



2021 CIVIL SOCIETY ORGANIZATION SUSTAINABILITY INDEX

UKRAINE
NOVEMBER 2022



2021 CIVIL SOCIETY ORGANIZATION SUSTAINABILITY INDEX

For Ukraine

November 2022

Developed by:

United States Agency for International Development

Bureau for Democracy, Conflict and Humanitarian Assistance

Center of Excellence on Democracy, Human Rights and Governance

Acknowledgment: This publication was made possible through support provided by the United States Agency for International Development (USAID) under Cooperative Agreement No. AID-OAA-LA-17-00003.

Disclaimer: The opinions expressed herein are those of the panelists and other project researchers and do not necessarily reflect the views of USAID or FHI 360.

ACKNOWLEDGMENTS

A publication of this type would not be possible without the contributions of many individuals and organizations. We are especially grateful to our implementing partners, who played the critical role of facilitating the expert panel meetings and writing the country reports. We would also like to thank the many CSO representatives and experts, USAID partners, and international donors who participated in the expert panels in each country. Their knowledge, perceptions, ideas, observations, and contributions are the foundation upon which this Index is based.

LOCAL PARTNER

UKRAINIAN CENTER FOR INDEPENDENT POLITICAL RESEARCH (UCIPR)

Valeriia Skvortsova

PROJECT MANAGERS

FHI 360

Michael Kott
Eka Imerlishvili
Alex Nejadian
William Daley

INTERNATIONAL CENTER FOR NOT-FOR-PROFIT LAW (ICNL)

Catherine Shea
Jennifer Stuart

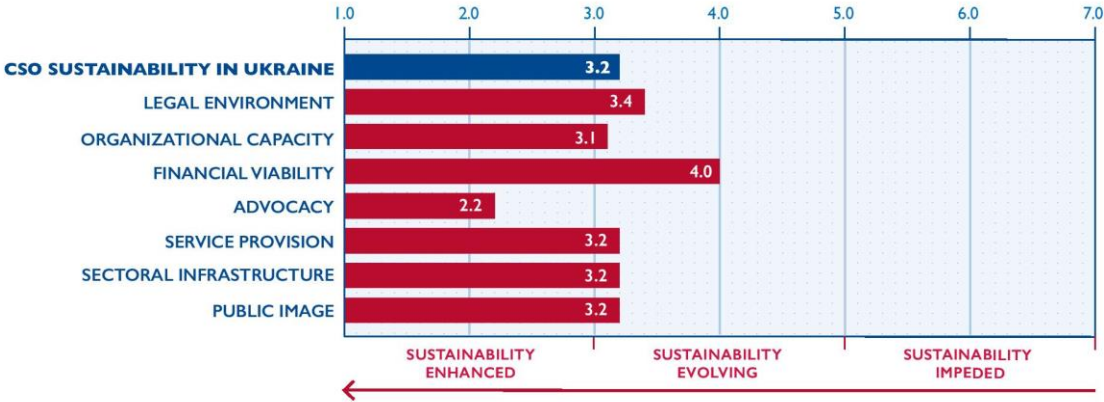
EDITORIAL COMMITTEE

Erin McCarthy (USAID), Michael Kott (FHI360), Jennifer Stuart (ICNL), and Natalia Shapovalova (Regional Expert)

UKRAINE

Capital: Kyiv
Population: 43,528,136
GDP per capita (PPP): \$12,400
Human Development Index: High (0.773)
Freedom in the World: Partly Free (61/100)

OVERALL CSO SUSTAINABILITY: 3.2



Throughout 2021, the Ukrainian government attempted to ensure the country’s territorial integrity and restore its sovereignty over occupied areas in Eastern Ukraine and Crimea. During the year, Ukraine created the Crimean Platform, an international coordination mechanism focused on returning the issue of Crimea to the global agenda, protecting human rights in Crimea, and reversing Russia’s annexation of the peninsula. Civil society actively participated in the Crimean Platform, which held its founding summit in Kyiv in August.

