



GURT Resource Centre

InForm Civil Society in Ukraine

Annual Report 2010

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Strategic Mission

GURT's mission is to foster societal transformations Ukraine by developing and using the potential of civil society organizations

GURT Resource Centre is the leading national centre for societal information and expertise that promotes societal transformations fostering the role of civil society. Since 1995 we have been committed to a better Ukraine through strengthening civil society.

Strategic Goals

To create access to socially important information for main community stake-holders (CSOs, businesses, state institutions, media) through further development of the decentralized network of civil society reporters and experts.

To promote societal transformations in Ukraine being a gateway for innovations, best national and international practices.

To facilitate building of positive reputation of Ukrainian civil society by fostering transparency, accountability, and performance standards among CSOs.

Strategic objective I

To create access to socially important information for main community stakeholder (CSOs, businesses, state institutions, media) through further development of the network of civil society reporters and experts.

#1 CSOs Web portal in Ukraine

Ukrainian civil society stakeholders, national and international organizations, donor structures, governmental institutions recognize GURT web-portal as innovative, leading Internet-resource for CSOs that has established its own brand and positive reputation in sector. The year 2010 was marked by a number of significant achievements for GURT web-portal: online event broadcastings, blogs for experts, online conferences, rates, polls. In addition, online consultations reached out to many Ukrainians, thus, increasing the role of civil society.

Audience dynamics

01.09.2008 - 13.12.2010



News

7357 published on GURT
2300 out of 7000 is support of societal initiatives
15 event online broadcasts
1100 fans in group
780 readers
336 videos in GURT videoarchive

Supported



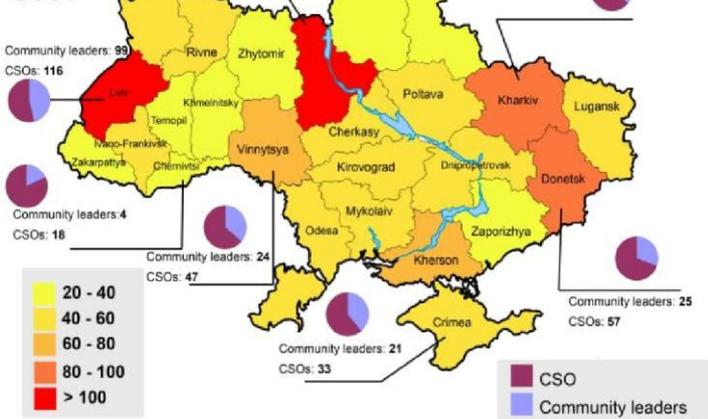
From August 2008 number of web-portal visitors increased in 18 times (UA net audience increased in 2,5 times).

During 2 years 714 449 users visited GURT web-portal.

Community of Civil Society Leaders and Experts

Audience allocation

Total number of users
3057



Modern leadership demands from CSO leaders skills and knowledge on information delivery about their organization. In 2010 GURT became well-known not only for its work as informational web-portal for CSOs, but also for its role in strengthening the community of CSO leaders in Ukraine. The web-portal has grown to become a communication platform for civil society leaders where they can exchange information help each other to solve common problems, and venue for barnstorming about new techniques for implementing joint initiatives. Currently, the web-portal has **3000 registered users from all regions of Ukraine.**

Providing new services for CSOs

Opinion Makers



The most active bloggers

| Blogger Name | Number of Blog Posts |
|--------------------|----------------------|
| Mykhailo Izyumskiy | 70 |
| Yegor Kravchuk | 32 |
| Artur Kocharyan | 51 |
| Liliya Dmytrenko | 31 |
| Vasyl Poluyko | 23 |
| Tetyana Borodyna | 20 |
| Ganna Gopko | 15 |
| Ganna Meshyshyna | 15 |
| Ayder Seytosmanov | 13 |
| Vitaliy Moroz | 12 |

number of blog posts

GURT is the first web-portal in Ukraine that developed unique services for CSOs. These services include: experts' blogs, interactive fundraising tool-kit "DonorGate", on-line coverage of events, on-line consultations, and video-conferences.

Blogs

Through experts' blogs Ukrainian CSOs have gained not only the instrument necessary for exchange of information about their activities, but also a possibility to form a public opinion on related issues, to develop positive reputation of their organizations in any particular area and of the sector in general.

Advice about seeking funding opportunities, civic education, human rights is some of the most discussed topics among bloggers.

