

UCF

UKRAINIAN CULTURAL
FOUNDATION

A N N U A L
REPORT
2 0 1 9

SHORT VERSION

© UKRAINIAN CULTURAL FOUNDATION, 2020

This publication is licensed under the terms of the Creative Commons Attribution 4.0 International license, unless otherwise noted. To view the license, visit:



This report is available at:



Yuliia Fediv Executive Director of the UCF

2019 was the year of growth for the Ukrainian Cultural Foundation. In February 2019, we presented the Foundation's three-year Strategy, outlining the main goals and objectives of our work – the fundamental principles that the Foundation has been consistently implementing in the cultural and artistic environment of Ukraine. We are aware of the responsibility – our cross-cutting priorities have been and remain: tolerance, cultural diversity, freedom of creativity, inclusivity, equal opportunities.

We focus on achieving the Foundation's strategic goals through our competitive and institutional programs. That is exactly the approach that guarantees the effective provision of the culture and art sector's needs, formed at the Foundation's strategic sessions and focus groups. Together with the professional community, we were able to outline the main directions for the implementation of innovative, competitive and creative cultural and artistic projects that took into account the interest of different audiences. In addition to this, the program approach provided transparent financial management as well as solution for specific tasks and achievement of measurable results.

We unite with the strong to become stronger: we have joined the Federation of Arts Councils and Cultural Agencies (IFACCA) and the European Network on Cultural Management and Policy (ENCATC). In cooperation with the German Foundation



“Remembrance, Responsibility and Future” (EVZ), the British Council in Ukraine, USAID Competitive Economy Program (CEP) and SME.DO (Small and Medium Enterprise Development Office) we have announced new competitive programs.

We learn together with you – along with the launch of the competitive programs, the Foundation team has worked to improve the project selection process. Above all, it is important for us to create an impeccable mechanism of work that balances the legislative norms, professional peer review and our applicants' trust in the actions of the Foundation.

We are grateful to all those who believe in the UCF and help us, our applicants, experts and partners, the teams of all 432 projects #supportedbyUCF in 2019. I am very grateful to our fantastic UCF team whose energy and efforts are truly impressive. Together we shape the common future of the country, the shared values and the ecosystem of the Ukrainian culture. And we will carry on doing so.

PRIORITY ACTIVITIES OF THE UCF – 2019

Creating favorable conditions for the facilitation of creative activities, partnership development and formation of shared values of the civil society in Ukraine.

Promoting intercultural dialogue and supporting cultural diversity.

Ensuring cultural rights by providing equal access to cultural resources and equal opportunities for personal development and fulfilment for all citizens and communities, regardless of their cultural, linguistic, ethnic, regional, social, gender and other features or differences.

Ensuring the comprehensive development and functioning of the Ukrainian language in all areas of social life throughout Ukraine, as well as promoting the study of the Ukrainian language abroad.

Promoting internationalisation of the Ukrainian culture, as well as coordination of the donor support to the projects related to culture and creative industries.

Supporting the creation of a competitive innovative cultural product and professional development of artists, as well as the development of children's and youth creativity.

Promoting projects aimed at local development under the conditions of decentralization.

Facilitating preservation of cultural heritage, promotion of its integral and future-oriented comprehension.

Supporting research and analytical activities related to the field of culture and creative industries.

Promoting the development of educational initiatives, implementation of innovations, information and digital technologies in the cultural field.