Despite these efforts, tensions between Ukraine and Russia escalated at the end of 2021. Russia gathered troops near the Ukrainian border and in the occupied Crimea, which were used to launch an invasion of Ukrainian territory in February 2022. Relations between Ukraine and Belarus also worsened against the backdrop of Ukraine’s criticism of the Lukashenko regime’s repression of the Belarussian people and its deepening military integration with Russia.

The Ukrainian population continued to adapt to restrictions to mitigate the effects of the COVID-19 pandemic in 2021. Although the country’s vaccination effort began in March 2021, the entire country was in the “red” zone (indicated by the lack of free hospital beds for people affected by COVID-19) several times during the year. Several restrictions went into effect when an area reached the “red” level, including a prohibition on mass events and limits on the operation of catering establishments, shopping malls, entertainment establishments, educational establishments, non-food markets and shops, gyms, and swimming pools.

Although CSO sustainability was largely stable during the year, improvements were noted in several dimensions. The legal environment governing the sector improved with the adoption of the National Strategy for Civil Society Development 2021-2026, which outlines the government’s commitment to developing an enabling environment for CSOs, and several other programs and pieces of legislation. Dialogue between CSOs and the government increased, enabling CSOs to advance several advocacy initiatives. The strengthened dialogue with the government, as well as the high level of trust CSOs enjoy among the population, also helped improve the sector’s public image. The other dimensions of sustainability remained unchanged.

According to the Ukrainian State Statistics Service, as of January 1, 2022, there were 96,543 registered public associations, 2,071 unions of public associations, 26,915 religious organizations, 28,792 trade unions, 318 creative unions, 20,498 charitable organizations, and 1,730 self-organized bodies in Ukraine. The data does not include CSOs registered in the Autonomous Republic of Crimea or in the city of Sevastopol, as there is no access to these areas.

In the territories of Ukraine occupied by Russia, the activity of CSOs—including human rights organizations—is very limited. Key Crimea-focused CSOs continued to work from mainland Ukraine in 2021, although their activities on the ground in Crimea remained very limited and under threat of reprisals, including criminal prosecution. A similar situation was observed in the territories of the self-proclaimed ‘republics’ in Donetsk and Luhansk oblasts.

LEGAL ENVIRONMENT: 3.4



The legal environment governing the CSO sector improved slightly in 2021 with the adoption of the National Strategy for Civil Society Development 2021 - 2026 and several other government programs and pieces of legislation.

CSOs operate under a generally enabling legal environment. The main legislation governing CSOs includes the Law on State Registration of Legal Entities, Individual Entrepreneurs and CSOs; the Law on Public Associations; the Law on Charity and Charitable Organizations; and a 2016 Ministry of Justice Order pertaining to the registration of legal entities and other bodies. These laws and regulations remained unchanged in 2021.

CSOs can register at the national or regional levels at Justice Departments located in twenty-four oblast centers, Administrative Services Centers, and Centers of Free Secondary Legal Aid. Charitable organizations and certain public associations also have the option of registering online. In 2021, CSOs reported some challenges related to online registration, including registration being denied due to technical issues with the online forms. In general, CSOs can register easily; it only takes three days to register a public association and one day to register a charitable organization. The registration process is free of charge. In addition to legal status, a CSO may choose to obtain nonprofit status, which exempts the income received from grants, endowments, fees, or economic activity from the 18 percent income tax as long as it is not distributed among its founders.

In September 2021, the government adopted the [National Strategy for Civil Society Development 2021-2026](#). The National Strategy defines four strategic objectives for the development of CSOs: ensuring effective procedures for public participation in the development and implementation of public policy; creating favorable conditions for the formation and institutional development of civil society institutions; stimulating the participation of CSOs in the country's socio-economic development; and creating favorable conditions for intersectoral cooperation. The strategy, which includes references to international standards related to the development of civil society, also includes strategic tasks and expected results. An Implementation Plan for 2021-2022 was also developed.

