

World Youth Day Madrid 2011

PRESS DOSSIER



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WYD – Organizing Committee

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01 What is World Youth Day?

World Youth Day (WYD) is a **great religious and cultural event** that takes place every three years and gathers youth from all over the world for a week, aiming to let **today's youth** know Christ's message, and build an open atmosphere and life together to share and reflect on about the fundamental matters of existence.

It is the **most international and multitudinous event** organized by the Catholic Church worldwide. The Pope – who presides over these days – summons youth from all over the world once every three years. He chooses the meeting place and the theme of next WYD, guiding both its method of preparation and celebration. Moreover, he presides over the celebration before bishops from around the world.

His top priorities are therefore; evangelization, the ecclesiastical communion with the Holy Father, and the pilgrimage of faith.

As of today, it has taken place in 1987 in Buenos Aires (Argentina), in 1989 in Santiago de Compostela (Spain), in 1991 in Czestochowa (Poland), in 1993 in Denver (USA), in 1995 in Manila (the Philippines), in 1997 in Paris (France), in 2000 in Rome (Italy), in 2002 in Toronto (Canada), in 2005 in Cologne (Germany), and the last one in July 2008 in Sydney (Australia). There, the youth were called to the next WYD in **Madrid** (Spain) from **August 16-21, 2011**, under the slogan “planted and built up in Jesus Christ, firm in the faith” (Saint Paul, Colossians 2:7).

02 History of the WYD

The spirit of WYD started in Rome, during the 1983-4 Jubilee, also known as the Holy Year of Redemption. Among the distinct celebrations dedicated to youth, the most important took place during the vigil of Palm Sunday, on the 15th of April. More than 300,000 youth representing every part of the globe (hosted by more than 6,000 Roman families) participated in the International Youth Jubilee. The 22nd of April, 1984, the Holy Father John Paul II **gave the youth a wooden cross**, symbolizing “the love of the Lord Jesus Christ for humanity,” but also as an announcement that “only in Christ dead and risen is there salvation and redemption”.

The UN proclaimed 1985 as the Year of International Youth. The Catholic Church organized a new international meeting on Palm Sunday, on the **31th of March**, with 350,000 youth gathering at St. Peter’s Square. Through the success of this official meeting, in December of the same year, **the Pope established World Youth Day**.

On the 23rd of May, 1986, Palm Sunday of that year, the first International World Youth Day took place in Rome, with the slogan “Always be prepared to make a defense to anyone who calls you to account for the hope that is in you” taken from the First Letter of Peter (3:15). It was the first of a series of youth gatherings that contributed to feature the Pope as the qualified “Father of the Youth.” In it, he called the youth to the next WYD in Buenos Aires, that would be the **first World Youth Day with an international character**.

World Youth Day is carried out in every diocese in the world on Palm Sunday, with the main ceremony in the Vatican, since 1986. It alternates with a **grand international meeting** every three years in a big metropolis. These international days of gathering, are often called World Youth Day.

Since Santiago de Compostela, 1989, the celebration usually takes place between late July and mid-August to make it easier for the youth to come, as it is when students of the Northern Hemisphere are on vacation and it sometimes coincides with the winter vacation period in the Southern Hemisphere.

03 WYD's Figures

Invited to WYD Madrid 2011 are **youth from every country in the world**, either Catholic or anyone wanting to celebrate a few days praying, living together and in solidarity, during these important days for Catholics.

WYD is conceived and developed as a **pilgrimage guided by the hand of the Pope**, searching to encounter Christ and the Church.

