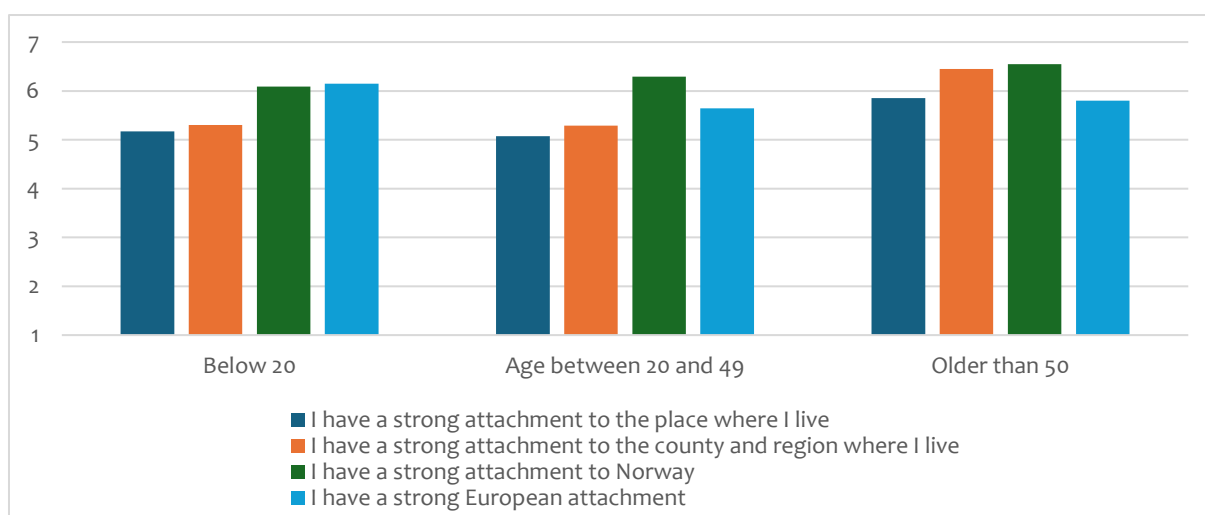


**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.11.2. Feeling of attachment: Adult volunteers versus Young crew*

Figure 4.11.3. shows to what extent different age-groups show attachment to their home-municipality, the county where they live, to Norway and to Europe. The analysis includes 46 volunteers aged below 20 years old, 14 aged between 20 and 49 years old and 20 volunteers older than 50 years old.

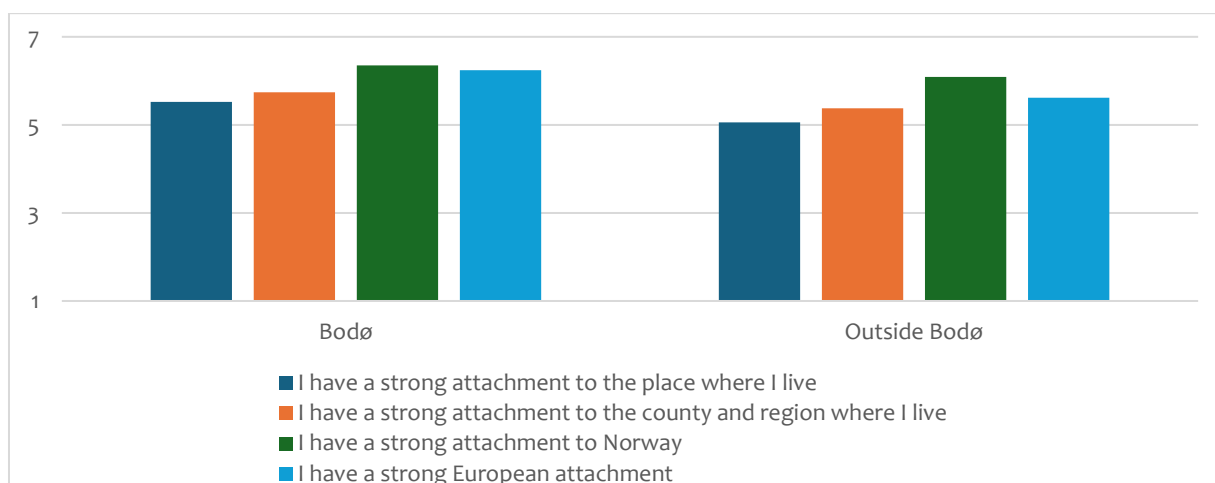
We see that those older than 50 years tend to report higher levels of attachment to their home-municipality and their home county than those aged between 20 and 49, and those aged below 20 years old. The data also indicate that the young aged below 20 years old report higher levels of European attachment than does older volunteers. Attachment to Norway seems to increase by age.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.11.3. Feeling of attachment: per age-group*