Online consultations and conferences

Every Saturday via the experts' blogs web-portal users conducted thematic on-line consultations. These consultations provide real opportunities for CSOs, CBOs and activists to get access to different types of communication and sharing work

Victor Bobyrenko, chief of Sumy Oblast Administration Youth and Sports Department in 2005-2010
"Creation of Civic Councils"

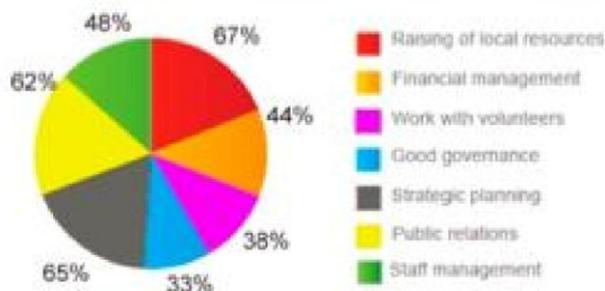
Yakiv Rogalin, director of Donetsk "Dobr"
"Fundraising"

Maksym Lacyba, project coordinator of UCIPR
"Adoption of new Charity Law in Ukraine"

Ruslan Kraplych, director of IRF anti-crisis Programm
"IRF Anti-crisis Programm"

experiences. One of the most perspective trends, we have identified in our communication relations agenda is online public broadcasting. In particular, by the means of Ustream, YouTube services we have managed to attract numerous audiences. In modern times, average Ukrainian citizens are more likely to watch online materials which convey clear messages about current political challenges that Ukraine faces as a country than to read long analytical texts.

Spheres of CSO competence that need priority development for effectiveness increase



Polls

In 2010, GURT started to use GURT polls as a new instrument of social marketing and public opinion research. With the help of this instrument, we raised questions and attracted attention to the important issues about civil society development where are often not adequately addressed in Ukraine's public arena. Public opinion research about civil society projects is a relatively new phenomenon in Ukraine.

Some of our most informative topics of the polls included the following questions:

- Who should determine donor priorities in Ukraine?
- How does your organization involve volunteers?
- What donor initiative is the most effective in Ukraine?

Media Partner for CSO's Initiatives and Advocacy Campaigns

GURT provides media support to societal initiatives and attracts attention of key stake-holders to the topics that are not properly reflected in the traditional media.

In 2010 **every fourth message** on GURT web-portal was related to a new local initiative for which it was difficult to find informational support on regional and national level. Especially, it was challenging to disseminate gained within those initiatives experience whose experience.

GURT's support of societal initiatives helps:

- To increase the influence of the initiative
- To involve new audiences to societal actions

- To involve additional funds
- To disseminate experience to other communities

Developing Communication Infrastructure for Ukrainian Civil Society

Our significant increase in the number of registered users and number of news posts published on GURT web-portal has led to critical load level on GURT technical platform. Due to this critical load some problems in work of web-portal and e-newsletter have occurred in March. To address this need of quick technical platform modernization, we appealed to our users for help. We are grateful to those, who supported GURT web-portal with donations.

The International Renaissance Foundation supported GURT's idea of web-portal modernization and strategic development of civil society communication infrastructure. In 2011 GURT staff is planning to finalize technical improvement of the platform and to create new opportunities for web-portal users.

At the end of 2010 year, GURT also gained support from Microsoft Software Donation Program and received Microsoft Office and Project management software donation in sum of \$25,000 which will further optimize the work of organization and increase its informational security.

TRENDS

New technical decisions, IT-tools, free services lead to "digitalizing" of consumers

Big digital gap between big cities and villages

Social services makes easier to communicate with CSO experts and to get expertise on certain issue

Government demonstrates a desire to control the informational space

Prototypes of "clever" internet-resources appear on market

Problem of security of private information becomes urgent in the process of new IT-tools use

Strategic Objective II

To promote societal transformations in Ukraine being a gateway for innovations, best national and international practices

Strengthening the role of civil society in protection of children rights

During 2008-2010 GURT implemented an innovative project in the area of protection of children rights [“Strengthening the Role of Civil Society in Protection of Children’s Rights”](#). The project’s goal was to strengthen the role of civil society in protection of the rights of vulnerable children to grow up in a family or family type care.

Due to the capacity building component of the project a community of experts working in the “fields” was created that made the discussions on the role of CSOs in protecting children rights more professional and conscious. As a result, Coalitions of CSOs on children rights were created for development and conduction of advocacy campaigns aimed to introduce changes in the childcare system on a local level. Based on the first Local Governments’ Performance Rating Model in Child Care previously conducted, the GURT experts conducted a number of consultations with local governmental authorities and CSOs which resulted in the production of common vision papers which reflect the current priorities of transformation and development of local childcare systems

5 innovative projects directed on improvement of the system of protection and provision of children rights and development of social services for children and vulnerable families were successfully implemented.

