

Annex D. Communication and Visibility Report

During the reporting period the Project implemented its **Communication and Visibility Plan** in order to provide appropriate visibility to the project including the project's support from the EU and emphasizing EU support and contribution to parliamentary reform in Ukraine.

In terms of specific **communication objectives**, the following was done during the reporting period:

- **To build awareness about the activities and achievements** of the Project among target audiences. The Project continued publishing news updates on the UNDP website, UNDP Facebook page, UNDP Twitter and the “Parliamentary reform” Facebook page (14,707 followers). The Verkhovna Rada of Ukraine Secretariat created a dedicated Parliamentary Reform section of their website (<http://reforma.rada.gov.ua>). It was filled with the [news on parliamentary reform](#) process and some [publications](#) but due to security reasons, access to its administrative module is possible only from within local network of the VRU and during reporting period access of Project personnel to the VRU premises was limited. Verkhovna Rada of Ukraine as well as committees were publishing their own news updates about cooperation with the Project on their respective websites. VRU Secretariat also posts parliamentary reform news briefs in the official social networks’ accounts – Facebook, Telegram, Twitter, etc. Please refer to Table D.1 for the detailed information.
- **To ensure public access to the project materials:** concepts, recommendations including best international practices, and other relevant information. Most of the materials prepared by the Project are published on the Project page at the [UNDP website](#) and being disseminated via social networks. Materials that might be interesting for wide audiences were presented in a format of public events. For example, [presentation of the Effective communications handbook](#) was broadcasted at the VRU Facebook page and was watched by almost 2.5 thousand viewers. This handbook is available for download at the [VRU website](#).
- **To raise awareness of the Verkhovna Rada progress in parliamentary reform/reform process.** The Project representatives participated in public events to present latest developments and successes. For example, Deputy Head of the Parliamentary Reform Office Ms. Yuliia Zaichenko participated in the panel discussion at the Ukraine Reform Conference and the Project has extracted [her speech from the broadcast](#) and promoted it in its social networks.
- **To contribute to improvement of public trust** to the Verkhovna Rada as an institution effectively performing its constitutional responsibilities. Project with the support of the contracted NGO “Internews” has completed educational and mentoring programme for the committees of the VRU which resulted in improved communication of Committees in the social networks and was mentioned in the committees’ [transparency overview by Chesno](#).

Visibility and branding. The project designed eye-catching style which is now used for different purposes with key elements repeating on covers of publications, notepads, folders, PowerPoint templates etc. Project doesn’t have separate logo and its branding is a set of 3 logos – EU, VRU and UNDP which ensures visibility of donor in 100% cases. All publications and infographics are branded and have a disclaimer which shows the support of the European Union. Project also has several banners which allow to ensure donor visibility at events. Also, all posts in social networks about Project’s activities go with the hashtag #ПрямоєПазом/#MovingForwardsTogether which, in combination with #EU4Rada hashtag, allows to track news updates about the Project and shows EU support.