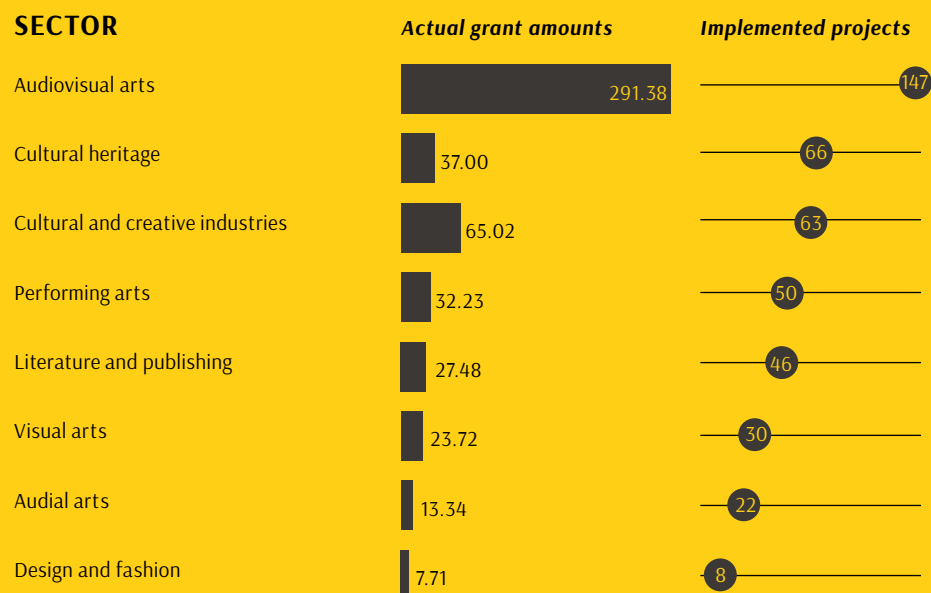
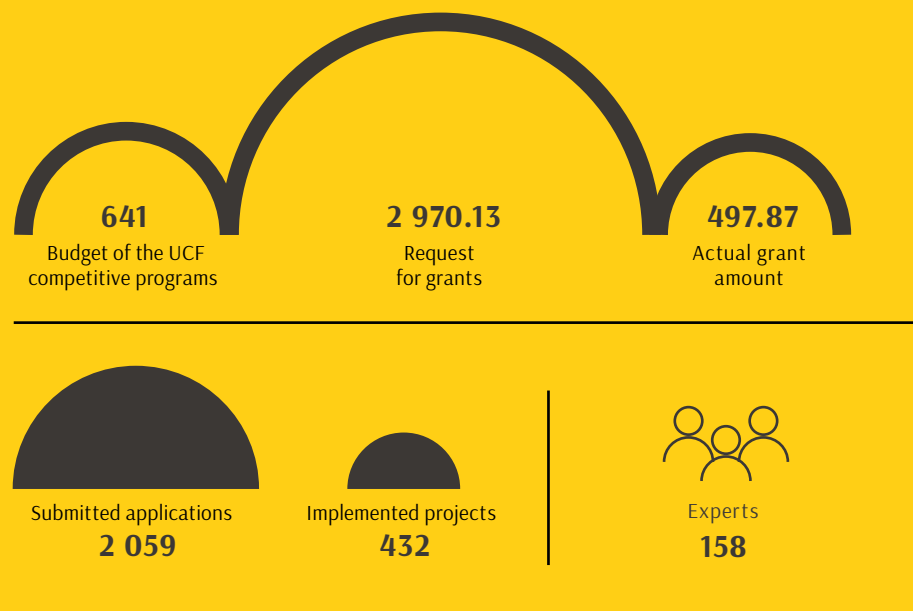
SECTORS SUPPORTED BY THE UCF

Visual arts, Audial arts, Audiovisual arts, Design and fashion, Performing arts, Cultural heritage, Literature and publishing, Cultural and creative industries

