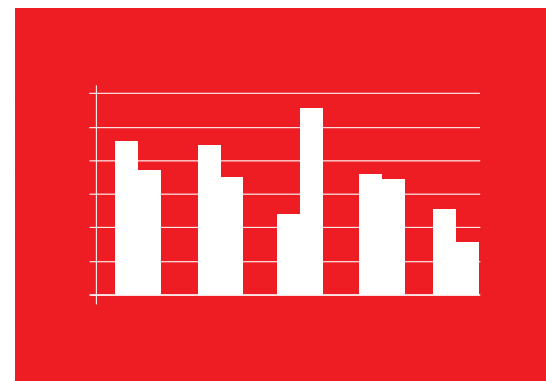
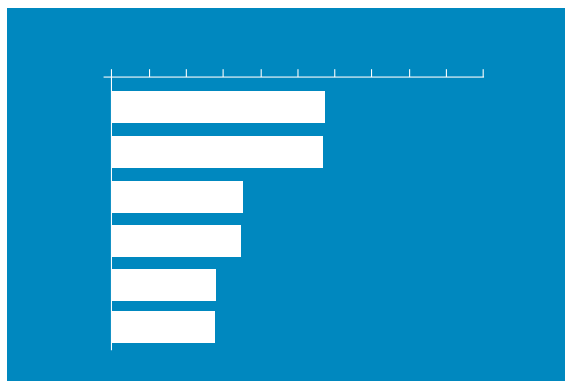


# WORLD YOUTH DAY KRAKOW 2016



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## SELECTED RESEARCH RESULTS

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ASSOCIATION OF MUNICIPALITIES AND COUNTIES OF THE LESSER POLAND REGION,  
INSTITUTE FOR CATHOLIC CHURCH STATISTICS, ADAM MICKIEWICZ INSTITUTE, NATIONAL CENTRE FOR CULTURE

## **World Youth Day Krakow 2016. Selected study results**

Series: Varia

A non-obvious approach to culture and surprising perspectives on history. Books that transcend categories and defy a straightforward classification. In the Varia series we show phenomena, people, trends and opinions which are sometimes contrary and in opposition to obvious associations.

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ISBN 978-83-7982-249-2

The National Centre for Culture would like to thank the Archdiocese in Cracow, the organizer of World Youth Day Krakow 2016, for permission to use the rights to the graphic concept of the publication

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### Publisher:



National Centre for Culture  
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[www.nck.pl](http://www.nck.pl)  
[www.sklep.nck.pl](http://www.sklep.nck.pl)

The National Centre for Culture is a public institution whose aim is to promote the development of culture in Poland.

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# 1. Introduction

## 1.1. Publisher's Note

National Centre for Culture

Initiated by the Saint Pope John Paul II 31 years ago, the World Youth Day is a religious festival that gathers in one place hundreds of young people from all over the world. Since 1995, the event has been enhanced with an additional component in the form of a cultural festival preceding the meeting with the Pope. Therefore, it constitutes an excellent occasion to explore both religious and cultural identity of young people from Poland and other parts of the world who participated in the World Youth Day.

This publication is based on research studies on the World Youth Day Krakow 2016 in Cracow, conducted under the cooperation of several institutions. The National Centre for Culture invited the Institute for Catholic Church Statistics (ISKK), the Association of Municipalities and Counties of the Lesser Poland Region (SGPM), and the Adam Mickiewicz Institute (AMI) to present their research results. The combination of various research perspectives allowed for drawing up a comprehensive summary illustrating, among others, cultural and religious characteristics of pilgrims attending the World Youth Day, as well as sources of extraordinary engagement level amongst volunteers. This publication also addresses any issues related to the perception of Poland, Poles and Polish culture amongst attendees both before and after their participation in the World Youth Day in Cracow. This report also presented the economic dimension of this event.

The above-described research was conducted to gain better understanding of the social phenomenon of the event, in addition to its cultural aspect, particularly in the context of growing terrorist threat. This publication describes the above-mentioned issue in the form of a presentation of pilgrims' opinions on security and an interview with the Representative of the Government of the Republic of Poland for the Organisation of the World Youth Day.

The subject of the World Youth Day is introduced to readers through an extensive section on the history of the event since its very beginnings, i.e. its launch by the Pope John Paul II, up to now. This report also contains information on the reception of the WYD in Polish and foreign media, as well as its presentation in virtual space, which cannot be ignored nowadays.

We believe that every reader will find something for themselves in this publication, which can be accessed online for free. As it has been translated into English and Spanish, we are convinced that it may serve as a source of inspiration and practical knowledge for any future organisers of the World Youth Day. We also hope that it will reach all young people who frequently reflect on today's reality, in which they enthusiastically participate.

PHOTO — Marcin Mazur



## 1.2. World Youth Day in Cracow Encouraged Engagement

Bishop Damian Andrzej Muskus, PhD, OFM

General Coordinator, Organisational Committee of the WYD Krakow 2016 in Cracow

"This Day has been crafted from the greatness of your work and prayer." said the Pope Francis to the volunteers of the World Youth Day during the memorable meeting at the Tauron Arena in Cracow, just before his return to Rome. The words of the Holy Father should, however, be referred all persons involved in the organisation of the meeting of the youth on the Polish soil. His words should be referred to thousands of young people, their chaplains, parents and educators, parishes that hosted pilgrims, local authorities, institutions and organisations, uniformed and medical services, government agencies, schools, religious orders, as well as sick and disabled persons who supported the World Youth Day with their prayers. The World Youth Day encouraged cooperation between people who do not always work together in everyday life. It was a real lesson on how to build bridges between people, on solidarity and selfless service for the common good. The World Youth Day unleashed the extraordinary potential of young people whose voice was heard in the Church on an unprecedented scale. It encouraged happiness, imagination and enthusiasm. Therefore, I have no hesitation in saying that the phenomenon of the World Youth Day does not end with celebrations participated by the Pope Francis, bishops, chaplains and young people from all over the world. On the contrary, it encompasses many months of spiritual and organisational preparations that were packed with unforgettable emotions and experiences. It will also live on in Polish parishes and communities. The World Youth Day celebrated in July was the crowning of this period, true celebration of faith, rejuvenating energy boost for the Polish society and unique experience of the universality of the Church that is living in us, which is multicultural and fascinating, and shows its beautiful face of the youth. It has opened new perspectives and challenges for the future.

### **Spiritual Enhancement**

We long for the Church and Poland that we could see during these unforgettable Days. Young people managed to build a unity and community despite cultural and national divides. An operator broadcasting the central events in the Błonia Park captured the image of hands clasped during the "Our Father" prayer: one was white, the other one was black. This view served as the symbolic image of unity and brotherhood between people who, despite their differences, share their faith in Jesus Christ. In view of growing concerns about terrorism, these young people showed the world that love is the only possible response to violence



as it overcomes fear. We could see with our own eyes that multicultural community is not a threat but a value. "Pray, each of you, in your own language," said the Pope Francis to young people to teach them that linguistic differences and different tradition are not barriers to being a unity and bringing fervent prayers to the God, but prejudices and stereotypes. We could admire this beautiful, lively Church, which is the community of joyful people living in authentic closeness with Jesus Christ and dreaming about the better world. In this holy time, all our internal disputes, social tensions and divides faded away. We could afford the moment of admiration and enthusiasm, concentration on prayers and the joy of celebration. "This spiritual enhancement will enable you to live and act with mercy after you have returned to your countries and communities," said the Pope Francis to young people at the Campus Misericordia. Now, as the hosts of the World Youth Day, we should ask ourselves: who are we now after having returned to our everyday life, to our country and communities? What have we gained from this "spiritual enhancement"? What have we done to enhance our public space with more respect and openness towards other people who are different than we are? Aren't we suffocating amid tough debates, words sizzling with violence, radical moods and divides?

### **Engagement Risk**

Let's get involved! The Pope's call for changing the world was particularly strongly and clearly heard in Cracow. He set specific requirements for young people: to live their lives, not sleep them over. He encouraged young people to get involved in doing good, which was accepted by the youth with great openness and imagination. The Holy Father does not expect them to be active but sensitive. He encourages empathy and ability to listen to other people. In his opinion, young people should act as "protagonists of service," Jesus teaches us how to engage and calls us to reject the culture of egocentrism. In the name of love, he tells his disciples to visit every nook and corner of the world. He tells them to give others what is best in them. He tells them to avoid feeding on dreams and own happiness and discover happiness in selfless service. Christians should not take actions to satisfy their own needs. Instead they should address current problems of the injured world, bring relief to suffering people, and entirely commit themselves to helping suffering people, same as Jesus. This is not any abstract idea, but true message based on real faces and living stories of abandoned, excluded, suffering and forgotten people. These are the faces of young pilgrims from Syria. It is also the face of Rev. Jacques Hamel murdered in France who was mourned by his young countrymen in Cracow. These are the faces of homeless, sick and poor people that we pass on the street every day. These are the faces that call for our response. The Pope tells us: "Let's get involved in the adventure of mercy!." He expects us to enter the world of econo-

my with courage, to follow the paths of the God "who invites us to play the role of political actors, thinking people, social animators." He admits that getting out of your comfort zone is associated with risk. Although the Pope did not hide this fact from the youth, his message was well received by young Poles. Nowadays, we can see that young Catholics in Poland are searching for a specific shape of their engagement. The World Youth Day ignited their dreams and hopes. These young people do not want to remain indifferent. They notice the space of spiritual and human development in the Church, where they can grow to be a gift to others. But, following this path, they need to have a wise guide and support. They must not reject this help as this would be a betrayal and damage to the legacy of the World Youth Day, the infringement of a thread of trust between the Church and the youth in months preceding the event and during these unforgettable days of July.

### **Poland as Eternally Young Image of Mercy**

The World Youth Day constitute the call for the renewal of the charisma of Mercy for the Polish Church. This Mercy should serve as the memorable image of the Church in Poland, which is still

PHOTO — Paulina Krzyżak / FLICKR.COM



young according to the Pope. Therefore, it is open to new challenges that we face. The spiritual centre of the World Youth Day was the town of Łagiewniki located near Cracow. The image of the Merciful Jesus Christ accompanied pilgrims during all central events of the World Youth Day, reminding that this is where the Message on Divine Mercy spread into the world. It is necessary to deepen and implement the charisma of Mercy in everyday life of all Christians in Poland, to whom the Saint Pope John Paul II – patron of the World Youth Day – directed his message in the Cracow Błonia Park in 2002. After several years, his message echoed again and remains to be valid. "The Church is looking at you now. And I would add: the world is looking at you and wants to teach you how to rebuild your trust in the Mercy of the Father whose face is eternally young and who never stops inviting us to enter His Kingdom," said the Pope Francis who continues the legacy of the Pope John Paul II. He directed his words at young people gathered in the Błonia Park in Cracow. It is necessary to ensure that the Polish Church, strengthened by the gift of the World Youth Day, persistently renews the imagination of mercy and implements this message by serving the most vulnerable and lost people.

### **World Youth Day Starting Today and Lasting Tomorrow**

There are no shortcuts in the spiritual growth. Therefore, it would be naïve to expect that the World Youth Day would immediately change the Polish Church and the youth, simultaneously solving all social and personal problems. The World Youth Day is not the "instant" type of religiousness, although it may seem so considering the scale of the event – the gathering of the Church with the Pope, bishops and pilgrims all over the world. The essence of the World Youth Day is the meeting with Jesus and the joint celebration of faith in the community. But this celebration is a special, rejuvenating and reviving experience. It is associated with the beginning of something new. The Pope Francis did not leave young people alone, offering them specific tips on how to continue this experience by limiting themselves to beautiful emotions. He said: "Let's remember this meeting, let's keep alive memories about the presence of the God and His Words. Let's bring out the voice of Jesus Christ who calls us by our names." Thus, in the end, it is a very intimate experience that requires us to grow in the silence of our hearts. As the Pope said, the model example of this attitude is Mary, the Mother of God, who teaches us how to make the World Youth Day experience a fruitful one. She teaches us how to preserve the obtained gift and keep it in our hearts so that it brings us positive results in our everyday life. We must protect the good that we shared in these Days.



## 2. World Youth Day Krakow 2016. Background

Rev. Prof. Józef Stala

### Origins

When discussing the origins of World Youth Day, the first celebrations in Rome and the intention of building a community of young Catholics are usually brought up. However, to see the sources of the idea for WYD we have to go back to events which took place much earlier than John Paul II's pontificate, back to Karol Wojtyła's priestly activity in Cracow, starting with the Light-Life Movement "Oaza," the meetings and trips with students that he organized until the so-called "Milieu" (Polish: Środowisko) was formed.<sup>1</sup> Cardinal Wojtyła transferred his vast experience of working with youth to the Holy See, which largely enriched the Catholic Church.<sup>2</sup> After being elected Pope and moving to Rome in 1978, Karol Wojtyła promptly took steps to launch regular meetings for young people. He often called out to the young: "You are the hope of the Church! You are the hope of the world!"<sup>3</sup> It is worth remembering that it was John Paul II, who in a conversation with George Weigel, stated that the idea of WYD originated "among his young friends from the Milieu and their interest in the personal and professional dynamics of teenage years and early adulthood."<sup>3</sup>

It should also be remembered that a similar idea was put forward in the first half of the 1980s among people gathered around the Pontifical Council for Laity. Bishop Paul Josef Cordes and Rev. Józef Michalik, in particular, were considering the organization of such meetings, at the same time admitting that the idea of a meeting for young people from different parts of the

<sup>1</sup> S. Dziwisz, *The „Genesis” of World Youth Day*, in: *World Youth Days. A Testimony to the Hope of Young People*, eds. J. Stala, A. Porębski, Cracow 2016, p. 18.

<sup>2</sup> S. Dziwisz, *The „Genesis” of World Youth Day*, in: *World Youth Days. A Testimony to the Hope of Young People*, eds. J. Stala, A. Porębski, Cracow 2016, p. 19; Cf. S. Ryłko, *The Word Youth Day Generation*, in: *World Youth Days. A Testimony to the Hope of Young People*, eds. J. Stala, A. Porębski, Cracow 2016, pp. 27-34.

<sup>3</sup> G. Weigel, *Świadek nadziei. Biografia Jana Pawła II [A Witness of Hope. John Paul II's Biography]*, Cracow 1999, p. 624; Cf. G. Weigel, *Kres i początek. Papież Jan Paweł II – zwycięstwo wolności, ostatnie lata, dziedzictwo [Beginning and end. Pope John Paul II – Victory of Freedom, Last Years, Heritage]*, Cracow 2012.

world was also put forward by the young who met in Rocca di Papa in the spring of 1980. When Pope John Paul II found out about the plans, he offered his support and later turned them into an actual project.<sup>4</sup>

According to the words of Bishop P.J. Cordes and Rev. J. Michalik, members of the religious movements they were in touch with were thrilled at the idea. Many of them offered to work shifts at the centre that was being set up. The "San Lorenzo" International Youth Centre, under the patronage of St. Lawrence of Roma and Pier Giorgio Frassati, was set up in a small church at via Pfeiffer, close to the Vatican. The centre was opened on 13 March 1983. Pope John Paul II presided over the Holy Mass, during which he expressed a wish that bishops from all over the world tell the young about the place and encourage them to visit. Referring to the San Damian Cross, hanging in the church presbytery, the Pope called on the young to make the cross a central point of their lives since "The Cross takes on itself the whole poverty of the world which is caused by sin. The Cross appears as a sign of grace."<sup>5</sup> When Pope John Paul II inaugurated the extraordinary Holy Year of the Redemption in 1983, he received a wooden cross from the young people from the San Lorenzo Centre in the Vatican, which was later to become a symbol of the Holy Year. The cross was returned to the young on the last day of the Holy

<sup>4</sup> Cf. T. Krzyżak, *The Difficult Beginnings. World Youth Day as the Laity's Response to the call of the Second Vatican Council*, in: *World Youth Days. A Testimony to the Hope of Young People*, eds. J. Stala, A. Porębski, Cracow 2016, p. 438; J. Michalik, *Nowe miejsce spotkania i modlitwy dla młodzieży w Rzymie [New Place for Youth Meetings and Prayers in Rome]*, „L'Osservatore Romano” – Polish edition (1986) No 3.

<sup>5</sup> John Paul II, *Międzynarodowe Centrum Młodzieżowe „S. Lorenzo” [The "San Lorenzo" International Youth Centre]*, „L'Osservatore Romano” – Polish edition 7 (1986) No 3, p. 14; Cf. T. Krzyżak, *The Difficult Beginnings. World Youth Day as the Laity's Response to the call of the Second Vatican Council*, in: *World Youth Days. A Testimony to the Hope of Young People*, eds. J. Stala, A. Porębski, Cracow 2016, p. 442.



PHOTO – Jakub Szymczuk / FOTO GOŚĆ

Year, on Palm Sunday 22 April 1984. When giving the cross back to the young people, Holy Father John Paul II asked them to take this cross around the whole world.<sup>6</sup> Since that moment, the cross, together with the image of St. Mary, *Salus Populi Romani*, has travelled to all the dioceses in each country hosting WYD. The youth took up the Pope's challenge and have continued to do so until today.

In the beginning, the meetings at the "San Lorenzo" International Youth Centre were arranged by fourteen youth groups from different religious movements. A group from Poland, from the Light-Life Movement, also did a shift twice a month. However, it was decided later that the change of groups was too frequent and a French community, Emmanuel, was entrusted with running the centre. The opening of "San Lorenzo," the participation of young people in the inauguration of the Holy Year and the European youth meeting organized by the Taizé community provided a direct impulse for WYD. Of particular importance was the European youth meeting, organized by the Taizé community, which took place in Rome at the end of 1983 and beginning of 1984. The event showed the value of international meetings of young people. It was decided that the world youth meeting would begin on 11 April 1984 and would close on Palm Sunday, 15 April 1984, one week before the end of the Holy Year. Palm Sunday was chosen to provide a clear sign. Traditionally, this is the *Pueri Hebraeorum* day, when Israeli boys and girls recognized Jesus. This was a day of Christ's triumph, when he arrived in Jerusalem, accompanied by large numbers of people, including the young.<sup>7</sup>

The formula of World Youth Day, as we know it today, when the youth first gather for prayers and vigils in station churches, and then meet the Pope, was developed during the preparations for the 1984 Jubilee, despite strong resistance mounted by Curia staff. The Jubilee of the young was fully supported by religious movements and groups and the celebrations were prepared on a large scale. The Taizé community, Focolare, Opus Dei and the Neocatechumenate were in charge of the organization, and they initiated and led prayer meetings and meditations in five basilicas in Rome, which were station churches. There were two meetings with the Pope: at the beginning and closing of the event. The administration of the meeting was run by the "Comunione e Liberazione" movement.<sup>8</sup>

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<sup>6</sup> Cf. <http://www.krakow2016.com/en/wyd-history> (26.10.2016).

<sup>7</sup> Cf. T. Krzyżak, *The Difficult Beginnings. World Youth Day as the Laity's Response to the call of the Second Vatican Council*, in: *World Youth Days. A Testimony to the Hope of Young People*, eds. J. Stala, A. Porębski, Cracow 2016, pp. 442–444.

<sup>8</sup> Cf. T. Krzyżak, *The Difficult Beginnings. World Youth Day as the Laity's Response to the call of the Second Vatican Council*, in: *World Youth Days. A Testimony to the Hope of Young People*, eds. J. Stala, A. Porębski, Cracow 2016, p. 444.

A penitential service, attended by over 15,000 worshippers, and the Way of the Cross in the Colosseum, attended by around 40,000, were both important elements of the meeting. Around 200,000 people participated in a Saturday rosary prayer led by John Paul II on St. Peter's square. Finally, the number of participants in the Palm Sunday liturgy on 15 April was around 350,000. The meeting was a remarkable success. On the following Sunday, during the Angelus, the Pope invited the young to Rome for another meeting in a year's time.

The 1985 meeting, organized as part of the International Youth Year proclaimed by the UN, was slightly more modest than the 1984 meeting. The event lasted two days only, but the formula of station churches was kept. Around 300,000 young people gathered at 9:30 at St. Peter's Square and via della Conciliazione for a Holy Mass with the Pope. It was also decided that the meetings should "go beyond" Rome and be held every two years (currently they are held every three years). Consequently, the subsequent meeting was held in Buenos Aires in Argentina. Local churches became more involved in the organization and at the same time more young people were given an opportunity to participate.

The International Youth Year and the meeting of the young in Rome prompted John Paul II to write an apostolic letter to the young, in which he called out to them: "So your youth is not just your own property, your personal property or the property of a generation: it belongs to the whole of that space that every man traverses in his life's journey, and at the same time it is a special possession belonging to everyone. It is a possession of humanity itself."<sup>9</sup> Holy Father John Paul II cared deeply about young people in the Church and understood perfectly that young people asked existential questions about their futures and that other young worshippers could help to find the answer: "All young people should feel that the Church follows them. That is why the church, in unity with Saint Peter's successor,

<sup>9</sup> [https://w2.vatican.va/content/john-paul-ii/en/apost\\_letters/1985/documents/hf\\_jp-ii\\_apl\\_31031985\\_dilecti-amici.html](https://w2.vatican.va/content/john-paul-ii/en/apost_letters/1985/documents/hf_jp-ii_apl_31031985_dilecti-amici.html) (26.10.2016).

FOTO – Jakub Szymczuk / FOTO GOŚĆ





feels a growing commitment worldwide towards the young: their worries, questions, openness and hope, a commitment to meeting their expectations, to giving them confidence whose name is Jesus Christ. The truth that is Christ. The love that is Christ. And within this special attention that the Church is focusing on the young they must find proof that they are very important because they are worth so much. Their life is precious for the Church."<sup>10</sup>

The first formalized meeting with the youth of the world, held at the diocese level, took place in Rome in 1986 under the slogan: "Always be prepared to make defence to anyone who calls you to account for the hope that is in you."<sup>11</sup>

Every year diocese celebrations of Youth Day take place on Palm Sunday, while every two to three years youth days become an international event. After the meeting in 1987 in Buenos Aires in Argentina, World

<sup>10</sup> <http://www.polskieradio.pl/5/3/Artykul/1645992,Swiatowe-Dni-Mlodziezy-wynik-troski-Jana-Pawla-II-o-mlodych> (26.10.2016); Cf. J. Moskwa, *Kalendarium pontyfikatu Jana Pawła II [Chronology of John Paul II Pontificate]*, Cracow 2014; M. Duda, *Papież i młodzi w dziele ewangelizacji świata [The Pope and the Young in the Evangelization of the World]*, Częstochowa 1991; *Wartości Polaków a dziedzictwo Jana Pawła II [Poles' Values and John Paul II's Heritage]*, ed. T. Żukowski, Warszawa 2009; *Spór o człowieka – spór o przyszłość świata. Od bł. Jana XXIII do Jana Pawła II [Dispute over Man – Dispute over the World's Future. From Blessed John XXIII to John Paul II]*, ed. J. Nagórny, J. Gocko, [b.w.], Lublin 2004, pp. 19-36.

<sup>11</sup> <http://www.krakow2016.com/en/wyd-history> (26.10.2016).

PHOTO 2 – Jakub Szymczuk / FOTO GOŚĆ



Youth Days were held in the following years and places: 1989 – Santiago de Compostela, 1991 – Częstochowa, 1993 – Denver, 1995 – Manila, 1997 – Paris, 2000 (Great Jubilee year) – Rome, 2002 – Toronto. During his two last meetings with the youth of the world in Rome and Toronto, Pope John Paul II called on young people to be saints: "Young people of every continent, do not be afraid to be the saints of the new millennium!"<sup>12</sup> His thoughts and teachings accompanied the young during the subsequent World Youth Days taking place after his death. Although the formula of World Youth Days was later slightly modified, its foundations still remain close to the idea put forward by John Paul II.<sup>13</sup>

The idea of the Polish Pope was upheld by Benedict XVI, who participated in two meetings with the young: in Cologne in 2005 and in Madrid in 2011. Pope Francis' first WYD was in Rio de Janeiro in 2013 (it was also the Pope's first apostolic visitation) and the second one was the event in Cracow in 2016.<sup>14</sup>

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<sup>12</sup> [http://w2.vatican.va/content/john-paul-ii/en/messages/youth/documents/hf\\_jp-ii\\_mes\\_29061999\\_xv-world-youth-day.html](http://w2.vatican.va/content/john-paul-ii/en/messages/youth/documents/hf_jp-ii_mes_29061999_xv-world-youth-day.html) (26.10.2016).

<sup>13</sup> Cf. A. Kiciński, *Historia Światowych Dni Młodzieży [History of World Youth Days]*, [http://www.opoka.org.pl/biblioteka/Z/ZD/ak\\_sdm2002.html](http://www.opoka.org.pl/biblioteka/Z/ZD/ak_sdm2002.html) (26.10.2016); P. Salamon, *Co Chrystus daje dzisiaj młodym? Nauczanie Jana Pawła II do młodzieży [What Does Christ Give to the Young Today? John Paul II Teaching for the Young]*, Cracow 1998; M. Muolo, *Pokolenie Światowych Dni Młodzieży [WYD Generation]*, Cracow 2015; E. Tkocz, *Chrześcijańska formacja młodzieży w świetle orędzi Jana Pawła II na Światowe Dni Młodzieży [Christian Youth Groups in Light of John Paul II's Messages to WYD]*, Katowice 2005; *Pokolenie JP2. Przeszłość i przyszłość zjawiska religijnego [JP2 Generation. The Past and the Future of the Religious Phenomenon]*, red. T. Szawiel, Scholar, Warszawa 2008; J. Dyduch, *Papieska Rada Świeckich i Papieska Komisja Iustitia et Pax [Pontifical Council for the Laity and Pontifical Council for Justice and Peace]*, „Prawo Kanoniczne” 25 (1982) No 1-2; J. Dyduch, *Udział kardynała Karola Wojtyły w racach Rady Świeckich [Cardinal Karol Wojtyła's Participation in the Proceedings of the Council for the Laity]*, „Prawo Kanoniczne” 39 (1996) No 1-2; Ł. Kamykowski, *Jubileusz młodych w Rzymie [Jubilee of the Young in Rome]*, „L'Osservatore Romano” (1984) No 3.

<sup>14</sup> Por. Franciszek. *Między kanapą a odwagą. Wszystko, co powiedział Papież podczas Światowych Dni Młodzieży w Krakowie [Francis. Between the Sofa and Courage. All that the Pope Said during World Youth Day in Cracow]*, prepared by A. Gutkowski, Cracow 2016; *Światowe Dni Młodzieży i Wizyta Apostolska Ojca Świętego Franciszka w Polsce [World Youth Day and Pope Francis' Visitation in Poland]*, ed. J. Woleńska-Operacz, Warszawa 2016.

## Programme of World Youth Day Krakow 2016

The WYD held in Cracow in 2016 was a symbolic summary of the three decades of the tradition of World Youth Days. The theme for WYD Krakow 2016 was announced three months after WYD had been held in Rio de Janeiro: "Blessed are the merciful, for they shall obtain mercy."<sup>15</sup> Each World Youth Day, including the ones celebrated in dioceses, had a motto from the Gospel, connected with the circumstances and the place of the event.

Usually, WYD lasts for a few days and covers the five most important mass meetings, referred to as the Central Events (the Opening Mass, the Papal Welcome, the Way of the Cross, the Saturday Vigil and the Final Mass) as well as a series of catechetical sessions led by bishops from different parts of the world, and the Festival of the Young, which is a series of concerts held on stages in the host city. The Vocations Centre is also an important part of WYD. For practical reasons, WYD usually takes place in summer, in July or August, as high school and university students find it easier to plan their participation in WYD during summer months. WYD in Panama will be an exception as it is to be held in February 2019 because of the country's location and climate.

The WYD programme always includes the Holy Father's visit to the host country. In 2016 in Cracow, the programme covered a number of additional events<sup>16</sup> connected with Poland, such as the Holy Mass at Jasna Góra Monastery to celebrate the 1050<sup>th</sup> anniversary of Poland's Baptism, Pope Francis' visit to Auschwitz and a visit to the Children's Hospital in Cracow-Prokocim.<sup>17</sup>

In 1997 in Paris, the so-called Days in the Dioceses were introduced, which enable young visitors to come to the host country around a week before the Central Events and to learn about a given region of the country, its culture, tradition, wildlife and to meet its inhabitants. Close meetings between youth from different parts of the world and people from a given state, region and town help to establish direct contacts and to share faith. The inhabitants who host pilgrims in their homes show openness, friendliness, hospitality, i.e. they show Christian values in practice, and at the same time they learn about various traditions, customs and behavior patterns of their guests. The Days in the Dioceses in Poland focused on showing Poland's Christian tradition and emphasizing the 1050<sup>th</sup> anniversary of the Baptism of Poland.

<sup>15</sup> <http://www.romereports.com/2013/11/09/pope-announces-theme-for-wyd-2016-in-krakow> (26.10.2016).

<sup>16</sup> Cf. <http://www.krakow2016.com/en/program-en> (26.10.2016).

<sup>17</sup> Detailed programme of WYD Krakow 2016 in Cracow: <http://www.krakow2016.com/en/program-en> (26.10.2016).

