

School of Good Governance: Advocacy

The empowerment of youth might give Ukraine new impetus to overcome outdated techniques of governmental management and to successfully develop in the future. However, due to the lack of understanding how to conduct advocacy campaigning, Ukrainian youth is not capable to determine who influences on decision-making process, who is under such an influence and by what means it is provided. Therefore, the Project will help young leaders and activists from various regions of Ukraine to be united and to create and implement advocacy campaigns on local (community) and national levels.

CATEGORY

[Civic Participation](#)

LOCATION

[Ukraine](#)

WHAT IS THE CHALLENGE OR NEED YOUR PROJECT WILL ADDRESS AND WHAT INNOVATIVE METHODS WILL YOU EMPLOY?

Describe the specific need or challenge that your team will address with this project

The empowerment of youth might give Ukraine new impetus to overcome outdated techniques of governmental management and to successfully develop in the future. However, due to the lack of understanding how to conduct advocacy campaigning, Ukrainian youth is not capable to determine who influences on decision-making process, who is under such an influence and by what means it is provided. Therefore, the Project will help young leaders and activists from various regions of Ukraine to be united and to create and implement advocacy campaigns on local (community) and national levels.

Briefly describe the specific solution or approach to address the need or challenge and explain why it is innovative

This Project will help Ukrainian leaders to understand principles of advocacy in order to take strategic actions which engage public problem-solving processes, define and frame issues, fix responsibility and create alternative solutions to advocate best practices. They are to be implemented in the public administration and in the community groups helping to build strong civil society. The Project realization is based on the case-study approach following the principle of "learning by doing" with 4-stage structure (both online/offline, peer-to-peer and professional communication levels)

How will the project impact your community? What changes (in people, institutions, attitudes, practices) do you think you will see?

The School will help to raise its participant's professional competence how to develop and implement control mechanisms in the system of Ukrainian state authorities. The School will provide its participants with unique opportunity to draft, train and implement their own advocacy projects related to the field of their personal and community group interests. The implementation of advocacy campaigns and successful drafting of the recommendations for local authorities will help us to understand the existing gaps in the approaches both governmental and non-governmental institutions have.

As a result, we will have such long-term goals being reached::

1. increased self-determination of young leaders on the way to form their own projects of influence on civil society and state authorities.
2. empowered NGO to implement reforms via civil advocacy campaigning;
3. increased the number of civil servants implementing the will of the society and being committed to it.

<https://www.facebook.com/SGGAdvocacy>

<http://info.g.governance@gmail.com>

MEET THE TEAM

Project owner
[Viktoriia Vdovy...](#)
[Ukraine](#)
[Professional Fellows](#)

Project members
[Manage members](#)
[Daria Tykhonova](#)
[Ukraine](#)
[Open World Program](#)
[\[remove from project\]](#)

[Luliia Zemlytska](#)
[Ukraine](#)
[Future Leaders Exchange \(FLEX\) Program](#)
[\[remove from project\]](#)

[Galyna Korniyenko](#)
[Ukraine](#)
[Professional Fellows](#)
[\[remove from project\]](#)

[Khrystyna Kholod](#)
[Ukraine](#)
[Professional Fellows](#)
[\[remove from project\]](#)

[Oleksandra Palagnyuk](#)
[Ukraine](#)
[Future Leaders Exchange \(FLEX\) Program](#)
[\[remove from project\]](#)

[Galyna Koshulap](#)
[Ukraine](#)
[Teaching Excellence and Achievement \(TEA\) Program](#)
[\[remove from project\]](#)

[Stanislav Sereda](#)
[Ukraine](#)
[International Visitor Leadership Program \(IVLP\)](#)
[Future Leaders Exchange \(FLEX\) Program](#)
[\[remove from project\]](#)

[Mahmoud Suliman](#)
[Israel](#)
[Fulbright Student Program](#)
[\[remove from project\]](#)

[Tymur Mykhaylov...](#)
[Ukraine](#)

WHO WILL BE INVOLVED?

