Promoting Civic Education and Engagement in Ukraine

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ENGAGE/ДОЛУЧАЙСЯ! Project

- USAID-funded
- 5-years: 2016-2021
- **Goal**: Increase citizen awareness of and engagement in civic activities at the national, regional and local level
- 4 Objectives:
  1. **Enhance civic education**
  2. Foster effective national, regional and local civic coalitions and initiatives to promote democratic reforms
  3. Improve organizational capacity of partner CSOs
  4. Develop local capacity to ensure long-term civic engagement in democratic reforms
3 Civic Education (CE) Categories

1. Curricular
2. Extra-curricular/informal
3. Pact’s innovative CE tools/mechanisms
Curricular Civic Education
Curricular Civic Education Outreach

**Primary Level:** integration of CE into general curriculum

- 440 schools
- 11,000 students

**Secondary Level:** 10th grade curriculum with Ministry of Education and Science

- 2,480 schools
- 61,763 students
- 6,800 teachers

**University Level:** training future teachers of CE

- 8 universities
- 180 students

[www.citizen.in.ua](http://www.citizen.in.ua)
Curricular Civic Education Materials

www.citizen.in.ua

www.ussf.kiev.ua

www.idcir.com
Online courses for teachers

www.ed-era.com

- gender-sensitive approaches
- inclusive schools

40,000 subscribers over ½ year

31.5% completion rate

$1:$400 cost-effectiveness ratio
online course vs in-person for same results
Extra-curricular/Informal Civic Education
Extra-curricular/Informal Civic Education Projects

- Riskland board game on disaster prevention
- Awareness campaign on the cost of public services and tax rates: Price of the State (cost.ua)
- Support to 49 youth community projects (http://www.plandiya.org)
Extra-curricular/Informal Civic Education Outcomes

- 30,000 individuals
- 500 events
- 23 policies
- Increased civic literacy among ENGAGE participants: 4x more than the general population
Pact’s Direct Civic Education Work
Building demand for civic education

national media campaign

5,610,442 people reached online

Materials in 16,000 schools

+430,000 viewed billboards/street posters

3827 teenagers played chat quest on Viber, Telegram and Facebook
The “Corrupt Officials Steal from You” anti-corruption awareness-raising campaign

8 million reached through ads, etc.
(37% of adult population)
90,000 unique visitors at www.depodatky.org.ua
10-sec PSAs viewed by 697,098 people

https://www.youtube.com/watch?v=ydud_VGmWmQ
State-building on Mars
simulation game
Questions/Comments?

Thank you!

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