

ANALYTICAL NOTE BASED ON RESEARCH RESULTS

# NEEDS

OF THE UKRAINIAN CULTURAL SPHERE

UKRAINIAN  
CULTURAL  
FOUNDATION



# INTRODUCTION

The Ukrainian Cultural Foundation (UCF), as a leading state budgetary institution, continues to examine the state of Ukrainian culture in the context of full-scale Russian aggression. In the early fall of 2023, the Foundation initiated a study of the current needs of the Ukrainian cultural sector. The new research area holds significant practical importance for the upcoming grant season. Its results will contribute to the adaptation of the priorities and directions of the Foundation's grant programs aligning them with the ongoing requests for support from cultural professionals.

**Purpose of the Survey:** to analyze information regarding the needs of cultural professionals with the aim to adapt the Foundation's priorities and grant programs for the upcoming grant season.

**Key objectives:**

- to identify the primary needs of professionals in various sectors of the cultural sphere;
- to determine the perception of the Foundation's activities among cultural workers;
- to analyze the possibilities of adapting UCF grant programs to the needs of the sphere.


**Data collection method:** online survey.

**Sample population:** 844 respondents are cultural professionals, including 641 representatives of state/municipal organizations, and 203 representatives of non-governmental organizations and individual entrepreneurs<sup>1</sup>. The margin of error (standard error) for the entire sample is  $\pm 3\%$ .

**Survey Period:** data collection was carried out from September 01, 2023 to September 21, 2023.

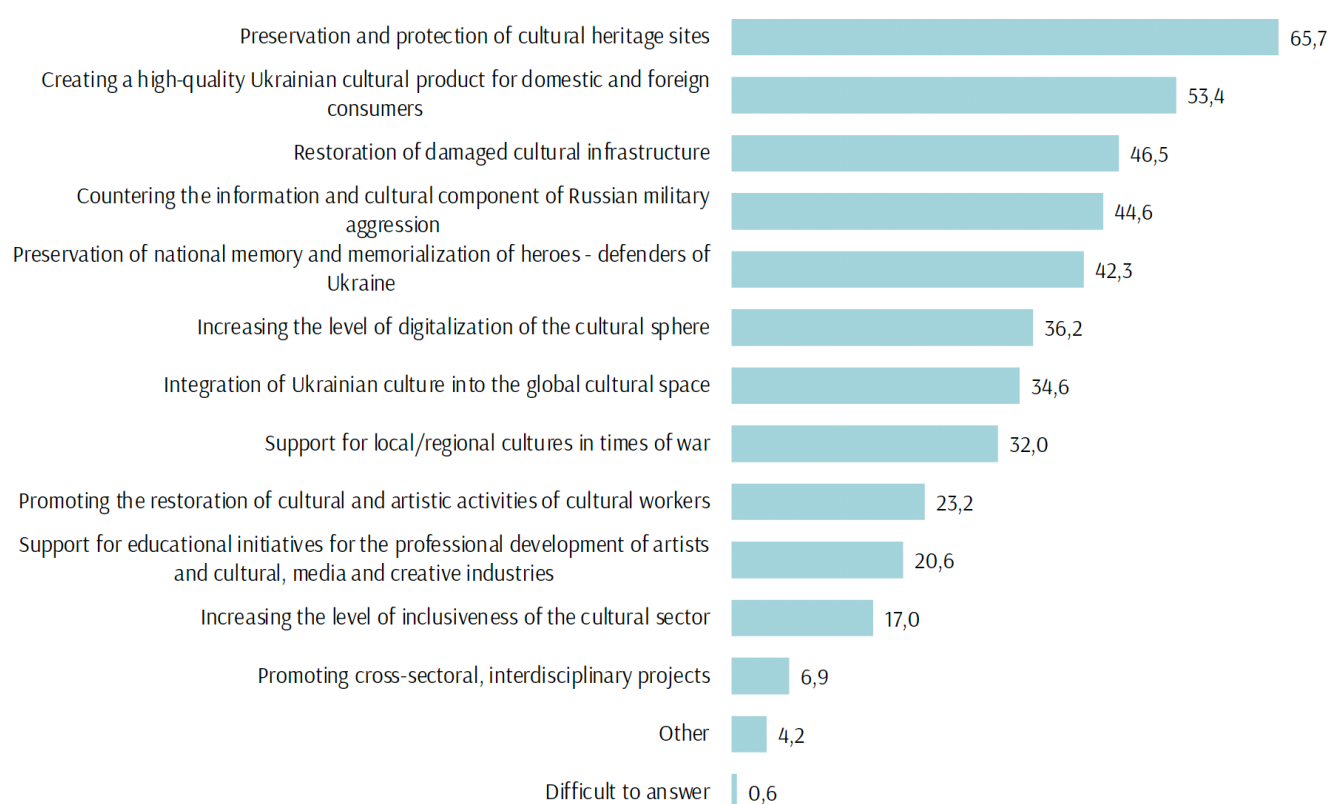
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<sup>1</sup> A significant part of the respondents are former and current UCF applicants, which makes it impossible to extend the results of answering some questions to the entire cultural community of Ukraine, especially regarding the awareness and experience of cooperation with the UCF.



# RESULTS OF THE SURVEY OF REPRESENTATIVES OF STATE/ MUNICIPAL ORGANIZATIONS

Representatives of state and municipal cultural organizations believe that the preservation and protection of cultural heritage sites (65,7%) and the creation of a high-quality Ukrainian cultural product (53,4%) require the primary support. Over 40% of respondents acknowledge the importance of restoring damaged cultural infrastructure, providing information and cultural counteraction to Russian aggression, preserving national memory of the heroes who defended Ukraine. This distribution of responses is expected, given the considerable damage caused by Russian armed aggression to the cultural sphere. According to the respondents, the least prioritized area for support involves the dissemination of cross-sectoral, interdisciplinary projects (Diagram 1).



*Diagram 1 – In your opinion, which areas of cultural activity currently need the most support?,  
%, N=641*

According to more than half of the respondents, the most relevant areas today are the creation of digital cultural products and creative/public spaces. More than 40% of respondents highlighted the importance of the development of educational programs/products and video content as important (Diagram 2). The relevance of creating cultural products depending on the sector is illustrated in Diagram 3. As can be seen from the diagram, the demand for a substantial number of these products is most often observed among representatives of the cultural and creative industries.

