

Tomáš Mirovský

Jiří Novotný

MASARYK UNIVERSITY, BRNO

Volunteer work at the 2018 Olympic Festivals in Brno – on some key organizational aspects of sports event project management and financial value of volunteers' work

Summary:

The work quantifies the value of volunteer work that was done during the organization of the Olympic Festival (OF) in Brno in February 2018 based on the specification of individual volunteer positions according to the ISCO classification and the median average wage for each level for the South Moravian Region in February 2018.

The vast majority of sporting events cannot really do without the active involvement of volunteers. Mega sports events need to fill dozens of positions with staff for which they usually do not have the necessary budget and therefore supplement their organizational team with volunteers, hoping for a sufficient number of volunteers (i.e. quantity) but also for their competence (i.e. quality). The task of volunteers is usually to provide those services that are in direct contact with spectators and active participants, especially in the case of mass sporting events. These activities are often a combination of "responsible/monotonous/stressful".

This paper compares the planned numbers of volunteers to deliver a 17 day long sporting event carrying a national impact with the actual numbers generated by accurate records throughout the project, and struggles to provide best possible answers to the question of what the additional cost to the organizer would have been if volunteers had not been part of the organizing team.

Keywords:

Volunteers, mega sports events, Olympic Festival, Olympic Games, voluntary work, economic impact (value)

Introduction

This study was created to meet identified needs of organizers of major sporting events in the Czech Republic to negotiate support and subsidies for the event from municipal, regional and state governments.

Based on the largest public sporting event in the Czech Republic, at least in terms of the number of volunteers involved in the organizational process, the task was to quantify the value of the work that volunteers provide and thus indicate ways to save the organizer funds that would otherwise have to be spent less effectively or efficiently. This way, these saved funds can be help to cover the implementation of the event in other ways, e.g. by expanding the offer of sports for the public and by including other sports in the overall programme.

The contribution of volunteer work to the overall image of the event, for its success in public perception is invaluable. Equally important is the financial contribution of their work.

“Voluntary work creates value that can be treated in terms of as an alternative cost without any transfer of funds”¹.

¹J. Novotný a kol. Sport v ekonomice, Wolters Kluwer ČR, Praha 2011, ISBN: 978-80-7357-666-0.

“The economic impact for the organization can be summarized as follows:

- Financial cost savings (volunteer work as a non-financial resource),
- Carrier off a new employee (path: volunteers – coordinator – employee),
- Distribution and quality of services through volunteers (special knowledge or skills; understanding of clients and environment; "non-professional" human relationships),
- Improvement to external relations of the organization (signal of openness to the community; dissemination of information about the organization through volunteers)”².

As the 'Olympic Festivals' project (until 2016 Olympic Parks) has been regularly repeated every two years since 2014, always around the time of the Olympic Games, these outcomes is also of interest to the organiser as one of the documents of the 'Feasibility Study' of the whole project.

Volunteer work at mega sports events

For mega sports events is: ‘without volunteers there would be no sporting event’, or ‘volunteers are the face of the event’, the perception of the whole event by participants and spectators lies mostly on their behaviour, helpfulness and knowledge.

According to the Voluntary Service Act, a volunteer in the Czech Republic is a person who provides his or her time, energy, knowledge and skills for the value of other people or society without the right to be directly financially rewarded.

The Olympic Festival, held in the Czech Republic during the Olympic Games since 2014, is the largest sporting event in the Czech Republic in terms of the number of volunteers involved and the length of the event.

The Olympic Festival is a project of the Czech Olympic Committee. This is a large sports festival, which has been held since 2014 during the Olympic Games in several places in the Czech Republic. During the 17 days, a sports park is open to the public, where those who are interested can try Olympic and non-Olympic sports, watch sports broadcasts together and participate in educational programs focused on the ideas of Olympism. In 2018, the Olympic Festival in the Czech Republic took place in two cities (Brno and Ostrava), adapted this concept, similar events took place in six other European countries, usually in a smaller time frame. From the very beginning of the project, the operations of the park and sports activities are provided by volunteers, usually 300-400 volunteers per city.

