



FOUNDATION FOR SUPPORT
OF REFORMS IN UKRAINE

ANNUAL REPORT 2023

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ABOUT US

Non-Governmental Union «Foundation for Support of Reforms in Ukraine» is an independent, nongovernmental union that has been operating since 2015.

1

Our objective and primary goal is to promote the growth of the well-being of Ukrainians, providing support for the development and implementation of reforms in Ukraine.

2

The organization is financially backed by the international funders and separate Ukrainian and foreign organizations and citizens.

3

The Governing bodies of the «Foundation for Support of Reforms in Ukraine» is the Meeting (the supreme governing body), Supervisory Board, and the Executive Director.

4

The Executive Director of the «Foundation for support of reforms in Ukraine» is Yuriy Shkil.

AREAS OF ACTIVITIES



Coordination of the process of development, implementation and monitoring of reform introduction in Ukraine.



Selection, recruitment and coordination of experts for development and monitoring of implementation of reforms in Ukraine.



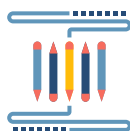
Engagement of the community in the development, monitoring and control of the reforms process in Ukraine.



Improvement of civil servants' professionalism.



Communication of reforms to domestic and foreign markets.



Attracting of investment into Ukraine.



Improvement of the image of Ukraine abroad.



Promotion of science, scientific activities and research development.



Encouragement of economic growth and economic development of Ukraine and separate regions thereof, as well as increase of the competitiveness of Ukraine.

2023 turned out to be no less difficult for Ukraine than 2022, despite the ongoing hostilities, the «Foundation for Support of Reforms in Ukraine» continues its activities aimed at promoting the development of Ukraine by supporting the development and implementation of reforms in Ukraine. In the reporting year, the Foundation managed to contribute to the implementation of the following projects and initiatives:

IMPLEMENTED IN 2023

DEFENCE SECTOR

- «Expert Support of the Transformation of the Ministry of Defence, Armed Forces of Ukraine and Ukrainian Defence Sector»
- «SDA-EDGE Project»

ECONOMIC SECTOR

- «Utilization and Implementation of the Association agreement between the EU and Ukraine in the field of trade»
- «EU4Business: SME Recovery Programme for Ukraine»
- «USAID supports a presentation of 8 Ukrainian design firms at the Maison et Objet 2023»

EDUCATION AND SCIENCE SECTOR

- «Strategic Change Support Office – creation of a team designed to provide expert and analytical support to the Ministry of Education and Science of Ukraine in the implementation of medium- and long-term reforms in the conditions of war and post-war reconstruction»

2023

FOUNDATION FOR SUPPORT OF REFORMS IN NUMBERS

50+

partners among local authorities, government bodies, educational institutions of various forms, and non-governmental organizations implementing programs and projects of the Foundation;

350+

small and medium-sized enterprises received grants, consultations, and educational opportunities;

2.2

million euros

the budget for implementing reforms, projects, and initiatives;

11

projects

initiated by the Foundation from February 24 until today. Over **125 consultants** and experts were engaged in projects during 2023-2024;

ANNUALLY

**3 SECTORS =
6 LARGE-SCALE
PROJECTS**

30+
beneficiaries

6+
donors

WE ARE SUPPORTED BY



Kingdom of the Netherlands



Norwegian Ministry of Foreign Affairs



European Bank
for Reconstruction and Development



USAID
FROM THE AMERICAN PEOPLE

EU4Business



«EXPERT SUPPORT OF THE TRANSFORMATION OF THE MINISTRY OF DEFENCE, ARMED FORCES OF UKRAINE AND UKRAINIAN DEFENCE SECTOR»

Start Date:

01 August 2023

Consultants: 26

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SUPPORTED BY



The project aims to enhance the Ministry of Defence's capability to conduct effective procurement, aligning with the norms and instruments outlined in the Law on Defence Procurement. This initiative is especially critical given the potential scenario of a full-scale Russian invasion, which could result in the influx of significant quantities of Western military equipment and weapon systems under the Martial Law's unique conditions, requiring consideration of wartime urgency implications. As a central governmental body responsible for national defense and defense-related policies, the Ministry of Defence urgently requires a comprehensive upgrade of its policy-making and implementation processes.