Figure 4.11.4. shows how volunteers residing in Bodø and volunteers residing outside Bodø show attachment to their home-municipality, the county where they live, to Norway and to Europe. We see that volunteers residing in Bodø (n=46) tend to report higher levels of attachment to their home-municipality, to their home county, and to Europe than does those residing outside Bodø (n=34). The two groups show equal levels of attachment to Norway.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

*Figure 4.11.4. Feeling of attachment: residing in Bodø and residing outside Bodø*

Figure 4.11.5. shows how volunteers with different levels of volunteering experience show attachment to their home-municipality, the county where they live, to Norway and to Europe. The data include 36 volunteers who volunteer often, 31 that sometimes volunteer, 4 that seldom volunteer, and 9 that volunteer for the first time.



**Note:** The respondent was asked: To what extent do you agree on the following item, where 1 - Totally Disagree, 2 - Disagree, 3 - Disagree somewhat, 4 - Neutral, 5 - Agree Somewhat, 6 - Agree, and 7 - Totally Agree.

Figure 4.11.5. Feeling of attachment: per level of previous volunteering experience

We see that those who often volunteer and those volunteering for the first time, might show a bit more attachment to their home-municipality than the other volunteers. Those who volunteer sometimes, are the group that report the highest levels of attachment to the county where they live.

## 4.12 Summing up the volunteer's experience

Table 1.1. displayed KPIs that relate to the volunteers' experience and gains from the ECoC Bodø2024. We see that the volunteers have contributed substantially to the realisation of Bodø2024. They have provided a substantial number of working hours, skilled competence, drive, effort and keen interest.

Referring to KPI OEE007, we observe a high level of satisfaction among the volunteers showing the desire to re-engage and invite others to join as volunteers as well. By such, the volunteer engagement has strengthened the cultural institutions in Bodø and in the wider Nordland County.

Relative to KPI SUP014, OCE005 and OEE009, the report displays how, why and with what results volunteers contribute as participants in the capacity building efforts relating to ECoC Bodø2024. The report details the hours worked, the category of volunteer work worked, the motivation and the gain as seen from the perspective of the volunteer, as well as the interest in art and culture as expressed by the various types of volunteers.

As for KPI OEE001, the findings highlight a crucial role of Bodø2024 in mobilising and collaborating with a broad spectrum of associations and organisations across Bodø and Nordland. Through

### Key findings:

The volunteers report high levels of satisfaction with their engagement as volunteers for ECoC Bodø2024.

Through this, the volunteers have provided a substantial amount of time, effort, skills and interest to the ECoC Bodø2024 mega-event.

Furthermore, the ECoC Bodø2024 has successfully engaged volunteers in capacity building efforts, strengthened the art and cultural institutions and infrastructure.

Frivilligforum and Nordland Frivillignettverk, more than 240 organisations were connected to the cultural year, ranging from cultural and sports associations to immigrant and youth groups. In addition, BIF brought 14 international associations into the volunteer network, enabling the inclusion of groups previously less engaged in cultural life. This extensive collaboration shows how Bodø2024 succeeded in embedding volunteering into the wider civic fabric, making cultural participation more diverse and sustainable. The cooperation between Bodø2024 and these organisations represents one of the most significant structural outcomes of the cultural year, as it created networks and partnerships likely to endure beyond 2024.

Regarding KPI CV009, we see a high degree of attachment to Norway, Europe, Nordland County and the volunteers home municipality. As evidenced in other reports in this series, the level and pattern of attachment resemble that of the other of our reports.