In Poland, the Days in the Dioceses started on 20 July 2016 and lasted for five days. On 25 July the young arrived in Cracow to participate in a meeting with Cardinal Stanisław Dziwisz on 26 July. The preparations had lasted for over 30 months. A total of 44 local WYD centres participated in the diocese week. They were given biblical names, such as Bethany, the Mount of Beatitudes or Jerusalem. 18 Altogether, over the three years in all the dioceses, one million participants took part in spiritual preparations. A total of 115,000 pilgrims from 135 countries in the world arrived in Polish dioceses to experience Polish hospitality and learn about Poland's culture, in particular the religious aspect. In some towns mass concerts for pilgrims were held, connected with the mercy theme, as well as meetings with the elderly, residents of care homes, hospice patients, children brought up in orphanages and prisoners. The cultural programme in the dioceses also comprised visits to museums, many of which were free of charge for WYD pilgrims on showing a pilgrim ID. These included famous Polish museums such as the National Museum (Warsaw), the Artus Court and the European Solidarity centre (Gdańsk), the Warsaw Rising Museum, Fryderyk Chopin Museum, Copernicus Science Centre and the museum located at the site of a former Nazi concentration camp in Auschwitz-Birkenau. Some regions, especially in the Warmińsko-Mazurskie, Podkarpackie or Małopolskie Provinces, placed emphasis on contact with nature. The Final Mass was also celebrated in the dioceses by respective bishops and visiting hierarchs. After the Days in the Dioceses the young went to Cracow to experience a spiritual meeting in the city of saints.<sup>19</sup>

World Youth Day in Cracow opened on 26 July 2016 at 17:30 with the Opening Mass celebrated at Błonia Park by Cardinal Stanisław Dziwisz, Cracow Metropolitan Bishop. The choice of Błonia Park was motivated by the fact that previous meetings with Pope John Paul II and Benedict XVI were held there, as well as for logistical reasons, as the Park was a convenient location. With the park being close to the Main Square and the Press Centre on the AGH University of Science and Technology campus, both pilgrims and journalists could easily get to the locations of three of the five Central Events.

In the afternoon of Wednesday 27 July 2016, Holy Father Francis arrived in Cracow. For young people it was a day of catechetical sessions and cultural meetings. No Central Event took place on that day, but the Pope did hold official meetings. At the Balice airport the Pope was welcomed by Polish bishops, Poland's president and members of parliament. In his first speech Holy

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<sup>18</sup> Information on WYD Krakow 2016 in Cracow for the press from the meeting for state television journalists in June 2016.

<sup>19</sup> Cf. <http://pope2016.com/sdm2016/dni-w-diecezjach/news,495896,dni-w-diecezjach--czeskos-takiego-polska-jeszcze-nie-widziala.html> (26.10.2016).



Father Francis said: „This is the first time I have been to Central and Eastern Europe and I am happy that I start with Poland, the home country of the unforgettable St. John Paul II, initiator and promoter of World Youth Day.”<sup>20</sup> The Pope also highlighted that he wanted to carry out a mission of talking about and spreading Divine Mercy.

Following in St. Pope John II's tradition, on the first day of his visitation, Pope Francis appeared in the Papal Window in the Bishops' Palace in Cracow, at Franciszkańska 3, to greet young people. The Holy Father talked about 27-year-old Maciek, a graphic designer for WYD and a WYD volunteer, who died after a few months of fighting cancer. Francis remembered his heroic attitude, making young listeners aware that praying for the dead is a work of mercy.<sup>21</sup> The Vatican Pilgrim also appeared in the Papal Window on Thursday and Friday. The main topic on 28 July was marriage and marital dialogue.<sup>22</sup> On Friday, in turn, Francis talked about his impressions of Auschwitz-Birkenau.<sup>23</sup>

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<sup>20</sup> <http://www.krakow2016.com/oficjalne-powitanie-papieza-franciszka> (26.10.2016).

<sup>21</sup> Cf. P. Guzik et al., *Communicating Mercy during World Youth Day Krakow 2016. A Case Study on how to Make Young People Practice Christian Values*, in: *Participation and Sharing: Managing Church Communication in a Digital Environment* – proceedings from X Professional Seminar for Church Communications Offices, April 2016, Santa Croce University Rome; *Przemówienie w czasie wieczornego spotkania z młodymi w oknie papieskim [Speech from the Evening Meeting with Young People in the Papal Window]*, in: *Franciszek. Między kanapą a odwagą. Wszystko, co powiedział papież podczas Światowych Dni Młodzieży w Krakowie [Francis. Between the Sofa and Courage. All that the Pope Said during World Youth Day in Cracow]*, prepared by A. Gutkowski, Cracow 2016, pp. 66-68.

<sup>22</sup> Cf. *Przemówienie w czasie wieczornego spotkania z młodymi w oknie papieskim [Speech from the Evening Meeting with Young People in the Papal Window]*, in: *Franciszek. Między kanapą a odwagą. Wszystko, co powiedział papież podczas Światowych Dni Młodzieży w Krakowie [Francis. Between the Sofa and Courage. All that the Pope Said during World Youth Day in Cracow]*, prepared by A. Gutkowski, Cracow 2016, pp. 92-95.

<sup>23</sup> Cf. [http://www.deon.pl/religia/serwis-papieski/dokumenty/przemowienia-papieskie/art,148,wszystkie-wystapienia-papieza-franciszka-w-polsce,strona,9.html?utm\\_source=deon&utm\\_medium=link\\_artykul](http://www.deon.pl/religia/serwis-papieski/dokumenty/przemowienia-papieskie/art,148,wszystkie-wystapienia-papieza-franciszka-w-polsce,strona,9.html?utm_source=deon&utm_medium=link_artykul) (26.10.2016) *Przemówienie w czasie wieczornego spotkania z młodymi w oknie papieskim [Speech from the Evening Meeting with Young People in the Papal Window]*, in: *Franciszek. Między kanapą a odwagą. Wszystko, co powiedział papież podczas Światowych Dni Młodzieży w Krakowie [Francis. Between the Sofa and Courage. All that the Pope said during World Youth Day in Cracow]*, prepared by A. Gutkowski, Cracow 2016, pp. 115-116.

Five main events were fundamental elements of World Youth Day in Cracow. The first one was the Opening Mass celebrated by Cardinal Stanisław Dziwisz. The second one was the meeting between the Pope and the young on Thursday afternoon. Holy Father Francis arrived at Błonia Park by tram, together with a group of disabled people, to put himself in their position, but also to feel like an average student in Cracow, getting around the city by tram. The Papal Welcome at Błonia Park on 28 July was his first meeting with young people. He asked: „Can things change? I know the passion with which you embark on a mission and I dare to say that mercy always has a young face. The merciful heart has the courage to give up comfort; the merciful heart can open itself to others, it can embrace everyone.”<sup>24</sup> A total of 600,000 young people participated in the welcome ceremony.<sup>25</sup> The number increased in the subsequent days: 800,000 pilgrims participated on Friday in the Way of the Cross, whose artistic value was described both in the Polish and foreign press.<sup>26</sup> During the Way of the Cross, Pope Francis said that Jesus was the first one to identify himself with poverty, suffering and pain.<sup>27</sup>

<sup>24</sup> <http://www.krakow2016.com/papiez-franciszek-kosciol-dzis-na-was-patrzy-i-chce-sie-od-was-uczyc> (26.10.2016); Cf. *Przemówienie w czasie ceremonii powitania [Speech during the Welcome Ceremony]*, in: *Franciszek. Między kanapą a odwagą. Wszystko, co powiedział papież podczas Światowych Dni Młodzieży w Krakowie [Francis. Between the Sofa and Courage. All that the Pope Said during World Youth Day in Cracow]*, prepared by A. Gutkowski, Cracow 2016, p. 85.

<sup>25</sup> Cf. Information from the Organizing Committee of WYD Krakow 2016.

<sup>26</sup> Cf. <http://www.catholicnews.com/services/englishnews/2016/follow-jesus-way-of-the-cross-through-works-of-mercy-pope-says.cfm> (26.10.2016).

<sup>27</sup> Cf. <http://www.krakow2016.com/droga-krzyzowa-jest-droga-zycia-i-stylu-boga> (26.10.2016).

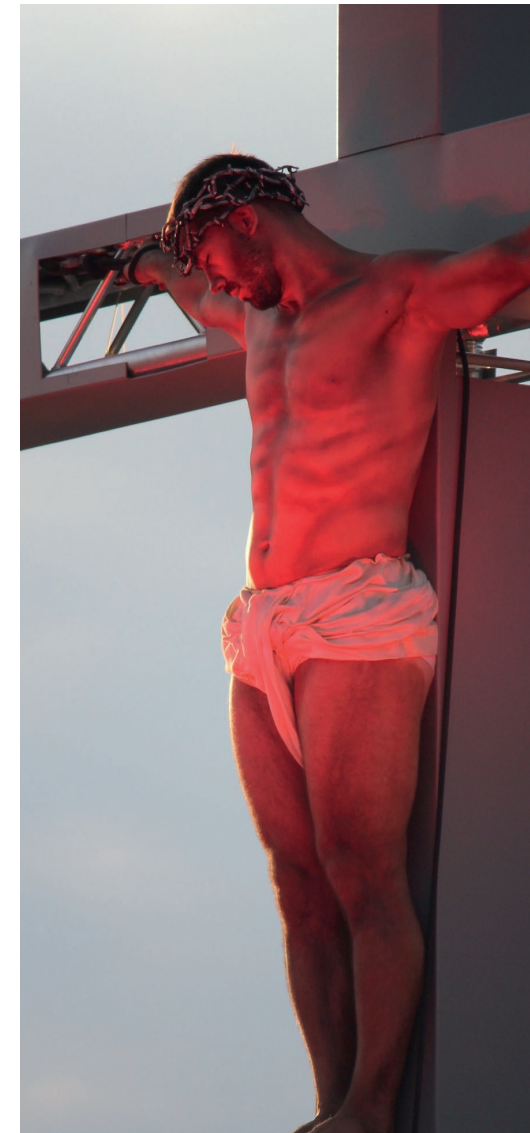


PHOTO – Fabio Beretta / FLICKR.COM



The day when Francis celebrated the Way of the Cross was also the day when he visited the Nazi concentration camp in Auschwitz-Birkenau. The whole visit was shrouded in silence.<sup>28</sup> The date of the visit, 29 July, had a profound meaning, as it was exactly on that day, 75 years earlier, that St Maximilian Maria Kolbe volunteered to die in place of another prisoner. Pope Francis prayed in silence in his cell. The visit to the former concentration camp was not an official part of WYD, rather it was an accompanying event. A similar event was a service celebrated at Jasna Góra Monastery as a Mass of Thanksgiving for the 1050<sup>th</sup> anniversary of the Baptism of Poland (it took place on Thursday 28 July, at 10:30). All Poles were invited to participate.

Saturday 30 July, in turn, was an intensive day. The Pope started the day with a visit to the Divine Mercy Sanctuary in Łagiewniki, where he confessed eight young people to show the meaning of the penance and reconciliation sacrament.<sup>29</sup> Then the Holy Father went to John Paul II Sanctuary, where he celebrated a mass for priests, consecrated persons and seminarians.<sup>30</sup> Next, at the Bishops' Palace at Franciszkańska Street, the Pope had dinner with young people. The dinner was attended by representatives of all continents: Anna Szargiej (Poland/Germany), Uliana Żurawczak (Ukraine), Alessio Vu Hoang (Vietnam), Łukasz Bankiel (Poland), Thomas Harbeck (Canada), Jean-Marc Kone (Ivory Coast), Marco Bulgarelli (Costarica), Fatima Leung-Wai (New Zealand), Jose Pasternak (Brasil), Paula Mora (Colombia), Małgorzata Krupnik (Poland), Raviro Tinotena Kakidza (Zimbabwe) and Jekatierina Baumann (Russia).<sup>31</sup>

<sup>28</sup> Cf. <http://www.krakow2016.com/en/program-en> (26.10.2016).

<sup>29</sup> Cf. <http://www.krakow2016.com/en/program-en> (26.10.2016).

<sup>30</sup> Cf. <http://www.krakow2016.com/en/program-en> (26.10.2016).

<sup>31</sup> Cf. [https://ekai.pl/wydarzenia/ostatnia\\_chwila/x102301/mlodzi-wolontariusze-sdm-zjedli-obiad-z-papieżem/?print=1](https://ekai.pl/wydarzenia/ostatnia_chwila/x102301/mlodzi-wolontariusze-sdm-zjedli-obiad-z-papieżem/?print=1) (26.10.2016).

On Saturday in the afternoon, Pope Francis also visited St. Francis' Basilica in Cracow, where he kissed the reliquary of Fathers Zbigniew Strzałkowski and Michał Tomaszek, murdered in Peru in 1999 by the Shining Path terrorists.<sup>32</sup> Then he went to the Campus Misericordiae, where the Małopolska Caritas set up the House of Mercy and the House of Bread. The former will host workshops for seniors and the latter will be used for storing food. During the Saturday Vigil the Holy Father, together with representatives of youth from the whole world, passed through the Gate of Mercy, and then invited them to join him in the Popemobile.

The Saturday Vigil invoked the words of the official prayer of Cracow WYD: "Teach us how to convey the faith to those in doubt, hope to those who are discouraged, love to those who feel indifferent, forgiveness to those who have done wrong, and joy to those who are unhappy. Allow the spark of merciful love that you have enkindled within us become a fire that can transform hearts and renew the face of the earth."<sup>33</sup> The meaning of the prayer was highlighted by the testimonies of those who regained hope thanks to Divine Grace.<sup>34</sup> During the vigil in the Field of Mercy, Pope Francis called on the young people to get up from a comfortable sofa and put on high-performance shoes: "Thinking that in this world, in our cities and our communities, there is no longer any room to grow, to dream, to create, to gaze at new horizons – in a word to live – is one of the worst things that can happen to us in life. When we are paralyzed, we miss the magic of encountering others, making friends, sharing dreams, walking at the side of others. But in life there is another, even more dangerous, kind of paralysis. It is not easy to put our finger on it. I like to describe it as the paralysis that comes from confusing happiness with a sofa."<sup>35</sup> After the vigil young people listened to a concert of Polish and foreign artists and prayed long into the night.

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<sup>32</sup> Cf. <http://www.polskieradio.pl/5/3/Artykul/1649434,Papiez-Franciszek-znowu-zaskoczy-Odwiedzil-ojcow-franciszkanow> (26.10.2016).

<sup>33</sup> <http://www.krakow2016.com/en/program-en> (26.10.2016).

<sup>34</sup> Cf. <http://www.krakow2016.com/opis-idei-czuwania-z-ojcem-swiety> (26.10.2016).

<sup>35</sup> <https://www.krakow2016.com/przemowienie-papieza-franciszka-z-brzegow> (26.10.2016); Cf. *Przemówienie podczas czuwania modlitewnego z młodzieżą na Campusie Misericordiae [Speech during the Prayer Vigil with Young People in the Campus Misericordiae]* in: Franciszek. *Między kanapą a odwagą. Wszystko, co powiedział papież podczas Światowych Dni Młodzieży w Krakowie [Francis. Between the Sofa and Courage. All that the Pope Said during World Youth Day in Cracow]*, prepared by A. Gutkowski, Cracow 2016, p. 136.



The young stayed at the Campus Misericordiae for the night in order to welcome Pope Francis at the Final Mass. Referring to the biblical story of Zacchaeus, the Pope encouraged youth to show courage every day: "People may laugh at you because you believe in the gentle and unassuming power of mercy. But do not be afraid. Think of the motto of these days: 'Blessed are the merciful, for they will receive mercy' (Mt 5:7). People may judge you to be dreamers, because you believe in a new humanity, one that rejects hatred between peoples, one that refuses to see borders as barriers and can cherish its own traditions without being self-centred or small-minded. Don't be discouraged: with a smile and open arms, you proclaim hope and you are a blessing for our one human family, which here you represent so beautifully!"<sup>36</sup> During the Final Mass the Pope also announced the date and place of the next World Youth Day, to be held in Panama in 2019.

The itinerary of the Pope's pilgrimage also included a meeting with WYD volunteers in the Tauron Arena to thank them for their contribution. A total of 25,000 volunteers working for a short period and around 50 volunteers involved for a longer time helped during WYD Krakow 2016 in Cracow. Holy Father Francis did not give a speech from notes, but engaged in a dialogue with young people. The meeting closed WYD Krakow 2016 in Cracow and the Pope drove to the Balice airport. Onboard the plane to the Vatican, the Pope not only praised the enthusiasm of Poles and the beauty of Cracow, but also explained the basis for successful communication with young people.

World Youth Day and its programme provided not only an opportunity for the young to meet Holy Father Francis, but first and foremost an opportunity to meet God. For this reason, in the towns hosting pilgrims the WYD organizers prepared catechetical sessions in visitors' mother tongues. Almost 1,000 catechetical sessions were held in Cracow. Pilgrims could also confess in the language of catechesis. In Cracow, one of the Reconciliation Zones was set up in Divine Mercy Sanctuary in Łagiewniki (as mercy is experienced in a special way in the penitence and reconciliation sacrament).

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<sup>36</sup> [http://www.deon.pl/religia/serwis-papieski/dokumenty/przemowienia-papieskie/art,148,wszystkie-wystapienia-papieza-franciszka-w-polsce,strona,13.html?utm\\_source=deon&utm\\_medium=link\\_artykul](http://www.deon.pl/religia/serwis-papieski/dokumenty/przemowienia-papieskie/art,148,wszystkie-wystapienia-papieza-franciszka-w-polsce,strona,13.html?utm_source=deon&utm_medium=link_artykul) (26.10.2016); Por. *Homilia w czasie mszy świętej posłania na zakończenie Światowych Dni Młodzieży na Campusie Misericordiae* [Homily during the Final Mass of WYD at the Campus Misericordiae], in: Franciszek. *Między kanapą a odwagą. Wszystko, co powiedział papież podczas Światowych Dni Młodzieży w Krakowie* [Francis. *Between the Sofa and Courage. All that the Pope Said during World Youth Day in Cracow*], prepared by A. Gutkowski, Cracow 2016, pp. 151.

Catechetical sessions in Cracow were held between 27 and 29 July at 260 locations, in 33 languages with the participation of 314 catechists. The largest number of locations (as many as 50) offered sessions in Italian, 44 in Polish, 41 in French, 32 in Spanish and 27 in English. Catechesis was also offered in other, less popular languages, e.g. Norwegian, Korean, Cambodian and Armenian. The sessions took place in churches (240), in assembly halls (8) but also on sports fields, in parks and on squares (12 locations).<sup>37</sup> The largest location was the Tauron Arena, where sessions in English were held, organized by the Mercy Centre of the Knights of Columbus. A total of 20,000 pilgrims took part. At the Cracovia stadium, hosting sessions in Polish, 14,500 people arrived on Friday 29 July. Catechesis was attended by both registered and non-registered young pilgrims. Each day had a similar schedule: between 9 and 12 a group initiated singing and praying, then a bishop addressed teaching to participants, next there was time for questions, followed by a mass with a short homily. The topics for catechesis were focused on the message of WYD Krakow 2016: "Blessed are the merciful." On 27 July the theme was "Now is the time of mercy," the Thursday sessions were entitled "Let us allow ourselves to be touched by Christ's mercy," and finally the Friday topic was "Lord, make me an instrument of your mercy."<sup>38</sup>

An important Cracovian catechesis was the Pilgrimage of Mercy. Between 26 and 29 July 2016, thousands of pilgrims journeyed to two sanctuaries: Divine Mercy Sanctuary and St. John Paul II Sanctuary. During the Pilgrimage of Mercy as many as 250,000 young people visited the two shrines.<sup>39</sup>

For young people the participation in WYD was an opportunity to be part of an international community of being and acting. This participation, grounded in the dignity of every single person, irrespective of their skin colour, sex, country of origin, may change a young person and make him or her more dynamic. The common good of human community cannot be actualized in a way which dismisses personal freedom and responsibility.<sup>40</sup>

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<sup>37</sup> Cf. Internal materials of the Catechesis Division of WYD Organization Committee.

<sup>38</sup> Cf. Internal materials of the Catechesis Division of WYD Organization Committee.

<sup>39</sup> Cf. Information from WYD Krakow 2016 Organization Committee.

<sup>40</sup> Cf. K. Wojtyła, *Osoba i czyn [Person and Deed]*, Lublin 2000, pp. 319–330.

## World Youth Day Krakow 2016 in Numbers

It is very difficult to present figures on World Youth Day. The data on the registered participants is evident, but in the case of other figures we must exercise caution, as we are referring to hundreds of thousands of people arriving for individual WYD events. Unfortunately, it is often the figures that the media are most interested in. Journalists break down, report and compare numbers of participants, countries, registered journalists and commentators. The figures quoted by the media, in particular in the period leading up to WYD, quite often obscured the main idea behind the event, while at the same time confirming that WYD is a mass event, gathering crowds of young people from around the world.



PHOTO – Paulina Krzyżak / FLICKR.COM

Since the very first World Youth Day, held in Rome, the popularity of the meetings has remained at a steady level, sometimes showing an upward trend.

TABLE 1 – Locations of World Youth Day and numbers of participants (1985–2013)

Year	Duration of Central Events	Number	Location	Number of participants [mln]
1985	30–31 March	I	Rome, Italy	0.25–0.35
1987	11–12 April	II	Buenos Aires, Argentina	0.90–1.00
1989	15–20 August	IV	Santiago de Compostela, Spain	0.40–0.60
1991	10–15 August	VI	Częstochowa, Poland	1.50–1.80
1993	10–15 August	VIII	Denver, USA	0.50–1.00
1995	10–15 August	X	Manila, Philippines	4.00–5.00
1997	19–24 August	XII	Paris, France	1.10–1.20
2000	15–20 August	XV	Rome, Italy	2.00–2.50
2002	23–28 July	XVII	Toronto, Canada	0.40–0.80
2005	16–21 August	XX	Kiel, Germany	1.20
2008	15–20 July	XXIII	Sydney, Australia	0.35–0.50
2011	15–21 August	XXVI	Madrid, Spain	1.50–2.00
2013	23–28 July	XXVIII	Rio de Janeiro, Brasil	3.00–3.70

SOURCE: own compilation on the basis of the figures released by the organizers.<sup>41</sup>

<sup>41</sup> Cf. A. Jackowski, I. Soljan, E. Bilska-Wodecka, J. Liro, M. Trojnar, E. Kostrzewa, *World Youth Day in Cracow in the Light of Experiences from Around the World*, in: *World Youth Days. A Testimony to the Hope of Young People*, eds. J. Stala, A. Porębski, Cracow 2016, p. 136.



The number of young pilgrims has oscillated between 350,000 and 5,000,000, which was largely determined by the location (see Table 1). The largest numbers of pilgrims arrived for the event in Manila (5,000,000 in 1995) and Rio de Janeiro (3,000,000 in 2015), which may be linked with the higher religious involvement of the Asian and South American populations. At the same time, the financial security of pilgrims from these continents is statistically smaller, which may prevent them from coming to Europe. The international character of the event is also visible. While at the beginning participants came from 40 countries, in 2005 Cologne was visited by youth representing almost 200 states. World Youth Days have been organized in Europe, four times in the Americas, once in Australia and once in Asia. Rome is the only place to have hosted WYD twice, in 1985 and later in 2000 in the Great Jubilee year. The fact that the event has been held for over 30 years and the keen interest of young people, as reflected in the numbers of pilgrims, demonstrates that the young find the event important, interesting and indispensable, especially in the context of immense civilizational, cultural, social and religious changes. The participants may freely give testimony to their faith, while those who are still searching may obtain solid foundations or at least valuable guidelines.<sup>42</sup>

The number of young people registering for WYD is usually between 300,000 and 500,000, but the actual number of WYD pilgrims is significantly higher (sometimes as many as four times). A total of 356,294 pilgrims from 187 countries registered for the 2016 meeting in Cracow,<sup>43</sup> with Poles being the largest group (around 80,000), followed by Italians (around 64,000), French (around 33,000) and Spanish (around 30,000).<sup>44</sup> The final number was increasing day by day. Many participants decided not to come due to a growing terrorist threat in Europe. However, the safety, peace and good organization of the event, evident from the very first Holy Mass at Błonia Park, changed the mind of many pilgrims and they came at the last minute. At a press conference closing the event, held on 1 August 2016, Bishop Damian Muskus, General Coordinator of WYD Krakow 2016, said that as many 3,000,000 people could have participated in the Final Mass, though the number reported in the media was around 2,500,000 (most likely it was based on unofficial police estimates). Consequently, the number of participants of WYD Krakow 2016 in Cracow is slightly higher than it was in Madrid.<sup>45</sup>

<sup>42</sup> Cf. A. Jackowski, I. Sołjan, E. Bilska-Wodecka, J. Liro, M. Trojnar, E. Kostrzewa, *World Youth Day in Cracow in the Light of Experiences from Around the World*, in: *World Youth Days. A Testimony to the Hope of Young People*, eds. J. Stala, A. Porębski, Cracow 2016, pp. 136–137.

<sup>43</sup> Cf. *Materials of the Press Office of WYD Krakow 2016 in Cracow*, <https://www.krakow2016.com/biuro-prasowe> (26.10.2016).

<sup>44</sup> Cf. *Materials of the Press Office of WYD Krakow 2016 in Cracow*, <https://www.krakow2016.com/biuro-prasowe> (26.10.2016).

<sup>45</sup> Cf. <http://www.gazetakrakowska.pl/swiatowe-dni-mlodziezy-2016/a/sdm-organizatorzy-na-mszy-w-brzegach-bylo-25-mln-wiernych-zdjecia,10463928/> (26.10.2016).

The organization of World Youth Day also means financial dealings involving millions of euro. A proportion of the organizational costs is borne by pilgrims.<sup>46</sup> Fundraising to support pilgrims from less affluent countries is a commendable idea. The funds from the so-called participation contribution were used to prepare pilgrims' backpacks and meeting venues, which also had an educational dimension.

Each World Youth Day is an enormous logistical challenge. Participants in Cracow WYD were provided with different forms of accommodation in the city: hotels, hostels, camping sites and places in private homes. There were four pilgrim accommodation zones. The first included the city of Cracow and the neighbouring area (around 300,000 to 400,000 participants). The second zone covered the area of the Cracow Archdiocese (100,000 to 150,000). The third zone was the Tarnów diocese (30,000 to 100,000) and the fourth one was the Kielce and Katowice dioceses (50,000 to

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<sup>46</sup> Some bishops, for example Tarnów Bishop Andrzej Jeż, provided financial support for young people from their parishes to enable their participation in WYD Krakow 2016 in Cracow Cf. *Biskup Tarnowski wspiera młodych, którzy przez cały tydzień będą uczestniczyć w ŚDM* [Tarnów Bishop Supports Young Pilgrims Going to WYD] <http://www.diecezja.tarnow.pl/index.php/wiadomosci/item/3617-biskup-tarnowski-wspiera-młodych-ktorzy-przez-caly-tydzien-beda-uczestniczyc-w-sdm> (26.10.2016).



100,000). Young pilgrims who were registered as participants were offered accommodation in private homes (around 150,000 pilgrims), tent cities, schools (around 40,000), dormitories (around 15,000) and other facilities. Those who came to Cracow as unregistered participants stayed in hotels and hostels (around 28,000). Some pilgrims were hosted by monasteries and convents.<sup>47</sup>

Approximately 17,000 police officers and 11,000 border guards kept order during the meeting in Cracow.<sup>48</sup> Almost 6,000 journalists were accredited to cover WYD,<sup>49</sup> including almost 2,000 from abroad. A total of 5,000,000 pieces of Communion bread and the same number of water bottles were prepared for WYD in Cracow.<sup>50</sup> The numbers suggest that WYD in Cracow was a huge international event, involving not only representatives of the Roman-Catholic Church, but also the government and the state administration.