The Foundation established with the assistance of the SDA program in previous years must be transitioned onto a high-speed track within a properly functioning acquisition system. This system should seamlessly integrate procurement planning, program and project management, capability management, policy-driven procurement oversight, international procurement expertise, and quality assurance as essential components of a program-based acquisition framework.

AREAS OF WORK

Workstream 1

DEFENCE PROCUREMENT REFORM



Case study of measures aimed at supporting the development of the «Defence Procurement Agency» of the Ministry of Defence of Ukraine, namely: assistance in the development of relevant regulatory documents; development of appropriate changes and recommendations for improving processes and procedures; joint organization and implementation of educational events, conferences, webinars, seminars and training courses by the Parties in order to study the best international and Ukrainian practices in the field of defense procurement; Consolidation efforts and capabilities of the Parties in the development and implementation of NATO principles and standards in the field of procurement.

Workstream 2
**PROJECT AND
 PROGRAMME
 MANAGEMENT IN
 DEFENCE**



Case study of measures that will contribute to ensuring a better result and promoting the implementation of a reliable defense resource management system for the continuous development of Ukraine's defense capabilities, namely: promoting the implementation of a program and project management system, portfolio management and performance management for capacity development using an appropriate methodology.

Workstream 3
**NON-LETHAL
 PROCUREMENT**



Case study of measures aimed at supporting the work of the State Home Front Operator (DOT) agency in order to create and implement a transparent procurement policy and contracting procedure. The cooperation involves the provision of expert support in the implementation of categorical strategies for food, clothing and ammunition, first aid kits and tourniquets, focused on efficient and transparent procurement, with a special emphasis on a human-centered approach and increasing trust Public.

KEY TAKEAWAYS

Workstream 1
**DEFENCE
 PROCUREMENT
 REFORM**

objectives are to provide legislative support in designing and improving national laws and MOD institutional policy, and to provide expertise on the legal and procedural framework and professional development of the Defence Procurement Agency (DPA). Progress has been made in the development of the new charter and organizational scheme of the Defence procurement policy department, as well as in the education program for MOD Mil-tech department and DPA.

Workstream 2
**PROJECT AND
 PROGRAMME
 MANAGEMENT IN
 DEFENCE**

objectives are to enhance capability building in project management skills, establish a project, program, and portfolio operating architecture for the Ministry of Defence and Armed Forces of Ukraine (MoD & AFU), and develop institutional capabilities within the MoD. Significant progress has been made in these areas, including the delivery of project management training courses to 33 officers, the initiation of a «Train the Trainer» program, and the launch of a PM Club.

Workstream 3
**NON-LETHAL
 PROCUREMENT**

focuses on non-lethal procurement and aims to establish a newly established agency (DOT) responsible for transparent acquisition policy and contracting procedures. The progress achieved includes the approval of the Agency's status as a registered Defence State Acquirer and the allocation of budget for procurement activities. Two consultants have joined the team to assist with procurement and communications strategy. The outcomes achieved include the development of market analysis for different categories, the embedding of policies for food and fuel procurement, and the inclusion of the largest suppliers in the Agency's Supplier database.

«SDA-EDGE PROJECT»

Start Date:
15 September 2023

Consultants: 31

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SUPPORTED BY



IMPLEMENTING PARTNERS



«SDA-EDGE» is a two-year investment by His Majesty’s Government of the United Kingdom aimed at providing support to the Ukrainian Ministry of Defence and the Armed Forces of Ukraine, through a range of technical assistance and capacity building.