The volunteers report high levels of satisfaction with their engagement as volunteers for ECoC Bodø2024. They had fun, enjoyed themselves and met new people. They tested their skills, made themselves visible and gained competence and self-confidence, while also feeling that they contributed to the society. Here is a statement underpinning this:

- Female, younger than 20. Young crew, Outside Bodø, been a volunteer sometimes, but not that often, *“I finally have time and a place where I can be myself, and I've met people who actually care about me, people I most likely wouldn't have met if it hadn't been a cultural offer, and I'm happy that I can do the same for others”*.

The volunteers' contribution supported the production of art and cultural events that else would not be present, both for lack of man hours, but also for lack of skilled interest and dedication. The mutual benefit as seen from the volunteers and the art and culture organizers, results in an increased and strengthened art and culture infrastructure benefitting art and cultural institutions. Volunteering was considered as successful both from ECoC Bodø2024 itself and among the volunteers. Some statements signal this:

- Female, older than 50, Adult volunteer, Bodø, very often volunteering, *“Good follow-up from the volunteer coordinator. Easy access to information when you first became a volunteer”*.
- Female, older than 50, Adult volunteer, Outside Bodø, been a volunteer sometimes, but not that often, *“Great organization, easy to communicate/make clarifications, contact persons present, always a nice atmosphere, trust-building and inclusive”*.

Even so, not all volunteers are all happy. Some would have liked to see more and better information from and about ECoC Bodø2024, and some again would like to see better alignment between the skills, interest and time-availability of the volunteers and the need for time, energy and skills as seen from ECoC Bodø2024. Some statements point to this:

- Female, older than 50, Adult volunteer, Bodø, very often volunteering, *“Generally somewhat poor information about and from Bodø2024 at the start.”*
- Male, 20 to 49, Adult volunteer, Outside Bodø, very often volunteering, *“It was very repetitive tasks, so because these tasks were not a good match, and they there were unfortunately also not relevant to my competence”*.

# 5. Conclusions & Implications

## 5.1 Summary of Key Findings

The survey of 80 volunteers, combined with data from the Bodø2024 volunteer database of 474 individuals, provides valuable insights into volunteering in the context of a cultural mega-event. Despite the modest sample size, the indicators are consistent across gender, age groups, residence, and prior volunteering experience, supporting the reliability of the results. The willingness of many respondents to provide written answers further enhances the authenticity of the findings.

Overall, volunteers expressed high levels of satisfaction with their engagement in Bodø2024.

Most reported a desire to re-engage in the future and to encourage others to contribute, demonstrating their substantial role in the realization of the program.

The volunteer initiative has contributed significantly to capacity building by strengthening cultural institutions and infrastructure. Volunteers dedicated substantial hours and energy to a wide variety of tasks, with the largest contributions in arena hosting, followed by organizing volunteers, catering, and decoration.

Motivations for volunteering were diverse. The most important drivers included: contributing to something of value for society, enjoying opportunities for social interaction, and developing or practicing skills. While satisfaction levels were very high overall, some volunteers indicated they were less certain about fully achieving their personal goals or making full use of their skills. Different sub-populations of volunteers have different motives for volunteering.

Recruitment was achieved through multiple channels. The most common was self-initiative, with individuals approaching Bodø2024 directly. Other important sources included invitations from friends, family, or acquaintances, and information on social media, where different groups responded to different platforms and impulses.

All volunteer groups want to attend more art and cultural events than they currently do. The most mentioned art and culture event the volunteers attend, is concerts and music festivals with popular music, library, sports/sports events (e.g., football, handball, skiing, etc.), and cinema and film screenings. This they attend a bit less than about 1 time per 3 months, they wish to be able to do so a bit more than about 1 time per 3 months. The least attended art and culture events the volunteer attend, is ballet/dance performances, faith/life-view meetings, literature, poetry or poetry performances, book circles, or opera. This they attend less than 1 time a year. They wish to be able to do so about 1 time a year. Volunteers report that the strongest reason for to attend art and culture events as visitors is to have fun, enjoy themselves and to be with friends and family.

**Key findings:**

Volunteers provided a substantial contribution to the realization of ECoC Bodø2024.

The organization of volunteers and the effort of the volunteers have contributed toward capacity building, strengthened the art and cultural institutions and infrastructure.

Volunteers were satisfied with their volunteering engagement and would like to re-engage and to recommend others to engage as volunteer in similar events.

The volunteers represent the general population and are interested in art and cultural evets that links to their everyday life.