- Participants are in between 15-30 years old: the age average between men and women is 23.9 years old, from which 43% are women and 57% are men (a lot of them university students).
- Manila, with 5,000,000 youth, holds the record of participants in an international WYD. The WYD in Europe that had the most participants took place in Rome in 2000, with 2,100,000 youth.
- It is early to make accurate previsions for WYD Madrid 2011, because the registration period has started on July 1st, 2010. Given the estimates that we are starting to receive from different countries, participation will be plentiful. The organizers have set the goal to welcome more than 1,000,000 youth in Spain's capital in August, 2011. According to previous percentages during WYD, it is expected that a third of the participants will be from the city that celebrates it, another third from the organizing country and the rest, pilgrims from countries around the world. At the end of May, there were over 412,000 youth registered from different parts of the world. The largest delegations will be coming from Italy (85,000), France (48,000), USA (26,000), Germany (17,000), and Poland (12,000).
- The youth will come to Madrid with a sleeping bag and a mat and will be accommodated in schools, parishes, sports centers, campsites and the homes of their host families. More than 6,000,000 meals will be prepared.
- It is expected the collaboration of 20,000 volunteers, 4,000 of which will be international. The volunteers are responsible for assisting participants, picking them up at train and bus stations and at the airport, assisting in vary ways pilgrims in different city locations, cooperating with the press center,

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translating and interpreting, and for the logistics of the events, as well as keeping the order during the events, accompanying authorities and coordinating groups. 18,452 volunteers from the five continents have already registered. Most volunteers are coming from Spain, followed by Poland with 1,200 people. Other countries with a significant number of registered volunteers include Italy, Brazil, and the United States.

- The website (www.madrid11.com) is the greatest tool for the organization and communication of World Youth Day 2011. On the website, youth, the people responsible for groups of pilgrims, for communicating information, and anyone interested can find the latest news about the event. The website is available in eleven languages: Spanish, French, English, German, Italian, Polish, Portuguese, Arabic, Chinese, Korean and Russian. The site has an average of 601.912 first-time users and had 2.917.423 hits during the month of January.
- WYD's activity in Social Networks is one of the top priorities of the Communication Department. Currently, the official WYD profiles in Facebook have 289,296 fans from various nationalities. Available in Facebook are pages in 21 languages: Spanish, German, French, English, Italian, Arabic, Chinese, Slovakian, Czech, Maltese, Polish, Lithuanian, Portuguese, Japanese, Croatian, Tagalog, Vietnamese, Russian and Hungarian mainly administered by volunteers. WYD also has a page in the Spanish social network Tuenti, with more than 14,734 fans and on Twitter with 12,073 followers. The last profile that we have launched is Orkut, Google's social network, used by 53.94% of the Brazilian population. Mixi, the important network in Japan; and V Kontakte, in Russia. This way, all of our news and updates are translated and the youth can receive them in their own language. There is already more than one million reproductions on YouTube.
- WYD's media coverage has a remarkable dimension as well. It is expected that around 4,000 media personnel from the five continents will be accredited. Furthermore, the main events will be broadcast live to, at least, 30 countries, global channels excluded. In Sydney 2008, for example, the audience of the main events was 600 million people worldwide.
- WYD Madrid will be a sustainable event, with respect to the environment and zero emissions. 100% Natural is the program that encompasses all sustainable activities that will take place during World Youth Day and the agreement to celebrate an environmentally friendly event. Zeroemissions, the Abengoa company that provides global solutions to the effects of global warming, will calculate the direct gas emissions – those which cannot be avoided with large-scale events – which will be incurred during World Youth Day and use carbon credits to offset them.

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- Young people from all the countries in the world are invited to WYD Madrid 2011; this also includes all the young people with disabilities. The XXVI World Youth Day is the first WYD completely adapted to the youth who are ill and with disabilities, a differential impulse that has become one of the primary objectives: serve the needs of these youth, guaranteeing their participation and their leadership.

The goal that needs to be met is that these youth are able to participate in the different activities and organized acts, foreseeing what will be their needs on a daily basis. For that reason, intense work goes in to adequately preparing their stay keeping in mind the different realities of their handicap: auditory, physical/organic, intellectual and visual.

In August, Madrid will become the youth capital of the world, expecting close to 4,000 pilgrims with some type of disability, there is an estimated 700 wheelchairs and more than 1,500 pilgrims will stay in centers that are fully adapted and accessible.