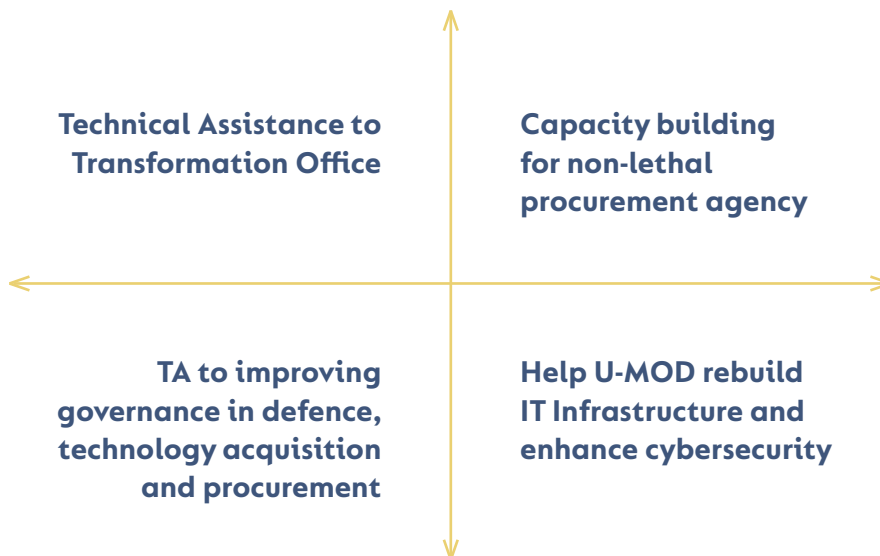
The key programme objective is to overcome the two primary technical impediments to Ukraine integration into NATO: civilian control over the Armed Forces, and defence sector corruption. Its intended Impact is to support Ukraine’s defence sector systems and structures to repel Russian aggression, counter Russian propaganda, and more smoothly integrate more sustainably into NATO.

FSR IS RESPONSIBLE FOR LEADING PILLAR 1: INSTITUTIONAL RESILIENCE AND GOOD GOVERNANCE

AREAS OF WORK

Pillar 1 aims to strengthen defence systems and structures within Ukraine’s Ministry of Defence. The overall objectives are to support U-MOD transition towards NATO standard policies and procedures including institutionalising evidence-based decision-making, continuing reforms, and supporting civilian oversight of the armed forces. Practically, FSR will contribute to/enhance internal MOD capacity to improve defence management processes.

KEY TAKEAWAYS



«UTILIZATION AND IMPLEMENTATION OF THE ASSOCIATION AGREEMENT BETWEEN THE EU AND UKRAINE IN THE FIELD OF TRADE»

Start Date:

15 June 2023

Consultants: 19

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The project TIPSTER implemented by the NGU «Foundation for Support of Reforms in Ukraine» with the financial support of the Government of Germany within the framework of the international cooperation project ReACT4UA («Utilization and Implementation of the Association agreement between the EU and Ukraine in the field of trade»), The executor of which is a German federal company Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH. The project aims to increase the competitiveness and resilience of Ukrainian SMEs, especially considering EU accession.

SUPPORTED BY



The main objective of the project is to help Ukrainian producers and enterprises improve their capacity to export goods and services by developing a detailed national export policy in close cooperation with the Ministry of Economy of Ukraine and other governmental and non-governmental organizations to promote trade and strengthen the competitiveness of small and medium-sized enterprises in foreign markets.

AREAS OF WORK



Supporting the framework conditions for international trade at the national level in close cooperation with the Ministry of Economy of Ukraine



Support for export promotion activities



Technical Regulation and Regulatory Policy



Support for Intellectual Property Reform in Ukraine

KEY TAKEAWAYS

- improvement of export policy recommendations determination of strategic guidelines for industrial development policy, including the recovery period
- assistance to the Ministry of Economy of Ukraine in the development of the production of export goods in Ukraine and promotion of exports;
- providing consulting and expert support to public authorities and institutions responsible for the harmonization of Ukraine's foreign economic policy in accordance with the new status of Ukraine as a candidate for EU membership, as well as the implementation of the Association Agreement between Ukraine and the EU in the field of trade;
- conducting forums and information campaigns on technical regulation;
- implementation of intellectual property (IP) reform and development of IP development strategy in Ukraine;
- creation of favorable conditions for the development of trade;
- assistance to SMEs in establishing direct B2B contacts with potential partners from the EU (through organizational support for their participation in trade missions, exhibitions, and study tours).

Thus, the TIPSTER project aims to strengthen the institutional and regulatory environment in Ukraine, which will help improve the competitive environment for businesses and service providers. This will help unlock the export potential of Ukrainian SMEs, contribute to economic recovery, growth, and development of the country, job creation, and international and regional integration during the war.