## 5.2 Alignment with ECoC Bodø2024 Objectives

A central aim of ECoC Bodø2024 was to counter out-migration by making the region a more attractive place to live and work. The findings suggest that volunteer engagement contributed meaningfully to this objective. The organization and deployment of volunteers not only supported the delivery of cultural activities but also reinforced capacity building, institutional development, and cultural infrastructure.

We can therefore conclude that structured volunteer engagement acted as an effective arena for strengthening the cultural sector. By establishing a base of citizens interested in art and culture, Bodø2024 laid the foundation for long-term cultural development, provided that these efforts are sustained in a strategic and coherent way.

## 5.3 Recommendations for Local and Regional Policymakers

The following recommendations outline concrete steps for local and regional policymakers to address the interconnected nature of abovementioned trends:

- **Support and expand Frivillig Bodø as a permanent volunteer hub.** Established as a legacy initiative from Bodø2024, Frivillig Bodø already gathers over 20 member organisations and more than 5,500 members (around 10.5% of Bodø's population). It provides a coordinated structure for sustaining volunteer engagement, strengthening networks across civil society, and ensuring that the competence and energy mobilised during the ECoC year is not lost. Local and regional policymakers should actively support its further development through long-term funding, infrastructure, and integration into regional cultural and civic strategies.
- **Develop a structured volunteer retention system.** Many volunteers expressed a willingness to re-engage. Establishing a formal registry or network (e.g., expanding *Frivilligforum* and *Nordland Frivillignettverk*) can maintain contact, support continuous opportunities, and prevent loss of competence after 2024.
- **Targeted youth recruitment and recognition.** Young Crew volunteers (UNG2024) sought not just participation but recognition of their skills. Framing volunteering as *crew work* rather than unpaid labour can strengthen identity, motivation, and professional pathways. Schools, youth clubs, and digital platforms should be leveraged for outreach.
- **Invest in volunteer coordination capacity.** Coordinators were crucial for ensuring trust, communication, and meaningful engagement. Long-term funding of volunteer coordinator positions at municipal and regional levels can sustain momentum.
- **Diversify volunteer opportunities.** Volunteers have varied motivations, from social interaction to skill-building and civic contribution. Offering different types of tasks, including leadership roles, cultural mediation, and organizational support, ensures that motivations are met and reduces mismatches.
- **Strengthen links with civil society and minority groups.** Bodø2024 successfully involved associations not traditionally connected to art and culture (e.g. BIF). Supporting continued cooperation with international, sports, and faith-based associations can expand the cultural production base and inclusion.

- **Use social media and hybrid recruitment channels strategically.** Different age groups responded to different channels. Local governments should segment communication strategies, accordingly, ensuring continuous visibility of volunteer needs.
- **Acknowledge and reward contributions.** Non-financial rewards (certificates, cultural vouchers, networking events, or professional skills accreditation) should be used systematically to enhance recognition and strengthen the sense of value among volunteers.

## 5.4 Implications for Future ECoC Programs

The Bodø2024 experience demonstrates that structured volunteerism is not only essential for delivering a cultural mega-event but also for building cultural and social legacies that extend far beyond the event year. Future ECoCs can draw several lessons from this case:

- **Institutionalize volunteer networks early.** Establishing permanent structures such as *Frivillig Bodø* during the ECoC year helps transform temporary engagement into lasting civic infrastructure. This ensures that competence, networks, and enthusiasm are sustained after the cultural year.
- **Design flexible volunteer pathways.** Volunteers should be able to choose between short-term event roles and longer-term cultural development projects. Such flexibility increases participation and accommodates diverse lifestyles and motivations.
- **Rebrand and professionalize volunteering.** Young people prefer to be recognised as part of a crew rather than as simple volunteer. Framing volunteering as cultural crew work or experience-building strengthens motivation, supports skills development, and enhances employability.
- **Ensure inclusivity and accessibility.** Recruitment materials should be translated into multiple languages, with low-threshold entry points and targeted outreach to minority and migrant associations. This widens participation and reflects the diversity of the host community.
- **Leverage volunteers as cultural ambassadors.** Volunteers often act as mediators between institutions and the public. Future ECoCs should explicitly use volunteers to bridge gaps between cultural supply and demand, fostering participation among groups less likely to engage otherwise.
- **Expand cultural consumption opportunities.** Many volunteers expressed a desire to attend more cultural events. By integrating volunteer roles with access to varied art and cultural offerings, ECoCs can increase both participation and exposure to new cultural experiences.
- **Align programming with local preferences.** In addition to introducing new cultural expressions, local ECoCs should also provide events that reflect the cultural traditions and interests of the general population, ensuring broad-based engagement.
- **Develop clear monitoring and evaluation tools.** KPIs on volunteer engagement (such as hours contributed, satisfaction levels, organisational links, and skills acquired) are essential for tracking progress and adjusting recruitment and training strategies in real time.