Following the expressed desire of the Holy Pope Benedict XVI, the youth who are ill and disabled will have a special leadership role, situated close to the Pope in the central activities in Cibeles and Cuatro Vientos, in preferred sections and adapted to all of their realities and needs. In this willingness, worth mentioning is the gathering of the Pope with the youth with illness and disabilities in the San Jose Foundation Institute on Saturday, August 20th.

Therefore, it is worth emphasizing that always keeping in mind all those with disabilities, the following projects are taking place: Specialized formation for the volunteers, the Tent of disability “Empowered in the Love” situated in the El Retiro park in Madrid will be an important point of information and gathering place of the Christian reality for persons with disabilities and who are ill, for the program “Love in one Simple Language”; directed to the youth with intellectual disabilities, a series of pictographic charts have been developed which will be utilized to communicate with these young people and for the adaptation of accommodations, among other things.

- Participate in, listen, live, and feel the presence of the Holy Father at World Youth Day should be facilitated for anyone. Thus, one of the goals for WYD is to serve the needs of youth with disabilities. Therefore, we want to ensure their participation and the involvement of people with disabilities. To this end, a series of plans are being made for their reception, organized as accurately as possible, along with arrangements for offering suitable accommodation, transport, and food for people with disabilities. Organizers are also working to estimate, for example, how many sign language interpreters will be needed. Careful attention will be paid to taking into account the functional needs of people with disabilities.

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04 Program

WYD's scheduled agenda is the following (provisional times):

- **August 11 – 15: Days in the Dioceses** Program, throughout Spain (see below).
- **Tuesday 16 – 08:00 pm: WYD's Opening Mass**, presided by Cardinal Antonio María Rouco Varela, the Archbishop of Madrid and concelebrated by bishops and priests participating in WYD, in Madrid's Cibeles Square.
- **Thursday 18 – 07:00 pm: Papal Welcome**, popular reception with a festive atmosphere, in which the Pope will be welcomed in Madrid's Cibeles Square.
- **Friday 19th –**
 - 10:00 am: Courtesy visits to Your Majesties the Kings of Spain in the Zarzuela Palace of Madrid.
 - 5:30 pm: Official gathering with the Governor in the Apostolic Enunciator of Madrid
 - 08:00 pm: **Via Crucis (Way of the Cross)**, 14 stations with statues of a great artistic and devotional value from the Spanish Holy Week. These statues will come from all over Spain. The Way of the Cross will start in Madrid's Cibeles Square, go along Paseo de Recoletos, and finish in Colón Square.
- **Saturday 20th – 08:00 pm: Vigil** with the Holy Father in Cuatro Vientos aerodrome, 8 km from downtown Madrid.
- **Sunday 21st – 9:00 am: WYD Closing Mass and Sending** of the youth, also at Cuatro Vientos aerodrome. After the angelus that follows the Mass, the date and place of the next WYD will be officially announced.

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Cultural Festival

The Youth Festival includes artistic and cultural activities that will take place throughout the WYD's week. Among them, there are various 300 activities: music and dancing, drama, painting exhibitions, sculpture, photography, decoration and design of urban spaces, exhibitions of the social work of the Church in the five continents, biographical itineraries from saints and missionaries, historical paths, cinema and audiovisual productions; and, in general, activities that will tackle today's matters from a Christian point of view.

Moreover, it is expected that Museums, statues, National Heritage places, etc. will extend their schedules to facilitate that the youth that comes from far away can experience Spain's artistic value.

The main day of the Youth Festival is Wednesday 17th, although activities of all kinds will take place from Monday 15th to Friday 19th.

Catechesis

The mornings of Wednesday 17th, Thursday 18th and Friday 19th, youth would be able to participate in the various catechesis sessions: youth gatherings divided in groups by languages, with bishops from around the world to get to know Christ and His message better.

A total of 220 classes will be held, with groups ranging between 100 and 15.000 people. They will take place in churches, sports centers, cinema theatres, schools, etc.

The decision making regarding the content and the bishops that will be the religious educators belongs to the Pontifical Council for the Laity, the department of the Holy See on which WYD is dependent.

