

FINAL NARRATIVE REPORT

Name of project: Making People's Voice Sound
Activity number: Matra KAP 08/23
Reporting period: 1/09/2008 – 20/06/2009
Organization: GURT Resource Centre for NGO Development
Date of report: 7/07/2009
Duration of project: 1/09/2008 – 20/06/2009

1. GENERAL INFORMATION

Context of activity at the outset

As a result of work with regional NGOs and local authorities we would define the following problems connected with low capacities of regional NGOs in organising lobbying campaigns: lack of understanding what public diplomacy is and lack of practical skills in organizing and conducting lobbying campaigns and lack of NGOs skills in gaining support from their constituents and also in building communication with main audiences – media, state authorities, businesses in order to gain support.

Overall project goals and objectives

In realization of the project “Making People's Voice Sound” the overall project goal was to improve public diplomacy and lobbying skills of local and regional non-governmental organizations.

Target groups

The **target groups** of the project were defined as following:

- representatives of local and regional non-governmental organizations working in 7 oblasts of Ukraine – Kyivska, Chernihivska, Poltavska, Zhytomyrska, Sumska, Cherkaska, Rivnenska who will participate in the trainings.
- other NGOs, local media, state authorities, and socially active citizens who will get access to training materials placed on the project web-page.

Short-term results

The following short-term results were reached:

- 126 local NGO leaders received new knowledge and skills in public diplomacy and lobbying,
- training programs and training materials are developed and placed on the project web-page,
- project web-page is developed and regularly updated with information materials,
- participants mailing list is created and used for information exchange,
- project participant's initiatives on providing advocacy campaigns are successfully realized.

2. PROJECT ACTIVITIES

Planned activities

GURT planned to undertake the following *project activities*:

- development of training program and training materials,
- announcing calls for training participants,
- selecting training participants,
- conducting trainings,
- developing project web-page, updating it with information, creating participants' mailing list.

GURT completed all activities within agreed period.

3. DESCRIPTION OF PROJECT ACTIVITIES

Selecting project participants

All trainings, conducted during the project, were based on local needs assessment, the materials of all trainings were adjusted to the specific problems of every community.

The project was started by announcing calls for training participants. The call were disseminating among NGOs active in selected target oblasts with the help of the GURT electronic newsletter, GURT web-portal (<http://www.gurt.org.ua/news/trainings/651/>, <http://www.gurt.org.ua/news/trainings/1695/>, <http://www.gurt.org.ua/news/trainings/1525/>), a network of regional partners and other internet portals of civil society in Ukraine (<http://ngo.donetsk.ua/grants/1409>, http://3sektor.blogspot.com/2009/02/blog-post_224.html).

The participants were selected according to the criteria of their participation in the life of the community, commitment to the NGO sector, experience and knowledge of civil society in Ukraine, a high level of motivation, defined possible field of implementing the gained knowledge.

Overall in the project took part 126 participants from target oblast, who represented the local NGOs that work with different problems of their communities. For example, in the project were involved following NGOs: NGO "For Chernihiv", "League of Ukrainian Youth "Young Power", "Democratic Alliance", NGO of Zhytomyr "Modern Format", ANGO Resource Centre etc, Youth NGO of Chernihiv "Youth - XXI age".

Conducting trainings

The special feature of the project is that all activities held during the project realization were adjusted to the solution of the current problems of every community.

During the project realizations 7 trainings on advocacy for representatives of local and non-governmental organizations working in 7 oblasts of Ukraine (Kyivska,

Chernigivska, Poltavska, Zhytomyrska, Sumska, Cherkaska and Rivnenska oblasts) were held.

The following **topics** were selected for the trainings by local communities:

- "Advocacy: increasing the effectiveness of children's rights protection in Poltava", Poltava, 13-14 March 2009
- "Advocacy: an effective development of committees of the condominium inhabitants", Chernigiv, 28 February - 1 March 2009
- "Advocacy: fair tariffs for communal services in Cherkasy", Cherkasy, 7-8 February 2009
- "Advocacy: principles, instruments, campaigns and coalitions", Kyiv, 21-22 February 2009
- "Advocacy: an effective realization of youth policy", Zhytomyr, 13-14 December 2008
- Advocacy: effective usage of the community symbols", Rivne, 11-12 December 2008
- "Advocacy: creating communal institutions", Sumy 8-9 November 2008

Trainers: Viktor Bobyrenko and Hanna Kiyashchenko.