Beneficiaries: who are your target groups (or communities) and how many people will directly benefit from your project?

The stages of the Project oversee different amount of community outreach.

Project stages and its target groups:

1. passing of online course on advocacy allowing applicants to choose their advocacy campaigns topics and apply for School participation - around 300-600 interested applications (the access will be free of charge via different social media and youtube links)
2. group training course with eminent experts (offline) - 30-40 young activists, being chosen being the best candidate for expert training;
3. implementation of advocacy campaigns by participants in their own communities - 30-40 activists and members of their community groups - 200-500 members
4. drafting of advocacy campaigning recommendations for Ukrainian NGOs and local communities - 30-40 activists and their members of community groups (200-500).

Total: about 700-1000 young people

Local partners

1. Center for Democratic Renaissance - local existing partner helping to implement the project and draft materials on advocacy campaigning. Contact Person: Oleksandra Kudrytska, kudrytska@gmail.com, <http://cdr-ukraine.org/>
2. Youth Diplomatic Initiative - E-mail: ydi.org@gmail.com - existing local partner helping to promote the initiative of the Project among young activists, students, youth leaders. Contact person: Pavlo Cherkashyn, e-mail: cherkashyn.dip@gmail.com
3. All-Ukrainian Congress of NGOs of Ukraine (UCONGO) - existing national partner. Contact person: Vera Konstantynova. Web: <https://www.facebook.com/UACongressNGO>, ukongress@gmail.com. Tel: 38(093) 532 24 24, 38(096) 265 58 44;
4. League of Interns of Law Association of Ukraine - existing local partner of our team. Assistance in School Modules composing: <http://ligauba.org.ua>

Contact person: Alina Koliyoshko, head@ligauba.org.ua

Our Experts:

1. *Igor Koliushko*, Centre for Political and Legal Reforms, speaker on Effective Governance: centre@pravo.org.ua.
2. *Denys Bazylevych*, US Alumna, Institute of Professional Lobbying and Advocacy, Speaker on practical advocacy (Ukraine, EU, USA): bazylevych@lobbying.in.ua
3. *Oleksandr Demyanchuk*, US Alumna, Advocacy and Public Policy expert, Kyiv Mohyla Academy: demyanchuk@ukma.kiev.ua.

Our International Partners:

1. *Dr. Arnold M. Howitt*, Lecturer, Director for Democratic Governance and Innovation (skype-conferencing), welcoming remarks for School participants: arnold_howitt@harvard.edu;
2. *Dr. Jane Mansbridge*, Lecturer, Adams Professor of Political Leadership (skype-conferencing). Consultations on School Modules: jane_mansbridge@harvard.edu.

Alumni team

1. Victoria Vdovychenko - Senior Project Coordinator of School: responsible for general coordination, mass-media support and coverage.
2. Alina Bugar - Responsible for logistic support, development of educational modules (Stages 2-4), public outreach.
3. Stanislav Sereda - responsible for project management assistance related to Module 3 (Law) of the School. Facilitator during Stage 2, 4 of the Project.

[Professional Fellows](#)
[\[remove from project\]](#)

[Oleksandr Demyanchuk](#)
[Ukraine](#)
[Fulbright Visiting Scholar Program](#)
[\[remove from project\]](#)

4. Pavlo Cherkashyn – responsible for will work on School modules (Stage 1): filming of lectures and organizing of press-conference
5. Lyudmila Grygorchuk – responsible for conduct of School trainings, logistic support of School participants

Proposed Project Dates: June 18, 2015 - December 18, 2015

HOW AND WHEN WILL YOU IMPLEMENT YOUR PROJECT?