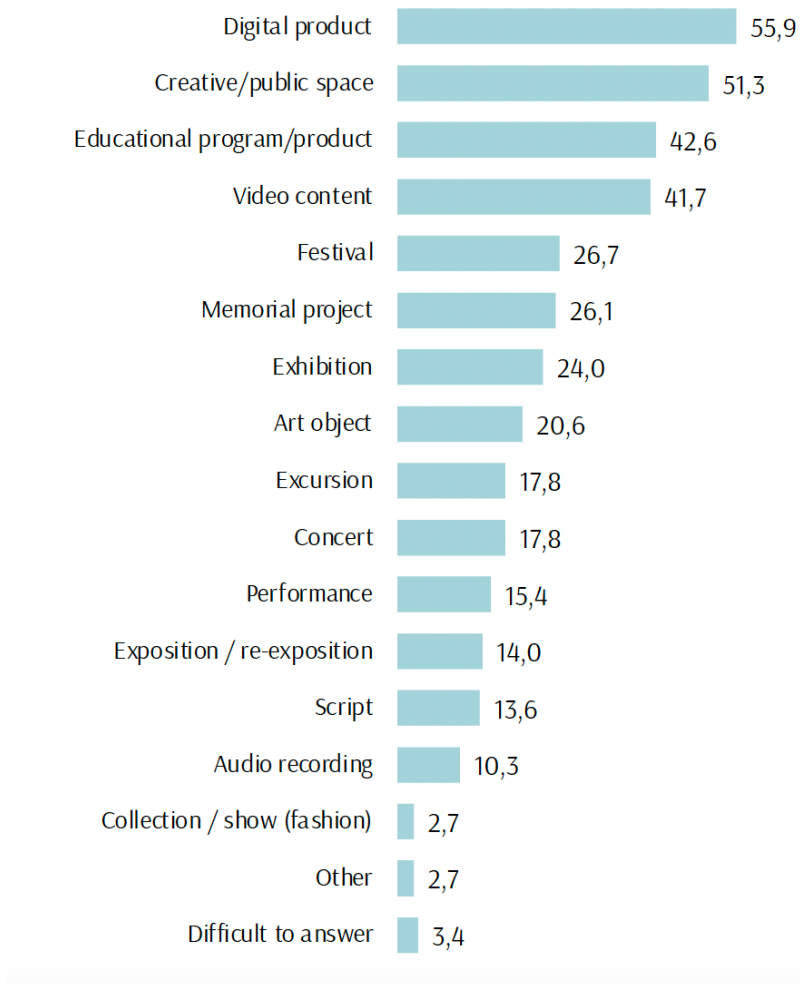


Diagram 2 – What cultural products do you think are most relevant today?, %, N=641



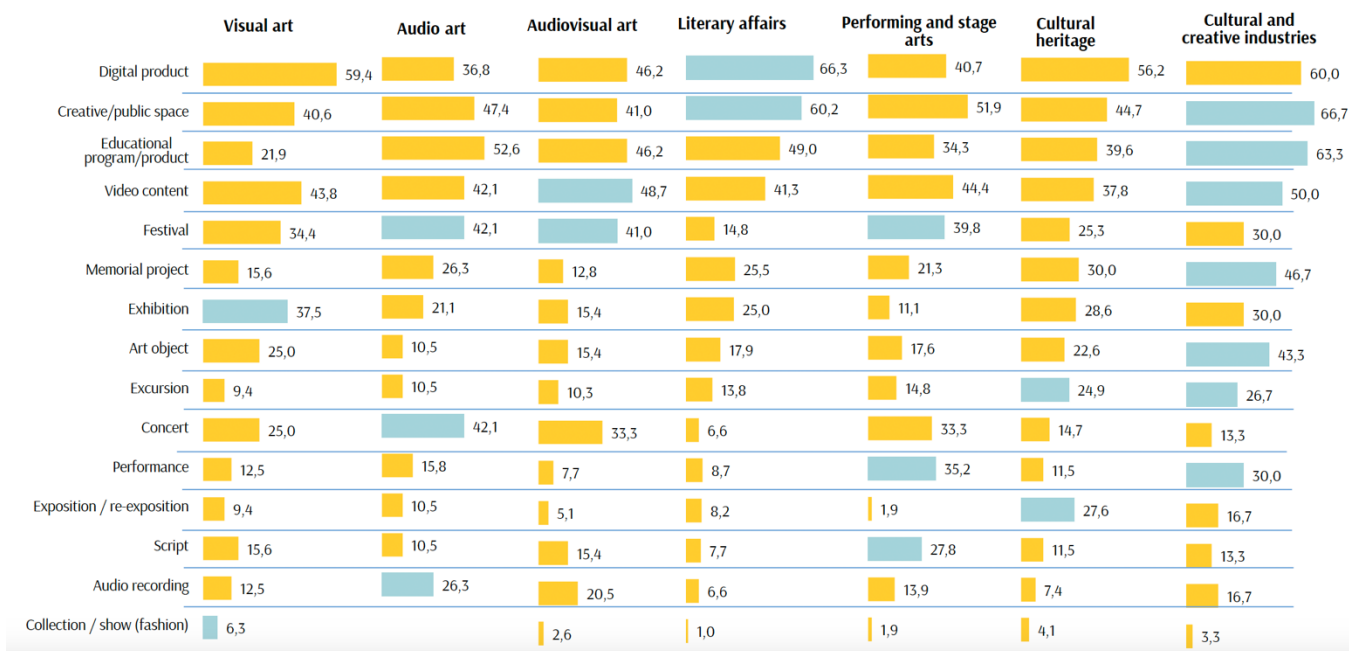


Diagram 3 – Current cultural products by sector, %, N=641

The overwhelming majority of respondents (over 80%) believe that central and local governments should be the primary financial supporters of the cultural sector. At the same time, 51,3% of respondents express the view that international organizations should provide the same support. The lowest expectation of financial support comes from volunteers, with only 8,6% (Diagram 4).

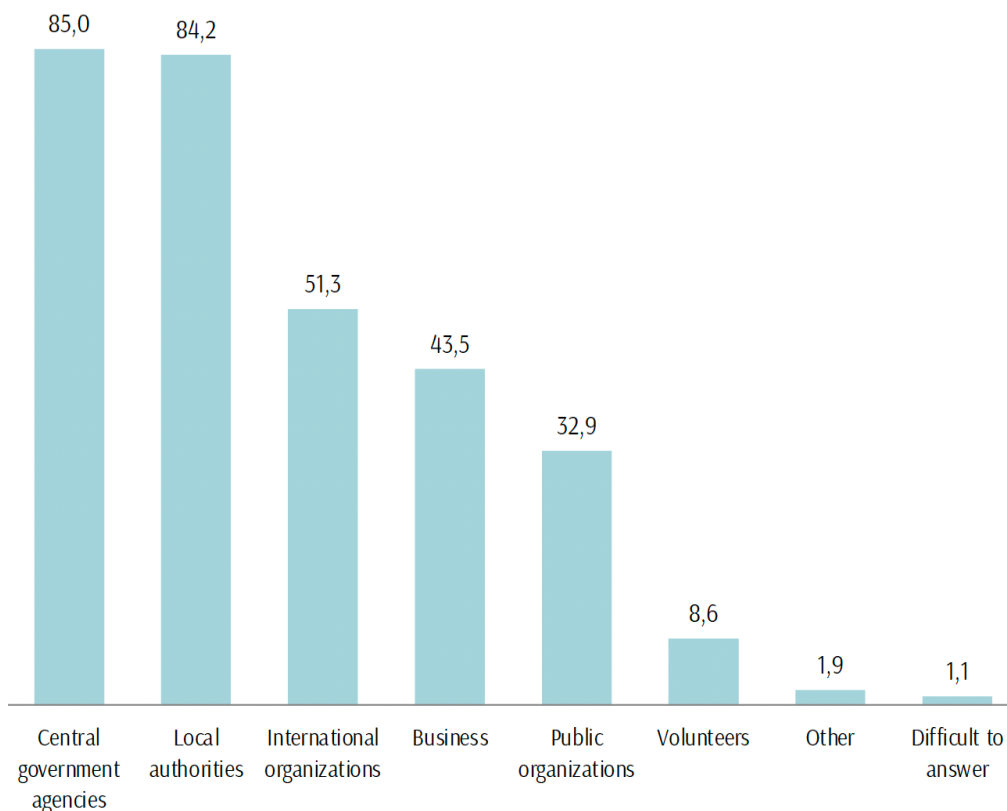


Diagram 4 - In your opinion, who should be the primary financial supporters of the cultural sphere?, %, N=641

The results of the survey indicated that 95% of employees of state and municipal organizations are more or less aware of UCF's activities. Every third respondent is well acquainted with the Foundation's activities. Men are more likely than women to be well acquainted with the UCF, while women are more familiar with the Foundation in general. Respondents over 35 demonstrate a higher awareness of the Foundation's activities than respondents under 35. The least aware of the Foundation's activities are respondents aged 18–24 (10,5%). Obviously, it would be worthwhile to dedicate more attention to developing more effective communication specifically targeting the younger age group as potential future UCF applicants. Visual arts and cultural heritage sector representatives are the most aware of the Foundation (46,9% and 40,1% respectively). The least aware of UCF's activities are those in the audiovisual arts sector (10,3%). The highest awareness of the UCF is observed among Kyiv residents, while residents of the East and South of our country exhibit the least knowledge about the Foundation<sup>2</sup> (Diagram 5).