Days in the Diocese

"Days in the Diocese" program will take place on the previous days to World Youth Day. From August 11-15, many Spanish dioceses will offer the youth coming from outside of Spain the possibility to spend some time gathering together with other youth, as a preparation for WYD.

The schedule for those days varies in each diocese and includes cultural activities, historic visits, parties and also moments of prayer and celebration in the sanctuaries and the places of pilgrimage that represent the local religious identity.

Around 60 Spanish dioceses will take in youth wanting to attend the "Days in the Diocese", the previous week to WYD. Each Diocese offers free accommodation in schools, parishes, sports centers and private houses. Meal planning, however, varies depending on the diocese: some will offer them free-of-charge and others will charge the pilgrims for them. Each group should contact the host diocese to reach an agreement.

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As of today, we estimate that **300,000 youth** (equivalent to 50% of the WYD participants coming from countries other than Spain) will participate in the “Days in the Diocese” program. The youth will be distributed all over Spain. In March, there were already **155.812** youth registered in this program.

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05 Organizational Structure

The Pope has entrusted the organization to the **Pontifical Council for the Laity**, whose President is Archbishop Mons. Stanislaw Rylko (Poland), Secretary; Msgr. Josef Clemens (Germany); Under-Secretary, Prof. Guzmán Carriquiry (Uruguay) and Director for the youth section, P. Eric Jacquinet (France).

WYD's direct preparation is confided in the **Local Organizing Committee**, whose President is Cardinal Antonio María Rouco Varela, Archbishop of Madrid, and the General Coordinator is Mons. César A. Franco Martínez, auxiliary Bishop of Madrid.

The Committee is composed of Bishop Fidel Herráez and Bishop Juan Antonio Martínez Camino, auxiliary Bishops of Madrid, and has the following members:

Javier Cremades, Central Acts organizer Director
 Yago de la Cierva, Executive Director
 Joaquín Díaz, Director of Logistics
 Carla Diez de Rivera, Director of Culture
 Fernando Giménez Barriocanal, Director of Finance
 Javier Igea, Organizer of Diocese Activities
 Ángel Matesanz, Head of Pastoral Preparation
 Gregorio Roldán, General Secretary and Accommodations Organizer
 Rafa Rubio, Director of Communications

The Committee also has two advisors:

María Rosa de la Cierva (General Secretary of the Ecclesiastical Province of Madrid)
 Tomás Juárez (Administrator of Madrid's Bishops Conference).

Furthermore, an **Operations Committee (OCP)**, presided over by the General Coordinator and coordinated by the Executive Director, is responsible for the implementation of the preparatory work based on a set calendar and for coordinating the various areas involved in the organization.

These areas are: Accommodations, Housing, Transportation, Infrastructure, Security and Credentials, Meals, Cibeles Headquarters, Recoletos Headquarters, Cuatro Vientos Headquarters, Subsidiary Headquarters, Central Acts Content, Citizen Assistance, Culture, Volunteers, Days in the Diocese, Communications and Media Operations.

The General Secretary, Financial Director, and Executive Director also participate in the Operations Committee meetings.

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06 Participants

The **first of July 2010**, with the registration of Benedict XVI as the first participant, the process of registration was begun for WYD. As of today there are **314.000** youth registered.

The registration of WYD is online (through the website www.madrid11.com), accessible 24 hours a day, and from anywhere in the world. This system provides information in five different languages (Spanish, English, French, Italian, and Polish) and has 24-hour telephone support in English and Spanish.

The participation in the religious acts is **completely free**: you will not pay to attend the religious ceremonies nor the events with the Pope.

The WYD's Local Organizing Committee has published the payment methods for participation of the pilgrims for the next World Youth Day in August 2011, and the amount with which the youth will contribute to their expenses. Those amounts are decided according to three factors: the services solicited (accommodation, food, etc.) the duration of the stay, and the country of origin: the pilgrims that come from more affluent countries will pay more, and those that come from countries with fewer opportunities, will pay a more economical fee.

