

# ROAD MAP FOR CIVIL SOCIETY OF UKRAINE FOR 2018

### Based on results of the sixth annual Civil Society Development Forum "Practices of freedom"

### 16-17 NOVEMBER 2017 **Q** KYIV



The 6th CIVIL SOCIETY CAPACITY DEVELOPMENT FORUM is organized by ISAR Ednannia in partnership with the Presidential Administration of Ukraine and has been made possible by the generous support of the American people through the United States Agency for International Development (USAID) as a part of its project "Civil Society Development Platform", as well as with the financial support of the Charles Stewart Mott Foundation through its "School for Community Foundations", the United Nations Development Program in Ukraine (UNDP Ukraine); The USAID RESPOND Project funded under the U.S. President's Emergency Plan for AIDS relief (PEPFAR) and implemented by Pact in partnership with FHI 360; USAID's Decentralization Offering Better Results and Efficiency (DOBRE) Program; USAID's Enhance Non-Governmental Actors and Grassroots Engagement (USAID/ENGAGE); the Council of Europe Office in Ukraine; DVV International in Ukraine; Legal Development Network; the International Renaissance Foundation (IRF) with support of the Government of Sweden; Audit Company UHY Prostor. Forum's media partner - Hromadske Radio.



Freedom is not about doing whatever you want. Freedom is only the right to do good. Freedom is an opportunity to serve people ... Complete freedom of Ukraine as a whole should consist of particles of such freedom belonging to each of us.

His Beatitude Lubomyr Husar

Freedom is the intentions and actions that each of us chooses. The rules we follow consciously: pay taxes, take part in elections, work honestly and diligently. Not to be afraid to speak up about corruption. Not to wait until someone else solves all the problems. And – to constantly initiate improvements whenever you notice a "breakdown".

Only by implementing these mundane and organizational practices in Ukraine, we will achieve much desired freedom to live a happy and dignified life.

Such freedom requires education and self-education. Continuous training. Such freedom is not always comfortable and not always pleasant. So the time has come for such practices of freedom!

Each of us must not only demand that the government should do something for us. Each of us must bear responsibility for himself, for his family, community and country in which we live.

Bohdan Hawrylyshyn

# #freedom4UA



### THE SIXTH CIVIL SOCIETY DEVELOPMENT FORUM "PRACTICES OF FREEDOM" WAS HELD IN KYIV ON 16 -17 OF NOVEMBER 2017.

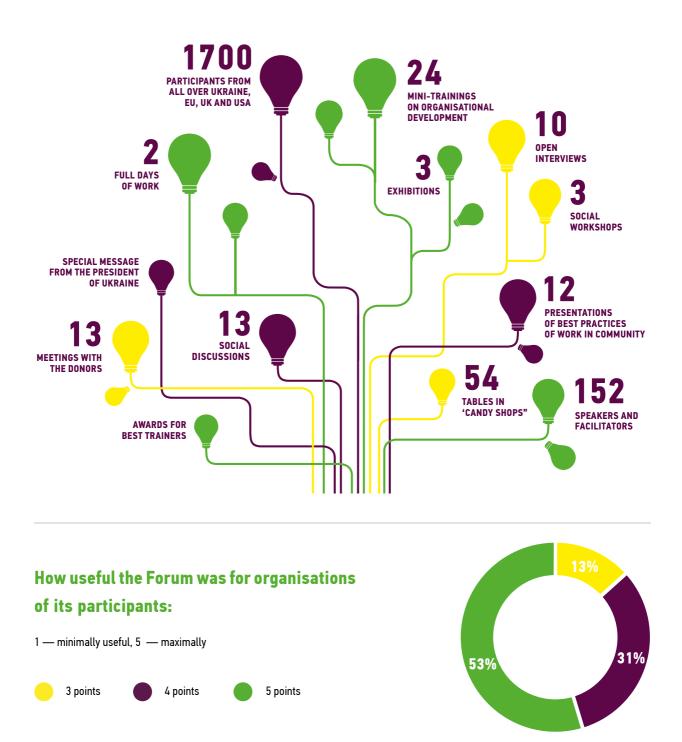
The Annual Forum once again has become the largest national event in the Ukrainian civic sector. A record number of civil society activists, volunteers and philanthropists have traditionally gathered together to determine directions of their development in 2018. Representatives of state and local authorities, donor institutions, media and business also came on board – in sum, everyone who is interested in cooperation with civil society and strengthening of its capabilities.