In conclusion, the findings suggest that Bodø2024 as an ECoC has succeeded in contributing to the goals stated by ECoC and by Bodø in the bid-book. Continuing engaging volunteers in engagements that provide the volunteers with meaningful interaction could uphold the foundation and base this organized volunteering effort has provided.

## 6. References

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# Appendixes

## A. Survey Items and Constructs

Table 1. Table with list of items used in the volunteer survey

<b>DEMOGRAPHICS</b>
Type: Young crew=1, adult volunteer=2
Gender Male=0, Female=1
State the year you were born:
State the zip code where you live:
Marital status Married/lives with someone=1, Single=2, Divorced/widow(er)=3
Do you have care responsibilities for children at home? (No=0, Yes=1)
Are you employed? (Yes, full time=1, Yes, part time=2, No, but looking for job=3, No, but wish for a job later=4, No, I'm unable to work=5, Student=6)
Highest completed education MSc/PhD=1, BSc=2, High School=3, Secondary School=4, Still pupil=5, Other=6
Total gross household income: Below 400k=1, Between 400k and 600k=2, Between 600k and 800k=3, Between 800k and 1.500k=4, Over 1.500k=5 (all in NOK)
<b>PREVIOUS EXPERIENCE AS A VOLUNTEER</b>
Have you volunteered before? I'm very often volunteering=1, I have been a volunteer sometimes=2, I'm very seldom volunteering=3, This is my first time as a volunteer=4
Sports (No=0, Yes=1)
Local environment and residence (No=0, Yes=1)
Culture (No=0, Yes=1)
Social associations and recreation (No=0, Yes=1)
Politics and interest organizations (No=0, Yes=1)
Religious organizations (No=0, Yes=1)
Health and social services (No=0, Yes=1)
Education and research (No=0, Yes=1)
Professional, industry and trade unions (No=0, Yes=1)
International organizations (No=0, Yes=1)
Do you volunteer in other areas? (No=0, Yes=1)
<b>HOW YOU WERE RECRUITED AS A VOLUNTEER/YOUNG CREW (No=0, Yes=1)</b>
Was asked by acquaintances
Was asked by strangers on the phone/email/stand
Was asked by close friends
Was asked by your own children
Approached the organization
Through studies or school
Was recruited through an organization/sports team/leisure activity
Did volunteer work for an organization/sports team
Found information on Bodø2024's website
Found information on Bodø2024's Facebook
Found information on Bodø2024's Instagram
Found information in an advertisement in the newspaper
Don't remember

Other
How were you recruited?
<b>MOTIVATION</b> 1=Totally disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neutral, 5=Somewhat Agree, 6=Agree, 7=Totally Agree
That I want to contribute to the development of Bodø
That I want to showcase my culture
That I want to be useful/contribute something
That volunteering has a value for society that I want to support
That I am passionate about a cause or activity
That it is social
That it is good for my own physical or mental health
That it provides an opportunity to get to know the local community
That I want to learn something new/be challenged
That I feel an obligation to volunteer
That it provides good work experience/looks good on my CV
Volunteering allows me to get a new perspective on things.
Because my friends, family members or other close people volunteer
Because I can get social interaction and make new acquaintances through volunteering
Because I look forward to the social events that volunteering provides
Because the social opportunities that volunteering provides are important to me
Because I can explore my own strengths
Volunteering is a way to make new friends.
I can make new contacts that can help my business or career.
I get free admission to events I would like to experience
Other reasons to volunteer for Bodø2024:
<b>VOLUNTEER ACTIVITY (hours)</b>
How many hours would you estimate you have worked as a UNG crew for UNG2024?:
Arena
Artist hospitality
Crafts
Culture friend
Catering
Care
Decorations
Transport
Hosting
Organizer
Photographer
Graphic design
Speaker
Social media
Videographer
Other
<b>USE OF CULTURAL OFFERINGS (How often do you do the following?)</b>

