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SUPPORTING UKRAINE'S DECENTRALIZATION PROCESS THROUGH COMMUNICATIONS

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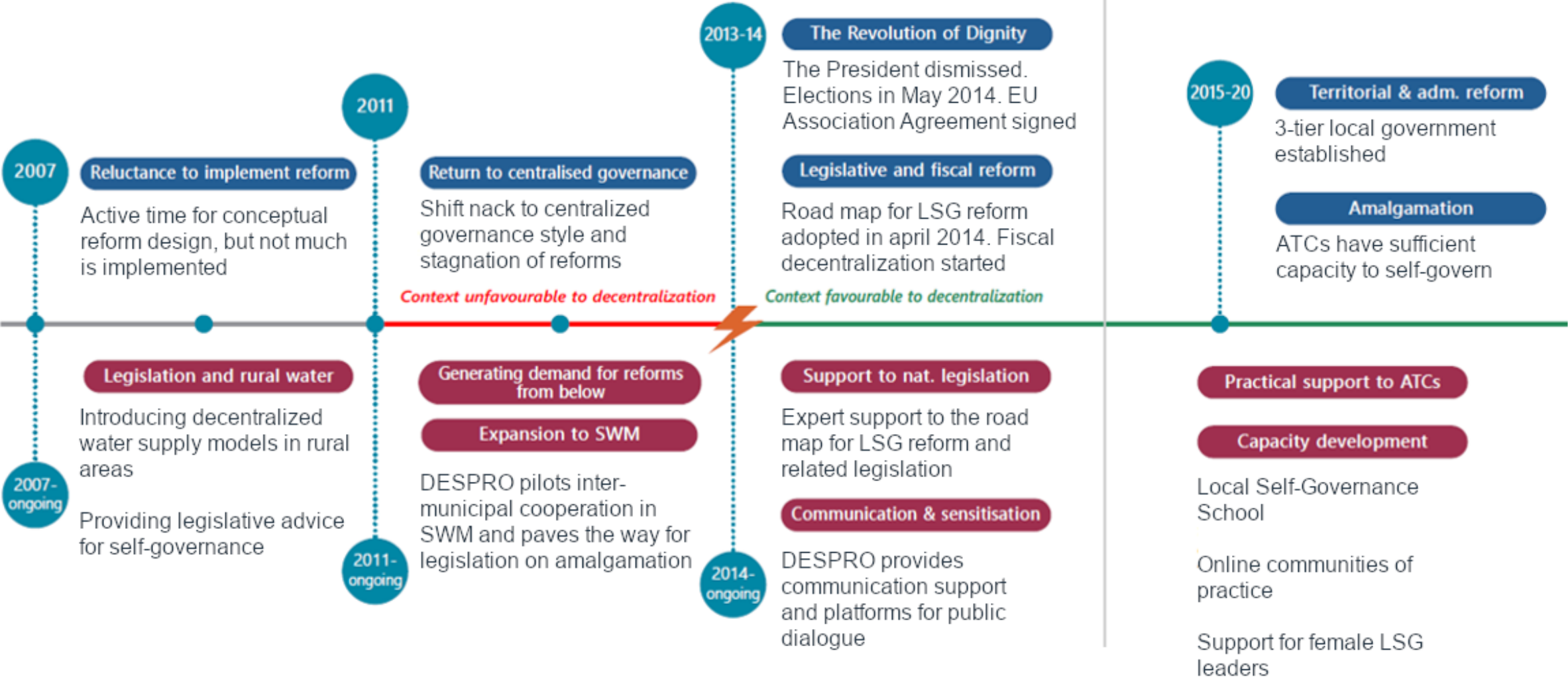
23 June 2021

DESPRO'S SUPPORT TO UKRAINE'S DECENTRALIZATION. TIMELINE (2007-21)

POLITICAL CONTEXT

Ukraine

DESPRO PROJECT FOCUS



THE STATE OF PUBLIC SUPPORT BEFORE THE COMMUNICATION EFFORTS



POLITICAL RESISTANCE

Lack of interest to change the status quo



POOR MEDIA SUPPORT

Media are dependent

IMMEDIATE TASKS

Raise awareness about reform

Put pressure on policy-makers to implement the proposed reform

Thwart the opposition's "propaganda: debunking myths and fact-checking

RESEARCH

Which key issues interest people in relation to the LSG reform?



According to DESPRO's research made in 2014, 2015, 2016, 2018

COMMUNICATIONS – KEY INSTRUMENT OF IMPLEMENTING THE REFORM

Main steps

Building a broad coalition and a positive environment for the decentralization

Establishing the Communication Task Force

Developing the Communication strategy and Action Plan

Forming the pool of spokespeople for the LSG reform



BUILDING TRUST IN DECENTRALIZATION

Timely communication of the reform's key messages

Advancement of dialogue between LSG and the executive branch

Communication of legislative innovations

Explanations of the reform's advantages and opportunities to communities which have not yet amalgamated

Guidance on opportunities and development for the already amalgamated communities

COMMUNICATION TO ADVANCE DECENTRALIZATION REFORM SUCCESS

39 national radio programs were broadcasted for 380'000 listeners

62 interviews with key experts and Local Self-Government representatives

60 videos and 12 publications in the Government and Parliament media

134 TV programs on Parliament TV channel "Rada"

30 national and regional public events

3 national Local Self-Government Forums (up to 1000 participants each)