The 2018 Olympic Festival took place from 9 to 25 February and was run by 370 volunteers in Brno.

The results of this study are prepared as one of the points of the feasibility study of the Olympic Parks project for the city of Brno, because as mentioned in the introduction, Olympic festivals are held regularly during the Olympic Games, this year they are planned in two cities (Brno, Prague) during the next Olympic Games.

² T. Pospíšilová, A. Marková, Možnosti a limity inkluzivního dobrovolnictví, Fórum sociální politiky, Výzkumný ústav práce a sociálních věcí, Praha 2017, p. 11, 6. ISSN 1802-5854.

The study is based on my larger research survey where, in addition to determining the financial impact and value of volunteer work at the 2014-2020 Olympic Festivals, providing also the motivation of volunteers to participate in the Olympic Festivals according to the Special Event Volunteer Motivation Scale (SEVMS) and preferences in communicating with volunteers and benefit supplies from the organizer. These 370 volunteers participated in this research through a questionnaire survey.

Methodology

According to Volunteer work, often referred to simply as “volunteering,” is a crucial renewable resource for social and environmental problem-solving the world over. The scale of such work is enormous and the contribution it makes to the quality of life in countries everywhere is greater. In order to estimate the amount of labour services that households give to one another and the distribution of such services among fields, and in order to calculate the value of volunteer work as recommended in the United Nations Handbook on Non-profit Institutions in the System of National Accounts, data collected using the recommended survey module is classified in two ways:

- a) By the skill or occupational requirements of the work performed;
- b) By the service activities for industry for which the work was performed.

In order to ensure a reasonable degree of comparability in the data assembled in different countries, this Manual recommends using well-established standard classifications of occupation and industry as agreed in its classification systems. One of the great advantages of measuring volunteer work through labour force surveys is that these surveys use standard classifications of occupations and activities/industries that are readily adaptable to the classification of volunteer work and have survey interviewers and coders who are familiar with these classification structures.

“The European Centre for Volunteering (CEV) worked with Johns Hopkins University in the USA on a measurement methodology, which was subsequently endorsed by the International Labour Organisation (ILO). The result was the ILO Manual on the Measurement of Volunteer Work - as a conceptual framework for measuring formal and informal volunteering in different cultural and legal contexts”³.

The handbook about measuring the volunteering value, published under the auspices of the International Labour Organization (ILO), is mentioned in almost all of EU documents on volunteering as a suitable model for conducting statistical surveys in this area.

It is a division of volunteer positions according to the nine classes of the ISCO system, to which the median average income is assigned. For the purposes of the study, it was the median of the gross income for the South Moravian Region in 2018 according to the Czech Statistical Office.

³A. Sedláček, J. Hynek, Metodika evidence a stanovení hodnoty dobrovolnické práce v České republice, Projekt Systém evidence a ohodnocení dobrovolnické práce jako nástroje zvýšení transparentnosti a efektivity hospodaření NNO, č. projektu: CZ.1.04/5.1.01/B2.00024, Praha 2015.

Qualitative research in the form of interviews with coordinators of major sporting events in the Czech Republic

The study included qualitative research in the form of semi-structured interviews with 12 volunteer coordinators at major sporting events and the creation of a list of volunteer positions at sporting events divided into 9 classes according to the ISCO system. The basis was the description of positions in the Manual on the measurement of volunteer work, International Labour Organization⁴ and the ISCO Classification of Employment with the assignment of activities in the project of voluntary work in the field of work with children and youth and environmental protection⁵. Based on this research were described and included positions for the research among volunteers at the Brno 2018 Olympic Festival.

Determination of the amount of voluntary work within the project Olympic Festival in Brno 2018

Based on:

- specification of volunteer positions up to 9 classes according to the ISCO methodology;
- shifts worked during the Olympic Festival in Brno;
- median average gross wage for individual ISCO classes for the South Moravian Region.