SUPPORT OF TRADE AGREEMENTS, EXPORT DEVELOPMENT, AND EU ECONOMIC PARTNERSHIP

ACTIVITY 1.1

Analytical support on identifying problems and challenges for Ukrainian producers in 2022 and finding strategic solutions and mechanisms to support Ukrainian exporters in the face of current challenges in the short term (for 2023-2025) and long-term (until 2030) prospective:

- Analysis of the dynamics of Ukrainian exports in 2020-2022, identification of lost export positions and the most affected industries, a comprehensive report was prepared. This report delves into the challenges encountered by Ukrainian exporters, particularly the decline in exports of 660 commodity items in 2022. Through extensive research, including interviews and data analysis, key insights were uncovered, shedding light on the factors contributing to this decline. By identifying key areas of concern and offering recommendations for improvement, it aims to support the government and stakeholders in developing strategies to enhance the export sector.
- Conducting a complex survey of exporters to identify the most critical problems and challenges, verify hypotheses derived from the analysis, and evaluate the effectiveness of existing export support instruments - draft questionnaire prepared and approved.

- Complex analysis of the problems and challenges for Ukrainian producers of goods and service providers in 2022 based on data collected during the survey and finding strategic solutions and mechanisms to support Ukrainian exporters during critical years of 2023-2025: the methodological approach to complex analysis aimed at understanding and addressing the challenges faced by Ukrainian exporters has been developed. By integrating desk research, survey data, and strategic recommendations, this approach seeks to empower exporters and policymakers in regaining lost positions and fostering export growth.

ACTIVITY 1.2

Elaboration of recommendations on economic policy for increasing the volume and improving the structure of Ukraine's exports of goods:

- The comprehensive strategy for identifying dynamically growing markets, selecting exportable product groups, and identifying opportunities for new production facilities in Ukraine was developed. The approach focuses on analyzing import dynamics, evaluating current production capacities, and aligning efforts with market demand trends to capitalize on export opportunities. This strategic approach aims to drive Ukrainian export growth by identifying lucrative markets, selecting the right product groups, and assessing opportunities for new production facilities. By aligning efforts with market demand and trends, Ukraine can enhance its export competitiveness and capitalize on emerging opportunities in the global market.
- Elaborating proposals for the development of export-oriented investments. By analyzing successful investment strategies and practices worldwide, this report aims to identify key lessons and best practices applicable to Ukraine's context, ultimately fostering export-led economic growth and competitiveness.
- The comprehensive methodology focused on analyzing and formulating recommendations to amend existing Free Trade Agreements (FTAs) and propose negotiations for new FTAs have been developed. The goal is to strengthen Ukrainian exports and alleviate market obstacles, thereby fostering sustainable economic growth. This methodology provides a robust framework for advancing Ukraine's export agenda. By focusing on amending existing FTAs and suggesting negotiations for new FTAs, this approach aims to enhance market access, streamline export processes, and ultimately drive sustainable economic growth in Ukraine.

ACTIVITY 1.3

Analysis of and elaborating recommendations for negotiations in the course of Ukraine's EU Accession with the Internal market cluster:

- Analysis of the process of EU accession of Macedonia, Croatia, and Montenegro: Drafting sections of the report related to legal analysis for Croatia's accession to the EU has been a significant achievement.

ACTIVITY 1.4

Capacity enhancement of the International Trade Council/Public-Private Partnership Platform:

- Our efforts to secure a potential date for the Council's commencement have involved multiple meetings and discussions with officials from the Ministry of Economy. The decision regarding the start date now rests with the Minister.

ACTIVITY 1.5

Capacity building and development of the beneficiaries, marketing and promo activities, and other support:

- Interviews with representatives of the Ministry of Economy (MoE) to identify the specific training and seminar needs requested by MoE and relevant trade support institutions were conducted. These discussions aimed to pinpoint areas where capacity development within the MoE could be enhanced. As a result, a series of trainings and seminars will be organized covering various topics, including but not limited to conflict management, negotiation skills, and offline team building.
- A formal request to the MoE to identify the requirements for translating strategic documents and providing oral interpretation services has been submitted. A register of documents translated for the MoE under Project has been established. Two regulations requested by the MoE have been completed.