The successful experience on strengthening the role of local CSOs in protection of children rights was also spread to other communities during the First National Open Space on the Future of the childcare system in Ukraine [“What Changes do the Ukrainian Childcare System Needs?”](#). As a result of our promotional campaign for this project, 75 off-line and over 325 on-line participants took part in the Open Space project.

Linking communities together

feedback

The project objective to develop common vision in communities for transformation of childcare system with involvement local CSOs and local authorities in Poltava was totally reached. With joint efforts of Coalition of CSOs and local government a Coordination council on protection and provision of children rights was created for more effective cooperation on the community level. We hope that this achievement will make Poltava closer to our main aim – “Child Friendly City”! – Tetiana Ivanina, Advisor of Poltava Mayor on Gender and Family Issues, project participant.

In September 2010, GURT started a nine-month project **“Cross-border synergy for community development,”** supported by the Black Sea Trust for Regional Cooperation (Bucharest). The project aims to enhance cooperation between Ukrainian and Romanian civil society and community leaders through sharing experience in community mobilization and conduction of a wide information campaign. This project is implementing in cooperation with GURT’s Romanian partner FDSC (Bucharest).



The participants of the study tour established useful interpersonal links with Romanian local communities' leaders

In October 2010, GURT organized a five-day study tour for a group of local Ukrainian CSOs and representatives of local authorities to learn about community development projects in Romania. The participants (10 persons) of the study tour learned about the experience of Romanian grassroots civil society organizations and initiatives in community self-organization. In March 2011, GURT plans to conduct an Open Space conference on the topic of development of joint projects of Ukrainian and Romanian CSOs directed at introducing best Romanian practices in Ukrainian communities. GURT is also preparing a publication of the First toolkit on community self-organization.

feedback

"We are going to establish cooperation with the Horezu town. can realize joint youth project, in which youth from Trostyanets and Horezu will be able to participate in international camp "Toloka", and learns more about the Romania "- Oksana" Aharkova, Deputy Mayor of town Trostyanets.

Creating Equal Opportunities for Developing Small Entrepreneurs

In 2010, GURT within the EU-ILO project **"Gender Equality in the World of Work"** organized certification of 12 trainers and conducted a series of trainings on women entrepreneurship in 12 oblasts of Ukraine under the **"Start and Improve Your Business"** training program. As a result, 519 participants took part in the training sessions, which is 39 participants more than it was initially planned. After the trainings the majority of the women started to think on establishing their own businesses and make serious decisions in a business-like manner. The implementation of **"Start and Improve Your Business"** training programme in Ukraine made a huge impact on the development of women's-entrepreneurship in the regions and empowered many women to participate more actively in community life.



According to the trainees' feedback, over 100 of women are ready to start their own business.

feedback

I work as a recruiter and when a woman who had a small child came to me I used to talk her out of it at once because I thought that she would to often be on sick leave. But after the training I changed my attitude towards employment of vulnerable community members, said Natalia Nazaruk, children clothes shop owner

Strategic objective III

To facilitate building of positive reputation of Ukrainian civil society by fostering transparency, accountability, and performance standards among CSOs

CSO Capacity Building for Reforms in Ukraine

On November 18, 2010 GURT conducted the Annual Capacity Building Marketplace Fair which was a unique, dynamic event aimed on attracting attention of civil society organizations to the culture of institutional development by presenting new training services, societal innovations, and civil initiatives.

254 representatives of leading civil society organizations, donor and business organizations took part in this event (initially planned for 150 participants). The program included 33 providers of capacity building services who presented their services on the Fair.

As part of the project, GURT conducted 8 regional and 2 national round tables with involvement of key stake-holders which resulted in developing a common vision agenda on the CSO Capacity Building Market in Ukraine.



Within 18 workshops, expert discussions, presentations that were held as parallel events discussions on the future of CSO capacity building market were started.

Bringing Together Government and Civil Society

feedback

*Innovation, new ideas, new technologies are keeking into the sector and I applaud that. I have to say thanks to GURT Resource Centre for that. Because it's their drive for innovation, they drives to get you out here today that mean such a nice crowd arriving this morning. Beware, behave, because GURT is so innovative that it is now whatever we say here, whatever we do here is on air, on the Internet, - **Roland Covats**, Chief of Party UNITER Program*

In 2009, GURT became the partner of the project ["Strengthening civil society across borders to develop democracy,"](#) which was implemented by Euclid Network and supported by United Nations Democracy Fund.

The focus of the project included a series of round table meetings enabling senior representatives from government and civil society to meet and develop working relationship based on mutual trust and shared goals. Pursuing effective cooperation through identifying current challenges that all Ukrainians face as a country on its path to complete democratization was recognized by all participants and played a crucial role in uniting all for effective partnership building.