In June, the Cabinet of Ministers approved the state targeted social program Youth of Ukraine for 2021-2025. The aim of the program is to create opportunities for youth self-realization and development, as well as for their participation and integration into public life. In particular, the program should provide new opportunities for the development of youth CSOs by promoting the creation of conditions for capacity building of CSOs.

The Law on Basic Principles of Youth Policy, adopted in April 2021, established a National Youth Council, an advisory body tasked with the formation and implementation of youth policy. The National Youth Council includes representatives of youth and children's public associations.

The government also approved a law to improve the legal framework for self-organization of the population, which governs representative bodies of city residents, including house, street, and neighborhood committees, that are created to address certain issues of local importance. The draft law simplifies the procedure to establish such bodies and clearly defines their powers and jurisdiction. The law was pending in parliament at the end of the year.

Some negative legislative proposals were also under consideration during the year. A Law on Lobbying that was still under consideration at the end of the year threatens to equate CSO advocacy with private lobbying, which would impose additional restrictions and reporting requirements on CSOs engaged in advocacy. The government also considered a draft law on the volunteer sector that would have complicated work with foreign volunteers, but it was not adopted.

The 2020 Law on Prevention and Counteraction to Legalization (Laundering) of Proceeds from Crime, Financing of Terrorism, and Financing of Proliferation of Weapons of Mass Destruction requires legal entities—including

CSOs—to provide information on their ultimate beneficial owners, although there is still confusion as to who CSOs’ beneficial owners are.

The Zmina Center for Human Rights documented 108 cases of harassment of activists in Ukraine in 2021, up from 101 in 2020. Among the most common violations were intimidation (27 cases), destruction or damage to property (24 cases), and physical assault (20 cases). Activists who defend LGBT rights (17 cases), fight corruption (16), oppose illegal construction (13), and protect the environment (11) were the most frequent targets of persecution. Among these cases were some examples of state harassment on the local level, which generally targeted activists who criticized the actions of local authorities. In most cases, the perpetrators remain unidentified due to inadequate investigation by law enforcement agencies, contributing to further attacks.

Freedom of assembly was generally guaranteed during 2021. Pandemic-related legislation did not prohibit the holding of peaceful assemblies, including protests and rallies, as long as 1.5 meters of space was maintained between people. At the same time, some assemblies on sensitive matters such as criticizing right-wing violent extremism were stopped or prevented by authorities based on anti-pandemic measures, even though they had a relatively small number of participants.

CSOs are allowed to receive funding from international donors, the state budget in the form of grants, and physical and legal persons. CSOs are also allowed to compete for government contracts and procurements at the local and central levels and to conduct economic activities. CSOs can raise funds through crowdfunding platforms.

Businesses and individuals that support CSOs continued to be eligible for tax benefits in 2021. Amendments to the Tax Code that were enacted in November 2021 exempt the value of some received social services from personal income tax (18 percent); this exemption is available if the social service is specified by the Classifier of Social Services, and the provider and recipient are both included in the register of providers and recipients of social services, which began to operate in the middle of 2022.

CSOs can get legal consultations from law firms, as well as Administrative Service Centers and regional offices of the Ministry of Justice, among other organizations. One of the largest platforms that brings together legal aid providers for CSOs is the Pro Bono platform. The Ukrainian Center for Independent Political Research (UCIPR), a non-governmental and non-partisan think tank, also provides legal aid services to CSOs.

ORGANIZATIONAL CAPACITY: 3.1

The overall organizational capacity of the sector remained largely unchanged in 2021.

CSOs’ understanding of their constituencies continued to improve in 2021. Organizations frequently consult with their constituencies to determine their activities. In 2021, CSOs’ communication with their constituencies continued to take place primarily online. In cases when online engagement was not possible due to the lack of technical infrastructure, CSOs turned to in-person forms of interaction, primarily among people vaccinated against COVID-19.