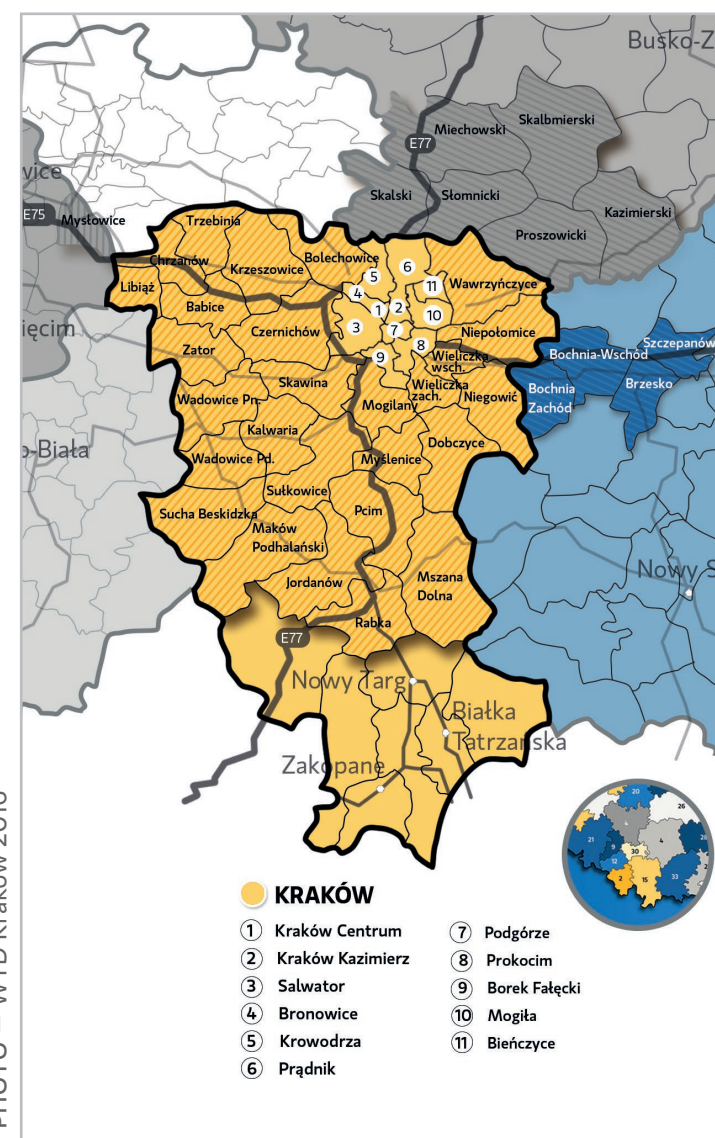
<sup>47</sup> Cf. A. Jackowski, I. Sołjan, E. Bilśka-Wodecka, J. Liro, M. Trojnar, E. Kostrze-wa, *World Youth Day in Cracow in the Light of Experiences from Around the World*, in: *World Youth Days. A Testimony to the Hope of Young People*, eds. J. Stala, A. Porębski, Cracow 2016, pp. 146–148.

<sup>48</sup> Cf. <https://www.mswia.gov.pl/pl/bezpieczenstwo-sdm/przygotowania-slu-zb/14441,Przygotowania-slu-zb.html> (26.10.2016).

<sup>49</sup> Cf. [https://ekai.pl/wydarzenia/temat\\_dnia/x101256/ponad-tys-dzienni-karzy-akredytowanych-na-wizyte-papieza-i-swiatowe-dni-mlodziezy/](https://ekai.pl/wydarzenia/temat_dnia/x101256/ponad-tys-dzienni-karzy-akredytowanych-na-wizyte-papieza-i-swiatowe-dni-mlodziezy/) (26.10.2016).

<sup>50</sup> Internal materials of WYD Krakow 2016 Organization Committee.

PHOTO – WYD Krakow 2016



## The Organization of World Youth Day Krakow 2016

World Youth Day is one of the largest international events in the world. Its preparation, organization and implementation require a professional set-up and regular activities. Since the very beginning the unit responsible for the organization on behalf of the Vatican was the Pontifical Council for the Laity. The Council was dissolved in 2016 and its responsibilities were taken over by the Dicastery for Laity, Family and Life, which came into being on 1 September 2016.<sup>51</sup>

The main organizer of WYD Krakow 2016 in Cracow was the Cracow Archdiocese. The local Organizing Committee was in charge of organizational, logistic and spiritual preparations for WYD Krakow 2016, and cooperated with Vatican institutions, in particular the pontifical Council for the Laity, a guarantor of the consistency of the WYD project with the Holy Father's intentions. The local committee is always set up for the period of preparation and implementation after the location of the next WYD is announced. It is usually composed of representatives of the host diocese and the Episcopal Conference of a host country and is chaired by the Bishop of the host location.<sup>52</sup> In Cracow, the WYD Organizing Committee had 120 full-time employees, but the total number of people involved was considerably higher. A total of 50 volunteers were engaged for a longer period and worked for the Committee, being part of every Division of the WYD Organizing Committee. The Committee had the following departments: General Administration, Pilgrim Registration and Reception Department, Volunteer Department, Central Events Department, Logistics Department, Communication Department, Pastoral Department, Catechesis Department and Festival of the Young Department. The Financial Section (employees of the Metropolitan Curia in Cracow), in turn, was in charge of finances. The Chairman of the Organizing Committee for WYD Krakow 2016 in Cracow was Cardinal Stanisław Dziwisz, the General Coordinator was Bishop Damian Muskus OFM, while Rev. Grzegorz Suchodolski was the Secretary General.<sup>53</sup> Since the Holy Father's visit during WYD was also a Papal Visitation and a visit of the Head of the Vatican State, the Episcopal Conference was also involved in the organization of the event. The Conference set up the Organizing Committee for the visit of Holy Father Pope Francis with Bishop Artur Miziński as Secretary General.

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<sup>51</sup> Cf. [http://en.radiovaticana.va/news/2016/08/17/pope\\_francis\\_sets\\_up\\_dicastery\\_for\\_laity\\_family\\_and\\_life/1251813](http://en.radiovaticana.va/news/2016/08/17/pope_francis_sets_up_dicastery_for_laity_family_and_life/1251813) (26.10.2016).

<sup>52</sup> Cf. [http://www.krakow2016.com/organizatorzy\\_testowa](http://www.krakow2016.com/organizatorzy_testowa) (26.10.2016).

<sup>53</sup> Based on: [http://www.krakow2016.com/organizatorzy\\_testowa](http://www.krakow2016.com/organizatorzy_testowa) (26.10.2016).



The preparation of such a large international event also meant the involvement of the Polish authorities and the Małopolska and Cracow authorities. A special legal act was passed, which set out all WYD-related issues, described the extent of support to be provided to the organizers by the Republic of Poland (from central level administration, such as the Government Protection Bureau and Border Guards to province administration and units reporting to the provincial governor, such as the police and healthcare services, and finally local administration). The Polish government appointed Mr Paweł Majewski as Government Representative for the Preparation of WYD Krakow 2016 in Cracow, while Ms Beata Kempa, Member of the Council of Ministers, was nominated Head of the Government Group for the Preparation of the visit of His Holiness Pope Francis.<sup>54</sup>

City and local government administration also joined in the preparation and implementation of WYD Krakow 2016 in Cracow.<sup>55</sup> We cannot forget about volunteers, both those involved in long-term volunteering, who most often arrived six months before the beginning of WYD, and those involved for a short time, whose number in Cracow reached around 25,000. They were easily recognizable by their

<sup>54</sup> Cf. <https://bip.kprm.gov.pl/kpr/bip-rady-ministrow/organy-pomocnicze/organy-pomocnicze-rady/2992,Zespól-do-spraw-przygotowania-wizyty-Jego-Swiatobliwosci-Papieża-Franciszka-w-Rz.html> (26.10.2016).

<sup>55</sup> Cf. A. Jackowski, I. Sołjan, *Światowe Dni Młodzieży Cracow 2016 – raport prognozowanych korzyści z organizacji imprezy* [World Youth Day Krakow 2016 in Cracow: a Report on the Forecasted Benefits of the Event. Internal Materials of WYD Krakow 2016 Organization Committee.]



PHOTO — WYD Krakow 2016

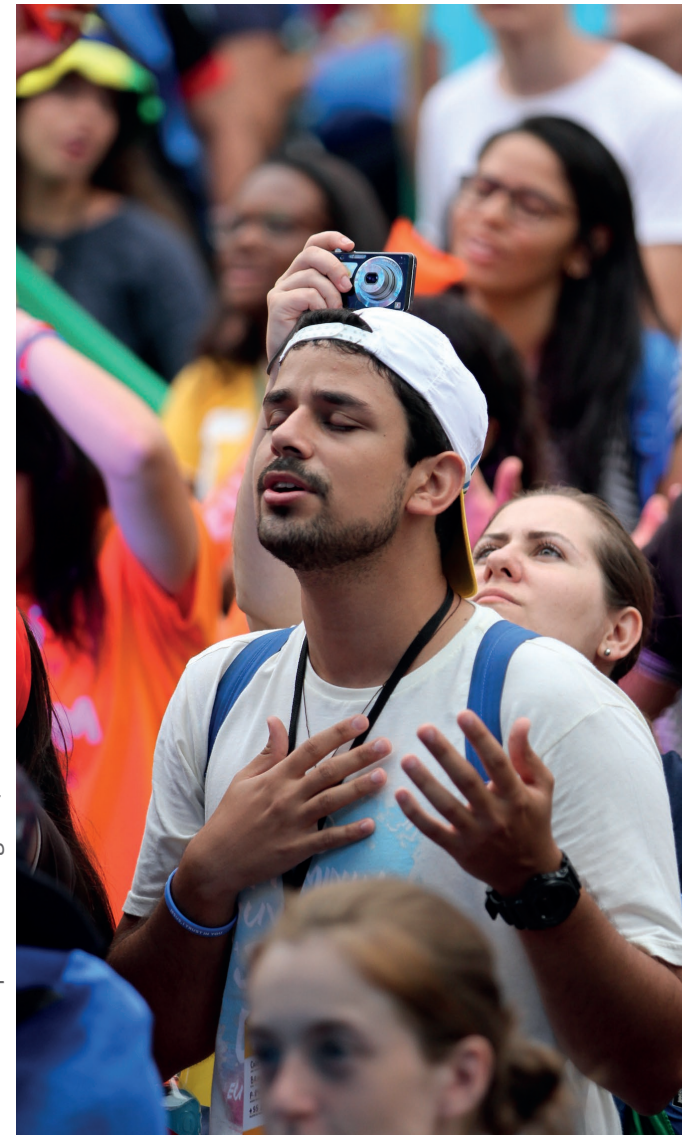
blue backpacks. Short-term volunteers helped in the organization stage and during the event itself. Their tasks involved greeting pilgrims, providing information and helping young people as well as keeping order at the venue of the Central Events.

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The pilgrimage to Cracow for WYD Krakow 2016 involved different groups of young pilgrims, representing all inhabited continents and the majority of countries in the world. Some of them arrived with a specific motivation to deepen their faith, to give a public testimony, and to confirm hope. Other pilgrims came to experience the community of friendship, brotherly love, youthfulness, peace and joy. Still others came in search of answers to their existential questions and to look for solutions to serious problems in their life. Some pilgrims came with a desire to undergo a transformation and to pray for themselves or their nearest and dearest. Yet there were also people who did not know why they came or who were motivated by Cracow's tourist attractions or saw the event as an interesting way to pass their time.<sup>56</sup> Most likely all these groups discovered more than they were looking for since WYD is a mass event gathering millions of participants, but at the same time creating space for individual meetings. It is an event of a predominantly religious character, touching each participant to the very core. And finally, it is an event which is the Church's 21st century way to evangelize young people and to shape their spirituality.

<sup>56</sup> Cf. C. Migliore, *World Youth Day Krakow 2016 in Cracow – Pilgrimage and Mercy*, in: *World Youth Days. A Testimony to the Hope of Young People*, eds. J. Stala, A. Porębski, Cracow 2016, pp. 35–36.

PHOTO — Raphael Rodrigues / FLICKR.COM



### 3. Organizational Support from Public Institutions

Anna Góral, Weronika Pokojka, Agnieszka Pudełko

Thousands of pilgrims from several dozen countries across the world visited Poland during World Youth Day. This provided a great opportunity to promote Poland on the international arena as a hospitable, friendly and open country. Interestingly, most visitors from abroad who were interviewed (as part of studies conducted by the Association of Municipalities and Districts of Małopolska) repeatedly highlighted that their knowledge of Poland was rather limited and the main associations were the names of famous Poles, such as Pope John II, Saint Faustina, and for some pilgrims, Lech Wałęsa or Robert Lewandowski. Sometimes pilgrims mentioned historical monuments and events; when asked for specific examples most of them were able to recall that the Auschwitz-Birkenau concentration camp was located in Poland. Consequently, during WYD preparations significant emphasis was placed on building a positive image of Poland and Poles in the eyes of pilgrims, on showing the rich history and culture of the host country and on inviting pilgrims to come back to Poland, both for leisure and business. A number of different organizations, public, private and non-governmental, joined in the undertaking. In effect, several hundred promotional, cultural and artistic events were jointly organized throughout Poland.

Public entities operating at the central level, in particular those involved in promoting Poland's culture and history, took part in preparing the schedule of events accompanying World Youth Day. A dozen or so events promoting Poland during WYD were held with the support of the National Centre for Culture. Among the activities was a training course for employees in the cultural sector, showing them how to



PHOTO – WYD Krakow 2016

promote regional and national culture to foreign visitors in an attractive way. The Centre actively participated in promotional activities, for example by making a video spot with the Pope, "Mercy without borders" and a series of documentaries on Polish towns associated with the saints: Pope John Paul II and Faustyna Kowalska, which were broadcast on Polish TV and on the internet. Additionally, the National Centre for Culture, together with the Polish Tourist Organization and the Polish Information and Foreign Investment Agency, set up a pavilion at the very heart of Cracow promoting Polish heritage and culture, where a number of concerts and film showings took place. The Ministry of Foreign Affairs, in turn, in cooperation with the Polish League Against Defamation, created a free application, "Poland's ambassador," which was distributed among people hosting visitors from abroad. It was a short guidebook on how to promote Poland, i.e. what information to provide to pilgrims and young people from abroad so as to build a positive image of Poland after WYD.

A very important, integral part of the World Youth Day schedule was the Youth Festival, a "religious, artistic and cultural programme," offered on four consecutive days (from Tuesday to Friday) during breaks from catechetical sessions and the Central Events (official meetings of the youth and the Pope and holy masses).<sup>57</sup> The festival, comprising over 200 events, was organized in, among other places, Brzesk, Kalwaria Zebrzydowska and Proszowice. The programme comprised shows, dancing, concerts, exhibitions, film shows, urban games, tours, evangelization meetings as well as sports games and tourist activities. Artists and organizers involved in the Festival came from all over the world: France, Mexico, Peru, UAE or Indonesia, among others. The events in Cracow included mostly concerts, shows and exhibitions (as many as 20), including the biggest one, "Maria Mater Misericordiae" in the National Museum. Another event was the TIFF (Inigo Film Festival). The events in other towns were extremely varied, with a special focus on local identity and visiting the region. The programme included walks, hikes or urban games, designed to familiarize visitors with local history and culture. The Youth Festival was the component of the World Youth Day most remembered by the participants and observers of the event. It was referred to on many occasions as a kind of a celebration of youth and cultural diversity.

As WYD was an opportunity to promote the city and the region in the international arena, Cracow Municipal Office and the Marshal's Office of the Małopolskie Province also actively participated in the organization of cultural events. As soon as Krakow was announced as the host of the 2016 WYD, the local government started to implement a promotional strategy

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<sup>57</sup> WYD Programme. <http://www.krakow2016.com/en/program-en> (accessed on 19.10.2016).



PHOTO – Promotional materials (Lesser Poland)



intended to encourage as many pilgrims as possible to arrive in Cracow. The Małopolski Camper Van set out on its European journey as early as in 2014. During the journey, the Camper Van popularized Poland's culture and famous religious sites in Małopolska among Europeans. Cracow Municipal Office organized an open competition for grants for institutions intending to organize cultural events dedicated to WYD participants. Additionally, pilgrims could visit Cracow museums and the zoo free of charge. The 9<sup>th</sup> Cracovia Sacra Night, under the slogan "Cracovia Altera Roma," was organized in cooperation with the Archdiocese in Cracow. The events included concerts, exhibitions and tours of religious buildings and structures. Cultural institutions from the Małopolskie Province controlled by the Marshal's Office prepared special cultural events for World Youth Day, such as a one-voice opera "Joanna D'Arc" (Teatr STU) or an exhibition at the Archeological Museum in Cracow "966 Christening – faces of Christianization." Polish cuisine was also actively promoted among pilgrims arriving at the Balice airport. Both offices also carried out promotional campaigns "Cracow. The cradle of the genius" and "Youth is a state of mind," endorsed by Father Leon Knabit.

PHOTO — WYD Krakow 2016





## 4. Participants of the World Youth Day Krakow 2016

### 4.1. Pilgrims

Sławomir Mandes

The Institute for Catholic Church Statistics (ISKK) carried out a survey of participants registered in groups in selected countries, before and after WYD, to find out who the young people intending to visit Cracow are, what their motivation for the pilgrimage is, and what their spirituality is like.<sup>58</sup> A number of questions were asked, the first of them being: "What do you expect the most from WYD"?

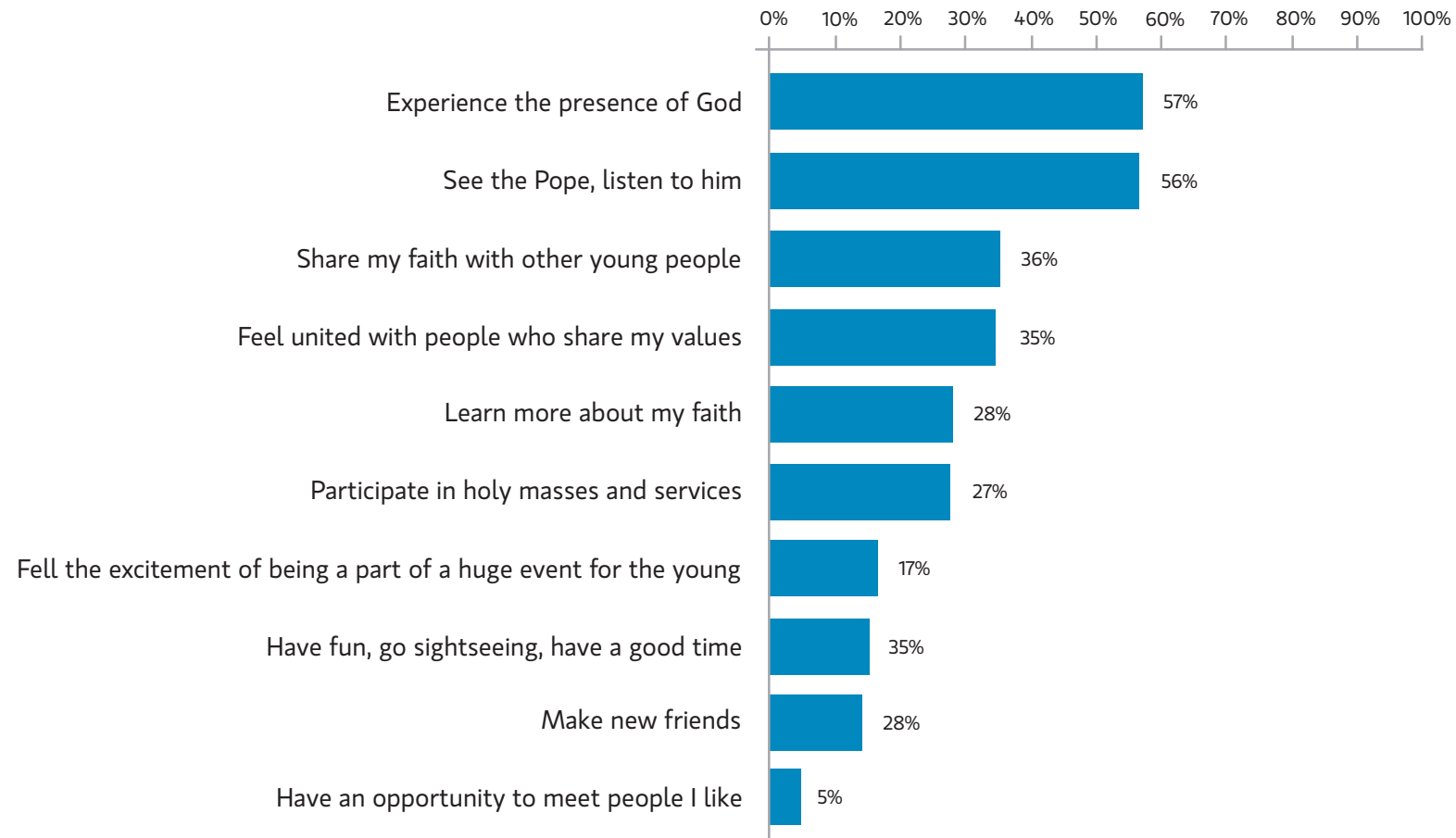
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<sup>58</sup> The survey before WYD was carried out between 9 and 25 July 2016. The survey after WYD took place between 26 August and 1 September 2016. The survey took the form of an online questionnaire. The questionnaire was available in eight languages. It was sent to participants from the following 20 countries (the language of the questionnaire is given in brackets): Argentina (Spanish), Australia (English), Austria (German), Brazil (Portuguese), Philippines (English), France (French), Spain (Spanish), Ireland (English), Canada (French, English), Mexico (Spanish), Germany (German), Nigeria (English), Pakistan (English), Portugal (Portuguese), Democratic Republic of the Congo (French), Slovakia (Slovakian), Great Britain (English), Ukraine (Ukrainian), USA (English, Spanish), Italy (Italian). Before WYD, 11,585 questionnaires were completed. In the survey carried out after WYD 3,770 questionnaires were completed.



PHOTO – Paulina Krzyżak / FLICKR.COM

FIGURE 1 – Expectations of WYD



The data collected shows that what the young people expected most from WYD was a religious experience: they wanted to experience God's presence (57.3%), share their faith with other young people (35.8%), feel united with people who share the same values (34.6%), participate in conferences and catechetical sessions to learn more about their faith (28.3%), and participate in holy masses and other services (26.8%). For over half of the pilgrims (56.5%), an important motivation to participate in WYD was the opportunity to see and listen to Pope Francis. Only a small percentage of the respondents wanted to come to Crakow for the excitement of being part of a huge event for the young (16.7%) or with the intention of having fun, going sightseeing, having a good time (15.7%) and making new friends (15.2%).

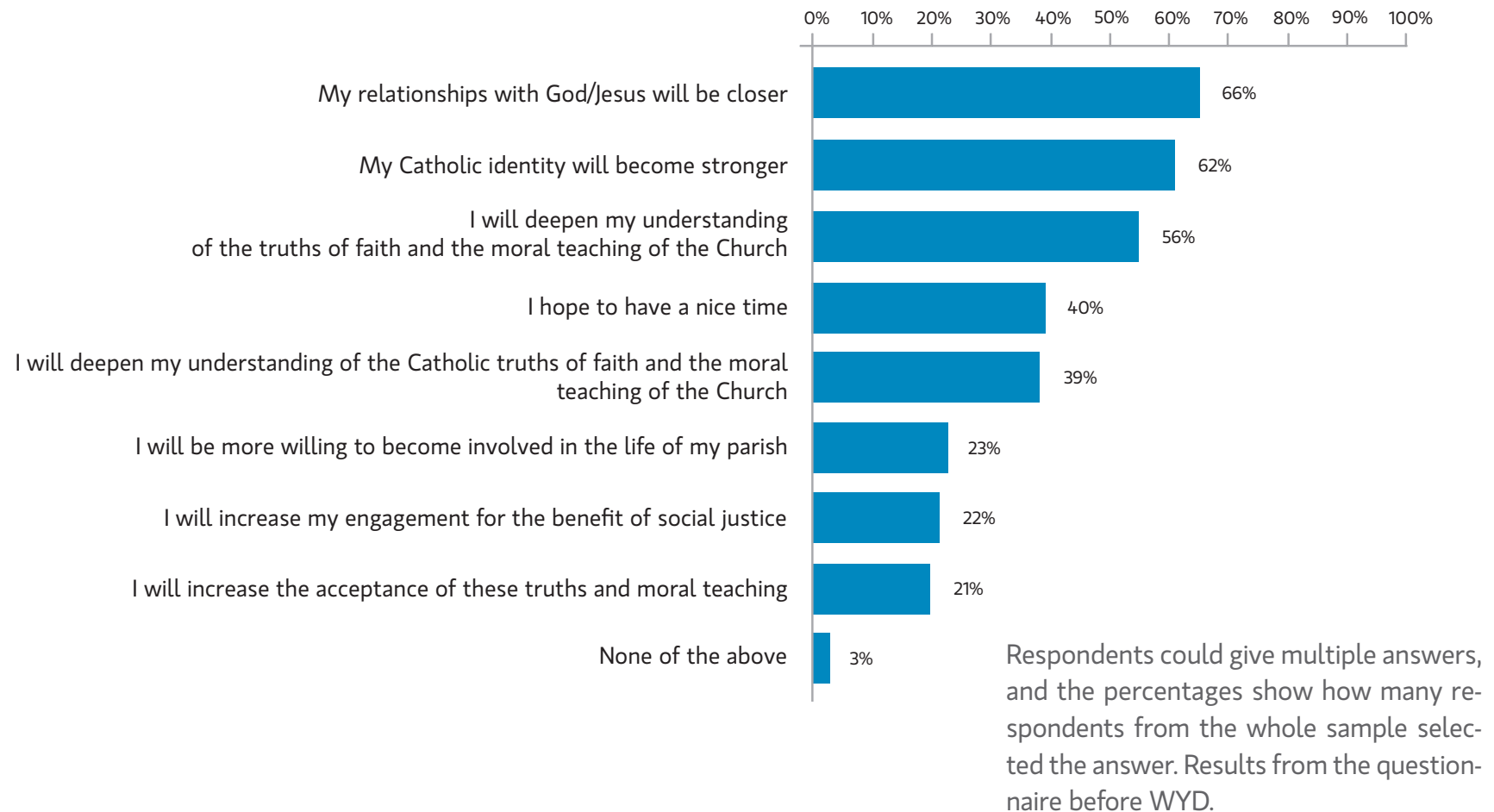


PHOTO — Paulina Krzyżak / FLICKR.COM



The second question was formulated in a different way and concerned the expected benefits of WYD: "How do you think you will benefit from your participation in WYD"?

FIGURE 2 – Expected benefits of WYD



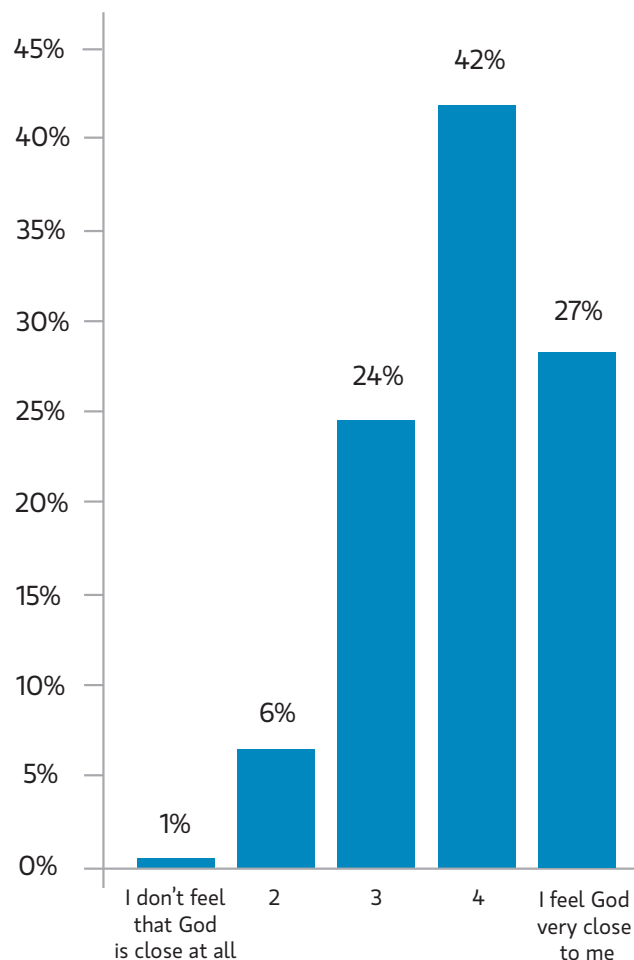
The answers submitted are consistent with the responses given to the question about expectations. Benefits of a religious nature received the highest scores. As many as 66.5% of the respondents hoped that participation in WYD would bring them closer to God / Jesus, and 62% expected that after WYD their life would be more closely aligned with their faith, which would help them to live by the principles they believe in. Over a half of the respondents (55.7%) also hoped that the event would strengthen their Catholic identity while 39.3% expected to gain a deeper understanding of the Catholic truths of faith and the moral teaching of the Church. However, benefits of a religious nature were not the only ones expected by the respondents. Almost a half (40.2%) were hoping to have a good time in Cracow. It needs to be pointed out (also in light of the fact that the respondents could choose any number of answers) that only a small proportion of the respondents expected the benefit of becoming more willing to participate in the life of their parishes (23%) or increasing their activities for the benefit of social justice (22%). The respondents expected that their participation in WYD would translate mostly into spiritual benefits, while the effects in the area of social activity were subordinate.

In the ISKK's study, questions were also asked which analyzed the religiosity of the young people intending to come to WYD in Cracow. The answers submitted show that an overwhelming majority (95.2%) are people who believe in God without any doubts. Only a small proportion (4.4%) stated that they were not sure if they believed in God. And only 51 out of 11,585 (0.4%) respondents claimed that they did not believe in God.

PHOTO — Raphael Rodrigues / FLICKR.COM



FIGURE 3 – Feeling that God is close



The respondents who declared their faith in God were asked to estimate how close they felt God's presence for most of the time on a scale from 1 (I don't feel God's presence at all) to 5 (I feel God very close to me).