Diagram 5 – Are you familiar with the activities of the Ukrainian Cultural Foundation (UCF)?, %, N=641

Approximately half of the representatives of state and municipal organizations have attended or participated in events supported by the UCF (Diagram 6). The highest number of such representatives was in Kyiv, while the lowest was in the central regions of Ukraine (Diagram 7).

<sup>2</sup> The macro-regions of Ukraine were grouped as follows: Kyiv, North (Zhytomyr, Kyiv, Chernihiv, Sumy regions); South (Crimea, Odesa, Mykolaiv, Dnipro, Zaporizhzhia, Kherson regions); East (Donetsk, Luhansk, Kharkiv regions); Center (Vinnytsia, Kirovohrad, Poltava, Cherkasy regions); West (Volyn, Rivne, Lviv, Ivano-Frankivsk, Zakarpattia, Chernivtsi, Khmelnytsky, Ternopil regions).

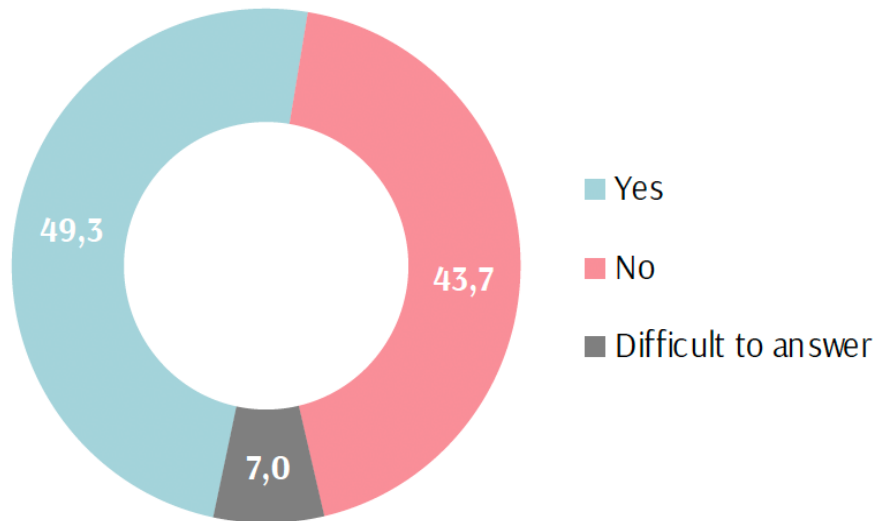


Diagram 6 – Have you attended/participated in events supported by the UCF?, %, N=513 (among those who are familiar/acquainted in general with the UCF activities)

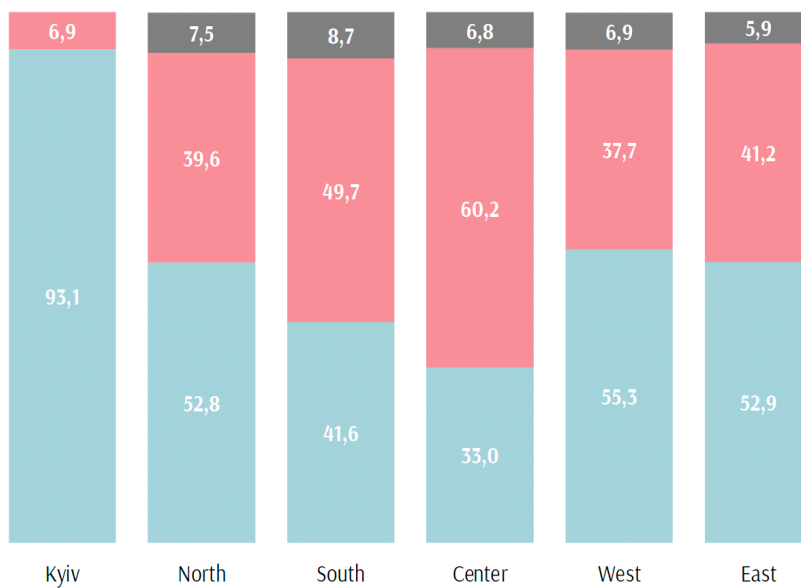
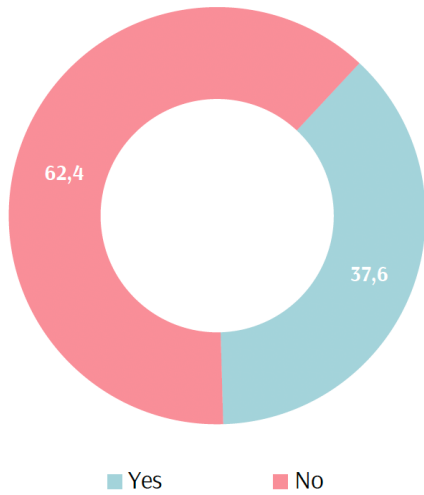


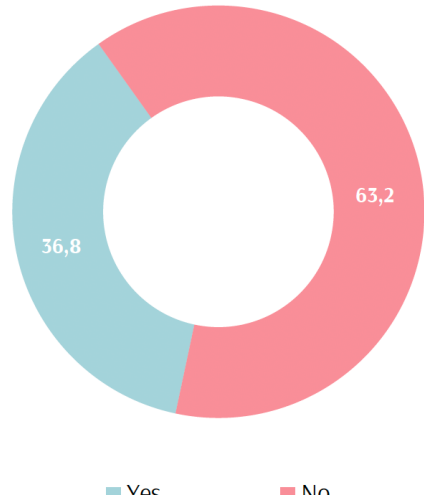
Diagram 7 - Attendance/participation in UCF-supported events by region, %, N=513 (among those who are well acquainted/acquainted in general with UCF activities)

About one-third of employees of state organizations were applied for UCF grants, and one-third of them received grants (Diagrams 8.1 and 8.2).



■ Yes ■ No

Diagram 8.1 – Have you ever been a UCF applicant?, %, N=513 (among those who are well acquainted/acquainted in general with the activities of the UCF)



■ Yes ■ No

Diagram 8.2 – Have you received a grant from the UCF?, %, N= 193

The representatives of governmental organizations that have applied to the UCF rate the relevance of the programs offered quite high, with 80,8% considering them to be relevant. Among grantees, this indicator is slightly higher – 87,3% (Diagram 9). This serves as an indication that the Foundation's grant programs are generally responsive to the needs of the cultural sphere.