The general purpose of the Forum was to strengthen civil society organizations with aim of developing communities of responsible and proactive citizens, who change Ukraine for the better by their daily actions. The map of the events of the first day of the Forum reflected these most important practices of the freedom of civic and charitable organizations:

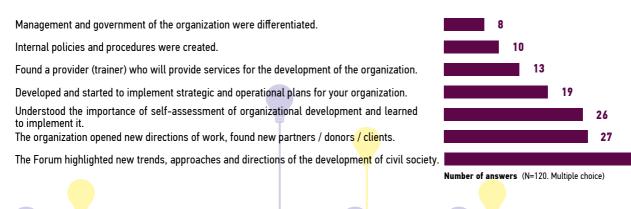
- independence (financial sustainability, parity with the authorities);
- public "mandate of trust" (practicing declared values, real leadership of change);
- sectoral and cross-sectoral cooperation (partnerships and coalitions, business involvement).

The practice of involving communities and citizens, working with communities and for communities is so important that the map of the events of the second day of the Forum was fully devoted to it.

For two consecutive days, participants of the Forum worked on a list of tasks they need to solve in the first instance in order to strengthen civil society, intensify its impact on positive social changes in the country and increase the freedom and responsibility of every Ukrainian citizen. This "road map" is a guideline for the nearest future, and any civic or charitable organization can organise its work more efficiently with its its help.



# What benefits did this Forum (or previous Forums) have for your organization in terms of capacity building and organizational development?



36

### **ROAD MAP OF CIVIL SOCIETY OF UKRAINE FOR 2018**

One of the main tasks of the Forum is to create trends in development of civil society. According to the participants of the Forum, in order to build a decent and prosperous life in Ukraine in 2018 civil society organizations (CSOs) should apply the following practices of freedom:

- Gain the full confidence of the society; practice declared values; act transparently; publish financial and narrative reports on its activities; distinguish between government and management of the organization.
- Involve a wide range of citizens in their activities, work with the community and for the community. Maintain and promote "grassroots" initiatives, help citizens unite in order to solve common problems. Expand the circle of supporters, including the creation of "fan clubs of CSOs". Attract volunteers and inspire volunteering.
- Establish parity relationships with the authorities at all levels from the amalgamated territorial community to the state authorities. Advocate for reforms, prepare quality analytics, develop drafts of necessary normative acts, help implement changes. Search for partners and bring together experience in order to increase opportunities for the whole country via cooperation.
- Develop civil education. Increase civil competency, awareness and inclusion in decision making processes in the society. Continuously enhance own education and foster the value of the rule of law, democracy and human rights.
- Build financial sustainability: increase social capital, implement a marketing strategy, master
  new methods of fundraising. Create demanded products and sell them to the state, business, other CSOs. Be able to attract resources of local communities.
  - Unite around the common vision of development. Create partnerships and coalitions, highlighting the power of uniting many. Change the paradigm of business relationships by offering mutually win-win cooperation instead of "sponsorship". Provide services to business, protect rights and assist in the implementation of missions.

6

7

Enhance professionalism, invest time and effort into organizational development. Continuously learn in order to be ready for the digital world that already is a reality. Learn new methods and tools: capabilities of e-government, crowdfunding platforms, messengers, social media, "big data".