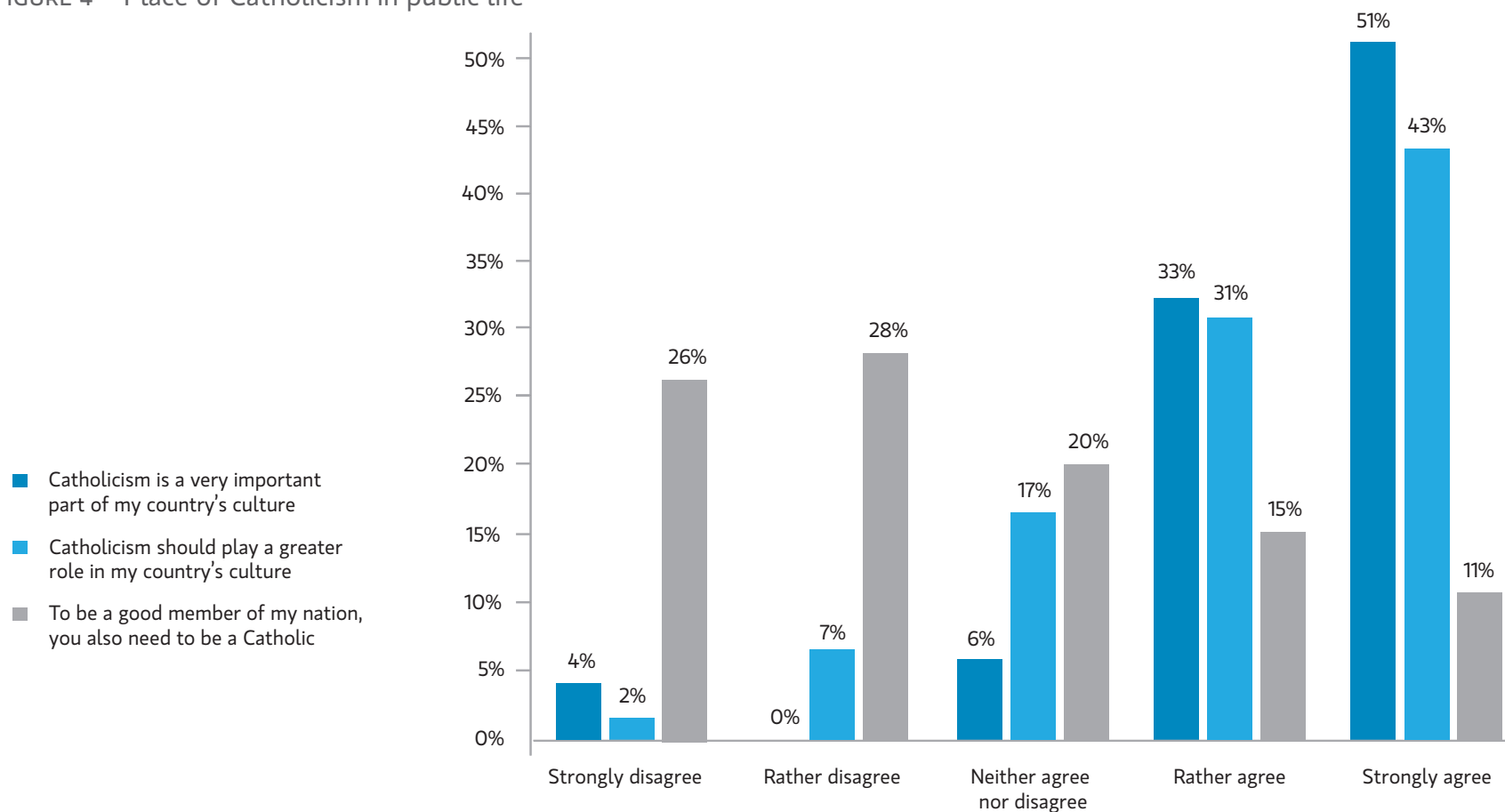
The results show that the majority of participants are deeply religious, and they feel a close or very close relationship with God. The average score for all the responses is 3.9. This is further confirmed by the data on participation in holy masses (other than during weddings, funerals or obligatory masses at school). It turns out that 36.3% of the respondents participated in a mass several times a week and 53.4% generally every Sunday. Both these groups made up 89.5% of the respondents. Additionally, over 72.4% of those intending to visit Cracow regularly participate in meetings of prayer groups, communities or other Church-related groups.

The youth intending to arrive for WYD are people with a steadfast religious identity. Being a Catholic is for them a crucial part of who they are (over 88% of the respondents chose the answer "strongly agree" or "rather agree"). This is also manifested in their wish that younger generations in their families should be brought up as Catholics; this is what 87% of the respondents claimed. Also, they cannot imagine a situation where they are believers in a religion other than the Catholic faith (79.4% answers). Interestingly, a smaller number of the young people (59%) was rather convinced or strongly convinced that Catholicism contains more truth than other religions.

For the respondents, the Catholic Church is a depositary of sacraments, which 84.7% of them believe to be very important in terms of their relationship with God. Most of them (75%) also believe that the Pope and bishops have the authority to show Catholics what to believe in and what to do to live a life in agreement with Christ's teachings.

Another aim of the project was to investigate the public dimension of Catholicism in today's world. The respondents were asked to say whether they agreed or not with three statements: "Catholicism is a very important part of my country's culture." "Catholicism should play a greater role in my country's culture." and "To be a good member of my nation, you also need to be a Catholic." For the sake of comparison the results are presented in one figure.

FIGURE 4 – Place of Catholicism in public life



The collected data shows how young people perceive the place of Catholicism in today's world. On the one hand, a vast majority of the respondents (84%) rather agree or strongly agree that Catholicism is a very important part of their country's culture. A slightly lower proportion (74%) believe that Catholicism should play an important role in culture. On the other hand, the statement that to be a good member of a given nation one has to be a Catholic was chosen by only 26% of the sample. The majority (53%) strongly disagree or rather disagree with the statement. The percentage of people who neither agree nor disagree is also high. The results show that the youth intending to participate in WYD believe that there are close relationships between their country's culture and Catholicism. The majority believe that this is desirable and that the relationship should become stronger in the future. At the same time, the majority of the respondents do not subscribe to the view of national identity as being connected with one religion only to the exclusion of all other denominations.

To find out what problems of today's world young Catholics are concerned about, we asked them to give their reaction to different issues which are currently considered as being major problems, on a scale from 1 (not concerned at all) to 5 (very concerned).

TABLE 2 – Attitude of young Catholics to different issues / problems of today's world

<b>How much are you concerned about the following:</b>	<b>not concerned at all</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>very concerned</b>
Citizens' rights to equal treatment regardless of their race, religion or culture	1,3%	3,8%	13,5%	26,5%	55,0%
Needs of the old in your country	0,8%	4,3%	18,6%	35,4%	40,9%
Needs of the poor in your country	0,8%	5,0%	22,4%	34,9%	36,9%
Conditions and quality of life in developing countries	1,6%	6,8%	21,0%	31,1%	39,6%
Needs of the homeless in your country	1,1%	6,4%	24,0%	33,6%	35,0%
Needs of the unemployed in your country	1,6%	7,6%	24,5%	32,9%	33,4%



How much are you concerned about the following:	not concerned at all	2	3	4	very concerned
Environmental protection (e.g. climate change, extinction of animal species)	4,0%	12,2%	24,0%	28,1%	31,8%
Gender equality	9,1%	11,2%	22,8%	24,0%	32,8%
Animal rights	16,5%	24,9%	24,4%	17,2%	16,9%

Young Catholics are concerned about a variety of today's world issues. The issue which the largest proportion of the respondents is concerned about (4 or 5 on the scale), i.e. 81.5%, is citizens' rights to equal treatment, regardless of their race, religion or culture. Over 76% pointed to the needs of the old, 71.8% to the needs of the poor and 70.7% to the conditions and quality of life in developing countries as problems that they are concerned about. A similar proportion of the respondents (68.6%) are concerned about the needs of the homeless and 66.3% about the needs of the unemployed. Slightly over half of the sample find environmental protection (59% answers) and gender equality (56.8%) to be important. Only 34.1% are concerned about animal rights. We also asked those intending to come to Cracow how often they had spent several hours on volunteer work during the last year. It turned out that over 27% of the respondents devote their time to volunteering every week or more often. Further, 17.1% do so approximately once a month while 37.9% do volunteer work several times a year.



PHOTO – Paulina Krzyżak / FLICKR.COM

## 4.2. Volunteers

Maria Rogaszewska

Volunteering during World Youth Day and the preceding Days in the Dioceses was a multidimensional experience. It included cognitive dimensions (learning other languages and cultures, training, practice), an interactional dimension (intensive intercultural encounters), a spiritual and religious dimension, being part of a larger organizational system (management, team organization, team work), and even the dimension of individual spirit of enterprise (the frequent need to arrange something or to manage available resources), and finally the cultural and expressive dimension, related to creativity and the arts.

An assumption underlying all the Days in the Dioceses was that they were to provide visitors from abroad with an opportunity to learn more about Poland, its culture, families, parishes and Church.

In each Polish diocese the Days included the same elements: volunteers picked up young pilgrims from the airport (or railway station) and welcomed them, then the pilgrims were brought to the families providing accommodation. During the following days there was an extensive schedule of sightseeing and religious events, including sightseeing tours of museums, temples, sanctuaries and memorials; integration with Poles and finally, most often in the evening, the religious part (joint liturgy, adoration, sharing the Word of God and testimonies). At the diocese level there were also large events, open air or in concert halls, often lasting a few days (such as the Paradise in the City festival in Łódź, or the Glory Zone Festival in Stary Sącz). The last day most often witnessed emotional farewell meetings.

PHOTO – Marcin Mazur



Thus, it is worth pointing out that being a volunteer during the Days in the Dioceses was an extended experience in terms of time. The visit of pilgrims, which lasted for only several intensive days, was a culmination of a long preparation process.

For a substantial majority of volunteers, their involvement in the Days in the Dioceses was their first big experience of working in a major team project and, as many of them highlighted, "being part of a larger whole."

Volunteers admitted that quite often their role was something more than merely "arranging" and "organizing" things, as it also involved showing a certain attitude and building "internal PR" for WYD and Days in the Dioceses.

Young people's motives for volunteering during the Days in the Dioceses were extremely varied, but generally they fell into five main categories:

1. motivation related to being a member of the "WYD movement," which drove people who identify themselves strongly with WYD as a global movement and had participated in previous WYD events, e.g. in Madrid or Rio de Janeiro;
2. motivation related to the "activist" identity, which applied mostly in the case of volunteers who are involved in social and church activities on a daily basis;
3. motivation following from the willingness to learn, to experience something new and interesting, this motivation was based on a fondness for adventure, a wish to get out of the routine, to meet new people from abroad;
4. motivation related to an external "encouragement," which applied to people asked to volunteer by a religion teacher, parish priest or community activist;
5. other types of motivation, related to the expectation that participating in WYD will bring specific distinctions or benefits.

Most of the people questioned were aware from the very beginning that being a volunteer during the Days in the Dioceses would mean mostly responsibility and work, not privileges or benefits.

Volunteering in WYD and the Days in the Dioceses changed the local stereotype of young people (also prevalent in parishes) as uninvolved, focused on themselves, addicted to digital gadgets, self-absorbed and with poor social skills. The youth presented themselves in a totally new light. This is also an opportunity for this social group to become subjects rather than objects in the future, as this social group in Poland now has a low level of subjectivity (they rarely vote and become involved,

also because of barriers created by adults: local authorities, priests, parents, teachers). This was possible mainly due to discovering their hidden talents, learning how to organize themselves better, being proactive and more autonomous in different activities and finally presenting themselves in the public sphere.

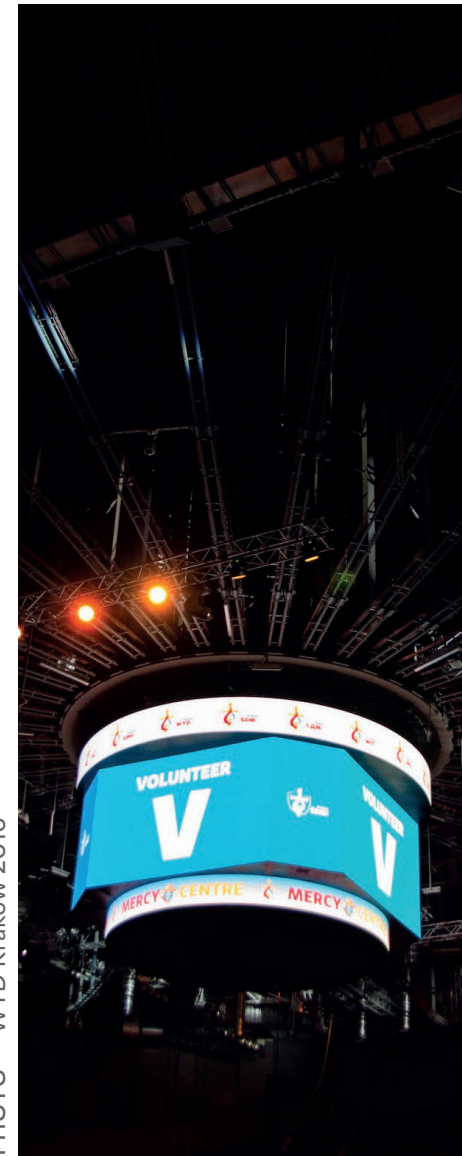
In focus group interviews, the respondents generally exhibited a sense of the common good and the public sphere. They were aware of being citizens of their local homeland and Poland, and proud to be able to present the region and the country to visitors.

Volunteering during the Days in the Dioceses and WYD increased young people's inner strength, resistance to failure, and ability to face difficulties. They became more thick-skinned, more resistant to peers' mockery of their religiosity. Also, they became more confident of their religious identity and proud of their spiritual choices.

What is worth emphasizing is that volunteering was originally a grass roots initiative. For a long time it involved grass roots work, a kind of "all hands on board" approach, for example, during so called Wednesday meetings in Cracow. It was only after some time that modern project management procedures, mentors and business advisors were introduced, along with procedures as well as communication and reporting standards typical of project work. The fact that volunteering originated at the grass roots level meant that the people involved were inner-directed, with strong internal motivation, wanting to work together for the common good even after WYD had ended (for example, as part of the Góra Dobra initiatives).

Also, at least half of the young people who were volunteers during the Days in the Dioceses and who we questioned want to continue their activity and work for the Church, also for their parishes. They represent the flexible generation, who see opportunities, also in the field of religion, to create startups, to experiment and to construct and build a sort of WYD experience around them, in their own parishes.

PHOTO – WYD Krakow 2016





### 4.3. Group Leaders

Ewa Bogacz-Wojtanowska

One of the most important groups participating in World Youth Day were the so called leaders, e.g. people who organized individual groups of pilgrims arriving for WYD. These were both clergymen and laymen. A description of this group was one of the aims of a research project carried out by the Association of Municipalities and Districts of Małopolska.

Qualitative studies of WYD participants who were also leaders of pilgrim groups revealed their dominant motives for participating. First of all, they participated in World Youth Day because of their deep faith and the opportunity to take part in religious meetings, not only with Pope Francis, but also with important people who shaped their religious attitudes (e.g. the founders of religious communities). Another important reason was the willingness to get together, to visit and pray in places associated with Pope John Paul II:

*My first reason is faith, I also wanted to see the places where John Paul II worked and studied. [W-13]*

*I would like to strengthen my faith, besides, this is my first meeting with Pope Francis. [W-123]*

PHOTO – Marcin Mazur





A key motive driving the leaders was also a sense of community, being part of a local and at the same time global meeting, wanting to feel united with people who share the same faith and values. They were also driven by the awareness and need to make a declaration and demonstrate the moral strength of united Catholics.

*I am a member of the Catholic Church, I really wanted to become a Catholic, it was a long way, I wanted to be here to meet my Church, people from all over the world who believe in what I believe. [W-333]*

Group leaders also had a sense of representing their country of origin (especially those from countries where pilgrim groups were rather small). Another motive for coming to WYD was that groups of friends were coming together, which made the meeting in Cracow more attractive:

*First of all I came here because in general there are not too many pilgrims from Gabon and I wanted to represent my country. [W-155]*

*My first reason is people coming from the USA, from my parish, in Miami, Florida. The second is to participate in one of the World Youth Days. [W-177]*

Among the leaders, a sizeable group were church administration workers or diocese priests, taking care of their groups, which were often quite large. They felt a deep missionary commitment, but also a strong willingness to guide and take care of pilgrims in their custody:

*My reason for participating in WYD is to bring young people here, because I am an organizer, a group leader. [W-51]*

*First of all, I am a Christian priest, [...] in Kenya. I brought young people here so that they could experience meeting other young people, to give them courage and to show them how others think. I took 12 young people with me. That is my main reason for coming. [W-51]*

Quite often the leaders' motivation was similar to the motivation of other pilgrims: willingness to meet, to experience the WYD events, to be together with young people from all over the world. There were also group leaders who highlighted that their motives were the opportunities to travel and to experience new places and meet people.



Group leaders participating in World Youth Day in Cracow were also active during their stay in Poland. Mostly they visited important places and monuments in Cracow and the Małopolskie Province. In particular, they visited churches and museums, but also other places, which was often a result of their poor knowledge of Cracow or earlier visits to the city:

*We visited the Divine Mercy Church, the sanctuary there, John Paul II Church. But we went there only if somebody was going there, then we joined them. This is because everything was new to us and I don't know Cracow, so it was hard. [W-63]*

Some leaders pointed to activities undertaken in order to have fun – dancing and singing, participation in WYD concerts and festivals – as experiences shared with the groups they took care of.

*We certainly set aside some time for the festival in Bibice, it was important for us to participate in the festival, in the municipality we live in. [W-72]*

Others claimed that they had no time to participate in the cultural or tourism programmes since the main schedule of WYD took up the whole of the time of both the leaders and their groups.



*No, we only had time to rush through the city centre. That's it. The main programme of WYD took up a lot of our time. [W-279]*

However, for many leaders participating in World Youth Day and at the same time taking care of their groups, the most important activity area was participation in religious events, opening themselves to spiritual experiences which can only be felt during such meetings. Religious activity was thus the most important element for them and all other activities were subordinate:

*But nothing more, really, no concerts or events, because I came here for religious reasons. [W-121]*

*No, I did not come here for that, but I am taking part in vigils and prayers, I went to the Auschwitz Museum, holocaust museum, it was harrowing. [W-305]*



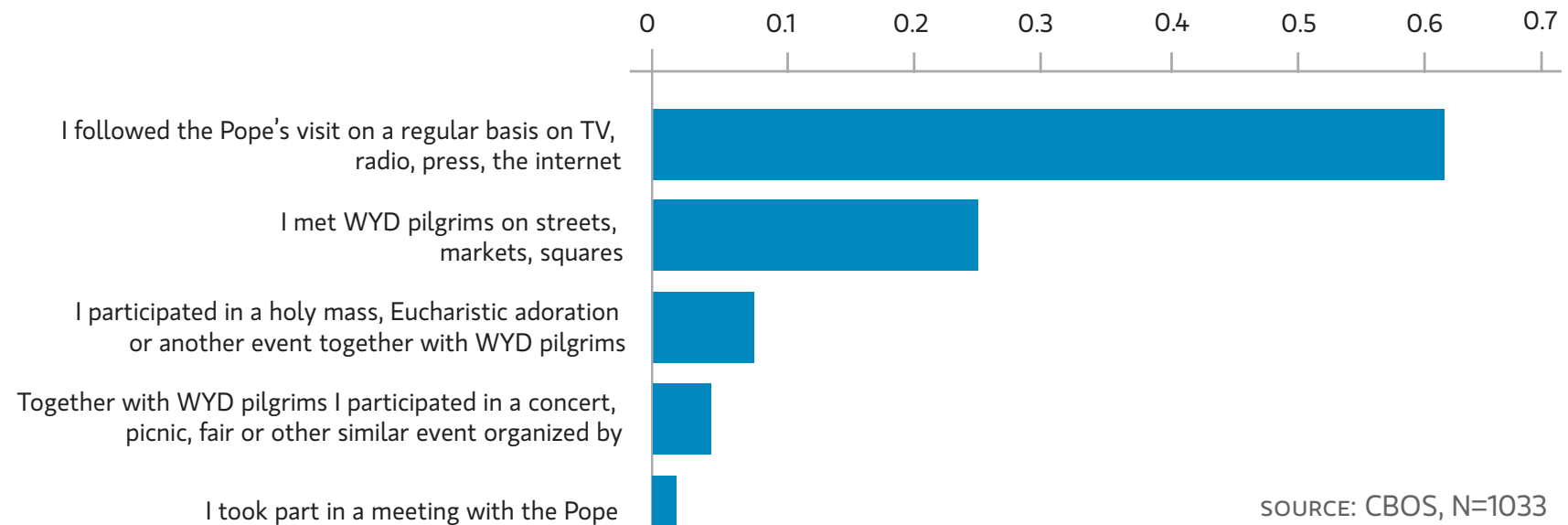
PHOTO — Marcin Mazur

## 4.4. Polish Society

Tomasz Kokułowicz

World Youth Day in Cracow, as a very important event, drew the attention of the whole of Polish society. Poles had an opportunity to become directly involved in WYD by taking pilgrims in during the Days in the Dioceses, which preceded the Cracow events. At that time, pilgrims could be seen at railway stations and on the streets of a number of Polish towns. The WYD central events were transmitted live by Polish TV and received media coverage on a scale unprecedented in the history of World Youth Days. All of the above made World Youth Day an experience shared by Poland's society at large. This is also confirmed by the results of surveys carried out by the Public Opinion Research Centre (CBOS) on representative samples of Poles.

FIGURE 5 – Ways of experiencing WYD by Polish society





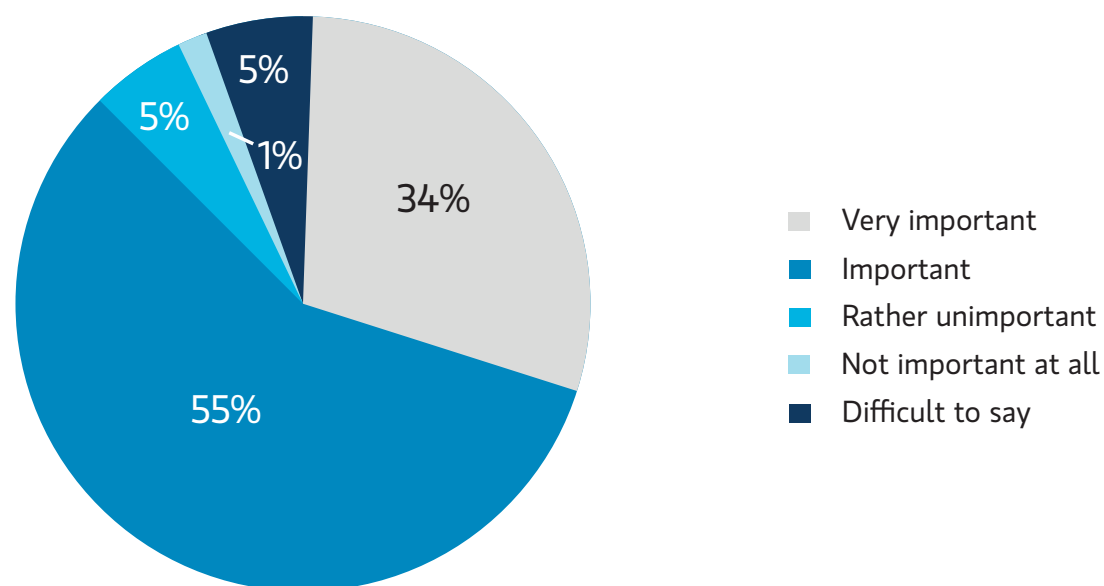
The media closely followed the three-year preparations for World Youth Day to be held in Cracow, which built everyone's expectations. These expectations concerned not only the religious dimension of WYD, but also matters important to all Poles, irrespective of their attitude to faith. The surveys carried out directly before WYD showed that as many as 89% of Poles believed that the event promoted Poland throughout the world. 85% agreed with the statement that World Youth Day brought prestige for both Poland and Cracow. At the same time, during the last stage of the preparations, the respondents expressed concern about the course of World Youth Day. Three weeks before Pope Francis' arrival in Poland, 39% of those surveyed had no opinion on whether the organization of World Youth Day was good or bad. Due to the unstable situation in Europe at that time, there was a strong feeling that there was a risk of a terrorist attack (69% of the Poles questioned agreed with the statement that WYD brings about such a risk).



PHOTO — Jakub Szymczuk / FOTO GOŚĆ

Poles had a favourable opinion of the course of WYD. After WYD had finished, a vast majority of the Poles surveyed by CBOS agreed that it was an important event for most of the population. Almost three quarters of adult Poles (72%) declared that WYD was an important personal experience for them. A total of 88% had a good opinion of the organization of the event. Even more respondents (91%) claimed that World Youth Day had an impact on the promotion of Poland in the world. Also, there was a very large increase in the number of people who believe that Poland is well-prepared for preventing terrorist attacks.

FIGURE 6 – Was WYD an important or unimportant event?



SOURCE: CBOS, N=1033

The contact between Poles and pilgrims was an important element of the personal experience of WYD. Most often the contact was only a brief encounter (on streets, markets, squares) and much more rarely it took the form of joint participation in religious or cultural events. Meetings with pilgrims were mostly remembered as a source of joy and enthusiasm, an opportunity to experience brotherhood with members of different cultures and a significant spiritual experience. A small group of the respondents (8%) made new friendships during WYD, which they intend to cultivate. The results are consistent with the data described above on ways of experiencing WYD. Even though Polish society experienced WYD in a much less intensive way than pilgrims did, for many of the 38 million Poles it was still an important time.

PHOTO – Jakub Szymczuk / FOTO GOŚĆ



## 5. Reception of the World Youth Day Krakow 2016 among Pilgrims

Sławomir Mandes

PHOTO – WYD Krakow 2016



Before young pilgrims arrived in Cracow, some of them attended the Days in Dioceses. Days in Dioceses were organised in 43 dioceses (41 Roman Catholic dioceses and 2 Greek Catholic dioceses) across the entire country, during the week preceding the main events in Cracow. Days in Dioceses were organised independently by dioceses – according to their own idea and schedule adjusted to their individual needs and capabilities. However, they shared the assumption that Days in Dioceses should provide foreign guests with an opportunity for gaining better understanding of Poland, Polish culture and the Church. Whereas for Poles, it was an opportunity for hosting Catholics from different parts of the world and experiencing the universality of the Church in practice.

As much as 39.5% of surveyed foreign attendees of the World Youth Day participated in Days in Dioceses. These respondents were then asked about their impressions from the participation in events prepared for them across the entire country. Over 94% of respondents agree or strongly agree that it was worth participating in Days in Dioceses. Answers presented in the table below illustrate the benefits experienced by foreign guests when visiting dioceses.

TABLE 3 – Evaluation of the importance of Days in Dioceses

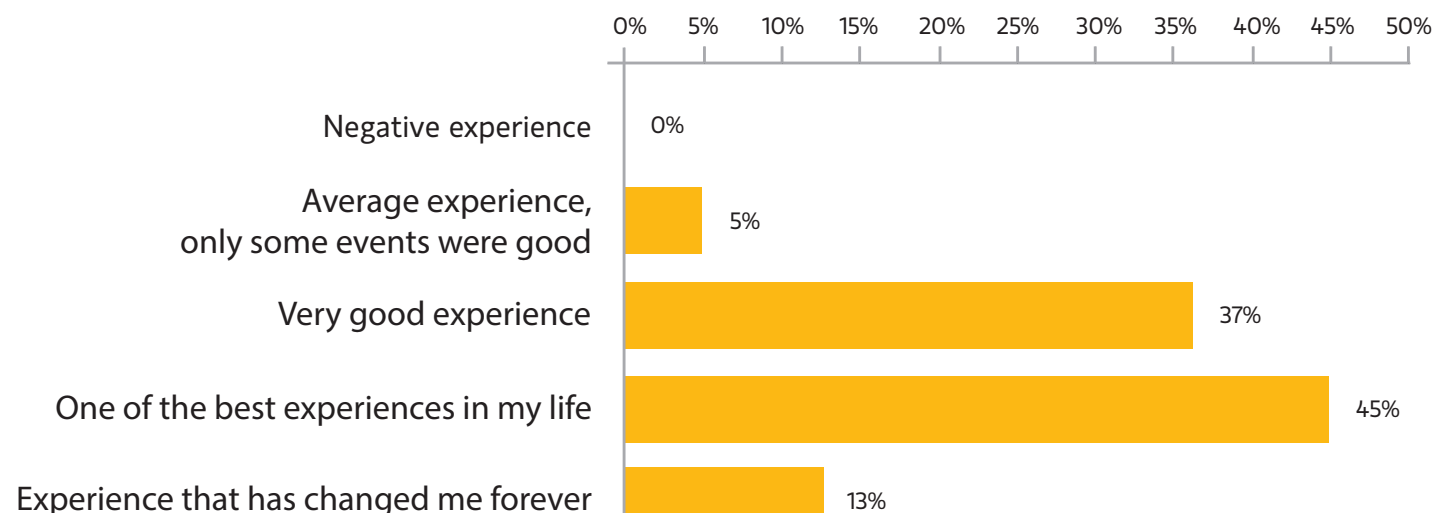
<b>To what extent do you agree or do not agree with the following statements concerning your experiences gained from attending the Days in Dioceses?</b>	<b>I strongly disagree</b>	<b>I disagree</b>	<b>I don't know, it's hard to tell</b>	<b>I agree</b>	<b>I strongly agree</b>
Events attended by me during the Days in Dioceses prepared me spiritually for the participation in the World Youth Day	1.7%	4.3%	10.6%	38.9%	44.5%
Events attended by me during the Days in Dioceses enabled me to gain better understanding of the Polish culture	4.3%	6.4%	9.1%	27.6%	52.7%
During the Days in Dioceses, I could make friends with my peers from Poland	8.9%	9.4%	13.5%	25.5%	42.6%
Events attended by me during the Days in Dioceses enabled me to learn many new things about the history of Poland	4.8%	6.5%	10.4%	33.4%	44.9%

Respondents answered four questions presented to them in a quite similar manner. Nonetheless, the most important result of Days in Dioceses should be recognised the fact that they enabled foreign guests to gain better understanding of the Polish culture (80.3% of answers: I agree or I strongly agree) and prepared them spiritually to the participation in the World Youth Day (83.5%). An important result of visits to dioceses was the possibility of learning new things about the history of Poland (78.3%). The least percentage of respondents, but still a lot i.e. as much as 68.1%, claimed that Days in Dioceses helped them make friends with their peers from Poland.



