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## **Media image of sport volunteering during the UEFA Euro 2012™ and the motives for social work and its style of volunteers working in Poznan and in Poland**

### **Abstract**

#### **Background:**

Volunteering in sport is the most popular and media form of pro-social work in Europe. In Poland, to such activity the conditions are still creating by the largest growth of numbers of institutions active in the public sector in the field of sport, recreation, tourism and hobbies. Interest in volunteering at sport events is increasing, especially among young people. The media image of sport volunteering is adopted by the organizer with chosen promotional strategy. The associated expectations of the participants, their motivation and style of behaving during participation in volunteer project as a consequence are also factors determining the media image of sport volunteering.

#### **Aim:**

The aim of the study is to compare the style of engaging in social work of their participants and motives of taking that kind of work by volunteers working in Poznan.

#### **Material and Method:**

The analysis included data available on the Internet regarding to organization of volunteer work during the UEFA Euro 2012™ in Poland and Ukraine as well as literature review regarding to the motivation to unpaid work in Poland. The motives of engaging in to volunteering as well as style of that work was compared between groups of participants of volunteering at UEFA Euro 2012™ in Poznan and Poland.

#### **Results:**

Volunteering at UEFA Euro 2012™ was separated on two areas, sports and urban and was coordinated by different organizers. The convergence between the motivational climate created by organizers of two independent volunteer projects at UEFA Euro 2012™ and motives for social work of its participants is visible. Encouraging volunteers to unpaid work in sport area of tournament by presenting it as a possibility to feel the sports atmosphere was similar to motives and significant more often reported by its volunteers than volunteers working in urban zone. Altruistic motives underlying in social activities significantly more often were reported by volunteers working in urban area of tournament where motivational climate was introduced as a possibility to feel the social dimension of tournament. Material profits of volunteer-

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ing in both areas of tournament were significantly more often higher rated by volunteers working in the urban zone of tournament.

Analysis of style of engaging in pro – social activity showed that volunteers working in sport zone of tournament significantly higher were involved in this type of work and significantly higher presents a regularity in this type of work. However experience in sport volunteering was the domain of volunteers working in urban zone.

#### Conclusions:

The implementation of the adopted strategy for creating the media image of the Official Volunteer Program at UEFA Euro 2012™ is related with motives for undertaking voluntary work of its participants. Motives for undertaking voluntary during UEFA Euro 2012™ as well as style of engaging in such work are different between volunteer working in different zones of tournament.

**Key words:** motive, sport, volunteering, UEFA Euro 2012™.

### Main text

#### Background:

Sport volunteering for many young people is the possibility to enter it to sport environment and become its integral part [1]. Taking into account both Official Volunteer Programs organized during the UEFA Euro 2012™ in Poland and Ukraine, in the eight host cities worked about 10 thousand volunteers. More than half of them, 5340 helped with in conducting of the tournament in Warsaw, Poznan, Gdansk and Wroclaw. They took part in the Official UEFA Euro 2012™ Volunteer Program coordinated by the main organizer of the tournament – the Union of European Football Associations (UEFA™) [2] and in the Host Cities' Volunteers for UEFA Euro 2012™ coordinated by the Polish government company – Center for Urban Communication (CKM) [3]. One of the principal operational objectives of the organizers of both programs was to recruit and training, possibly the most qualified volunteers, appropriately motivated ready to undertake voluntary work during the tournament.

The recruitment procedure organized by the two institutions proceed was prepared in a similar way and was divided into three stages. First candidates applied by sending an electronic form from the website of the volunteer program coordinator. Then, people who have successfully passed this stage of the recruitment were invited to a job interview and after about two months, received the decision to participate in the program.

The main organizer of the tournament – UEFA™, began accepting applications for the program a year before the start of the tournament in mid – June 2011. Accepting nominations period lasted for four months and ended in mid – October of the same year. Polish coordinator – CKM started accepting applications four months later, in mid – October 2011 and lasted for a period of accepting applications for one month shorter.

Key requirements for candidates in both programs were identical. Adult of age in late March and early April 2012, communicative English skills and availability during the tournament which were the minimum required of people who wanted to take part in the program. In addition, the main organizer of the tournament, encourage them to participate in youth program and put attention to the personal skills of candidates. It was also highlighted that they are looking for volunteers who will bring the passion, enthusiasm and energy to the program as in previous UEFA Euro tournaments (Fig. 1).



**Fig. 1.** Enthusiasm and passion to volunteering presented by volunteers working in the sports zone of UEFA Euro 2008™ in Austria and Switzerland.

**Source:** <http://www.awf.gda.pl/index.php?id=24&items=3712>.

Those people were supposed to be friendly, motivated, able to work together as a team and demonstrate respect for the values of fair – play, essential standards in sport.

