



CENTRE FOR DEMOCRACY  
AND RULE OF LAW



# 2021

ANNUAL  
REPORT



CENTRE FOR DEMOCRACY  
AND RULE OF LAW

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# BUILDING A RESPONSIBLE SOCIETY UNDER NEW CONDITIONS

**Olesia KHOLOPIK,**  
CEDEM Director

We publish our 2021 report in the summer of 2022, when Ukraine is at war with its new challenges. And yet, looking back, we realize that the experience of previous years has prepared us for this and laid a solid foundation.



After all, in 2021, CEDEM, like the rest of the world, was getting used to living in a new reality with a pandemic that was not subsiding. Therefore, we gradually learned not only to live in an online format, but also to find a balance between work needs (with live communication with people) and the safety of each of us. It is success in this endeavor that has helped the Centre for Democracy to work and deliver new results in 2021.

Our mission remains the same: promote the development of a society of active and responsible citizens. However, we are finding new ways to make it happen. By planning our training projects, events and information campaigns, we strive not only to respond to today's challenges, but also to lay the foundation for future changes, the result of which we will only see in years to come.

This is how we work in civil society: Together with our partners, we help organizations be more sustainable and successful, we educate, discuss and propose legal changes that will strengthen Ukrainian society.

CEDEM has also launched a Ukraine-wide discussion on responsibility. After all, each of us can do things that change our village, our city, our region, and thus our country, for the better. Stories of people taking care of the historical heritage, protecting the environment in their town or helping students take their first steps in the IT field are really inspiring.

But also in other traditional CEDEM areas, rule of law, media, protecting citizens from tobacco and safety on Ukraine's roads, 2021 was an eventful year. The pandemic caused new waves of disinformation, discussions about the role of journalism, and encouraged people to pay more attention to their health. Legislative changes, sanctions against pro-Russian TV channels and technological advances changed Ukraine's media landscape. Within each of our divisions, we continued to follow the course laid out in previous years.

CEDEM did not limit its work to the capital city. We've been implementing our projects in different regions, and online format of some events helped us to engage active and responsible people from different parts of Ukraine.

But we can succeed in the field of reforms only by working together. So I'm grateful to our Ukrainian and international partners for the fruitful discussions, support, cooperation and everything we've accomplished. I am thankful to CEDEM team, consultants, trainees and everyone who was involved in our work.

I am convinced that together we will reach new frontiers and gain new victories in 2022!

# RULE OF LAW DIVISION

Rule of Law is a fundamental principle for an independent democracy.

The principle of the rule of law serves as the basis for sustainable development of society and covers almost all aspects of citizens' life: from personal security, freedom of speech and assembly to the effective fight against corruption. Within the Rule of Law

Division, CEDEM's experts study state policy on access to public information, judicial and electoral reform, analyze international experience and prepare practical recommendations to address pressing issues in Ukraine, in particular by amending the legislation.

The image shows two voting booths in a room with orange curtains. The booths are made of metal frames with white fabric coverings. A person is visible inside the booth on the left, and another person is visible inside the booth on the right. The word "ELECTIONS" is written in large, bold, orange letters on the right side of the image, next to a solid orange circle.

# ELECTIONS

The goal is to inform voters about the electoral process so that they could make informed decisions, and election campaigns were carried out according to transparent and understandable rules.

Extraordinary local elections were held in some districts in 2021, where citizens voted for local councilors, village and city mayors. There were also legislative initiatives for local and national referendums. We closely monitored election campaigns and analyzed legislative initiatives concerning elections and referendums.

### Awareness Raising Campaign

CEDEM experts prepared and published a number of materials and infographics on various electoral issues, in particular on legislative initiatives of **local** and **all-Ukrainian** referendum, as well as a calendar of **local** and **intermediate** elections in 2021.

### Educational Campaign

We developed an interactive educational online test "What Do You Know about Elections", to help voters learn more about the process itself and their rights and obligations.



**MORE THAN 150 VOTERS**

HAVE ALREADY TAKEN THE  
EDUCATIONAL ELECTION TEST

### Analytics

We conducted a thorough study, which resulted in the **analytical material** «How Personal Data Became a Bargaining Chip for Political Forces in Elections». We analyzed in details how personal data is used in the sphere of elections, international practice of data protection, and how this experience can be used in Ukraine. Practical recommendations were given for voters on how the state can adequately protect personal data of the citizens of Ukraine.

