

# COMMUNICATIONAL SUPPORT OF REFORMS IN UKRAINE

DESPRO coordinates and actively participates in educational and informational work on promotion of the reform in the context of **Governmental initiative «Decentralization of power»**. In 2014 the project-based workgroup was launched. It features the best media-experts from governmental bodies, business sector, donor organizations, and academic institutions.

Jointly with Minregion, this workgroup makes an important contribution into implementation of the national informational and educational campaign.

The campaign's objective is to ensure high level of public awareness and support to decentralization, in particular reform of local self-governance and territorial and administrative set-up.

Particularly, DESPRO took the responsibility for creation of informative content, printing of educational materials and publications on decentralization for different target audiences, dissemination of information through social networks and online discussion platforms.

Following Minregion's request, DESPRO created a press centre of the **Governmental initiative «Decentralization of Power»** and an official web-site of the reform [decentralization.gov.ua](http://decentralization.gov.ua).

Beside DESPRO experts, the workgroup includes the representatives of Minregion, the National Council for Reforms, Swedish International Development Agency SIDA, German Agency for International Cooperation GIZ, Ukrainian Institute of International Policy, and the Institute of Civil Society...

Workgroup meetings take place on a weekly basis, in the premises of Ukrainian Association of Raion and Oblast Councils.

The group is open and ready to welcome new partners, who are willing to join the common cause.



Focus-group studies, conducted every 6 months, facilitate the evaluation of efficiency of communications, and research of public opinion, as well as informational needs of different target groups

*\* Only 15% of PR specialists in Ukraine study transformation of public opinion*



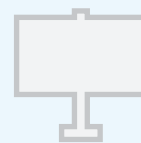
## Informational materials:

info-graphic videos, posters, booklets to be disseminated across the country



## Special events:

trainings for journalists, discussions in regions, press-briefings, round-table discussion series



## External campaign

«Let communities unite – bring the village to its might»  
500 boards across Ukraine)



## Long-term educational media-projects:

National radio broadcasting company, Public radio, RADA TV channel



## Internal team for online promotion



**Reforms for exporting:**  
materials for English-speaking audiences



## Regular topical mailing lists

involving the general audience of ten thousand subscribers