Specification of volunteer positions up to 9 classes according to the ISCO methodology

The specification of volunteer positions at sporting events was conducted through semi-structured interviews. The aim was to specify as best as possible the positions in which volunteers work at large sporting events, to specify whether some positions are linked to the competences of a particular volunteer, whether it is, for example, language competences, or knowledge and skills in first aid, etc. Twelve sports organisations were selected according to the following criteria:

1. Representation of relevant actors (different types of sports);
2. Geographical representation of different regions of the Czech Republic;
3. Fulfilment of specific criteria for a "Mega sporting event" (described below);
4. Availability of data (willingness to be interviewed) - a decisive criterion;

Volunteer coordinators were selected by purposive sampling from a core group. Due to the limited number of major sporting events and the limited number of volunteer coordinators at these events (some of the coordinators work at multiple events, e.g. by local area (Nové Město na Moravě) or by sporting sector), the pool is relatively small.

Coordinators have to meet the basic conditions to be included in the pool (each coordinator can be responsible for more than one event they coordinate, provided the conditions below are met):

1. be the person responsible for coordinating volunteers at a major sporting event,

⁴ Manual on the measurement of volunteer work. Geneva, International Labour Organization, 2011. ISBN 978-92-2-125070-8.

⁵ A. Sedláček, J. Hynek, Metodika... op. cit.

2. the sporting event must have taken place within the Czech Republic and within the last 3 years (2017 - 2019, or in the first months of 2020),
3. the sporting event must have met the definition of a Mega sporting event: "Mega sporting events are defined as those one-time sporting events of an international scale organised by a special 'authority' and yielding extremely high levels of media coverage and impacts (economic, tourism, infrastructure, etc.) for the host community because of the event's significance and/or size. The mega event is often accompanied by parallel activities such as festivals and/or cultural events"⁶.
4. the involvement of volunteers had to be either
 - a) At least 3 days or longer and the involvement of at least 50 volunteers,
 - b) the involvement of at least 100 volunteers in an event of less than 3 days,

Tab. 1. Volunteer positions at sporting events according to the 9 classes of the ISCO job classification

	ISCO job classification classes	Volunteer positions at sporting events
1	Management staff	member of the organizational team responsible for volunteers, volunteer coordinator
2	Specialists	team guest, media services, VIP services, preparation and management of ceremonies, anti-doping (chaperones), volunteer coordinator for specific (partial) activities, accreditation, medics, mascot, moderator, medical staff, education
3	Technical and professional staff	provision of visitor surveys, sports activities, driver
4	Officers	registration
5	Service and sales workers	info volunteers, securing the race course (marshals), security, catering, ticketing, sale of promotional items, technical background
6	Skilled workers in agriculture, forestry and fishing	
7	Craftsmen and repairers	construction and demolition of obstacles, facilities
8	Machine and plant operators, assemblers	warehouseman
9	Support staff and unskilled workers	support staff in the organization of sports activities, ceremonies, cleaning during and after the event, distribution of flyers, preparation and assembly of start packages, refreshment stations, parking, hostesses, catering

Source: materials by the author based on the results of the interviews with the chiefs of volunteers on the major sport events in Czech Republic.

⁶T. Byers, T. Slack, M. M. Parent, Key concepts in sport management, Los Angeles, Calif.: SAGE Publications Limited, 2012. SAGE key concepts. ISBN 9781412928410.

When preparing for a large sporting event, there are usually several levels of quantity of volunteers needed: maximum number, ideal number, minimum number.

The ideal number of volunteers is based on the requirement to provide all activities for the volunteers with the optimized number of volunteers and to provide the necessary reserve in case of volunteers falling ill or changing positions, or to deal with one-off or unexpected activities. The minimum number is one that is unassailable in provision, i.e. the positions that must be covered by volunteers and the numbers of volunteers that will provide them. This is the number of volunteers that must be at the event at any given time. Conversely, the maximum number of volunteers is quite often a requirement of the sponsor, but here there can be the problems if large number of volunteers, do not have an adequate and fulfilling involvement.