Table D.1 Communication Channels

Date	Communication Channel	<u>Link</u>	Content
13.08.2020	ParlRef	https://www.facebook.com/VRUreform/posts/688114321918135	Committees Communications
27.08.2020	Chesno	https://www.chesno.org/post/4182/	Committees communication
27.08.2020	Hromadske	https://hromadske.ua/posts/najmensch-prozorimi-ye-komiteti-z-pitan-nacbezpeki-ta-zovnishnoyi-politiki-ruh-chesno	Committees communication
27.08.2020	ParlRef	https://www.facebook.com/VRUreform/posts/698100297586204	On PLS paper
31.08.2020	Ruslan Stefanchuk Facebook	https://www.facebook.com/stefanchuk.official/posts/324688522282988	Legislative planning
01.09.2020	ParlRef	https://www.facebook.com/VRUreform/posts/701574150572152	Legislative planning
03.09.2020	ParlRef	https://www.facebook.com/VRUreform/posts/703201823742718	Legislative planning and monitoring
16.09.2020	ParlRef	https://www.facebook.com/VRUreform/posts/712505349479032	Flashmob
22.09.2020	VRU website	https://www.rada.gov.ua/news/Top-novyna/197861.html	SDGs
22.09.2020	EUD website	https://eeas.europa.eu/delegations/ukraine/85747/node/85747_en	SDGs
22.09.2020	VRU website	https://www.rada.gov.ua/news/Novyny/197971.html	SDGs
22.09.2020	Holos Ukrainy (VRU newspaper)	http://www.golos.com.ua/collection/5708	SDGs
22.09.2020	ParlRef	https://www.facebook.com/VRUreform/posts/716650702397830	SDGs in VRU
22.09.2020	ParlRef	https://www.facebook.com/VRUreform/posts/716691932393707	SDGs in VRU
22.09.2020	UNDP Facebook	https://www.facebook.com/UNDPUkraine/posts/3569981996356115	SDGs in VRU
22.09.2020	UNDP Facebook	https://www.facebook.com/UNDPUkraine/videos/322655129012831/	SDGs in VRU
22.09.2020	ParlRef	https://www.facebook.com/VRUreform/posts/716863185709915	SDGs in VRU
22.09.2020	UNDP Facebook	https://www.facebook.com/UNDPUkraine/videos/322655129012831/	SDGs in VRU
22.09.2020	ParlRef	https://www.facebook.com/VRUreform/posts/716892555706978	SDGs in VRU
22.09.2020	VRU Facebook	https://www.facebook.com/125509584140256/posts/3566557120035468/	SDGs in VRU

23.09.2020	Holos Ukrainy (VRU newspaper)	http://www.golos.com.ua/article/336128	SDGs
23.09.2020	EU-UA portal	https://eu-ua.org/novyny/olga-stefanishyna-dosyagnennya-ciley-stalogo-rozvytku-pryskoryt-yevrointegraciyu-ukrayiny	SDGs
23.09.2020	VPM Facebook	https://www.facebook.com/1235786599883191/posts/3197201040408394/	SDGs in VRU
24.09.2020	VRU Facebook	https://www.facebook.com/verkhovna.rada.ukraine/posts/3574063022618211	Olena Kondratiuk on branding
24.09.2020	ParlRef	https://www.facebook.com/VRUreform/posts/718202138909353	Cooperation with the VPM
25.09.2020	ParlRef	https://www.facebook.com/VRUreform/posts/719030568826510	Branding
25.09.2020	UNDP Facebook	https://www.facebook.com/UNDPUkraine/posts/3579948475359467	SDGs publication
25.09.2020	ParlRef	https://www.facebook.com/VRUreform/posts/718948102168090	EU and SDGs paper
30.09.2020	Chrematistic	http://www.afo.com.ua/doc/WDM-Chrematistic-2020-09-30.pdf	SDGs
30.09.2020	ParlRef	https://www.facebook.com/VRUreform/posts/722564471806453	VRU lockdown
30.09.2020	ParlRef	https://www.facebook.com/VRUreform/videos/326949188536838/	VRU Committee on state power decided pilot parliamentary oversight
01.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/723254391737461	Effective Communications announcement
06.10.2020	VRU website	https://www.rada.gov.ua/news/Novyny/198379.html	Презентація посібника з ефективних комунікацій
06.10.2020	UNDP Facebook	https://www.facebook.com/UNDPUkraine/videos/3330756253628489/	Effective Communications
06.10.2020	UNDP Facebook	https://www.facebook.com/events/610250379645611/	Effective Communications teaser
06.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/726647001398200	Effective Communications
06.10.2020	ParlRef	https://www.facebook.com/VRUreform/videos/3330756260295155/	Effective Communications presentation video
06.10.2020	VRU Facebook	https://www.facebook.com/verkhovna.rada.ukraine/videos/3330756256961822	Effective Communications presentation video
06.10.2020	ParlRef	https://www.facebook.com/VRUreform/videos/776078596579805/	Parliamentary education programme
07.10.2020	UNDP Facebook	https://www.facebook.com/UNDPUkraine/posts/3616908414996806	Effective Communications Publication