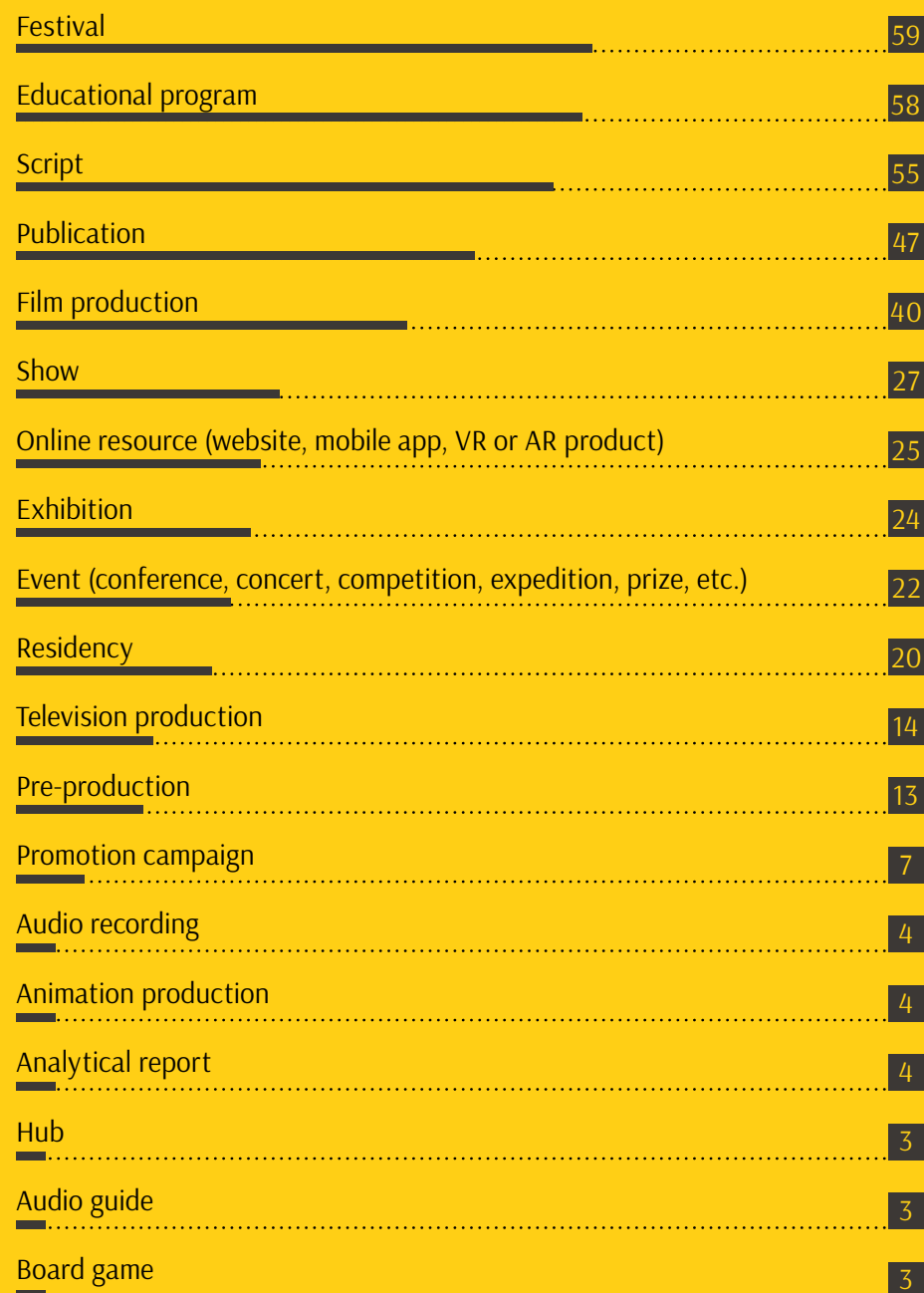
painting, graphics, mosaic, murals, street art, installation, sculpture, photography, academic music, popular music, digital music, new academic music, jazz, folk, dramatic theatre, musical theatre, animation theatre, performance, circus art, feature film, documentary, popular science film, animation film, television, digital technology (video art, new media, video games, VJing, virtual reality, augmented reality), interior design, applied design, graphic design, landscape design, fashion, architecture, urbanism, folk dance, classical dance, modern dance, contemporary, historic-cultural monuments, culture and architecture, libraries, archives, museums (historical and cultural reserve, museums, collections), intangible cultural heritage (folk crafts, decorative arts, folklore), applied scientific research, sociological studies of culture, book publishing, media (print, electronic), festivals, cultural and creative spaces, creative entrepreneurship, education, non-formal education, residences, inclusive arts, inclusive art practices

2019 Key Figures

All amounts are in millions (UAH)



