

**Partnership for Reform in Ukraine (PRU) Program**  
**A project of Freedom House**

funded by the  
**US Agency for International Development**

**Fourth Narrative Report**  
**Reporting Period: January 1, 2000- June 30, 2000**

**I. Executive Summary**

On June 15, 1998, the US Agency for International Development (USAID) signed a cooperative agreement with Freedom House (FH) to provide support for the Partnership for Reform in Ukraine (PRU) Program. The purpose of the PRU Program is to provide financial, training, networking, and technical assistance to non-governmental groups active in the research, development, advocacy, and implementation of initiatives that promote political and economic reform. In addition to grant-making and training initiatives that will build capacity and influence policy, this program places special emphasis on linking the Ukrainian think tanks with counterpart organizations throughout the CEE, especially Poland, and in the United States. This narrative report reviews activities undertaken during the fourth interim reporting period of January 1, 2000- June 30, 2000

Grants Program: Regional Project Grants Program: During the reporting period, FH awarded seven grants totaling \$105,878.

Visiting Fellows Program (U.S. Based internship training): FH sponsored two representatives from policy-oriented NGOs for individual internship programs with counterparts in the United States during the January-March 2000 session of the program.

American Volunteers for International Development (AVID): FH brought one AVID volunteer to Ukraine who spent three months strengthening the public relations capacity of five Ukrainian policy organizations.

Regional Integration and Networking Activities: Regional Exchanges: During this period, FH supported three regional exchanges involving six participants from organizations in two CEE countries. Regional Study Tours: FH organized three study tours to the United States, Hungary, and Bulgaria. Cross Border Workshops: FH partially sponsored one cross-border conference (topic: "Public Leadership: The Role of Think Tanks in Reforming Society").

Publications and Products: FH published Ukrainian and Russian language versions of the 13<sup>th</sup> and 14<sup>th</sup> editions of *NGO News* (topics: NGOs and Conflicts and NGOs and South Eastern Europe). The newsletter was mailed to approximately 670 NGOs, governmental officials, and other key individuals in Ukraine and other post-soviet republics. FH distributed 500 copies of a Russian-language version of FH's *Protection of Mass Media* in countries of Central and Eastern Europe Directory. This directory includes profiles and data on groups protecting mass media from 15 CEE countries including Ukraine, Belarus and Russia and international organizations working to protect journalists.

## II. Program Activities

### A. Grants Program

The heart of the PRU project is a competitive grants program. In total, 49 proposals were submitted to Freedom House during the reporting period. Of those, six regular PRU grants were awarded for a total of \$105,328.

The new grantees included:

- 1) **Infobusiness** received a grant of \$24,800 to research sources of corruption in privatization, bankruptcy legislation, and taxation.
- 2) **Center for Economic Development** received a grant of \$25,000 to research the current state of privatization in Ukraine.
- 3) **Center for Socio-Economic and Political Research Region Pivnich** received a grant of \$9,999 to organize seminars and workshops for local government officials on budgeting.
- 4) **Kyiv Retailers' Union** received a grant of \$4,950 to study ambiguities in the corporate tax law and make recommendations to policy makers.
- 5) **Center for Legal and Political Reform** received a grant of \$17,654 to organize an education campaign on administrative reform and to advocate a new draft law on administrative services.
- 6) **Committee of Voters of Ukraine** received a grant of \$22,925 to organize a working group of experts to develop a new election law for Ukraine.

*(A complete list of project grants awarded through PRU is included in Attachment A. Detailed Proposal Summary Sheets of the grants awarded during the reporting period are included as Attachment B.)*

Since the PRU program was established, projects conducted by the grantees have had a positive impact on policy-makers in areas such as administrative reform, privatization, governmental transparency, anti-corruption, and electoral law. Some examples follow:

**Democracy and Development Political Research Center: "Partnership for Reforms"**  
With PRU funding, the Polish-Ukrainian Press Club was set up by the Democracy and Development Center with support from the Polish Institute in Kyiv. The Press Club aims to encourage democratic transformation and market reform in Ukraine by building awareness of transformations in Poland through monthly meetings with Polish reformers. Press Club meetings were devoted to the following topics: privatization in Poland and Ukraine; education reform; SME development; legal reform; de-centralization; local governance reform; and tax system reform. The impact of the Press Club on decision-makers was highly visible. For example, results of the "power decentralization" discussion at the press-club in November 1999 were put into documents developed during working meetings of the Cabinet of Ministers and the Prime Minister's working group on administrative reform. Ideas presented at the press club on SME development became the basis for the draft laws on SME development prepared by a member of parliament Vasyl Kostytskiy. The draft laws on administrative reform prepared by MP Ihor Koliushko are also based on Polish experience which was discussed at the press club.

**Center for Anti-Crisis Studies'** project aimed to start an open and productive dialogue between key social and economic actors to investigate economic crisis processes in the Ukrainian economy and to formulate policies to soften the socio-economic impact on ordinary citizens. At five round tables, representatives of the legislative and executive branches of government, businessmen, and researchers from think tanks and academia discussed current social and economic problems. The five round tables addressed the following topics: "Strategic Programs of Economic Development: From Declaration Towards Actions," "Economic Policy Priorities: Choice of 2000," "Ukrainian Domestic Market as an Engine for Economic Growth," "Speeding

up Economic Reforms," and "Watchdogs of Strategies for Emerging Democracies." Summaries of the discussions and recommendations were sent to the Council of National Security and Defense of Ukraine, the Presidential Administration, and the Cabinet of Ministers. Through the Regional Exchange Program, the Center for Anti-Crisis Studies received grants for its staff to travel to Croatia and Poland in order to establish contacts with Croatian and Polish public policy counterparts for joint projects.

**Europe 21 Foundation's** conducted a project regarding Ukraine's integration into European structures. It aimed to supplement efforts by Ukraine's government, with independent policy analysis, and broader public involvement in policies concerning European integration. Five policy papers were produced during the implementation of the project on topics such as: "Ukraine's Visa Policy;" the "European Integration Experiences of the Baltic States, Poland and Hungary;" and "Formulation, Implementation and Evaluation of Ukraine's European Integration Policy -- Recommendations for the Government." The impact of this project is visible in the simplifications of visa and travel requirements. While this project can not claim full responsibility for these changes, the Ukrainian government abolished invitation requirements for the citizens of the EU, US, Canada and Japan. This has simplified the process of getting Ukrainian visas, thus, attracting more people in Ukraine. Europe 21 also recommended imposing visas for the CIS countries in the future, and reconsideration of the existing agreement on visa-free travel with Russia. New agreements with Moldova and Georgia bilaterally removed visa requirements.

**Intellektualna Perspektyva Foundation** carried out a broad study of the shadow economy in Ukraine and published five reports on its impact on employment, income, social services, business activity and living standards. The major result of the program was the development of the Ministry of Economy's Program on Fighting the Shadow Economy for which the experts of the Foundation served as consultants. In particular, the project provided the statistical foundation for this new program. As a follow-up to the project, the Foundation will provide monitoring of the tax code and recommendations for further improvement; as well as plans to develop and apply independent expertise regarding the influence of legislation on the shadow economy. Experts of the Foundation participated in a study tour to Warsaw where they were able to establish cooperation with the Adam Smith Center, a Polish think tank, and to exchange methodologies for estimating parameters of the shadow economy and measuring impact on social issues. In addition, two experts of the Foundation attended an international seminar on fiscal policy in Central and European countries.

#### **B. Visiting Fellows Program (U.S. Based internship training)**

The Visiting Fellows program provides young CEE and NIS leaders with the opportunity to travel to the U.S. to work side-by-side with their American counterparts in individually-tailored, practical training internships. While in the U.S., participants examine, among other issues, institutional development, public relations, sustainability, financial reporting, and public policy development.

PRU sponsored two Visiting Fellows during the January-March 2000 Session of the Visiting Fellows Program.

The first week of their program consisted of an orientation during which they met with Americans that represented a broad cross-section of the Washington, D.C. -based policy and opinion making community. The program introduced the participants to federal and local governments, national media, free-market institutions, and the NGO community in the U.S., while providing a forum for them to interact with American counterparts and with one another. During this portion of the program, the Ukrainian participants were accompanied by eleven other professionals from throughout Eastern Europe (Bosnia, Bulgaria, Latvia, Slovakia and

Yugoslavia), consisting of political activists, government officials and representatives of other policy institutes and non-governmental organizations. This allowed the participants to not only see the American perspective, but to discuss important policy and social issues with counterparts from countries in their region. Highlights of the orientation program included meetings on the role of policy institutes at the American Enterprise Institute, a discussion on how American media cover international affairs at *The Washington Post*, and a discussion of U.S. foreign policy at the National Security Council. (See *Attachment C* for a complete copy of the orientation program schedule.)

Following the orientation program, the participants were dispatched across the U.S. to participate in internship assignments specifically designed to match their professional interests and needs. The two participants and their U.S. internships follow:

**Viktor Vovk**, *Project Manager, Civil Society Institute, Kyiv, Ukraine*. His responsibilities include supervision of several civil society development projects, including a Legal Education Program. He also oversees a project researching the development of Ukraine's center-left political parties.  
U.S. internship: IUCN-World Conservation Union, Washington, DC.

**Volodymyr Poberezhny**, *Director of International Programs, Center for Peace, Conversion and Foreign Policy of Ukraine, Kyiv, Ukraine*. His responsibilities include analyzing the main events and trends of Ukraine's foreign policy and managing a project monitoring foreign and security policies.  
U.S. internship: Center for Nonproliferation Studies, Monterey Institute of International Studies, Monterey, CA.

The participants were overwhelmingly positive about their internship experiences – in terms of both increasing their professional skills and establishing important contacts with U.S. counterparts:

*"The experience I have acquired will be useful for my organization and, possibly, will enable us to start a new project in the near future. There are some specific ideas from this experience, which I plan to implement in my Center, in particular, in the field of fundraising." -- Volodymyr Poberezhny*

*"I am more than satisfied with my internship. This experience will essentially benefit my NGO, especially in establishing contacts with foreign NGOs and in setting up international cooperation and partnerships with American NGOs, which has a serious potential to advance democracy in Ukraine." -- Viktor Vovk*

(See *Attachment D* for complete copies of the participants' evaluation forms.)

During the reporting period FH applied for supplemental funding for additional Visiting Fellows and Regional Exchange Program participants. (A summary of all Visiting Fellows funded by PRU is provided in *Attachment E*.)

### C. American Volunteers for International Development

Designed to strengthen institutional capacity and know-how, the AVID program promotes political and economic reform in developing democracies by transferring skills to reform-oriented institutions through long-term, on-site assistance provided by American professionals, particularly (but not exclusively) in management, organizational development, and public relations.

During the reporting period AVID volunteer Ron Sereg, a specialist in public relations, worked with five public policy institutes (PPIs) to develop individual public relations strategies. Mr. Sereg worked with the Institute of Reforms, Union of Retail Traders, Laboratory of Social Analysis F-4, Center for Peace, and Conversion and Foreign Policy and Democratic Initiatives. He also held a weekly meetings on public relations tips including, how to write a press release, how to organize a press kit for journalists, and how to produce an information pamphlet on an NGO. As the result of Mr. Sereg's work, a list of mass media to work with was developed and used by all five NGOs. A mock press release was produced and a general public relations strategy was developed for each NGO taking into consideration their clientele. Several articles have appeared in national newspapers reflecting activity conducted by these NGOs. Based on this experience, Mr. Sereg's public relations manual has been adopted and added to for the usage of additional Ukrainian NGOs. During the next period it will be translated, printed and distributed to Ukrainian NGOs. (See Attachment F for a copy of Mr. Sereg's report.)

Freedom House has also been working with a Ukrainian volunteer, Angelina Soldatenko, an expert in public relations. She has been assisting election-related grantees to develop public relations strategies, lay out their education brochures, and improve their publications.

#### **D. Regional Integration and Networking Activities**

One of the key components of the PRU project is helping Ukrainian NGO managers establish ties with and build upon the experiences of their counterparts in CEE and the U.S. To this end Freedom House applies a comprehensive program to strengthen cross-border ties between Ukrainian and CEE public policy institutes.

##### **1) Regional Exchanges**

These exchanges include regional internships and exchanges that permit Ukrainian think tanks to work directly with counterpart institutions in CEE and NIS. During the reporting period, FH received 10 applications for funding through the Regional Exchange Program. From these applications, FH supported three exchanges involving partial or full funding for a total of six participants:

1-3) **Yevhen Lapin, Volodymyr Ryaboshlyk, and Olha Onyshko, Institute of Reforms, Kyiv**  
Host Organizations: UN Congress on the Prevention of Crime and Treatment of Offenders  
Program Focus: Combating corruption - best practices

4) **Nadiya Semenova, Center for Constitutional and Legal Analysis, Kyiv**  
Host Organization: Polish Association of Constitutional Law, Warsaw  
Program focus: constitutional law and legal reform

5-6) **Dmytro Nazarkevych and Lesya Bilas Ukraine's Revival Fund, Truskavets**  
Host Organization: Association of Rural Gminas Office  
Program Focus: free economic zones

##### **2) Regional Study Tours**

These study tours provide Ukraine's think tank leaders the opportunity to network with their counterparts in CEE, as well as to study the reforms that have been implemented in CEE and to witness their results. During the reporting period, Freedom House conducted three study tours sending groups to Hungary (seven participants), Bulgaria (eight participants), and the U.S. (five participants). See below for a brief description of the study tours.

- 1) Hungary -- a study tour for seven representatives of public policy organizations provided participants the opportunity to visit leading think tanks, meet with public officials, and become better acquainted with reform processes in Hungary. The tour was organized in cooperation with Eniko Magyar from Democracy After Communism Foundation, Hungary (*See schedule and list of participants in Attachment G.*)
- 2) Bulgaria -- a study tour of eight Freedom of Choice Coalition members allowed participants to network with Bulgarian Coalition 2000 members and to learn of their efforts to combat corruption in Bulgaria. Participants were chosen from among FoC Coalition members planning to focus their united effort on fighting corruption. (*See schedule and list of participants in Attachment H.*)
- 3) U.S. -- A study tour of five FoC Coalition members to the U.S. was organized to allow the participants to tell the Freedom of Choice story, meet with USAID representatives, politicians, policy community, U.S. decision makers, Ukrainian lobby, and US-based counterparts. The Ukrainian participants were accompanied by representatives of the GOTV campaign in Croatia and were thus able to share experiences with their Croatian counterparts as well as with the Americans. (*See schedule and list of participants in Attachment I.*)

### 3) Cross Border workshops

Cross-border workshops on key democracy related, economic and/or security related policy issues play a key role in linking think tank specialists in CEE and Ukraine. They serve as a forum to exchange ideas and discuss policy initiatives and prescriptions for reform. During the reporting period one cross-border conference was supported:

"Public Leadership: The Role of Think Tanks in Reforming Society" took place in Kyiv on March 3-4, 2000, and was attended by 110 representatives of 91 NGOs. This was the first such conference dedicated to discussing the development and influence of think tanks in Ukraine. Participants and speakers included representatives of leading think tanks, representatives of the broader NGO community, international donor institutions and the Ukrainian government. Notably, the government (Prime Minister's advisors) and Economy Ministry representatives participated in the conference. (*See schedule and list of participants in Attachment J.*)

### E. Publications and Products

NGO News Quarterly Newsletter: during the reporting period, FH published Ukrainian and Russian language versions of the 13<sup>th</sup> and 14<sup>th</sup> editions of *NGONews*. The focus of the two issues was "NGOs and Conflicts and NGOs and South Eastern Europe."

*NGONews* was mailed to approximately 670 NGOs, governmental officials, and other key individuals in Ukraine. FH also distributed approximately 300 copies in cooperation with indigenous Ukrainian NGOs and international institutions working with non-profits in Ukraine. FH continues to distribute *NGONews* through a network of 10 NGO resource centers throughout Ukraine, thus ensuring that copies of *NGONews* will be available to the wider NGO community in the regions.

Think Tank Directory: During the reporting period FH assisted in distributing the Russian-language version of the chapter of the second edition of FH's *Think Tanks in Central and Eastern Europe* which was published by FH under the Regional Networking Project. The chapter features detailed information on 14 Ukrainian public policy organizations. The most important roles of this publication are facilitating networking and cooperation among NIS and CEE public policy institutes and building awareness of these organizations among Western and international think tanks, governmental agencies, and media organizations.

### **III. Conclusion**

In closing, Freedom House is pleased to report to the US Agency for International Development that it is successfully fulfilling the obligations of Cooperative Agreement No. 121-A-00-98-00614-00. As detailed above, the Partnership for Reform in Ukraine program continues to strengthen indigenous public policy-oriented NGOs in Ukraine through a program of grants, technical assistance and cross-border networking activities that facilitate skills transfer, build institutional capacities, and link NGOs programmatically.

#### **Attachments:**

- A - Complete list of public policy grants
- B - Proposal Summary Sheets of grants funded during reporting period
- C - VFP Orientation Schedule
- D - VF Evaluation Forms
- E - Full list of Visiting Fellows
- F - Final Report from AVID volunteer
- G - Study Visit to Hungary
- H - Study Visit to Bulgaria
- I - Study Visit to U.S.
- J - Cross-border conference: "Public Leadership: The Role of Think Tanks in Reforming Society"



**Freedom House  
Partnership for Reform in Ukraine**

*Financial awards supporting public policy activities*

**Crimean Center of Independent Political Researchers and Journalists**

General Post Office, p/b 76  
95000 Simferopol, Ukraine  
Phone/fax: (38 652) 27-69-65; 25-90-59  
E-mail: [kenpdj@pop.cris.net](mailto:kenpdj@pop.cris.net)  
Contact person: Volodymyr Prytula

To support the "Crimean Tatar Issues" project entailing research and monitoring of issues related to the Crimean Tatars. Research findings, information on Tatar issues, and analytical materials on ethnic minorities in Ukraine will be published in a bi-monthly bulletin in Russian and Ukrainian. During the presidential elections the CCIPRJ will conduct monitoring of the coverage of particular political parties and politicians in the Crimean press, radio and TV.