The training materials included the main common features. Such features are focused in the training materials in the main topics:

- organizing lobbying campaigns,
- using tools helping to gain support from constituents, building relationships with citizens,
- ensuring access to information, using tools for dissemination of information on the rights of vulnerable groups, procedures in the state institutions,
- discussion and training assignments around the real specific problems in every community.

All trainings included the following main parts:

- general review of the topic, advocacy terms;
- practical examples of advocacy, successful stories of advocacy in Ukraine. Wheel of advocacy;
- levels, principles and mechanisms of decision making;
- analysis of the participants of advocacy process, selecting a target group, selecting an alternative;
- advocacy campaign, coalition and its types;
- main messages of the advocacy campaign;
- a scheme of the work of the network, resources, instruments;
- developing an advocacy campaign plan for solution of a real specific problem.

The trainings were conducted by Victor Bobyrenko, Head of Department for youth and sport of Sumy oblast state administration, and Hanna Kiyaschenko, Head of Poltava Social Service of Ukraine.

Developing project web-site

Also during the project realization a project web-site (<http://advocacy.gurt.org.ua/index.php>) was developed.

The project web-site was created as an information tool for the communication between the project participants, trainers, GURT Resource Centre and effective information exchange. Project web-site was also used for informing project participants about the project events.

The project web-site is a platform for dissemination of the training materials and training workouts.

According to the structure the project web-site included following parts:

- general news, related to the topic “Advocacy” (<http://advocacy.gurt.org.ua/>),
- “Advocacy in action” – section that contains examples and stories of successful advocacy campaigns in different regions of Ukraine, video materials on advocacy (http://advocacy.gurt.org.ua/index.php?option=com_content&view=section&layout=blog&id=11&Itemid=68),
- section “Resources” (http://advocacy.gurt.org.ua/index.php?option=com_docman&Itemid=54) and that contain training materials, general information about advocacy, materials on advocacy, available in internet.
- section “Announcements” (http://advocacy.gurt.org.ua/index.php?option=com_content&view=section&layout=blog&id=12&Itemid=67), where all information related to the project activities was placed.

The project web-site was also used for dissemination of the training materials and training workouts.

4. PROJECT IMPACT

The project impact is illustrated by the following stories of successful advocacy campaigns in the target cities.

- **Training “Advocacy: an effective management of community symbols”, Rivne, 11-12 December 2008**

In the training took part representatives of the local governments of Rivne oblast. During the training become familiar with effective ways of protection of their names. One of such ways is recognizing the names as official symbols. This mechanism help the communities to get additional funding to the local budgets from the businessmen who use this symbol in their activities. 16 representatives of local governments, who participated in the project, initiated an assertion of the list of official symbols by the local governments. This list is now used by the state tax inspection to get payments from the businessmen for the local budgets.

- **Training “Advocacy: an effective realization of youth policy in Zhytomyr”, Zhytomyr, 13-14 December 2009**

In the training took part representatives of youth NGOs of Zhytomyr. The participants got skills of effective advocacy campaigns. After participation in this training the youth NGOs initiated several youth programs in Zhytomyr. One of such initiatives is a TV-program that was initiated by youth NGO "Modern format" called "Fleshka", which started on the city TV-channel in March 2009. This TV-program is now supported by Zhytomyr city council and Zhytomyr oblast state administration. This program is aimed rise awareness in the local community on the problems of children and youth policy in the city.

▪ **Training "Advocacy: principles, instruments, campaigns and coalitions", Kyiv, 21-22 February 2009**

In the training took part participants from three different cities: Poltava, Lviv and Mykolaiv, who work in the sphere of childcare and protection of children's rights. The skills gained in the training resulted in the decisions to create coalitions of CSOs that work in the area of childcare system.