After the end of the World Youth Day, the participants received a survey containing a question what kind of experiences was the participation in the World Youth Day for them.

FIGURE 7 – What kind of experience was the participation in the World Youth Day for young people?



The collected data shows that for most young people the participation in the WYD was either one of the best experiences in their lives (44.5%) or a very good experience (37.3%). For 13.4% of respondents, this event has changed their lives forever. Therefore, it can be assumed that, in overall, 95.2% of respondents claim the participation in the WYD in Cracow to be successful or very successful. Only eight persons said that it was a negative experience, while 4.6% claimed that it was an average experience.

Next, respondents were asked about the most important religious events during the WYD and were asked to indicate which of the listed events was the important one for them from the perspective of spiritual development and how they evaluate other events.

TABLE 4 – Evaluation of main religious events from the perspective of spiritual development

	<b>The most important event for my spiritual development</b>	<b>Very important</b>	<b>Quite important</b>	<b>Not important at all</b>	<b>I did not attend it</b>
Opening Mass in the Błonia Park presided over by Cardinal Stanisław Dziwisz	4.8%	24.9%	28.1%	5.8%	36.4%
Catechises with Bishops, Catechises on the way	15.6%	29.3%	24.5%	5.2%	25.4%
Way of the Cross with the participation of the youth at Błonia Park	15.9%	33.0%	19.9%	3.7%	27.4%
Liturgy of Reconciliation with the participation of the youth in Łagiewniki	12.6%	24.5%	15.9%	2.6%	44.4%
Closing Mass of the World Youth Day	33.8%	43.2%	15.7%	3.0%	4.3%

NOTE – respondents were asked to evaluate each event separately on the above scale. The question has been formulated in such a manner as to ensure that respondents indicate only one event as the most significant one.

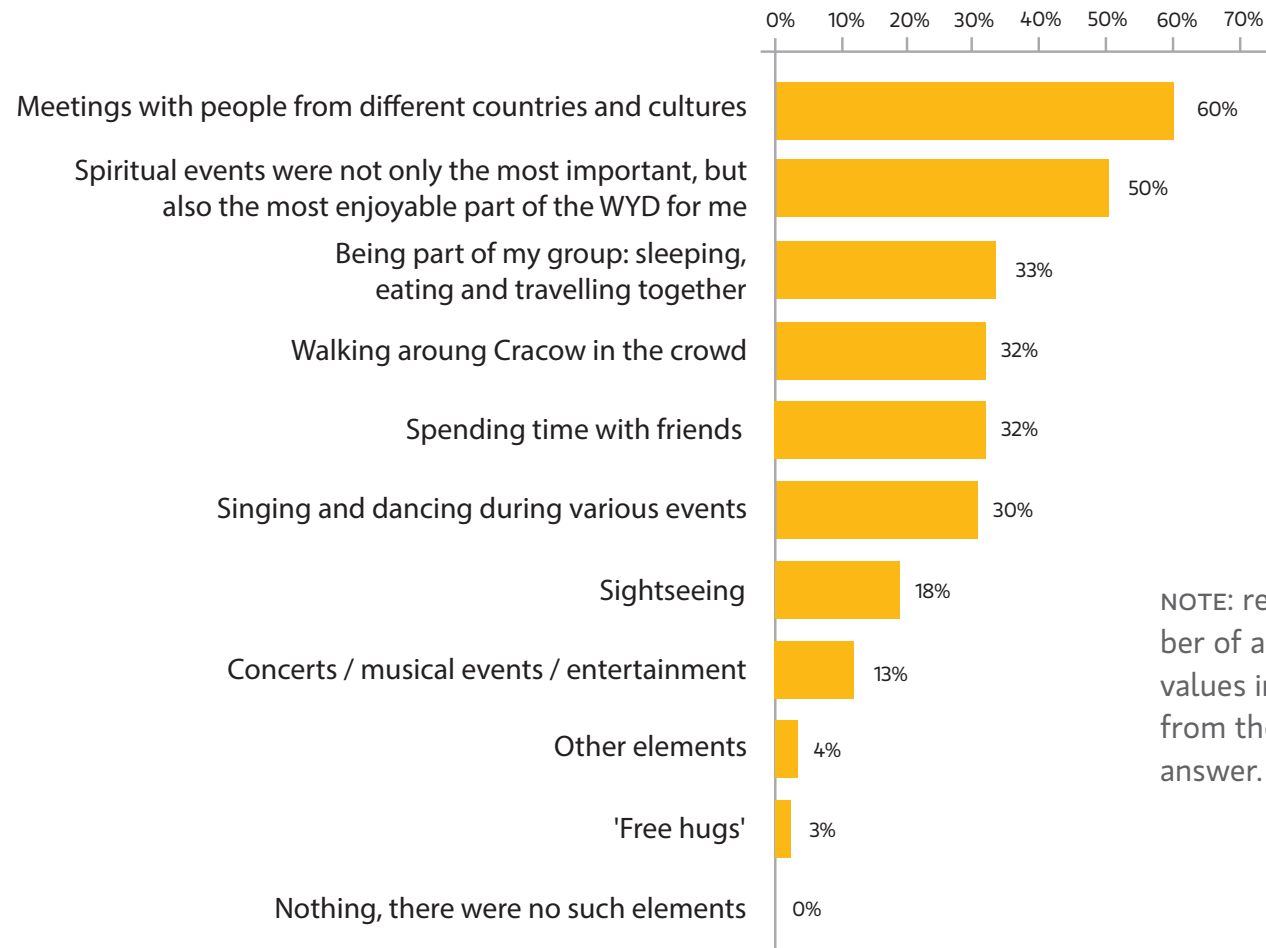
The results indicate that, from the perspective of spiritual development, the most important event for the youth was the Closing Mass of the World Youth Day. The table shows the distribution of answers for a given event. It means that, for instance, as much as 33.8% of respondents considered the Closing Mass to be the most important event for their personal spiritual development. On the other hand, the collected data may be interpreted in a different manner. It means that the distribution of answers among respondents who indicated a given vent as the most important one for their spiritual development. From this perspective, 41.9% of respondents recognised the Closing Mass of the World Youth Day as the most important event, while 28.8% of them selected the Way of the Cross. This data shows that the two above-mentioned events were the most important ones from the religious perspective.



PHOTO – Paulina Krzyżak / FLICKR.COM

In addition to religious events, the WYD was packed with many other events that made the stay in Cracow more attractive for the youth. We have drawn up a list of such events and asked the following questions: "When thinking about everyday life during the WYD, what was the nicest / coolest element of these days for you?"

FIGURE 8 – Various everyday events during the World Youth Day



NOTE: respondents could choose any number of answers. The provided percentage values indicate how many respondents from the entire sample selected a given answer.



Over half – 60.4% – of respondents indicated the meetings with people from other countries and cultures as the nicest/coolest element of the WYD. For about one in three young people it was also attractive to be part of a group, walk around Cracow in crowds, sing and dance during various events. But half of respondents was rather in a serious mood – they claimed that not only were the spiritual events the most important ones, but also the nicest part of the WYD. For a small percentage of participants, sightseeing (17.9%) and music concerts (13%) were also attractive.

The figures show only a general picture of events that were individually experienced by each young person. To supplement this picture, we will quote parts of several journals kept by 30 persons during Days in Dioceses and the World Youth Day in Cracow. The first testimony comes from Joanna (not her real name), a 17-year-old girl from a small town in the Podlasie Voivodeship.

*The time I spent there strengthened my faith in people and God, it lifted my spirit and how I learned... It was great experience. On the first day, I met a girl in a train and we keep in touch, sharing our impressions on the World Youth Day. I cannot really name it with one word. It was a wonderful time. I met so many wonderful people and so many nations. I could use my English and... well, it was fantastic. [...] I think that it was a good time during which I could meet personally with God. I could feel him reaching out to me at every mass. In some gestures, some pieces of paper that I could find with quotations from the Holy Bible, which affected me and somehow directed my thoughts. This was a breakthrough time in my life. I thought a lot about my past and future, about my plans and dreams. It also taught me patience and I was well supported by my friends. I had good support. Well, I don't think it makes sense. How should I sum up such a great event? It's difficult. What I know surely is that now I am saving every penny to go to Panama because what I experienced at the Campus Misericordia, how we prayed together. Words cannot describe it, really! Sometimes people say that something is indescribable with words. So, now, I cannot literally describe this event, it was such a fantastic event.*

Krzysztof is 23 years old and he also lives in the Podlasie Voivodeship. He studies in Warsaw but he returned to his home town after having completed undergraduate studies.

*Actually, I decide to attend the World Youth Day only with one purpose. I wanted to strengthen my faith. I wanted to strengthen my faith because I can see that, on a daily basis, the entire world tries to tell me that young people do not give a damn about God, the Church and everything that is related to religiousness or spirituality. When I arrived in Cracow and saw 2 million young people*

*praying, dancing, singing... And please note that there were no acts of vandalism, no clashes with police, throughout the entire event. So, it is possible. So, it is possible to spend time in a crowd and spend it in a good way. My personal experience gained during these several days is maybe lacking any deep spiritual encounters because it was there at the beginning. There was lots of rain, crowd, emotions, you know. But when I came back home, I thought that it was one of the most important periods in my life. [...] I was very lucky to be there. As I have just told you, it was very strengthening to be there and see 2 million people who have put their trust in Christ. 2 million smiling faces. There were armfuls of fantastic events, concerts and praying, even in non-standard forms. Great catechises, rally, I liked many things there.*

Kasia was born and lives in a prosperous town nearby Warsaw. She is 18 years old and attends a Catholic school.

*I was asked whether something is going to change among the youth, whether something is going to change in Poland? I used to say that not, not among the Polish youth, but now I know that I was wrong because many people wonder and live through all this what happened in Cracow and not only in Cracow. It is continued and I have an impression that many people have found their way, were strengthened by the visit of the Pope Francis and everything what he told us. What I can say is that, these were unforgettable emotions, views, the feeling of belonging. Enormous feeling of belonging. [...] it was a big challenge. Public traffic was practically closed everywhere. People were really... when we were coming back from the wakefulness event... We waited about... I think the comeback to Wieliczka took us about 2–3 hours. All buses were full and it was an enormous physical challenge. So, I absolutely admire everyone. It was something beautiful. What will accompany me every day it will be the inscription "Jesus, I trust in You," which I wear on a bracelet that we received. But, as I can see now downtown anyone who has such a bracelet, all memories are coming back. And I am very happy that I meet many such people and I know what they have experienced. I feel a unity with them.*

Jacek is 18 years old and lives in the West-Pomeranian Voivodeship. He attends a boarding school.

*The first impression I got from this event was Cracow which is prepared especially for the reception of pilgrims. It was amazing. Everywhere there were banners hanging in the WYD colours, posters, tables and signposts. There were many other participants walking around the streets. From time to time, they sang various songs. Or dance to some music. I could feel that the time spent there will be wonderful. We could feel the grace of God at every step. All events taking place in the Błonia Park in Cracow*

and at the Campus Misericordia allows as to experience this time spiritually. However, we cannot forget about catechises and local events. Catechises were not particularly touching as priests heading them talked about issues that were obvious to me. When it comes to local events, these were various types of festivals and fairs organised by local inhabitants. They were usually accompanied by some refreshments, concerts or various types of performances and other attractions. These were very climatic events. I like them a lot. Summing up, I am very satisfied with this trip. I brought the intention for my family. I could see the authority of the entire Catholic Church with my own eyes. I met numerous fantastic people from every corner of the world. I am looking forward to another World Youth Day event that will take place in Panama in 3 years. It was an incredible period for me. Thank you. (18)

Asia is 21 years old. She was born in a small town in the southern part of Poland. She is currently studying in Cracow.

I cannot say that the WYD was a very deep spiritual event for me. The crowd is too big, the event is too big. I think that I say so because I have some comparison to other retreats that I attended in a smaller group. It was a completely different atmosphere, a completely different mood for praying. More silence, more peace. I think that this is because during such retreats, in silence, in greater concentration, I experienced more. Whereas here the experiences are completely different, completely different emotions, which I have never ever experienced before. I like the World Youth Day as an initiative a lot. I do not negate it at all. If someone really wants to apply the teachings of the Pope Francis that he shared with us, I think these are already very deep spiritual retreats. Therefore, I am very happy because I have already seen online that there are files with the Pope Francis' teachings translated into Polish, with the words he said and I want to come back to these words a lot. Because in silence, in peace, in a completely different way, it is possible to contemplate these words, approach them in a completely different manner. The Pope said that it's only the beginning, that the WYD is not the end, but it's only the beginning.

The last testimony was provided by Magda, a 23-year-old woman from Warsaw. She has discovered faith only recently. She is very deeply engaged as a WYD volunteer.

I'm extremely tired, but it was worth it. I will go to Panama. I hope that I will be able to organise some trip from our parish. So, we will see how it will look like. Now, we are working. I will rest on this one day. Next day, after work, I will take time to recover. I am not sure if I will sleep enough, if I manage to make up for this tiredness before October when I start academic year. It was worth it.

*It is great, great, great. You're welcome to see it for yourself. In general, I am very excited. All people that I exchanged information with were very satisfied. There was no single dissatisfied person. Everyone was thinking about something else, was thinking about something, prayed for something, or brought their own intention. Everyone thanked me for the possibility of spending time together, integration, possibility of meeting new interesting people and shared moments that no one will ever take away from us. Those who weren't there should regret.*

PHOTO — Paulina Krzyżak / FLICKR.COM





## **6. Reception of the World Youth Day Krakow 2016 in Media**

### **6.1. Reception in Polish Media**

Anna Góral, Weronika Pokojaska, Agnieszka Pudełko

The analysis of reception of the World Youth Day in Polish media was based on the conclusions from the press query conducted between May and August 2016, which allowed for obtaining full picture and monitoring how media reception changed before, during and after the event. The query covered selected media – online websites, local press from Cracow and surroundings, and nationwide press. The choice was dictated by the attempt to ensure the objectiveness of opinions expressed in media, thus, the selected media represented different communities. The media strictly associated with the Church and Catholic religion were also analysed. In total, over 6,000 records concerning the World Youth Day celebrations in Cracow were documented.

Between the beginning of May 2016 and the commencement of the Days in Dioceses, nearly 2,500 articles on the World Youth Day were published in Polish media. Most of them referred to the measures undertaken by the Organisational Committee. Three quarters of articles were classified as neutral content. These articles often included coverage on the preparations for the WYD, without any comment evaluating the described actions. There were twice as much positive articles than negative ones.

It is worth highlighting that some articles were characterised by a high number of photos and visual materials, and relatively small percentage of text. Moreover, certain plots were repeated and reminded – the wording remained basically the same, but the text layout was changed or there were some additional materials, supplementations or updates. This refers, for instance, to the traffic organisation in Cracow during the WYD – information on parking zones, public transport timetable etc., were regularly reported by media.

"Positive" texts on the WYD were characterised by enthusiasm and joyful expectation of the celebrations. Often, these texts related to personalities who had direct impact on the positive image on the WYD, e.g. with WYD Ambassadors, such as Fr. Leon Knabit or Kuba Błaszczkowski. Positive content was also published in the context of organisations and persons who were highly involved in entertainment and cultural programmes, promotional activities and supporting the WYD event.

Negative articles referred mainly to financial matters (who should bear the costs; what and how much costs; what costs were incurred by the city of Cracow and what costs were covered by the Organisational Committee, etc.) and security (is the event well secured; what are counter-terrorism arrangements; what traffic difficulties and everyday problems will be experienced by the inhabitants of Cracow, etc.). Such problematic issues included, among others, police controls in student dormitories, reports on the state of preparations and security in Brzegi, or the lack of accommodations for foreign pilgrims.

In the second half of July 2016, media were dominated by press reports on all events organised during the World Youth Day, which took place in Cracow between July 25 and 31, 2016, as well as during the preceding Days in Dioceses. One may be tempted to conclude that it was the biggest international cultural event in the history of Poland, both in terms of logistics and the number of foreign attendees. For this reason, all information showing how organisers (Organisational Committee, government and local government), as well as Poles themselves, handled the implementation of this project, thrilled wide audience. Within one week, there were over 2,800 articles notes dedicated to these events published only in selected press titles and on selected news websites. Although the period of preparation to the World Youth Day was characterised by some scepticism in media, the event itself evoked incredibly positive reactions in Polish media, regardless of their earlier attitude towards the World Youth Day. Previously exposed negative plots were marginalised.

Media devoted a lot of space to the participants of the World Youth Day, presenting their figures, focusing particularly on guests from the most distant corners of our globe. Media reported a lot about their feelings and impressions about Poland and its inhabitants, exposing the positive features of Poles, such as hospitality, openness, desire to help and explore new people and cultures. Their personal experiences with Polish culture and Poles were repeatedly quoted. Their opinions were often combined with information on the cultural and tourist offer available to pilgrims, emphasising the benefits brought by the organisation of the World Youth Day in Poland. This material was presented in a graphic form, which emphasised the diversity and cultural richness of participants. The articles met with positive reactions among readers who were willing to comment and share their own impressions and experiences from meetings with pilgrims.

In a special way, media also focused on the figure of the Pope Francis, preparing coverage materials from each meeting attended by the Pope. The authors of most articles focused on the analysis of the speeches made by the Pope, reactions to them among the participants and their reference to the current social and political situation all over the world. They were often combined with reflection on the contemporary state of the Christianity, as well as the role of faith and religion in people's lives.

After the end of the WYD, in August 2016, there were 823 articles published, which represented 13% of all analysed content. Most articles were published in the period directly following the WYD. The closer to the end of the month, the less number of articles was published. The clear majority of articles were relational and neutral in nature (60%). Over one third of them were texts with positive attitude towards the event, while negative comments were found in 6.5% of articles. Thus, the press assessed the event much more positively after the WYD than before the event. Most articles were coverage materials summarising the event, both in organisational and religious terms. Often, there were references to the words expressed by the Pope Francis during his visit to Poland. Media often wondered what their reception would be and whether they would influence the behaviour of young people participating in the WYD and Polish families hosting them. There were also published statistics and summaries concerning the security and organisation (number of officers guarding the event, aid provided by medical services, activity of the municipal waste company, capacity of the airport in Cracow). Positive articles were focused usually on thanking organisers of the event and services protecting the event. There were also reports on the promotional benefits brought by the organisation of the WYD. There were quoted pilgrims who mentioned the positive atmosphere during the event and the hospitality of Polish people, particularly during the Days in Dioceses. Negative articles concerned mainly the security-related incidents, lengthy negotiations between the Organisational Committee of the World Youth Day and ZAiKS, the necessity of renovating sites used by pilgrims, or lower than expected profits of restaurateurs and hoteliers.

The most active media included: Pope in Poland Press Centre – pope2016.com (14.13% of all content), Magazine of the Catholic News Agency – ekai.pl (12.5%), Gazeta Wyborcza (11%) and Gazeta Krakowska (8.6%). It must be noted that media patronage was not always related to the publication of higher number of articles on the event. In several cases, media patrons published less articles on the WYD than other magazines of similar frequency of publishing (e.g. Wprost and DoRzeczy vs Tygodnik Powszechny).

## 6.2. Reception in Foreign Media

Wojciech Wilk

The analysis of world press covered twenty titles from the UK, Australia, the USA, Russia, France, Germany and Spain. The primary criterion of choice is one of the dominating circulations in the country. But it was also attempted to ensure that different philosophical beliefs. All issues published between the 1st of July and the 15th of August, 2016, were analysed.

The World Youth Day left an important trace in these newspapers. There were one hundred articles published on the event, while further fifty articles contained short mentions on other subjects. Most articles published on the celebrations were written in opinion-leading dailies, but they were also reported by opinion-leading weeklies and even tabloids.

### Reception of the World Youth Day Krakow 2016

A shadow of terrorism could be noticed in press reports - references to terrorist attacks preceding the event were included in more than one in three materials dedicated to the World Youth Day. In addition, the event in Cracow was often mentioned in articles, the main subject matter of which was terrorism. However, despite the above, the WYD was presented as a very joyful period, full of happiness and fun. The significance of spending this time together – the discernible feeling of community and the atmosphere of friendship – was emphasised. Such relations show that terrorists did not manage to spoil the mood of festivity.

Amongst the presented motivations to participate in the event, the motivations related to the spiritual sphere dominated. For some attendees, this was the need to meet other young Catholics. They felt alone in their own communities, or even countries, due to the under-representation of younger generations in the Church. Some of them decided to visit Cracow with hope that the participation in celebrations will help them grow in the faith. Other were searching for hope and strength needed to struggle with adversities – this were mainly persons from the war-torn regions of the world, as well as people suffering from personal tragedies. They were very often motivated by the willingness to see the Pope. His figure was presented as the idol of young people.



Most attention was focused on the Pope and his teachings. Even though journalists undertook other themes, the Pope Francis was still the most important point of reference. For the above reason, the dimensions of attendance other than spiritual participation, particularly related to the wisdom of the Pope, seemed to be put in the second place. However, it must be noted that the spiritual nature of the World Youth Day was understood more widely and associated with co-participants. The opportunity of being together and, first of all, the enriching effect of meeting other different people presented as the key value of participation in the event. The importance of the World Youth Day, as a cultural event, was less visible. Although sometimes the festive character of the event was mentioned, also the events accompanying the main points of the event agenda, not much space was devoted to them.

The spiritual importance was highlighted by the potential of influencing pilgrims associated with the celebrations. Sometimes, they were even presented as the turning point in the lives of the participants. The changes expected to occur in these young people referred mainly to greater sensitivity and openness towards others, as well as greater social engagement. There were also reports on the strengthening or maintenance of faith in this sensitive age, in which many persons abandon the Church.

However, the celebrations were associated with expectations that major changes would take place. For instance, it was hoped that the visit of the Pope to Auschwitz would be the turning point in the historical policy of Vatican or that the World Youth Day serves the transferring of values indispensable to maintain and improve social cohesion to young people. Regarding Poland, the commentators also expressed the belief that the WYD may result in major changes. The main expectation was, first, the impact of the celebrations on the attitude of Poles and Polish government towards the acceptance of refugees from war-torn countries.

### **Image of Poland as the WYD Host and Organiser**

The experiences gained from other big events, which have taken place recently – such as the Olympic Games in Sochi and Rio de Janeiro – show that the organiser is required that everything will be buttoned up and the press is willing to describe any shortcomings. At the same time, no article presented a negative assessment of the organisational efforts undertaken by Poland nor even described single minor failures. Announcing and covering the WYD, there were frequent references to special security

measures, which constituted a noticeable balance for numerous mentions on terrorism.

In the context of Poland, there were more extensive reports on the scepticism towards the teachings of the Pope than on the organisational matters. Attention was paid to the fact that Poland is a deeply Catholic country but Poles are still more attached to the Pope John Paul II than to the current Pope. The most frequently repeating information were mentions on the unwillingness to the admission of refugees visible both among ordinary citizens, the government and the clergy.

Positive reports on Poland referred mainly to the historical aspects – the heroic behaviour of some Poles in the times of Holocaust and more up-to-date reconciliation of the Polish and the German church. There were also warmer mentions on the hospitality of inhabitants of Cracow during the celebration events.

PHOTO – Jakub Szymczuk / FOTO GOŚĆ



## 7. Pilgrims and Hosts – Culture Clash

### 7.1. Reception of Poles among the World Youth Day Krakow 2016 Participants

Ewa Bogacz-Wojtanowska, Sylwia Wrona

The World Youth Day is a phenomenal meeting. It has a diverse, sometimes extraordinary and surprising course. In this section, we would like to show how the meeting of many cultures was organised during the World Youth Day in Cracow. Namely, it resulted in certain perceptions or changes in perceptions on both hosts and pilgrims, as well as perceptions and opinions on Poland as the venue of the event. In our opinion, the surveys enabled us to capture the phenomenon of the meeting, particularly the essence of perceptions that it evoked. What do participants of these events think about us? How did foreign pilgrims perceive Poland as the venue of the World Youth Day? Finally, how pilgrims and the World Youth Day event were perceived by Polish people, the participants of meetings and the inhabitants of Cracow?

The survey was carried out by the Association of Municipalities and Counties of the Lesser Poland Region during the World Youth Day in Cracow, in the last 4 days of this event (i.e. between Thursday and Sunday, July 28 and 31, 2016). The surveys were carried out as 300 qualitative interviews, partly categorised, with 300 pilgrims. The most important conclusions concerning the meeting between pilgrims and Poles are presented below.

In the view of pilgrims participating in the World Youth Day, one of the most visible behaviours among Polish people is hospitality. It was widely described, sometimes even overwhelming. It made an impression particularly on foreign pilgrims as it was directed at strangers and unknown people. Pilgrims usually felt well taken care of and met with friendly reception. Usually, they also did not expect such great diligence resulting from Polish hospitality:

*First of all, hospitality – great, great hospitality! Young people, from Gdańsk to Opole, said that they do not receive one but ten or twenty cutlets for dinner. They said that families did their best to help, offered beautiful places to stay, they were always taken care of, there was a great kindness – although we not always spoke the same language even when it was impossible to communicate with words. [W-55]*

*But, I think this is what I associate Poland with right now. That wherever you go, you are always welcome. There is also a Polish proverb saying: "guest in the house, God in the house," right? This is how it really is. [W-101]*

More interestingly, this hospitality has a commonly commented culinary aspect - hosts fed pilgrims at every step, same as the inhabitants on streets and older people. Polish hospitality was (and surely is) in a manner related to the willingness of feeding a hungry person, providing them with everything that could make their stay more pleasant, bring satisfaction and make them feel at home:

*On our way to the campus, unknown people were coming to the street from their home, not only just to see us, but also to give us water, food, to keep us cool... [W-200]*

*Everyone told us: eat, eat, eat. Anyway, it is very nice, it's OK. (...) Polish hospitality is the best. I have never experienced such hospitality anywhere else. [W-99]*

In the eyes of pilgrims, this special observed hospitality was accompanied by the satisfaction, kindness and happiness of the inhabitants of Cracow. The second type of behaviours, which is particularly observed by pilgrims, are overprotection and desire to help people. The care showed to pilgrims at each stage of the meeting, even in the situation of a linguistic barrier:

*These are very helpful people. If you ask anyone about anything, they will do their best to help you, even if they do not speak English. They will search for anyone who does, they will check the map, they will check their phones. They will not cease until they help you the best they can. [W-77]*

The protectiveness of Poles turned out to be necessary as the participants of the World Youth Day often got lost in the city. Apart from actual help (drive with a car, leading to a specific point, drawing or showing a map), important was also the attitude, smile, entire body language, positive approach towards pilgrims and their satisfaction:

*I noticed that Polish people smile whenever they see pilgrims on the street. Many people smile at me and bring me joy. Polish people like seeing people from different places, i.e. from Africa. [W-67]*



Pilgrims also noticed Polish religiousness, deep engagement in religious practices, what simultaneously made pilgrims more comfortable as they could have feared some rejection due to their own religiousness in some situations. Other pilgrims also noticed differences in religious practices, simultaneously proving that religiousness and faith have many subtle variations that require talks and meetings:

*We usually think that people from the Northern Europe are more related to Germany in terms of culture, but in Poland it is completely different. Poland is the border between the East and the West. This is the border between the Orthodox Christianity and the Roman Catholic Church. Poland has a very specific religiousness. It is not orthodox nor fanatical, it's well balanced. The role of Sacraments has not vanished, contrary to many other European countries. [W-79]*

Other feature, rather than behaviour, observed by foreign pilgrims was a characteristic perception and the impact of history. Cruel experiences, not only during the war but also during many years of servitude, evoked and strengthens the traits of patience, lack of caprices and the ability to adjust in Poles:

*The countries experienced by history and war, these that suffered the most, adjust more easily to any difficulties; capitalist countries have less patience, their inhabitants are much more capricious, very different; when we travelled to Croatia, we could also see that. [W-95]*

For some pilgrims, it was rather some Polish stiffness, living in accordance with principles and rules, discipline, fidelity to principles, order and organisation, as well as the legacy of communism, some methodology and consistency in action. Pilgrims from the Southern Europe and South America paid attention to that.