**Equal Access Committee**

Vul. Khreshchatyk 15  
Kyiv 01001, Ukraine  
Phone/fax: (38 044) 229 2513; 229 4359  
Contact person: Oleksandr Chekmyshev

To support the "Media and NGO's in the Elections" project monitoring national and regional media coverage of key topics for Ukraine's transition towards a democratic society and market-oriented economy. The project will support the development of independent media, increase the transparency of information and ensure greater access of a wide range of views in the national and regional newspapers and electronic media.

**Center for Independent Political Research**

Vul. Khreshchatyk 15  
Kyiv 01001, Ukraine  
Phone/fax: (38 044) 229 2513; 229 4359  
E-mail: [ucipr@ucipr.kiev.ua](mailto:ucipr@ucipr.kiev.ua)  
<http://ucipr.webjump.com>  
Contact person: Slavko Pikhovshek

The purpose of this Grant is to support the "Democracy Information and Analysis Initiative" under which a weekly analytical newsletter providing the public policy community, journalists, decision makers and politicians with unbiased analysis and forecast on critical political and economic issues will be produced. Additionally two books ("The Political Process in Ukraine: Current Tendencies and Historical Context" and "The 1999 Presidential Campaign") will be researched and produced.

**Institute of Reform**

Vul. Dimitrova 14b

Kyiv, Ukraine

Phone/fax: (38 044) 246-65-25; 220-51-51; 239-23-15

E-mail: [info@ir.org.ua](mailto:info@ir.org.ua)

Contact person: Oleksandr Oliynyk

The purpose of this Grant is to support the "Public Hearings: Gatherings in the Name of Progress." This project and accompanying research activities will bring together members of the business community, think tanks, Ukrainian government representatives and parliamentarians to identify and remedy specific legislative and policy and deficiencies impeding economic development in Ukraine. The project will focus on simplifying rules for companies paying flat tax, licensing practices, property tax and quality control regulations.

**Institute for Society Transformation**

Vul. Volodymyrska 45a

Kyiv, Ukraine

Phone/fax: (38 044) 224-51-88

E-mail: [soskin@ukrpack.net](mailto:soskin@ukrpack.net)

Contact person: Oleg Soskin

To support the "Economic Round Tables" project entailing a series of seminars and round tables examining salient economic topics. Topics addressed will be key for speeding up economic reform and consolidating efforts to move towards a market economy, such as regional financial markets, land reform, and institutional reform and the free market. Participants will develop policy recommendations that will be publicized in the mass media and distributed to parliamentarians and decision makers. The IST will also produce and distribute "Economic Annals," a bi-monthly analytical journal.

**Democracy & Development**

**Center of Political and Information Technologies**

Prov. Mariyanenka, 13, Kyiv 01021

Phone/Fax: (380 44) 253 3197; 253 6602

[cdd@carrier.kiev.ua](mailto:cdd@carrier.kiev.ua)

Web Page: [www.cdd.kiev.ua](http://www.cdd.kiev.ua)

Contact person: Volodymyr Lavrynenko

The purpose of this Grant is to support the "Strengthening Democratic Forces in Ukraine" project which will research the processes of consolidation of political parties (based on the last several years of political developments in Poland), organize a seminar bringing together representatives of Polish and Ukrainian political parties to discuss the development of Polish parties before the previous parliamentary elections, and compile a series of recommendation on the law on political parties being developed by the parliamentary legal reform committee.

**Center for Anti-Crisis Studies**

Vul. Pirogova 7-a.

Kyiv, Ukraine

Phone: (38 044) 225-21-38

Fax: (38 044) 224-00-41

E-mail: zhalilo@niss.gov.ua

<http://come.to/anticrisis>

Contact person: Yaroslav Zhalilo

The purpose of this Grant is to organize five round tables (Strategic Programs for Economic Development; Property Redistribution; Finding an Equilibrium between Fiscal and Taxation Policies; Social Policy & the Market), publish materials, develop a web page and purchase office equipment.

**EUROPE XXI Foundation**

Blv. Lesia Ukrainki 20, kv.42

Kyiv, Ukraine

Tel.: (38 044) 295-72-60

Fax: (38 044) 543-90-58

E-mail: [DK@icps.kiev.ua](mailto:DK@icps.kiev.ua)

Contact person: Dmytro Kublytskiy

To support researching of policy papers on issues related to European integration (Polish and Estonian Experiences in Creating European Integration Policies; Building Awareness about European Integration; Immigration Policy and European Integration; European Integration and Relations with Russia; and European Integration Policy and the 1999 Presidential Elections). The policy papers will be published in abridged form in the national media. Additionally, three seminars will be organized on the following topics: Policy Decisions for Successful Integration, Information Policy and Integration, and Partnership vs. Integration.

**Intellectualna Perspektyva**

Vul. Shovkovychna 12, kimn.207a

Kyiv, Ukraine

Phone: (38 044) 291-55-51; 291-55-41

Fax: (38 044) 291-54-83

E-mail: [csep@ukrnet.net](mailto:csep@ukrnet.net)

Contact person: Yuriy Privalov

To support a study of the shadow economy in Ukraine to be implemented in cooperation with the Center of Social Expertise and Prognosis and the Harvard International Development Institute. Focus will be on the impact of non-official economy on employment, income, social services, economic development and living standards. The project will also examine the origins and causes of shadow economy, analyze methods for mainstreaming shadow activities, and elaborate proposals for reducing and legitimizing unregistered economy activity. The Center's activities will also include participation in a government working group developing a new strategy for fighting the gray sector. Research findings will be presented at a series of round tables and an international conference bringing together specialists on shadow economy from Poland, Russia and Belarus.

**Democracy & Development**

**Center of Political and Information Technologies**

Prov. Mariyanenka, 13, Kyiv 01021

Phone/Fax: (380 44) 253 3197; 253 6602

[cdd@carrier.kiev.ua](mailto:cdd@carrier.kiev.ua)

Web Page: [www.cdd.kiev.ua](http://www.cdd.kiev.ua)

Contact person: Volodymyr Lavrynenko

The purpose of this Grant is to organize 12 monthly meetings bringing together researchers, scholars, specialists, journalists and reformers to discuss key reform issues in transitional economies using the Polish example as a model. Each meeting will feature a key-note guest speaker from Poland and several expert speakers representing think tanks and the Ukrainian public authorities. Project partners include the Association of Ukrainian Journalists, the Polish Institute, and the Polish Know-How Fund.

**International Center for Policy Studies**

Vul. Voloska 8/5

Kyiv, Ukraine

Phone: (380 44) 462 4937, 4938, 4939

Fax: (38 044) 463 5970

Web Page: <http://www.icps.kiev.ua>

[office@icps.kiev.ua](mailto:office@icps.kiev.ua)

Contact person: Vira Nanivska

To conduct a broad consultative process with representatives of private business, NGOs, think tanks, academics, labor, independent media, parliament staff/deputies, and municipal leaders to identify key policy objectives for promoting economic reforms and the means for carrying them out. These objectives and specific actions, and other key policy objectives, will be compiled into a report to be submitted to the new president within her/his first week in office.

**Center for Economic Development**

Vul. Starokyivska 10

Kyiv, Ukraine

Phone: (38 044) 274-5078  
Fax: (38 044) 213-2961  
E-mail: [monitor@economic.kiev.ua](mailto:monitor@economic.kiev.ua)  
Contact person: Oleksandr Paskhaver

The purpose of this Grant is to conduct research on privatization processes in Ukraine, the effects of privatization on state, partially state-owned and private enterprises, the influence of privatization on the growth of private capital, and the understanding of market economy as part of civil society. Research findings will be presented at one press conference and two round tables. The results of the research will be published both in the Center's newsletter (The Economic Monitor) and as a separate report (300 copies), and distributed to the economic experts and advisors of the Government, experts and politicians. Recommendations based on the results of the research will be submitted to decision makers; the Privatization Fund, the Presidential Administration and the Cabinet of Ministers.

**Region-Pivnich**

Center for Socio-Economic and Political Research  
Vul. Skhydnoscheska 44  
Chernihiv, Ukraine  
Phone: (04622) 4-5114  
Fax: (04622) 4-5114  
E-mail: [ratec@mail.cn.ua](mailto:ratec@mail.cn.ua)  
Contact person: Petro Pylypchenko

To conduct a series of workshops with local councilors in 14 cities in the Chernihiv to strengthen capacity to conduct regional budgeting processes, resulting in better budgets, increased transparency, and greater oversight of public finances.

**Kyiv Retailers Union**

Vul. Volodymyrska 19a, Apt. 20  
Kyiv, Ukraine  
Phone: (38 044) 229-26-15; 228-84-55  
Fax: (38 044) 228-20-18  
E-mail: [kra@faust.kiev.ua](mailto:kra@faust.kiev.ua)  
Contact person: Valentyna Mandryk

The purpose of this grant is to support a project aiming to make recommendations for amendments in the Law on Corporate Income Tax, and work with the Parliamentary Financing and Banking Committee (PFBC) to incorporate the recommended changes into law. Within the framework of this project, experts, including members of PFBC, economists and legal analysts will prepare a study on ambiguities and imprecise terminology contained in the Law on Corporate Income Tax. Working together with PFBC, a series of amendments containing the necessary changes will be prepared and submitted to Parliament.

**Infobusiness**

Vul. Predslavynska 35  
Kyiv, Ukraine  
Phone: (38 044) 261-97-37...41  
Fax: (38 044) 261-97-37...41  
E-mail: [alex@ubc.kiev.ua](mailto:alex@ubc.kiev.ua)  
Contact person: Bohdan Rybak

To support research of ambiguities, loopholes and other sources of corrupt practices in commercial legislation. Laws to be examined include: "The Law on Property," "The Law on Entrepreneurship," "The Law on the Tax System," "The Law on Banks and Banking Activity," and "the Law on Bankruptcy." Research will focus on the following areas: privatization (rights of small and medium share-holders); bankruptcy legislation (artificial bankruptcy and managerial buyouts); taxation (better regulation of the activities of the tax authorities and banking secrecy); land privatization (privatization and resale of agriculture land). Proposed recommendations will be discussed in 14 public seminars to be conducted throughout Ukraine.

**Committee of Voters of Ukraine**

Vul. Zhylianska, 97  
Kyiv, Ukraine 01000  
Phone: (38 044) 490-6134/35/36  
Cell: 8(050) 257-6756  
E-mail: [zigzag\\_2000@torba.com](mailto:zigzag_2000@torba.com); [cvu@cvu.kiev.ua](mailto:cvu@cvu.kiev.ua)  
Contact person: Oleksiy Lychkovakh

The purpose of this Grant is to organize a working group of experts on electoral law that will develop a new election code regulating elections and referendums in Ukraine. Under this project a new electoral code will be drafted by a working group made up of NGO representatives, representatives of the Central Election Committee and legal experts. CVU will convene the working group, organize its meetings and activities, and provide all necessary technical and administrative support. Sixty workshops and roundtables will be organized in all regions of Ukraine to solicit input and recommendations from political parties, regional NGOs, public officials and members of local election committees.

**Center for Legal and Political Reform**

Vul. Mechnikova 11/33  
Kyiv, Ukraine  
Phone: (38 044) 293-04-70  
Fax: (38 044) 291-73-26  
E-mail: [Koliushko@rada.gov.ua](mailto:Koliushko@rada.gov.ua)  
Contact person: Oleg Ilkiv

The purpose of this Grant is to organize an educational campaign on administrative reform and to research, and develop and lobby a draft law on administrative services for citizens. Under this project the Center will make a comparative analysis of Ukrainian, Polish and British legislation governing the provision of administrative services for

citizens. An expert group will develop a draft law on administrative services and to present it to parliament. The Center will conduct awareness-building activities including two press conferences, a conference ("Public Sector to assist in conducting administrative reform"), carry out a campaign in the mass media, and publish 10,000 pamphlets on the administrative reform process.

## Freedom House: Partnership for Reform in Ukraine – Project Proposal Summary

Proposal Number: PRU-00-011  
Proposal Round:

Date Received: 28.01.2000  
Target decision date:

Status:  
Type:

### **I. Organizational Information:**

Organization: Infobusiness  
Contact: Bohdan Rybak Title: President  
Address: 35, Predslavynskaya St.  
City: Kyiv Postal Code: 252150 Country: Ukraine  
Phone: (044) 261-97-37(41) Fax: (044) 261-97-37 E-mail: alex@ubc.kiev.ua  
Org. Type:

### **II. Project Information and Summary:**

Attachment B

Project Title: Legislative changes reducing corruption level  
Total Budget: \$59,700 Requested from FH: \$24,800  
Other Funder 1: own resources & Amount: \$34,900  
corporate sponsorship

Executive Summary: to research and make a series of recommendations aiming to reduce ambiguities, loopholes and other sources of corruption in order to prevent corruption from the side of government officials towards entrepreneurs in commercial legislation. Laws to be examined include: "The Law on Property", "The Law on Entrepreneurship", "The Law on the Tax System", "The Law on Banks and Banking Activity" and "the Law on Bankruptcy"

Project Needs and Objectives: Corruption is widely recognized to be the greatest barrier to economic reform and growth in Ukraine. It is also a serious impediment to developing cross-border economic ties and integration into pan-European political and economic structures. This project aims to eliminate one of the main causes of corruption—unclear, ambiguous and often incomplete commercial legislation.

Target Audience: 3000 small and medium-sized businesses throughout Ukraine, members of parliament, central and local government officials.

Activities and Products: The project proposes researching the following areas: privatization (rights of small and medium share-holders in post-privatized enterprises); bankruptcy legislation (artificial bankruptcy and managerial buyouts); taxation (controlling not warning role of tax bodies and legislation on keeping banking secret); land privatization (privatization and reselling of agriculture land). The purpose of the research will be to identify problematic areas and suggest amendments to remove contradictions and dual standards present in current legislation. Businesses and public officials in seven regions will participate in 14 seminars to discuss the proposed recommendations. Research findings and materials from the seminars will be published Infobusiness's monthly bulletin "Foreign Trade."

Impact and Results: recommendations made on laws regulating commercial activities will reduce arbitrary and inconsistent interpretations. Findings will provide policy makers with practical assessments of legislation by those most affected—businesspeople. Businesses will be more aware of their rights under the law, and opportunities for corruption will be reduced. Businesses will have an opportunity to cooperate with the public authorities in strengthening the market economy in Ukraine.

Institutional Information: Infobusiness is a membership association for business established in 1993 to support the development of the market economy and fair competition, and to advocate the rights of business people. Under previous projects Infobusiness has advocated for simpler commercial legislation and fought to protect the rights of hundreds of member and non-member companies.

Funding Sources: 41% from PRU and 59% from own resources.

Project Budget: Total budget is \$59,700; \$24,800 requested from PRU for research, seminars, printing costs and salaries.

Proposal Number: PRU-99-027-00  
Proposal Round:

Date Received: 20.10.99  
Target decision date:

Status:  
Type:

### **I. Organizational Information:**

Organization: Center for Economic Development

Contact: Oleksandr Paskhaver

Title: Director

Address: Starokyivska 10

City: Kyiv

Postal Code: 254116

Country: Ukraine

Phone: 274-5078

Fax: 213-2961

E-mail:

Org. Type:

### **II. Project Information and Summary:**

Project Title: Social and Economic Consequences of Privatization in Ukraine

Total Budget: \$39,000

Requested from FH: \$25,000

Other Funder 1: Foundation

Amount:

Executive Summary: to conduct a research on the state of privatization today, and the effects of privatization on state, partially state-owned and private enterprises, the influence of privatization on the growth of private capital, and the understanding of market economy as part of civil society.

Project Needs and Objectives: Serious threat lies in the fact that privatization conducted in Ukraine did not achieve its goal of being the leading force of civil society and market transformations. Many politicians and researchers point to negative outcomes of privatization, on-going subsidies and support for the state sector, and discrimination of the private sector. The main objectives of this project are to evaluate the positive and negative consequences of privatization in Ukraine, make recommendations for future privatization policies, and attract public attention to privatization as part of democratic transformation and building a market economy.

Target Audience: general public, decision makers, economists, foreign experts, entrepreneurs and the mass media

Activities and Products: a 20-page comparative study of privatized and state-owned enterprises will be prepared. The research will examine privatized enterprises as profit-oriented producers of value, as market entities and their role on the labor markets. It will also examine influence of privatization on growth of private capital. The research will be presented at 1 press conference and 2 round tables to be held during three stages: in the beginning, after six months and at the end of the project. Six publications on the pace and results of the project will be placed in leading Ukrainian newspapers. The results of the research will be published both in the Center's newsletter (the Economic Monitor) and as a separate report (300 copies), and distributed to the economic experts and advisors of the Government, economic experts and politicians. The recommendations based on the result of the research will be made to the decision makers: economists of Privatization Fund, Presidential Administration and Cabinet of Ministers.

Impact and Results: The project will objectively evaluate privatization, define the constraints in development of post-privatized enterprises, and make recommendations for improving and speeding up privatization. Recommendations will also be made for improving the conditions for foreign direct investments.

Institutional Information: Founded in 1994, the Center's economic research focuses on fiscal policy, securities markets, privatization, and investment. The Center publishes a monthly journal entitled The Economic Monitor.

Funding Sources: 100% from PRU;

Project Budget: Total budget is \$25,000; \$25,000 request from PRU for staff, printing costs, and distribution.

## Freedom House: Partnership for Reform in Ukraine – Project Proposal Summary

Proposal Number: PRU-99-105      Date Received: Sept.27,1999      Status:  
Proposal Round:      Target decision date:      Type:

### **I. Organizational Information:**

Organization: Center for Socio-Economic and Political Research Region-Pivnich  
Contact: Petro Pylypchenko      Title: project manager  
Address: 44, Schidnocheska  
City: Chernihiv      Postal Code: 14000      Country: Ukraine  
Phone: (04622) 4-5114      Fax: (04622) 4-5114      E-mail: [ppivnich@mail.cn.ua](mailto:ppivnich@mail.cn.ua)  
Org. Type: NGO

### **II. Project Information and Summary:**

Project Title: Optimizing Budgeting Processes in the Chernigiv Region  
Total Budget: \$10,959      Requested from FH: \$9,999  
Other Funder 1: own resources      Amount: \$960

Executive Summary: under this project a series of seminars and workshops will be organized with local councilors in 14 cities to examine and improve regional budgeting processes, resulting in better budgets, increased transparency, and greater oversight of public finances.