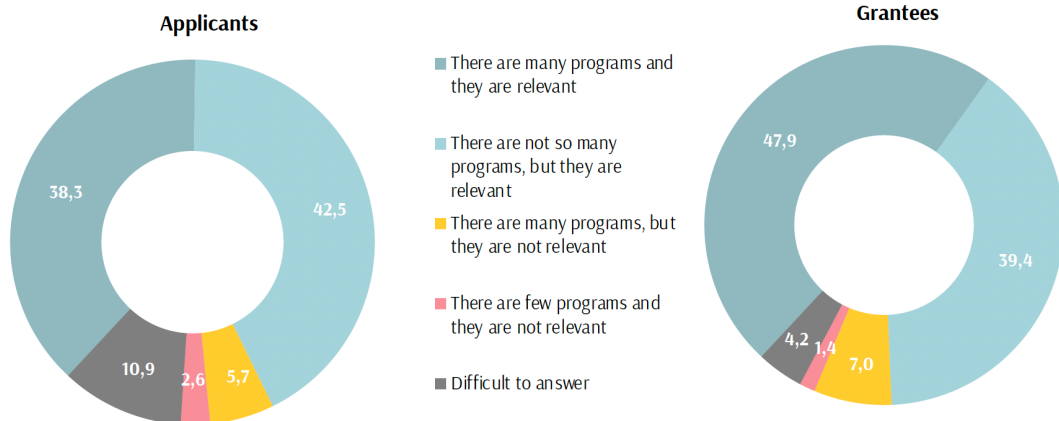


Diagram 9 – How would you generally assess the number and relevance of UCF grant programs?,% N=513 (among those who are well acquainted/acquainted in general with the activities of the UCF)

The factor of having received a grant from the UCF influences the evaluation of grant programs: if the respondent has received a grant, he or she is more likely to believe that there are many programs and that they are relevant (47,9%) compared to those who have not received a grant (32,8%) (Diagram 10).



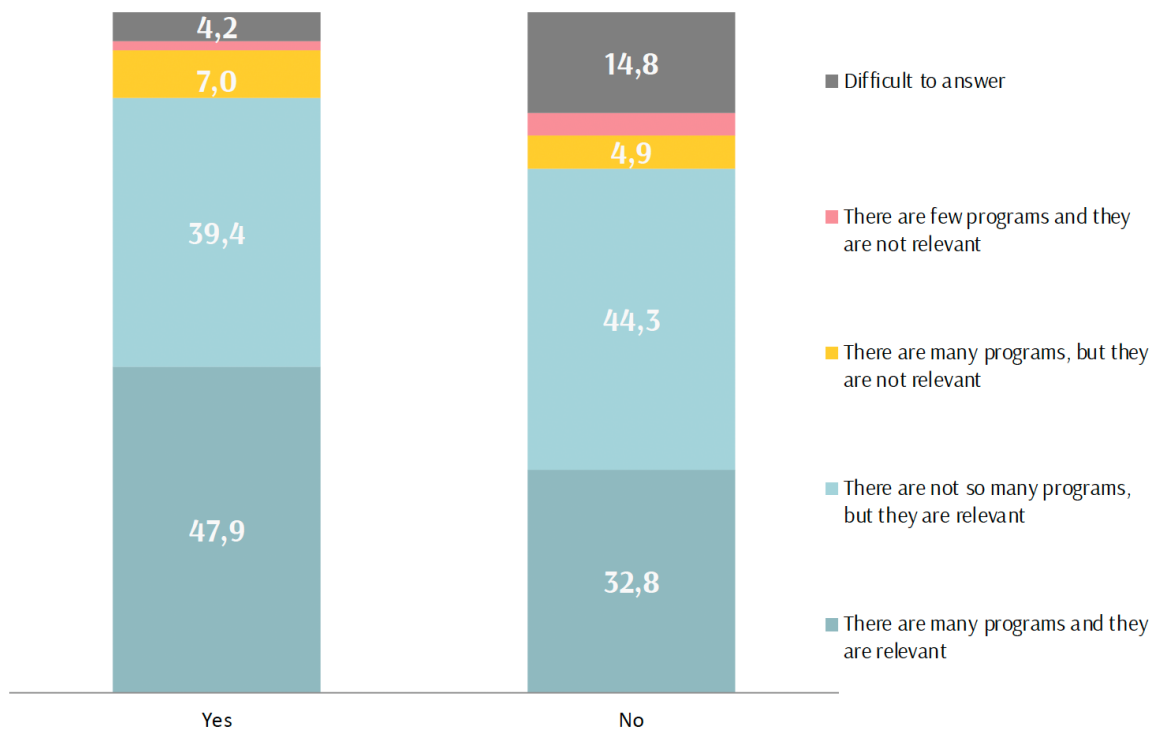


Diagram 10 – Evaluation of UCF grant programs depending on the grant, %, N=193 (among UCF applicants)

Nearly one-quarter of the state and local officials who participated in the survey opted not to respond regarding which of the important areas were not covered by the Foundation's programs. Instead, 17,3% of respondents recommend additional support for librarianship, and 14,4% recommend support for culture at the local level (Diagram 11).