Specifically, the contribution for WYD 2011 will be between **210 €** for those wanting accommodation and food during the whole week and coming from developed countries, and **30 €** for those that will be there only on the weekend and come from less favored countries. The contributions will mean a **20%** reduction in prices from the last WYD in Sydney 2008.

Furthermore, there is a **5%**-discount for those who pay before March 31, 2011.

The registration fee includes accident insurance, public transportation through the city during the week of the WYD, a pilgrim's backpack (with a ceremony book, a hat and a T-shirt, a guide of Madrid and other complimentary items), free-of-charge entry to the cultural activities during the Festival of Youth (concerts, exhibitions, museum visits, etc.) and priority access to the reserved zones for the registrants of the main events of WYD.

The youth that come from developing countries will be able to receive the support of the **Solidarity Fund**; a fund to which all participants can contribute **10 euros**. The donations will pay for the necessary expenses, so that the youth coming from less economically favored countries will be able to participate, making, therefore, the World Youth Day truly **Global**.

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07 The Financing of WYD

WYD is an event that is self-financed. Two-thirds of the expenses are covered by the youth that register for WYD. The other third derives from sponsors and donations.

Individuals wishing to support World Youth Day can do so in two ways:

- Sending an SMS to 28004 (Movistar, Orange, and Vodafone) with the word JMJ (cost of the message is 1.20 Euros which goes toward the Solidarity Fund).
- Using the site www.muchasgracias.info to make a donation of the amount desired and applied to the destination preferred. With one click, donors choose the destination of their contributions: sacred linens/garments for religious ceremonies, transportation for the disabled, scholarships for volunteers, and 50 other options, including the cost for a young person from a poor country to travel, thanks to the Solidarity Fund. The site is available in both English and Spanish.

Regarding the sponsorships of businesses, WYD 2011 has been declared a **Public Event of Exceptional Interest** in the 2010 General Budget by-Laws of the State. Therefore, the **Sponsoring Businesses** of the WYD will benefit from the fiscal deductions established in article 27 of the Fiscal Regimen by-laws of the non-profit entities and fiscal incentives for the patronage (Law 49/2002). It refers to a common judicial regimen for other events of exceptional public interest, such as the Holy Year Xacobeo 2010, the Caravaca Jubilee 2010, the 33rd America Cup, the Bicentennial Commemoration of the Constitution of 1812 or the Preparation Program for the Spanish athletes who will compete in the Olympic Games of London 2012. The easiness of the sponsorship for these business revert back as a benefit to the State: the simple concept of the tax, as in the case of the WYD, will bring in more than 25 million euros compared to the foreseen 18 fiscal incentives that would not be received.

WYD 2011 has been declared an **Event of Exceptional Public Interest** in the Spanish national budget 2010. Therefore, the WYD **Private Sponsors** will benefit from tax exceptions. It is the same judicial system as for other events of exceptional public interest, like the Holy Year of Saint James, Caravaca Jubilar 2010, the 33rd America's Cup, Spanish Commemoration of the Bicentennial of the Constitution of 1812 or the program of preparation of Spanish athletes that will be competing during the Olympics Games in London 2012. These facilities for businesses are later translated into benefits for the State: in terms of the VAT, in the case of WYD, more than 25 million euros will be made in comparison to the expected 18 that will stop receiving tax incentives.

As a result of its organization (relying on in-kind contributions of companies, the collaboration of many volunteers, and requests made to individuals to meet concrete needs), it will be "very Spanish, austere and festive", in the words of the Cardinal

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Archbishop Madrid at the presentation of World Youth Day at the Holy See on October 6, 2010. Although it is still early to present a closed budget, an initial calculation has been made showing that the cost will be around 50 million euros to cover the main expenses.

The activity generated by the World Youth Day (WYD) in Madrid will imply a zero cost for the contributor and will inject more than 100 million euros into the Spanish economy. Add to this benefit the international impact in which Spain will gain the image of a country capable of organizing and attracting more than one million youth from around the world.