Project Needs and Objectives: local government officials often lack the knowledge and tools to efficiently manage municipal budgets. Planning processes are often short-term, and seldom coordinated with neighboring municipalities. This project aims to jointly develop the capacity to apply modern financing techniques and implement long-term financial strategies.

Target Audience: members of local municipal councils and administrations, NGOs, specialists in public finance, and regional mass media.

Activities and Products: project implementation will encompass five components: 1) two seminars on planning budget expenditures, managing transfer payments and budget structuring; 2) two seminars on local taxes and developing non-conventional sources of municipal financing; 3) one seminar on budget oversight and monitoring of budget implementation by local councils; and 4) analysis of local budgets and publication of three brochures for public officials: a) "Formation of Local Budgets," b) "Optimization of Municipal Budgets, and c) "Budget 2000 - Perspectives for Growth." During the seminars a framework for organizing public hearings will also be discussed.

Impact and Results: councilors from 14 of the largest cities in the Chernihiv region will be trained on forming budgets, alternative sources of municipal financing, oversight, and legislation governing public finances. Budgeting processes will be harmonized and more efficient throughout the region, transparency improved and public oversight strengthened.

Institutional Information: The Center was established in 1998 to conduct public policy analysis in the Chernihiv region. Among previous projects were needs analyses, a study of the implications of local taxation policies, and analysis of new tax legislation. The Center has also carried out public opinion polls and studied the political preferences of voters in the Chernihiv region.

Funding Sources: 90% from PRU, 10% own resources.

Project Budget: Total budget is \$10,559; \$9,599 request from PRU for seminars, publishing costs and salaries

**Freedom House: Partnership for Reform in Ukraine – Project Proposal Summary**

Proposal Number: PRU-99-053      Date Received: 29.10.1999      Status: pending  
Proposal Round:      Target decision date:      Type:

**I. Organizational Information:**

Organization: Kyiv Retailers' Unity  
Contact: Valentyna Mandryk      Title: Director  
Address: 2, Zolotovoritska Str., Apt. 8  
City: Kyiv      Postal Code: 252001      Country: Ukraine  
Phone: 229-6515      Fax: 228-2018      E-mail:  
Org. Type: PPI

**II. Project Information and Summary:**

Project Title: Improving Tax Legislation for SMEs  
Total Budget: \$5,750      Requested from FH: \$4,950  
Other Funder 1: own resources      Amount: \$800

Executive Summary: to make a series of recommendations for amendments in the Law on Corporate Income Tax and work with the parliamentary Financing and Banking Committee to incorporate the recommended changes into law.

Project Needs and Objectives: The Law on Corporate Income Tax is very ambiguous, in particular as concerns the status of "resident" and "non-resident" corporations. This ambiguity leads to arbitrary decisions by tax authorities, higher tax rates for businesses, and engenders corrupt practices.

Target Audience: small and medium businesses, tax authorities, and members of parliament.

Activities and Products: Experts, including members of the Parliamentary Finance and Banking Committee (PFBC), economists and legal analysts will prepare a study on ambiguities and imprecise terminology contained in the Law on Corporate Income Tax. This study will also examine the practical applications of interpretations by the tax authorities. A round table to discuss the necessary changes to the Law on Corporate Income Tax will be conducted for experts on taxes, businesses, MPs, journalists and representatives of economic public policy groups. 200 copies of the study will be published and distributed among experts, members of the PFBC, tax authorities. Working together with PFBC, a series of amendments containing the necessary changes will be prepared and submitted Parliament.

Impact and Results: the Law on Corporate Income Tax will be simplified, thus reducing the reporting and financial burden on businesses.

Institutional Information: The Association of Retail Traders was founded in 1996 as a member organization providing business support services and advocating for the interests of small business. The Association provides technical assistance and advice on tax issues, accounting, marketing, general and financial management.

Funding Sources: 86% from PRU, 14% own resources.

Project Budget: Total budget is \$5,750; \$4,950 request from PRU for event costs, printing and salaries.

## Freedom House: Partnership for Reform in Ukraine – Project Proposal Summary

Proposal Number: PRU-00-019      Date Received: 02.05.2000      Status: Pending  
Proposal Round:                      Target decision date:                      Type:

### **I. Organizational Information:**

Organization: Center for Legal and Political Reform  
Contact: Oleg Ilkiv    Title: Program Manager  
Address: 11/33 Mechnikova St.  
City: Kyiv    Postal Code:    Country: Ukraine  
Phone: 293-04-70    Fax: 291-73-26    E-mail: Koliushko@rada.gov.ua  
Org. Type: Public Policy

### **II. Project Information and Summary:**

Project Title: Improving Administrative Services  
Total Budget: \$31,454    Requested from FH: \$17,654  
Other Funder 1: own resources &    Amount: \$13,800  
corporate contribution

Executive Summary: to organize an educational campaign on administrative reform and to research, develop and lobby a draft law on administrative services for citizens.

Project Needs and Objectives: Citizens are under-informed about administrative services offered by various public institutions and agencies. Many simple administrative procedures are exceedingly complex, non-transparent, and left to the arbitrary interpretation of state agencies. The lack of transparency, accountability and clarity lead to corruption and excessive bureaucracy. Administrative reform, and in particular providing information and services to citizens, is essential to improving access to basic.

Target Audience: general public, members of parliament, and NGO representatives.

Activities and Products: Under this project the Center will make a comparative analysis of Ukrainian, Polish and British legislation governing the provision of administrative services for citizens. Using the findings of this research, an expert group will develop a draft law on administrative services and to present it to parliament. At the same time the Center will conduct awareness-building activities including two press conferences, organize a conference ("Public Sector to assist in conducting administrative reform"), carry out a campaign in the mass media (articles in five leading Ukrainian national newspapers) and publish 10,000 pamphlets on the administrative reform process.

Impact and Results: Increased awareness of the need for administrative reform, a new draft law on administrative service presented to parliament, thus creating the basis for improving administrative services, increasing access to public services, and reducing corruption in public institutions.

Institutional Information: The Center was founded in 1996 by legal experts, members of parliament, and law students to support legal reform in Ukraine. The Center's experts have prepared Concept of Administrative reform in Ukraine and the draft law "On the Cabinet of Ministers of Ukraine", which have been approved by the Parliament. The draft laws: "On Central Government", "On civil service", "On standard legal acts" have been developed and wait for discussion. The Center has also recently drafted a concept paper on administrative reform.

Funding Sources: 56% from PRU, 44% and own resources.

Project Budget: Total budget is \$31,454; \$17,654 request from PRU for salaries, honorariums and publishing costs.

## Freedom House: Partnership for Reform in Ukraine – Project Proposal Summary

Proposal Number: PRU-00-021  
Proposal Round:

Date Received: 10.03.00  
Target decision date:

Status: Pending  
Type:

### **I. Organizational Information:**

Organization: Committee of Voters of Ukraine

Contact: Yevhen Radchenko

Title: Deputy Chairman of the Board

Address: 7 Kopernik, Apt. 2

City: Kyiv

Postal Code:

Country: Ukraine

Phone: 216-35-95

Fax: 216-64-92

E-mail: voters@iptelecom.net.ua

Org. Type:

### **II. Project Information and Summary:**

Project Title: Reforming the Electoral Code

Total Budget: \$45,290

Requested from FH: \$22,925

Other Funder 1: NDI & Adenauer Amount: \$8,300

Executive Summary: to organize a working group of experts on electoral law that will develop a new election code regulating elections and referendums in Ukraine.

Project Needs and Objectives: Throughout the 1990s, Ukraine's election system has been modified repeatedly depending on the political situation. There is a need to introduce simple, transparent and stable regulations of the activity of election committees, voting procedures, and vote tabulation. Developing a new election code will make it possible to establish a clear and rigid system of electoral rules, thus further strengthening and stabilizing Ukraine's tradition of electoral democracy.

Target Audience: Central Election Committee, members of parliament, NGOs, and political parties.

Activities and Products: under this project a new electoral code will be drafted by a working group made up of NGO representatives, representatives of the Central Election Committee and legal experts. CVU will convene the working group (8 members), organize its meetings and activities, and provide all necessary technical and administrative support. CVU will conduct 15 working conferences (40-50 participants) throughout Ukraine to solicit input and recommendations from political parties, regional NGOs, public officials and members of local election committees. CVU will also conduct 50 roundtable meetings (20-30 people) in all 25 regions of Ukraine to discuss the planned draft. When completed, the draft will be submitted to Parliament.

Impact and Results: The development of a new electoral code will serve as a basis for further reform of electoral systems in Ukraine, and to consolidate gains made in the democratic process. The new code will make the electoral process less susceptible to changing political winds. More stable election procedures will be easier to follow and enforce. The project will achieve a public policy impact through a cooperative effort involving the third sector, law makers, electoral officials and independent legal experts, thus setting a tangible example of public-private cooperation increasing and improving civic participation in public life.

Institutional Information: Established in 1994, CVU has branches in all 25 regions of Ukraine. It monitors elections, conducts civic education activities, and conducts policy advocacy aiming to promote the transparency and fairness of electoral processes.

Funding Sources: 51% from PRU, 49% NDI, Conrad Adenauer and own resources.

Project Budget: Total budget is \$45,290; \$22,925 request from PRU for honorariums for experts and publications.

**The Visiting Fellows Program**  
**Sponsored by Freedom House**

**Group 31 Orientation - Winter 2000**  
*Subject to Change*

**Friday, May 12: Arrival and Hotel check-in**

The Virginian Suites Hotel  
1500 Arlington Blvd.  
Arlington, VA 22209  
(703) 522-9600  
Fax: 525-4462

**Saturday, January 22: Day Trip to Baltimore**

10:00 Meet Freedom House Staff member in hotel lobby

12:30 National Aquarium

**Sunday, May 14: Free Day**

**Monday, May 15: Welcome and Introduction**

9:00 Bus pick-up at hotel

9:30 **Introduction and Welcome**  
Jim Denton, Executive Director  
Paula Gibbons, Director of Exchange Programs  
Location: Freedom House  
1319 18th Street, NW  
Washington, DC 20036  
(202) 296-5101  
Fax: 296-5256  
Metro: Dupont Circle

12:00 **"The U.S. Constitution and an Overview of the U.S. Government and Federalism"**  
Clyde Wilcox, Adjunct Professor of Government, Georgetown University  
6068 North 26th Street  
Arlington, VA 22207  
(703) 241-5518  
Location: Freedom House

1:45 Lunch at Freedom House

3:00 **Tour of, and Briefing on, the Supreme Court**  
Mark Miller, Judicial Fellow  
Location: 1 First Street, NE  
North Door, Maryland Ave. Entrance  
Washington, DC  
Contact: Roxanne Fox, Curator's Office  
(202) 479-3298  
Fax: 479-2926  
Metro: Union Station  
• Enter at Maryland Avenue entrance.

5:00 Group Photo in front of Capitol Building  
Contact: Mattox Photography

(703) 578-0900

5:30 Bus returns to hotel

**Tuesday, January 25: The Executive and Judicial Branches**

8:00 Bus pick-up at hotel

8:30 **Open personal bank accounts**

Location: Citibank

1225 Connecticut Avenue, NW

Washington, DC

Metro: Dupont Circle or Farragut North

- You must bring your passport and, if possible, another form of identification.

10:00 **Civic Education Programs**

Kathy Spillman

Close-up foundation

44 Canal Center Plaza

Alexandria, VA 22314

(703) 706-3300

Fax: 706-0003

12:00 Lunch in Old Town Alexandria

2:00 **"The Federal Judicial System"**

The Honorable Bohdan Futey, Judge

United States Federal Court of Claims

Location: 717 Madison Place

Washington, DC

Contact: Rita

(202) 219-9670

Fax: 219-9649

Metro: McPherson Square

3:30 Open

4:30 Brian Carlson, State Dept.

6:00 Bus returns to hotel

7:00 Bus pick up at hotel

7:30 **"Bowling for Fellows"**

Renauldi's Bowling Alley

2945 S. Glebe Road (between I-395 South and Route 1)

Arlington, VA

- Renauldi's bowling alley is located at one end of the shopping center with a Super Giant on the other end.

**Wednesday, January 26: NGOs, Media, Political Parties**

8:30 Bus pick-up at hotel

9:00 **"The Protection of American Civil Rights"**

Marsha Tyler, Public Affairs Department

United States Commission on Civil Rights

Location: 624 Ninth Street, NW  
Suite 730  
Washington, DC 20425  
(202) 376-8312  
Fax: 376-8315  
Metro: Gallery Place

**10:30 "History of NGO Activism in the Civil Rights Movement"**

Mr. Hilary Shelton  
National Association for the Advancement of Colored People—Washington Bureau  
Location: 1025 Vermont Avenue, NW  
Suite 1120  
Washington, DC 20005  
(202) 638-2269  
Fax: 638-5936  
Metro: MacPherson Square

**12:00 Lunch**

**3:00 "Foreign News at the *Washington Post*"**

Robert Thomason, Researcher, Foreign News Desk  
Washington Post  
Location: 1150 15th Street, NW  
Washington, DC  
(202) 334-6000  
Metro: MacPherson Square

Rebecca Miller, Director of Communications  
Republican National Committee  
Location: 310 1st Street, SE  
Washington, DC 20002  
(202) 863-8500  
Fax: 863-8820  
Metro: Capitol South

**5:30 Bus returns to hotel**

**6:00 Bus pick up at hotel**

**6:15 Visiting Fellows Welcome Reception**

Location: Trade Mission of the Republic of Montenegro  
1610 New Hampshire Avenue, NW  
Washington, DC 20009  
Contact: Zorica Maric, Special Advisor to the President  
(202) 316-8031  
Fax: 234-6109  
Metro: DuPont Circle

**Thursday, January 27: Local Economic Development, Government, and Politics**

**8:30 Bus pick-up at hotel**

**10:00 "Public-Private Partnerships in a Major American City"**

Tom Yeager, Vice President  
Downtown Partnership of Baltimore, Inc.  
Location: 217 North Charles Street  
Suite 100

Baltimore, MD 21201-4101  
(410) 244-1030  
Fax: 244-8670

**11:30 "Local Government and Politics in America"**

John Cain, Council Member  
Baltimore City Council  
Location: City Hall  
100 North Holliday Street  
Room 423  
Baltimore, MD 21202  
(410) 396-4807  
Fax: 545-7596

1:00 Lunch

**2:30 "Managing a Local Campaign for National Office"**

Carole Everett, Campaign Manager  
Campaign Headquarters of Congressman Benjamin Cardin (D-MD)  
6305 York Road  
Suite 201  
Baltimore, MD 21212  
(410) 433-1900

- From downtown, take I-83 to Northern Parkway. Drive East on Northern Parkway to York Road. Turn left on York Road, and pass two lights. The office is in a shopping plaza at the intersection of York Road and Gittings Avenue (Gittings Avenue changes its name to Walker Avenue on the opposite side of York Road).

4:30 **National Aquarium**  
Location: 111 Market Place  
Baltimore, MD  
(410) 576-3800

6:00 Tour of Historic Annapolis

Group Dinner at Buddy's Crab House

**Friday, January 28: Individual Meetings**

9:00 **NGO**  
Vladan Joksimovic  
Dalida Muhovic  
Igor Olujic  
Volodymyr Poberezhny  
Viktor Vovk

**Public Relations**  
Reinis Aboltins  
Milorad Jovovic  
Miriam Fitmova  
Ilona Stalidzane

**"The Influence of Think Tanks on Public Policy"**  
Jeffery Gedmin, Resident  
Scholar and Executive Director  
of New Atlantic Initiative  
American Enterprise Institute for

**"The Practice of Public Relations"**  
Russell Porter  
Shandwick Public Affairs  
Location: 700 13th Street, NW  
Washington, DC 20005  
(202) 347-6633

Public Policy Research  
Location: 1150 Seventeenth St.  
Washington, DC 20036  
Contact: Molly  
(202) 862-5820  
Fax: 862-7163  
Metro: Farragut North

Fax: 628-6823  
Metro: Metro Center

9:30

Pension & Labor  
Guentcho Dobrev  
Sanja Saranovic

"International Aid for Labor in  
Central and Eastern Europe"  
Illia Milasich  
American Center for  
International Labor Solidarity  
Location: 1925 K Street, NW  
Suite 300  
Washington, DC  
Contact: Anca Hassing  
(202) 778-4500  
Fax: 778-4647  
Metro: Farragut West

10:30 All Fellows

"Activities of the National Endowment for Democracy"  
Carl Gershman, President  
Paul McCarthy, Program Officer  
National Endowment for Democracy  
Location: 1101 15th Street, NW  
Washington, DC 20005  
(202) 293-9072  
Fax: 223-6042  
Metro: MacPherson Square

12:00 Lunch

1:30

NGO

Vladan Joksimovic  
Dalida Muhovic  
Igor Olujic  
Volodymyr Poberezhny  
Viktor Vovk

"The NGO as Advocate"

John Vail, Counsel for  
Constitutional Litigation  
and former AVID volunteer  
Association of Trial Lawyers for  
America  
1050 31st Street, NW  
Washington, DC 20007  
(202) 965-3500  
Fax: 965-0920  
Location: Freedom House

Public Relations

Reinis Aboltins  
Milorad Jovovic  
Miriam Fitmova  
Ilona Stalidzane

"Media Relations in a  
Governmental Office"

Russ Bergeron, Director of  
Media Services  
Immigration and  
Naturalization Services  
Location: Chester A. Arthur  
Building  
425 Eye Street, NW  
Washington, DC 20001  
(202) 514-2648  
Fax: 514-3296

Pension & Labor

Guentcho Dobrev  
Sanja Saranovic

"Pension Reform Support by the  
US Government"

Richard Hinz, Director  
Office of Research and  
Economic Analysis  
U.S. Department of Labor  
200 Constitution Avenue, NW  
Washington, DC 20210  
Contact: Linda Bates- Brooks  
(202) 219-7316 ext. 174  
Fax: 219-7312  
Metro: Judiciary Square

- You will need photo i.d.
- Enter at the Constitution

25

Avenue entrance. Someone will greet you there and escort you to Room C-5515 #B.