*Polish people still have very stiff mentality, very typical for the Eastern countries; police, hotel or restaurant service, shops – everything is very rigid, very methodical, very structured; I think it is the legacy of Eastern Europe; this entire rigid mentality, everything must be categorised and you cannot go beyond the margin; otherwise, you are lost; you have no own initiative. [W-167]*

Among other traits and behaviours of Polish people, pilgrims paid special attention to the sincerity and authenticity of Poles, friendly behaviour, openness towards pilgrims, openness towards "strangers," people from distant countries, both in younger and older generations:

Whenever you are talking to a Pole, they always look you straight in the eyes. There is interaction between people. Poles are very friendly in their communication.

*Mainly friendly behaviour among young and older people who approach us, greet us and share their knowledge on our country. I met some older man from Poland who told me that he used to live in Toronto for several years and this was very nice. [W-157]*

*Poles are very open towards foreigners, strangers. I am very positively surprised by this fact. They are very hospitable. Poles treat other people with some empathy [...] I can see happy and smiling people in Cracow. They are full of joy, they enjoy this what's happening here together with us. [W-237]*

PHOTO — Raphael Rodrigues / FLICKR.COM



## 7.2. Poland in the Eyes of the World Youth Day Krakow 2016 Participants

Ewa Bogacz-Wojtanowska, Sylwia Wrona

It is difficult to describe the image of Poland presented by the respondents who participated in the World Youth Day in Cracow. Mainly because it's a multidimensional picture, with many colours and tones. However, it is possible capture several common traces, features or perceptions about the country, which emerges from the statements made by pilgrims.

First, Poland during the meeting is a country of people with specific spirituality, with the legacy of Christianity as some part of national pride, which is not usually appreciated by us, what has been noted by pilgrims:

*When I meet people from Poland, they usually say that it's not a good, not a well-developed country. This is when I tell them: it's not true. Nowadays, Cracow and Poland have become known as the legacy of the Christianity all over the world. This is heritage that should be protects and that Poles should be proud of. [W-265]*

The spirituality is also closely related to deep religiousness. Pilgrims associate Poland with religiousness, which is characterised by authenticity and engagement, spreading also to doing good in practice, helpfulness and charity.

*Yes, of course, positively! I did not expect something like that, this exceeds my expectations. Good, religious people. [W-63]*  
*I associate it with charity, helpfulness, good people, the people of God, I think so. You can feel the God in everyone. This is what I feel mainly towards European people. In most European countries, people are friendly. [W-177]*

Another outline of Poland, which is clearly indicated by pilgrims is tolerance – in their opinion, Poland is a tolerant country. Prejudices are rare, also towards persons with different skin colour:

*People, with whom we are currently living, welcomed us with joy and care, without crying, without any prejudices. They didn't pay attention to my skin colour. They were happy. This is very difficult for many countries. When people look at the colour of my skin, they ask me straight away: where I am from, what is my story... [W-188]*

At the same time, some participants of the World Youth Day associate Poland with a system of orders and bans, certain stability of young people, as well as attachment to family values:

*I associate Poland with people. People in Poland are very much attached to their families. [W-195]*

For many participants of the World Youth Day, the first experience with Poland, the meeting in Cracow and other places in our country, turned out to be breakthrough and became the opportunity to change view on Poland, as well as conviction about many significant values, with which Poland will be associated. First, pilgrims left Poland with an image of Poles as helpful and hospitable people, willing to devote time for others, as well as sharing what they have:

*I met some man and asked him: Good evening, excuse me, where is the St. Florian's Church. He followed me (for about 10 minutes) just to show it to me. We walked together and talked although my Polish skills are very limited. Here, people are very helpful. [W-199]*

*Tomorrow, it will be a week since I came here. People approach me and ask me where I am from. Very nice people. They give me gifts, souvenirs, invite to their homes. They share the magnitude of love. [W-155]*

Interestingly, many pilgrims from certain countries, the conviction about Poland and Poles was quite simplified and the meeting in Cracow turned out to be some sort of discovery among them. Perceived as cool and reserved, Poles turned out to be warm and open. Instead of being serious and boring, they are rather joyful and kind, rather open than restrained:

*Yes, mainly because whenever I met Polish people I perceived them as reserved, somewhat restrained. But, here, people are incredibly hospitable, open, warm and tender. [W-181]*

*I hear that Polish people are quite boring, predictable, serious, same as Germans, but it's not true. It's the same as anywhere else. There are both sad and happy people, we met both serious and friendly people. [W-188]*

This is a mirror in which we could look at ourselves and which was very beneficial for us. There were obviously respondents among pilgrims who notice differentiated features of Poland and Polish people, but most opinions formulated about the country were very positive. The sense of security in Poland was also significant as it was important for some pilgrims. They noted, among others, the presence of police and other law enforcement services, the engagement of local communities. The good cuisine, the beauty of Polish cities, cultural and historical heritage was also emphasised, to which many pilgrims were earlier prepared.



### 7.3. Participants of the World Youth Day in the Eyes of Polish People

Ewa Bogacz-Wojtanowska, Sylwia Wrona

The meeting of cultures also affects these people who are hosts, who live in the place of the meeting. Thus, we asked Polish people – pilgrims and participants of the event – for opinions in the surveys carried out during the World Youth Day in Cracow. We asked them for their opinions on the co-participants, pilgrims from other countries. What was the most important during this meeting? What amazed you and what made an impression on Polish people in terms of pilgrims and the event itself?

First, Polish people noticed openness towards the attendees of the World Youth Day. The openness is understood here as the complete abolition of a gap between participants, allowing for communication despite linguistic differences and cultural barriers. This made a huge impression on Polish people as, first, the meetings were authentic. Second, they were lively, full of mutual kindness and shared fun:

*Openness of these people. I didn't expect it to be so much fun, so full of positive energy. I wasn't sure what I should expect. I'm so positively surprised, it's great. [WP-1]*

*I am very happy that there is an opportunity of meeting people from other countries and people are very open, very kind. When we were coming back from this trip (to Tyniec), we greeted German people here, the meeting with a German group and other groups was very nice and friendly. When we had World Youth Day in Łódź in dioceses, we were in Atlas Arena. We also had fun there. The music was excellent, the concert was great, we all danced together, so the World Youth Day events are great. [WP-14]*

The fear against other, strange and new things disappeared. The concerns about the meeting of crowds were quite common. The concerns about the multicultural meeting in one place, some fear against unknown, were replaced with openness, kindness, and brotherly love:

*I was surprised by the openness of these people towards each other. Despite being gathered in one place from all over the world, there was such an openness between them. And one could say that the distance is truly getting smaller, all these barriers are disappearing. This is what surprised me because I thought that it was impossible for so many people to gather in one place, that it would look like in such a way. [WP-21]*

*Openness of people. I am very surprised. I did not expect it to be so great. I meet here groups of people passing by and I feel such a brotherly love from them. I do not have to be afraid of multiculturalism. [WP-11]*

The openness of pilgrims often had a dimension of common praying and fun but, as it has been noticed by Polish people, it also manifested itself in the willingness of aid, support, mutual kindness, release of common good energy, often tangible for Polish people:

*Openness of people! Mainly openness, everyone smiling at everyone, they are full of energy, and it is very lively. I think it will be a very nice memory. I was looking for a wheelchair for a woman from Argentina who needed it very much, so I walked through Błonia asking people about it. Some foreigners helped me and we managed to find such a wheelchair. We managed to drive up to the window with a car. Then she sat on the wheelchair and we took her where she needed to reach [WP-15]*

The above-mentioned concerns about multicultural crowd turned out to be one of the greatest and very much felt positive emotions experienced by Poles within the World Youth Day. Namely, it turned out that meetings with people from different, often very exotic places or countries for Polish people, they were incredibly enriching events for people, very nice surprises, enhancing not only the meeting itself, but also future experiences:

*For example, I met people from Zimbabwe. I paid attention to their flag and asked where they are from. I was in Zimbabwe several years ago. I had a friend there. We took a picture and we will send it to him to show that people from Zimbabwe arrived even here. I talked to other people, even people from the Cook's Islands, Reunion or Hawaii. From almost all countries of the world, which is a nice surprise. Philippines, Indonesia, not speaking about Europe and the North America. [WP-16]*

The meeting of diverse cultures was packed with discovering a different country, praying together and singing, as well as spontaneous undertaking of common actions. The sense of hostility entirely disappeared despite the existing language barriers. The sense of community emerged, which was often based on very simple symbols – hugs, handshakes or common dance:

*No one is hostile towards each other although we don't really know each other, we don't even speak the same language, but we still can greet each other, gather together, particularly yesterday when I was returning from Błonia. We were walking towards the Pope's window. There were crowds of people from different cultures and all of us had fun together. It was one of the best parties I have ever been to. [WP-18]*

*Many nationalities. I also had a chance to dance with pilgrims from Lebanon - a very interesting group of people – they played lute, one of them played drums and we all danced in a circle. I also had a chance to listen to Scottish people playing bagpipes. In general, very positive. National diversity, communication with other people, such an openness. Everyone was giving each other high five or hugging each other. They even prayed for us, for volunteers. [WP-15]*

The reactions of Polish people were good. They appreciated the community developed between the participants of the World Youth Day in Cracow. This resulted in the feeling of unity, it evoked joy and enthusiasm, special atmosphere of happiness and meeting that enriches everyone:

*Happiness of all young people and the sense that everyone feels good here, that everyone wants to be here and that we all are such a community, a unity. [WP-22]*

Polish people observed the birth and creation of this community on the streets, during meetings, conference and spiritual events – masses and the ways of the cross. More importantly, the sense of community could be felt in big groups and in the crowd also resulted in the co-participation of inhabitants in the events:

*A joyful atmosphere with people walking, singing, giving each other high fives, waving, chanting various things, doing something together e.g. singing. [WP-23]*

*This is positive when pilgrims travel with the same tram and enjoy it, sing, this is so wonderful because people, inhabitants here, are so open and always smile when all pilgrims sing, sometimes they even dance, and this is so wonderful. [WP-35]*

The characteristic feature of the created community in the eyes of Polish people is joy that spread among the present inhabitants. It could be clearly sensed that the city was "overtaken" by happy pilgrims who prayed together and had fun, which spread beyond the centre and venues of meetings designated by the organisers of the World Youth Day:

*[...] I have never had a chance to see something like this. I travelled abroad several times, to Croatia or the UK, but I never had an opportunity to see how these people share experiences, how they enjoy their faith. This is where I can see that. I was surprised by how much they sing, dance and they show so many emotions, it is simply visible how they enjoy the event and live the emotions. [WP-34]*

*Mainly the happiness of people. Yesterday, I was at Błonia. It was incredible to see all these people kneeling, jumping, singing. You could feel that it is an international community. [WP-18]*

*For instance, in the first days of the event when the pilgrims were arriving, French and Spanish people were yelling and climbing the monument because this is so much joy. I have an impression that Christians are overtaking the city. This is so positive and you can really feel this community. [WP-28]*



PHOTO — Raphael Rodrigues / FLICKR.COM



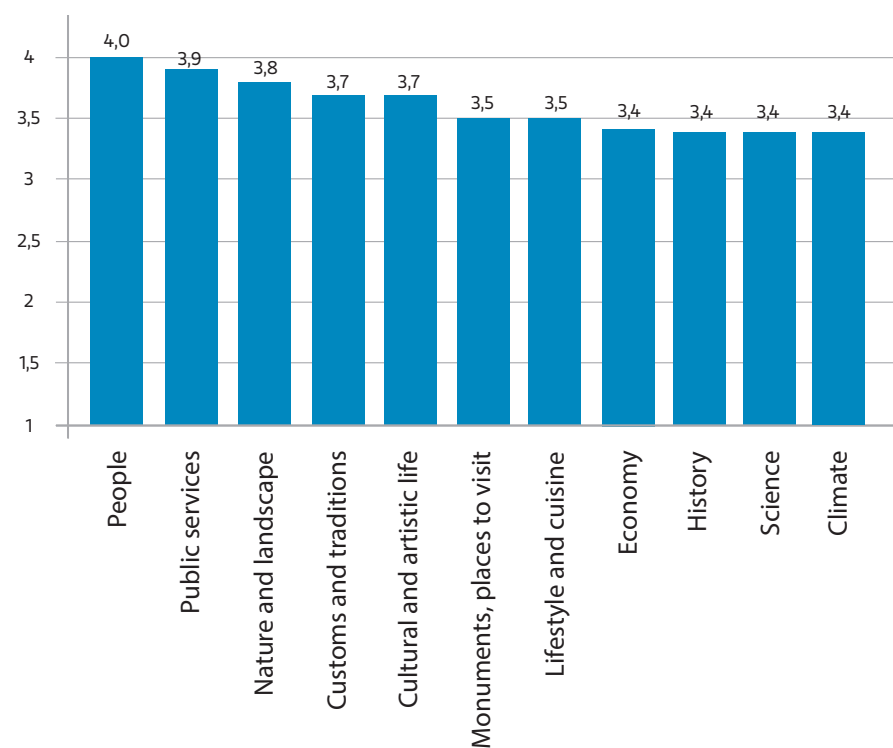
## 7.4. Polish Culture in the Eyes of the World Youth Day Participants

Michał Szostek

The World Youth Day offered a chance to discover what foreign pilgrims think about Polish culture, how they rate the attractiveness of Poland, and to what extent their opinions were influenced by the visit to the country. To use this possibility, the Adam Mickiewicz Institute that promotes Polish culture abroad commissioned the Institute for Catholic Church Statistics with a survey carried out among the participants of the World Youth Day. They answered the questions of an online survey twice: before the event (7,221 respondents) and after the event (2,344 respondents). This section presents the most important results. When reading it, it is necessary to remember that we do not know to what extent they are representative for the participants of the WYD in general.

The research was supposed to show what the pilgrims pay attention to describing countries as less or more attractive. For this purpose, we have asked them to assess 11 components of the image of countries. The distribution of evaluations in mean values is presented in Figure 9. The higher is the average for a specific category, the most frequently it was recognised as deciding or very important for the image of the country.

FIGURE 9 – Average assessment of factors of attractiveness of a given country

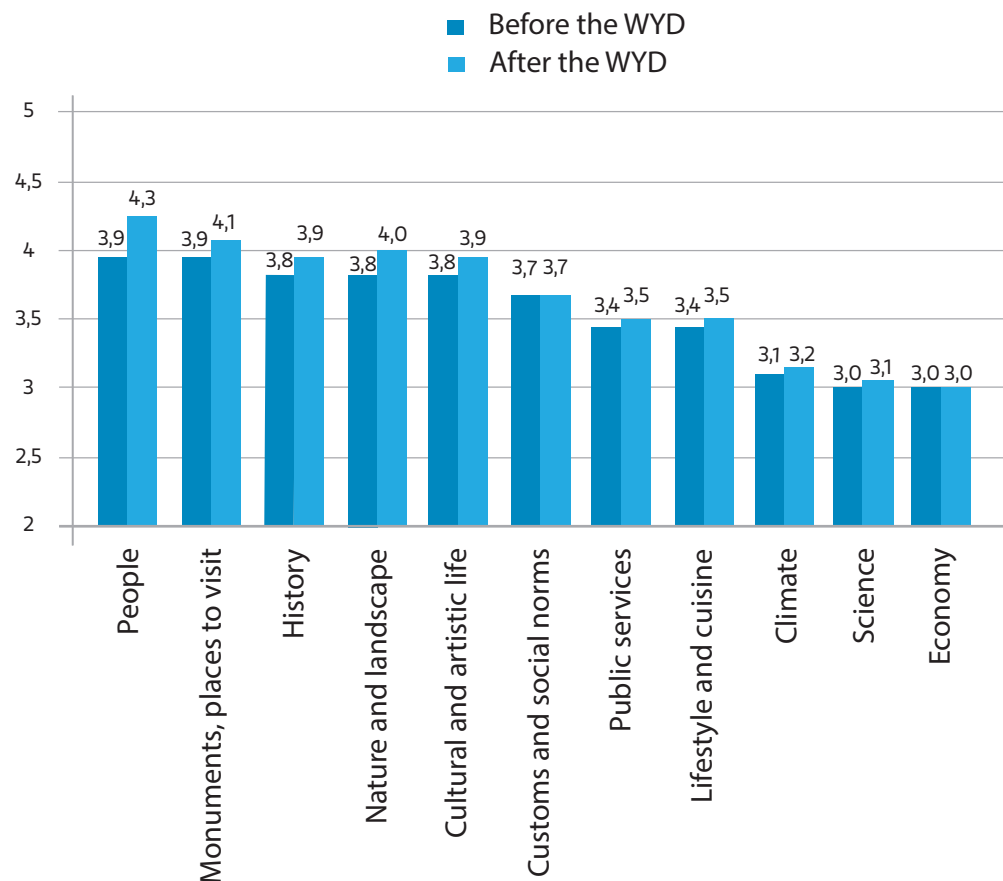


Average are calculated for the scale from 1 (unimportant) to 5 (deciding), the answers It's hard to tell are omitted.

Respondents assigned the leading importance to people, thus, most probably the inhabitants of a given country. Further positions are taken by "public services, such as education or medical services" and "nature and landscape." On the other extreme, among the less significant aspects, there were economy, history, science and climate. As it can be seen, the culture which is the subject matter of the survey, is ranked in the middle (as "cultural and artistic life").

In the survey, respondent received the same 11 factors for evaluation, whereby we asked them about their impact on the attractiveness on a specific, not abstract country – Poland. It was aimed at determining which factor has the biggest influence on the reputation and positive connotations of the country. The result is presented in Figure 10.

FIGURE 10 – Average evaluations of factors of attractiveness of Poland in the survey before and after the WYD



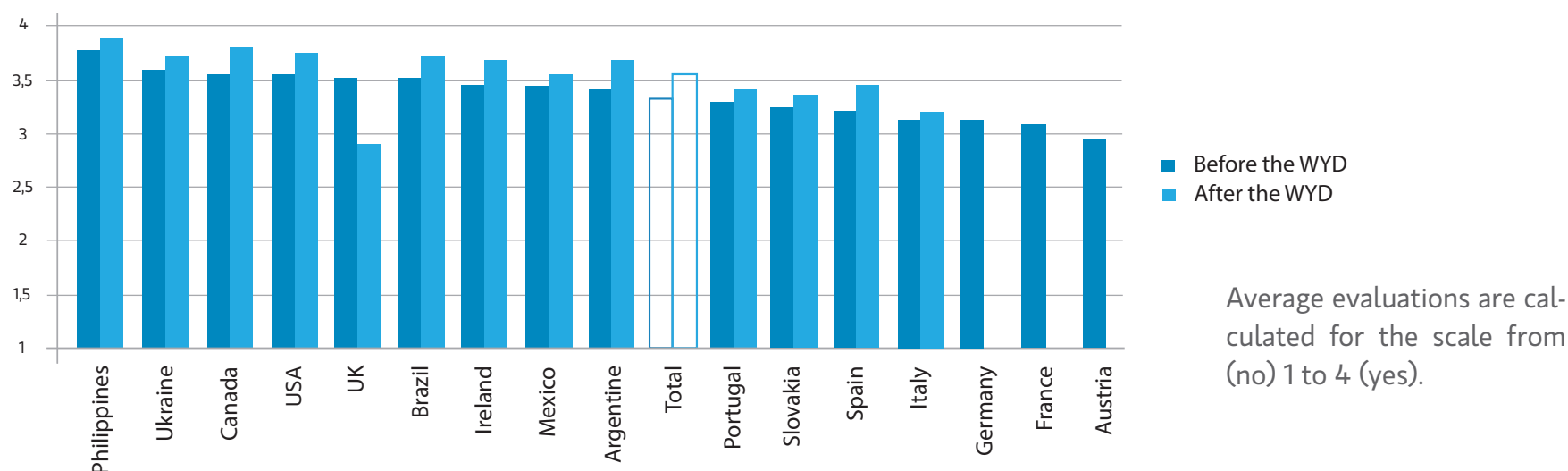
NOTE – averages are calculated for the scale from 1 (unimportant) to 5 (deciding), the answers 'It's hard to tell' are omitted.

As it can be seen in the summary of survey results, before and after the World Youth Day, the biggest score – as the most important for the attractiveness of Poland - was the factor "people." The category "cultural and artistic life" experienced moderate increase. Before the WYD, 18.1% of respondents recognised it as a factor deciding for the attractiveness of Poland. After the WYD, it amounted to 23.9%.

Readers will easily notice that the discussed factors, to various extent, are vulnerable to change because of a visit to the country in relation to such an event as the WYD. The evaluation of landscape values or monuments is surely easier in such a short period than the evaluation of the level of public services. The latter are one of the factors that are highly valued by respondents in general due to the impact on the attractiveness of countries, which are not recognised as the strengths of Poland. It is different in the case of history or monuments and sites for sightseeing. These are not the primary factors of the attractiveness of countries in general, however, they have relatively higher importance for the positive image of Poland.

How individual national groups are different in terms of attitude towards the attractiveness of Poland, including European and non-European groups, were supposed to be shown by answers to the question "Is Poland an attractive country for you?"

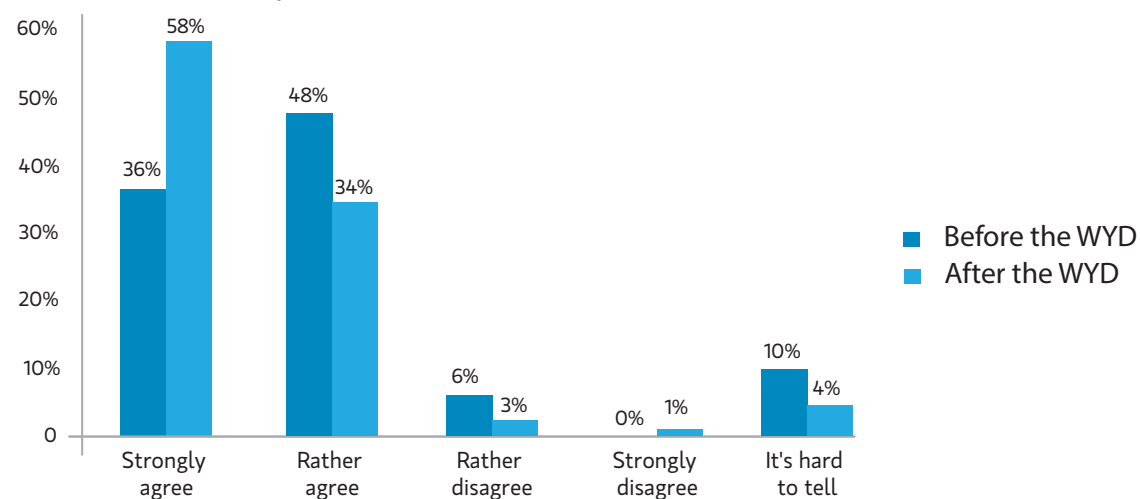
FIGURE 11 – Average evaluation of attractiveness of Poland in the survey before and after the WYD by countries



With slightly higher evaluation of the attractiveness of Poland, there were pilgrims from distant countries, such as Philippines, the USA and Canada (with exception of the neighbouring Ukraine). It is necessary to remember that financial and logistic effort, which is a trip to Poland for persons from America or Asia, is much greater than when travelling from a European country. Therefore, it may be assumed that groups of pilgrims from more distant countries were formed differently than groups from countries situated closer to Poland.

The cumulative results for the question on the attractiveness of Poland are presented in Figure 12. They show that the percentage of respondents considering Poland to be an attractive country increased by 18% in the survey carried out after the WYD.

FIGURE 12 – Attractiveness of Poland in the survey before and after the WYD



The survey also included questions on persons known to respondents – both in the past and in the present day – representing Polish culture and arts. Three most often indicated names in the first survey were: Frederic Chopin (1185 mentions), John Paul II (1046) and Nicolaus Copernicus (111). After the WYD, respondents most often listed Frederic Chopin (518 times) and the Pope John Paul II (217 times), whereas the third place was taken by Piotr Rubik (mentioned 103 time, out of which 98 mentions were given by respondents from Slovakia).



Interesting results were given by the question about what positively distinguished Poland from other countries (respondents had to select 3 features from the proposed list). Respondents most often selected "faith and attachment to the Catholic Church," "Polish history and its fight for freedom," and "Polish hospitality." The latter category recorded the highest growth – before the WYD it was chosen by 25.8% of respondents, while after the WYD it was chosen by 68.2% of respondents. On the other hand, Polish culture lost the most: before the WYD it was recognised as positive trait of Poland by 20% and by only 12% after the event.

Polish culture and arts are very broad categories so it should be added that according to pilgrims - both before and after the WYD – the most interesting areas were: architecture, folk culture and food, whereas the least interesting areas – the order has not changed after the WYD – were: Polish cinema, design and fashion, which were ranked at the bottom of the list.

PHOTO – Jakub Szymczuk / FOTO GOŚĆ



## 8. Security at the World Youth Day Krakow 2016

Interview with Minister Paweł Majewski

– Representative of the Government of the Republic of Poland for the World Youth Day Krakow 2016 Organisation

**Anna Kozak: The World Youth Day Krakow 2016 in Cracow was the second time when this event was organised in Poland. For the first time, it was organised in Częstochowa in August 1991. It gathered 1.6 million pilgrims at its peak. Do you remember the WYD in Częstochowa?**

**Paweł Majewski:** I didn't attend the WYD in Częstochowa in 1991, but I know the specific nature of this event very well because I participated in the WYD in Cologne, Germany, in 2005. It was shortly after the death of the Pope John Paul II and it was the first WYD attended by the Pope Benedict XVI. In Germany, pilgrims were "drowning" in the mud. They encountered enormous problem trying to move around the campus. I remember the situation where bishops who followed the Pope on the barge, were stuck on the Rhine for several hours for security reasons. But these are only some examples of numerous organisational problems. As a pilgrim, I remembered the WYD event as a wonderful event, full of joy and happiness. Only after having been entrusted with the representation of Polish government in the WYD organisation, I realised that it was very difficult in terms of logistics. I wondered how to explain it to Polish people, for whom previous WYD was an incredible spiritual experience, that I was not awarded with a simple task in organisational problems. I wondered how to explain that other countries also encountered problems. Fortunately, we successfully implemented a range of solutions that helped us to avoid any major problems. So, now, there is no need to apologise for anything.

**So, regarding your appointment to the position of the Government Representative for the WYD Organisation, how did it happen? Were you surprised by this decision?**

I asked for being entrusted with some task when I was joining the government. It turned out to be the organisation of the World Youth Day. At the very beginning, I believed that it is necessary to focus on appropriate communication of this event to show to foreign pilgrims that Poland is a wonderful country. In this regard, we obviously succeeded by implementing the Polish Pavilion project that presented all pilgrims arriving in Cracow with Polish culture, science and achievements. But it was only a small portion of the entire organisational undertaking. It turned out that efficient organisation of the event lies beyond the capabilities

of the Church itself. It turned out that it is necessary to combine efforts of the Church with the competencies owned by public administration as challenges were much greater than we initially thought. First, due to smooth cooperation within the government, we gave this event the highest priority. Second, I could work with many wonderful people, including Minister Beata Kempa who chaired the team of government specialists experienced in the preparation of pilgrimages of the Pope Benedict XVI and the Pope John Paul II to Poland. All of them adopted a range of proven solutions in the organisation of the WYD.

**Several months before the WYD, the Government Centre for Security release a report on major security-related hazards at the Campus Misericordiae.**

Indeed, when we were taking over the organisation of the event, the width of emergency exits was 80 metres. But thanks to cooperation with our experts, it was possible to increase it to 350 metres. The risk that evacuation of the Campus Misericordiae would take 8 hours vanished. We managed to reduce the evacuation time to one hour. We also constructed additional exits to the motorway, which have not been used in the end. The implementation of this measure provided as with a safety anchor in the event of any mass evacuation if any danger to the pilgrims' lives or health emerged. Moreover, the land was interspersed with watercourses. One of our experts came to an idea of installing metal grates, each 30 – 60 metres wide, in addition to the construction of high bridges that already existed. In this way, the watercourses were covered and moving around the campus was no longer dangerous. There was no need to jump over the watercourses anymore as there was a very wide and comfortable passage provided every several dozen meters.