Another unique element of the project was its focus on utilizing indigenous expertise taken from the advice of colleagues who concentrate on transformations toward building strong and vibrant civil societies in other parts of Europe.

This approach has the potential to be replicated across the other regions of Ukraine, because started at the initiatives and mutual interests of both the Ukrainian government and civil society leaders.

In February 2011, as part of the project, GURT is planning to organize one-week educational trip to Brussels and London for local CSOs and local authorities' representatives. The purpose of the visit would be not only to gain deeper knowledge about what proper role civil society should play in a democratic state but also share different perspectives, exchange ideas about the implementation strategies of different projects and discuss the underlying issues toward building open, free and democratic states.



[Two-day training on NGO advocacy and networking](#) was conducted for 60 CSO representatives from Poltava, Luhans'k, Kherson and Sumy

Facilitating National Consultations on CSO Development Effectiveness

GURT, in partnership with the European NGO Confederation for Relief and Development (CONCORD) which represents 18 international networks and 25 national associations from the European Member States, together initiated the [First Ukrainian National Consultations on CSO Development Effectiveness](#). This initiative included on-line as well as off-line consultations with participants from over 140 civil society organizations and consultations with over 1200 experts and representatives of Ukrainian civil society sector.

As a result of these consultations, Ukrainian CSOs prepared their recommendations on CSO Development Effectiveness that were presented by GURT within the Open Forum on CSO Development Effectiveness.

Representing Ukrainian Civil Society At International Level

The results of First Ukrainian National Consultations on CSO Development Effectiveness were presented by GURT representatives at the **Open Forum on CSO Development Effectiveness**, which took place during September 28 - 30, 2010 in Istanbul. At the Open Forum, GURT was responsible for facilitating a multi-stakeholder roundtable "CSOs and Capacity Development" which provided interesting and thought-provoking discussions and exchange of ideas among experts.



Open space "CSOs in the processes in Ukraine: how CSOs can become effective agents of change i more than 50 representatives

[The results of the Forum are presented in the Global Assembly Report 2010.](#)

GURT is currently also participating in the ongoing **Structured Dialogue of the EU** with CSOs worldwide on future EU support to CSOs. In addition, GURT took part in the consultations within the Democracy and Human Rights Support Initiative during the Regional Seminar in Amman on 28 June - 2 July 2010.



Open Forum on CSO Development Effectiveness in Istanbul



Community Connection International Program for Media Support Organizations in Chicago

In 2010, GURT participated in the working group on preparation of Black Sea NGO Forum that aims to increase the level of dialogue and cooperation among civil society organizations in the wider Black Sea region, thus, serving as means for strengthening NGOs and their capacity to influence regional and national policies. At this forum GURT shared with the forum's participants about its achievements in strengthening the civil society in Ukraine by presenting

As a representative from the Ukrainian civil society organizations, GURT participated at **Eastern Partnership Civil Society Forum**, which took place during November 18-19, 2010 in Berlin. At this forum, GURT contributed to the development of recommendations for more effective implementation of the EaP Instrument and involvement of civil society to this process.

In its efforts to promote further cooperation with international CSOs, GURT seeks cooperation within and outside of the Eastern Partnership states. For example, in the area of culture and civic society, GURT participated in the **GO!East Conference** that took place on 20 October 2010 in Warsaw.



Black Sea NGO Forum in Constanta

Cumulative Expenditures

| Budget Line Item | USD |
|--|----------------|
| Salaries (including all taxes and social payments) | 44 688 |
| Travel for staff and subcontractors | 4 655 |
| Office rent | 10 608 |
| Communications (phone, Internet, mailing services) | 3 097 |
| Office supplies (including stationery for events, cartridges, toners) | 4 520 |
| Equipment and software | 162 |
| Bank services | 1 488 |
| Subcontractors (experts, consultants, trainers, authors) | 98 870 |
| Program activities (seminars, conferences, round tables, trainings, meetings, researches, subgrants) | 155 026 |
| Publications | 15 312 |
| Total | 338 426 |

Funding Sources

| Source | USD |
|--|----------------|
| C. S. Mott Foundation | 30 000 |
| European Commission | 61 693 |
| Pact Inc., subgrant USAID | 51 135 |
| The Black Sea Trust for Regional Cooperation (Project of the German Marshall Fund) | 24 705 |
| UNDEF (via Euclid Network) | 18 901 |
| CONCORD | 8 359 |
| International Labor Organization | 115 806 |
| Ukraine Social Investment Fund | 21 303 |
| IREX | 2 020 |
| Donations | 2 167 |
| Passive income | 2 337 |
| Total | 338 426 |

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