1-Never or almost never, 2-About 1 time a year, 3-About 1 time per half-year, 4-About 1 time per 3 months, 5-About 1 time per month, 6-About 2 times per month, 7-about 1 time per week or more often
Library
Theatre and musical performances
Opera
Ballet/dance performances
Museums and historical places
Art exhibitions (e.g. painting, drawing, sculpture, textile, photography)
Concerts and music festivals with popular music
Musical performances with classical music
Faith/life view meetings
Performances with other performing arts (e.g. authors or comedians)
Literature, poetry or poetry performances, book circles)
Cinema and film screenings
Festivals
Sports/sports events (e.g. football, handball, skiing, etc.)
Fairs of various kinds (e.g. flea markets, Christmas fairs, sales fairs)
Offers that engage children and young people in cultural life
Organized tours, organized trips or nature experiences
M18 Meetings/events or club evenings organized by volunteer's organizations
<b>WANT TO USE CULTURAL OFFERS (How often would you do the following, given that the offer were there?)</b>
1-Never or almost never, 2-About 1 time a year, 3-About 1 time per half-year, 4-About 1 time per 3 months, 5-About 1 time per month, 6-About 2 times per month, 7-about 1 time per week or more often
Library
Performances with theatre and musicals
Opera
Ballet/dance performances
Museums and historical sites
Art exhibitions (e.g. painting, drawing, sculpture, textiles, photography)
Concerts and music festivals with popular music
Musical performances with classical music
Faith/life philosophy meetings
Performances with other performing arts (e.g. authors or comedians)
Literature, poetry or poetry performances, book circles)
Cinema and film screenings
Festivals
Sports/sports events (e.g. football, handball, skiing, etc.)
Fairs of various kinds (e.g. flea markets, Christmas fairs, sales fairs)
Offers that engage children and youth in cultural life
Organized tours, organized trips or nature experiences
Meetings/events or club nights organized by voluntary organizations
<b>SATISFIED AS A VOLUNTEER/UNG-CREW</b>
1=Totally disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neutral, 5=Somewhat Agree, 6=Agree, 7=Totally Agree
In general, I enjoyed being a UNG-crew

All in all, I am satisfied with being a UNG-crew
I was satisfied with my work tasks
The UNG-crew work gave me a lot of joy
Overall, being a UNG-crew is excellent
I felt that I was useful when I was a UNG-crew
I got to use my skills and knowledge in the tasks I did as a UNG-crew
I achieved what I wanted to achieve by being a UNG-crew
<b>VOLUNTEERING IN THE FUTURE</b>
1=Totally disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neutral, 5=Somewhat Agree, 6=Agree, 7=Totally Agree
I would recommend others to be a team helper, volunteer or crew
I could imagine being a team helper, volunteer or crew at other events
<b>SATISFACTION WITH THE MUNICIPALITY</b>
I am satisfied with the cultural life in the municipality where I live
Overall, I am satisfied with living in my municipality
I am interested in what is happening in my hometown
The Capital of Culture year Bodø2024 is a good investment
The Capital of Culture year Bodø2024 concerns me
I intend to move to another municipality within the next 3 years
<b>ATTACHMENT</b>
1=Totally disagree, 2=Disagree, 3=Somewhat Disagree, 4=Neutral, 5=Somewhat Agree, 6=Agree, 7=Totally Agree
I have a strong local attachment to the place where I live
I have a strong attachment to the county and region where I live
I have a strong attachment to Norway
I have a strong European attachment
<b>ENGAGEMENT IN ARTS AND CULTURE AS AN AUDIENCE</b>
To have fun and enjoy myself
To spend time with friends / family
To see/experience a specific performer/artist/group
It is educational and developing
It feels good and beautiful
It gives me new perspectives
Because I am interested in art and culture
Because it gives me a community
<b>OTHER AFFAIRS</b>
Are there other aspects related to being a UNG crew for UNG2024 that you would like to give feedback on? Open text
Mobile number