Implementing Plan and Timeline

1-18, June, 2015 - Development of Project's program modules (online and offline). Selection of School speakers (*V. Vdovychenko, S.Sereda*)

Video-filming of lectures (*S. Sereda, A. Bugar, V.Vdovychenko*)

1-31, July, 2015 - Selection of participants of School (30-40 participants): *all team members*

Public outreach of School events (internet resources, participants platforms): *A. Bugar,*

V.Vdovychenko

1-25, August 2015 - Logistic support of School participants (*L. Grygorchuk, P. Cherkachyn*)

26-28 August 2015 - School of Good Governance: *all team members*

Identification of the key concepts of good governance and advocacy	Politics and Law. Civil society	Economy/Energy sector
Concept: the object, subject, purpose, principles.	Effective governance, approaches and experience of welfare countries. EU experience	Healthy economy and welfare states
Good governance in practice: examples, comparisons.	Values in state governance Role of media	Energy sector as a challenge in modern world. Development of «green energy»
Video presentation, team-work	Case-study: defining the problem and how to solve it (brain-storm)	Team-work: practical task for next School stage

September-November - Follow-up of participants advocacy campaigns implementation in their communities: *all team members*

Random visits to School participants cities in order to monitor advocacy campaigns: *V.*

Vdovychenko, S.Sereda, A. Bugar

1-16 December, 2015 - Logistic support of School participants. Person responsible: *A. Bugar.*

Information campaign about results of School activities and conduct of press-conference: *all team members*

16-18 December, 2015 - Final Conference for School participants: *all team members*

Day 1	Day 2	Day 3
Role of advocacy in transition process	advocacy monitoring and information campaigns	Practical recommendations on conducting advocacy campaigns (continued)
Presentation of participants' advocacy projects	Project analysis and discussion	Presentation of participants' practical recommendations
Team-work	Team-work: developing practical recommendations by participants	Conclusive remarks. Certificates ceremony

December, 19, 2015 - online publication of School participants recommendations.

Communication Plan

The Project will be announced via different networks of youth sites:

1. general information sites: Gurt (www.gurt.com.ua), European Prostir (eu.prostir.ua), Unistudy (<http://unistudy.org.ua>) etc.;
2. network of youth associations: Youth Democracy, European Youth Parliament, Students Youth Parliaments of Ukraine;
- 3) associations of youth programs: FLEX, US Embassy Youth Council etc.
- 4) Facebook via School's own page - www.facebook.com/SGGAdvocacy;
- 5) information channels of civil initiatives of School's participants (sites, social media, peer-to-peer communication);
- 6) press-conferences - Ukrainian and local (in accordance with territories of School participants): TV, internet media, blogs, newspapers.
- 7) Youtube site.

Evaluation

- 1) surveys on advocacy campaign-planning and implementation shall be used to measure the participants awareness over the issues of advocacy and mechanisms of its effective usage;
- 2) the creation of and discussion on the Facebook/Google group between participants in the framework of the School shall be an indicator of the participants' communication platform creation;
- 3) a number of advocacy projects planned and implemented by the participants shall be an indicator for the goal of supporting advocacy projects implementation;
- 4) creation and dissemination of the report with the analysis and recommendations related to advocacy-projects implementation on local levels shall measure an analytical impact of the project;

Sustainability

We believe that the capacity to implement the projects developed among local leaders will empower them to use their organizations to create advocacy seminars on local level. Having "the agents of change" in the local community will also give opportunities for using on-line tools (like webinars) to provide local community leaders with high-end information on advocacy without bringing them physically into one place. We also plan to create an Advocacy Association among the Advocacy School Alumni to promote the empowerment of the people through advocacy.

We believe that we will promote our School and share its best practices from different countries of the world. We don't want to limit our cooperation only to neighboring countries due to the fact that our School principles can be used in order to conduct joint projects worldwide with those who seek to develop and strengthen civil society.

TOTAL FUNDING REQUESTED

\$24,900.00

PROPOSAL DOCUMENT:

[Download budget \(XLS\)](#)