In Mykoliaiv the coalition made the analysis of the existing problems in the protection of children rights in their city and resources that are available in the community. Based on the results of such analysis the coalition has chosen its main goal: to create an instrument for a contest support of the CSOs that work with children and provide services for children and their families.

There is also created such a coalition in Lviv, where the representatives of CSOs that work with children defined their mail task: to develop a set of social innovations for an effective protection of children rights.

▪ **Training "Advocacy: increasing the effectiveness of children's rights protection in Poltava", Poltava, 13-14 March 2009**

This training strengthened the results of the training that was conducted in Kyiv. As the result of both trainings in Poltava was held a meeting of a coalition of CSOs that work with children. The coalition defined the following directions of it's work:

- Development of a city program "Poltava: city friendly to a child".
- Development of a mechanism of social ordering.
- A complex support of families with children.
- Development of the needs assessment methodology in the area of childcare system.
- Creating a "University of aware family creation".
- Supporting of advocacy campaigns on children's rights protection.
- Development of a study course "Children rights" for Poltava pedagogical university.
- Creation of a committee that will control different forms of discrimination.

▪ **Training "Advocacy: fair tariffs for communal services in Cherkasy", Cherkasy, 7-8 February 2009**

In this training in Cherkasy took part a representative of an initiative group of one of the apartment committees of Cherkasy. For a long period of time this committee tried to solve a problem of car traffic near a playground of their condominium.

Gained useful skills on the training the representatives of the apartment committee started a campaign on protection of the playground territory. They got support from the state service and got permission to plant trees on the territory. 18 inhabitants of

the condominium planted trees on the dispute territory and concreted three trumpets. Also the initiative group got the permission to install the appropriate sign, which negotiates the car traffic on this territory (*Annex 5*).

The second result of the project in Cherkasy is related to the changes of tariffs in the town. After the discussions of the tariffs in the Cherkasy on the training in February, there started a protest campaign in the town. This campaign resulted in reduction of tariffs for services provided by departments of exploitation of town districts. From the April 1, 2009 this tariffs in Cherkasy were reduced on 8 %. Also there were an inquiry to the public prosecutor to inspect the activity of the departments of exploitation of town districts. As a result of such inspection present tariffs for services provided by departments of exploitation of town districts were protested in the court.

5. PROJECT PRESS-COVERAGE

The project “Making people’s voice sound” and project activities were promoted in the internet on different internet portals of civil society of Ukraine:

- Portal of non-political news NGO.Donetsk.ua (<http://ngo.donetsk.ua/grants/1409>),
- Portal “Civil Society” (http://3sektor.blogspot.com/2009/02/blog-post_224.html),
- <http://www.civicua.org/news/view.html?q=1169154>,
- Portal of Ukrainian Humanists (http://new.humanism.org.ua/index.php?option=com_content&task=view&id=623&Itemid=34),
- “Literature Forum” (<http://www.litforum.org/news.php?p=109>),
- Web-portal of Chernihiv youth organization “Batkivshchyna moloda” (http://bm.org.ua/article/show/alias/news/article_id/1117).

The project results were disseminated via web-site of GURT Resource Centre, GURT electronic newsletter, and project web-site.

6. CONCLUSIONS

After evaluating project results and project impact the following conclusions were done:

- 1) The trainings, conducted during the project, were very important and useful for local communities. They can be treated as a real push for active members of the local communities to start initiatives that improve their life. The initiatives that were started after the trainings resulted in positive changes in every community.
- 2) The topics of trainings were based on local needs analysis. Such method of development training programs resulted in great interest to the trainings in local communities that allowed select participants of high level, who could implement their initiatives.
- 3) The successful implementation of local initiatives and great interest to the project in local communities shows the importance of such projects. This project showed that the project methodology should be disseminated to other communities of Ukraine to start positive changes on local levels.
- 4) After the meeting of GURT representative with the representative of MATRA KAP Program GURT plans to initiate an exchange of links between the websites of organizations that took part in the training for further dissemination of project results.

Report approved by

Tetyana Danyliv
Director