3:00 "The Role of Boards of Directors in NGO Management"  
Lisa McArthur, International Program Associate  
National Center for Nonprofit Boards  
Location: 1828 L Street, NW Suite 900  
Washington, DC 20036  
(202) 452-6262  
Fax: 452-6299  
Metro: Farragut North or Farragut West

"Public Affairs in a Governmental Office"  
Bill Anthony, Director of Public Affairs  
United States Customs Service  
Location: 1300 Pennsylvania Avenue, NW  
Washington, DC 20004  
(202) 927-0549  
Fax: 927-1380

"Pension Reform in Central and Eastern Europe"  
Dr. Sophie Korczyk  
Analytical Services  
706 Little Street  
Alexandria, VA 22301  
(703) 548-4281  
Fax: (877) 270-0587  
Location: National Academy for Social Insurance  
1776 Massachusetts Avenue, NW  
Suite 615  
Washington, DC 20036-1904  
Contact: Pamela Larson  
(202) 452-8097  
Fax: 452-8111  
Metro: DuPont Circle

4:30 All Fellows

White House Policy Towards Central and Eastern Europe  
Ron Von Lipsey, Director for Southeast Europe  
National Security Council  
Location: Old Executive Office Building  
17th & Pennsylvania Avenues, NW  
Washington, DC 20503  
Contact: Judy Russ  
(202) 456-9101  
Fax: 456-9150  
Metro: Macpherson Square

- Enter at Pennsylvania Avenue entrance; ask security desk to call Judy Russ to get you.
- You will need photo id.

6:00 Orientation Program Final Meeting and Distribution of Internship Information  
Location: Freedom House

"Gavel-to-gavel Coverage of Congress: C-SPAN and American Politics"  
Marjorie Amey, Viewer Services Coordinator  
C-SPAN  
Location: 400 North Capitol Street, NW  
Washington, DC  
(202) 737-3220  
Fax: 737-3323  
Metro: Union Station

US Aid Programs for Central and Eastern Europe  
Mark Levinson, Senior NGO Specialist  
Sharon Grossman, Ukraine Desk Officer  
Cameron Pippitt, Albania/Slovakia Desk Officer  
Pirie Gall, Bulgaria Desk Officer

Sarah Farnsworth, Bosnia and Herzegovina/Croatia Desk Officer  
United States Agency for International Development

Location: Information Center Conference Room

Ronald Reagan Building

Washington, DC

(202) 712-5301 (Mr. Levinson direct)

Fax: 216-3007

Metro: Federal Triangle

- Enter at 14th Street Entrance. Proceed across the Atrium towards the Information Center, which is located behind the neon lights that you will see across the Atrium. The conference room is easily locatable once inside the Information Center.

4:30 "Functions of a National Party Headquarters: Fundraising, Communications, Organization"

## ORIENTATION PERIOD EVALUATION FORM

Please type your answers to the following questions or write clearly in ink. If you need more space, please continue on the reverse side of the page. We appreciate your candid and thorough remarks.

NAME: Viktor Vovk

INTERNSHIP TYPE: NGO Management  
(Governance, NGO Management, Media, or Economic Development)

1. Please give an overall evaluation of the Orientation Program, including comments on how it might be improved in the future.

My overall evaluation of the Orientation Program is quite positive. I found it very useful and interesting. I believe that there is some room for improving the Program by including into it the issue of the USA Foreign Policy in general and towards Central and Eastern Europe in particular.

2. Was the Freedom House staff organized, professional and efficient? Were you properly prepared by the staff? Please comment and give suggestions.

In my opinion the Freedom House staff was well organized, professional and efficient, and did its best to properly prepare the Visiting Fellows for the meetings. I think that the Freedom House staff has contributed a lot to make the Orientation Program successful.

3. If you were scheduling the Orientation Week what meetings or events would you add or delete? Which briefings were especially useful and interesting? Which were not?

I would add a meeting at the State Department.  
It's a pity the meeting at the USAID was cancelled due to the weather conditions. I hope it will be rescheduled.  
The briefings at the National Security Council, Baltimore City Council, Congressman's Ben Cardin Campaign Office and American Enterprise Institute for Public Policy Research were especially interesting for me.  
There were no uninteresting meetings.

4. On a scale of 1 to 5 (1 being the best and 5 being the worst) how would you rate the overall orientation program in providing a broad introduction to American government, business, and media? Please circle your answer.

Very useful

Not so useful

①

2

3

4

5

When complete, fax a copy to Freedom House at (202) 296-5256 AND also send the original to FH, 1319 18th Street, NW, Washington, DC 20036. THANK YOU!

## EVALUATION OF PROGRAM BY VISITING FELLOW

Please type your answers to the following questions or write clearly in ink. Please be as thorough and candid as possible. If you need more space, please continue on a separate piece of paper or the reverse side of the page.

YOUR NAME: VOVK VIKTOR

NAME OF INTERNSHIP ORGANIZATION: IUCN- World Conservation Union

Please describe your internship in this office. What did you do on a daily basis -- did you complete projects, attend meetings, observe colleagues doing their jobs, etc.? Did you have enough work to do? Was the work interesting for you?

I had plenty of work to do. I conducted a Fundraising Research on the possibilities to raise funds in the USA to promote Civil Society and Sustainable Development in the Eastern Europe, particularly in Ukraine. I also attended meetings, briefings and other events in Washington.

Was there enough office space for you? Did you have your own desk and access to office equipment such as computer and phone? Did the office staff explain your responsibilities adequately, and make you feel welcome?

I have had enough office space for my work. I have had a separate room with my own desk, modern computer connected to fast Internet, direct telephone line, and access to other office equipment. The office staff has been very friendly and helpful, and I felt myself quite at home.

Was your program primarily focused on learning new skills or on making contacts and networking? Was this what you had wanted from your internship?

My program was focused primarily on two issues - 1) learning new skills in the field of NGOs fundraising and 2) making important contacts in the Washington NGO community and in the USA federal agencies. This was exactly what I wanted from my internship.

In general, were you satisfied with your internship? How will this experience benefit you or your organization? How will it advance democracy in your country? Are there any concrete ideas that you gained from experience which you plan to implement in your office when you return home?

I am more than satisfied with my internship. This experience will essentially benefit my NGOs, especially in establishing contacts with foreign NGOs and in setting up international cooperation and partnerships with American NGOs, which has a serious potential to advance democracy in Ukraine.

What, if anything, do you think you were able to teach your hosts (work or homestay) about your country? Do you feel that this internship offered a reciprocal exchange of ideas?

I made a special presentation for my host organization on Ukraine's challenge in the 21st century. The electronic version of my presentation was disseminated through IUCN's network among its constituencies all over the world.

6. Do you feel that you fully utilized this opportunity? Could you have done more to assert yourself? What advice would you give to future Visiting Fellows?

I feel that I have fully utilized this opportunity. I could have done more if I had had a little more time. I found it somewhat hard to set up some important meetings in such a short time. People in Washington are quite busy with a tight schedule that is filled a long in advance with special requests.

7. Was the Freedom House staff supportive of you during the assignment and responsive to any or concerns that may have arisen during your program?

The Freedom House staff was very supportive during my assignment and quite responsive to my special requests during my program.

8. Outside of your assignments, list the institutions or individuals with whom you have established some cooperation during your trip to the US. Describe what tangible results you have gained (or hope to gain) from these contacts.

Worldwatch Institute - signed agreement on cooperation.  
USAID, World Resources Institute, Eurasia Foundation, Bank Information Center, Kennan Institute of The Woodrow Wilson Center, International Institute for Energy Conservation - contacts established

9. Please list any speaking engagements or media appearances and articles written by you during the program. If you have not already done so, please provide a copy of any speech or article published by or about you, as well as articles you have published in your own country during the program.

A speech "Ukraine's challenge in the 21st century" was delivered at the IUCN, Washington D.C. Office. The written version of this presentation was distributed over the IUCN network in the world.

10. What other comments would you like to add about the program?

The program is very good and efficient. It could be a little longer to achieve even better results.

11. Would you recommend this assignment to future Visiting Fellows: Yes  No   
Why or why not?

Very beneficial for any NGO that works in the sphere of promoting civil society in the context of sustainable development.

On a scale of 1 to 5 (1 being best and 5 being worst) how would you rate this office assignment in providing work experience and improving your professional knowledge? Please circle your answer.

Very useful

Not so useful

1

2

3

4

5

EVALUATION OF PROGRAM BY SPONSOR

Please type your answers to the following questions and return to Freedom House 1319 18th Street, NW, Washington, DC 20036, Fax: (202) 296-5256. If you need more space, please continue on a separate sheet of paper. Your remarks are greatly appreciated.

YOUR NAME: Scott A. Hajost  
ORGANIZATION: IUCN-US  
VISITING FELLOW: Viktor Vovk

1. Describe your expectations of the Visiting Fellow before he or she started working at your office. Were these expectations met? If not, please explain.

Expectations were fully met. We had hoped that he would help research key donor institutions in the US, particularly in Central and Eastern Europe and he delivered that. He also made contact with a number of other key institutions that will benefit.

2. Did the Visiting Fellow follow a regular full-time work schedule, arriving promptly to work each day and to meetings or other events? Yes - very regular and at times worked more than 8 hours a day. He attended all meetings and events he was given an opportunity to attend, which were many.

3. Please describe the Visiting Fellow's program in your office -- did it focus on specific projects assigned to the Visiting Fellow or meetings and observation? Was the quality and quantity of the work appropriate for the Visiting Fellow?

The program was designed to provide a general orientation to the US conservation world, establish contact with key institutions interested in Central and Eastern European environmental issues, and to leave behind a concise report on these institutions and US Foundations.

4. Was the Freedom House staff supportive during the program and responsive to any special requests or concerns that might have arisen?

The Freedom House was more than supportive. We feel very fortunate to have had this opportunity. I would give Freedom House very high marks!

5. Was there enough office space for the Visiting Fellow? How much space and equipment was made available (desk, computer, phone, etc.)?

Yes. Viktor was given an office equipped with a computer and phone. He also had access to all parts of the office, including the printer, copier and fax machine.

6. In general, were you satisfied with your experience in this program? Would you recommend this program to another office like your own? Why or why not?

We were completely satisfied. We thought it was a very beneficial program to both parties. We would definitely highly recommend this program to others as we would like to participate again as well. It would be great if a visiting fellow could spend more than one month here.

7. What other comments would you like to add?

This was great. A learning experience for us and a chance to help and also benefit ourselves. We would love to have another fellow!

# UKRAINE'S CHALLENGE IN THE 21st CENTURY

Presentation made by Ph.D. Viktor Vovk,  
Freedom House Visiting Fellow from Ukraine,  
at the World Conservation Union, Washington D.C. Office

## 1. The development motive in the USSR.

Communist rulers set the task of being able to compete with leading powers for domination in the world (understood as military and ideological domination). This required achievement of the front lines in industrial production. In particular, such an ambitious objective implied an accelerated industrialization of the country. This task was partially fulfilled in the 30s (before the World War II) and accomplished in the 50s. A fairly highly industrialized but closed and self-isolated economy was created in the USSR. The latter, however, turned out to be one of the most serious disadvantages of the industrial society of Soviet (socialist) type.

The above mentioned ambitious goal also required development of science, technologies and engineering. This, in turn, meant that the state had to provide a very good education to its population. We should mention that the Soviets succeeded in creating an excellent educational system available for every child. As a part of it, every gifted child had free access to higher education and could make a career as a scientist or engineer. Thus, the Soviet system succeeded in mobilizing the intellectual resources and human potential of the society to serve its specific objectives. Advanced educational system, technical science and engineering were a serious advantage of the socialist industrial society.

However, another serious flaw in the USSR's industrial development, besides a self-isolated economy, was an increasingly extensive usage of natural resources without proper consideration for the carrying capacity of nature. In this way the mineral resources of the European part of the USSR were seriously depleted and Moscow had to start exploiting the mineral resources in Siberia where the production costs were much higher. Nature was always considered by communists as something that should be conquered and transformed to serve their purposes. In general, a human being is considered in the communist ideology as the Master of Nature - one of the most popular slogans during the communist era. That provided a philosophical ground to the extensive consumption of natural resources and large-scale transformation of nature in general, which got its origin in Karl Marx ideas.

The environment was almost fully neglected by the communist rulers, as there was a clear conflict between environmental protection and their growth objectives. The Soviet leadership was

reluctant to use its scarce resources to clean up or protect the environment. It was reluctant to use them to essentially improve people's well being and living standards as well. For dozens of years both human and natural resources of the USSR were mobilized to achieve military parity with the West and to withstand the West all over the world in order to become a global superpower and maintain this status. Thus, communist rulers were misusing natural resources and seriously overstressing the country's ecosystems. As a result, much of the USSR's territory became an environmental disaster area.

The false development motive could not provide a solid basis in the long run. The communist development policy proved quite suitable for achieving traditional industrial objectives. However, it crashed and failed when the so-called post-industrial modernization focused on energy efficiency, reduction of usage of natural resources, waste management and recycling, information technologies and communications and other modern issues which gradually came to the front line of the development objectives. The industrial society of Soviet (socialist) type, by contrast to the capitalist industrial society, appeared to be inadequate to resolve the issues on the modern agenda. Its internal development potential was exhausted, its economy became more and more inefficient, it lost in the Cold War and eventually had to surrender.

## **2. Ukraine in the former USSR and recent developments.**

Back in the Russian Empire Ukraine was one of the most industrialized provinces with a well-educated population. The role of Ukraine even grew during the Soviet time when it became one of a few leading industrial and technological centers of the USSR. The basic reasons for this were existing industrial base, highly educated, skilled and hardworking population and rich mineral resources, which were extensively exploited by the Soviets.

A few figures for illustration. In 1990 Ukraine produced about 50% of the Soviet steel. About 40% of the USSR's military industrial complex was located in Ukraine with some main machine-building corporations producing modern space rockets, inter-continental ballistic missiles, middle range missiles, warships, tanks, space satellites, equipment for nuclear power stations, etc; as well as huge metal and chemical plants, hundreds of mines extracting mineral resources like coal, iron ore, uranium ore and many other important resources.

In general, Ukraine, having about 18% of the USSR's population and less than 4% of its territory, accounted for more than 30% of its overall industrial production and 25% of its agricultural output.

These results, however, had been achieved at the expense of extensive and inefficient usage of natural resources and vast environmental pollution: thus, causing Ukraine to become an

environmental disaster area with depleted minerals and other natural resources. The well-known accident at the Chernobyl nuclear power station and subsequent vast radioactive contamination of large areas of Ukraine's territory is only one of a number of very serious environmental problems facing Ukraine.

In 1991 as the result of the national-democratic revolution, Ukraine gained its independence which was supported by 92% of the voters. For the first time in the last three centuries Ukrainians became masters of their own lives and can now govern in their own country. However, the starting point was very complicated and had some serious disadvantages with regard to the modern world realities.

Ukraine inherited from the USSR a failing highly centralized economy with industries based on inefficient out-of-dated technologies and with essentially unbalanced economic structure (composition). In fact, the economy of newly independent Ukraine was just an ugly wreck-piece of the outdated economy of the failed superpower. Thus, it required market reforms, technological renovation and economic restructuring.

Inefficient use of energy proved to be one of the most critical factors when Russia in 1992-93 abruptly increased prices for energy supplies to the level of the world market prices. The entire economy of Ukraine got a very serious energy price shock. Another shock came from the process of the Ukraine's integration into the world economy when the earlier closed (within the USSR) national economy was opened to the surrounding world.

The ruling political elite in Ukraine, which used to be just a provincial communist bureaucracy in the former USSR, failed to tackle properly these problems. It failed to work out, formulate and implement a modern and prospective development strategy to address the new economic, social and environmental challenges. Transition to market economy was declared. Market reforms, however, were started after a serious delay and are being carried out in very slow and inconsistent way.

Besides, can market forces left alone shape the new economy that will satisfy our needs in the long run? This question was not answered or even asked. The objective of achieving a sustainable living has never been formulated and set forth. The Ukrainian people never got a clear vision of the destination point of our transition process.

As the result the economic, social and environmental situation in Ukraine has been aggravated. In the period 1991-99 the Ukraine's GDP has dropped by more than 60%, the average personal income (in real figures) is now approximately 1/3 of what it was in 1990. The environment is being neglected in the process of market reforms even more than during the Soviet rule. This is due mostly to the fact that economy's structure (composition) is growing worse with heavy industries dominating even more than earlier. Their share in the overall industrial production of Ukraine has

doubled in the last 8 years of reforms, just because the fall in the lighter and cleaner sectors of the industry was much more drastic. The macroeconomic indicators like energy use, generation of industrial wastes, pollution emissions to the atmosphere per unit of GDP explicitly show the growing inefficiency of the Ukrainian economy and growing consumption of natural resources (air, water, etc.) per unit of GDP. In particular, the GDP in 1996 compared to that in 1990 fell by 57%, whereas emission of polluting substances to the atmosphere by Ukrainian industry dropped only by 48%. That is one of many evidences of the fact that the environmental price we pay to our economy has grown and the GDP composition has become more "dirty" in the years of the on-going transition. Transition to what? – we ask.

### **3. "Ukraine. Agenda 21" non-governmental organization.**

I represent a group of politicians and public activists whose main concern is to promote formulation and elaboration of a new development strategy for Ukraine that will provide a modern perspective and a clear vision of the prospective future. We believe that the market and democratic reforms are not sufficient. The new philosophy of Ukraine's development should, in our opinion, be based on new ideas, with proper consideration of the most fundamental trends in the modern world and experiences of the leading industrial countries. We've got to answer the simple question: What is today's world and where is it going?

Thus, we strongly believe that the new challenge for the independent Ukraine is transition to a modern post-industrial society, which, besides market economy and democratic state institutions, implies two additional features – it is an informational society and its development is based on the principles of sustainable living within the carrying capacity of the Earth.

## Introduction to the "Ukraine. Agenda 21" and Institute for Sustainable Development

The "Ukraine. Agenda 21" is a national NGO dedicated to fostering civil society and sustainable development in Ukraine. It was founded in 1998 by a group of former deputies of Ukrainian Parliament and public activists, and is currently operating in 17 regions of Ukraine, the Crimea and Kyiv. The Board of the organization is chaired by Mr. Valentyn Landyk, former Vice Prime Minister of Ukraine (1993-94), the President of the NORD corporation which is one of the leading machine-building corporations in Ukraine.