PRODUCTS



GEOGRAPHY OF THE PROJECTS

Number of implemented projects and the name of the regions

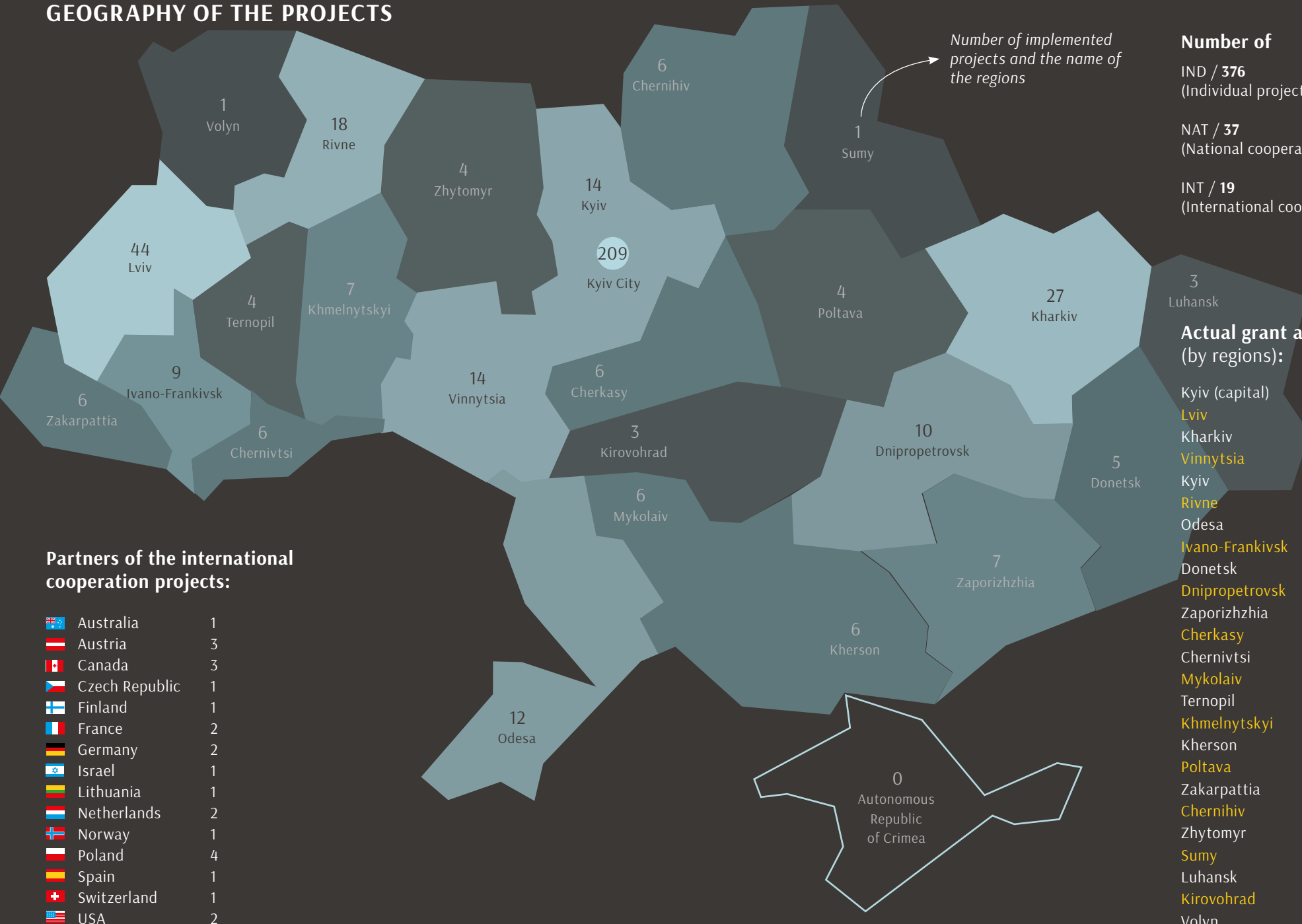
Number of
 IND / 376
 (Individual projects)
 NAT / 37
 (National cooperation projects)
 INT / 19
 (International cooperation projects)

Actual grant amounts (by regions):