We also prepared **the analytical material** «Has the Parliamentary Reform Taken Place?» where we analyzed the main achievements of the parliamentary reform (during the term of the 8th and 9th Convocation Parliament) and the challenges that the Verkhovna Rada is facing. We also provided recommendations to improve it in the future.





# ACCESS TO PUBLIC INFORMATION

For more than 10 years in a row, we have been monitoring the proper implementation of the Law of Ukraine “On Access to Public Information”, and helping to exercise the right to access information in practice.



In 2021, to commemorate the 10th anniversary of the law, our team organized an International Forum on Access to Public Information.



We also held a series of trainings on access to public information. In particular, offline trainings for **more than 50 JOURNALISTS** in 4 regions



and online for **30 JUDGES** and employees of administrative courts of all instances from 9 regions of Ukraine.

**WE CONDUCTED TWO-STAGE MONITORING OF THE WEBSITES**

**OF 20 MINISTRIES AND 9 CENTRAL EXECUTIVE AUTHORITIES**

for compliance with the law on access in terms of coverage of activities and interaction of citizens.

Our team is actively working **of the Tromsø Convention**, in particular at the level of working groups on legislative work, as well as with the Ministry of Culture and Information Policy of Ukraine. As a result of cooperation, CEDEM experts have prepared a procedure for selecting candidates to be nominated to the Group of Specialists on Access to Official Documents of the Council of Europe.

**416**

new members of the Network of Defenders of the Right to Access to Public Information

**4**

expert discussions

**More than 30**

legal consultations on the right to information

**2**

published consultations

**2**

legal proceedings on the protection of the right to information

**4**

analytical materials on current topics in the field of access



# JUDICIAL REFORM

## AND CHESNO. FILTER THE JUDICIARY! CAMPAIGN

2021 was the year of legal analysis of new data on judges: The CHESNO. Filter the Judiciary! judge profiles database was updated and the disciplinary practices of the Supreme Council of Justice was monitored.

## JUDICIAL REFORM

In 2021, CEDEM as part of CHESNO. Filter the Judiciary! Campaign continued the project on the online database of active judges in Ukraine.

### The Judge Profiles Database

is the only online resource in Ukraine where all information about judges is gathered in one place. It is also a tool for creating historical memory about Ukrainian judges, a helpful resource for finding information about judges as well as a means for the public to gently influence the course of judicial reform.

**Website of CHESNO. Filter the Judiciary!** offers general information about **5000+ JUDGES**, including their careers, family ties, property declarations, high-profile cases, and prosecutions. In 2021, we added there up-to-date data on property declarations, court cases, and other information about judges' integrity that has appeared in the media.

The team of CHESNO. Filter the Judiciary! monitored high-profile court cases in which judges made questionable decisions, covered judges' involvement in criminal offenses and the progress of their investigations. It monitored news on judicial issues, in particular, the current changes in the legislation on judicial reform.

In addition, the team covered the activities of the Ethics Council, which is supposed evaluate candidates for the positions and current members of the High Council of Justice for compliance with the criteria of professional ethics and integrity, as well as the Competition Commission for the selection of candidates for the positions of members of the High Qualification Commission of Judges of Ukraine.

### Monitoring of the disciplinary practice of the Supreme Council of Justice

CEDEM team, with the support of the USAID New Justice Program, analyzed **18,482 DECISIONS** in the disciplinary proceedings of the High Council of Justice for 2019-2020 and created a database by types of decisions:

- Leaving the complaint without consideration and returning it to the complainant
- Refusal to initiate a disciplinary action
- Refusal to bring the judge to disciplinary responsibility
- Initiating disciplinary action against judges, etc.

IN ADDITION, WE ANALYZED

**88 SUPREME COURT RESOLUTIONS**



in cases of appeals against the relevant decisions of the High Council of Justice for 2019-2020.

As part of the project, the CEDEM team prepared a report, developed recommendations for the complainants and presented the results of this study to the High Council of Justice.



# **INDEPENDENT MEDIA DIVISION**

The goal is to promote the emergence  
of quality information, independent  
media and an informed citizenry.



# INDEPENDENT MEDIA DEVELOPMENT

Since 2005, CEDEM has been working to develop high-quality and impartial media that provide honest and balanced information to citizens and without which democracy could not exist.

## Public Broadcasting Support

In 2021, CEDEM continued its work aimed at improving media legislation. CEDEM experts participated in drafting and advocating for the legislative changes **passed** by the Parliament in February 2021 regarding the appointment and dismissal of members of the UA:PBC Supervisory Board. This helped make the UA:PBC Supervisory Board more efficient and sustainable, and strengthened the broadcaster's independence. We also advocated for the proper funding of the **broadcaster**.