# SPECIALLY INVITED GUESTS ADDRESSED THE FORUM PARTICIPANTS:



#### **ROSTYSLAV PAVLENKO**

### Deputy Head of the Presidential Administration of Ukraine

"This Forum is a landmark not only for Ukraine, but also for Eastern Europe and the whole region. Importantly, it is filled with real content and is an excellent platform for sharing experiences, collaboratively finding solutions to overcome challenges.

Today, the National Council for Reforms has been set up in Ukraine, the Civil Society Development Strategy is in operation, the Coordination Council on Civil Society Development is functioning – but it is extremely important that civil society influences the "agenda" of these institutions and formulate draft decisions that they would adopt. So today, I urge you to work together"



### MARIE YOVANOVITCH

### The United States Ambassador to Ukraine

"Today you, the representatives of the civil society of Ukraine present here, continue the reforms and urge the authorities not to retreat from this path. You build effective democracy and the rule of law, provide accountability of the authorities and promote judicial reform, build new amalgamated communities and provide emergency assistance to those in need. You are everywhere – and that's how it should be! However, you, like no other, also know that it's really not easy. But you continue because you know: if you succeed, the whole of Ukraine will be successful! That is why we are proud of the support that we can provide to you through the United States Agency for International Development (USAID Ukraine), so that, thanks to your work, every citizen of Ukraine had an impact on the creation of a better society! "



#### UN Resident Coordinator and UNDP Resident Representative in Kyiv

"The UN is proud to be the partner of this Forum for the fifth consecutive time. Civil society organizations are critical for the implementation of very ambitious Sustainable Development Goals - 2030. Without your involvement here, on the ground, it is not possible to implement this plan of action. The UN will therefore continue to provide its support to Ukraine, which will include strengthening the capacity of civil society organizations, including thousands of organizations at the local level.

At the UN, we feel it is an honor to work with many of you who are present here today in this hall You advocate reforms at the national and local levels, have a constructive influence on authorities and change the country for the better "



### First Counsellor, Head of Section "Economic Cooperation, Social and Regional Development" of Delegation of the European Union to Ukraine

"Today, the Forum has come together to discuss issues of extreme importance, issues of practices of freedom. Freedom not in a sense of revolution or anarchy. Freedom as a way to overcome corruption and distrust, freedom as the participation of citizens in decision-making. Freedom is also an opportunity to make an informed and responsible choice. So I urge you to take active part in the Forum's work, to be critical and responsible – in order to build freedom not only in Ukraine but also in Europe. The European Union is one of the largest institutions that supports the development of civil society around the world and I can assure you that it will continue to do so. "







#### **OLENA LYTVYNENKO**

#### Deputy Head of the Council of Europe Office in Ukraine

"On behalf of all the institutions of the Council of Europe, I congratulate all the participants of the Forum, which we are joining for the second time. The Council of Europe, in accordance with its mandate, is working with the governments of the countries, yet at the same time, cooperation with civil society is expanding and developing every year. Civil society itself is the bearer of European values - transparency, openness, democracy and the rule of law. These are the organizations that monitor the reforms, find weaknesses and suggest solutions to them, based on a thorough expertise and on professional conclusions. Civic organizations offer their shoulders when the government does not cope. Just a few examples - the creation of public broadcasting, the protection of the rights of internally displaced persons, anti-corruption reform. They are the bearers of project thinking, innovation and creativity. And it is crutial, that these skills are transferred to the government today. So do not stop this wave, disseminate these practices - these positive practices of freedom - from the center to the regions, and the Council of Europe will continue to support civil society! "

#### BARRY REED

#### Manager of USAID DOBRE program

"We work at level of communities and have recently conducted a special survey to find out about the level of engagement of their citizens. It is critically low and this is a challenge that you, civil society representatives, have to overcome. After the decentralization reform all decisions will be made at the local level - that is why it is important to be able to involve citizens, listen and hear their voice, encourage them to participate in life and problem solving.