During the year, many CSOs identified and addressed organizational weaknesses in areas such as planning and crisis management, while also developing their ability to adapt, assess new needs, and mobilize new resources.

These developments were enabled by the support of various capacity-development programs, including organizational development grants from USAID and the European Union (EU). However, many CSOs operating at the community level still do not understand the importance of organizational development.

Large CSOs clearly divide responsibilities between their executive and governance bodies and have well-developed administrative and financial management systems. In small organizations, organizational structures are often simplified due to the lack of staff. In 2021, CSOs paid more attention to the development of internal policies, with



the support of grants focused on CSOs' organizational development. CSOs also started to more actively implement and adhere to good governance principles thanks to regional seminars offered at the end of 2020 by Ednannia in partnership with the Organization for Security and Cooperation in Europe (OSCE) in Ukraine, the Office of the President, and the Ministry of Youth and Sports, as well as the Ukrainian Forum of Philanthropists and Ukrainian Charity Exchange, in which approximately 400 CSOs took part.

The number of professional staff employed by CSOs, especially accountants and financial managers, seems to have increased in 2021. Interest in working with CSOs is spurred by the fact that a background in the CSO sector enables professionals to find work in other areas, including public administration. Small community-based organizations face significant human resources challenges, as qualified personnel move to regional centers or Kyiv, where there are better opportunities and more competitive pay for their work. Most paid employees are engaged as consultants, which allows them to pay less in taxes.

Many CSOs engage volunteers. During the year, volunteers actively helped CSOs to assist vulnerable groups and organize events, including for educational and youth projects. According to the Charities Aid Foundation's *World Giving Index 2022*, which reports on developments in 2021, 19 percent of respondents in Ukraine reported volunteering.

CSOs actively use information and communication technology in their work, which became especially important against the background of COVID-19 restrictions. Many CSO activities, including consultations, public events, and training, moved online over the past two years. Hybrid events, in which some people participate in person and others attend online, also became more common in 2021.

FINANCIAL VIABILITY: 4.0



CSOs' financial viability remained largely unchanged in 2021.

Foreign funding remains the main source of funding for CSOs. According to the European Foundation for Education, almost 66 percent of surveyed CSOs named foreign funding as their main source of support. ForeignAssistance.gov indicates that the US government provided a total of USD 100 million for government and civil society in Ukraine in 2021. The EU supported six big civil society projects in Ukraine in 2021 with total funding of EUR 8.4 million. The Renaissance Foundation supported over 400 projects implemented by more than 250 CSOs in 2021.

Public funding for CSOs increased in 2021. The Ministry of Youth and Sports announced the first online contest

for CSOs focused on youth and children with total funding of UAH 19.5 million (about USD 645,000, later reduced to UAH 13.5 million, about USD 445,000), as well as a contest for patriotic education with a budget of UAH 9 million (about USD 300,000). The Ministry of Social Policy announced an online contest to distribute UAH 90 million (about USD 3 million) to support CSOs of persons with disabilities, a notable increase from UAH 66 million in 2020. In addition, the Ministry for Veteran Affairs announced funding for CSOs in the amount of UAH 3 million (about USD 100,000). Funding for physical culture and sports CSOs was UAH 65 million (about USD 2.15 million) in 2021. In an important development during the year, the government introduced the online platform VzaemoDia, which provides information about public funding opportunities and allows CSOs to apply for this funding.

The Law on Basic Principles of Youth Policy, which was adopted in April 2021, established the Ukrainian Youth Fund, which will provide grants for youth projects. CSOs participated in consultations on the regulations governing the Fund's activities.