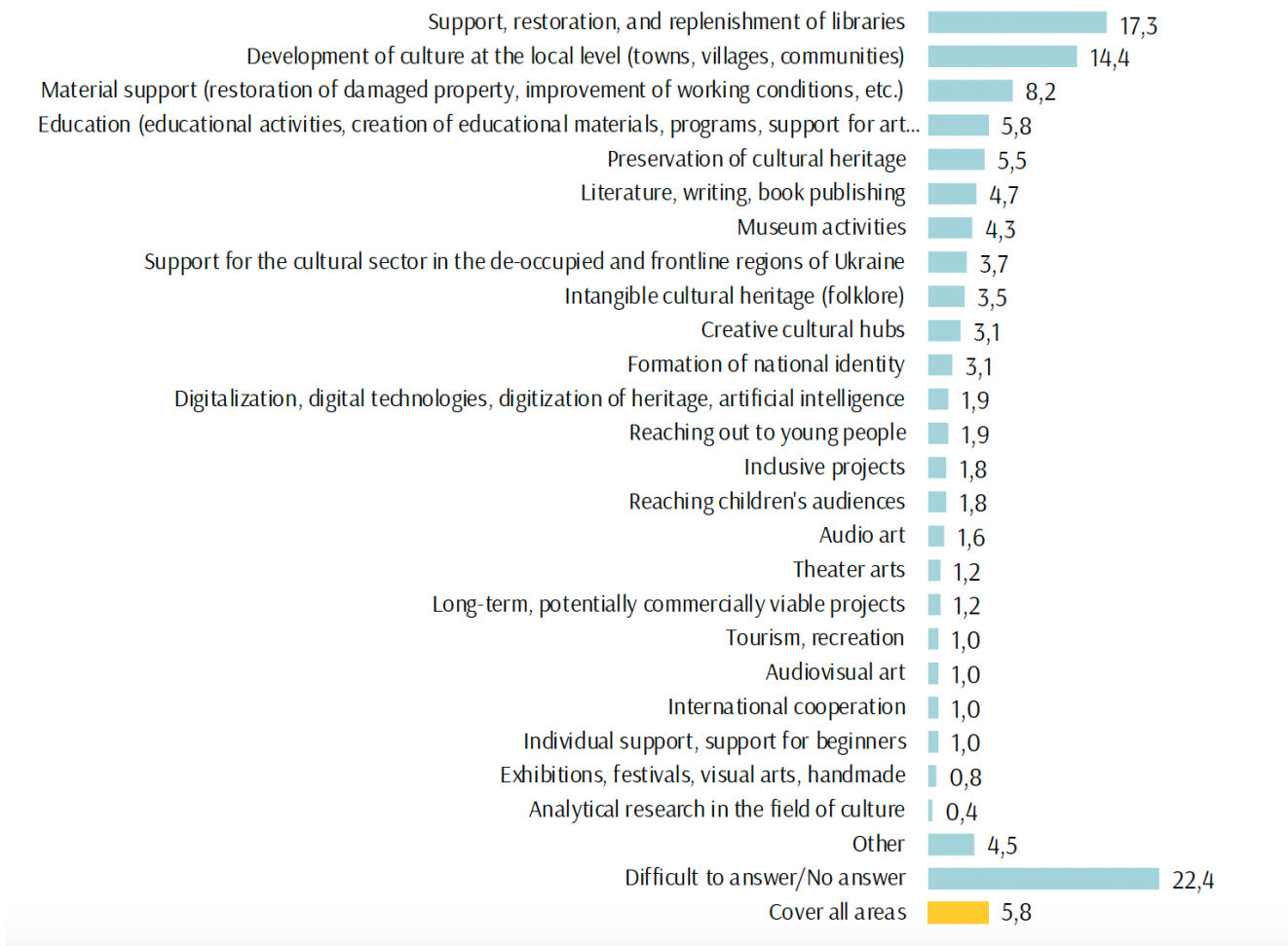
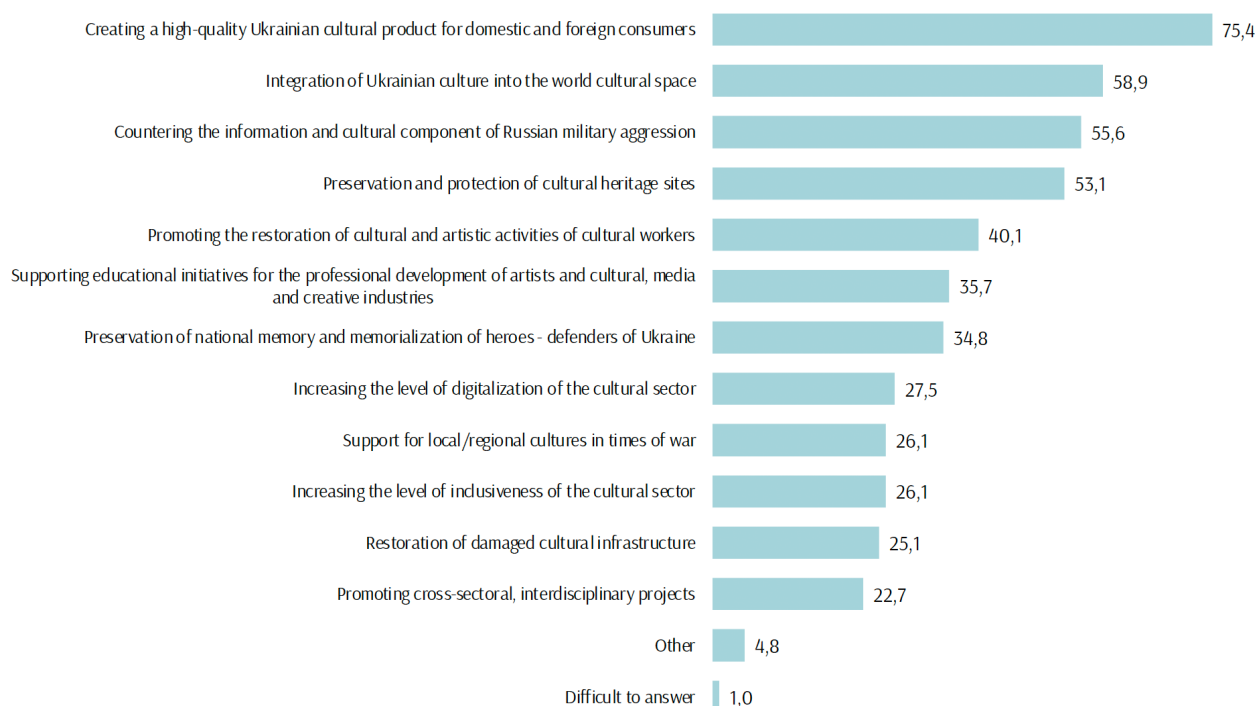


Diagram 11 – What important area do you think UCF's grant programs do not cover and should be developed? grouped answers to the open question, %, N=513 (among those who are well acquainted/acquainted in general with UCF activities)



# RESULTS OF A SURVEY OF NON-GOVERNMENTAL ORGANIZATIONS /INDIVIDUAL ENTREPRENEURS

Representatives of non-governmental organizations and individual entrepreneurs most often believe that the creation of a high-quality Ukrainian cultural product for both domestic and foreign consumers is the cultural activity area that currently requires the most support (75,4%). In addition, there is a significant share of those who emphasize the importance of focusing primarily on the integration of Ukrainian culture into the global cultural space (58,9%), countering the information and cultural component of Russian military aggression (55,6%), and preserving and protecting cultural heritage sites (53,1%) (Diagram 12).



*Diagram 12 – In your opinion, which areas of activity in the cultural sphere currently require the most support?, %, N=203*

For NGOs and individual entrepreneurs, the most relevant areas are the creation of video content (61,8%), digital products (58,9%), and educational programs/products (52,7%) (Diagram 13). The relevance of creating cultural products by sector is illustrated in Diagram 14.