I encourage you and our program will insist that only the cooperation of local activists and local authorities is going to guarantee creation of successful communities. We have people who have succeeded here with us today – please ask them to share their experience, learn their practices and implement them in your communities. And may you be merry today!"



#### **VOLODYMYR SHEYHUS**

#### Director of ISAR Ednannia, organiser of the Forum

"The Forum has already become a grand event, without analogues even in Europe. Us and you, participants and partners of the Forum, have set this trend - to talk about organizational development, proving its relevance. Civil society activists, as a rule, unite around problem solving, get inspired by positive changes, and work for the good of society. The only thing we lack in order to be even more influential is professionalism. After all, we can influence the changes of the whole society if we act systematically - and this is exactly what we can achieve by expanding our professionalism.

Life is changing at the community level, so we are delighted to welcome local initiatives among the Forum's participants today, and we are happy to welcome young people – this means that tomorrow everything will be all right with the civic movement and with Ukraine."









### **DISCUSSIONS HELD AT THE FORUM**

- Freedom of civil society: one step forward, or back
- Peace and Security in Ukraine: The Role of Women in the Establishment of Sustainable Peace
- Intellectual freedom of civil society
- Unusual Ukraine: What surprises Peace Corps volunteers
  most in our non-profit organizations
- Whales and sharks: how to create a fruitful interaction between civic organizations and the media
- Civil society controlled by civil society
- How to overcome distrust

- Adult education centers: Is community development possible without citizen development?
- People, structures, processes three whales of public administration. How to make changes inevitable?
- Who owns our community?
- City and community: mutual influence and consequences of reactions
- Feeling like a host: the role of business in the development and activation of communities
- Tools for involving young people in community decisionmaking

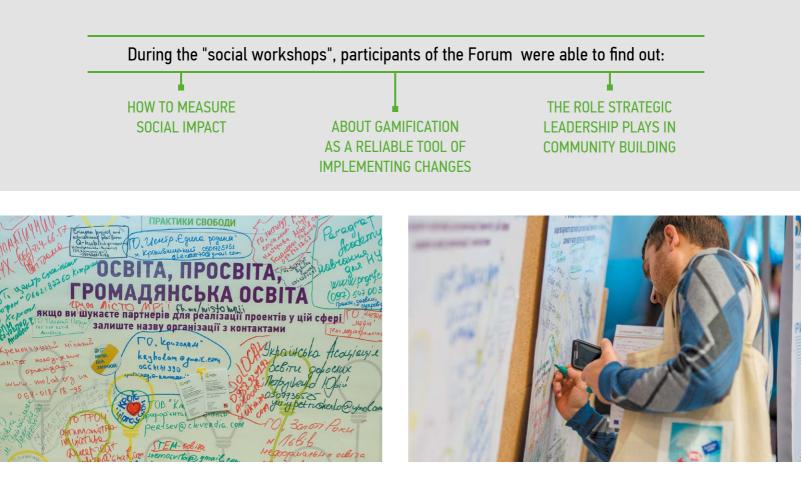




Probably the highest number of participants of the Forum attended event called "Hang out with Donors", during which the representatives of the donor organizations had an opportunity to present their priorities in work with the Ukrainian civil society in 2018.

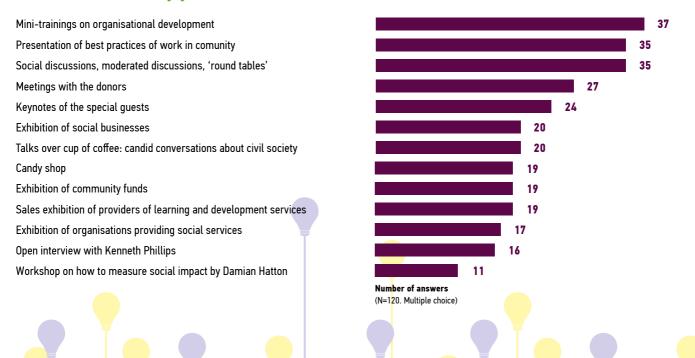






"Patterns of Freedom" was the name of the space for networking and establishment of partnerships. Anyone interested could leave their contacts in order to find partners for the implementation of projects and joint activities. According to the participants themselves, networking is one of the most valuable opportunities offered by the Forum.