At the same time, some government bodies were accused of distributing funds ineffectively. Members of the tender commission of the Social Protection Fund for Persons with Disabilities, which is part of the Ministry of

Social Policy, noted non-compliance with the principle of transparency, possible corruption, and improper organization during the competition. Similarly, in March 2021, the Ukrainian Cultural Foundation (UCF), a special state agency under the Ministry of Culture, was accused of distributing funds unfairly. In June 2021, UCF's Supervisory Board withdrew its approval for fifty grants. The lack of transparency in the distribution of funds has damaged the previously good reputation of this institution.

In 2021, the Chernivtsi Regional State Administration established the Bukovyna Cultural Foundation to support arts and culture, with a budget of UAH 6 million (about USD 200,000). The Foundation awarded about forty grants in seven cultural areas in 2021.

According to the World Giving Index 2022, 47 percent of respondents in Ukraine reported donating money to charity. CSOs increasingly use crowdfunding to attract local resources, raising funds on a variety of crowdfunding platforms, including [KIND Challenge](#), [Big Idea](#), [SuperTeam](#) of Tabletochki Foundation, [Patreon](#), and [Benevity](#). However, crowdfunding is still most effective to raise funds for short-term projects in “emotionally sensitive” areas, such as youth, social projects, veterans, internally displaced persons (IDPs), and others. CSOs occasionally receive financial support from private companies, primarily for charitable projects.

Membership fees are more typical among trade unions and business associations, but even in such organizations are generally an insignificant source of funding.

Some CSOs have diversified their funding sources by providing paid services to international organizations, local governments, other CSOs, and businesses. For example, the NGO VoxUkraine works with Facebook to identify fake social media posts. According to the European Foundation for Education, self-financing through the sale of goods and other means is the primary or secondary funding source for 58.5 percent of CSOs.

The financial management systems of CSOs improved in 2021, as a growing number of financial specialists and accountants is familiar with the principles of CSO work. Large organizations often employ several accountants and financial assistants, while smaller organizations usually have a single accountant.

ADVOCACY: 2.2

CSO advocacy intensified slightly in 2021 as the civil sector established an ongoing dialogue with government officials that enabled CSOs to advance several advocacy initiatives.

CSOs communicated and held consultations with government officials, parliament, and the President's Office more often and more productively in 2021 than in 2020. Representatives of the government, as well as the ruling party Servant of the People, appeared regularly at events focused on the development of the CSO sector, including the Civil Society Development Forum 2021 and Legal Reform Forum for Civil Society. CSOs primarily participated in decision-making processes through online instruments during the year due to the COVID-related restrictions on in-person events.



In 2021, the government worked with CSOs to create several important strategies, including the National Human Rights Strategy and implementation plan; the National Strategy for Creating a Barrier-Free Space in Ukraine and implementation plan; and the Strategy for the Integration of Internally Displaced Persons until 2024. CSOs provided recommendations for these strategies by participating in special task forces and public consultations.

CSOs that are members of the Reanimation Package of Reforms (RPR) engaged in several notable advocacy campaigns in 2021. One of the most important of these campaigns supported the adoption of a Law on Public Consultations, which would require all executive bodies and local self-government bodies to hold public consultations on the formation and implementation of state and regional policies and the preparation of draft

strategic and program documents and regulations. These public consultations would have to include a wide range of stakeholders, including CSOs. The law awaited its second reading in parliament at the end of 2021.

CSOs also advocated for the Law on the All-Ukrainian Referendum, which was adopted in January 2021 and determines the legal basis, organization, and procedures for holding national referendums, and the Law on Administrative Procedure, which was adopted in November 2021 and passed to the president for approval. The Law on Administrative Procedure will introduce standardized rules for communication between citizens and authorities and will therefore give public activists and organizations new tools to oppose illegal construction, destruction of historical monuments, arbitrary inspections of businesses, and other matters.

A draft law introduced in parliament in early 2020 aims to introduce legislative regulations on lobbying. The law's provisions equate advocacy and public consultation with lobbying. The Parliament Committee on Legal Policy has concluded that the draft law contradicts the Constitution of Ukraine. CSOs actively advocated against this draft law, which was still in the drafting stage in parliament at the end of 2021.