Volunteer positions at sporting events are created based on two main criteria:

Limits and boundaries of volunteer involvement:

- The maximum number of volunteers, which is determined by the budget of the event (number of uniforms, number of meals ordered, etc.);
- The specification of the activities to be carried out by the volunteers and the decision on which activities not to carry out;
- The length of the event and the length of each shift;
- The expected number of participants, both spectators and visitors.

Procedure for determining the number of volunteers:

- An educated guess based on experience from previous events and planned activities;
- Defining the maximum number of volunteers based on the organiser's capabilities (accommodation, meals, benefits) and the length of the project and the length of each shift;
- Setting maximum numbers for each activity and the ability to adjust during the event.

Based on the requirements of the OF Organizing Committee, 29 positions were created and staffed by volunteers. In Brno worked at total 370 volunteers and made 3,009 shifts. This number of shifts worked is the result of accurately recording the work of volunteers in the positions assigned and control of their work performance, which was provided by a volunteer management team of a total of 8 people. The shifts were 5.5 hours (Sunday - Thursday) or 6.5 hours (Friday, Saturday) and there were morning and afternoon shifts every day.

In collaboration with the organizing committee and the volunteer coordinators, the different positions provided by volunteers were specified for research purposes and divided according to the 9 ISCO classes, as shown in Table 1 of this thesis.

All positions were divided into two areas:

- a) Sports positions,
- b) Organisational positions,

Sports positions

One of the main objectives of organising the Olympic Festival is to introduce and make available to visitors as many sports as possible, and in this way to promote the development of sport in the area, using the phenomenon of the Olympic Games.

The individual sports venues are operated by the sports associations, usually through the designated sports clubs operating in the area. Volunteers help to organise the operation of the sports venues and ensure the safety of visitors, or to provide other related activities - marking the playing cards as an overall OF project involving multiple venues, providing sports equipment hire, etc. They are not primarily intended to conduct training sessions and other professional sports activities. Due to the fact that many volunteers are also athletes or coaches in the sport, they also help in these activities on their own initiative, even if they are not primarily intended to do so.

Tab. 2. Table of required number of volunteers for positions to provide sports activities

position	Plan		Reality		
	Ideal capacity	Minimum capacity	Minimum number of volunteers per shift	Maximum number of volunteers per shift	Average number of volunteers per shift
Another sports	6	4	0	7	3,4
Biathlon	4	4	2	8	4,1
Billiard	1	1	0	2	1
Bobsleigh, sledge, skeleton	6	3	3	7	5,1
Cross country skiing	4	4	2	6	3,8
Curling	4	4	2	7	3,9
Florbal	2	1	0	3	2
Chess	2	1	0	3	1,6
Ice climbing	2	2	0	3	1,3
Ice hockey, figure skating, sledge hockey	6	2	5	8	6
Ice rink	2	2	0	0	0
Orienteering	1	1	0	3	1,1
Paralympics	4	4	0	0	0
Programs for schools	20	20	0	25	5,5
Pumptrack	4	3	1	6	3,3
SAZKA Olympic Multiplayer	2	2	0	3	1,7
Ski jumping	4	3	1	5	3,1
Snowpark	8	8	4	11	6,7
Table tennis	1	1	0	2	1
Tourism	3	2	0	6	2,5
TOTAL	85	74			

Source: materials by the author based on the requirements of the organising committee.

Organisational positions

Positions of an organisational nature are not directly linked to individual sports, but are involved in the implementation of the whole OF or provide presentations for specific projects.