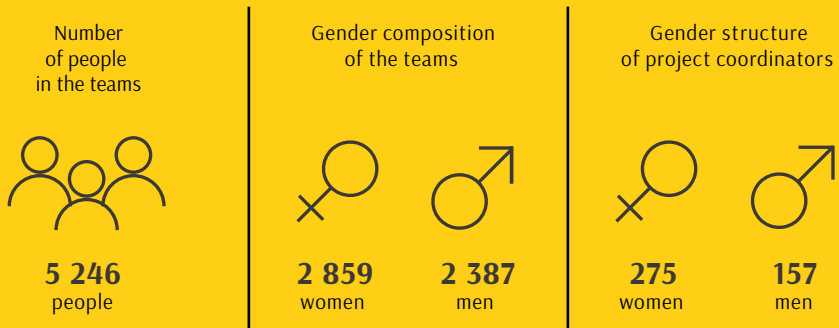
Kyiv (capital)	341.94	●
Lviv	36.85	●
Kharkiv	15.87	●
Vinnitsia	12.15	●
Kyiv	11.80	●
Rivne	9.02	●
Odesa	8.89	●
Ivano-Frankivsk	8.13	●
Donetsk	7.19	●
Dnipropetrovsk	7.01	●
Zaporizhzhia	4.66	●
Cherkasy	4.08	●
Chernivtsi	3.95	●
Mykolaiv	3.91	●
Ternopil	3.76	●
Khmelnyskyi	3.45	●
Kherson	3.16	●
Poltava	3.10	●
Zakarpattia	2.24	●
Chernihiv	1.84	●
Zhytomyr	1.72	●
Sumy	1.05	●
Luhansk	0.78	●
Kirovohrad	0.74	●
Volyn	0.57	●

Partners of the international cooperation projects:

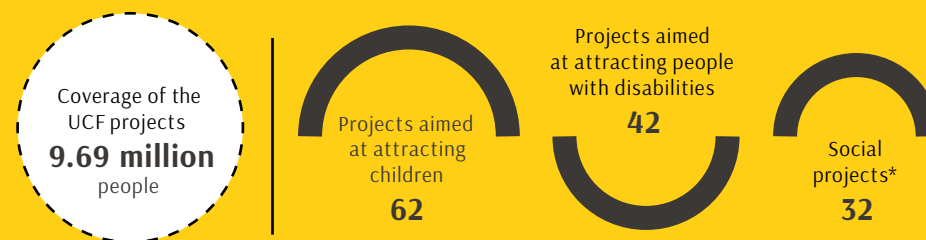
	Australia	1
	Austria	3
	Canada	3
	Czech Republic	1
	Finland	1
	France	2
	Germany	2
	Israel	1
	Lithuania	1
	Netherlands	2
	Norway	1
	Poland	4
	Spain	1
	Switzerland	1
	USA	2