UKRAINIAN IP SECTOR DEVELOPMENT

ACTIVITY 2.1

Strategic support of the IP Office in Ukraine

- The comprehensive list of 69 EU regulations and other Acquis Communautaire provisions concerning IP issues was compiled and analyzed. It represents a significant milestone in Ukraine’s journey towards aligning its IP framework with European standards. The recommendations put forth in this report are designed to facilitate the integration of EU best practices into Ukrainian legislation, thereby enhancing the overall protection of intellectual property rights.
- 5 working groups have been established to facilitate the strategic development process. These working groups include representatives from vital sectors such as Small and Medium Enterprises (SMEs), the pharmaceutical industry, defense and army sectors, and those dedicated to the protection and enforcement of intellectual property rights. By harnessing the expertise and insights of stakeholders from various sectors, the proposed IP strategy aims to foster innovation, drive economic growth, and enhance Ukraine’s competitiveness on the global stage. Through a process of consultation, analysis, and consensus-



building, the strategy will seek to address key priorities, streamline regulatory frameworks, and bolster enforcement mechanisms.

- The round table titled «Challenges and Objectives for Ukrainian IP Sector Development Strategy» held on November 21, 2023. Over 20 seasoned professionals contributed their expertise, offering invaluable perspectives on the most pressing issues facing the Ukrainian IP sector. This communication effort has fostered transparency and inclusivity, ensuring that stakeholders across various sectors are informed and engaged in the formulation of the IP sector development strategy. The insights gleaned from the round table discussions have informed the formulation of actionable proposals and policy recommendations aimed at addressing key challenges and seizing opportunities for growth.

TECHNICAL REGULATION AND REGULATORY POLICY AND ENTREPRENEURSHIP SUPPORT

ACTIVITY 3.1

Technical support to the MoE in the process of preparation and further implementation of the ACAA: Dept. of Technical Regulation and Dept. of Regulatory Policy and Entrepreneurship

- our team has been actively engaged in providing technical support to the Ministry of Economy (MoE) for the EU ACAA pre-assessment and assessment missions. Our efforts focused on organizing consultations and meetings with the Technical Regulation Department (DTR) to address document translation and interpretation needs. We convened seven meetings with the DTR, translating five reports from the pre-assessment mission and providing support for subsequent missions with the European side.

Our technical support has been crucial in overcoming technical barriers to trade between Ukraine and the EU, facilitating a smooth negotiation process for the ACAA agreement.

ACTIVITY 3.2

Technical support to the MoE in the process of preparation and further implementation of the ACAA: Dept. of Technical Regulation and Dept. of Regulatory Policy and Entrepreneurship

- 5 meetings to discuss the needs and content of the strategy with stakeholders were conducted. 5 meetings with representatives from the DTR, GIZ, and BSI to outline the contributions of each party to the development of the strategy were held. 4 meetings to analyze the content of standardization strategies from DIN, ISO, SIS, and BSI were held.
- Our efforts have yielded significant progress in the development of evaluation criteria and the assessment of implementing expert recommendations from pre-assessment missions of the ACAA agreement, along with other strategic documents. We successfully developed and submitted evaluation criteria to the DTR, aligning them with project objectives and stakeholder needs. The document outlining these criteria is available for reference, ensuring transparency and accessibility. Moreover, our extensive consultations and meetings with the DTR, totaling 75, have provided valuable insights into their needs and expected outcomes regarding the evaluation process. By engaging with key stakeholders, we have ensured that the evaluation criteria accurately reflect the project's goals and objectives, enhancing their effectiveness.

- 3 meetings in the negotiation process with CEN/CENELEC were held. The completion of the Guideline 22 checklist on CEN/CENELEC membership criteria was supported. Moreover, our team has submitted comprehensive reports and recommendations to the DTR and the National Standards Body (NSB), ensuring key stakeholders are informed and engaged throughout the process. These proposals have been carefully tailored to address the specific needs and priorities outlined by the DTR.
- Central to our work is the ongoing development of the Guide titled «The Roadmap for Ukraine’s Competitive Business in the European and International Market,» which is poised to address key challenges and offer actionable insights for Ukrainian businesses. Our engagement has also extended to the development of questionnaires and surveys, which have garnered valuable insights from key stakeholders. The enthusiastic response from 34 stakeholders, including 27 state-owned enterprises and various businesses across Ukraine, underscores the guide’s relevance and importance. The survey results also emphasize stakeholders’ readiness to cooperate with relevant authorities and regulatory bodies, essential for market entry.