Tab. 3. Table of required number of volunteers for positions to provide organisations activities

position	Plan		Reality		
	Ideal capacity	Minimum capacity	Minimum number of volunteers per shift	Maximum number of volunteers per shift	Average number of volunteers per shift
Accreditation	2	2	1	4	2,3
Assistant coordinators	4	4	4	4	4
Centre of the players cards	2	2	0	3	1,3
Communication	2	2	2	2	2
ČOV trainers information booth	1	1	0	1	0,7
Fast Company	15	10	3	17	9,8
Information booths	1	1	0	3	1,1
Main coordinators	4	4	4	4	4
Mascot	2	2	0	3	1,4
Research	5	5	0	5	1,5
Sports equipment rental	2	2	0	2	0,6
TOTAL	42	35			

Source: materials by the author based on the requirements of the organising committee.

The tables above show the planned numbers of volunteers and the actual numbers that made the whole project happen. The values show that, especially for long-term sporting events (the Olympic Festival lasted 17 days), planning is necessary in order to correctly set the number of volunteers that the organizer must provide (this involves planned costs for clothing, catering, insurance, etc.), but the reality of the organization will then show the need for changes depending on the actual situation, the number of visitors and other factors that are planned before the event but may look different in reality.

The actual numbers of volunteers at the OF are shown by the columns on the right side of the table. In some cases, there were large changes from the plan at first glance, especially with the actual minimum and maximum number of people on a given activity over all 34 shifts (17 days of OF, two shifts each day).

If we were to evaluate only the minimum and maximum number of volunteers per shift, we have to accept factors that may only apply to one day or one shift during the whole OF, for example:

- The program for schools was only on the weekday morning,
- The research was conducted only on weekends with more volunteers,
- Bobsleighs and sleds were supported directly by instructors from the sports federations but they were not at the OF all the time etc.

Therefore, in order to assess whether the required number of volunteers was correctly estimated before the event, it is necessary to rely on the average number of volunteers per shift. A more significant deviation can be seen for the following positions:

- Ice climbing - this position showed that more expert instructors and fewer volunteers were

needed;

- Ice Pathways - for practical reasons, the positions not on the large ice rink where hockey and ice pathways were combined to allow volunteers to move around based on activity and visitor interest;
- Paralympic sports - in the end they were not represented at the OF;
- School Program - the program was only on weekday mornings, which was planned;
- Fast Company - this is a group of volunteers who can support others where there is a current need or run one-off activities. There is a lot of variability in the number of volunteers in this position;
- Research - only takes place at weekends;
- Sports Equipment Hire - there has been a bigger change here as this position has started to work with money, which is not what we want with volunteers, so the number of paid staff has been added here and the number of volunteers reduced.

All of the above changes were not of a major nature that would affect the organization of the event. Any changes that occur are coordinated by a team of volunteer coordinators as an intermediary between the volunteers and the organizing committee. An experienced team of coordinators is an essential element for the successful organization of the event. Its selection and management is essential, but not part of the job.

Tab. 4. Breakdown of individual positions of an organisational nature according to the ISCO classification

	ISCO job classification classes	Volunteer positions provided by volunteers during the Olympic Festival in Brno 2018
1	Management staff	main coordinators
2	Specialists	accreditation, playing card centre, communication, mascot, auxiliary coordinators
3	Technical and professional staff	research
4	Officers	no position
5	Service and sales workers	sports equipment rental
6	Skilled workers in agriculture, forestry and fishing	information booths
7	Craftsmen and repairers	no position
8	Machine and plant operators, assemblers	no position
9	Support staff and unskilled workers	fast company

Source: materials by the author based on the results of the interviews with the chiefs of volunteers on OF.

The sports-related positions were all distributed according to a formula of 50% for level 3 and 50% for level 9. In these positions, volunteers perform both professional sports activities, essentially conducting training in unorganized sports, as well as auxiliary activities providing service at sports venues, including cleaning.