PROJECT TEAMS

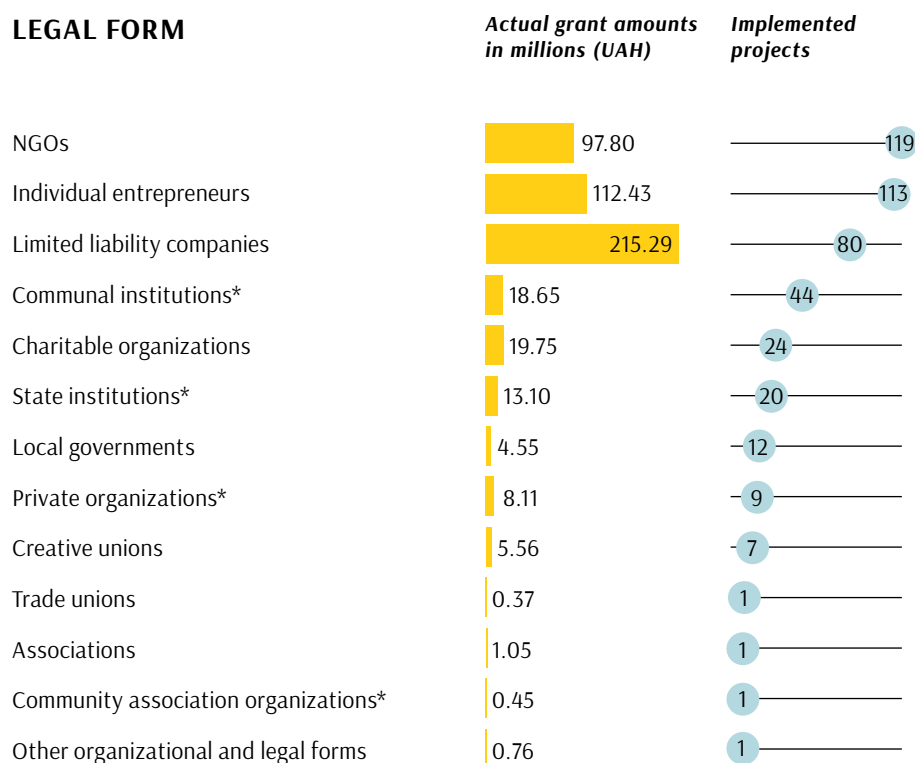


AUDIENCE OF THE PROJECTS



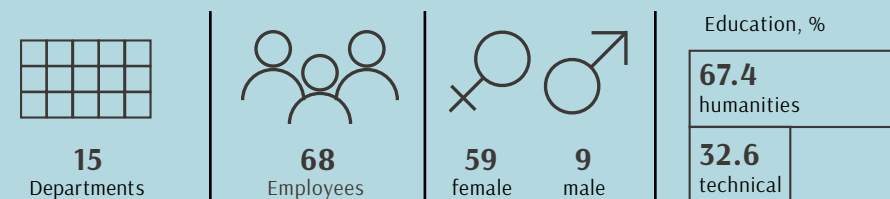
* aimed at attracting the representatives of ethno-cultural minorities, ATO participants, refugees, front-line residents, etc.

LEGAL FORM



* organizations (institutions, establishments), enterprises

THE UCF TEAM



THE UCF COMMUNICATION

	Media	Facebook	Instagram	Email
Publications / newsletters	7 930	498	102	23
Subscribers	–	19 288	4 011	5 495
Coverage	9 348 456	745 650	6 741	62 560

	ucf.in.ua	uaculture.org
Users	125 000	15 200
Sessions	380 000	25 500
Page views	1 600 000	80 000
Average session time, min	4.16	2.35
Regular users, %	55	17.7



Competitive Programs

In 2019, the Foundation implemented a program approach. We have announced competitions and gradually implemented **seven programs** aimed at tackling the specific needs of the culture and arts sectors. Within the framework of the competitive programs, the Foundation supported **432 cultural and artistic projects**.

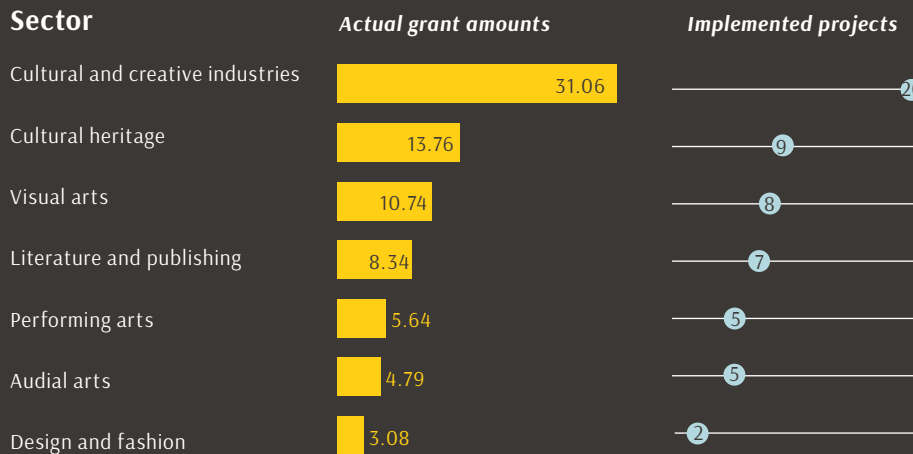
The distribution of the UCF funding was considered effective, resulting in 75% of funded projects been submitted by private organizations and only 25% – by public bodies.

It is important to us that all projects have communication components – we ask our applicants to share their achievements and success stories, to distribute the created cultural products and to attract a wide audience. We hope you were fortunate to see the projects #supportedbyUCF in your city

Prominent Events for Ukrainian Culture

The program enhanced the potential of powerful cultural and artistic events and contributed to creating a positive image of Ukraine in the world. We strove to intensify cross-sectoral collaboration and reach a wide audience both domestically and abroad.

In 2019, we supported 56 projects. Among them were festivals, fairs and conferences that became a platform for communication between Ukrainian and foreign artists, such as: the Air GogolFest Interdisciplinary Contemporary Art Festival and the Second National Biennale of Young Contemporary Art. And also - exhibition projects, which included a research component, for example, the premiere project of the newly created Museum of Cinema "VUFKU. Lost&Found" at the Dovzhenko Center or curatorial exhibition projects, such as "Angels" by art-center "Ya Gallery", which brought together more than 30 cultural institutions and held about 220 events within the exhibition.