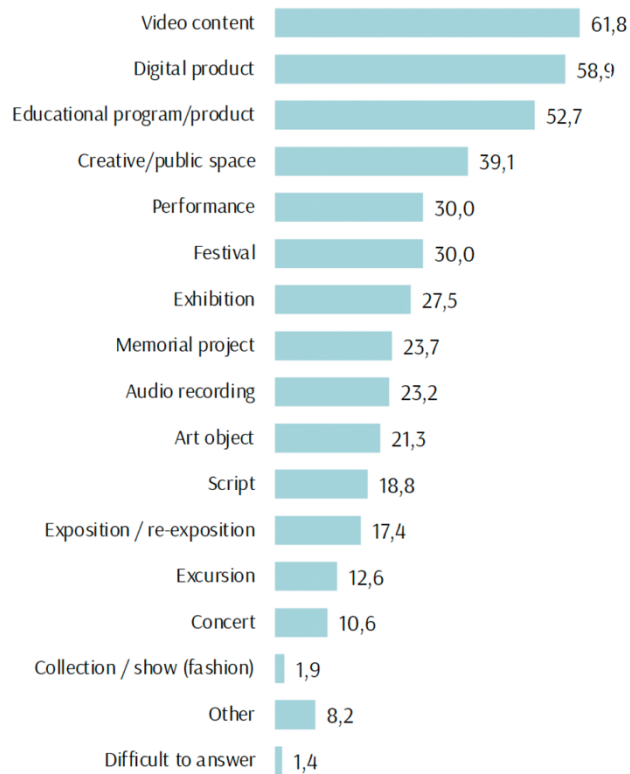


Diagram 13 – What cultural products do you think are currently most relevant?, %

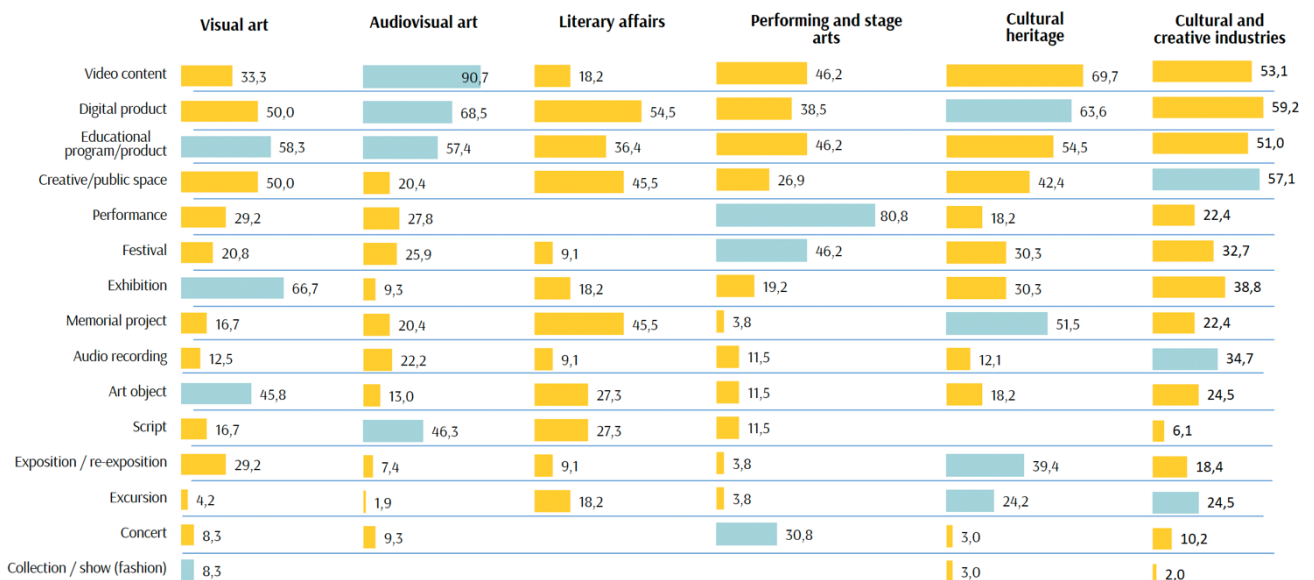


Diagram 14 – Current cultural products by sector, %, N=203\*.

\* The diagram does not include the audio sector due to its low level of occupancy

According to the majority of respondents from the non-governmental sector, it is the central government that should primarily provide financial support to the cultural sphere (75,4%). A significant number of respondents attributed this responsibility to international organizations (71%) and local authorities (67,6%) (Diagram 15).

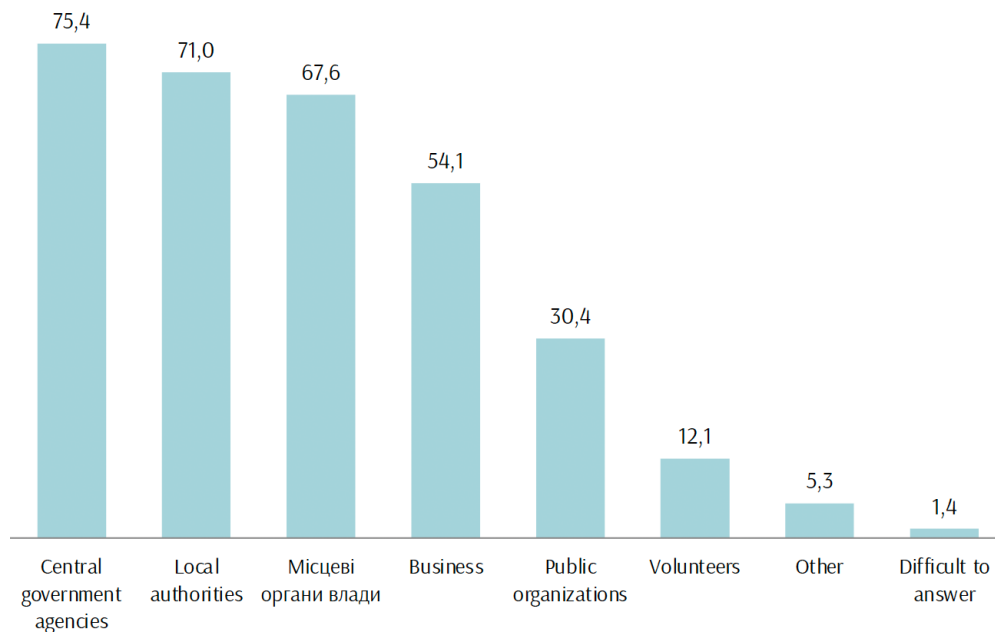


Diagram 15 – Who do you think should primarily provide financial support to the cultural sector?, %

Among the NGO and individual entrepreneurs, 90,1% were UCF applicants and two-thirds of them received grants (Diagrams 16.1 and 16.2).

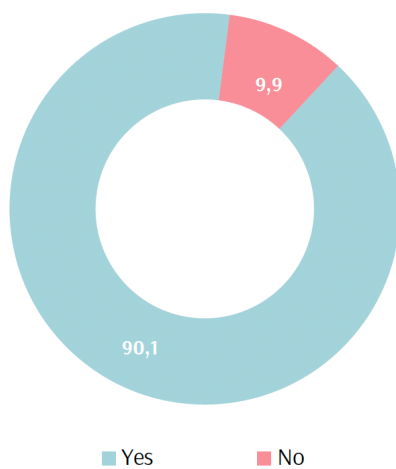


Diagram 16.1 – Have you been a UCF applicant?, %, N=203

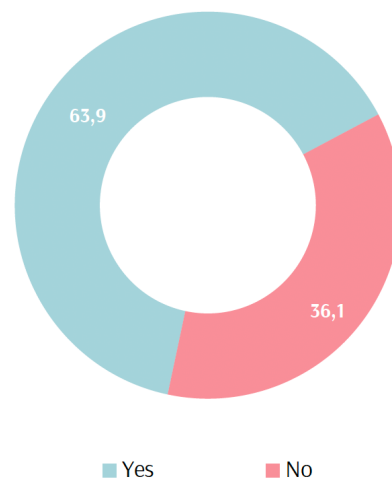


Diagram 16.2 – Have you received a grant from the UCF?, %, N=183

Approximately 70% of both UCF applicants and grantees indicate that the Foundation's programs are generally relevant. However, more than 45% of both categories of respondents note that there are not too many programs. Simultaneously, nearly one in ten respondents believes that the Foundation's programs are both a few and irrelevant (Diagram 17). Overall, a pattern emerges: respondents who have not received a grant are more inclined to define the quantity of UCF's programs as sufficiently but irrelevant (Diagram 18).

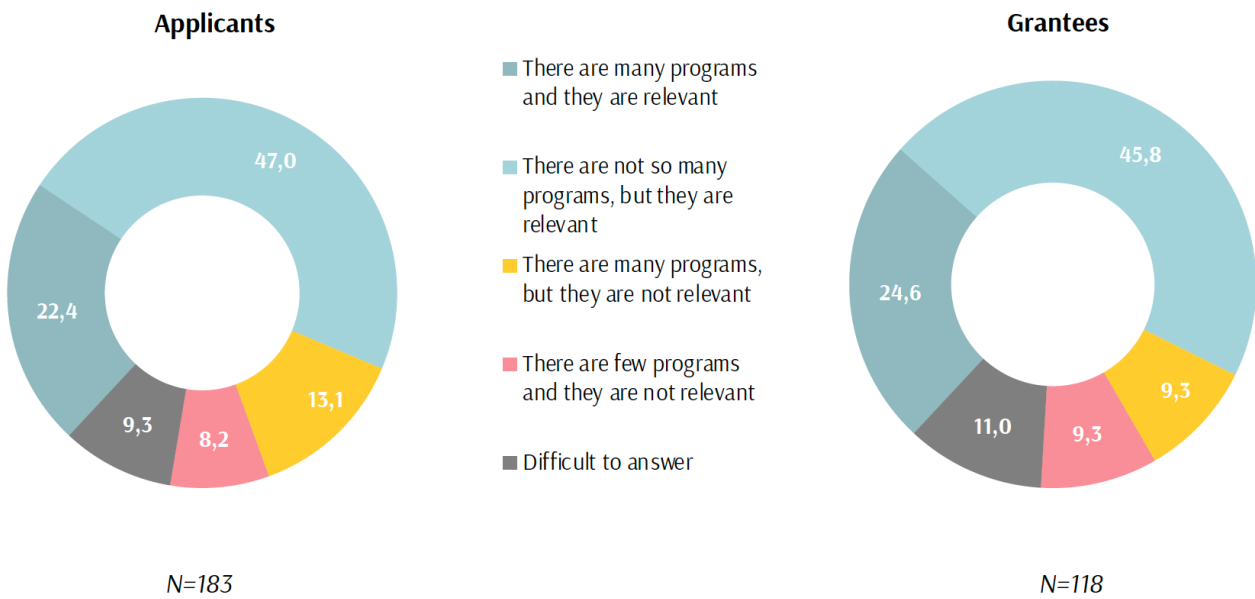


Diagram 17 – How would you generally assess the number and relevance of UCF grant programs?, %