Both organizations encouraged to participate in their programs, pointing to similar benefits. Those mentioned in the first instance by the Union of European Football Associations – UEFA™ were mainly material. Benefits package included insurance during the tournament, the original sports brand dress, certified, professional training, meals and drinks during the performance of their duties, and small gifts, which were signed by the official logo of the UEFA Euro 2012™. The organizer of this program also exchanged additional benefits such as participation in the social events and the opportunity to meet people from all over the world because of the international nature of the program. In addition, indicated that participation in the program gives you a sense of personal satisfaction through participation and will help in organizing the third largest sporting event in the world.

Center for Urban Transport – CKM emphasized the social nature of its program encouraging the participation under the slogan "We are the hosts" while pointing out that it is a work in urban space gives you the feeling of a real host of the tournament. Participation in this program was to build the atmosphere of a football feast through integration with other program participants, fans and tourists (Fig. 2).



**Fig. 2.** Volunteers working in the municipal area of the UEFA Euro 2012 in Poznań integrated with Irish football fans.

**Source:** <http://www.wolontariatmiejscy2012.pl/galeria/zdj-cia/inicjatywy-wolontariuszy-i-spotkania/>

This form of organization of the program was shaping the image of their inhabitants and the entire country. The very nature of the project, which was "close to the people" created a possibility to integrate with other volunteers and visiting fans. Organizer pointed to the possibility for establishing a more intimate relationship even for whole life. Material benefits were mentioned as additional benefit and gifts exchanged among them for the work but attention was paid to free ride on public transportation during the tournament and possibility for accommodation people who can't afford to cover those costs.

The popularity of both the organizers, the presentation of each program, presented the benefits of participation in each of the projects and interviews with volunteers both projects suggest that individual volunteers can have a different style to engage in volunteer work among others in the institutions of third sector like: support to overcome difficult situations dealing with social, aid to victims of calamities, natural disasters, armed conflicts, wars at home and abroad, help people with disabilities, retirees, veterans, persons repressed, family and activities supporting foster care

system, health care institutions working for the protection and promotion of health and prevention of addictions and social pathologies, the institutions involved in the dissemination and protection of human rights, civil liberties, supporting the development of democracy, popularizing the rights of women and men, dissemination and protection of consumer rights, activities for the family, motherhood, parenting, protection of children's rights.

Volunteers can work both for a longer period of time and occasionally [4] which is often popular in sport because of the short duration of sports events. Undertake unpaid work as well as the perception of the benefits of that kind of work, especially those promoted by the organizers are the differentiating factors of volunteers.

Accented by the organizer of material benefits, participation in trainings allowing to improve their professional competence and personal skills what was guaranteed by a certificate will be higher than they rated by the participants of the second program. Organization of the UEFA Euro 2012™, a kind of periodic event will be the same as their style to engage in volunteer work – less frequent and unsystematic (occasional) and experience in this kind of work is related to the places where they can be close to sporting events.

The social dimension of Host Cities' Volunteers for UEFA Euro 2012™, let to assume that the participants of this program will be more likely to indicate the reasons for engaging in volunteer work related to meeting new people and cultures also with a desire to help others – motive which lie at the base of altruistic values [5]. Those volunteer might more systematically undertake such work. Therefore, it can be expected from those participants of this program more frequent and systematic commitment to volunteering, associated with the activities aimed at helping other people. Assessment of the benefits of participation in the Host Cities' Volunteers for UEFA Euro 2012™ will be more important in the case of the benefits of meeting new people and communing with other cultures.

### **Aim:**

The aim of the study is to compare the style of engaging in social work of their participants and motives of taking that kind of work by volunteers working in Poznan also by analyses the range of rating the mentioned by organizers benefits of volunteering during UEFA Euro 2012™.

### **Material and Method:**

The analysis included data available on the internet about organization of volunteering during the UEFA Euro 2012™ in the period from June 2012 until June 2013. The official websites of the Volunteer Program Official UEFA EURO 2012™ were investigated as well as google scholar database referring to a sport volunteering [2,4].

The assessment of motives of volunteering were diagnosed in open question, style of engaging in such work (frequency and regularity) as well as assessment of men-

tioned by organizers benefits of volunteering during UEFA Euro 2012™ assessed on likert's scale were diagnosed in questionnaire and compared between groups of volunteers working in sport and urban zone of tournament [8].