In 2021, with Council of Europe funding and the involvement of CSOs, the government introduced the School Participatory Budget. This initiative, which is modeled on initiatives in Portugal and Poland, allows school students to propose projects and receive funding from local budgets in approximately twenty communities. CSOs were involved in working groups and consultations with local governments to discuss specific local characteristics and needs in order to improve the effectiveness of this project.

The Center for Democracy and the Rule of Law (CEDEM) conducted its sixth School of Advocacy in June 2021. Through this training initiative, twenty-five CSO activists were able to improve their advocacy skills.

The Ministry of Youth and Sports, the United Nations Development Programme (UNDP), and the State Institute for Family and Youth Policy organized a Civic Education for Youth Workers 2.0 training course within the framework of the Youth Worker program. Participants increased their capacity to support and ensure the participation of young people in decision making at the local and regional levels.

Local government officials exhibit varying attitudes towards cooperating with CSOs. In cities such as Mariupol, Lviv, Dnipro, and Drohobych, the level of transparency and accountability is quite high and CSOs are able to participate in decision-making processes. In other communities, public consultations are held irregularly, possibly indicating unwillingness among officials to involve additional actors in decision making, as well as a lack of funding.

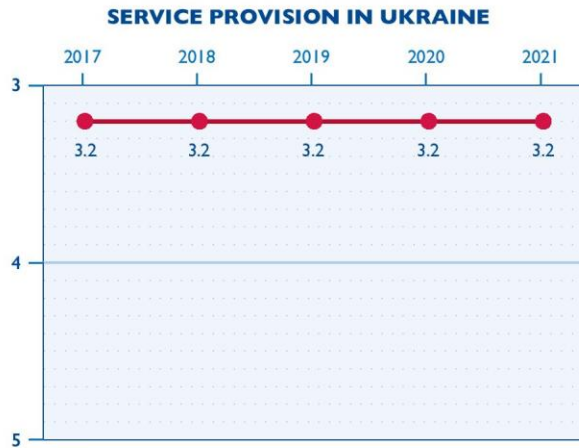
As noted above, a key achievement of CSO cooperation with the authorities was the adoption of the National Strategy for Civil Society Development 2021-2026. The strategy was developed with input from CSO representatives who participated in a special platform and working groups, as well as public discussions on the draft document. During these public discussions, UCIPR and partner organizations had the opportunity to offer their expertise in areas such as development of public participation mechanisms (e-petitions), registration and legal status of CSOs, taxation of CSOs and charitable activities, and public funding of CSOs. The resulting National Strategy also includes a number of recommendations from the Legal Reforms Roadmap for Civil Society, which was developed by more than 100 CSOs in 2020. The Strategy's implementation will be monitored through quarterly and annual reports prepared by the Cabinet of Ministers and analytical reports developed by civil society.

In September, the Legal Reform Forum for Civil Society was organized as part of the Ukraine Civil Society Sectoral Support Activity, implemented by Ednannia in consortium with UCIPR and CEDEM. The Forum, which engaged representatives of civil society, government, businesses, and international organizations, provided space for a dialogue on progress in improving the legal framework for the civil sector according to the Legal Reforms Roadmap for Civil Society. The participants of the Forum updated the Legal Reforms Roadmap and formulated proposals for the two-year Implementation Plan for the National Strategy for Civil Society Development.

SERVICE PROVISION: 3.2

The overall level of CSO service provision did not change significantly in 2021.

Social services constitute a significant part of the CSO services sector. CSOs also provide educational and environmental services, as well as legal aid, mostly for free and remotely. For example, CSO Ukrainian Women Lawyers Association JurFem provides free-of-charge legal consultations to women who have been affected by domestic violence and abuse. Several veterans' organizations continue to provide services for veterans, including



activities to improve social protection and medical care. In 2021, an increasing number of charitable organizations and volunteers collaborated to fight the COVID-19 pandemic. For example, through the Ministry of Health’s Infovolunteers program, Caritas Ukraine provided the elderly in nine oblasts with reliable information about public health and COVID-19 vaccinations.