Trainings. Exchanges. Residencies. Debuts.

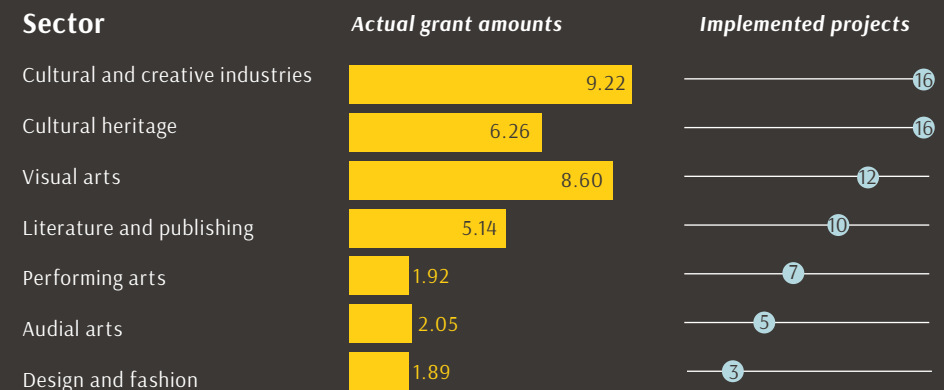
The program was dedicated to the exchange of knowledge, experience and ideas, and also supported experiments in the field of culture and the arts. We funded 69 projects within the program.

The LOT "Educational Programs" developed courses of non-formal education in current trends, as well as laid the foundations for cooperation of Ukrainian higher education institutions with foreign countries (France, Poland, Israel).

The LOT "Mobility and Exchange Programs" implemented 9 projects that contributed to the application of international experience and new artistic practices in the Ukrainian cultural process.

We have also supported 19 residencies (a form of artistic collaboration, which, unfortunately, is developing very slowly in Ukraine): some of them have become a launching pad for young artists or open space for their creative growth, some have researched and tested current artistic practices.

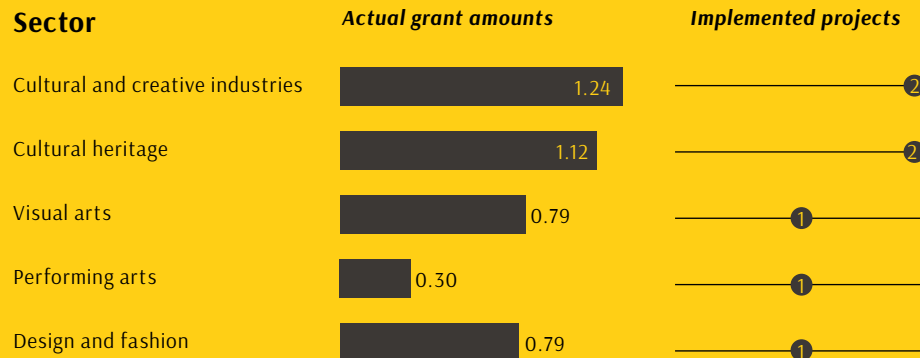
The discovery of new names became a task for 6 projects: the author of works for children Olga Duzhak, the team of designers "U, N, A COLLECTIVE", the curatorial team of "City Museum", as well as a competition for young artists "MUHI", a portal about young art "Mietets" and the Catechism Experimental Kinetic Performance.



Ukrainian Cultural Monitor

The program supported applied humanities research. We sought to address one of the problems that was holding back the development of culture in Ukraine: the lack of data for cultural policy-making at national and local levels, as well as the needs of target audiences – the consumers of cultural products.

7 projects implemented applied researches in 2019, namely: formed recommendations for the development of design in Ukraine; recommendations for strategic directions of the Government, Ministry of Culture, Youth and Sports, and the UCF in the context of increasing the economic attractiveness of culture; recommendations on the implementation of the regional sectoral program for the development of culture of the Rivne region for the period up to 2022, as well as recommendations for the implementation of the strategy of regional development of the Rivne region for 2021-2027; recommendations for the application of QR-coding techniques in museum work.