ACTIVITY 3.3

At least two national forums or similar events regarding Technical Regulation topics are support

- **The International Forum on Technical Regulation attended by 222 participants, including 56 representatives of small and medium-sized businesses and 17 representatives of international partners was conducted.** Overall, the forum successfully achieved its main goal of assessing ACAA as a means of overcoming technical barriers to trade and enhancing the competitiveness of small and medium-sized enterprises. Notably, a practical case involving Ukrainian cable products and German businesses exemplified the forum’s impact, leading to bilateral consultations on product labeling with the HAR mark.



ACTIVITY 3.4

Supporting the awareness raising campaign on Technical Regulation and/or ACAA progress in preparation for signing

- Consultations and meetings were held to ensure that the panel’s content aligned with stakeholders’ objectives and requirements, including the DTR, businesses, NSB, NAAU, SE Ukrmetrteststandart, and other relevant entities. Additionally, the engagement of

a Communications Agency was initiated to enhance the awareness campaign's role in promoting the ACAA's benefits and enhancing Ukrainian businesses' competitiveness.

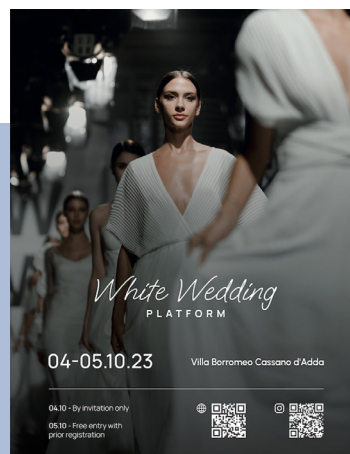


EXPORT PROMOTION ACTIVITIES SUPPORT

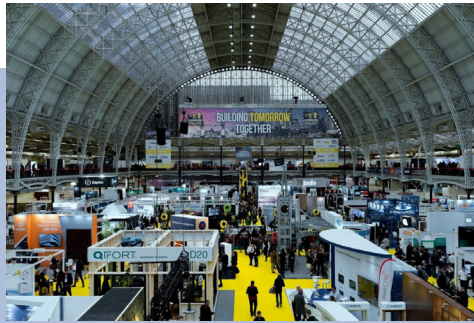
ACTIVITY 4.1

Organizational support for the participation of SMEs in trade missions, fairs and study tours

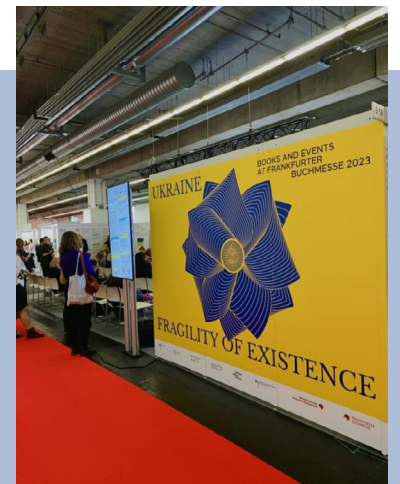
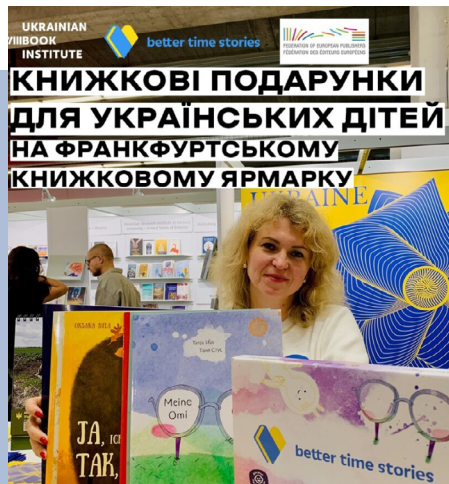
- A 20-day trade mission to Switzerland was conducted, with 14 SMEs participated in Zurich Design Weeks.
- A two-day trade mission to Italy was conducted, with 23 SMEs participated in Milano Fashion Week Women's, October 5-6, 2023. More than 250 buyers from the industry expressed interest in Ukrainian wedding brands' products, leading to at least 129 B2B individual and group meetings and over 300 orders totalling €1,548,200.