“Establishment and development of public broadcasting for CEDEM is one of the key reforms that experts have been working on since the organization was founded. One of the key tasks is to ensure the financial and managerial independence of the broadcaster. That is why changes in the law, which protect against interference with independence, are one of the key tasks for us

**Ihor ROZKLADAI,**  
*CEDEM Deputy Director*

## Analytics

**34 ANALYTICAL MATERIALS** (policy briefs, discussion papers) were prepared by the CEDEM experts in 2021. They covered the media, elections, judicial system, access to public information and other reforms. The authors outlined proposals for the national legislation based on the best international experience in certain areas.

## In 2021:

- **8 DRAFT LAWS** were analyzed in detail by the CEDEM experts. They concerned copyright, the **use** of the official language in cinema, **access** of residents of frontline territories to Ukrainian broadcasting, **the powers** of the SSU in the field of media, etc.
- **20 NEWS ITEMS** with a brief analysis of the novelties were published.

## Consulting

- **30 CONSULTATIONS** were published by the CEDEM experts on the work of journalists in the legal field.
- **55 TARGETED CONSULTATIONS** were provided in response to email and hotline requests.

## In 2021, CEDEM held:

- **3 WEBINARS**, on the impact of artificial intelligence on human rights and civil society.
- **4 EXPERT DISCUSSIONS** щодо on media legislation, media literacy and media financing.
- **1 ROUNDTABLE DISCUSSION** on countering disinformation, discussing best practices and necessary changes in the national legislation.



# MEDIA EDUCATION

Media education is an important part of CEDEM's activities since its establishment. We regularly organize educational courses in media law for journalists, students, teachers and active citizens.



## International Media Law

### Summer School

Since 2005, we have held the International Media Law Summer School every year — an intensive training course on the legal and practical aspects of media regulation for lawyers and journalists.



THE FIGURE WE ARE PROUD OF:

**401 GRADUATES  
IN 2005-2021.**

## XVII International Media Law

### Summer School *(online)*

In 2021, we added new topics to the Summer School curriculum:

- Freedom of Speech in U.S. Supreme Court Practice
- Ethics of Artificial Intelligence
- Challenges of Modern Fact-Checking, *(a discussion was also held on this topic)*
- Public Speaking

**36 PARTICIPANTS**

from different regions of Ukraine, Kazakhstan, Kyrgyzstan and Moldova

**25**

lectures

**14**

days of intensive  
training

**2**

discussions

## Workshops for the journalists

### of the UA:PBC branches

Our experts helped the UA:PBC team to improve their knowledge of general issues of legal regulation, access to public information, protection of journalistic sources, copyright and balancing freedom of expression and privacy.

- **4 WORKSHOPS** for the UA:PBC branches in Mykolaiv, Khmelnyskyi, Chernivtsi and Uzhhorod
- **57 PARTICIPANTS** — members of the UA:PBC team, including journalists, editors, analysts, producers and other professionals

## Educational online test

In 2021, we **launched the test** «Lord of the Content: Imagine Yourself as a Moderator». The task is to choose from among the offered content moderation options the one that meets the standards of freedom of expression online. More than 1,000 people have already tried their hand at the educational test.

# INDEPENDENT MEDIA COUNCIL

The Independent Media Council (IMC) is a permanent public monitoring and advisory body created in 2016 by non-governmental organizations at the initiative of CEDEM. The Council was established by the Centre for Democracy and Rule of Law, the Institute of Mass Media, Internews-Ukraine, Detector Media and Sospilnist Foundation.

## In 2021, the Independent Media Council:

**REVIEWED 6 COMPLAINTS** and issued **4 OPINIONS** regarding violation of journalistic standards, right to privacy, biased, incomplete and false coverage of events in the media, violation of election campaign coverage requirements, etc.

### PREPARED 3 GUIDELINES:

- **How to write about business** so that it is not advertising.
- **How to reference information** taken from other media?
- **How journalists can beat** professional burnout and build sources of support

### RELEASED 2 COLLECTIONS:

- Collection of **recommendations**.
- Collection of **conclusions**.

### HELD 3 ONLINE EVENTS:

- **How to cover a military conflict** and avoid mistakes.
- **Journalists and bloggers:** how to (self) regulate the media space of Ukraine.
- **Practical experience of self-regulation:** how it works abroad and how it should work here.



