



COMMUNICATION AND VISIBILITY PLAN

**RE:SILIENCE. RE:COVERY.
RE:CONSTRUCTION.
(RE:UKRAINE PROJECT)**



THE GOAL OF THE PROJECT

is to strengthen the resilience of Ukrainian society to Russian aggression, increase awareness and awareness of Russian aggression, and its consequences in Ukraine and the world.



THE TARGET AUDIENCE OF THE PROJECT

- Representatives of central and local authorities (with special attention to the public sector, tax and debt management, recovery practices and policies, assessment of material losses and damages);
- Public associations, analytical centers, coalitions and consortia, experts;
- Taxpayers and businesses;
- International, national, and local mass media.



The final beneficiaries of the project are the citizens of Ukraine, as all measures proposed within the framework of this project will lead to increased resilience of Ukrainian society to existing challenges, faster recovery of Ukraine, and more conscious society.



KEY MESSAGES

Institute of Analysis and Advocacy

- the recovery of Ukraine should be as transparent and efficient as possible, the decisions of the authorities should take into account the experience of other countries that were recovering after wars and destructions (decisions that worked and vice versa, which didn't have the expected effect);
- the terrorist state must answer for the destruction and crimes committed and compensate for all the damages caused to Ukraine;
- the non-governmental sector must learn to quickly rebuild and reorient its own activities in the face of challenges in order to be self-sustaining and satisfy public demand
- it is essential to preserve the social capital, trust, and unity formed around volunteers and other non-governmental organizations for effective post-war reconstruction.

Transparency International Ukraine

- procurement for reconstruction should be transparent, fair, and efficient. They should take place in Prozorro;
- an effective system of responsibility for procurement violations is necessary;
- international businesses should leave russia and not finance a terrorist state.

VOX Ukraine

- propaganda calls and fakes from the russian Federation in the information space must be refuted;
- Ukraine should be on the agenda of the world media regarding the strengthening of potential support and the application of new sanctions packages to russia;

Ukrainian Development Foundation

- in conditions of war, businesses and internally displaced persons who resume their work after relocation should receive high-quality and timely humanitarian support;
- medical units and Territorial Defence Forces must be reliably protected and provide quality and timely assistance to those who need it.
- Government decisions in the field of public finance management during and after the war should be as effective as possible



ACTIVITIES WITHIN THE PROJECT

Institute of Analysis and Advocacy

Research the most effective and identify those that did not work in the recovery practices of countries that suffered destruction due to wars and natural disasters (experience of 20 countries). Monitoring and analysis of decisions to be implemented by authorities through the prism of other countries' experience (what effect they can have, etc.).

Accumulation of information on public, private and commercial material damage and losses due to Russian aggression, and the creation of web tools to increase its availability in the public space and the possibility of processing by stakeholders and the general public.

Increasing the organizational resilience and ability of the NGO sector to quickly reformat and adapt activities in wartime.

VOX Ukraine

Ukrainian society is no longer susceptible to Russian fakes and propaganda

Ukraine is at the center of attention of the world media, which calls for increased support for our government regarding the application of new sanctions packages, the coverage of events in Ukraine is dominated by the "Ukrainian lens"

Transparency International Ukraine

Monitoring public procurement during wartime and post-war reconstruction and communicating monitoring results to relevant stakeholders and the general public.

Improving the effectiveness of the public procurement system and its stakeholders during the war and post-war recovery.

Keeping a register of international companies that are still operating in Russia, companies that have exited the Russian market and are planning to exit.

Preparation of comprehensive analytical and communication materials about companies that continue their activities in Russia, as well as about Russian-affiliated companies operating in Ukraine.

Ukrainian Development Foundation

Increasing the psychological resilience of the population in dealing with the negative consequences of war and awareness of the main economic principles and rules during martial law.

Increasing the potential of medical units and territorial defense forces to provide quality and timely assistance to those who need it and strengthening the protection of these units.