### Which Forum activity you found to be most useful?





ПЕТРО МАКОВСЬКИЙ добавил 11 новых фото — с Ігором Коверданом и Святославом Сурмой

Неймовірна енергетика учасників Форуму організаційного розвитку #freedom4UA . Найвища концент

люди оздоровлювалися, тут речі

Олександр Чепур добавил 7 новых фото. 16 ноября · Киев · 🚱



кадром 🙂 Велика кількість диск регіонального хабу.

Одна з ключових думок: ми не можемо вдавати свободу, вдавати



#форумОрганізаційногоРозвитку #ПрактикиСвободи #freedom4ua

### More reviews of the Forum can be accessed here: **bit.ly/2BlvmUc**

Одна із важливіших подій для громадянського суспільства в Україні Форум організаційного розвитку громадянського суспільства Все, від гри Світ Громад, обговорення загрозливих тенденцій наступу на громадські організації до спілкування з донорами та співпраці з поліцією! Дякую Isar Ednannia за таку різноманітність цікавих інструментів, ідей та постатей, які зібрав форум, за можливість зустрітися з колегами та отримати нові Форум організаційного розвитку ресурси для організаціного розвитку нашої організації насьгодні вже, як

відповідальності громадян.

 Ниститут лідерства та управління УКУ добавил(-а) 8 новых фото — — Ступшент громадянське суспільство с Yevgen Pottenko и еще 4 16 небря: Киез € \_\_\_\_\_ Марина Говорухина сейчас: Марина Говорухина сейчас здесь. • Olympic NSC

Привіт усім із Форум організаційн Тут багато наших випускників, сті Спільнота #IRV сіст Спільнота #ІЛУ відіграє важливу суспільства. У програмі багато обговорень, ма 🔄 відбулася зустріч випускі 🔝 триває тренінг "Уп юму середовищі" від Natali

🔄 ще сьогодні Sofia-Julia Sydore розповість, як успішно сплануват кампанію на основі досвіду Інсти завтра візьме участь у дискусії М Творимо зміни разом! #freedom4



"We understood that organisational development is a painful but absolutely necessary process, we cannot go further without it. Policies and procedures are not obligatory, but we need them to quickly integrate new people in our work and not to get confused on our own. Therefore organisational development is our priority for 2018. In addition, we met with old and new partners and were able to get inspired by their successes." <sup>1</sup>



33 best trainers conducted mini-trainings during the Forum. Their participants had an opportunity to undergo the instant diagnosis of the capabilities of their organisations and similarly quick opportunity to improve them. «Capacity LAB» and «PR Lab» also were held.



Participants of exhibitions had an opportunity to share their products and services, exchange experience and contacts:

EXHIBITION OF SOCIAL BUSINESSES

EXHIBITION OF ORGANISATIONS PROVIDING SOCIAL SERVICES SALES EXHIBITION OF PROVIDERS OF LEARNING AND DEVELOPMENT SERVICES

EXHIBITION OF COMMUNITY FOUNDATIONS





<sup>1</sup> All following quotations are from the anonymous poll conducted about the results of the Forum.



Kenneth Phillips, a consultant on strategic fundraising, strategic planning and leadership with 40 years of experience in the field of organizational development of non-profit organizations in the United States, Romania, Belarus, Colombia and Ukraine, attended the Forum's Open Interview. In a conversation with Tetyana Minenko (ISAR Ednannia), Ken shared his most successful fundraising strategies, "10 iron rules of effective fundraising," and his own vision of global trends in fundraising.



"I participated in all Forums. It's nice when more and more professional speakers, representatives of other countries attend the event, creating opportunities for exchange of experience. Every time something new is happening, something more significant and this is very pleasant. Forum's quality increases each year."