- A two-day trade mission to the United Kingdom was conducted, with 11 SMEs participated in London Build Expo, November 15-16, 2023. Over 500 contacts visiting the Ukrainian stand and more than 250 fruitful B2B negotiations conducted during the Expo.



- The participation of the Book Institute at the Frankfurt Book Fair was supported to advise and promote 70 Ukrainian publishing market SMEs participated in it, October 18-22, 2023.



- A 4-day study tour to Germany was conducted, with 5 SMEs participated in 5th German-Ukrainian Business Forum, themed «Rebuild Ukraine» and 3rd German-Ukrainian Energy Day, October 24-28, 2023. (photo)



GENDER ISSUE

In WP 2, the round table focused on the challenges and objectives for the Ukrainian IP sector development strategy exhibited a significant gender gap, with male participants comprising 82% compared to only 18% female representation. This highlights a concerning lack of gender diversity in discussions surrounding intellectual property, indicating the need for targeted strategies to ensure equal participation of both genders in such crucial dialogues.

Moving to WP 3, while there was a slight improvement in gender balance, with female participation at 28.3% in the panel discussion on the benefits of the ACAA Agreement for business, disparities persisted, especially evident in the National/International Forum on Technical Regulation, where female representation stood at only 24.1%. These findings underscore the importance of addressing systemic barriers that may hinder women’s involvement in discussions related to economic cooperation and technical regulation.

In WP 4, participation in trade missions and events varied, with some missions demonstrating a more balanced gender representation than others. For instance, the Frankfurt Book Fair saw a commendable 82% female participation from Ukraine’s Book Institute, indicating a concerted effort to showcase diverse voices in the literary sphere. However, other events, such as the 4-day study tour to Germany, exhibited a concerning imbalance, with female representation at 80% compared to male participants at only 20%.

«EU4BUSINESS:SME RECOVERY PROGRAMME FOR UKRAINE»

Start Date:

15 May 2023

Consultants: 3

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SUPPORTED BY



PARTNER



EU4Business Programme, funded by the European Union and the German government, has been supported by another wave grants – up to EUR 10,000 each, 50 small businesses affected by the full-scale invasion and ready to to develop business in the field of supply of essential goods, received the necessary assistance.

AREAS OF WORK

01

Grant applications were collected on the Diia portal from August 25 to September 10, 2023. He was pre-selected with interviews and the study of intentions to use the funds. After that, a commission of independent business experts selected 50 winners.

02

Priority in the evaluation of grant applications was given to small enterprises to restore and/or maintain production, provide services to preserve the economic potential of Ukraine, and supply critical goods and services needed by Ukrainians.

KEY TAKEAWAYS

As a result, companies from 18 regions of Ukraine received funding

Among the winners of the grant competition are businesses whose property was destroyed or damaged as a result of russian shelling, which were forced to relocate, and those owned by women. In particular, companies from the following industries received support: food production, repair, and maintenance of production equipment, treatment and medical care of the population, clothing production, provision of Internet access services, window production, etc. Today, Ukrainian entrepreneurs are already using the received financial assistance to preserve and create new jobs, purchase/replace equipment, purchase of raw materials and supplies, rent for premises, equipment leasing and other expenses aimed at restoring economic activity.

«USAID SUPPORTS A PRESENTATION OF 8 UKRAINIAN DESIGN FIRMS AT THE MAISON ET OBJET 2023»

Start Date:

28 January 2023

Consultants: 7
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SUPPORTED BY


Competitive Economy Program in Ukraine (CEP) financed by the United States Agency for International Development (USAID) and implemented by Chemonics International Inc. As part of the proposed grant activity, the Competitive Economy Program in Ukraine supported the Grantee with the presentation of 8 Ukrainian design firms at the Maison et Objet exhibition on January 18-22, 2024 in Paris, France.

PREPARATION

- Negotiating with exhibition organizers, submitting an application for a stand, selecting and approving the location of the stand.
- Preparation and organization of an open competition for participation in the project according to the criteria.
- Conducting the competition (analysis of received applications, selection and announcement of winners).
- Preparation of technical specifications for a graphic designer, approval of the layouts.
- Conducting 4 online workshops on effective self-presentation, preparing international marketing materials, creating price lists, adapting the product line to the selected export market, and using professional techniques for engaging with clients and negotiating.
- Conducting individual consultations on preparation for the exhibition at the request of the participants.
- Preparation of technical specifications for the stand designer, coordination and approval of the stand design with the participants.
- Conducting group consultations on optimizing export logistics and preparing for the exhibition (packaging rules, paperwork, customs rules for transporting furniture and decor items, and similar issues).