The goods and services that CSOs provide generally reflect the needs and priorities of their constituents and communities. To determine these needs, CSOs communicate directly with constituents, analyze the environment, and use social media.

Government bodies and businesses sometimes commission CSOs to conduct research and analysis. For example, the government of the Dnipropetrovsk region

engaged a CSO to conduct an analysis of its public budget function in 2021.

The social enterprise sector continued to develop. In 2021, CSOs advocated to enact legislation on social entrepreneurship at the national level. The Ukrainian Social Academy and SiLab Ukraine also offered courses to develop social entrepreneurship. At the local level, the Vinnytsia municipal government supported six large social entrepreneurship projects in 2021.

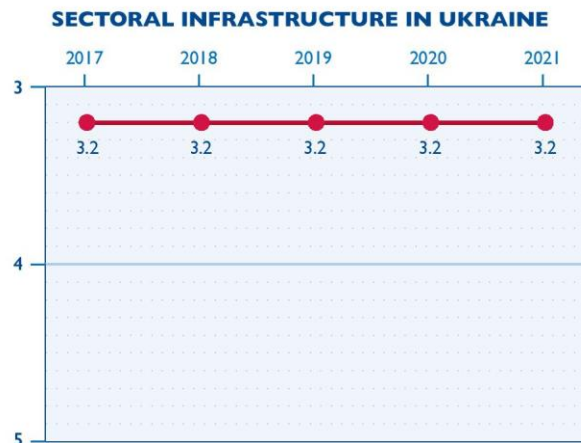
Government contracting of CSO social services suffered in 2021 as government funds were primarily dedicated to addressing the COVID-19 pandemic, leaving few resources for other CSO services. The Law on Social Services, which was adopted in 2020, was supposed to be a significant boost for CSOs as it granted them the status of social service providers, allowing the state to purchase these services from them. However, the process of adopting bylaws to implement the law has been prolonged, postponing these positive changes. The register of providers and recipients of social services is finally expected to be completed in 2022.

Local governments and communities continued to use the social procurement mechanism in 2021. For example, in 2021, the Vinnytsia Region State Administration allocated UAH 550,000 (approximately USD 18,700) for social procurement tenders, almost the same level as in 2020 (UAH 537,000 or approximately USD 18,250). CSOs had the opportunity to participate in these tenders.

SECTORAL INFRASTRUCTURE: 3.2

The infrastructure supporting the CSO sector did not change notably in 2021.

A number of organizations and projects continue to prioritize the organizational development of CSOs. For example, Ednannia implements USAID- and EU-supported projects to build CSOs’ sustainability by developing technical, institutional, adaptive, and influential capacities. The project Women of Ukraine: Involved, Able, Indomitable, implemented by Pact with financial support from Canada, supports the organizational development of five local women’s CSOs. The Marketplace, an online platform, continued to link providers of organizational development services and CSOs that need them in 2021. The network of CSO hubs supported by UNDP also continued its activities in 2021. For example, the NGO Territory of Success in Kropyvnytskyi, an active member of the Hub, contributed to a local civil society development strategy. At the local level, the French humanitarian organization ACTED funds a program to strengthen the Azov region’s environmental movement. The program includes a component to



address key organizational capacity gaps of partner CSOs by developing codes of conduct and other internal procedures, as well as training activities on how to effectively manage an organization’s financial resources.

In June 2021, the School of Organizational Development was organized as part of the EU4CSOs project. The school was a four-day training for CSOs that provide social services in Ukraine. The training addressed organizational, advocacy, and communication development, and was attended by twelve organizations.

Several local CSOs regrant international donor funds to other CSOs. For example, the regional offices of the charitable organization 100% Life provides grants to local CSOs for social projects with support from the EU.