Even Forum's coffee break was useful and meaningful. After all, during it participants could meet the most reputable public figures, people who have long been working in this field and have significant achievements. "Candid conversations about civil society" held at the Forum were attended by: Lyubov Palyvoda, Anatoliy Tkachuk, Dmytro Sherembey, Oleksandra Baklanova, Nataliya Karbovska, Yevhen Zakharov, Ruslan Kraplych.



The organizational development Forum always has a tremendous impact on me and my colleagues. The most recent Forum actually felt like a family holiday – you meet here people whom you know very well and can relate to and you plan with them the next year of your activity.

"Candy shop" - is one of the most popular forms of work during the Forum. It's a place where you can discover new things and meet new people. Relaxed communication here takes place at little tables, just like in real coffee shop. 54 hosts and hostesses of tables presented their themes and facilitated the exchange of views among those who were interested in them.



"Surprisingly, at the Forum, I found interested donors from local business mileu. They are ready to support projects similar to ours in another oblast."

"I am really grateful to the organizers of the forum for the possibility to feel myself useful for the society, to learn, develop and work even more and better. My motivation and self-esteem increased exponentially, I literally grew wings :) "

More than a third of the Forum's participants indicated that they found presentations of best practices of work in the community to be the most useful format of work during the Forum. Practices of involving community in solving local problems, new and proven tools for working with the community, methods for activating youth in the community, and many other relevant issues were highlighted during the second day of the Forum.



Participants of the Forum had a unique opportunity to try themselves as players of "IDP's wandering", in order to experience step-by-step the path of the internally displaced person in the game format: from the decision to resettle until the moment when the person becomes fully adapted to life in the new community.



"The Forum always is a step out of one's comfort zone, to accompaniment of bright ideas voiced by exquisite speakers who know how to change the world. This year's Forum seemed to be very special, since its mission was easy to relate to. This was the best among the best Forums of ISAR Ednannia!"

The opportunity to run the idea of social business by real "sharks" in this field was another "highlight" of the Forum. Workshop "Social entrepreneurship: practical advice from those who succeeded" delivered a firm main conclusion: social business is, first of all, a business. A well-calculated business plan, good quality and impeccable service will help you compete in any market.



"Participation in the Forum made it possible to organize the priorities of our activity. This is an incredibly successful platform for sharing experiences and generating new ideas. We have found new partners and new friends!"

Club of Public Organizations PR "Piranha" was the special guest of the Forum. In addition to trainings and master classes it held prize giving ceremony of the first independent public PR rating "Piranha of the Year".

"YOU MADE IT! For many years, there have been attempts to organize regular civil society Forums. But something was wrong. It was not working... Or people weren't getting any kicks out of it. And it was precisely at the last Forum that you have organised, that some sort of qualitative shift happened – it became a general gathering one wants to attend not because of the benefits. But just to hang out here ... "



**Ruslan Kraplych** 

**BEST TRAINER** according to the voting of Forum's participants:



Oleksandra Baklanova

**BEST INSTITUTION (ORGANISATION)** according to the voting of Forum's participants:



**Dmytri Yakymets** 

Paragraf Social Consulting



The Institute of leadership and management UCU



The Institute of professional fundraising

At closing of the Forum, the executive director of ISAR Ednannia Volodymyr Sheyhus thanked all donors who helped to organise the Forum, as well as dozens of engaged activists who sincerely shared ideas and contacts and inspired the Forum to new discoveries!







JOIN US AND LETS CREATE THE NEXT FORUM TOGENER!



Every year the Civil Society Development Forum is organised for you by ISAR Ednannia, Ukrainian civic organization. We are strengthening civil society through strengthening of non-profit organizations, development of local philanthropy and support for agents of positive social change. Find us at:

### ednannia.ua

f facebook.com/isar.ednannia



thanks to the sincere support of the American people provided through the United States Agency for International Development (USAID).