Our predecessors also left reports on all unsolved issues 6 months before the event, which had been prepared by the Governor of the Lesser Poland Voivodeship. For instance, there was no communication network available. There was a risk that mobile networks would not work. There was a risk of insufficient number of places in hospitals located in Cracow in the event of any serious mass event. We only had 6 months left so it was impossible to build these hospitals or increase the number of hospital beds. Well, the situation was bad. Fortunately, we used successful mechanisms of smooth cooperation. Our experts came up with the idea of using an airlift. The army constructed a temporary, fully-equipped hospital at the airport in Cracow Balice, which offered 50 places, as well as operating theatres and postoperative recovery rooms. Besides, the army placed two CASA aeroplanes at our disposal. The Polish Air Emergency Medical Services (LPR) also joined our forces. There were 12 voivodeships standing ready and awaiting patients. This solution has been introduced in Poland for the first time. To achieve this goal, it was

necessary to amend regulations because previously soldiers were not authorised to provide civilians with medical aid. The costs of this solution weren't high – the army implemented it as part of military exercises and readiness testing. Polish Air Emergency Medical Services took part in these security measures, thus, aeroplanes provided by them didn't generate any additional costs. The collaboration between several ministries, exchanging ideas, willingness and determination was necessary. But we succeeded.

### **Isn't it the organiser who is responsible for any security issues?**

Well, the State also must take responsibility for certain things. Of course, we could deceive ourselves by claiming that something lies within the responsibility of the organiser and the State could simply wash its hands of the whole project. The local government of the Wieliczka commune came to an understanding with the Archdiocese of Cracow and rented the land in Brzegi for the organisation of the World Youth Day. Theoretically, the State could say that all the issues related to logistics, evacuation or safety should be resolved by the organisers. However, it would be a problem for the State if any emergency occurred because this is where the Act on crisis management applies and individual state authorities must respond. In this case, the State decided to stay ahead of any possible emergency and considered what should be done to prevent any such situations.

### **Efficient cooperation between the State and the WYD organisers was guaranteed by the special act.**

The special act provided us with legal instruments necessary to perform certain extraordinary tasks. The World Youth Day is not subject to the law on the security of mass events because there is no need to obtain permits for such events as masses. This would infringe the Concordat agreement between the Church and the State. Therefore, the special act was adopted to define the obligations of organisers, the State and services in each aspect related to the security at the World Youth Day. For mass events, organisers usually present evacuation plans or plans for the distribution of services. This is where the State shared the responsibility with the WYD organisers. Obviously, organisers cooperated with the State in that regard. However, security plans for the WYD were prepared by the State, same as plans for the distribution of services or emergency exits. The State had to take responsibility for these measures that were too difficult or complicated for the WYD organisers. And this is what was the main subject matter of the adopted special act. The said regulation also governed many minor questions, including some oral arrangements. It was obvious that Polish Railway (PKP) had to cooperate with the Episcopacy in the field of the pilgrims' transportation. Individual dioceses communicated with PKP to establish what trains were needed, or what medical protection was guaranteed. It was obvious that all

burden would fall on the medical emergency services from Cracow, but it was not officially written anywhere. This was not stated in any official special act. Our purpose was to ensure that the WYD event would take place within specific legal frameworks to avoid any competency chaos. Also, there is one more important result of the special act: Polish healthcare system was prepared to pay for specific benefits, but it was not prepared to increase readiness for action or to pay physicians for being on the spot, waiting for any possible event to happen. The special act enabled us to pay hospitals for such services.

**You mentioned that the State decided to take responsibility for efficient organisation and safety at the WYD. Is this why the government has appointed its Representative for the World Youth Day Organisation?**

This appointment resulted from the diagnosis of the situation. The aim was to ensure that public services are not only prepared in terms of their competencies, but also have someone to whom they can report any potential hazards, who would take decisions crucial for preventing risks and facilitating the cooperation between individual services. I was the person who received all information. At the same time, the cooperation between public services and the exchange of information was managed by the team of Minister Beata Kempa who received all information in cooperation with the Representative. On the later stage of the project, tasks were distributed between individual team members: Minister of the Interior and Administration, Minister of National Defence, Minister of Health who have their own subordinate services. Obviously, we speak here only about extraordinary issues that emerged during the preparatory works. Standard preparations undertaken inside the ministries were carried out efficiently, without any interventions.

**The WYD in Cracow was preceded by terrorist attacks, also in Europe. At the same time, research studies conducted by the Institute for Catholic Church Statistics showed that 97% of pilgrims felt safe during the WYD. Media reported group discipline and model cooperation with services. Did you personally believe in the safety of the WYD celebrations in Poland?**

I had a sense of responsibility telling me that we must do everything to ensure maximum safety. There were surely some excessive measures undertaken. I mean, we had material resources gathered in Cracow, transported from other parts of the country: additional respirators, medical equipment for services, and blood supplies were waiting in Cracow. Someone could say that it was some exaggeration. In the end, there was no need to use these solutions. However, thanks to the fact that we multiplied worst-case scenarios, we were prepared for much more than was really needed. However, with the commencement of the WYD, all fears and concerns



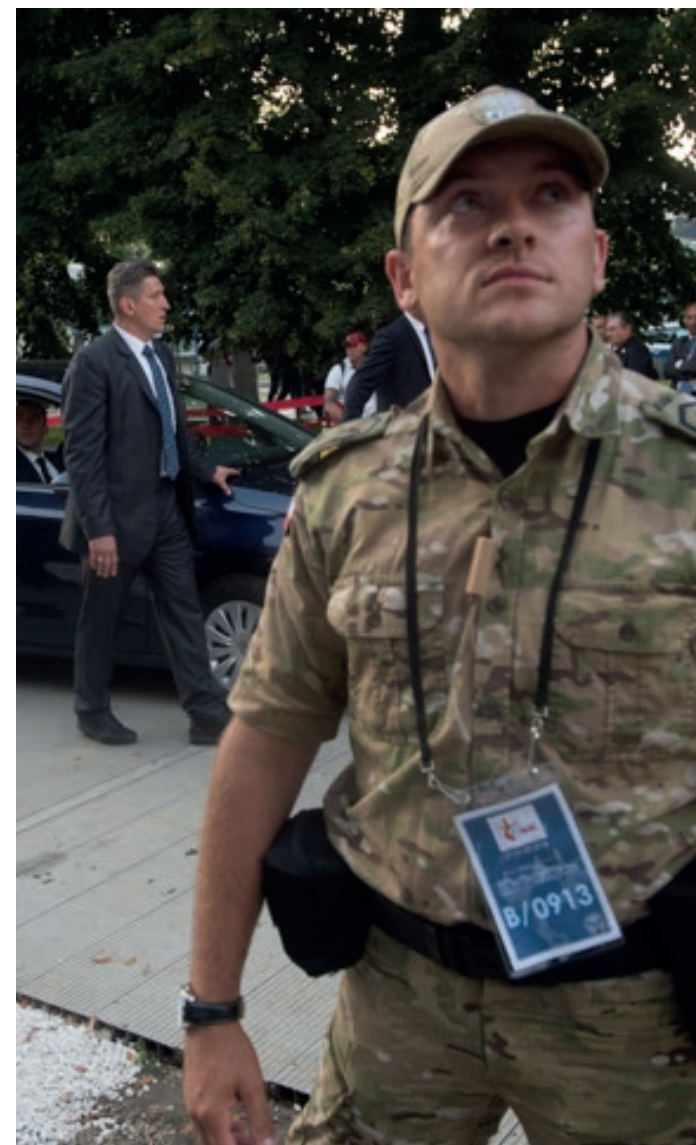
vanished and we no longer feared that there will be people with dishonest intentions among pilgrims. It could be seen that this event attracted people who wanted to simply experience it. Of course, until the end, services captured a few persons from the crowd who arrived with not fully good intentions. Fortunately, there were no signals indicating that someone planned assassination or a terrorist attack. Services were particularly alert to any signs of such behaviour.

**The organiser of the WYD was the Church – how do you assess this cooperation?**

The cooperation between the Church and the State was very fruitful, even though there were numerous difficult moments at the preparation stage. Some tasks overlapped, e.g. at the Campus Misericordia, where organisers were responsible for constructing the altar, while the State was responsible for widening emergency exits. But, as it appears to me, we all can be satisfied with the outcome. The Church fulfilled its obligations in a very efficient and successful manner. The State only supplemented its actions. The setting of the event was a big surprise for us, for the State. We could see how incredible was this event in spiritual terms. We could see happiness and enthusiasm encouraged in these young people by the Church. We could see how the Days of Dioceses were organised, which was something extraordinary. It can't be described in purely organisational terms. To me, it's a real phenomenon that hundreds of young people meet in one place, sleep in one room, and they keep being happy and joyful. This is a huge contribution of the Church, which encouraged enthusiasm in these young people.

**Thank you for your time.**

PHOTO — Jakub Szymczuk / FOTO GOŚĆ



## 9. World Youth Day Krakow 2016 in the virtual space

Weronika Pokojaska, Agnieszka Pudełko

It was evident during World Youth Day that the virtual world permeated the world of the sacred. Almost everyone streamed the most important religious events on their phones: from young people to the policemen who were protecting participants, to bishops who were celebrating Eucharist. The Pope himself is no stranger to new technologies; he has a Twitter account (@Pontifex) and willingly takes selfies with young people (like, for example, during the Sunday dinner at the Bishop's Curia). What then, does this marriage between faith and technology look like? Is it just one trend among many or is it a harbinger of bigger changes to come?

The article analyses WYD-related content on three social media websites: Facebook, Twitter and Instagram as well as other activity in the virtual world connected with the event. The purpose of the analysis was to study the online presence of World Youth Day.



PHOTO – WYD Krakow 2016

## Dedicated Websites

WYD was present on most internet news portals in Poland: special tabs were created on national and local websites. A number of dedicated websites were created, focusing on both the organizational and spiritual dimensions. The Góra Dobra website ([wolontariusze.krakow2016.com](http://wolontariusze.krakow2016.com)) facilitated the work of people involved in organizational activities. The site was also a volunteer database, which allowed its users to volunteer to do specific tasks. There was also a dedicated website for checking weather forecasts ([www.sdm.pogodynka.pl](http://www.sdm.pogodynka.pl)).

However, WYD's presence in the virtual space constitutes something more than just improved technical support of the event. The presence also involves the world of the sacred, which more and more often is permeating the virtual world. This makes it possible to create a community out of people scattered all over the world but focused on one objective. The [www.mayfeelings.com/prayforwyd](http://www.mayfeelings.com/prayforwyd) website enabled visitors to join in a prayer marathon for WYD. A total of almost 6,000 prayers for the event were offered throughout the world, as shown by the map on the website. The [we4charity.com](http://we4charity.com) portal enabled virtual participation in the events which were taking place in Brzegi. For a small fee, users could create avatars and join the congregation. There were also auctions of WYD-related items and items offered by the Pope. All the funds collected were to support the purchase of a mobile clinic for countries in need. There were 710 participants in the event, but only 18% of the expected amount was collected (by 28 October 2016). Much more popular was the "paint an image" event, where people sent 15,000 selfies via the [image2016.pl](http://image2016.pl) website. Then a special programme used the selfies to create an image of Merciful Jesus. Currently, the image is on display at the Sanctuary in Łagiewniki, and the authors of the selfies can find their images on the website. Due to considerable interest in the project, the time limit for sending selfies was extended until the end of the Year of Mercy.

## Facebook

The analysis covered a total of 611 Facebook posts, published both on the official World Youth Day profile and other profiles with content closely related to the event (such as *Bądź blisko*, *Be like Frassati*, *Młodzi Misjonarze Miłosierdzia*). First of all, what need to be emphasized are the skills of the moderators of the official event profile. Not only did they manage to monitor comments on an ongoing basis, but they also patiently responded to both questions and recurring provocations and controversies.



SOURCE – Facebook – ŚDM PL, #śdm, #krakow2016

It seems a little inconsistent that the profiles tended to focus on separate aspects of the event (e.g. they were meant to be used by volunteers, or they focused on WYD music). Quite often they did not generate any new content, and only shared materials from more active fan pages.

Also, it should be pointed out that the live-streaming feature was frequently used during WYD. Other activities were also used to keep the users interested, such as counting the days to WYD, questions and requests for comments, regular posts with new episodes of "Youth on mercy" or "Minutes with WYD."

The analysis of posts showed a variety of user activities and reactions to posts: some posts were completely ignored (no likes, shares or comments) while others received between 3,000 and 4,000 likes and almost the same number of shares. The post with a record 23,000 likes was the post on the official WYD fan page of 27 July, with a quote and a picture of the Pope in the pope's window.

## Twitter – ŚDM PL, #śdm, #krakow2016

Official WYD profiles on Twitter were available in several languages. The profile in Portuguese was the most



popular (99,000 followers) and had the largest number of tweets (29,000). A detailed analysis covered the profile in Polish and two official hashtags, #krakow2016 and #śdm. In the period studied (May to August 2016) a total of 753 tweets were posted on the ŚDM PL profile, with accounts of religious events (often with the use of the Periscope application, which enables live video streaming), press conferences, quotes from the Pope's speeches and the Saints, or updates on preparations. The largest number of likes were given to posts on the topic of entrusting WYD symbols to Panama (472), a video with the President and his wife's invitation to Cracow (147), and a quote from the Pope that joy is each Christian's duty (132). The #krakow2016 hashtag was used almost 39,000 times and #śdm slightly more than 12,000 times, with a small number of posts carrying both hashtags. Importantly, tweets with the above hashtags in most cases concerned WYD, while the number of other references was insignificant and did not distort the results. The #śdm hashtag was used mainly by Polish users while #krakow2016 was used mainly by speakers of other languages. The most intensive user activity was recorded during the Central Events. For individual hashtags there were two peak days: Thursday, 28 July (#krakow2016 – ca. 4,700 tweets) and Sunday, 31 July (#śdm – ca. 1,500 tweets). Before the event, tweets focused on the organizational and spiritual preparations of individual groups, while prayers and religious reflections were also quite frequent. During the Days in the Dioceses, pilgrims posted pictures of places they visited, with group photos being the most frequent choice. Photos or video recordings were often used to provide an account of catechetical sessions and holy masses. During WYD, a considerable number of tweets were the Pope's quotes or photos (taken during the actual event or as screen captures from TV coverage). After WYD ended, the number of tweets saw a gradual decline, with a focus mainly on roundups and reminiscing about the events in which pilgrims had participated.

## Instagram

The analysis also covered the official WYD profile on Instagram, @wydkrakow2016. A total of 150 records (photos and pictures) were collected in the period studied. As is the case with Instagram, all posts carried tags: #krakow2016 (all posts) and #śdm (85% of posts). There were also other groups of tags related to WYD (such as #jmi, #wyd, #wyd2016, #śdm2016, #are-youready, #campusmisericordiae) or related to specific WYD events (e.g. #concert, #mass, #opening). Posts on Pope Francis (#pope, #popefrancis) and other religious content also carried a number of tags, such as #vocation, #priest, #sisters, #brothers, #christian, #devotion, #lord, #pray, #mercy, #holyspirit. Interestingly, universal tags, common for this age group of social media



users, were also used (#instagood, #young, #polishgirl, #girls, #boys, #dance, #city, #instafood, #sunday). Some posts carried tags which were meant to add a bit of a Polish "flavor," such as #rosol (chicken broth) or #jedzonko (food).

Analysis of the pictures revealed a number of recurring themes. The first theme covered the preparations and positive atmosphere when expecting WYD guests, including photos sent by pilgrim groups from abroad, looking forward to their arrival in Poland. The second group of posts tried to capture the spirit, not only of the event, but of Cracow itself. Interesting techniques used to build up suspense were the counting of days to the beginning of WYD or actions aimed at involving Instagram users, such as encouraging them to tell a story about WYD using three words only. Information on holidays (e.g. Mother's Day or Corpus Christi celebrations) was provided on a regular basis, users were encouraged to pray, and Sunday wishes were sent. What needs to be highlighted is that there were virtually no negative or problem messages; the medium was used as a modern way of emphasizing the good mood and encouraging participation and sharing the experience of faith. The nature of Instagram as a medium also required users to choose good, attention-drawing photos, which reflected the nature of WYD in a variety of ways.

As regards likes for individual posts, the numbers varied after a record number was hit. Posts from the beginning of the study failed to reach 1,000 likes; there was a considerable increase in the number of likes and user activity as WYD was approaching. While the number of comments varied (from none to several dozen, including comments without content, just user tags or smileys), likes usually reached between a level of about 1,500 to 4,300. Most likes were recorded for the media moments, such as the Pope's ride on a tram to Błonia (7,819 likes, as at 27.10.2016) or the announcement that Panama was going to host the next WYD (6,711, as at 27.10.2016).

## Mobile Applications

Apart from using mobile applications to livestream WYD on social media, pilgrims also used applications which helped them move around the town and participate in various events. The WYD Organization Committee created an official application, "Pilgrim" (over 50,000 downloads by 28.10.2016), which included not only the key information on transport, scheduling or emergency numbers, but also a phrasebook, texts of prayers, weather forecasts and quizzes. WYD participants could also use the official town application, "Krakow.pl." The "Moment" application, created by Jagiellonian University students, provided help



in finding lost items. "Eventory" provided updates on cultural events while "Direct Bistro SDM Caritas Menu" gave information on the closest places to eat.

To conclude, World Youth Day was one of the most important events in Poland in recent years, as witnessed by extensive coverage in the virtual world. Thanks to pilgrims' and organizers' activity on social media, the shared experience of the event was very dynamic in both the real and the virtual worlds.

World Youth Day demonstrated the enormous potential of the virtual world and the experience of the event may contribute to developing new means of evangelization: evangelization 2.0.

## 10. World Youth Day Krakow 2016 as Tourist Phenomenon

Łukasz Gawęł

Even though cultural tourism as a separate field has been studied by researchers only since the 1970s, it is generally agreed that the cultural component in tourism has been present since the very beginning of tourist activity. For example, expeditions (religious or discovery) undertaken by ancient Greeks or Romans are widely accepted as having a cultural background. Today, in studies on tourism, there is a widespread belief that virtually every tourist activity has a cultural dimension. However, this did not prevent the emergence within the theory of tourism of a separate category of cultural tourism, which encompasses expeditions inspired by various motives (the literature describes cultural heritage, religious or health tourism). The issue of how big the cultural component must be to categorize a given tourist activity as cultural tourism is still open to debate.

In light of the above, it becomes evident that an event such as World Youth Day must be perceived as a tourism phenomenon as well. Undoubtedly, all pilgrims arriving in Cracow were also tourists, soaking up the historical atmosphere of the city; learning (even if superficially) about its history, space and monuments; visiting museums, or participating in cultural events. This enormous influx of visitors is of particular interest in the context of tourist traffic in Cracow, which is growing year by year. According to the data presented by the Małopolska Tourist Organization, over 10 million tourists visited the former capital of Poland in 2015, and for over 8 million of them it was an overnight stay. Among the main reasons for coming to Cracow, Polish tourists listed the desire to go sightseeing, leisure and religious motives (two sanctuaries in Kraków-Łagiewniki are of special importance in this context). Motives given by tourists from abroad were slightly different: the most important one was to see local monuments, the second was leisure, with entertainment coming third. Taking the above data into account, visitors arriving for World Youth Day will significantly distort these statistics, as we can assume that for them the religious motive was the main reason for coming. Consequently, a number of attractions organized in the city (including those which were not prepared by the WYD Organizing Committee) had a distinct religious dimension, to make them more attractive for pilgrims. What needs to be highlighted is that even though this sharp increase in the number of cultural events was motivated by the presence of WYD visitors, its impact on the tourist market was much more significant, as most of the attractions were available both before and after World Youth Day.

Undoubtedly, one of the most important cultural events organized in Kraków during WYD was the *Maria Mater Misericordiae* exhibition, held in the main building of the National Museum in Kraków. It was the only official exhibition accompanying World Youth Day. Widely recognized as one of the most important museum events in recent years, it featured over 90 images of the Virgin Mary in one place. These were works of Italian, French, Dutch and German artists, including such great painters as Vasari, Mantegna and Donatello. The exhibition was attended by over 5,500 pilgrims while the total number of visitors between 24 June and 9 October 2016 was 51,000, which makes it one of the most popular exhibitions in the National Museum in recent years.

One day before the official opening of WYD, the 9<sup>th</sup> edition of the *Cracovia Sacra* night was launched (lasting from 24 to 27 July), where tourists could see treasures from monasteries, churches and museums which are not normally available to tourists. Also, during WYD, visiting most monasteries, churches and museums was free of charge. It should also be remembered that pilgrims visited not only Kraków museums; they flocked to the family home of John Paul II museum (over 37,000 visits between 18 and 31 July) and to the Auschwitz-Birkenau Museum (more details below).

World Youth Day as a tourist phenomenon should also be analyzed in the context of events taking place before and after the meeting of the young. In this respect, the programme of World Youth Day was of great significance. This is because it can be viewed as an activity with measurable promotional potential, which as is generally known, is essential to the creation of a tourism market. The mere fact of announcing that Cracow was going to host WYD in 2016 contributed considerably to the strengthening of the city's position on the list of the world's most popular tourist destinations. Virtually every global news agency repeated the name of the city. What was also of paramount importance was that Pope Francis visited other places than Kraków. He went to Częstochowa and the former Nazi concentration camp Auschwitz-Birkenau. The promotional dimension of this visit cannot be overestimated. Suffice it to say, that over 155,000 pilgrims visited the Auschwitz-Birkenau Museum, which was "the largest organizational and logistic challenge in the Museum's almost 70-year history," to quote Paweł Sawicki from the Museum's press office. Over 250,000 worshippers went to Częstochowa together with the Pope.

In the period immediately preceding WYD in Cracow, the Days in the Dioceses were organized throughout the country. For young Catholics from across the world this was an opportunity to visit not only Cracow, but also other towns in Poland, which clearly had a specific promotional value. In this context the role of social media cannot be overestimated, as countless pictures and stories from Poland were posted, which for many WYD pilgrims was an unknown country. There was plenty of

inspiration for pictures since virtually every town hosting pilgrims prepared as rich a cultural programme as possible. What should be emphasized is that attractions prepared for tourists during the WYD period were prepared on a grand scale, exploiting all areas of tourist activity. Besides respectable town or diocese museums, pilgrims also visited a number of smaller facilities, which arranged very attractive events. In most cases these were free of charge. On showing a WYD ID card, pilgrims could visit Warsaw museums, such as the Warsaw Rising Museum, Fryderyk Chopin Museum, POLIN Museum of the History of Polish Jews, the Royal Castle, the Wilanów Palace, the National Museum as well as the Copernicus Science Centre and Zachęta, the National Gallery of Art. In Gdańsk, pilgrims visited the Artus Court, the National Maritime Museum and the European Solidarity Centre and in Lublin they saw the museum in the former Nazi concentration camp in Majdanek. Smaller towns also prepared special programmes, for example, pilgrims could visit the Printing Museum in Cieszyn, the Bread Cottage in Górki Małe and the Animated Movie Studio in Bielsko-Biała.

PHOTO – Jakub Szymczuk / FOTO GOŚĆ





Attractions for tourists are just one of the many factors which impact upon the level of visitor satisfaction. That is why the messages highlighting the unique atmosphere prevailing in Cracow during WYD, full of joy and friendliness, were of great importance. It is this atmosphere that a pilgrim will most likely remember for a long time rather than a hazy memory of monumental buildings. One can hardly imagine a better scenario for the promotion of tourist attractions. Young people, coming back home after World Youth Day, are bringing vivid memories of the places they visited and they will share the memories with those close to them. If we also consider the fact that during World Youth Day Cracow was an exceptionally safe place (according to police reports), we can be almost certain that the image of both Cracow and Poland which pilgrims will convey across the world will be very positive. The WYD effect in tourism management was to be seen soon after the Festival of the Young had ended. Already in August 2016, the TVP Info channel quoted experts from Spain's tourism industry claiming that the echoes of WYD would contribute to making Poland a tourist destination popular among the inhabitants of the Iberian Peninsula. At a conference after WYD in Cracow had ended, Mr Jacek Krupa, the Marshal of the Małopolskie Province, said: "According to our estimates, 20% to 30% pilgrims or their friends will come back to Cracow and Małopolska. This is all the more important as not all pilgrims knew where they were going and what to expect. They were very pleasantly surprised. We talked to many pilgrims and they were enchanted with Cracow, the hospitality of the city's inhabitants and the food. We did not come across a single negative opinion." Journalists accredited to WYD may help to increase the number of tourists returning to Cracow. Immediately before the beginning of the event, Mr Marcin Przeciszewski, the President of the Catholic News Agency (KAI), said that WYD had become the largest media event in Poland's history, as KAI issued 5647 accreditation passes for journalists from all over the world.

One more aspect should be pointed out when discussing World Youth Day as a tourism phenomenon, namely its enormous significance for the development of the internal, domestic tourism market. Such a huge event translates into decisions on visiting a given place for a period lasting for a number of months or even years. This potential cannot be dismissed, all the more so as in the world of ever-changing tourism trends and fads, domestic tourists remain the most faithful group.

## 11. Economic Dimension of World Youth Day Krakow 2016

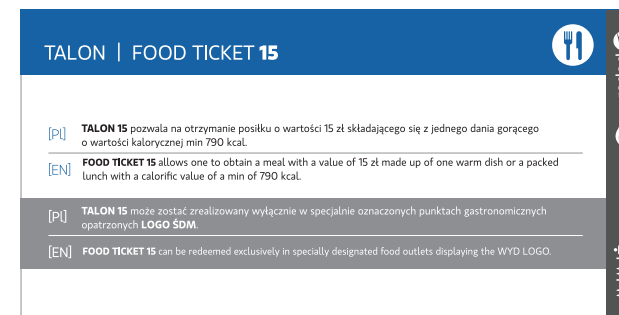
Łukasz Gawel

World Youth Day was a major economic undertaking. Any event that attracts several million tourists to one town must be viewed as having an economic dimension. Irrespective of the event type, the organization of meals, accommodation, transport and a rich cultural programme entails a turnover in the order of several million zloty, even if this does not include a traditional exchange of goods (services) for money.

With such a large group of customers (different estimates put the number at between 2 and 3 million), the logistics of providing the necessary turnover of goods and services were developed and implemented many months before the first pilgrims arrived in Cracow. Firstly, the assumption was that the organizers were to provide pilgrims with accommodation, access to public transportation, meals and insurance. Considering the number of people to be provided with the above services, this list alone generated a huge turnover. The transactions made by tourists arriving in Cracow were to be non-cash, which required special coupons (for food) or pilgrim IDs (for other services). Of course, the pilgrim package including these services was not free of charge; the cost was between 150 and 690 zloty, depending on the option. Businesses which were official WYD providers (such as, for example, restaurants wanting to provide meals to pilgrims) had to sign a contract with the Curia and pay 1000 zloty.



PHOTO – WYD Krakow 2016



The Church also incurred substantial expenditure on preparations for WYD (according to information given before the event, the Church was to spend around 50 million zloty on the event). In an interview, Father Grzegorz Suchodolski of the WYD Organizing Committee, listed the undertakings which generated the most substantial costs. These included: the organization of the five central events (three meetings for pilgrims at Błonia Park and two at the Campus Misericordiae), 300 catechetical sessions given in over 30 languages, the setting up of the Vocations Centre and two reconciliation zones. The implementation of an enormous cultural project, the Festival of the Young, was also a significant financial burden. While it is true that in line with the spirit of the event, the performing artists received no fees, the logistics of all the events (stages, sound system, lighting) and participant security (guards, medical care) still generated huge costs. In Cracow alone there were 20 stages (the main stage was on the Main Square), and events were also held in other locations (TAURON Arena Kraków). Additionally, the Festival programme covered every single one of the 23 towns where pilgrims had accommodation. It is estimated that around 250 different events (cultural, educational and sporting) took place during the Festival.

Studies carried out before the beginning of World Youth Day highlighted that the event would bring about an increase in turnover in many business sectors in Cracow and the surrounding region. It was assumed that an average pilgrim visiting from abroad would spend around 200 zloty a day while in Cracow, and an average pilgrim from Poland would spend at least 100 zloty. Restaurant, shop and hotel owners were expected to make biggest profits. Estimates of the amounts to be earned by individual sectors were made on the basis of a PWC report on the 2011 WYD in Spain (as undoubtedly Poland is much more similar to Spain than it is to Brazil, which hosted the last such event in 2013). According to estimates of the economic impact of WYD in Spain, the biggest profits were made by the hotel industry (about 70 million euro) and small shopkeepers (50 million euro). Substantial profits were also recorded in the overland transport sector (20 million euro) as well as real estate and construction (about 10 million euro each). The total impact of WYD on Spain's economy was estimated at close to over 354 million euro (231.5 million in Madrid itself).

Will the story be similar for Cracow? We still have to wait for the final figures, but the results of studies carried out during WYD seem to support the claim that the event had an enormous impact on the city and the surrounding region's economy. It is worth pointing out that due to the specific nature of the event, businesses operating in similar sectors could not expect similar profits. The president of one of the taxi companies operating in Cracow summarized WYD by saying that even though

the environment for business was very good, there were fewer customers. Most regular taxi users, i.e. city dwellers, left the city during the event while pilgrims, predominantly young people, got around Cracow on foot or used public transport. Restaurant owners are very pleased with their turnover during WYD; the biggest profits were earned by those who signed contracts with the Curia on providing meals to pilgrims. It is no surprise that fast food was very popular among the young during World Youth Day. A similarly positive opinion was voiced by shop owners and souvenir sellers.