**SIGNED MEMORANDUM**  
of Cooperation with the  
Commission on Journalism Ethics

The Independent Media Council **was a co-organizer** of the Lviv Media Forum, and the IMC members spoke at the panel «Practice of protecting journalists in courts and threats faced by journalists in the context of violation of their rights».

### RAISED MANY RELEVANT TOPICS IN 14 STATEMENTS AND 4 POSITIONS, in particular:

- **Imposition of sanctions** on TV channels «112 Ukraine», NewsOne and ZIK
- **Persecution** of journalists in Belarus.
- **Preventing xenophobia** and hate speech towards refugees in the media.
- **Prevention of violent action** against the journalists of the program «Schemes: Corruption in Detail».

### SUPPORTED PUBLIC BROADCASTING:

- **ISSUED A PUBLIC STATEMENT** about **stopping pressure on the public broadcaster** and a warning to the media to refrain from manipulating the public broadcaster for their own benefit.
- **SHE CALLED ON THE VERKHOVNA RADA OF UKRAINE TO PROPERLY FUND UA:PBS** in 2022.

# CIVIL SOCIETY DIVISION



CEDEM promotes the development of a society of active and responsible citizens and works to strengthen democratic society in Ukraine.

We create a platform for learning, networking, and bringing community activists together for powerful projects. Within the division, our organization contributes to

strengthening democratic society in Ukraine and works on projects aimed at increasing the personal responsibility of citizens in the field of health and public safety.

A woman with blonde hair, wearing a red sweater, is looking up at a wall covered with various posters and documents. She is holding one of the documents. The background is slightly blurred, showing more of the wall and some orange-colored elements.

# UKRAINE CIVIL SOCIETY SECTORAL SUPPORT ACTIVITY

CEDEM has been working on the implementation of the project «Ukraine Civil Society Sectoral Support Activity» since 2019. The project is implemented by Initiative Center to Support Social Action «Ednannia» in a consortium with the Ukrainian Center for Independent Political Research (UCIPR) and CEDEM.

It aims to improve the civil society environment and strengthen the institutional capacity of CSOs to enhance the self-sufficiency of the public sector in Ukraine.

Within the project in 2021, we **implemented several large-scale activities:**

- **HELD** the Second Mentorship Program in Ukraine to strengthen the advocacy capacity of newly established civil society organizations (CSOs) from different regions of Ukraine
- **CREATED a Platform** for Legal Reforms for Civil Society for CSOs
- **PREPARED a legal manual** «Algorithms of Actions for the Representatives of Civil Society Organizations in Cooperation with the Law Enforcement Agencies» and held free online course
- **HELD information campaign** «Civil Society and Public Authorities – Best Cooperation Practices» together with the MCIPU and SCMU
- **ORGANIZED** a number of other activities, meetings, discussions and trainings within the project.

### **Mentorship Program in Ukraine 2.0**

**15 CSOS FROM THE REGIONS** improved their advocacy capacity

**15 CSO MENTORS** improved their mentoring skills

**15 CSOS** developed and partially implemented their advocacy plans

**93%** of mentors noted the impact of the program on the improvement in their capacity.

**86,7%** of mentors confirmed their willingness to continue mentoring activities.

**9.4 OUT OF 10 – THIS IS THE OVERALL SCORE GIVEN TO THE MENTORSHIP PROGRAM BY MENTORS.**

In 2021, we also launched the **Mentorship Program Alumni Support Program.**

### **Legal Reforms Roadmap for Civil Society in Ukraine**

In 2021, we **created** a monitoring tool for the Legal Reforms Roadmap; took part in the development of **2 national strategies** and **3-year Action Plan** to implement the National Strategy for Facilitating Civil Society Development.