DECENTRALIZATION.GOV.UA WEB PORTAL

Primary official source on decentralization in Ukraine

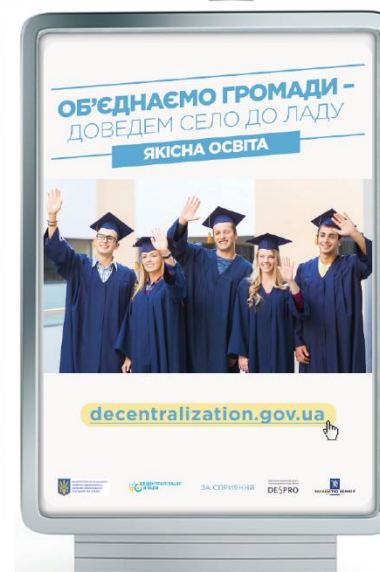
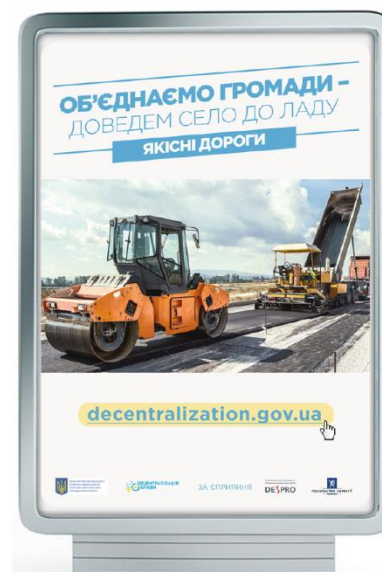
Created in 2016 through DESPRO initiative

Currently **2,853,279** users

The screenshot shows the web portal interface for Decentralization.gov.ua. At the top, there is a navigation bar with links for 'МІЖНАРОДНА СПІВПРАЦЯ', 'ЗАКОНОДАВСТВО', 'КАЛЕНДАР', 'БІБЛІОТЕКА', 'ФОТОГАЛЕРЕЯ', and 'ЕКСПЕРТИ'. To the right of these links are social media icons for Facebook, YouTube, RSS, and a search icon. Below the navigation bar is the main header featuring the logo 'Децентралізація дає можливості' and a link for 'Версія для людей з порушеннями зору' (Version for people with visual impairments) with 'In English' and 'Стара версія' (Old version) options.

The main content area has a secondary navigation bar with categories: 'ПРО РЕФОРМУ', 'НОВИНИ', 'ОБ'ЄДНАННЯ ГРОМАД', 'НОВІ РАЙОНИ', 'ОБЛАСТІ', 'МІСЦЕВІ ВИБОРИ', and 'ЗМІНИ ДО КОНСТИТУЦІЇ'. Below this is another row of categories: 'СПІВРОБІТНИЦТВО ГРОМАД', 'СТАРОСТА', 'СОЦІАЛЬНІ ПОСЛУГИ', 'ЦНАП', 'ФІНАНСИ', 'МЕДИЦИНА', 'ОСВІТА', 'КУЛЬТУРА', and 'ЩЕ МЕНЮ'. The main content area is divided into three columns. The left column is a news feed with a dropdown menu 'Усі новини' and three news items: 'Анонс! Онлайн-обговорення законопроекту № 2679 щодо оптимізації роботи ЦНАП' (dated 17/05 14:18), 'Як ЦНАП повертаються до звичного формату роботи - підсумки обговорення' (dated 15/05 16:22), and 'Дайджест децентралізації на ТК РАДА - Президент підписав важливий для продовження децентралізації закон' (dated 15/05 15:05). The middle column features a large banner for a 'ПРЕСКОНФЕРЕНЦІЯ МІСЦЕВЕ САМОВРЯДУВАННЯ ТА ТЕРИТОРІАЛЬНА ОРГАНІЗАЦІЯ ВЛАДИ «ГЕОЛОКАЦІЯ» РЕФОРМИ' held on May 19, 2020, with speakers 'В'ЯЧЕСЛАВ НЕГОДА' and 'ВІТАЛІЙ БЕЗПІН'. The right column is titled 'КОЛОНКИ' and contains three articles: 'Від ОПГ до ОТГ: як адмінреформа може врятувати від економічної кризи' by Євген Калінін, 'Формування нових районів дозволить вирішити ряд хронічних проблем' by Юрій Ганущак, and an article by Олена Бойко.

VIDEOS AND OUTDOOR CAMPAIGNS



FROM COMMUNICATIONS TO INFLUENCE ON POLICY-MAKING

Over 20 draft laws and policy documents were developed with DESPRO support, including the following legislative documents



Amendments to the Constitution of Ukraine on decentralisation



Amendments to the Law of Ukraine “On Local Self- Governance”



Revision of the draft Law “On Administrative and Territorial Set-up”



Draft Law “On Funds of Local Bonds

LESSONS LEARNT

Communication support to a complex reform is required at each stage: preparation, implementation, anchoring and disseminating its successes.

Effective communication depends on co-participation and cooperation of all stakeholders, both national and international. In particular, donor coordination helps achieve communication targets, unattainable otherwise

Different goals and target groups require diverse communication channels, both traditional and non-traditional

There is still need for coordinating local events from Kyiv. Thus, developing capacities of local communications specialists is crucial


LESSONS LEARNT

Permanent monitoring and analysis of the public sphere creates opportunities for timely reaction to factors preventing the reform

The dissemination of positive decentralization experience enables other communities to use it in their practice

For effective communication between the Central Office of Reforms and every local community, the reform relied on new independent media

Swiss-Ukrainian project
DESPRO
Decentralization Support in Ukraine

 Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

skat Swiss Resource Centre and
Consultancies for Development

Thank you!

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Relevant briefs are available at the “Media” section of despro.org.ua