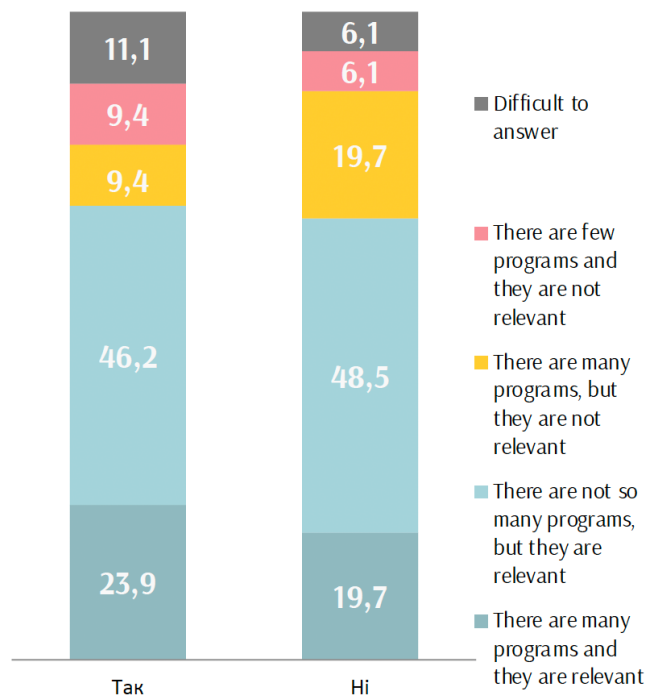


Diagram 18 – Evaluation of UCF grant programs depending on the grant received, %, N=183 (among UCF applicants)

Similar to the representatives of state and municipal organizations, a notable group of respondents from NGOs and individual entrepreneurs opted not to respond regarding which areas of support should be developed by the UCF (15,8%). However, representatives of the latter category express a different request than those of the public sector; in particular, they believe that it is necessary to support audiovisual arts (14,3%) and international cooperation (13,3%) (Diagram 19).

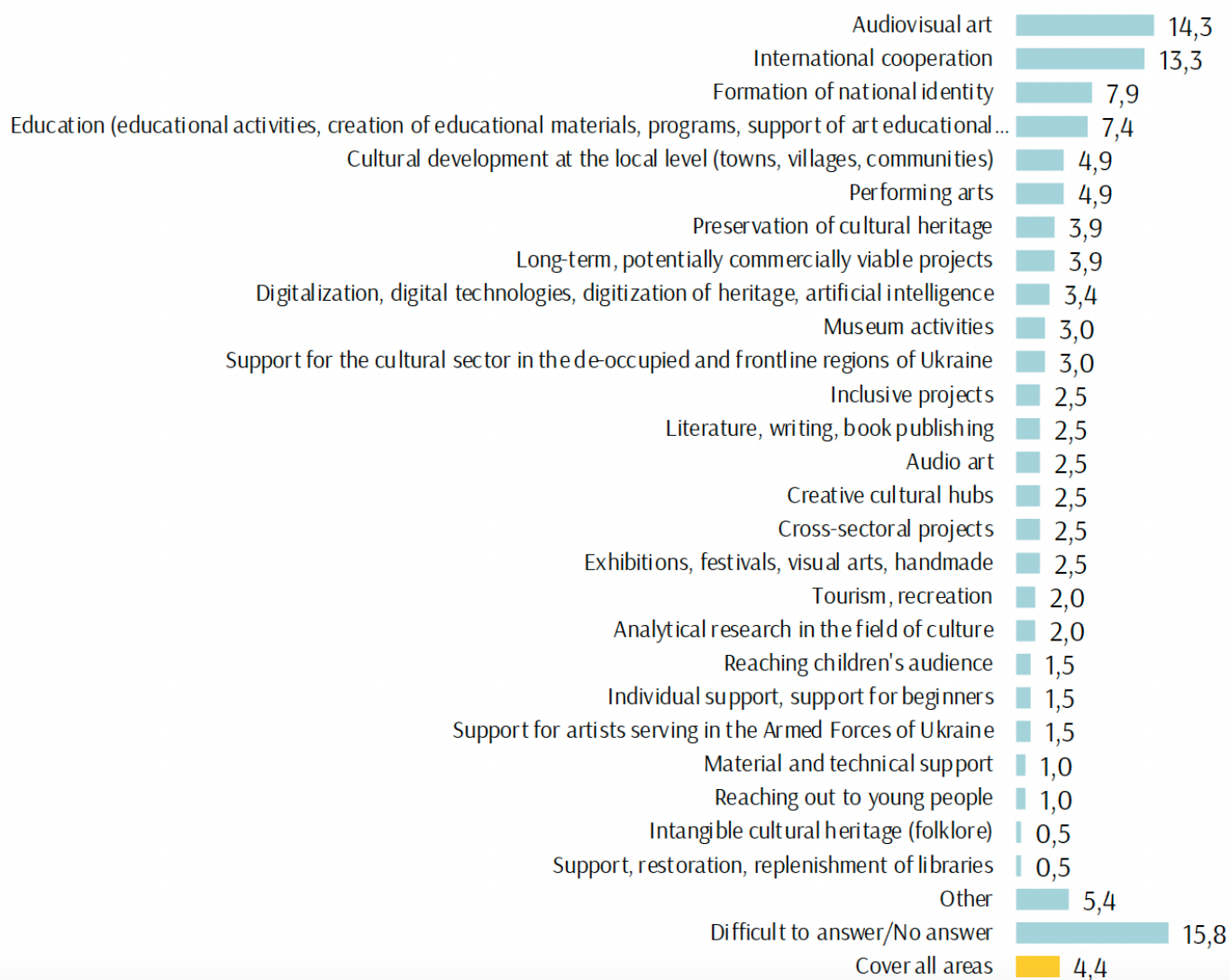


Diagram 19 – What important area do you think UCF grant programs do not cover and should be developed? grouped answers to the open question, %, N=203

# PROFILE OF THE RESPONDENTS

The profile of respondents from NGOs and individual entrepreneurs differs significantly from those of state and municipal organizations. Women predominate among respondents from state and municipal organizations (89,5%), whereas their share is much lower among NGOs and individual entrepreneurs (58,9%) (Diagram 20). The majority of respondents from both the public and non-governmental sectors fall within the age range of 35–54, although the public sector has a higher proportion of individuals aged 55–60 (Diagram 21). While the highest number of respondents among public sector professionals, the highest number of respondents were from the South (31,2%) and West of Ukraine (28,7%) with significant representation of the cultural heritage (33,9%) and literary sectors (30,6%), among non-governmental sector professionals, there were notably more residents of Kyiv (43%) and representatives of the audiovisual sector (26,1%) and cultural and creative industries (23,7%) (Diagrams 22 and 23). Additionally, among the representatives of non-governmental organizations and individual entrepreneurs, there is a significantly higher share of managers, employers, or business owners and, accordingly, a higher proportion of self-employed persons compared to the representatives of the public sector, where employees predominate (Diagram 24).