The Mission of the "Ukraine. Agenda 21" is to promote an integrated approach to addressing economic, environmental and social challenges on the basis of sustainable development principles. The organization focuses on the following objectives:

- Advocating the need to integrate the principles of sustainable development in political and economic reforms in Ukraine;
- Informing public opinion to spark a national dialogue on sustainable development and engage the public on this activity;
- Working out recommendations on the national strategy of sustainable development and influencing public policy and policy-makers;
- Facilitating the introduction of principles of sustainable development in Ukraine through summarizing and dissemination of international experience in the field.

The organization translated into Ukrainian some principle international documents adopted at the 1992 UN summit in Rio de Janeiro and subsequent documents including the UN Agenda 21 (1992) and the Rio+5 programs (1997). It also translates national sustainable development strategies of individual countries that have achieved the most significant success in the field. In particular, with the help of the USIA (Kyiv's office) the organization has translated the Sustainable America: A New Consensus for the Future (1996) and a number of other documents produced by the U.S. President's Council on Sustainable Development. The organization has also prepared and published the book titled "Ukraine in the context of Agenda 21" - an extensive educational material on sustainable development - which was widely distributed among NGOs and public activists, libraries and academic institutions, members of the Parliament and state officials.

Recently, due to the USIA's assistance, Ukrainian language rights have been granted to the "Ukraine. Agenda 21" to translate and publish up to 5,000 copies of the Vice President Al Gore's book "Earth in the Balance: Ecology and Human Spirit". The Ukrainian edition of this book is planned in the first half of this year. The bulk of the print is planned for free distribution in Ukraine.

To carry out its objectives, the "Ukraine. Agenda 21" cooperates with other NGOs, as well as the government and the Parliament to advise them on matters involving sustainable development. In particular, to support the development of civic society within the context of sustainable development, the organization has entered collaborative agreements with the Ukrainian Urban Association, Ukrainian Union of Entrepreneurs and Industrialists, the Farmers Association, the Civic Society Institute etc. The organization also carries out appropriate advocacy and lobbying activities in the central bodies of power and hosted a few major press conferences in Kyiv.

In order to facilitate the process of adoption of sustainable development values in Ukraine, the **Institute for Sustainable Development** has been recently founded under the auspices of the "Ukraine. Agenda 21". The President of the Institute is a well-known Ukrainian politician Mr. Ihor Yuhnovsky, academician of the National Academy of Sciences, member of the XII, XIII, XIV Parliament of Ukraine (1990-2000) and former First Vice Prime Minister of Ukraine (1992-93). The Institute is directed by Serhiy Semenets, a former member of the Parliament of Ukraine (1990-94), who is also the Executive Director of "Ukraine. Agenda 21".

The Institute is an independent think tank designed to collect, analyze and disseminate information on sustainable development. Currently the Institute is seeking co-sponsors for its new project - WWW Server planned to become a basic Ukrainian Sustainable Development WWW Server. To foster learning and the exchange of ideas the server will host a wide range of information and documents on sustainable development in Ukrainian, Russian and English, and will enable Ukrainian NGOs, think tanks and individual activists to maintain their own free Web-pages. It will also assist to link the Ukrainian NGOs working in this field in an electronic network. We hope that the Institute will also serve as a clearinghouse of sustainable development ideas and cooperative efforts of indigenous NGOs.

In general, to get the word out about sustainable development the Institute will carry out informational, analytical, translation and publishing activities for the "Ukraine. Agenda 21", as well as build on the organization's educational capacity in this area.

We believe that implementation of this agenda will assist Ukraine's emergent civic society in taking an engaged position in the contemporary global processes and encourage public participation in development and implementation of a national sustainable development approach. In this respect, the "Ukraine. Agenda 21" and the Institute for Sustainable Development are interested in establishing contacts with analogous European and American NGOs and joining their international cooperation programs as partner institutions.

Ukraine. Agenda 21  
Institute for Sustainable Development  
4-b Patrisa Lumumby Street, Kyiv, 01042, Ukraine  
Fax (380 44) 268-7246 E-mail : intspher@carrier.kiev.ua

## ORIENTATION PERIOD EVALUATION FORM

Please type your answers to the following questions or write clearly in ink. If you need more space, please continue on the reverse side of the page. We appreciate your candid and thorough remarks.

NAME: Volodymyr Poberezhny  
INTERNSHIP TYPE: NGO management  
(Governance, NGO Management, Media, or Economic Development)

1. Please give an overall evaluation of the Orientation Program, including comments on how it might be improved in the future.

On the whole, the Orientation Program was excellent. There hardly is any need for improvement.

2. Was the Freedom House staff organized, professional and efficient? Were you properly prepared by the staff? Please comment and give suggestions.

The Freedom House staff was highly organized, professional and efficient and greatly contributed to the Program's success.

3. If you were scheduling the Orientation Week what meetings or events would you add or delete?  
Which briefings were especially useful and interesting? Which were not?

I would add a meeting at the State Department.

The meeting at NSC was especially useful and interesting.

There were no uninteresting events.

4. On a scale of 1 to 5 (1 being the best and 5 being the worst) how would you rate the overall orientation program in providing a broad introduction to American government, business, and media?  
Please circle your answer.

Very useful

Not so useful

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When complete, fax a copy to Freedom House at (202) 296-5256 AND also send the original to FH, 1319 18th Street, NW, Washington, DC 20036. **THANK YOU!**

## EVALUATION OF PROGRAM BY VISITING FELLOW

Please type your answers to the following questions or write clearly in ink. Please be as thorough and candid as possible. If you need more space, please continue on a separate piece of paper or the reverse side of the page.

YOUR NAME: Volodymyr Poberezhny

NAME OF INTERNSHIP ORGANIZATION: Center for Nonproliferation Studies  
Monterey Institute of International Studies

1. Please describe your internship in this office. What did you do on a daily basis -- did you complete projects, attend meetings, observe colleagues doing their jobs, etc.? Did you have enough work to do? Was the work interesting for you? *I attended lectures and seminars on nonproliferation, regional proliferation threats, international relations. I also studied the CNS comprehensive database on this subject and had very useful meetings with the CNS research and administrative staff. The work was very interesting for me.*

2. Was there enough office space for you? Did you have your own desk and access to office equipment such as a computer and phone? Did the office staff explain your responsibilities adequately, and make you feel welcome? *There was enough office space with a computer, a phone, and the Internet. The office staff was friendly and made me feel welcome.*

3. Was your program primarily focused on learning new skills or on making contacts and networking? Was this what you had wanted from your internship?

*My program was focused on both learning new skills and making new contacts. It fully corresponded to my expectations.*

4. In general, were you satisfied with your internship? How will this experience benefit you or your organization? How will it advance democracy in your country? Are there any concrete ideas that you gained from this experience which you plan to implement in your office when you return home?

*In general, I was satisfied with my internship. The experience I have acquired will be useful for my organization and, possibly, will enable us to start a new project in the near future. There are some specific ideas from this experience, which I plan to implement in my Center, in particular, in the field of fundraising.*

5. What, if anything, do you think you were able to teach your hosts (work or homestay) about your country? Did you feel that this internship offered a reciprocal exchange of ideas?

*The internship provided a wonderful opportunity for exchange of ideas with my hosts, which, in my opinion, contributed to their better understanding the problems my country is facing at present.*

6. Do you feel that you fully utilized this opportunity? Could you have done more to assert yourself? What advice would you give to future Visiting Fellows?

As regards future Visiting Fellows, perhaps the program could be extended for some 2-3 weeks for them to utilize this opportunity to a fuller extent. This especially applies to the NPC of the Monterey Institute for International Studies.

7. Was the Freedom House staff supportive of you during the assignment and responsive to any special requests or concerns that may have arisen during your program?

The Freedom House staff was very much supportive and responsive to all requests and concerns during the program.

8. Outside of your assignments, list the institutions or individuals with whom you have established some cooperation during your trip to the US. Describe what tangible results you have gained (or hope to gain) from these contacts.

Dr. Patrick Cronin, Director of Research and Studies Program, United States Institute of Peace (possible grant application)  
 Dr. Lorna Hahn, Executive Director, Association on Third World Affairs, Inc. (cooperation on arranging conferences and seminars in Ukraine and USA)  
 Dr. Paula Dubaiansky, Council on Foreign Relations (possible cooperation on a new project)

9. Please list any speaking engagements or media appearances and articles written by you during the program. If you have not already done so, please provide a copy of any speech or article published by or about you, as well as articles you have published in your own country during the program.

NONE

10. What other comments would you like to add about the program?

It was very useful both in practical and educational terms.

11. Would you recommend this assignment to future Visiting Fellows: Yes  No

Why or why not?

See naïo

On a scale of 1 to 5 (1 being best and 5 being worst) how would you rate this office assignment in providing work experience and improving your professional knowledge? Please circle your answer.

Very useful

Not so useful

①

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When complete, fax a copy to Freedom House at (202) 296-5256 AND also send the original to 1210 18th Street NW, Washington, DC 20036. THANK YOU!

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April 28

From:

Ron Sereg  
Freedom House, Kiev, Ukraine

To:

Jennifer Whatley  
Freedom House, Washington, DC

John Kubiniec  
Freedom House Kiev, Ukraine

This is the second and last of my monthly reports. I want to take some time to comment on all the splendid assistance and support everyone in Freedom House Kiev gave to me from the first moment I arrived. I was able to jump right into the stream of things and I am sure that I have made much more difference on a positive note because of that.

My time here has gone by much too fast for what I hoped to achieve. I have worked with a variety of nongovernmental organizations and have seen some successes in just this little time spent here.

Basically I have spent most of my time working with NGOs on an individual basis. This was my preferred method because many of the concerns about the media and communications vary so greatly it was not conducive to working in groups. I did hold a weekly series of meetings with all the Freedom House sponsored NGOs and we discussed a variety of methods they can utilize to take advantage of the mass media. But some of the NGOs have publications concerns, some are more interested in marketing aspects and others simply want to develop an expertise in dealing with the media. All really need some additional time and assistance in writing and distributing press releases and to gain a better understanding of how the news media work. Even some of the NGOs who have successfully worked with the media do not have a clear concept of how the media operate.

There is confusion over many media related terms such as seminars, press conferences, press briefings and roundtable discussions. To many people in the NGO community here in Ukraine these are all similar terms. I had a woman in an NGO who conducted a seminar on some women's issues. The seminar was well attended and the experts brought out a lively discussion about the concerns of the seminar. She was disappointed though because the news media came for only ten minutes and didn't participate in the seminar. She said they came and reported on it in a short story in the newspaper.

Another woman held a seminar/press conference to announce a special need for some orphans. She said a reporter expressed an interest and came to the event. When he

was asked to join up with the group to work to help the orphans he declined. She was flabbergasted because she could not understand how the news reporter could leave the meeting without promising to work in support of the orphans. I asked her if the reporter wrote up the story about the seminar and she said he just wrote a couple of paragraphs about the seminar and the NGO's work with the orphans.

As you can see there is as much work to be done here just teaching many people how the news media are structured and how they do their jobs. There is great misconception about what the media do and don't do. Adding to this is the problem of corruption here in Ukraine and the fact that many journalists are on the take and many journalists are not professional in their writing and reporting of the news. Many NGOs report that news reporters have either through their own incompetence or with some special purpose have reported their news either all or partly incorrect. I have been asked what can be done about this. Sadly the only answer is to call and tell the news outlet the information they published is inaccurate and ask if they will correct it. But there is nothing else that can be done. I tell them they do not want to make a bad situation worse by getting mad or showing anger. The media will always have the last word.

I have been asked what do you do if you submit a press release to a newspaper and the reporter says he wants 20 hryvnya to publish the news release. I tell them that unless they want to spend the money they really need to look at their press release and make sure it is professional in appearance and in content. Then they need to look at all the other news media outlets that can be contacted with that news release.

There are many reasons why many NGOs don't get press coverage. Some of them being that the press releases they submit to news outlets look like single spaced legal notices that are written on three or four pages of A4. Some submit these type of news releases by email and fax and wonder why they have no results. Some submit these same press releases over a period of a couple of weeks or more to all the media. And from what I have seen most NGOs submit press releases that are far from any thing considered a standard. Journalists see hundreds of press releases. It is therefore in the best interest of the NGOs to make their press releases look and read like the standard ones. When NGOs submit a press release that does not even look like a press release they immediately have a problem getting media attention.

I have worked with all of the NGOs in this regard. I have told them that the form of a press release is pretty much standard around the world. News reporters see hundreds of press releases in a couple of months time even here in Ukraine. If they want their press release to be noticed and even read it has to have some certain qualities, namely structure, form and attention grabbing newsworthy content. This is no little task to assign most of the NGO staff.

One note of success in this whole effort was with an association of vegetable and fruit growers and retailers. The group as I noted in my last report showed me a copy of what they had been submitting to the news media. I worked with them to change their approach and to add some content and open up the press release and make it more what a standard press release should look like. It got results and generated some substantial coverage. I covered such concerns as delivery strategy and content with them and it looks like I might have made some successful inroads with the group. Except that I found out later that the press release was not delivered all on the same day but over the

period of a week or so. This of course did not do them any good so there is still much more to be done.

It is advantageous having considerable background working with the mass media here in Eastern Europe. It helps to know how the media here operate and what kinds of expectations they have with regard to social concerns and NGOs. Here in Ukraine there are only a couple of independent media outlets. Most are not worthy of much attention. Most of the media here are free and open in their coverage of non-controversial subjects. For some of the NGOs that deal with economics, political concerns and environmental topics the media can be difficult to work with. At least for them to get any accurate and meaningful coverage of their concerns. I think I could really do much more if it were possible to stay for another year or so. The changes and new ideas that I have implemented in this short period of time need much more follow-up attention.

There are numerous groups that want specialized attention for their concerns. I have worked with a couple of NGOs on a variety of concerns with regard to marketing their reports and studies. They have the list of journals Freedom House Washington made available and have reported that they see this as an aid in marketing their studies to some of the organizations and publications specializing in Eastern European Studies.

I conducted a daylong seminar on working with the mass media in Semferopol in the Crimea for IREX ProMedia. More than 22 NGOs and a couple of media representatives attended. Most of the seminar was directed to discussion of how the media work and what kinds of expectations they have of the NGOs who want publicity for their programs.

There are some general misconceptions about the media here in Ukraine and then there are some perceptions that are quite accurate. I think some of the misconceptions particularly regarding the corruption and the need to pay bribes to get news releases published may in fact be a little less than many people think. Without a doubt there are journalists who will request a bribe to publish a story. But I think for the most part if an NGO takes a well structured and well written press release to a media outlet there is a better than even chance it will be used if it is newsworthy and timely. The last two words are critical to this information because many in the NGO community here do not understand the basics of modern day journalism. Newsworthy to them is what they decide they want press coverage for and timeliness is whenever it can be completed and delivered to the new media outlet, usually by email or fax.

There is a real need to educate people in the NGO community with the basics of public relations strategy and journalism writing and reporting and they way the modern media do business. I think this is a much longer term project than what I can accomplish in just two short months. But it is something I feel that is really important if the NGOs are going to successfully deal with the media and garner adequate press coverage for their activities.

I also worked with the American Bar Association's EcoPravo organizations and conducted a half day seminar with their representatives. Basically to give them an overview of the way the media work and what kinds of efforts they need to put forth to get attention. Most of the discussions were about writing press releases and the strategies needed to get the media to look at them.

As a follow up to this group, I received a copy of their first press release. It is nicely double spaced. Printed on letterhead with Press Release in bold letters. Has all the

appropriate contact information and a nice headline that says Violation of Environmental Rights of Kyivans. And then the first paragraph starts talking about how EcoPravo protects the rights of citizens and is working to do so under articles 16 and 50 of the Ukrainian Constitution. Nothing to do with any violation of environmental laws in Ukraine. That is barely mentioned in the third or fourth paragraphs. The press release is merely a poor summary of some environmental litigation in which EcoPravo is working on. No details are added.

But when you consider what the group did prior to this effort this is a big change. Now we need to get them to look closely at what activities they are involved in and what ones have real news value and then to learn how to present a description of that determination into a press release that somebody wants to finish reading.

So what I have largely been involved in is teaching journalism 101 to many in the NGO community and explaining how the media work. We have a good start.

The guide to media and public relations, which I first wrote while working in Slovakia a few years ago, has been rewritten. It is a little more detailed now especially for Eastern European NGOs. It has got a lot of use. Promedia is using it along with the ABA EcoPravo group, and of course the Freedom House NGOs. I talked to Adrian Karatnysky about it while he was here and he suggested that it would perhaps be a good idea to put it on the web site and to include it as a supplement in the NGO News. I think this would be a good idea if we could add a sample press release to include with it. In this manner any group or NGO could access it and then have it translated into the local language.

It is a very basic guide written to inform people working with NGOs in Eastern Europe how the mass media operate and what concerns they need to have in dealing with the news media. It gives them basic information about setting up a public relations program and it gives them some education about what they need to know about identifying, writing and presenting news and creating a proactive public relations program.

I see also a real need here in Ukraine for more of the mass media to be exposed to western standards and ideas about ethics, revenue enhancement, distribution and presentation. It's too easy for someone here in Ukraine with no background in media management to copy bad ideas and management practices. But it happens on a large scale. I would like to see some serious international efforts to help make more of the Ukrainian media more independent minded and less responsible to special interests. I suspect the reason this exists as it does is that the media have to depend upon special interests to guarantee revenues.

Anyway I am pleased with my efforts here and I return to the states knowing that I have made some positive difference at least to a small segment of the Ukrainian NGO community. I enjoyed my stay and have a new appreciation for any and everything Ukrainian.

Ron Sereg  
216 South 2<sup>nd</sup> St.  
Albia, IA 52531

Tel.: 515-932-5372

## Freedom House Partnership for Reform Program

## U.S. Internship Program

*Six-week U.S. internships for senior NGO staff*

Participants: September 1998-November 2001

**Yaroslav Hordievych**, *Director, Ukrainian Law Students' Association, Lviv, Ukraine*. Mr. Hordievych is responsible for strategic planning and fund raising of his organization. He also manages projects on students rights and provides technical assistance and consultations for youth NGOs. His U.S. internship was at International Human Rights Law Group in fall 1998.

**Yulia Pievskaya**, *Public Relations Coordinator, Ukrainian Psychiatric Association, Kyiv, Ukraine*. Ms. Pievskaya coordinates the activities of 24 branches of the Ukrainian Psychiatric Association, provides information for mass media, informs all NGOs and governmental institutions on UPA activities, organizes workshops and conferences. Her U.S. internship was at American Psychiatric Association in fall 1998.