In November, ISAR Ednannia held its tenth annual Civil Society Development Forum, which convened representatives of the CSO sector, international organizations, the business sector, and government to highlight the main achievements, challenges, and trends affecting Ukrainian civil society, and to strengthen dialogue between these actors. In 2021, 1,800 people from throughout Ukraine participated in live and online Forum events.

CSO networking and coalition building continued to develop. In 2021, local CSOs working with IDPs in different regions networked with larger national organizations. For example, a local CSO in the Chernivtsi region participated in an exchange with Donbas SOS, a national organization, through an institutional development grant from Ednannia. In 2021, the Renaissance Foundation provided support to more than twenty Veterans Spaces to form a coalition to develop more effectively as non-governmental actors, provide standardized services, and implement local veterans’ policies.

CSO representatives had access to both online and live trainings and workshops in 2021. The Ukrainian Catholic University continued to offer its master’s program in nonprofit management. CSO representatives utilized various free online courses on the Coursera, Prometheus, and EdEra platforms on topics such as nonprofit management, human rights, and civic education. Other training programs for CSOs in 2021 included the School of Information and Communication and the School for Public Activists Safety organized by the Tamarysk Center for Support of Public and Cultural Initiatives in Dnipropetrovsk Oblast.

CSOs actively develop partnerships with government actors. According to a speech by the State Secretary of the Cabinet of Ministers of Ukraine during the First Virtual Charity Summit in May 2021, cooperation with civil society is a priority for the government. Charitable foundations form some partnerships with the private sector. For example, in honor of the opening of the COMFY store in Kyiv in 2021, the store donated UAH 20 from each purchase to the Charitable Foundation Zhyznelub. The funds raised were used to purchase equipment for the elderly wards run by the foundation.

PUBLIC IMAGE: 3.2



The CSO sector’s public image improved slightly in 2021, as civil society maintained a high level of trust among the population and strengthened its dialogue with the government.

Media coverage of CSOs in 2021 was generally positive. In particular, CSOs’ involvement in fighting the COVID-19 pandemic received positive media coverage. CSO actions organized as part of the Week Against Violence were also covered by a large number of media outlets. Detector Media, a CSO with an online media outlet, regularly covers the achievements of CSOs.

According to research conducted by the Razumkov Center in July and August 2021, public trust in civil society did not change significantly in 2021.

Approximately 47 percent of respondents indicated that

they trust public organizations (compared to 46 percent in 2020) and 64 percent indicated that they trust volunteer organizations (compared to 66 percent in 2020). The difference between those who trust public organizations and those who do not increased from 0.3 percent in 2020 to 9.6 percent in 2021.

The perception of CSOs by local and central authorities improved in 2021, as indicated by the fact that authorities began to cooperate more with CSO representatives and involve them in projects, discussions, and consultation processes. As CSOs established contacts with the government during the year, the government started to have more confidence in the sector. The business sector also increasingly trusts CSOs, as indicated by their growing cooperation with charitable foundations.

CSOs actively promote their image online. According to the European Foundation for Education, almost all surveyed CSOs have an online presence, either through a website or one or more social media outlets. Nine out of ten CSOs with an online presence have pages on Facebook, the most popular social media platform among surveyed CSOs. Nearly three-quarters (71 percent) of surveyed CSOs have their own websites. Approximately one-third of CSOs have Instagram pages or YouTube channels. Some CSOs also use Telegram, Twitter, and LinkedIn. Few Ukrainian organizations use TikTok.

Large CSOs generally issue annual programmatic and financial reports, while small ones either do so irregularly or not at all.

Disclaimer: *The opinions expressed herein are those of the panelists and other project researchers and do not necessarily reflect the views of USAID or FHI 360.*

U.S. Agency for International Development

1300 Pennsylvania Avenue, NW

Washington, DC 20523

Tel: (202) 712-0000

Fax: (202) 216-3524

www.usaid.gov