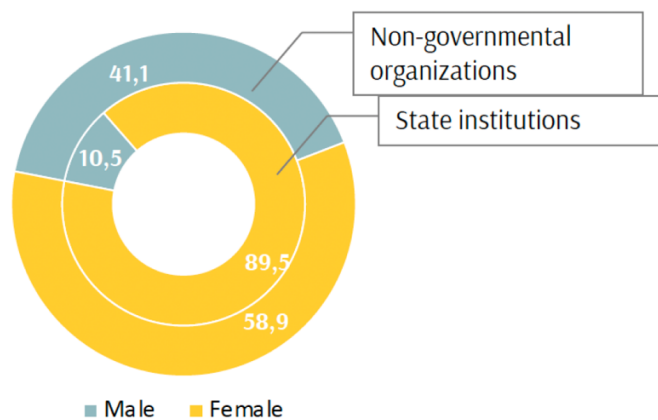


Diagram 20 – Gender, %

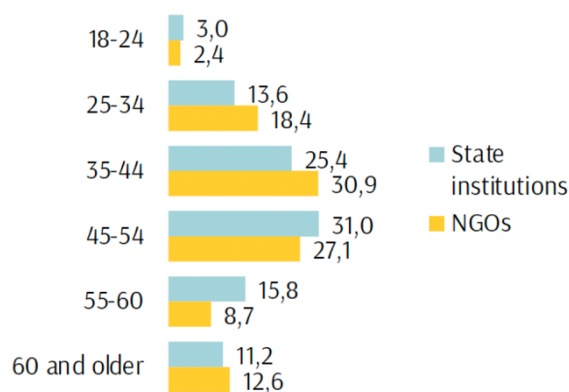


Diagram 21 – Age, %



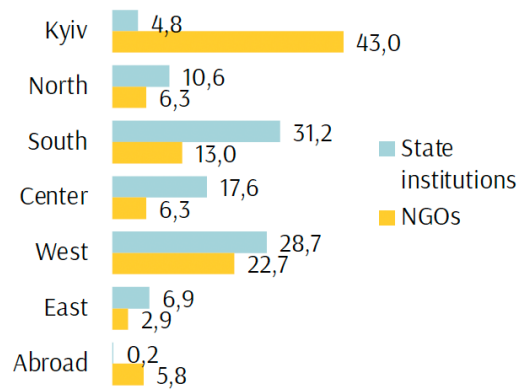


Diagram 22 – Region, %

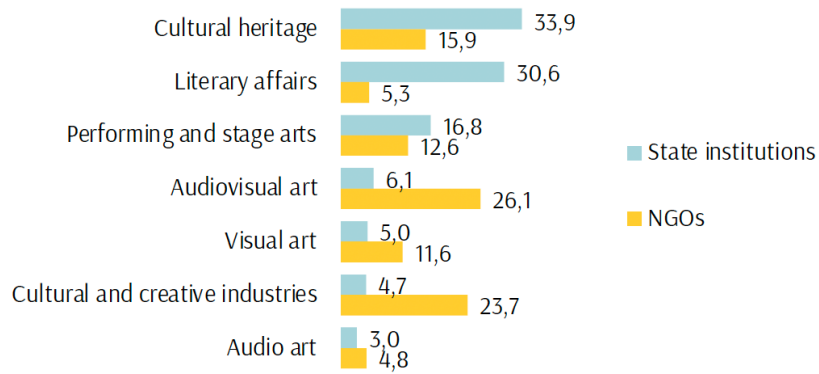


Diagram 23 – Creative industries sector, %

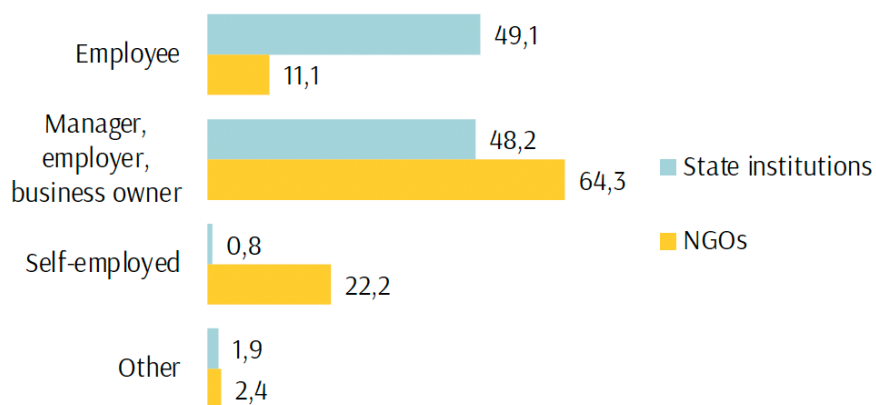


Diagram 24 – Position, %

## CONCLUSIONS

- With respect to the priority areas of cultural activity that currently require the most support, representatives of the state and non-governmental cultural sectors have different views. Notably, the preservation and protection of cultural heritage emerges as the most important issue for employees of state and municipal organizations. Conversely, employees of non-governmental organizations and individual businessmen believe that creating a high-quality Ukrainian cultural product for domestic and foreign consumers is more important. This perspective aligns with the second priority among the representatives of the public sector. Moreover, public sector employees are more inclined to advocate for restoring damaged cultural infrastructure. Employees of the non-governmental sector, on the other hand, are more likely to emphasize the importance of supporting the integration of Ukrainian culture into the global cultural space, facilitating the resumption of cultural and artistic activities of cultural workers, supporting educational initiatives for the professional development of cultural workers, and promoting cross-sectoral, interdisciplinary projects.

- Employees of the public and non-governmental sectors agree that digital products are one of the most relevant products to focus on now. Festivals, commemorative projects, exhibitions, art objects, and expositions are equally relevant products for both sectors. However, public sector employees are more likely to note the relevance of creating creative/public spaces, concerts, and excursions, while non-governmental sector employees are more inclined to emphasize video content, educational programs/products, performances, scripts, and audio recordings.

- The study reveals a strong expression of paternalistic orientations among respondents: the majority of representatives of both the public and non-governmental sectors believe that the central government should be the primary financial supporter of the cultural sector. As expected, those representing the public sector more frequently express the demand for support from local authorities. Conversely, representatives of the non-governmental sector are more likely to rely on support from international organizations and businesses.

- While public sector representatives are generally familiar with the Foundation's activities, every fifth respondent knew only the name of the Foundation or did not know it at all. Kyiv residents are much more familiar with the UCF's activities compared to residents of the regions, signaling weak communication at the regional level and the need for additional information. Moreover, residents of Kyiv were also more likely to participate in or attend events supported by the UCF.

- Applicants from the public sector tend to rate the number and relevance of UCF's programs higher than applicants from the non-governmental organizations. The latter group is also more likely to have concerns about the small number of programs and their lack of relevance. Representatives of both the governmental and non-governmental sectors who have previously received grants from the UCF tend to rate the relevance and number of the Foundation's programs more favorable than those who have not applied for or received a grant.

- A significant proportion of respondents from both government and NGO found it difficult to answer what areas of grant support UCF should develop. At the same time, public sector officials emphasized that library support, local cultural development, and material support are not adequately covered by the Foundation's programs. Instead, employees of non-governmental organizations and individual entrepreneurs more often mentioned the need for additional support for audiovisual art, international cooperation, the process of forming national identity, and educational activities.