**Svetlana Pchelina**, *Coordinator and Trainer, Kharkiv Center for Gender Studies, Kharkiv, Ukraine*. Ms. Pchelina is responsible for publishing program in the center, which publishes the New Image magazine. As a trainer, she organized workshops for NGOs on NGO Management, Fundraising, Women's Leadership and Public Relations. The Center also conducts a small business start-up program. Ms. Pchelina's U.S. internship was at the US-Ukraine Foundation in fall 1998.

**Ann Lipnik**, *Public Relations Coordinator, Kyiv Center for Political Research and Conflict Resolutions, Kyiv, Ukraine*. The Center does research on policy issues and politics in Ukraine, conducts a regular rating of top politicians, and researches developments in the mass media. Ms. Lipnik is responsible for public relations and outreach. Her U.S. internship was in the Center for Strategic and International Studies in fall 1998.

**Iryna Bekeshkina**, *Deputy Director and Analyst, Democratic Initiatives Foundation, Kyiv, Ukraine*. DIF conducts public opinion polls and analysis. Through seminars and media briefings, DIF has worked to train Ukrainian journalists in polling methodology and the importance of using opinion polls in their reporting. Ms. Bekeshkina is responsible for managing the research department and for preparing press releases. Her U.S. internship was at the Harvard Ukrainian Research Institute in winter 1999.

**Andriy Hnyda**, *Board Member and Local Government Communication Coordinator, Committee of Voters of Ukraine, Lviv branch, Ukraine*. CVU is a civic watchdog that monitors electoral processes on all levels. Mr. Hnyda is responsible for CVU's programs on local governance. His U.S. internship was at Common Cause in winter 1999.

**Olga Shumilo**, *Researcher, International Center for Policy Studies, Kyiv, Ukraine*. ICPS is a think tank specializing in economic policy issues. Ms. Shumilo is a researcher for the Center's European Choice project. The project aims to promote effective strategies and formation of policies for integration of Ukraine into European structures. Ms. Shumilo's U.S. internship was at Rand Corporation in winter 1999.

**Iryna Vandrovych**, *Research Analyst, Geneza Political Center, Lviv, Ukraine*. Ms. Vandrovych is responsible for monitoring coverage of economic reforms in the media, public relations and preparing informational materials. She also researches monetary policy, and is Geneza's special events coordinator. Her internship was at American Enterprise Institute in winter 1999.

**Kateryna Ageyeva**, *Program Manager, Center for Economic Development, Kyiv, Ukraine*. Ms. Ageyeva is responsible for proposal writing and fundraising at the Center. She also conducts negotiations with donor

organizations, and prepares financial and narrative reports. The Center is a think tank whose publications include the Ukrainian Economic Monitor, a monthly analytical newsletter. Ms. Ageyeva's U.S. Internship was at US-Ukraine Foundation in spring 1999.

**Viktor Vovk**, *Project Manager, Civil Society Institute, Kyiv, Ukraine*. His responsibilities include supervision of several civil society development projects, including a Legal Education Program. He also oversees a project researching the development of Ukraine's center-left political parties. Mr. Vovk's internship was at IUCN-World Conservation Union in spring 2000.

**Volodymyr Poberezhny**, *Director of International Programs, Center for Peace, Conversion and Foreign Policy of Ukraine, Kyiv, Ukraine*. His responsibilities include analyzing the main events and trends of Ukraine's foreign policy and managing a project monitoring foreign and security policies. Mr. Poberezhny's internship was at the Center for Nonproliferation Studies and Monterey Institute of International Studies in spring 2000.

**Markian Datsyshin**, *Project Manager, Institute of Reforms, Kyiv, Ukraine*. His responsibilities include supervision of the Regional Investment Opportunities Project, under which he supervises experts in 25 regions and in Kyiv. He also processes data and prepares publications and events.

**Taisa Stadnichenko**, *Public Relations Coordinator, Center for Political and Legal Reform, Kyiv, Ukraine*. Ms. Stadnichenko is the Public Relations Coordinator of the Center for Political and Legal Reforms. Her responsibilities include contacts with the media, promoting the Center's activities, organizing events and web site updates.

**Partnership for Reform in Ukraine**

Study Visit to Hungary  
9-15 April 2000

Sunday, April 9

Arrival in the afternoon

Briefing on the program

Location. City Panzió Mátyás / DM 126, 162)  
Március 15 tér  
Phone: 338-47 11  
Fax: 317 90 86

Welcome dinner

Monday, April 10: Government

9.00am Bus pick-up at hotel

9.30am Ministry of Economics  
Department for Economic Planning and Strategy Development  
1051 Budapest, Honvéd u. 13-15

11.15am Parliament  
Committee on Economics – Dr. János Latorcai

1.00pm Lunch

2.30pm Institute for Privatization Studies

4.00pm Research Institute for Economic and Social Studies

Tuesday, April 11: Economic Lobbying and NGOs

9.30am Euroatlantic Ltd.

11.30am Foundation for Market Economy

1.00pm Lunch

2.30pm Budapest Chamber of Commerce  
Fund for Economic Development

4.00pm Ministry of Agriculture and Regional Development  
Department for Regional Development

Wednesday, April 12: Media and economics

- 9.30am Napi Gazdaság – economic daily newspaper
- 11.30am HVG – economic weekly
- 1.00pm Lunch
- 2.30pm Public Policy Institute – Kovács Dénes, Economics
- 4.30pm Népszabadság or Magyar Nemzet – daily newspaper

Thursday, April 13

- 9.30am Hungarian Academy of Sciences  
Institute for World Economics – dr. András Inotai
- 11.30am Foundation for Enterprise Development  
1062 Budapest, Bajza u. 31  
Tel: 342 37 17, fax: 342 41 22
- 1.00pm Lunch
- 2.00pm Depart to Tököl
- Chamber of Commerce - Szigetszentmiklós  
Visiting small and medium size businesses

Friday, April 14

- 9.30am Hungarian Association of Branded Products Manufacturers
- 11.30am GKI: Economic Research Co. – András Vértés
- 1.00pm Lunch
- Free afternoon

Saturday, April 15

Departure

## Ukrainian participants to the Hungarian Study Tour

### 1) Valentyna Mandryk, Association of Retail Traders, Kyiv

Ms. Mandryk is the Director at the Association of Retail Traders. Responsible for development, administering projects and supervising publications of the Associations. Association of Retail Traders -- an independent non-profit organization founded in November 1998 by 11 entrepreneurs to protect their interests and provide informational and legal support. The mission of the Association is to lobby the interests of business to the government and lawmakers and to improve legislation governing entrepreneurial activity. The Association monitors new legislation, provides legal support, organizes round tables and conferences on taxation issues, fiscal policy and marketing, and publishes a monthly publication for businesspeople.

### 2) Ksenia Liapina, Coordination and Analytical Center of Ukrainian Business Associations, Kyiv

Ms. Liapina is an expert on SME development issues. Coordination and Analytical Center of the Ukrainian Business Associations was established in December 1998 by a number of business associations to influence policies concerning business development and economic growth. Activities include: economic policy analysis, preparing expert analytical report, and lobbying. Areas of focus: small business development, deregulation, tax policy.

### 3) Kateryna Ageyeva, Center for Economic Development, Kyiv

Ms. Ageyeva is a program and promotion manager at the Center for Economic Development where responsible for managing research projects, publishing and organizing events. Professional specialization in restructuring and privatization of industrial enterprises. Educational background in electronic engineering.

The Center for Economic Development (CED) is a non-governmental, non-commercial public policy organization specializing in economic analysis. Its main goals are to study, analyze and forecast trends in Ukrainian economic development; to provide independent expertise on legislative and regulatory acts and economic programs; and to make recommendations for government and non-governmental organizations and private persons. Among the Center's publications is a monthly newsletter on current economic issues produced in Ukrainian and English.

### 4) Bohdan Rybak, Infobusiness Association, Kyiv

Mr. Rybak is the President and supervises all Association's projects. Infobusiness Association - was established in 1994 to provide information and legal support to business people and to work on improving commercial legislation. The Association also conducts activities aiming to protect the rights of businesses. The association publishes a regular series of analytical reports on various sectors of the economy.

### 5) Hlib Vyshlinskiy, International Center for Policy Studies, Kyiv

Mr. Vyshlinskiy is the Publication Director and supervises all publications of the Center. International Center for Policy Studies is an independent policy think tank specializing in economic policy issues. Its main objective is to improve Ukrainian policy research and dialogue and the participation of the public at large in the formulation of policy and the monitoring of reforms.

### 6) Olha Onyshko, Institute for Reforms, Kyiv

Ms. Onyshko is the Deputy Director of the Institute for Reforms. The Institute for Reforms focuses its efforts on questions of economic, legal and political reform. The work of the Institute includes developing new programs and policy recommendations for developing the market economy and reinforcing its legal and regulatory foundation. The Institute acts as an advisor to the Presidential Administration, the Parliament, the Cabinet of Ministers and other governmental bodies.

April 28

From:

Ron Sereg  
Freedom House, Kiev, Ukraine

To:

Jennifer Whatley  
Freedom House, Washington, DC

John Kubiniec  
Freedom House Kiev, Ukraine

This is the second and last of my monthly reports. I want to take some time to comment on all the splendid assistance and support everyone in Freedom House Kiev gave to me from the first moment I arrived. I was able to jump right into the stream of things and I am sure that I have made much more difference on a positive note because of that.

My time here has gone by much too fast for what I hoped to achieve. I have worked with a variety of nongovernmental organizations and have seen some successes in just this little time spent here.

Basically I have spent most of my time working with NGOs on an individual basis. This was my preferred method because many of the concerns about the media and communications vary so greatly it was not conducive to working in groups. I did hold a weekly series of meetings with all the Freedom House sponsored NGOs and we discussed a variety of methods they can utilize to take advantage of the mass media. But some of the NGOs have publications concerns, some are more interested in marketing aspects and others simply want to develop an expertise in dealing with the media. All really need some additional time and assistance in writing and distributing press releases and to gain a better understanding of how the news media work. Even some of the NGOs who have successfully worked with the media do not have a clear concept of how the media operate.

There is confusion over many media related terms such as seminars, press conferences, press briefings and roundtable discussions. To many people in the NGO community here in Ukraine these are all similar terms. I had a woman in an NGO who conducted a seminar on some women's issues. The seminar was well attended and the experts brought out a lively discussion about the concerns of the seminar. She was disappointed though because the news media came for only ten minutes and didn't participate in the seminar. She said they came and reported on it in a short story in the newspaper.

Another woman held a seminar/press conference to announce a special need for some orphans. She said a reporter expressed an interest and came to the event. When he

was asked to join up with the group to work to help the orphans he declined. She was flabbergasted because she could not understand how the news reporter could leave the meeting without promising to work in support of the orphans. I asked her if the reporter wrote up the story about the seminar and she said he just wrote a couple of paragraphs about the seminar and the NGO's work with the orphans.

As you can see there is as much work to be done here just teaching many people how the news media are structured and how they do their jobs. There is great misconception about what the media do and don't do. Adding to this is the problem of corruption here in Ukraine and the fact that many journalists are on the take and many journalists are not professional in their writing and reporting of the news. Many NGOs report that news reporters have either through their own incompetence or with some special purpose have reported their news either all or partly incorrect. I have been asked what can be done about this. Sadly the only answer is to call and tell the news outlet the information they published is inaccurate and ask if they will correct it. But there is nothing else that can be done. I tell them they do not want to make a bad situation worse by getting mad or showing anger. The media will always have the last word.

I have been asked what do you do if you submit a press release to a newspaper and the reporter says he wants 20 hryvnya to publish the news release. I tell them that unless they want to spend the money they really need to look at their press release and make sure it is professional in appearance and in content. Then they need to look at all the other news media outlets that can be contacted with that news release.

There are many reasons why many NGOs don't get press coverage. Some of them being that the press releases they submit to news outlets look like single spaced legal notices that are written on three or four pages of A4. Some submit these type of news releases by email and fax and wonder why they have no results. Some submit these same press releases over a period of a couple of weeks or more to all the media. And from what I have seen most NGOs submit press releases that are far from any thing considered a standard. Journalists see hundreds of press releases. It is therefore in the best interest of the NGOs to make their press releases look and read like the standard ones. When NGOs submit a press release that does not even look like a press release they immediately have a problem getting media attention.

I have worked with all of the NGOs in this regard. I have told them that the form of a press release is pretty much standard around the world. News reporters see hundreds of press releases in a couple of months time even here in Ukraine. If they want their press release to be noticed and even read it has to have some certain qualities, namely structure, form and attention grabbing newsworthy content. This is no little task to assign most of the NGO staff.

One note of success in this whole effort was with an association of vegetable and fruit growers and retailers. The group as I noted in my last report showed me a copy of what they had been submitting to the news media. I worked with them to change their approach and to add some content and open up the press release and make it more what a standard press release should look like. It got results and generated some substantial coverage. I covered such concerns as delivery strategy and content with them and it looks like I might have made some successful inroads with the group. Except that I found out later that the press release was not delivered all on the same day but over the

period of a week or so. This of course did not do them any good so there is still much more to be done.

It is advantageous having considerable background working with the mass media here in Eastern Europe. It helps to know how the media here operate and what kinds of expectations they have with regard to social concerns and NGOs. Here in Ukraine there are only a couple of independent media outlets. Most are not worthy of much attention. Most of the media here are free and open in their coverage of non-controversial subjects. For some of the NGOs that deal with economics, political concerns and environmental topics the media can be difficult to work with. At least for them to get any accurate and meaningful coverage of their concerns. I think I could really do much more if it were possible to stay for another year or so. The changes and new ideas that I have implemented in this short period of time need much more follow-up attention.

There are numerous groups that want specialized attention for their concerns. I have worked with a couple of NGOs on a variety of concerns with regard to marketing their reports and studies. They have the list of journals Freedom House Washington made available and have reported that they see this as an aid in marketing their studies to some of the organizations and publications specializing in Eastern European Studies.

I conducted a daylong seminar on working with the mass media in Semferopol in the Crimea for IREX ProMedia. More than 22 NGOs and a couple of media representatives attended. Most of the seminar was directed to discussion of how the media work and what kinds of expectations they have of the NGOs who want publicity for their programs.

There are some general misconceptions about the media here in Ukraine and then there are some perceptions that are quite accurate. I think some of the misconceptions particularly regarding the corruption and the need to pay bribes to get news releases published may in fact be a little less than many people think. Without a doubt there are journalists who will request a bribe to publish a story. But I think for the most part if an NGO takes a well structured and well written press release to a media outlet there is a better than even chance it will be used if it is newsworthy and timely. The last two words are critical to this information because many in the NGO community here do not understand the basics of modern day journalism. Newsworthy to them is what they decide they want press coverage for and timeliness is whenever it can be completed and delivered to the new media outlet, usually by email or fax.

There is a real need to educate people in the NGO community with the basics of public relations strategy and journalism writing and reporting and they way the modern media do business. I think this is a much longer term project than what I can accomplish in just two short months. But it is something I feel that is really important if the NGOs are going to successfully deal with the media and garner adequate press coverage for their activities.

I also worked with the American Bar Association's EcoPravo organizations and conducted a half day seminar with their representatives. Basically to give them an overview of the way the media work and what kinds of efforts they need to put forth to get attention. Most of the discussions were about writing press releases and the strategies needed to get the media to look at them.

As a follow up to this group, I received a copy of their first press release. It is nicely double spaced. Printed on letterhead with Press Release in bold letters. Has all the

appropriate contact information and a nice headline that says Violation of Environmental Rights of Kyivans. And then the first paragraph starts talking about how EcoPravo protects the rights of citizens and is working to do so under articles 16 and 50 of the Ukrainian Constitution. Nothing to do with any violation of environmental laws in Ukraine. That is barely mentioned in the third or fourth paragraphs. The press release is merely a poor summary of some environmental litigation in which EcoPravo is working on. No details are added.

But when you consider what the group did prior to this effort this is a big change. Now we need to get them to look closely at what activities they are involved in and what ones have real news value and then to learn how to present a description of that determination into a press release that somebody wants to finish reading.

So what I have largely been involved in is teaching journalism 101 to many in the NGO community and explaining how the media work. We have a good start.

The guide to media and public relations, which I first wrote while working in Slovakia a few years ago, has been rewritten. It is a little more detailed now especially for Eastern European NGOs. It has got a lot of use. Promedia is using it along with the ABA EcoPravo group, and of course the Freedom House NGOs. I talked to Adrian Karatnysky about it while he was here and he suggested that it would perhaps be a good idea to put it on the web site and to include it as a supplement in the NGO News. I think this would be a good idea if we could add a sample press release to include with it. In this manner any group or NGO could access it and then have it translated into the local language.

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Anyway I am pleased with my efforts here and I return to the states knowing that I have made some positive difference at least to a small segment of the Ukrainian NGO community. I enjoyed my stay and have a new appreciation for any and everything Ukrainian.