Tab. 5. Median average wages in the 1st quarter in the South Moravian Region and the Czech Republic by 9 ISCO classification classes

	ISCO job classification classes	median gross monthly salary	
		South Moravia Region	Czech Republic
1	Management staff	49 847,- Kč	56 273,- Kč
2	Specialists	42 518,- Kč	44 440,- Kč
3	Technical and professional staff	32 025,- Kč	33 324,- Kč
4	Officers	25 492,- Kč	25 364,- Kč
5	Service and sales workers	20 054,- Kč	20 216,- Kč
6	Skilled workers in agriculture, forestry and fishing	n/a	23 061,- Kč
7	Craftsmen and repairers	27 008,- Kč	28 300,- Kč
8	Machine and plant operators, assemblers	26 137,- Kč	27 294,- Kč
9	Support staff and unskilled workers	18 820,- Kč	18 225,- Kč

Source: materials by the author based on electronic "Regional labour price statistics for the South Moravian Region for 2018". Average CNB exchange rate for February 2018: 1 € = 25,319 CZK.

The median average wage for individual regions according to the ISCO classification in the Czech Republic and the South Moravian Region is shown in the following chart. The median average wage in the South Moravian Region is higher in areas 4 and 9, the most significant difference is in area 1, where the median average wage in the Czech Republic is significantly higher than in the South Moravian Region.

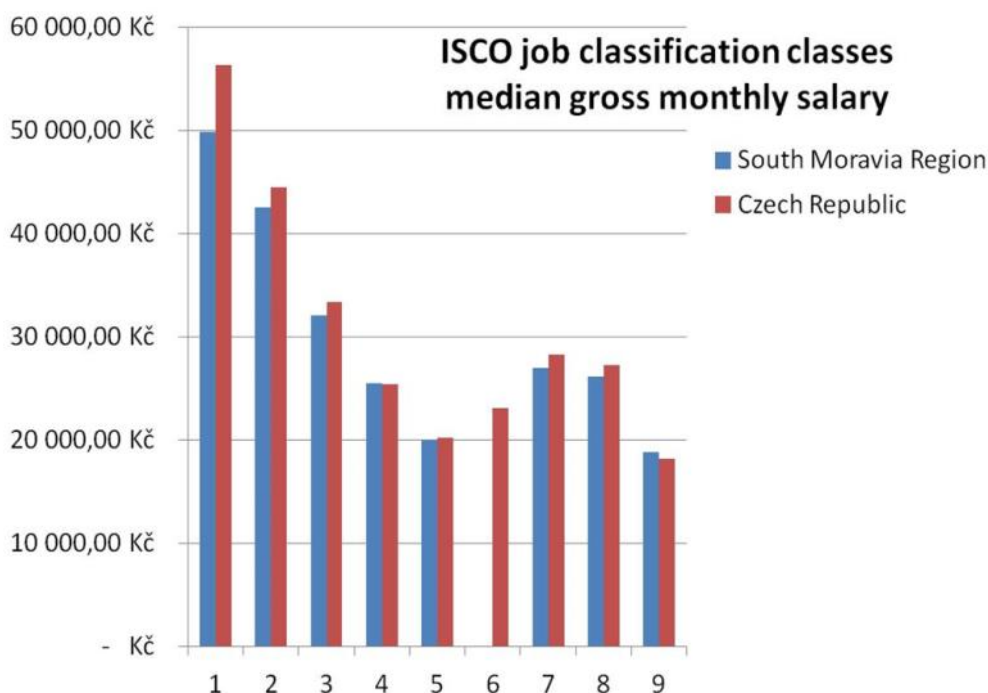


Fig. 1. ISCO job classification classes' median gross monthly salary

Source: Czech Statistical Office, the median average wage in 2018 in the Czech Republic was CZK 28,431, while in the South Moravian Region it was CZK 27,893. Average CNB exchange rate for February 2018: 1 € = 25,319 CZK, Regionální statistika ceny práce, Mosv ČR, 2020, <https://www.ispv.cz/cz/Vysledky-setreni/Archiv/2018.aspx> [10.04.2021]

Results

The calculation of the volunteer work itself was therefore based on:

- the exact number of shifts worked on weekdays and weekends for each position;
- the division of all positions into 9 ISCO classes based on the specification of the activities of each position;
- the median average income for each position according to the ISCO classification and data from the Czech Statistical Office for the South Moravian Region and the first quarter of 2018;
- the number of working hours for February 2018 according to the Czech Statistical Office (160 working hours).