- **18 VLOGS-INTERVIEWS “Reforms Over Coffee”**, focusing on challenges in the sphere of CSO activity
- **FORUM OF LEGAL REFORMS** for CSOs, September 2021: **more than 100 participants**

### **2 advocacy campaigns**

Opposing the adoption of draft law **Nº4521** in the field of volunteer activity regulation

- **Joint statement** of CSOs (**80+ organizations**)
- **2 working meetings** with CSOs to develop proposals for the draft law on stimulating volunteer activity in Ukraine

Introducing the **Percentage Tax Designation Mechanism** in Ukraine:

- **2 DRAFT LAWS** were developed and presented
- **2 DRAFT RESOLUTIONS OF THE CMU** were developed and presented
- **1 VIDEO was developed** and distributed
- **5 INFOGRAPHIC MATERIALS** were developed and distributed

## CSOs coalitions and communities development

- Held a **2-day training program on coalition development** (26 participants from 13 regional coalitions)
- **Held 6-month training on coalitions development** (20 participants from 10 coalitions)
- **8 CSO COALITIONS** received individual consultations on institutional capacity building
- **Developed** a Guide to Institutional Capacity Building of Coalitions in Ukraine
- **6 WORKSHOPS FOR CSOS** on legal protection and digital security tools **were held** jointly with the Initiative Center to Support Social Action «Ednannia» and ICNL (45 prominent human rights defenders and public activists, 35 participants from Ukraine, Russia, Belarus, Kazakhstan, Azerbaijan, Venezuela and Uganda)

## Civil Society UKRAINE CIVIL SOCIETY SECTORAL SUPPORT ACTIVITY

### CSO Institutional Capacity Building and Security Training

- **4 VISITS AND 2 WEBINARS** for CSOs working in the field of inclusion and protection of internally displaced persons (IDPs)
- **5 ONLINE WORKSHOPS** on digital security for 140 CSO representatives (jointly with the Initiative Center to Support Social Action «Ednannia» and ICNL)
- **11 WORKSHOPS** in the series **“Activism without Injuries and Persecution”** for 25 community advisors from all over Ukraine (together with the Association of Ukrainian Human Rights Monitors on Law Enforcement)



## Platform for Legal Reforms for Civil Society

In 2021, we developed a **Platform development strategy** for the near future; held 4 workshops (regarding decentralization and cooperation with the state authorities, communication of reforms, cooperation between CSOs and businesses, fundraising).



**115 PARTICIPANTS**  
of the Legal Reforms Platform  
for CSOs as of the end of 2021

## Ukraine Civil Society Development Forum

CEDEM was a co-organizer of the 10th Ukraine Civil Society Development Forum, organized and conducted:

**2** panels “Financial sustainability of non-profit organizations: best practices from the public authorities” and “Participation in the Mentorship Program: Challenge or Opportunity?”

**2** thematic stands

**1** virtual experiment-game

- Information campaign “The Geographics of Responsible Activism” in partnership with The Ukrainians.



## INFORMATIONAL MATERIALS ON THE SAFETY OF ACTIVISTS AND CSOS

**i** **3 INFOGRAPHICS**

**▶** **5 ANIMATED VIDEOS**

**?** **15 INFORMATION MATERIALS**



# 100 ACTIONS OF RESPONSIBLE CITIZENS

In 2021, CEDEM launched the project 100 ACTIONS OF RESPONSIBLE CITIZENS, a long-term project to create a list of 100 actions of responsible people who are positively changing their lives as well as the lives of their families, communities, and cities.



МІЙ  
ВІДПОВІДАЛЬНИЙ  
ВЧИНОК — ЦЕ ...



... ВІДПОВІДАЛЬНИМ  
- НОВИЙ ТРЕНД!

“ This is a project about people. People who care about themselves, their families, their neighbors and their city. Only together can we make a difference by finding like-minded people and igniting their hearts. A responsible action may be simple, but it makes a great contribution to the community

**Nadiia SHUVAR,**

*Deputy Director for Program  
Development, CEDEM*

In 2021, CEDEM selected 19 regional coordinators – project ambassadors who promote the culture of responsibility in their cities (Lviv, Lutsk, Ivano-Frankivsk, Chernivtsi, Drohobych (Lviv Region), Odesa, Kherson, Mykolaiv, Dnipro, Severodonetsk, Kramatorsk, Kharkiv, Chuhuiv (Kharkiv Region), Poltava, Sumy, Chernihiv, Cherkasy, Ostroh.

● **34 FACILITATION SESSIONS** in Kyiv and 19 cities in the regions.

● **MORE THAN 600 PARTICIPANTS** are the members of NGOs and public activists, private entrepreneurs, IT specialists, representatives of creative professions, school teachers, university professors, students, local councilors and others.