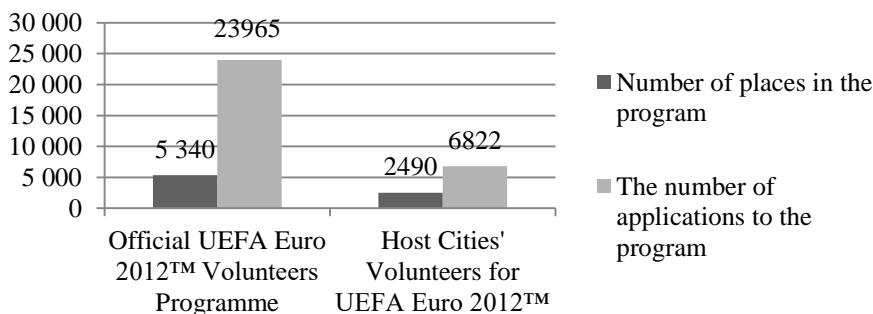
## Results:

The main difference between the programs was the working place of volunteers. The main organizer – UEFA™ of the tournament provided a job closer to the heart of sports events in his official tournament zones, such as stadiums and their surroundings, airports, hotels – accommodation centers for official guests of the tournament and the national training centers around host cities. Coordinator of Host Cities' Volunteers for UEFA Euro 2012™ organized work for volunteers against the so – called urban zone to maintenance tournament fans and tourists in the public area of the host cities. In the official championship fans zones, in public buildings such as hospitals, police stations, railway stations, car parks, bus and tram stops.

The promotion of the different volunteer programs affects their popularity. Official Volunteer Program UEFA Euro 2012™ in sport zone of tournament was present in the global and European medias. This program also gained recognition due to the prestige of the brand of the program coordinator and organizer of the tournament, the Unity of European Football Associations – UEFA™, which is widely known in sports worldwide. It organizes a number of football in Europe, including the largest and most popular Champions League™ and Europa League™.

Popularization of Host Cities' Volunteers for UEFA Euro 2012™ took place in the media on local and national championships in the host countries. Recognition of the organizer was limited to local communities, especially those who have previously worked with the coordinator of similar programs organized on a smaller scale.

Reflect the different popularity of these programs is the number of applications of candidates for each of them. Program coordinated by the main organizer of the championship came forward four in one space and the program coordinated by the Polish company reported two people on one vacancy. The exact number of applications and the number of the need for volunteers is presented in Figure 1.



**Figure 1.** Comparison of the number of applications for each volunteer program and the maximum number of volunteers possible to work during the tournament.

According to the assumptions, altruistic motives considered underlying in social activities like "helping others" significantly more often ( $p = 0.023$ ) were cited by participants Host Cities' Volunteers for UEFA Euro 2012™. Promoted the benefits of volunteer work during the tournament were rated significantly differently by the two groups of volunteers. Participation in events was significantly more likely to integrate higher rated ( $p = 0.012$ ) for participants working in the area of sports. In contrast, food and drinks on the job, free ride on public transport, and a certificate of participation in the program were significantly more often higher rated ( $p = 0.032$ ;  $p = 0.000$ ;  $p = 0.000$ ) by volunteers working in the urban zone of tournament [8].

Analysis of style to engage in pro-social work volunteers working in both zones of the tournament showed that participants volunteer program Official UEFA Euro 2012™ significantly higher ( $p = 0.001$ ) had four or more involved in this type of work and significantly higher ( $p = 0.000$ ) showed a regularity this type of activity. However, experience to volunteering in sport was the domain of the Host Cities' Volunteers for UEFA Euro 2012™. Participants in the project significantly more often ( $p = 0.000$ ) campaigning for voluntary work in sport [8].

### **Discussion:**

Poles in 2010, mostly engaged in volunteering because they enjoy it. Such motivation was indicated by 43% respondents. Another theme was the belief that in the future he will get a volunteer to help in a difficult situation (32%). Further motives was the desire to make new contacts, to be among men (23.7%), the need to learn something new (21%), the need to "fit" to friends who also take similar action (18%). In 2008 the Poles more often pointed to the need to acquire new skills, a willingness to deal with something else and variety of social contacts, as the cause of making social work [7]. The volunteers from Greater Poland also engage similar reasons, helping others is the leading reason doing this type of work mentioned by 75% of social workers and half of them involved in volunteering to do just interesting things [6]. Social motive, in which respondents indicate the opportunity to meet new people and make new contacts was mentioned by 35% of respondents. There is also a new motive namely cooperation with the prestigious organization, however, it was mentioned by only 9% of patients [8]. Volunteering permanently declared 33.1% of Poles [7]. Volunteers engaging in to sport volunteering with a different style doesn't present a significant differences in motivation [9].

### **Conclusions:**

Implementation of the strategy, creating the image of the media adopted by the organizers of the two Official Volunteer Program of UEFA Euro 2012™ is consistent with the motives of voluntary work by the participants and the way of involvement in such work. Themes undertake voluntary work during the UEFA EURO 2012™ are different from the motives behind social work in Poland and the Greater Poland.

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