Based on the calculations, it was determined that volunteers in all positions worked a total of 17

248 hours during the 2018 Olympic Festival in Brno, of which 10 455.5 hours on weekdays and 6 792.5 hours on weekends.

Tab. 6. Total number of shifts worked by volunteers in each position

position	ISCO job classification classes	sum of shifts worked on weekdays	sum of shifts worked on weekends
Accreditation	2	49	29
Another sports	50% 3; 50% 9	73	44
Assistant coordinators	2	124	48
Biathlon	50% 3; 50% 9	88	51
Billiard	50% 3; 50% 9	23	12
Bobsleigh, sledge, skeleton	50% 3; 50% 9	115	59
Centre of the players cards	2	22	21
Communication	2	42	24
Cross country skiing	50% 3; 50% 9	84	45
Curling	50% 3; 50% 9	84	49
ČOV trainers information booth	5	17	8
Fast Company	9	220	114
Florbal	50% 3; 50% 9	47	22
Chess	50% 3; 50% 9	32	22
Ice climbing	50% 3; 50% 9	24	19
Ice hockey, figure skating, sledge hockey	50% 3; 50% 9	136	68
Ice rink	50% 3; 50% 9	0	0
Information booths	5	25	13
Main coordinators	1	84	48
Mascot	2	24	13
Orienteering	50% 3; 50% 9	23	15
Paralympics	50% 3; 50% 9	0	0
Programs for schools	50% 3; 50% 9	126	61
Pumptrack	50% 3; 50% 9	71	42
Research	3	30	20
SAZKA Olympic Multiplayer	50% 3; 50% 9	36	22
Ski jumping	50% 3; 50% 9	67	39
Snowpark	50% 3; 50% 9	151	78
Sports equipment rental	5	15	7
Table tennis	50% 3; 50% 9	24	11
Tourism	50% 3; 50% 9	45	41
TOTAL		1901	1045

Source: materials by the author based on an accurate record of volunteer work.

With 160 working hours in February 2018 (by the Czech Statistical Office), a total of 107.8 full-time equivalents were worked. When the median average wage is accurately allocated to each position and the exact number of full-time hours worked, the economic impact (value) of volunteer work comes out to 3.020.874 CZK.

Finally, it should be emphasized that this figure is very important for the organizer of a sporting event, as it quantifies the value of volunteer work that would otherwise be required to hire paid staff. It is the value that the organizer is able to save in direct costs due to communication with volunteers, proper setup of benefits for volunteers, good communication and other important factors.

On the other hand, the work of volunteers has other than economic impact (value). Volunteers are the face of the event, they are the people that visitors meet, and they literally make a good mood and also promote a positive perception of the event. These are value that are very difficult to quantify and that are brought about by the work of volunteers, which is also important for the long-term impact on the community and the region.

An important point to note is that the organizing team that organizes the OF is stable, experienced and very supportive of the work of volunteers, which is not always the rule. Already the setup of benefits for volunteers is very friendly, as an example we can mention the volunteer uniform, which is from the partner of the Czech Olympic Team Alpine Pro, which also dresses Czech Olympic athletes. Similarly, the specification of volunteer positions does not create positions that volunteers would not like to do, such as parking lot attendant.

Conclusions and suggestions for further research

The main suggestion is that paper has only looked at the economic impact (value) of volunteer work, it has not considered the costs that are incurred in working with volunteers, which are greater than if paid staff were hired, These are not only costs associated with meals, but also volunteer clothing, provision of leisure activities and other costs that might not otherwise be incurred. Quantifying these costs would be interesting and useful for further work.

It would also be interesting for further research to compare the jobs of volunteers in the Czech Republic and abroad, just within the Olympic Festivals project. This part was planned for 2022, during the next edition of the Olympic Festivals at the time of the Beijing Winter Olympics. Unfortunately, the ongoing bad pandemic situation surrounding the covid-19 disease has put most of the planned Olympic Festivals on hold.