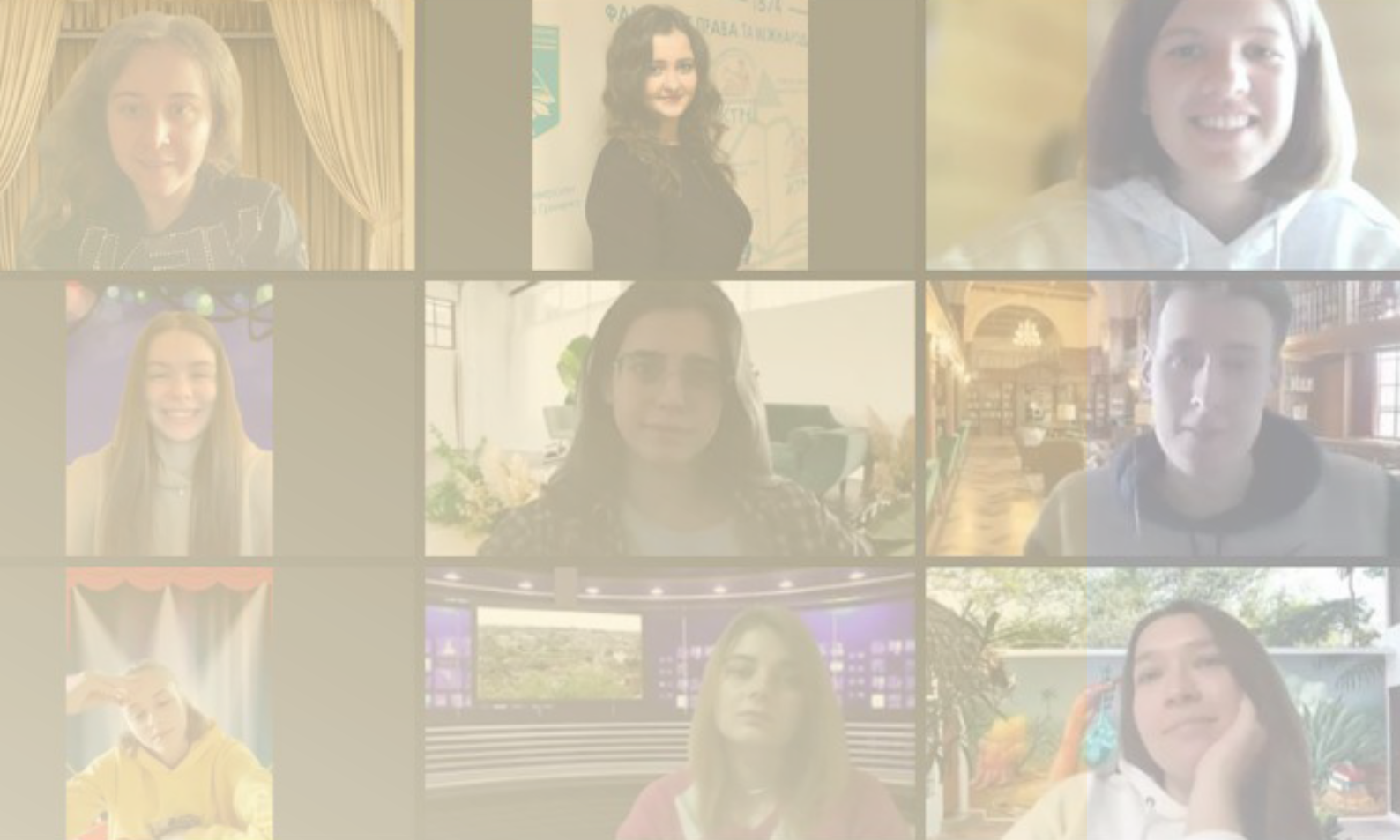
As a result, the participants of the sessions developed a list of  
**MORE THAN 1,000 ACTIONS**

**We have published 9 stories about responsible citizens** — ordinary people whose actions have a significant impact on their lives and on the lives of others.

Together with our media partner, The Ukrainians, we released the first interview about a responsible act related to blood donation – **“Your blood saved a life today”**.

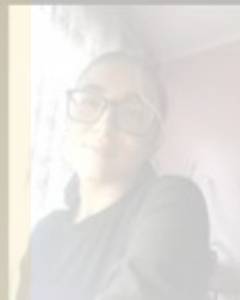
**We also published two columns:**

- **«10 unusual responsible habits that will change Ukraine for the better»**, by Olesia Kholopik, CEDEM Director, was published on the NV website;
- **«Seven actions of a responsible person, which can be done without leaving home»**, by Nadiia Shuvar, was published in the Dilova Stolytsia.



# OPEN UNIVERSITY OF REFORMS

The Open University of Reforms is an educational project for young changemakers about reforms in Ukraine, the prospects and problems of their implementation, as well as the skills necessary for the future reformers.