07.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/727510261311874	Effective Communications Publication
08.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/728167851246115	Visit to Shevchenko University
12.10.2020	VRU Facebook	https://www.facebook.com/verkhovna.rada.ukraine/posts/3630514723639707	Branding strategy
12.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/730930497636517	Branding strategy
13.10.2020	Vechirniy Kyiv	https://vechirniy.kyiv.ua/news/45690/	Educational Courses
13.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/731579060904994	Online courses for the VRU
13.10.2020	Lysychansk library	https://www.facebook.com/bibliolis/posts/2650568821859451	Effective communications paper
16.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/734167497312817	Parliamentary education Programme
19.10.2020	Ruslan Stefanchuk Facebook	https://www.facebook.com/stefanchuk.official/posts/363126995105807	Legislative plan
21.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/737955833600650	Effective Communications handbook
22.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/738903700172530	Legislative plan
23.10.2020	EU Delegation Facebook	https://www.facebook.com/EUDelegationUkraine/posts/3652418018136133	Effective Communications handbook
24.10.2020	VRU website	https://www.rada.gov.ua/news/Top-novyna/198765.html	Op-ed by Dafina Gercheva and Olena Kondratiuk
24.10.2020	Holos Ukrainy (VRU newspaper)	http://www.golos.com.ua/article/337488	Op-ed by Dafina Gercheva and Olena Kondratiuk
24.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/740379743358259	Effective Communications handbook
24.10.2020	UNDP Ukraine	https://www.facebook.com/UNDPUkraine/posts/3664930420194605	Op-ed by Dafina Gercheva and Olena Kondratiuk
24.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/740381266691440	Op-ed by Dafina Gercheva and Olena Kondratiuk
28.10.2020	UNDP Ukraine	https://www.facebook.com/UNDPUkraine/posts/3676179622403018	"Public Governance and Administration" professional educational programme

28.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/743460563050177	"Public Governance and Administration" professional educational programme
31.10.2020	ParlRef	https://www.facebook.com/VRUreform/posts/745653749497525	Online lesson "Parliament and the civil society"
05.11.2020	ParlRef	https://www.facebook.com/VRUreform/posts/749644312431802	E-documents
05.11.2020	Dmytro Razumkov Facebook	https://www.facebook.com/permalink.php?story_fbid=1584091488465502&id=100005939985790	Parliamentary oversight
05.11.2020	ParlRef	https://www.facebook.com/VRUreform/posts/749856855743881	Parliamentary oversight
11.11.2020	ParlRef	https://www.facebook.com/VRUreform/posts/754457355283831	Audit of the VRU
11.11.2020	Ruslan Stefanchuk Facebook	https://www.facebook.com/stefanchuk.official/posts/382332583185248	Law on opposition
13.11.2020	Institute of legislation	http://instzak.rada.gov.ua/news/Mizhnar_spivrob/72971.html	Educational support
16.11.2020	ParlRef	https://www.facebook.com/VRUreform/posts/758305258232374	Law on opposition
16.11.2020	ParlRef	https://www.facebook.com/VRUreform/posts/758495111546722	Parliamentary oversight
17.11.2020	ParlRef	https://www.facebook.com/VRUreform/posts/759212431474990	Educational courses for VRU
17.11.2020	ParlRef	https://www.facebook.com/VRUreform/videos/719352789012612/	About educational online platform
18.11.2020	RPR	https://rpr.org.ua/news/uspishna-detsentralizatsiia-vysiacha-reforma-derzhupravlinnia-i-nekonstytutsiyna-kryza-eksperty-prodovzhyly-obhovorennia-reform/	Ukraine Reform Conference - Yuliia Zaichenko
18.11.2020	ParlRef	https://www.facebook.com/VRUreform/posts/759980171398216	Yuliia Zaichenko at the Ukraine Reform Conference
23.11.2020	ParlRef	https://www.facebook.com/VRUreform/posts/763358661060367	Tender for the VRU press centre
25.11.2020	ParlRef	https://www.facebook.com/VRUreform/posts/764586070937626	International Day of Elimination violence
30.11.2020	ParlRef	https://www.facebook.com/VRUreform/posts/767834470612786	Internal communication
02.12.2020	ParlRef	https://www.facebook.com/VRUreform/posts/769126937150206	Parliamentary oversight
08.12.2020	ParlRef	https://www.facebook.com/VRUreform/posts/772831033446463	Regulations on the secretariat of the deputy faction
09.12.2020	ParlRef	https://www.facebook.com/VRUreform/posts/773406180055615	Online meetings of the Committees

