



# USAID | UKRAINE

FROM THE AMERICAN PEOPLE

## CIVIL SOCIETY AND MEDIA



NGOs use media as a tool to inform the public of decisions and policies being considered by their leaders. (Photo: Illia Gladshstein)

### THE CHALLENGE

Citizens and civil society organizations are increasingly active in engaging government policy makers, but they often lack the advocacy skills and influence to advance the country's reform agenda. NGOs need long-term solutions for their institutional sustainability, as they still rely heavily on international donor funds due to underdeveloped domestic donor support.

Ukraine's media institutions play a crucial role in promoting and facilitating the country's democratic consolidation and European integration. The influence of commercial and political interests, however, makes it difficult for traditional media to perform their role as guardians of the public interest and providers of independent information.

Most trade unions remain scattered among the pro-government Federation and the opposition-affiliated Confederation, and represent only a few industries, mainly teachers, medical professionals and heavy industry workers. Democratic trade unions are often excluded from participating in collective bargaining and social dialogue with the government and employer associations.

### OVERVIEW

Non-governmental organizations (NGOs), labor unions and media play a critical role in safeguarding democratic values and fostering accountable governance. USAID assistance helps consolidate Ukraine's democratic advances by promoting independent media, supporting democratic labor unions, and further strengthening civil society. USAID programs support increased civic engagement in policy-making, while strengthening NGO institutional capacity and promoting greater cooperation and experience sharing within the sector. USAID assistance fosters independent, professional Ukrainian media by increasing journalism skills, supporting modern media legislation, and building the institutional capacity of organizations that support media freedom and quality journalism. USAID programs help strengthen workers' rights by supporting democratic trade unions, promoting international labor standards, and improving workers' access to justice.

### OUR PROGRAMS

#### Civil Society Development

USAID's civil society program in Ukraine fosters civic activism, boost reforms, and build sustainable NGOs. *The Ukraine National Initiatives to Enhance Reforms* (UNITER) project strengthens the capacity of leading Ukrainian NGOs and community leaders to better represent citizens' interests, and drive Ukraine's reform agenda through more effective advocacy, monitoring and activism. The project assists NGOs to increase citizen participation in policy-making, establish legal frameworks that govern civil society, and improve the institutional and financial viability of NGOs across the country.

#### Media Development

*The Ukraine Media (U-Media) Project* promotes the development of a free, vibrant and professional media sector that provides a wide range of useful news and information, serves as a watchdog for the public interest, and defends freedom of speech. Through technical assistance, capacity building grants, and training, *U-Media* improves media monitoring and investigative journalism, increases media literacy and utilization of new media technologies, provides legal support to journalists and media outlets, and facilitates media and civil-society partnerships.

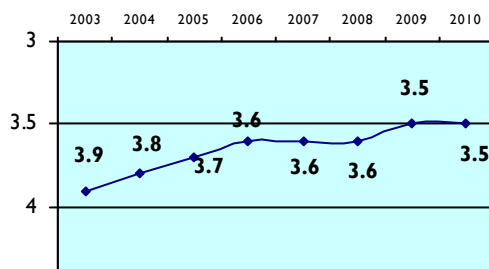
#### Promoting Worker and Trade Union Rights

*The Solidarity Center* supports Ukrainian union efforts to bring Ukrainian laws into compliance with international labor standards and promote those standards to the general population. It partners with independent and democratic trade unions to

## PROGRAM OBJECTIVES

- NGOs better represent citizen's interests and drive the reform agenda through more effective advocacy, monitoring and activism.
- NGOs are transparently governed, capably managed, and more financially sustainable with less dependence on foreign donors.
- The relevant legislative framework for civil society and media approaches European standards.
- Media fulfill public service oversight role and provide useful, reliable and objective news and information.
- Robust media-sector NGOs function in the professional interests of independent media.
- Workers' rights and livelihoods are protected and international labor standards promoted through stronger democratic labor unions and NGOs.

## NGO Sustainability Index (7→1)



(Source: IREX)

## IMPLEMENTING PARTNERS

### Civil Society Programs:

Pact Inc.

### Media Development Programs:

Internews Network

### Worker Rights Programs:

American Center for International Labor Solidarity

For more information, please contact  
**USAID/Ukraine Development  
Outreach & Communications,**  
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<http://ukraine.usaid.gov> or  
[http://www.facebook.com/  
USAIDUkraine](http://www.facebook.com/USAIDUkraine)

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protect and strengthen the rights of workers to freely associate, bargain collectively for better working conditions, and participate in the legislative process and democratic development of Ukraine.

## PROGRAM HIGHLIGHTS

### Civil Society Development

- USAID assistance strengthened the internal organizational capacity of over 200 civil society organizations.
- UNITER awarded 209 grants totaling nearly \$5.5 million for local and national projects throughout Ukraine. Among these, 46 grants totaling \$541,000 were awarded in Crimea. Forty-two young Crimea civic activists participated in the Civic Innovation Fellowship.
- UNITER's *Local Advocacy Grants Program* united the efforts of Ukrainian NGOs to advocate for citizen interests and national reforms, resulting in the adoption of 50 local, 12 national and 4 Crimean policies or laws.
- Through the efforts of UNITER and its partner East Europe Foundation to increase NGO financial sustainability, 36 of the 56 organizations receiving USAID support for local projects have attracted at least 10 percent of their funding from Ukrainian citizens, businesses and local governments.

### Media Development

- Since 2008, the USAID *U-Media* program has awarded 116 grants totaling \$3.75 million to 51 local media NGOs, research institutions, media outlets and civic organizations throughout Ukraine. Approximately 1,400 journalists were trained in professional standards, investigative journalism, new media tools and advocating for media sector legislation.
- In 2009-2011, USAID expanded the *U-Media* program in Crimea to support increased citizen access to information and participation in local decision-making. In 2011 *U-Media* grantees trained 250 young journalists in Crimea who produced more than 630 feature stories and news spots appearing in local newspapers, radio and TV.
- In 2011 Legal Reform Assistance Coalition partners proposed 16 legislative amendments to improve access to public information, television and radio licensing, transborder broadcasting, TV digitalization, and public broadcasting. Coalition partners also provided more than 80 oral and 150 written legal consultations and pre-publication analyses for journalists and editors, while representing media outlets in nine court cases.

### Promoting Worker and Trade Union Rights

- Solidarity Center established a *Worker Rights Center* in Crimea, helping workers address workplace problems, educating them about rights to associate and bargain collectively to improve living conditions and workplace safety.