The first enrollment to the Open University of Reforms (OUR) was held in 2015. Since then, OUR has been enrolling students twice a year. The project includes Saturday lectures with the well-known reformers of Ukraine and dedicated activists, personal development workshops and the opportunity to implement your own project with the OUR team. The participants can use the acquired knowledge during the internships in NGOs or state bodies.

In 2021, due to the COVID-19 pandemic, OUR-13 and OUR-14 were held online.

**60** alumni

**8** implemented projects:

**OUR-13**

- «To Be Heard»
- «Pirate Hunters»
- «Superheroes for the Community»
- «DEBATE! REFORM!»

**OUR-14**

- «UANOMICS»
- «SAFEhitchhiking»
- «ANTICore»
- «Reform Culture»

60 active young people got internships at civil society organizations and government agencies, where they saw the insights of their work.

“ The biggest challenge in the world today is not about spreading democracy (as politicians thought throughout the 20th century), but in building modern — bureaucracies capable of performing their functions. For a high-quality bureaucracy is the ability of the state to perform its functions: both basic (monopoly on violence, infrastructure) and more complex ones (education, regulation of monopolies, redistribution of goods)

**Oleksandr STARODUBTSEV,**

*Ukrainian serial reformer: Prozorro, National Agency of Ukraine for Civil Service, National Agency for Prevention of Corruption*


“ Reforms have already become an integral part of our lives, and it is very important that the youth become a mechanism for implementing these changes. We need a fresh view on the problems and innovative solutions. OUR is the cradle of new changemakers who are changing our country for the better.

**Oksana IHNATENKO,**

*participant of the 14th Open University of Reforms*


BigBoard

Тарас Тополь, лідер гурту «Візітін»  
Олена Тополь (АУДІВІА), співачка



Пристібай тих,  
кого любиш

Ремінь безпеки рятівне життя на усіх сидіннях.  
Штраф за непристібнутий ремінь безпеки



# ‘FOR SAFE ROADS’ CAMPAIGN

In 2021, the ‘For Safe Roads’ Campaign, initiated by CEDEM, continued to work to reduce mortality and injuries on Ukrainian roads through advocacy of changes in road safety state policy.

## Increase of fines for speeding, ignoring seatbelts, and distracted driving.

In 2021, the Law of Ukraine **No. 1231-IX** came into force, increasing the penalties for speeding, ignoring seat belts and child restraints, and distracted driving. The 'For Safe Roads' Campaign has been advocating increased liability for these violations since 2016 because the aforementioned traffic rules violations are among the risk factors causing a large number of deaths and injuries on Ukrainian roads.

## Launch of a system of automatic photo-video recording of traffic violations

For four years, the CEDEM team, together with its partners, advocated the launch of such a system.

- In 2021, **the number** of automatic photo/video road traffic violation recording complexes **reached 270 items.**
- The number of traffic accidents with fatalities and/or injuries at the sites where the complexes were installed **decreased by 65%.**

## Awareness Raising Activities of the Campaign

**2** information campaigns

We became an informational partner of the **campaign** «Buckle Up — Don't Be Terrified!», which was implemented by the National Police and the EU Advisory Mission (EUAM) in Ukraine, and we also launched **the awareness raising campaign** «Buckle Up Your Loved Ones» together with The Ukrainians Media and Ukrainian celebrities. The leader of the band Antytila Taras Topolia, singer Alyosha, writer Bohdan Lohvynenko and the participants of the Ukrainian expedition, Toronto Television anchor Oleksandra Hontar, as well as the race car driver, the head of the frontline medical rapid response team «Viterets» Halyna Almazova became our ambassadors.

The campaign included the placement of outdoor advertising posters and the distribution of video clips.

- **Analytical material** on the introduction of a system of penalty points for traffic violations in Ukraine
- Interview by Olesia Kholopik, CEDEM Director, **for The Ukrainians**

In 2021, we also **held** **the second Road Safety Talks** for CSOs and government agencies working in the field of road safety.

# SMOKE FREE KYIV

CEDEM supports a healthy lifestyle and has been fighting tobacco smoking in Ukraine since 2010 implementing Smoke Free Kyiv Project in collaboration with the NGO Coalition for Tobacco Free Ukraine!