The activity generated by World Youth Day (WYD) in Madrid will be cost-free for the taxpayer and will offer an over 100 million-euro boost for the Spanish economy. This benefit is accompanied by the event's international impact, which will help Spain earn its reputation as a country capable of organizing and attracting more than a million young people around the world.

The management of tax exemptions is overseen by a **Consortium** composed of representatives of the prime ministership, the Ministry of the Economy and Treasury, the City Hall of Madrid, the Community of Madrid and the Archbishopric, that has been created. This consortium, known as the "World Youth Day Support Committee", was established on September 30, 2010 and certifies that the investments made by WYD sponsors meet the previously determined objectives.

So far, the sponsorship program is formed by companies like Banco Santander, Telefonica, El Corte Ingles, Endesa, FCC, OHL, Abengoa, Bankinter, ACS, Coca Cola, Mahou, International Book Club, Magnificat, and many others, in addition to media franchises that collaborate through advertising contributions. An exhaustive and updated version of the list is available at www.madrid11.com

Finally, WYD also receives the financial support from the **"Madrid Vivo" Foundation**, an independent foundation created in 2009, and formed through social and economic personalities of the country. The first objective of this entity, of which many others will follow, is to collaborate with the organization of World Youth Day 2011. People from many diverse backgrounds are participating in this foundation. These individuals consider that spirituality is an essential factor in revitalizing the Spanish society, especially in the region of Madrid. The Foundation "Madrid Vivo" is directed by Iñigo de Oriol and the Secretary General is Javier Cremades.

The organizers have set up a transparent system of contracting providers through public tenders. Items such as catering, the adaption of the venues, setting up scenaries, audiovisual installation, and merchandise sales will be awarded through this system. As of today, over 90% of contracts have been awarded to Spanish companies. Information on open competitions is available at www.madrid11.com/concursos-proveedores.

The organizers have set up a transparent system of contracting providers by means of public contests. Items such as catering, the adaption of the venues, setting up stages, audiovisual installation, and merchandise sales will be awarded through this system. As of today, over 90% of contracts have been awarded to Spanish companies. Information

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Another important fact regards the meal support system. There will be nearly 6,000,000 meals served through the restaurant network of Madrid thanks to a partnership agreement with the association FEHRCAREM (Association of Modern Restaurant Chains).

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08 Relations with the Public Administration

The Spanish Public Administration (Central government, Autonomous Community of Madrid and the City Hall of Madrid) has signed respective agreements of collaboration with WYD's organization. Since the first moment, the collaboration from the three spheres of state administration has been present. The Cardinal Rouco Varela even commented, "the relationship with the Spanish authorities for the organization of the WYD has been excellent."

In order to articulate this collaboration, in November, 2009, a **Mixed Commission**, was created with representatives of the three spheres of public administration, who coordinated the logistical and technical preparation of the WYD.

The distinctive public administration **does not contribute financially**, instead they cooperate by facilitating public facilities (the event centers, so numerous that they have to be celebrated in public places; spaces for cultural activities, schools, sport centers for the accommodation of the pilgrims, etc.) and general services (security, civil services, transport, and traffic, etc.), for the general interest of the event, as they do in other events of this magnitude.

One of the ways in which the government is working in close collaboration with WYD is in providing visa concessions from the Ministry of External Affairs to WYD pilgrims, since it is hoped that a third of the pilgrims will be coming from other countries. The instructions of the Holy See will obligate that these foreign groups are registered and approved with a valid visa form the local bishop of their country of origin, in order to guarantee the reliability of their participation in WYD. The Spanish Consular Offices, however, will also have control in every country, so that they can make the proper inquiries. It was done in this way during the World Meeting of Families in Valencia, 2006, the first large international event organized by the Church in Spain, after the enforcement of the Treaty of Schengen and it was a success.

In conclusion, the WYD is an international event that attracts youth from all over the world. For this reason, we have to work and contribute in order to give a magnificent image of Madrid and the rest of Spain to the world. This shared task needs **coordinated action** between private enterprise as well as public entities and institutions.

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09 Contacts

Press Office

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