All of the above factors need to be considered when preparing for volunteer work at a major sporting event, as no major sporting event can do without volunteer involvement and the ratio of costs associated with volunteer management to the economic impact (value) of volunteer work needs to be set correctly, which was the topic addressed in this thesis.

References

- Byers T., Slack T, Parent, Key concepts in sport management, Los Angeles, Calif.: SAGE Publications Limited, 2012, SAGE key concepts. ISBN 9781412928410.
- Manual on the measurement of volunteer work. Geneva: International Labour Organization, 2011. ISBN 978-92-2-125070-8.
- Mirovský T., Management dobrovolníků na sportovních akcích a náklady na jejich zapojení, Praha 2018, Závěrečná práce MBA studia, Vysoká škola tělesné výchovy a sportu PALESTRA, spol. s r. o. Vedoucí práce Doc. Ing. Jiří Novotný, CSc.
- Novotný J. I inni, Sport v ekonomice, Wolters Kluwer ČR, Praha 2011, ISBN: 978-80-7357-666-0
- Pospíšilová T. Marková A., Možnosti a limity inkluzivního dobrovolnictví, Fórum sociální politiky, Výzkumný ústav práce a sociálních věcí, Praha 2017, ISSN 1802-5854.
- Regionální statistika ceny práce, Mosv ČR, 2020, <https://www.ispv.cz/cz/Vysledky-setreni/Archiv/2018.aspx>
- Sedláček A, Hynek J., Metodika evidence a stanovení hodnoty dobrovolnické práce v České republice, Projekt Systém evidence a ohodnocení dobrovolnické práce jako nástroje zvýšení transparentnosti a efektivity hospodaření NNO, č. projektu: CZ.1.04/5.1.01/B2.00024, Praha 2015.

Kluczowe aspekty organizacyjne zarządzania projektami imprez sportowych i wartością finansową pracy wolontariuszy na przykładzie wolontariatu na Festiwalach Olimpijskich 2018 w Brnie

Streszczenie:

Praca określa wartość pracy wolontariackiej, która została wykonana podczas organizacji Festiwalu Olimpijskiego (OF) w Brnie w lutym 2018 r. na podstawie specyfikacji poszczególnych stanowisk wolontariuszy według klasyfikacji ISCO oraz mediany średniej płacy dla każdego poziomu dla krajów południowych Region Morawski w lutym 2018 r.

Zdecydowana większość wydarzeń sportowych nie może obejść się bez aktywnego zaangażowania wolontariuszy. Duże imprezy sportowe muszą obsadzić dziesiątki stanowisk kadrą, na którą zwykle nie mają odpowiedniego budżetu, a zatem uzupełnić swój zespół organizacyjny o wolontariuszy, licząc na wystarczającą liczbę wolontariuszy (tj. ilość), ale także ich kompetencje (tj. jakość). Zadaniem wolontariuszy jest zazwyczaj świadczenie tych usług, które mają bezpośredni kontakt z widzami i aktywnymi uczestnikami, zwłaszcza w przypadku masowych imprez sportowych. Te czynności są często kombinacją „odpowiedzialności specjalizacji i stresu”.

Niniejszy artykuł porównuje planowaną liczbę wolontariuszy w celu zorganizowania 17-dniowego wydarzenia sportowego o zasięgu ogólnokrajowym z rzeczywistymi liczbami uzyskanymi dzięki dokładnym pomiarom projektu oraz próbuje udzielić odpowiedzi na pytanie, jaki jest dodatkowy koszt dla organizatora, gdyby wolontariusze nie byli częścią zespołu organizacyjnego.

Słowa kluczowe:

Wolontariusze, duże wydarzenia sportowe, festiwal olimpijski, igrzyska olimpijskie, wolontariat, wpływ ekonomiczny (wartość)