- Organizing logistics of items for the exhibition.
- Setting up the Ukrainian stand at the exhibition.
- Arranging B2B meetings.
- Placing participants' goods on the MOM online-platform (during the exhibition time), the digital tool of "Maison et Objet", which consolidates direct requests for products from the global professional community, including 300,000 members and 2.7 million visits per year.
- Implementing PR activities.

IMPLEMENTATION

Printing marketing materials for exhibition (special issue of the newspaper / project promotional leaflet).

Presenting 8 Ukrainian firms at the exhibition.

Holding offline B2B meetings during the exhibition on site in the exhibitionary space Maison et Objet.

POST-EVENT ACTIVITIES



Continuing negotiations with stakeholders after the event (follow-ups with emails/calls).



Analysis of results and individual recommendations to each participant.



Reporting on the activities conducted.

KEY TAKEAWAYS

8 design firms (in the fields of furniture, lighting, and décor) were selected through an open competition by representatives of USAID CEP and the Grantee, including external experts engaged by the Grantee for the selection. Who participated in the International Professional Exhibition «Maison et Objet» in Paris, France, which has a wide geographical coverage as buyers from America, Canada and Asia come to it.

«STRATEGIC CHANGE SUPPORT OFFICE CREATION OF A TEAM DESIGNED TO PROVIDE EXPERT AND ANALYTICAL SUPPORT TO THE MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE IN THE IMPLEMENTATION OF MEDIUM- AND LONG-TERM REFORMS IN THE CONDITIONS OF WAR AND POST-WAR RECONSTRUCTION»

Start Date:

15 November 2023

Consultants: 3

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PARTNER



The purpose of the first stage of the Project is to provide support in the development of key strategic documents in the field of education and science, namely: the Strategic Plan for the Development of Education and Science until 2027. Provide support in the development of a system for monitoring the achievement of key performance indicators. Ensure the selection of management and project team, the process of activity planning and the distribution of functional responsibilities. To ensure the preparation of projects of regulatory and legal acts for the implementation of strategic planning documents. Ensure communication of key transformations in the field of education and science.

AREA OF WORK

Formation of the project team and activity planning.

Preparation of an analytical report on the assurance of the process of forming public policy in the field of education and science with reliable statistical data and relevant recommendations for the formation of a system for monitoring the achievement of results determined by strategic planning documents.

Working with strategic planning documents and streamlining the strategic planning system of the Ministry.

EXPECTED TO BE ACHIEVED

- Competent and experienced project manager and heads of expert groups of the project are selected, considering the relevant criteria;
- Competent and experienced experts of the project's expert groups are selected, considering the relevant criteria;
- The activity plan of the project team was approved;
- The structure of the document «Strategic Plan for the Development of Education and Science of Ukraine until 2027» was developed.
- An analytical report was prepared on the assurance of the process of formation of state policy in the field of education and science with reliable statistical data with relevant recommendations;
- The project of the system for monitoring the achievement of key performance indicators in the field of education and science was developed;
- Developed (together with the responsible Directorate of the MoES) the Strategic Plan for the Development of Education and Science of Ukraine until 2027.
- An electronic database of accounting and monitoring of the implementation of strategic planning documents has been developed, according to which the Ministry of Education and Science has determined the executor of the relevant measures;
- Drafts of key legal acts defined by the strategic planning documents of the Ministry of Education and Science were developed;
- Information and communication materials were developed to attract donors and stakeholders to the implementation of joint projects within the framework of achieving the goals of the Strategic Plan for the Development of Education and Science until 2027



FOUNDATION FOR SUPPORT
OF REFORMS IN UKRAINE

Non-Governmental Union «Foundation for
Support of Reforms in Ukraine»

ADDRESS:

1/27 Maria Pryimachenko Street, office 477
01042, Kyiv, Ukraine

E-MAIL:

office@fsr.org.ua

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