Ron Sereg  
216 South 2<sup>nd</sup> St.  
Albia, IA 52531

Tel.: 515-932-5372

Email: [resereg@hotmail.com](mailto:resereg@hotmail.com)

**Ukrainian NGOs against corruption**

*Study visit to Bulgaria /24-29.04.2000/*

**Monday, April 24**

Arrival at Sofia Airport

**Tuesday, April 25**

9:30

Visit to the Center for the Study of Democracy  
- Briefing about *Coalition 2000* activities – Secretariat  
*Coalition 2000*;  
- Presentation of the System of the Corruption Indexes -  
Vitosha Research

12:00

Lunch

14:00

Meeting with Dimitar Manolov, Vice-President  
Confederation of Labour; Member of Steering Committee  
*Coalition 2000*

15:00

Visit to the USAID/Bulgaria  
- Nadereh Lee, Chief: Democracy and Local  
Governance Office;  
- Desislava Bijeva, Program Management Specialist

**Wednesday, April 26**

9:30

Visit to the Center for the Study of Democracy  
- Ognian Shentov, President, Center for the Study  
of Democracy;  
- Maria Yordanova – Corrdinator Law program, expert of  
the *Coalition 2000* about Ombudsman

12:00

Buffet lunch at the CSD/meeting partners of the  
*Coalition 2000*

14:30

Meeting with Dragomir Draganov, MP, Bulgarian EuroLeft  
National Assembly

- 15.30 Meeting with Petya Ilieva, Center for the Liberal Strategies
- 16.30 Meeting with Ginka Chavdarova, Executive Director, National Association of Bulgarian municipalities

**Thursday, April 27**

- 10.00 Meeting with Teodora Gandova, Program Director Center for Social Practices, NGO partner of the *Coalition 2000*
- 12:00 Lunch
- 14.00 Free time

**Friday, April 28**

- 9:00 Departure for Pleven
- 12.00 Meeting with Naiden Zhelenogorski, Mayor
- 12:30 Lunch
- 14:00 Meeting with representatives of Regional Association Revived Civil Society – Pleven, NGO local partner of *Coalition 2000*
- 15:00 Visit to the Panorama of the city
- 17:00 Departure for Sofia

**Saturday, April 29**

- 7:00 Departure

## Ukrainian participants to the Bulgarian Study Tour

### 1) Oleg Ilkiv, Committee of Voters of Ukraine, Lviv

Mr. Ilkiv is a board member the Committee of Voters of Ukraine and coordinator of the "Your rights" anti-corruption program. The goal of this program is to reduce corruption in public administration on the local level. Previously Mr. Ilkiv managed voter education and election observation activities of Lviv branch of the Committee of Voters of Ukraine. The CVU is a civic group dedicated to ensuring free and fair elections. It was established in 1994 and has branches in all 25 regions of Ukraine. It monitors elections, conducts civic education activities, and advocates for policies promoting the transparency and fairness of electoral processes.

### 2) Kostiantyn Shulga, Atlantic Council of Ukraine, Kherson

Mr. Shulga works in the Kherson branch of the Atlantic Council of Ukraine as a project manager. His responsibilities include project management and organizing events on local government, Euro-Atlantic cooperation and Ukraine-NATO cooperation. The Atlantic Council of Ukraine works to promote open discussion of problems of international security and foreign policy. The Council's anti-corruption initiative aims to prevent bribes and other forms of corruption in post-secondary educational institutions.

### 3) Kostiantyn Shevchenko, Laboratory F-4, Kyiv

Mr. Shevchenko is a program coordinator at Laboratory F-4 of Social Analysis. Mr. Shevchenko manages the "Parliamentary Update" project and a website devoted to monitoring parliamentary activity. Laboratory F-4 was founded in 1992 as an independent non-governmental organization promoting the development of civil society and democracy. It has produced a number of civic- and voter-education publications. During the 1999 elections F-4 published and distributed posters and leaflets on election procedures. Anti-corruption projects of F-4 are directed on openness and transparency of power on all levels. They include: establishing of a web site called: "Transparent Parliament and Cabinet " with materials on the activity of Ukrainian Parliament, legal and standard documents of the Cabinet of Ministers, government program, the state budget and information on public administrative structures.

### 4) Vladislav Kaskiv, Center for the Development of Communications, Kyiv

Mr. Vladislav Kaskiv is the director of the Center for the Development of Communications and one of the coordinators of Freedom of Choice Coalition. The Center for the Development of Communications was established in September 1996 and has since carried out a number of civic education programs. The Center has worked with other NGOs to initiate the National Anti-Corruption Program. In April 2000 the NAP started to publish a weekly Anti-Corruption Bulletin.

### 5) Nina Brovynskaya, Center for Social and Economic Development of Ukrainian Black Sea Coast Cities, Mykolayv

Ms. Brovynskaya is director for civil society projects and is responsible for the Center's research programs. She is in charge of an anticorruption project entitled "Social and Cultural Barriers to Municipal Reform: Analyzing Corruption in Local Government". The Center for Social and Economic Development exists since October 1995 and specializing in researching regional and urban development, local self-governance, and HR management. The Center enjoys the respect of influential political parties and associations, political authorities, business circles and associations in Ukraine.

6) Nadiya Vitomska, Nasha Sprava Center, Lutsk

Ms. Vitomska is the PR coordinator at Nasha Sprava Center. Nasha Sprava Center was founded in 1996 as an umbrella group for 21 youth organizations in the Lutsk region in Western Ukraine. It has organized a number of programs focusing on youth, civic education and mass media. During presidential elections the Center implemented a get-out-the-vote project targeting young and first-time voters. The Center has two anti-corruption initiatives. The first project focuses on transparency in local governance and the responsiveness of public officials to citizen feedback. The second project involves researching and publicizing the types and levels of bribes commonly paid to customs officials.

7) Anatoliy Rekun, Association of Specialists on Industrial Management, Cherkasy

Mr. Rekun is the Chairman of the Board of the Association of Industrial Management Specialists. Mr. Rekun is responsible for planning and oversight of project implementation. The Association conducts an anticorruption program in the Cherkasy region involving a number advocacy initiatives and an Anti-Corruption Committee of civic activists and leaders supporting rule of law and transparency.

8) Andriy Horbal, Democratic Initiatives Foundation, Kyiv

Mr. Horbal is a program manager at the Democratic Initiatives Foundation (DIF). His responsibilities include data analysis and information products including the Foundation's webpage. DIF was established in 1992 as a non-profit, non-governmental organization. It is one of the founders of Freedom of Choice Coalition. DIF specializes in public opinion analysis, analysis of social and political trends, seminars and training for journalists and politicians, international exchange programs and surveys. DIF is planning a broad program researching corruption using data gathered in national public opinion surveys.

**Freedom of Choice  
Delegation Visit**  
Sponsored by  
Freedom House and  
National Endowment for Democracy

**Draft Schedule  
March 25-31, 2000**

**Saturday, March 25: Hotel check-in**

Embassy Square Suites  
2000 N Street, NW  
Washington, DC 20036  
(202) 659-9000  
Fax: 223-0189

**Sunday, March 26:**

Free time

Cultural activity

**Monday, March 27:**

**9:10** Meet FH staff member in hotel lobby.

**9:30** **Introduction and welcome**  
Jim Denton, Executive Director, Freedom House  
Rodger Potocki, Program Officer, NED  
Location: Freedom House  
1319 18th Street, NW  
Washington, DC 20036  
(202) 543-3515  
Fax: 296-5256  
Metro: Dupont Circle

**10:30** **Meeting with Beth Stewart, Professional Staff Member (Majority), Senate Committee on Foreign Relations**  
Location: Senate Committee on Foreign Relations  
450 Dirksen Senate Office Building  
Washington, DC 20510-6225  
(202) 224-4651  
Fax: 224-0836  
Metro: Union Station

**11:45** **Meet Branislav Cenak, President, Independent Trade Union Confederation *Nezvisimost*, and Anca Hassing, Senior Program Officer, Solidarity Center AFL-CIO**  
Location: Senate Hart Office Building Lobby (at the sculpture in the lobby center)  
Washington, DC  
Contact: Anca Hassing, Solidarity Center  
(202) 778-4665

**12:00** Lunch

**1:30** Meeting with Commission on Security and Cooperation in Europe

Erika Schlager, CSCE, and Colleagues

Location: CSCE  
234 Ford House Office Building  
Washington, DC 20515  
(202) 225-1901  
Fax: 226-4199  
Metro: Capitol South

**3:00 Meeting with John Fox, Director, Open Society Institute**

Location: Open Society Institute  
900 17th Street, NW  
Suite 950  
Washington, DC 20006  
(202) 296-5380  
Fax: 296-5381

**7:30 Dinner at Jim Denton's Home**

1800 Edgehill Drive  
Alexander, VA 22307  
(703) 329-1767

**Tuesday, March 28:**

**8:00** Meet FH staff member in hotel lobby.

**8:30 Meeting with John Shank, Staff Assistant (Majority), Foreign Operations, Export Financing, and Related Programs Subcommittee of the House Appropriations Committee**

Location: Foreign Operations, Export Financing, and Related Programs Subcommittee  
House Appropriations Committee  
U.S. Capitol Building  
Room H-150  
Washington, DC 20515-6021  
(202) 225-2041  
Fax: 226-7922  
Metro: Union Station

**10:00 Meeting with Frank Loy, Undersecretary of State for Global Affairs\***

Location: U.S. Department of State  
Room 7250  
2201 C Street, NW  
Washington, DC 20520  
Contact: Sandra Ulmer  
(202) 647-6240  
Fax: 647-0753  
Metro: Foggy Bottom (long walk from Metro)

**12:00 Luncheon with Bob Ponichtera, East European Studies, Woodrow Wilson Center**

Location: Woodrow Wilson Center  
1300 Pennsylvania Avenue, NW  
Washington, DC 20523  
(202) 691-4100  
Fax: 691-4001

**2:00 Panel Discussion, Reception to Follow**

Location: National Endowment for Democracy  
1101 15th Street, NW  
Washington, DC 20005  
Contact: Rodger Potocki, Program Officer

(202) 293-9072  
Fax: 223-6042  
Metro: Farragut North

**Wednesday, March 29:**

- 7:30 Meet FH staff member in hotel lobby.
- 8:00 **Breakfast with Congressman John L. Mica (R-FL)**  
U.S. House of Representatives  
106 Cannon House Office Building  
Washington, DC 20515-0907  
Contact: Lisa Wandler  
(202) 225-4035  
Fax: 226-1945  
Location: U.S. Capitol Building  
Members' Dining Room (House side)  
Metro: Union Station
- 10:00 **Meeting with USAID Officials**  
Gloria Steele, Acting Deputy Assistant Administrator, &  
Paula Feeney, Director of European Country Affairs  
Location: U.S. Agency for International Development  
Ronald Reagan Building  
Office of the Assistant Administrator for ENI  
Room 5.06-193  
1300 Pennsylvania Avenue, NW  
Washington, DC 20523  
Contact: Maryann Reigelman, Civil Society Division Chief  
(202) 712-1253  
Fax: 216-3007
- 11:30 **Meeting with Ken Wollack, President, National Democratic Institute**  
Location: National Democratic Institute  
1717 Massachusetts Avenue, NW  
Suite 504  
Washington, DC 20036  
Contact: Matthew Joyce, Program Officer  
(202) 797-4940  
Fax: 939-3166  
Metro: Dupont Circle
- 12:45 Lunch
- 2:00 **Meeting with U.S. State Department Officials and Foreign Embassy Officials\***  
Eileen Malloy, Deputy Assistant Secretary for European and Canadian Affairs,  
Jim Swaggart, Office Director for North Central Europe, &  
Officials from British, German, Austrian, and Polish Embassies  
Location: U.S. Department of State  
2201 C Street, NW  
Washington, DC 20520  
Contact: Edward Johns, Slovakia Desk Officer  
(202) 647-1457  
Metro: Foggy Bottom (long walk from Metro)
- 3:30 **Meeting with USIA Officials**  
Location: United States Information Agency  
Room 868 (Eighth Floor)

301 Fourth Street, SW  
Washington, DC 20547  
Contact: Laurie Weitzenkorn  
(202) 619-5942 (direct)  
(202) 619-4563 (department main number)

**5:00 Meeting with Ukrainian Embassy Officials**  
Location: Embassy of the Ukrainian Republic  
Washington, DC  
Contact:  
(202)  
Fax:

**Thursday, March 30:**

**Friday, March 31:**

**Departure**

## Delegation of Croatian and Ukrainian Civic Activists

Sponsored by Freedom House  
and the National Endowment for Democracy

### General Information

#### Schedule

Ukrainian members of the delegation will arrive in Washington on Friday, March 24. Croatian members will arrive on Saturday, March 25. FH will organize a tour of Washington on Sunday, March 26.

Your program will officially begin on Monday, March 27, and conclude on Friday, March 31. FH and NED will organize a schedule of meetings with individuals involved in promoting democratization in Central and Eastern Europe. For instance, we are requesting meetings with government representatives from USAID, the State Department, the U.S. Congress, and the Helsinki Committee, as well as with representatives of non-government organizations such as the Council on Foreign Relations, NDI, IRI, the US Institute of Peace, and the Open Society Institute. We are also requesting meetings with media institutions, including the Washington Post, NPR, and the Christian Science Monitor.

There will be a reception at the home of FH's Executive Director, Jim Denton, on the evening of Wednesday, March 29 from 7:00 p.m. - 9:00 p.m. All other evenings will be free.

If there are specific organizations or individuals with whom you would like to meet during the program, please let me know right away and I will do my best to incorporate these meetings into the schedule. We will arrange for to have some free time in the schedule for individual meetings, as well.

#### Delegation Members

The Croatian members of the delegation include:

**Mr. Tin Gazivoda**, Director, Glas '99  
**Ms. Suzana Jasic**, Executive Director, GONG  
**Ms. Jadranka Lakus**, County Steward, Association of Independent Trade Unions  
**Ms. Zrinjka Perusko Culek**, Project Leader, Institute for International Relations

The Ukrainian members of the delegation include:

**Ms. Lesya Bilas**, Public Relations Coordinator, Ukraine's Revival Fund  
**Ms. Maryia Kostenko**, Coordinator for Lviv Branch, Committee of Voters of Ukraine  
**Ms. Olha Onyshko**, Deputy Director, Institute of Reforms  
**Ms. Marina Pashchenko**, Vice President, Alliance  
**Mr. Yuriy Piskalyuk**, Project Manager, Institute of Mass Information

#### Travel Arrangements

Freedom House has made all airline reservations and purchased your tickets. As you know, you will depart from capital cities of your countries. If you live outside the capital city and needed to travel to the capital city for departure, please bring your receipts (train, plane, bus, or petrol) to Freedom House and we will reimburse you for these expenses.

When you arrive at Washington's Dulles airport, you will need to go through immigration, pick up your baggage and then go through customs. That process, depending on how quickly your bags arrive from the plane, will take

between twenty minutes to an hour. You will be met at the airport by a representative of Freedom House. (Should you arrive and not immediately be greeted by a Freedom House staff member, please wait at the airport at least 4 minutes before taking a taxi directly to the hotel.) When you arrive, you will receive an information package including living expense funds and a schedule of events.

You will collect professional materials while here, so pack lightly and bring an extra suitcase, if possible. Freedom House can not pay for the shipping of extra luggage or packages.

After completion of the program, you may extend your stay in the U.S. at your own expense. However, visa extensions are the responsibility of the individual and should be taken care of well in advance. It is also your responsibility to make any necessary changes to your airline ticket. Please note that most airlines will allow you change the return date on your ticket for a fee of \$150 or more. Most airlines will not allow you to change the departure city on ticket. Any changes to your ticket will be made at your expense.

### Lodging

Delegation members will stay at The Governor's House hotel in downtown Washington, D.C. There will be 2 people per room. The hotel is located near public transportation and shopping areas. It is also located within walking distance of both Freedom House's and NED's offices.

The address is:

The Governor's House  
1615 Rhode Island Avenue, NW  
Washington, DC 20036  
202-296-2100, fax: 331-0227  
Metro: Dupont Circle or Farragut North

If you wish to bring hair dryers, irons, electric shavers or other appliances, you should get an electrical currency converter before leaving Europe (the U.S. operates under a 110 V system as opposed to Europe's 220 V).

Breakfast is not included in the price of your room, so you should expect to pay for breakfast out of your per diem.

Each room is equipped with a telephone, but local, and especially long distance and overseas telephone calls and faxes, are very expensive. Calls within the U.S. may be made from the office of Freedom House for free, and international calls can be made from Freedom House at the delegation members personal expense. The charge will be \$2.00/minute.

### Transportation

FH will provide transportation in Washington for all scheduled meetings.

### Living Expenses

You will receive a stipend of no less than \$33/day which will be paid to you in one cash installment.

Please be careful not to "expose" your money. As in any large city, beware of pickpockets when riding the metro walking through crowds. Women should be especially careful that their purses are securely closed. Also, never walk alone at night unless with at least one other person or until you are completely familiar with the city.

### Social Activity

Washington is a city with plenty of entertainment available and most of it is accessible by public transportation. Admission to museums and monuments is generally free of charge, but some pubs and restaurants can be somewhat expensive. Tipping is not included in restaurant checks; it is customary to leave the waiter a 15% gratuity (10% bar or pub). It is also customary to give taxi drivers a tip amounting to about 10% of the fare.

### Health Insurance

All delegation members are insured for medical costs while in the United States. This insurance covers medical emergencies, but not routine physical exams. It also does not cover dental care, routine eye care or any health conditions which existed before your arrival in the U.S. If you visit a doctor or hospital, check with Freedom House to see if we can pay for your care. **This insurance policy is valid only while you are participating in the internship program.** If you elect to remain in the United States beyond the dates of the program and are traveling under a J-visa, you must purchase your own private commercial health insurance, according to J-visa regulation. Please contact Freedom House if you have questions regarding this matter.

### Dress

It is advisable to bring clothing that can be layered in order to accommodate various kinds of weather. During your stay in the U.S., the daytime temperatures are typically about 8-10 degrees Centigrade. Nights will be roughly 5 degrees cooler, although sometimes it will get colder. Please remember to bring rainwear (an umbrella or raincoat). You should bring business attire for the meetings.

### Contact Information

Freedom House  
1319 18<sup>th</sup> Street, NW  
Washington, DC 20036  
202-296-5101, fax: 296-5256  
Metro: Dupont Circle

National Endowment for Democracy  
1101 15<sup>th</sup> Street, NW, Suite 700  
Washington, DC 20005  
202-293-9072, fax: 223-6042  
Metro: Farragut North or McPherson Square

If you need to reach a staff member after business hours, the following are home telephone numbers for selected and NED staff members:

Dana Beegun, FH Program Officer, [REDACTED]  
Jim Denton, FH Executive Director, [REDACTED]  
Paula Gibbons, FH Director of Exchange Programs, [REDACTED]  
Paul McCarthy, NED Program Officer, [REDACTED]  
Jennifer Whatley, FH Program Officer, [REDACTED]

## Participant Biographies

### Croatian participants:

1) Mr. Tin Gazivoda is the Director of the Glas '99 Central Office and head of the Glas 2000 Operative Team. Before working for Glas '99, Mr. Gazivoda was the head of the Special Projects Department at the Croatian Helsinki Committee. He was responsible for organizing conferences, international summer schools, and numerous other programs in coordination with the Helsinki Committee in the Netherlands. As a part of his work with the Croatian Helsinki Committee, Mr. Gazivoda was also in charge of all election related activities. Mr. Gazivoda received MA in International Studies from Stanford University in 1997.