We cannot forget that World Youth Day was also a huge infrastructure undertaking, involving construction projects on an unprecedented scale. It would be very difficult to find a Cracovian not satisfied with the repairs made to roads and transport routes. This did involve temporary inconveniences, but after WYD had ended the convenience of getting around in many parts of the city was significantly improved. Before WYD, the President of Cracow said that about 51 million zloty would be spent on investment, and some of the projects were planned to be carried out irrespective of the event (which still leaves open the question of when these plans would eventually have been finalized if it had not been for WYD). Such projects include, among others, the construction of a railway station in Kraków-Łagiewniki or a footbridge which improved communication and connected the two sanctuaries in Łagiewniki. As was described earlier, public transportation generated significant costs, but the city authorities have declared that some of the solutions developed for WYD may be maintained after the event (such as the increased frequency of some bus or tram routes). How big might the scale of changes be in the city transport system? Twice as many buses (580) and trams (250) as in normal schedules were used to transport pilgrims, with a total of 1011 additional tram runs and 1054 bus runs. Cleaning the city was a similarly huge challenge for the city authorities. The municipal cleaning services provided an additional 1200 bins and distributed 2 million trash bags.

When discussing the economic impact of World Youth Day on Cracow and the surrounding region, we cannot forget those profits which cannot be measured directly. This mainly comprises the promotion of the city, which is not limited to a temporary increase in profits, but also brings benefits in subsequent years thanks to the creation and strengthening of a positive city image. According to estimates, around 5500 press releases and articles on Cracow were published during WYD; the advertising value of this content was reckoned to be around 70 million zloty. However, in terms of advertising, the memories and impressions that pilgrims took away from the event may be much more important. According to Joseph Pine and James Gilmore, nowadays it is impressions that play the key role in market creation (experience economy). Therefore, unequivocally positive opinions



about the atmosphere in Cracow at that time are an important factor. To illustrate these opinions, it is enough to look at several titles appearing in the press during and immediately after World Youth Day had ended: Joy and enthusiasm. This was a beautiful Cracow, Cracow full of joy, youthfulness and beauty, What is going on here is amazing. Even those who had a negative attitude towards the event because of expected difficulties during WYD were surprised by the atmosphere in the city. A prime example of such an attitude change was the case of Professor Jacek Majchrowski, the President of Cracow. Before WYD started, he tried to convince Cracovians to leave the city (due to the risk of them having to face certain difficulties). However, after WYD had ended, in an interview with Piotr Tymczak of the daily newspaper Dziennik Polski, the President said: "These were exceptional days. I had the pleasure to meet the Pope several times, but we had a longer conversation only when he was leaving. He said that he liked Cracow a lot. He considered it a green city. He thanked and congratulated all the municipal services. My long-lasting memory of WYD will be my walks on the Main Square and Grodzka street and meeting crowds of overjoyed young people. Many of them, not only Poles, recognized me and had pictures taken with me. This was very nice. The atmosphere was exceptional and the city was full of joy, youthfulness and beauty. It was an entirely different city." It is this capital that seems to be the most valuable in terms of the economic impact of WYD on Cracow, capital which will continue to bring profits over in the following years, attracting millions of new tourists to the city.



## 12. Faith, Globalisation & Youth

Rev. Wojciech Sadłoń, PhD

In recent years we have been witnessing a marked change in the perception of the place and role of religion in the contemporary world. Currently, it is more and more noticeable that science and a high standard of living are not in direct "competition" with religion. Rather, social changes have led to so-called pluralization, i.e. they have given rise to varied and differing spheres of life, outlooks, styles and attitudes, without directly eliminating religion from the social sphere. Apart from the secularization process, which pushes religion into the social background and separates different areas of life from the sacred, other processes are also at work, described as de-secularization, religious awakening or even resacralization. J. Casanova argues that in today's world religion no longer belongs to the private sphere and is becoming more and more public (the "deprivatization" of religion). G. Davie perceives even minority religious groups as being influential and significant to contemporary culture (the concept of vicarious religion). Additionally, researchers point to the fast development of new religious movements.

1. In this context WYD provides extremely valuable „research material” for analyzing the place and role of religion in contemporary culture. It is a mass event, which every few years gathers millions of young people and is covered by the world media and, consequently, noticed by a large proportion of the world population. WYD is a very dynamic undertaking, based on the most modern communication and transport solutions. Cutting edge IT solutions and modern media, mostly the internet, are used at every stage of the event, starting from the announcement of the event, invitations to participate, to the registration of participants, organization and ensuring safety as well as the event itself. The events, performances and concerts making up WYD are based on the latest technology and, for the most part, on popular culture. In this way, they become similar to festivals and concerts, or even to the Olympics or other sporting world championships. Thus, isn't WYD a manifestation of a transfer of religious elements from the sphere traditionally associated with the sacred to the area of popular culture? Isn't the nature of WYD more similar to a performance based on shallow emotions rather than on a profound experience of the sacred?

The results of a study carried out among participants of WYD in Poland clearly indicate that this is first and foremost an event of a religious nature. Young people point to faith and religion as their main motivations for participating in WYD. Additionally, WYD is for young Poles a way of showing their faith in the public sphere. The celebration of WYD is based on

a feeling of bonding with peers who have the same values and outlook on life and a relation with the institution of the Catholic Church. Prayer is the fundamental element. WYD participants treat the event firstly in moral and spiritual terms, expecting to undergo spiritual transformation. The Pope plays a key role in WYD, being perceived mainly as a spiritual leader. Consequently, the participation of Polish youth in WYD is connected predominantly with their religiosity and Catholic identity. This leads to the conclusion that WYD is more like a contemporary form of pilgrimage rather than a pop festival. And in the same way as pilgrimage combined purely religious elements and secular culture, a feeling of community and joint prayer, a journey and spiritual transformation, today WYD combines youth culture based on media and communication technology and Catholic and religious rituals and celebrations. The motives of a journey and movement are also of importance to WYD.

2. The future belongs to the young. The young generation foreruns and sets the directions of changes. The results of studies point to some distressing processes affecting young people. Their behavior displays signs of consumerism, learning difficulties, narcissism, hyper-individualism and moral relativity. C. Smith sees five fundamental difficulties faced by contemporary youth: confused moral reasoning, routine intoxication, materialistic life goals, regrettable sexual experiences, and disengagement from civic and political life. He believes that the faith of today's youth is not strong enough to last beyond high school. The religiosity of young people is limited to spirituality, with emphasis placed on good deeds and well-being. In Polish literature, today's youth is often referred to as the facebook generation. It is also highlighted that young people predominate among those leaving the Church, which does not necessarily involve leaving religion as such, but rather it means making it a subjective experience. According to A. Potocki, today the average global teenager is a child of the media culture, mindless, focused on success, money and consumption. In the best-case scenario, the young people of today are a generation of volunteers and activists, yet incapable of deeper reflection.

Against this background, WYD participants seem to come from a different period. These are young people who consciously experience their faith as well as personal and social identity. Deeply rooted in Polish culture and religiosity, they are still able to separate religious content from cultural and political issues. Polish participants in WYD are proud of being Catholics and feel a strong connection with the Catholic Church. In addition, they can fit in with peers who quite often embrace different values. They have clearly defined standards of morality and consciously accept the moral teachings of the Church. The study also shows that the young can feel God's presence in their life. At the same time they can be empathic and sensitive to others and can build deep relations with their families, acquaintances and friends. WYD also revealed and unlocked the pro-social po-

tential of Polish youth. The event gathered people capable of acting for the benefit of others and finding sense in helping them. Polish participants in WYD are the religious and moral elite of Polish youth, in the most positive sense of the word.

3. We live in a world which is becoming more and more global. In front of our eyes a global system of culture is being born, based on the global information system, global consumption patterns and cosmopolitan lifestyles. The globalization process manifests itself in worldwide events, such as the Olympics, international tourism or restrictions on the sovereignty of individual countries, as well as in a growing awareness of the global nature of the environmental crisis or an increase in health and military risks affecting the whole world. Globalization entails not only standardization, popularization and homogenization, but also the rise of a new type of awareness, where the world is seen as one whole. Globalization also means that individuals have become more networked as well as being in a state of constant movement and ongoing exchange.

WYD is also a manifestation of globalization understood in this way. The event, to a large extent, is grounded in global interconnections and communication opportunities. Not only do the Days take place in different parts of the world, but they also gather people from various language, cultural and ethnic backgrounds. The event reveals young people's capability of creating a community across borders and intercultural differences, of sharing the same religious experiences and jointly celebrating their faith despite all the differences. Undoubtedly, this is connected with the global nature of Catholicism, which in its theological nature is also universal. It is not only individual and local, but also supranational and intercultural. The Pope's role is of major importance in this context, as he is a symbol of universalism and a reference point for global Catholicism, as demonstrated by WYD. WYD confirms that globalization provides a fertile ground for the renewed public impact of religion. WYD can be perceived as an example of a **social** movement of a religious nature and with a global reach. This is supported by the mass character of the event, the lack of an extended top-down organizational structure on an international scale, young people's capability of spontaneous mobilization and functional continuity. WYD is not only a single event organized on a regular basis. The Days involve scores of volunteers helping for many years and providing a whole system of educational and formative events, besides the Central Events, a fact which is all too often forgotten. A significant proportion of participants actively and regularly engage in WYD preparations. The role of WYD in the creation of so-called worldwide theologies, i.e. outlooks and types of ethos, is a separate issue. Without a doubt WYD promotes specific religious and humanistic values. Its nature is predominantly inclusive

and universal. In this way, WYD helps in overcoming axiological particularism and religious fundamentalism. This was especially noticeable in Cracow in the shadow of the actual risk of terrorist attacks.



PHOTO — Jakub Szymczuk / FOTO GOŚĆ



### 13. World Youth Day Krakow 2016 as Cultural Phenomenon

Anna Góral

The problem of defining the boundaries of culture and its internal divisions is as old as the concept of culture itself. In an academic discussion in Poland recently, much attention was paid to questions of "a living culture," "the extended field of culture" or a "broad" understanding of participation in culture. The authors of the terms advocate that we should not limit our understanding of culture to activities such as going to the theatre or listening to classical music. They argue in their papers that cultural life very often takes place outside cultural institutions. During WYD we had plenty of evidence to support this claim as professional and amateur artists from all over the world showed their works in the streets and squares of Cracow. Culture has become a convenient space where different orders (secular and religious) and different social worlds (worshippers and atheists) can meet.

World Youth Day is a phenomenon which fascinates both priests and academics, politicians and journalists, as well as ordinary observers of the surrounding reality. A prominent question recurring in discussions of the event concerns the reasons why an event which is religious in character attracted several million young people from all over the world, contrary to a wide-spread conviction that there is an increasing secularization of societies. These were both people who wanted to strengthen and celebrate their faith and people not in any way connected with the Catholic church, who wanted to become a part of a specific celebration of culture, which is organized every four years in a place chosen by the Pope. During the WYD preparation stage, certain questions were already recurring, in particular in the media, concerning the borders between religious events, for which only priests should be responsible, and cultural events, where the state is a natural participant.

St. John Paul II said: „a faith that does not become culture is not fully accepted, not entirely thought out, not faithfully lived.” Since the very beginning these words accompanied the preparations and the implementation of projects as part of subsequent World Youth Days, not only the Day which has just ended in Poland or the previous events. Now, they most certainly are also driving the Panamanians, who are currently starting their WYD preparations. World Youth Day understood in this spirit becomes a specific space for meeting and a celebration of youthfulness.

The event, when analyzed a few months after it ended, is undoubtedly remembered by Poles as an exceptional cultural event, despite its evident evangelical character. WYD is often described, in particular by philosophers and cultural studies researchers (who focus on the formula of the event), as a specific sign of the times, a pop cultural event. Szymon Hołownia, a popular journalist, also



highlighted in one of his messages that "popular culture (...) may provide a bridge between the profane and the sacred."<sup>59</sup> This approach provided the inspiration for the reflections presented in this text and for emphasizing such topics as the festivalisation of the cultural space, processes of creating heroes who will engage participants, creating social networks or the commercial dimension of the event (this dimension has undergone severe criticism). In this way I have tried to present WYD as a special cultural phenomenon.

### Who is World Youth Day for?

Bishop Damian Muskus at the beginning of his essay „World Youth Day as a (pop)cultural event” quotes Eric Emmanuel Schmitt, the author of „Oscar and the Lady in Pink,” who confessed: he wishes he wasn’t too old to participate in the event; when he was young he did not think about participating because then he was an atheist. He believes it is extraordinary that young people gather not to celebrate an idol or to listen to a concert, but they gather around „the Invisible and silence.”<sup>60</sup>

The writer’s first words confirm the generally held conviction that World Youth Day is an event addressed primarily at young people. The organizers tried to challenge such stereotypes. The best example is the promotional campaign „Youth is a state of mind,” launched by the Małopolskie province. A 90-year old Benedictine from Tyniec, Father Leon Knabit, was the face of the campaign. With a string of red beads around his neck (the symbol of Małopolska), he invited everyone to participate in World Youth Day. As part of this campaign the Benedictine also had an opportunity to try his hand at being a taxi driver. During a special project, "A journey for a smile," anyone who managed to hail a special taxi was able to travel around the capital of Małopolska in the company of a famous monk. The event had ongoing coverage on Snapchat, where posts related to the project were displayed over 2,500 times during one day and 45,000 times during the whole campaign<sup>61</sup>. The campaign was a very literal way of showing everyone that for its participants World Youth Day is a broadly understood cultural experience. What needs to be highlighted is that this event takes place both in the real space and, thanks to social media, in the virtual space, which allowed those who could not go to Cracow to participate in the event. The second part of the quotation is in line with

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<sup>59</sup> Hołownia, S.; Prokop, M. (2011), *Bóg, kasa i rock’n’roll [God, bucks and rock/n/roll]*, Cracow.

<sup>60</sup> Muskus, D. (2016), *Światowe Dni Młodzieży jako wydarzenie (pop)kulturowe [World Youth Day as a (Pop)cultural Event]* <http://chrzest966.pl/swiatowe-dni-mlodziezy-jako-wydarzenie-popkulturowe/> [accessed on: 10.10.2016]

<sup>61</sup> "Kampania 'Młodość to stan ducha' trafiła w sedno" [*The campaign 'Youth is a State of Mind' hits the Mark*] <http://www.malopolska.pl/aktualnosci/promocja/kampania-malopolski-na-sdm-trafila-w-sedno> [accessed on: 10.10.2016]

the common way of thinking about World Youth Day as an event intended for Catholics only, while the formula of the festival adopted by the organizers highlights its open character, designed for a wide audience.

## A Celebration of Culture and Youth

If we try to describe World Youth Day in terms of a cultural event, the first category that comes to mind is that of a festival, which nowadays is associated mainly with entertainment and consumption.<sup>62</sup> This is because for many people World Youth Day is predominantly a Festival of the Young, the most conspicuous and lively aspect of the event. The Festival allows its participants to fully experience the idea behind World Youth Day and builds a community of young people. Comprising over 300 different musical and artistic events, the Festival of the Young made the host city (recently Cracow) undergo a temporary transformation into a specific symbolic space for shared celebrations, joyful and colourful declarations of faith, but also a space to celebrate faith and to build a community with others. During the festival artists from around the world presented cultural and spiritual shows, using different forms of expression. There was dancing, theatre, cinema, exhibitions, sightseeing and concerts. Young people, arriving from every corner of the globe, had the space both to share their faith and to celebrate it. At the same time, they were given an opportunity to show their culture and its uniqueness in order to celebrate diversity. In this sense, World Youth Day becomes both an actual cultural and culture-creating event.

It should also be pointed out that WYD involves on the one hand participants (pilgrims) and on the other people from the country hosting the event. For a few days the two groups share their cultures and provide mutual inspiration, having the chance to experience intercultural dialogue in practice. Poles will certainly remember pilgrims' words, frequently repeated in different media, about the exceptional hospitality and friendliness they experienced in Poland as well as about Poland's rich culture and history, which they got to know during WYD.

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<sup>62</sup> Elderen van, P.L. (1997) *Suddenly One Summer: a Sociological Portrait of the Joensuu Festival*, Joensuu, p. 126.

## In Search of a Hero

WYD organizers were constantly inspired by the thought that people today, especially the young generation, live in a world of popular culture, are to a large extent shaped by this culture (without being aware of that), speak its language and seek models promoted by popular culture in everyday life:

It is this culture that to a great extent shapes the identity of the young generation. Popular texts and heroes very often add sense to the everyday life of young people; they are a source which creates a feeling of community and cultural practices undertaken by the youth.<sup>63</sup>

Popular culture also embraces superheroes, who have the courage to live differently, to live better and to fight difficulties. Young people are looking for role models who on the one hand will be like them, facing similar problems, but on the other hand will be ready to change the reality and go against the current. This is what Pope Francis himself encouraged the young to do:

Dear young people, we didn't come into this world to "vegetate", to take it easy, to make our lives a comfortable sofa to fall asleep on. No, we came for another reason: to leave a mark.

And at the same time the Pope showed them the role models to follow: „Be like Frassati!,” this slogan has been with the young from the very beginning, in particular in social media. Blessed Pier Giorgio Frassati was held up as a hero to be followed, an average young person who dared to change the reality around him.

World Youth Day is a specific cultural phenomenon. Using current cultural trends, WYD organizers managed to create an event which, despite the special message it conveys, fully matched the expectations of contemporary consumers of culture and at the same time Catholic worshippers.

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<sup>63</sup> Melosik, Z. (1996), *Identyfikacja, ciało i władza [Identity Body and Power. Cultural Texts as Pedagogical (Con)texts]*, Poznań–Toruń, p. 18.

## 14. Information on Research Conducted During the WYD Krakow 2016 – Methodological Note

This publication shows the results of two research studies concerning the World Youth Day Krakow 2016 in Cracow. The first research was carried out by the Association of Municipalities and Counties of the Lesser Poland Region (SGPM). The Association received a grant under the *Culture Observatory* programme run by the Minister of Culture and National Heritage. The subsidy enabled the completion of the project entitled: *World Youth Day Krakow 2016 as a social, cultural and religious phenomenon*. The second research was initiated by the National Centre for Culture (NCK) and the Institute for Catholic Church Statistics (ISKK) within the project: *Reception of the World Youth Day and its Cultural Contexts. Research on participants of the World Youth Day Krakow 2016 in Cracow*. It was carried out by the PAIDEIA Foundation. The second research was also participated by the Adam Mickiewicz Institute.

### **Project 1. *World Youth Day Krakow 2016 as a social, cultural and religious phenomenon* (Association of Municipalities and Counties of the Lesser Poland Region (SGPM))**

This research was carried out between March and December 2016. Its primary aim was to describe and evaluate the social, cultural, religious and organisational phenomenon of the World Youth Day. It was also aimed at assessing the impact of this event on the development of Polish cultural tourism (including pilgrimage). It was a multidimensional research conducted among the pilgrims attending the World Youth Day, their hosts, hospitality sector staff (transportation companies, gastronomy, hotels), event organisers, and cultural institutions located in the place of accommodation of the guests. Both ex-ante and ex-post evaluation was carried out among the above-listed entities.

It encompasses a wide range of measurements and indicators, varied methods and diverse evaluation tools (mixed methodology), including in-depth interviews with different stakeholders, surveys, traditional and social media analyses, available statistical data. This research was composed of four modules:

1. Statistics and organisation of the WYD, including quantitative and qualitative data on pilgrims and organisational structure of authorities responsible for celebrations in Cracow.
2. Reception of the WYD among participants and organisers of this event:
  - a. Reception of pilgrims during the WYD – perceptions, opinions, judgements – in the context of cultural tourism,
  - b. Reception of individual hosts and host families – perceptions about pilgrims, reception of guests, benefits, culture clash, etc.
  - c. Reception of organisers, impact on tourism, observed changes, etc. (institutional reception)
3. WYD in public discourse (quantitative and qualitative data, content analysis):
  - a. Media analyses – analyses of content published in local and nationwide dailies in terms of presenting the WYD
  - b. Analyses of dedicated websites and the social media presence of the WYD
4. WYD and economic benefits
  - a. Analysis of expenses incurred by the WYD participants
  - b. Analysis of revenues in the sector during the WYD

The research project was carried out in three stages (before, during and after the WYD). First, prior to the commencement of the event, all available statistical data was analysed (data owned by the event organisers – registration statistics), as well as any documents, procedures, projects and measures undertaken by public institutions and non-governmental organisations with reference to the WYD (assumptions, policies followed by the city and the voivodeship, the internal documentation owned by the organisers). During the event, research was carried out among pilgrims (sample constructed based on statistical data), including structured interviews (360 interviews).



After the event (up to 2 months), the following research was conducted:

- Qualitative in-depth interviews (elite interviews) with representatives (50) of all entities involved in the organisation of the event, including: organisers, representatives of the city and the voivodeship, public institutions;
- experts, representatives of non-governmental organisations;
- Structured interviews with entrepreneurs (100);
- Qualitative in-depth interviews with individuals and families hosting pilgrims (50);
- Analysis of traditional media content published by local and national dailies (WYD Weekly, Gazeta Krakowska, Dziennik Polski, Gazeta Wyborcza, etc.);
- Analysis of online media content (forums, blogs, social media) dedicated to the WYD.

**Project 2. Reception of the World Youth Day and its cultural contexts. Research on participants of the World Youth Day Krakow 2016 in Cracow (National Centre for Culture (NCK) and Institute for Catholic Church Statistics (ISKK) in cooperation with the Adam Mickiewicz Institute and the PAIDEIA Foundation)**

This research was aimed at exploring motives and expectations of pilgrims towards the WYD, describing the specific nature of participation in this event, and evaluating its social, cultural and spiritual aspect. Another purpose was to define cultural and religious factors determining the reception of the event among its attendees and identify the impact of the WYD on the attitude and spirituality of young people. This research also helped in discovering all identity components and attitudes of young Poles reflected by the event, as well as the approach of foreign pilgrims to Poland and Polish people. Finally, this publication shows the image of our country as the organiser of the World Youth Day presented in world media.

This research was conducted among:

1. Foreign pilgrims who received an online survey before the WYD (between July 9 and 25, 2016 - 11,585 surveys were collected) and after the WYD (between August 26 and September 11, 2016 - 3,770 surveys were collected). The survey was drawn up in eight languages (English, French, Spanish, German, Portuguese, Slovak, Ukrainian and Italian) and submitted to representatives of 20 biggest nations attending the WYD in Cracow, as well as Polish pilgrims (in a slightly modified form). It allowed for capturing the importance of the event for its participants, as well as identifying cultural and religious factors determining the participation in this event. It also helped in analysing the effects of attending the WYD and establishing the extent to which the expectations towards the event have been satisfied. The survey contained questions (6 questions before the WYD and 5 questions after the WYD) aimed at exploring opinions on Polish culture shared by foreign pilgrims, their view on the attractiveness of Poland, and whether visiting our country influenced their judgement. The said questions were prepared by the Adam Mickiewicz Institute<sup>64</sup>;
2. Polish pilgrims who participated in 40 in-depth interviews in 5 dioceses (Warsaw Praga District, Drohiczyn, Tarnów, Archdiocese of Warsaw and Archdiocese of Szczecin - Kamienna Góra) during the Days in Dioceses preceding the celebrations in Cracow (20 to 25 July, 2016). In this group, 30 pilgrims decided to keep a journal as participants of the WYD, enhanced with photographic documentation, encompassing the period from the Days in Dioceses to the events in Cracow. They were supposed to describe experiences gained during the WYD with special emphasis on spiritual aspects;
3. Polish volunteers supporting foreign pilgrims during the Days in Dioceses – there were 12 group interviews conducted in 6 dioceses: Warsaw Paraga District, Drohiczyn, Tarnów, Archdiocese of Warsaw, Archdiocese of Szczecin-Kamienna Góra and Archdiocese of Cracow in August and September 2016. In total, these group interviews were participated by 91 persons;

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<sup>64</sup> Culture.pl is an online service run by the Adam Mickiewicz Institute, a national cultural institution whose mission is to strengthen and promote the cultural dimension of Poland as a brand through active participation in an international cultural exchange. The Institute strives to popularise the contemporary Polish culture among international audience. It has already organised nearly 5,500 events attended by about 52 million people in 70 countries on 5 continents.

4. Analysis of global media content published by 20 media titles from the UK, Australia, the USA, Russia, France, Germany, and Spain. The primary criterion of choice was the biggest circulation in a specific country. It was also important to encompass various philosophical beliefs. There were analysed all issues published between July 1 and August 15, 2016;
5. Analysis of statistical data – the analysis on the quantitative structure of Polish and foreign participants, both in individual dioceses (Days in Dioceses) and during the encounter with the Pope in Cracow.

## 15. Biographical Notes

### 15.1. Association of Municipalities and Counties of the Lesser Poland Region

**Ewa Bogacz-Wojtanowska, PhD** – in Management Sciences, Director of the Institute of Public Affairs at the Jagiellonian University. She conducts research studies dedicated to non-governmental organisations and social enterprises, as well as various forms and structures emerging in the civil society. She is also involved in various implementation projects and projects improving the quality of management for national and international institutions. She is the Member of the Committee of Culture and Media Management of the Polish Academy of Learning.

**Łukasz Gawęł, PhD** – in Management Sciences, the Head of the Department of Culture Management in the Institute of Culture of the Jagiellonian University (Department of Management and Public Communication), Deputy Director for Strategy, Development and Communication at the National Museum in Cracow. His research interests are predominantly focused on the broadly understood area of managing cultural heritage. He is also involved in issues related to the management of public cultural institutions.

**Anna Góral, PhD** – in Management Sciences. For many years, she has been professionally involved in the non-governmental and public sector. For the time being, she is professionally involved in the cooperation with the Association of Municipalities and Counties of the Lesser Poland Region, as well as the Institute of Culture of the Jagiellonian University, where she performs the function of the Deputy Director for Studies. She is an author of many articles on the issues related to the heritage management in the context of sustainable development. She is particularly interested in the subject of innovation in culture, heritage and the development of social entrepreneurship.

**Weronika Pokojska** – a graduate of master's studies in Media Management and Culture Management from the Institute of Culture of the Jagiellonian University; a PhD student of the 4th year in Management Sciences at the Institute of Culture of the Department of Management and Public Communication at the Jagiellonian University. Her research interests include history marketing, architecture and museum design, as well as any issues related to the revitalisation of post-industrial space.

**Agnieszka Pudełko** – a graduate in Culture Management and Contemporary Culture from the Institute of Culture of the Jagiellonian

University. A PhD student in Management Sciences at the Department of Management and Public Communication of the Jagiellonian University. She is interested in the issues related to cultural heritage, culture management, revitalisation of post-industrial space and literary tourism. For several years, she has worked as a literary guide in Cracow.

**Sylwia Wrona** – a graduate from master's studies in Public and Civic Organisation Management from the Institute of Public Affairs at the Jagiellonian University; a PhD student at the Department of Management and Public Communication at the Jagiellonian University. Her research interests focus on rural non-governmental organisations.

## 15.2. Institute for Catholic Church Statistics

**Rev. Wojciech Sadłoń, PhD, SAC** – Theologian and a sociologist. He is the Director of the Institute for Catholic Church Statistics SAC. His scientific achievements refer mainly to the sociology of Catholicism, religiousness, social capital and third sector. He is the chaplain of students.

**Maria Rogaczewska, PhD** – Sociologist, the co-creator of the Centre for Social Challenges affiliated with the Institute of Social Studies at the University of Warsaw. She also cooperates with the Collegium Medicum of the Jagiellonian University and the Institute for Catholic Church Statistics. Her research interests are focused on the sociology of religion, youth research, research connected with social innovations. She initiates actions aimed at engaging academic communities in social transformation. She co-organised many innovative projects (including, among others, the Civic Congress in Poland, the Social Project 2012, eCo-Solving, Congress of Gniezno), which were aimed at building a network between academic community, business, public authorities and civic society, including Catholic organisations.

**Sławomir Mandes, PhD** – has worked in the Department of Social Psychology of Institute of Sociology of the University of Warsaw since 2003. His interests include the sociology of religion and the issue of local life and social ties described and analysed from various theoretical and empirical perspectives. In 2016, he published a book entitled "Place of religion in society. Searching for a new research programme in the sociology of religion" Warsaw, Scholar Publishing House.



**Wojciech Wilk** – Student of psychology and sociology at the University of Warsaw. He has not chosen the field of study, with which he would like to connect his future professional career. For the time being, he cooperates with the Centre for Social Challenges of the University of Warsaw, where he learns how to carry out social research.

### 15.3. National Centre for Culture

**Tomasz Kukołowicz, PhD** – in Social Sciences, he works in the Research Department of the National Centre for Culture, editor-in-chief of the "Culture Observatory Research News" and "Polish Culture Yearbook." He specialised in the research on contemporary popular culture, especially rap music. Author of the book entitled "Rappers versus Philomaths" and executive editor of the "Anthology of Polish Rap."

### 15.4. Adam Mickiewicz Institute

**Michał Szostek** – Co-operator of the Department of Knowledge Management of the Institute of Adam Mickiewicz. A sociologist, a graduate from the Institute of Sociology of the University of Warsaw.