



British Embassy
Kyiv

CONFLICT PREVENTION POOL IN UKRAINE

COMMUNICATIONS PROJECTS 2014-15

Conflict Prevention Pool Work in Ukraine

The UK Conflict Pool provides programmatic funding for conflict prevention activities that support the Building Stability Overseas priorities. It is managed by the FCO, MOD and DFID, and brings together their expertise in development, diplomacy and defence to take an integrated approach to working in conflict-affected and fragile states

This financial year (2014-2015) the UK Conflict Pool is funding five **communications projects** in Ukraine aimed to:

- reduce tensions and improve understanding between different groups of Ukrainian citizens
- strengthen/support government of Ukraine capacity to communicate effectively with its citizens, particularly on security, economic and political reforms, including European integration, particularly where reforms may be likely to generate tension if not well-explained
- improve dialogue and communication between citizens and the state in both directions
- ensure sensitive and neutral reporting around flashpoint incidents and contentious issues

The **five projects** that we are supporting are:

1. **Together: strengthening mutual understanding and civic knowledge among people across Ukraine in particular youth**, implemented by BBC Media Action (UK) in partnership with National television company of Ukraine
2. **Government PR and communications training**, implemented by Whites Consultants (UK) Ltd., with Ashley Public Relations (UK) and the Kyiv Post
3. **Reporting solutions: a programme to support conflict sensitive media reporting in Ukraine's regions**, implemented by Thomson Foundation (UK) in partnership with the Institute for Regional Media (Ukraine)
4. **Communicating the new Ukraine (part 2)**, implemented by Mason Change Communications (UK), in collaboration with Keystone Accountability (UK)
5. **Ukraine can!** (Stronger Together information campaign), implemented by CentreUA NGO (Ukraine)

Projects in 2014-15

Together: strengthening mutual understanding and civic knowledge amongst people across Ukraine in particular youth

Duration: October 2014 – March 2015

Funding: £359,783

Implementing organisation: BBC Media Action in partnership with the National television company of Ukraine (NTU)

Purpose: Provide mass audiences across Ukraine (in particular youth aged: 15-24) with access to editorially responsible, inclusive and representative media content which reduces conflict-generating narratives, facilitates communication between people across fracture points in society and builds tolerance:

- a social drama series which is editorially responsible, inclusive and representative of all sections of Ukrainian society will be complemented by discussion forums (moderated online debates and TV discussions integrated into existing NTU factual output). Such content in Ukrainian and Russian across multiple platforms (TV, social media, online), in partnership with a broadcaster with strong national reach will reduce the current polarisation within Ukrainian media
- drama can provide positive 'constructions' of social and national identity, which can influence how people think and talk about different groups – it can also provide a platform for people from conflicted communities to engage in moderated, constructive dialogue
- editorially responsible discussions and debate can enable people from across fracture points to peacefully contest difference; reach mass audiences across the country; build the capacity of a leading Ukrainian broadcaster to produce editorially responsible, conflict-sensitive content; facilitate mutual understanding and tolerance across fracture points in Ukraine.

Communicating the new Ukraine (part 2)

Duration: October 2014 – March 2015

Funding: £350.000

Implementing organisation: Mason Change Communications, in collaboration with Keystone Accountability (UK)

Purpose: Increased government capacity to engage in effective two-way communications with key audiences:

- top communications professionals help the government to design and manage the delivery of communications plans on key issues, this will increase public confidence in the government
- Ukrainian civil servants work alongside these professionals, and they and political leaders witness the effectiveness of campaigns that are grounded in an understanding of target audiences and what is required to shift their perceptions, the

government develop a culture of two-way communications that fosters public confidence and support

- campaigns about critical issues (IDPs, energy tariffs and decentralisation)

Government PR and communications training

Duration: October 2014 – March 2015

Funding: £53,900

Implementing organisation: Whites Consultants (UK) Limited, Ashley Public Relations

Purpose: Provide senior Ministers and their staff with a fuller understanding of modern proactive communication to improve two-way communication and thereby reduce tension; increase the ability of civil society and the government to communicate effectively thereby improving their ability to listen to each other's position and find consensus before an issue turns to conflict

- training of Ministers, Deputy Ministers, senior bureaucrats and ministry PR staff in modern proactive communication, strategy and how PR can be used to reduce the possibility of conflict
- development of materials and presentations that can be used at all levels of the government communications system to improve the communications process
- a half day briefing for Senior Ministers on modern proactive communication, strategy and how PR can be used to reduce the possibility of conflict
- a one day training course for Deputy Ministers and senior bureaucrats on how to manage effective communications, setting strategy and measuring results
- a three day training course for the PR and communications staff of key ministries on effective communications, working to strategy, proactive communication, the importance of listening and in measuring results

Reporting solutions: a programme to support conflict sensitive media reporting in Ukraine's regions

Duration: October 2014 – March 2015

Funding: £122,665

Implementing organisation: Thomson Foundation, UK, in partnership with the Institute for Regional Media and Information and regional media companies in Ukraine

Purpose: Help media reporting become neutral and conflict sensitive:

- the project outcome is an improved knowledge and understanding of conflict resolution and solution-focused reporting and joint coverage across Ukraine by editors and journalists of key media organisations in four regions of the country so that media coverage of contentious issues becomes more neutral and conflict sensitive

- the project focuses solely on regional media from across Ukraine: there is more scope to bring together different parts of the country; regional media are less embroiled in reporting that focuses on inter-state conflict and are not as much part of the oligarch-structure of media ownership; regional work will complement the current media initiatives undertaken by the OSCE to promote Russia-Ukraine dialogue or the EU-funded media neighbourhood programme, which focuses on informing national journalists about the EU
- the project will further invite participants from Hromadske TV, based in Kiev to send selected participants to the seminars
- involvement of UNHCR and OSCE experts on the issue of IPDs will provide journalists with the most recent numbers and facts on the issue.

Ukraine can! (Stronger Together information campaign)

Duration: October 2014 – March 2015

Funding: £248,058

Implementing organisation: CentreUA NGO

Purpose: Help promote reforms and better understanding of the changes envisaged by the EU-Ukraine Association Agreement (AA) and needed to reach stability and economic prosperity

- demonstrate the benefits of EU integration across many sectors, engaging with a wide range of stakeholders, first of all business, as well as the general public
- lobby for important laws for Ukrainian business and will create efficient consultative instruments for business representatives
- deliver an active communication campaign all over Ukraine about the successes of Ukrainian business in the EU market
- develop strong public pressure on Ukrainian institutions that will help create conditions for Ukrainian companies to enter the EU market more actively and to present their results as success of the AA and EU integration idea implementation – to reach gr the EU-Ukraine Association Agreement (AA), eater stability

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