2) Ms. Suzana Jasic is the Executive Director of GONG (Citizens Organized to Monitor Elections), a government and political reform organization in Croatia. Before being promoted to her current position, Ms. Jasic worked in GONG's public relations department and as an on-site assistant and coordinator. Ms. Suzana Jasic holds a BA in Political Science.

3) Ms. Jadranka Lakus is a County Steward for the Association of Independent Trade Unions of Croatia (UATUC Koprivnicko-krizevacka county in Croatia. UATUC is the largest and only internationally-recognized confederation in Croatia. UATUC is active in promoting voter participation during election campaigns and in strengthening the civil society of Croatia. Before her work with UATUC, Ms. Lakus worked for Voice of Podravina and Radio-Koprivnica. Ms. Lakus is also active in the UATUC Women's Section. Ms. Jadranka Lakus received a degree in foreign trade from Zagreb University in 1979.

4) Dr. Zrinjka Perusko Culek is a Project Leader at the Institute for International Relations (IMO) in Zagreb. Dr. Perusko Culek is also on the Faculty of Political Science in the Department of Journalism at the University of Zagreb where she lectures on Mass Communication Theory. Before working at the IMO, Dr. Perusko Culek did research on media and democracy for the Ministry of Science and Technology and was a research associate at the Center for European Social Research at the National University of Ireland. Dr. Zrinjka Perusko Culek received her Ph.D. in sociology from the University of Zagreb in 1998.

### Ukrainian participants:

1) Ms. Lesya Bilas is the Public Relations Coordinator of the Ukrainian Revival Fund (URF). Ms. Bilas is responsible for project management, PR, and fundraising. During the 1999 elections, the URF conducted an educational program targeting young and first-time voters in the Lviv region in western Ukraine. Ukraine's Revival Fund was founded in 1996 to advocate children's rights, and conduct educational and cultural programs for youth. URF has conducted a number of voter education programs, organized seminars on human rights, and conducted educational summer camps on environmental issues and market education.

2) Ms. Mariya Kostenko is a Coordinator in the Kyiv branch of the Committee of Voters of Ukraine. Ms. Kostenko's responsibilities include lecturing on election law to election committees and representatives of political parties and NGOs, and writing articles for CVU's newsletter, *Tochka Zoru*. The CVU is a civic group dedicated to ensuring free and fair elections. It was established in 1994 and has branches in all 25 regions of Ukraine. It monitors election processes, conducts civic education activities, and advocates for policies promoting the transparency and fairness of electoral processes. During the 1999 elections, the CVU played a key role in organizing and leading the Freedom of Choice Coalition, and it fielded 19,000 election monitors.

3) Ms. Olha Onyshko is a Member of the Coordinating Council of the Freedom of Choice Coalition and Deputy Director of the Institute of Reforms (IR). IR is a non-profit think tank focusing on questions of economic, legal and political reform. The work of the Institute includes developing new programs and policy recommendations for supporting the market economy and reinforcing Ukraine's legal and regulatory foundation. The Institute acts as an advisor to the Presidential Administration, the Verkhovna Rada, the Cabinet of Ministers and other governmental bodies. Under the Freedom of Choice Coalition, the IR carried out a nationwide voter education project, managed by Ms. Onyshko. She is also responsible for proposal writing, fundraising, and public relations, and manages several other projects including the Public Hearing Project; the Investment Climate Project and the Open Door Project.

4) Ms. Marina Pashchenko is the Vice President of Alliance, a non-profit organization established in 1998. Alliance has conducted projects including research on women in business, radio programming on human rights, and produced TV programs on women in Ukraine. In 1999 Alliance also began to operate a resource center for NGOs. During 1999 elections, Ms. Pashchenko was responsible for a youth mobilization project in the Donetsk region in eastern Ukraine. The project involved a series of radio programs, public seminars, and other activities targeting young voters. Ms. Pashchenko is also responsible for project management, organizing seminars and conferences, and media programs.

5) Mr. Yuriy Piskalyuk was the Executive Secretary of the Secretariat of the Freedom of Choice Coalition (FoC) and is a Project Manager at the Institute of Mass Information. His responsibilities with FoC included organizing meetings of the coordinating council, event planning, maintaining databases, planning and organizing presentations and overseeing a staff of 15 volunteers. The Institute of Mass Information, established in 1995, is a media watch and research institution, and is also involved in training journalists. The Institute reports on media freedoms in Ukraine in its bulletin "Free Microphone," and publishes handbooks and resource materials for journalists. The Institute managed the Secretariat of the Freedom of Choice Coalition. The Secretariat conducted regular meetings with Coalition coordinators and members, collected and disseminated information about the Coalition and the elections, represented the Coalition, conducted public relations, and provided legal support for Coalition members.

## Ukrainian participants to the U.S. study tour

1) Olha Onyshko-Hartzler, Deputy Director, Institute of Reforms, Kyiv;

Ms. Onyshko-Hartzler is a member of the coordinating council of the Freedom of Choice Coalition and deputy director of the Institute of Reforms. Under the Freedom of Choice Coalition, the IR carried out a nationwide voter education project. Ms. Onyshko-Hartzler managed IR's voter education project, and is also responsible for proposal writing and fundraising, and public relations. She manages several other projects including the Public Hearing Project; the Investment Climate Project and the Open Door Project.

2) Maria Kostenko, Committee of Voters of Ukraine, Kyiv;

Ms. Kostenko works in the Kyiv branch of the Committee of Voters of Ukraine. The CVU is a civic group dedicated to ensuring free and fair elections. During the 1999 elections the CVU played a key role in organizing and leading the Freedom of Choice Coalition, and it fielded 19,000 election monitors. Ms. Kostenko's responsibilities include lecturing on election law to election committees and representatives of political parties and NGOs, and writing articles for CVU's newsletter Tochka Zoru.

3) Lesya Bilas, PR Coordinator, Ukraine's Revival Fund, Truskavets;

Ms. Bilas is the PR coordinator of the Ukrainian Revival Fund. During the 1999 elections the URF conducted an educational program targeting young and first-time voters in the Lviv region in western Ukraine. At URF Ms. Bilas is responsible for project management, PR, and fund raising.

4) Yuriy Pyskalyuk, Institute of Mass Information, Kyiv; w. tel.: 380-44-461-90-22, h. tel: 380-44-418-62-32

Mr. Pyskalyuk (born: 3/12/72) managed the secretariat of the Freedom of Choice Coalition. His responsibilities included organizing meetings of the coordinating council, event planning, maintaining databases, planning and organizing presentations, and overseeing a staff of 15 volunteers.

4) Marina Pashchenko, Vice President, Alliance, Donetsk

Ms. Pashchenko is the Vice President of Alliance. Alliance conducted a youth mobilization project in the Donetsk region in eastern Ukraine. The project involved a series of radio programs, public seminars, and other activities targeting young voters. At alliance Ms. Pashchenko is responsible for project management, organizing seminars and conferences, and media programs.

DRAFT AGENDA

## Civil Leadership: The Role of Think Tanks in Social Reform

March 3-4, 2000  
Dzherelo Center  
vul. Kurortna 4  
Kyiv

1<sup>st</sup> Day  
Friday, March 3rd

- 11.00 - 11.15      Opening of the conference  
Co-chairs: Ivan Vasiunyk, *Institute of Reforms* and Ivan Lozowy, *Institute of Statehood and Democracy*  
Welcoming Remarks by Freedom House, UMREP
- 11.15 - 11.35      The Development of NGOs and Their Influence on Policy Processes in Ukraine  
Ilko Kucheriv, *Democratic Initiatives*
- 11.35 - 12.10      Think Tanks in Post-Soviet Countries  
Raymond Struyk, *Urban Institute*
- 12.10-12.40      John Hansen, *World Bank*
- 12.40-13.00      Cooperation Between the Government and Think Tanks  
Irina Panich, Advisor to the First Deputy Prime Minister of Ukraine
- 13.00-13.15      Coffee Break
- 13.15-14.30      Panel Discussion: The Question of Influence  
Opportunities and Constraints: The Experiences of Ukrainian NGOs  
Olha Onyshko, *Institute of Reforms*  
Inna Pidluska, *Ukrainian Center for Independent Political Research*  
Yaroslav Zhalilo, *Center for AntiCrisis Studies*  
Volodymyr Prytula, *Crimean Center for Political Research*  
Dmytro Lapin, *Specialist Coordination Center of the Center of Business Associations*
- 14.30-15.30      Lunch
- 15.30-16.30      The Question of Influence: Opportunities and Constraints: The Experiences of Ukrainian NGOs  
Vira Naniivska, *International Center for Policy Studies*  
Mykola Tomenko, *Institute of Politics*  
Anatoly Romanyuk, *Center of Political Research, Lviv University*  
Oleksandra Khrystoporova, *Center for Political Research*
- 16:30-17.30      Discussion and closing remarks

18:30 Reception

Day 2  
Saturday, March 4th

9.00 - 10.00 NGO Resource Centers -- Assisting Think Tanks  
Lybov Palyvoda, *Counterpart Creative Center*  
Oleksandr Sidorenko, *Center of Innovation and Development*  
Vasyl Poluyko, *Western Ukrainian Resource Center, Lviv*

10:00 - 10:20 Oleh Soskin, *Institute of Society Transformation*

10:20 - 10:50 Malgorzata Markiewicz, *Center for Social and Economic Research*

10:50 - 11:20 Natalia Korobeynyk, *Center for Analysis and Development of the Strategy of the Government Activities*

11.20 -11.45 Coffee Break

11: 45 - 15:00 Working Groups:

Group 1

Legal Aspects of NGO Activities (Oleksandr Vinnikov, Yuri Dimyrov, *Counterpart Alliance for Partnership*)

Group 2

Exchange of Information: Public Relations, Working with Partners, Donors, Mass Media and Official Structures (Mykhailo Goncharov).

Group 3

Influencing Decision Making Processes: Lobbying, search for common policy objectives, methods of influencing decisions. Public and Non-public lobbying campaign. Lobbying technologies and methods of influencing decisions on local and national levels.  
(Oleksandr Barabash, Ilko Kucheriv).

15.20 -16.30 Presentation of Conclusions of working Groups. Summary of Conference.  
Co-chairs: Ivan Vasiunyk and Ivan Lozowy

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**Conference of Independent Research Centers  
and Non-Governmental Organizations**

**PUBLIC LEADERSHIP: THINK-TANKS ROLE IN SOCIETAL REFORM**

March 3-4, 2000

**List of participants**

N	NGO	Person	Tel.	Fax	E-mail	Address
1.	Crimean Center for Independent Political Researchers and Journalists	Volodymyr Pritula	(0652) 27-69-65	-	kcnpdj@pop.cris.net	95000, Simferopol, golovpochtamt, p/b 76
2.	Sevastopil Group on Rights Protection	Roman Romanov	(0692) 41-57-14	41-57-14	right@ukrcom.sebastopol.ua	335038, Sevastopol, p/b 180
3.	Vinnitsya Oblast Union of Lawyers	Natalia Scherbata	(0432) 35-12-81	35-12-81	spilkaur@sovamua.com	
4.	Center for Entrepreneurship Development	Anatoly Katalenets	(0564) 23-73-68, 23-69-83, 65-86-12	-	-	50006 Dnipropetrovsk oblast, Krivij Rig, Veteraniv Pratsi Str. 12, Apt. 1
5.	"Aliance" Donetsk City NGO	Marina Paschenko	(0622) 90-60-83; 920658		wsceneter@iname.com alliance@euromb.com	340015 Donetsk, Pr-t Miry 8, Apt. 535
6.	Donetsk oblast Union of small- and medium-business entrepreneurs	Olexander Khriakov	(0622) 63-10-55 h. 337-25-67	(0622) 337-25-67	uspmsb@dol.donetsk.ua	340086 Donetsk, Artema Str. 44, Apt. 237a
7.	Center for Analytical Research	Olexander Klimov	(03122) 2-80-56	-	-	Uzhgorod, Zan'kovetsky Str. 23, Apt. 56
8.	"Public service for legal assistance" Luhans'k oblast organization	Volodymyr Svintsytsky	(0642) 55-12-07, 95-22-60, 55-34-19	(0642) 55-12-07, 95-22-60, 55-34-19	pela@cci.lg.ua	348011 Luhansk, Yeromenka Str. 7

9.	"Geneza" Politological Society	Igor Markov Igor Balyns'ky	(0322) 72-98-82, 74-03-09, 74-23-83	(0322) 72-98- 82, 74-03-09, 74-23-83	geneza@psc-geneza.lviv.ua, igor@geneza.lviv.ua geneza@geneza.lviv.ua	290000, Lviv, Slovatskogo Str. 14, p/b 10671
10.	Center for Political Studies of Lviv University	Lubomir Scochelas, Anatoly Romaniuk	(0322) 72-16-81, 97-03-17	97-03-17	cpdfd@franco.lviv.ua	290602, Lviv, Universitetska Str. 1, Apt. 348a
11.	Mykolaiv Local LASKA Foundation "Economic and Social Reforms Development"	Ludmila Rudenko	(0512) 40-12-31	(0512) 40-12- 31	lucy@aska.mk.ua	327038 Mykolaiv, Bila Str. 82, Apt. 2
12.	Public Service of Ukraine, Poltava repoffice	Hanna Kiyaschenko	(05322) 2-17-15	-	life2000@pi.net.ua	314039 Poltava, Chapayeva Str. 9a
13.	"Politolog" Club of "Vidrodzhennya" Art Association	Galyna Soviak	(0352) 28-20-46, 22-63-98, 22-33-05	22-33-05	kovalchuk@tu.edu.te.ua	46001, Ternopil, Shevchenka Bld. 1
14.	"Industrial Managers Association" Chercassy City NGO	Anatolij Rekun	(0472) 41-00-59, 47-00-75	-	asim@major.com	18008, Chercassy, Smilians'ka Str. 78, Apt. 308
15.	Center for Social and Economic research "Region-Pivnich"	Volodymyr Gorbach Taras Vosnuk	(04622) 4 51 14	(04622) 4 51 14	ratec@ail.cn.ua	14013, Chernihiv, vul.Shidnochesska,44, of.5
16.	Institute of International Relations Center for European Studies	Grigory Nemyria	tel/fax 216 7629	tel/fax 216 7629	nemyria@irf.kiev.ua	Kyiv 254053 IRF Artema 46
17.	Democracy and Development	Volodymyr Lavrynenko	t./f. 228 68 02	t./f. 228 68 02	cdd@carrier.kiev.ua	vul.Desyatunna, 4/6 Kyiv, Ukraine
18.	Ukrainian Legal Foundation	Serhiy Holovatyj	227-22-07	Fax: 227-22-20	lvulk@upf.kiev.ua reception@upf.kiev.ua holovatyj@akcecc.kiev.ua	01033 Kyiv ul. Saksaganskoho 41
19.	Reform Support Foundation	Valentyna Telechenko	(380 44) 238 2916 296 14 84	Fax: (380 44) 238 2917 296 15 84	vtel@orlyk.gluk.apc.org	Institutska 28

20.	CASE - Kyiv	Malgorzata Markiewicz Gennadiy Hreblyov	Office: 625 0968, 229 4100, 228 3591  Phone: 228 1349, 228 8660, 462 0792		mmark@hiid.kiev.ua gennadiy@hiid.kiev.ua	
21.	World Bank Resident Mission	John Hansen	247-6671	Fax: 247-6670	Jhansen@worldbank.org	38/44 Pochainynska St., Kyiv, Ukraine
22.	Harvard institute for International Development	Janusz Szyrmer Khwaja Sultan	(380 44) 228 1349, 228 8660	Tel/fax (380 44) 228 1349, 228 8660	szyrmer@hiid.kiev.ua ksultan@hiid.kiev.ua  http://www.harvard.kiev.ua	10 B Khreschatik Kyiv
23.	East West Institute	Ivanka Klympush	(44) 253-44-89; 253(4)-31-76; 254-05-52	Fax: (44) 253-44-89; 253-31-76; 254-05-52	iklympush@iews.kiev.ua	Hrushevskogo Street 34 A apt. 49 Kyiv, Ukraine 252021
24.	Ukrainian Center for Independent Political Reserach	Inna A. Pidluska Vycheslav Pikhovshek	234 9315, 224 7742	Fax: 224 7742	root@inez.kiev.ua kam@political.kiev.ua	78 B. Khmelnytskogo, Kv. 25 252030 Kyiv
25.	IFC - International Finance Corp.	Olena Wynnycky	(380 44) 293-4354/5/7; 293- 7389; 293- 0662; 293- 0611	Fax: 247 5630	owynnycky@ifc.org	4, Bogomoltsa St 5th Floor Kyiv
26.	Anti Crisis Center	Yaroslav Zhalilo	225-21-38	225-20-60	zhalilo@niss.gov.ua lakiza@niss.gov.ua http://www.niss.gov.ua	vul.Pyrogova, 7-a 252030, Kiev, Ukraine
27.	Law and Democracy Foundation Lviv	Zenovij Siryk	Tel.(0322) 72-8987	Fax: (0322) 72-8987	zsiryk@nw.lviv.net	
28.	Laboratory F-4	Yevhen Lapin	Phone: (0 44) 212 1711	Fax: (380 44) 212 1711	jhn@f4lab.carrier.kiev.ua	

29.	Research and Development Center for Philanthropy	Svetlana Kuts	Phone: 2461012	Fax: 2461012	cfp@philanth.relc.com	
30.	Kharkiv Center for Women's Studies	Oleksandra Rudneva	(0572) 40 52 85	12 10 15	rudneva@vlink.kharkov.ua	
31.	Center for Peace, Conversion and Foreign Policy of Ukraine	Oleksandr Potekhin	Phone: 484 38 19	Fax: 484 38 19	potekhin@public.ua.net	
32.	Equal Access Committee	Oleksandr Chekmyshev	Phone: 234-93-15		kam@political.kiev.ua	
33.	Institute of Statehood and Democracy	Ivan Lozowy Tetiana Bryskov'ska	Phone: (044) 244-6409, 216-8333		lozowy@gluk.apc.org	boul. Taras Shevchenko, 37/122 Kyiv 252032 Ukraine
34.	Ukrainian Center for International Security Studies	Leonid Belousov	Phone: 212-58-37	Fax: 212-58-37	globus@uciss.freenet.kiev.ua	
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