10.12.2020	ParlRef	https://www.facebook.com/VRUreform/posts/774043409991892	PRO support to EU Integration Committee
15.12.2020	Ukrainian Helsinki Human Rights Union	https://helsinki.org.ua/articles/uhspl-vziala-uchast-v-kruhlomu-stoli-rady-yevropy-shchodomizhvidomchoi-spivpratsi-z-vykonannia-rishen-yespl-v-ukraini/	Parliamentary oversight
17.12.2020	ParlRef	https://www.facebook.com/VRUreform/posts/778308282898738	Hearings in the Digital transformation Committee
18.12.2020	UNDP Ukraine	https://www.facebook.com/UNDPUkraine/posts/3814082708612708	Hearings in the Digital transformation Committee
18.12.2020	ParlRef	https://www.facebook.com/VRUreform/posts/778837586179141	Hearings in the Digital transformation Committee
18.12.2020	ParlRef	https://www.facebook.com/VRUreform/posts/779014122828154	Hearings in the Digital transformation Committee
22.12.2020	VRU Facebook	https://www.facebook.com/verkhovna.rada.ukraine/posts/3829336867090824	Legislative planning
23.12.2020	ParlRef	https://www.facebook.com/VRUreform/posts/781768605886039	Legislative planning
23.12.2020	ParlRef	https://www.facebook.com/VRUreform/posts/781807239215509	PRO support to EU Integration Committee
12.01.2021	UNDP Ukraine	https://www.facebook.com/UNDPUkraine/posts/3877481458939499	Vacancy announcement
12.01.2021	ParlRef	https://www.facebook.com/VRUreform/posts/793539428042290	Vacancy announcement
14.01.2021	ParlRef	https://www.facebook.com/VRUreform/posts/794560367940196	Meeting on the upcoming committee hearings
18.01.2021	NSKU	http://nsku.org.ua/?p=16279	Creative Unions
19.01.2021	ParlRef	https://www.facebook.com/VRUreform/posts/797054947690738	Committee Hearings announcement
21.01.2021	VRU website	https://www.rada.gov.ua/news/news_kom/201769.html	Creative Unions
21.01.2021	NSPU	https://nspu.com.ua/ofitsijno/komitet-iz-pitan-gumanitarnoi-ta-informacijnoi-politiki-proviv-sluhannya-na-temu-derzhavna-pidtrimka-tvorchih-spilok-v-ukraini-problemi-ta-shlyahi-ih-virishennya/	Creative Unions
21.01.2021	I-UA	https://i-ua.tv/projects/hromadski-rady/27410-sluhannia-u-komiteti-verkhovnoi-rady-ukrainy-z-pytan-humanitarnoi-ta-informatsiinoi-polityky	Creative Unions
21.01.2021	Committe on information policy	https://www.facebook.com/komitetG/videos/895666727844979/	Committee hearings stream
21.01.2021	ParlRef	https://www.facebook.com/VRUreform/posts/798183880911178	Committee hearings stream