Мелінін Софія, 12 років

## In 2021, CEDEM, together with its partner NGO Life, continued to actively advocate for stronger state policy on tobacco control

The result of our efforts was the adoption of the comprehensive anti-tobacco Law No. 1978-IX, which provides for:

- New requirements for the manufacturers and importers of tobacco products;
- Ban on all advertising and sponsorship of all tobacco products and electronic devices;
- Regulation of the newest tobacco products (IQOS, glo, electronic cigarettes) as conventional tobacco products;
- Ban on smoking all tobacco products and electronic devices without any exceptions in public places;
- New pictures with warnings about the harm of smoking on packs.

CEDEM lawyers, together with their partners, responded to the challenges connected with the influence of tobacco lobbying on the parliamentary activity and editorial policy of the media.

We have launched a comprehensive program to monitor the advertising and sponsorship in the tobacco industry in Ukraine.

Cooperation with the watchdogs Vox Ukraine and Detector Media drew more public attention to the need to strengthen tobacco control policy and limit the influence of the tobacco industry.

During the year, CEDEM provided partners with **ABOUT 100 CONSULTATIONS** on legal issues of anti-tobacco policy, analysis of draft laws, etc. CEDEM also provided legal support to MPs and government officials on various issues related to tobacco regulation in Ukraine.





# ADVOCACY AND COMMUNICATION TRAINING PROJECTS

The Centre for Democracy and Rule of Law is active in advocating for decisions that are important to society. We support other organizations and activists whose work is related to advocacy. We support civil society organizations that address pressing issues in their communities and regions, as well as implement training projects for activists who are working or are just starting their careers in the field of advocacy.

### Advocacy School

Advocacy School is an educational project of CEDEM for people with active citizenship, representatives of NGOs and movements who have basic experience in advocacy and are interested in deepening knowledge and further work in advocacy.

In 2021, we held the Advocacy School for the sixth time and for the second time in an online format. The participants were **25 REPRESENTATIVES** of public initiatives from different parts of Ukraine.

During training, the lecturers shared their experience on how to go from problem identification to successful change implementation. The trainers not only told the participants about the theoretical principles of the advocacy process, but also helped to consolidate the acquired knowledge through practice. As a result, participants received practical tools for effective cooperation with stakeholders.

### Communication School

Successful work of civil society organizations is impossible without good communication, so CEDEM helps their communicators to improve their skills. In 2021, we held the second Communication School for PR and SMM specialists working in the public sector.

**30** participants from different regions of Ukraine learned how to build long-term communication strategies and hold successful advocacy campaigns. In particular, they learned how to develop media strategies, determine communication goals and target audiences for advocacy campaigns, how to overcome crises and work effectively with the media, as well as how to use digital tools.

# COMMUNICATION

In 2021, the CEDEM team continued to cover important topics that needed clarification for the public.

## Communication Division achievements:

**456** publications and mentions in the media

**131** expert citations in the media

**MORE THAN 500,000** views on [www.cedem.org.ua](http://www.cedem.org.ua)

**OVER 800,000** Facebook page reach (up from 213,000 in 2020)



# FINANCIAL REPORT

The structure of receipts in 2021

**“ The attached financial statements have been prepared in all material respects in accordance with the terms of the Agreement**

Audit Firm MK AUDIT LLC

Donor	Received (UAH)	%
ICSSA «Ednannia» — <i>United States Agency for International Development</i>	<b>9,211,871.94</b>	33.09%
Swedish International Development Cooperation Agency (SIDA)	<b>8,985,415.06</b>	32.27%
Internews Network — <i>United States Agency for International Development</i>	<b>4,161,266.33</b>	14.95%
Future without Smoking Foundation	<b>3,347,891.62</b>	12.02%
National Democratic Institute (NDI) — <i>United States Agency for International Development</i>	<b>1,010,267.60</b>	3.63%
European Center for Not-for-Profit Law (ECNL)	<b>744,942.23</b>	2.68%
Chemonics International Inc. — <i>United States Agency for International Development</i>	<b>381,335.00</b>	1.37%
<b>Total</b>	<b>27,842,989.78</b>	<b>100%</b>

CEDEM Expenses

	Expenses (UAH)	%
Civil Society	<b>9,090,057.97</b>	41.47%
Staff	<b>5,282,025.25</b>	24.10%
Independent Media	<b>3,699,911.97</b>	16.88%
Administrative Expenses	<b>3,099,780.86</b>	14.14%
Rule of Law	<b>747,340.56</b>	3.41%

# DONORS AND PARTNERS





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AND RULE OF LAW

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