21.01.2021	ParlRef	https://www.facebook.com/VRUreform/posts/798264457569787	Committee hearings
21.01.2021	UNDP Ukraine	https://www.facebook.com/UNDPUkraine/posts/3901901679830810	Paper on Creative Unions
21.01.2021	ParlRef	https://www.facebook.com/VRUreform/posts/798349174227982	Paper on Creative Unions
25.01.2021	ParlRef	https://www.facebook.com/VRUreform/posts/800321727364060	Dmytro Razumkov on proxy voting
25.01.2021	ParlRef	https://www.facebook.com/VRUreform/posts/800464907349742	Draft law on parliamentary service
28.01.2021	ParlRef	https://www.facebook.com/VRUreform/posts/802016083861291	Draft law on parliamentary service
29.01.2021	ParlRef	https://www.facebook.com/VRUreform/posts/802567407139492	PLS
02.02.2021	ParlRef	https://www.facebook.com/VRUreform/posts/804572746938958	Plan of legislative activities
04.02.2021	Committee on state power	https://www.facebook.com/komsamovriad/posts/596564544550384	Paper on decentralization
04.02.2021	ParlRef	https://www.facebook.com/VRUreform/posts/805735216822711	Paper on decentralization
12.02.2021	ParlRef	https://www.facebook.com/VRUreform/posts/810090573053842	Committee hearings

Table D.2 Knowledge products

#	Title	Type	Language	Link
1	Methodological approaches and recommendations for the Verkhovna Rada of Ukraine on PLS	Brochure	Ukrainian	https://www.ua.undp.org/content/ukraine/uk/home/library/democratic_governance/Post-Legislative-Scrutiny.html
2	Proposals on the main approaches to planning and monitoring of legislative activity in the Verkhovna Rada of Ukraine	Brochure	Ukrainian	https://www.ua.undp.org/content/ukraine/uk/home/library/democratic_governance/Proposals-on-planning-and-monitoring-lawmaking-Ukraine.html
3	Implementation of the Sustainable Development Goals by the National Parliaments of the Member States of the European Union: Lessons for the Verkhovna Rada	Brochure	Ukrainian English	https://www.ua.undp.org/content/ukraine/uk/home/library/democratic_governance/sdg-lessons-for-verkhovna-rada.html
4	Effective communications: Practical recommendations for the secretariats of the committees of the Verkhovna Rada of Ukraine	Handbook	Ukrainian	https://www.ua.undp.org/content/ukraine/uk/home/library/democratic_governance/effective-communications--practical-recommendations-for-the-secr.html
5	Analytical materials on cybersecurity: Report on submission and further evaluation of the annual report on the results of the independent audit of the activities of the main actors of national cybersecurity	Publication	Ukrainian	https://www.ua.undp.org/content/ukraine/uk/home/library/democratic_governance/analytical-materials-on-cybersecurity.html
6	Analytical materials on cybersecurity: Preliminary analytical report on control over the implementation of the Law of Ukraine "On Basic Principles of Cyber Security in Ukraine"	Publication	Ukrainian	https://www.ua.undp.org/content/ukraine/uk/home/library/democratic_governance/analytical-materials-on-cybersecurity.html
7	Analytical materials on cybersecurity: European Union legislation to be implemented in draft laws on cybersecurity and critical infrastructure in Ukraine	Publication	Ukrainian	https://www.ua.undp.org/content/ukraine/uk/home/library/democratic_governance/analytical-materials-on-cybersecurity.html
8	Analytical materials on cybersecurity: Best practices in cybersecurity management	Publication	Ukrainian	https://www.ua.undp.org/content/ukraine/uk/home/library/democratic_governance/analytical-materials-on-cybersecurity.html
9	Analytical report on the results of evaluating the effectiveness of the application of certain legislative acts of Ukraine governing state support of creative unions	Publication	Ukrainian	https://www.ua.undp.org/content/ukraine/uk/home/library/democratic_governance/analytical-report-on-effectiveness-of-implementation-of-certain-.html