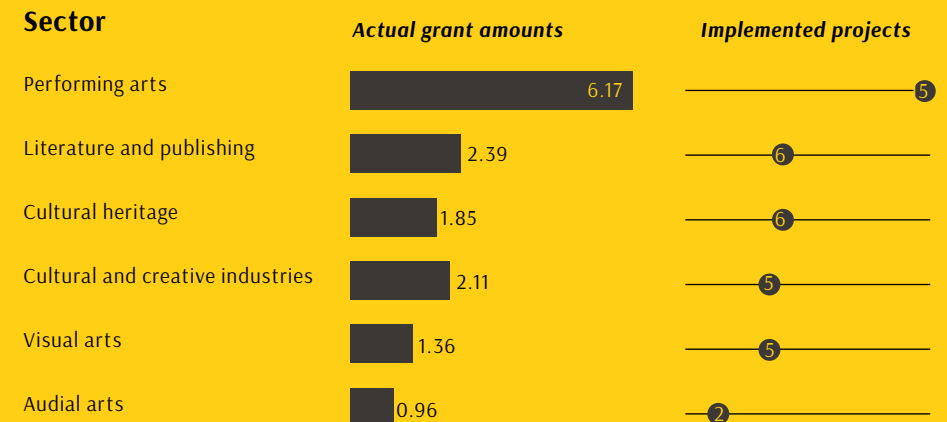


Inclusive Arts

The program was developed in collaboration with the British Council in Ukraine as part of the Unlimited: Making the Right Moves art program. The focus of the program was to develop the capacity of artists with disabilities, engage audiences with disabilities in cultural and artistic life, and promote inclusive art.

In 2019, we supported 39 projects under the program. 17 of them helped to promote the art of people with disabilities in the common cultural space and reduce prejudices towards them in the society. 13 – adapted museums, websites, shows and movies for inclusive audiences: created all-inclusive designs or tiflocomments.

7 projects were dedicated to creating educational programs (and containing therapeutic techniques, as well as methodologies for engaging with inclusive audiences), lectures and workshops. Such projects, to our mind, let people with disabilities master cultural practices in order to have an income and reduce discrimination in the workplace. 2 projects covered the topic of inclusivity, taught loyalty and respect.



Strengthening the Capacity of the Ukrainian Audiovisual Sector

The program was dedicated to the development of Ukrainian film and television art, the support of young artists and the promotion of Ukrainian audiovisual art in Ukraine and abroad.

One of the biggest achievements of the program in 2019 was the support of the development and preproduction stages that had not previously received state financing. The sector appreciated the possibility of such support for the further development of the project and the search for investors: the number of applications for preproduction financing was the highest among the Foundation's programs, which confirmed a high demand of the sector in this area.

The division of the competitive program into production stages (development, film and television production, post-production period, promotion) and by the branches (education, promotion, TV production) allowed to support the Ukrainian audiovisual sector in multiple directions. Animated, documentary and feature films about prominent Ukrainian artists as well as historical and military subjects were created. National TV space was enriched with Ukrainian TV shows, TV series and TV movies. The support for festivals and promotional campaigns strengthened Ukraine's presence in the international arena.



LOT	Actual grant amounts	Implemented projects
Supporting pre-production and screenwriting in the audiovisual sector	65.55	67
Educational projects in the audiovisual sector	11.19	16
Production and post-production of the Ukrainian TV-product	31.46	15
Production and post-production of live-action, documentary and animated films	171.32	41
Promotion of the national audiovisual sector	9.17	8

Networks and Audiences

The program supported the creation of sectoral and intersectoral networks in the cultural and artistic fields, encouraged the involvement of Ukrainian artists and institutions in international professional creative networks and promoted culture and arts.

In 2019, we supported 4 events of international professional networks to stimulate the integration of international experience in the Ukrainian context and to expand the map of potential partners for participant organizations. The program also supported 8 cultural management schools that took place in all regions of Ukraine.

We also supported the implementation of the all-Ukrainian information campaign "Date with Art", which stimulated interest in cultural projects and reached over 16 million users in the media and social networks.



Sector	Actual grant amounts	Implemented projects
Cultural and creative industries	11.88	5
Performing arts	2.28	2
Audiovisual arts	2.68	2
Audial arts	2.73	2
Cultural heritage	1.18	1
Literature and publishing	1.69	1
Visual arts	2.09	1
Design and fashion	1.47	1

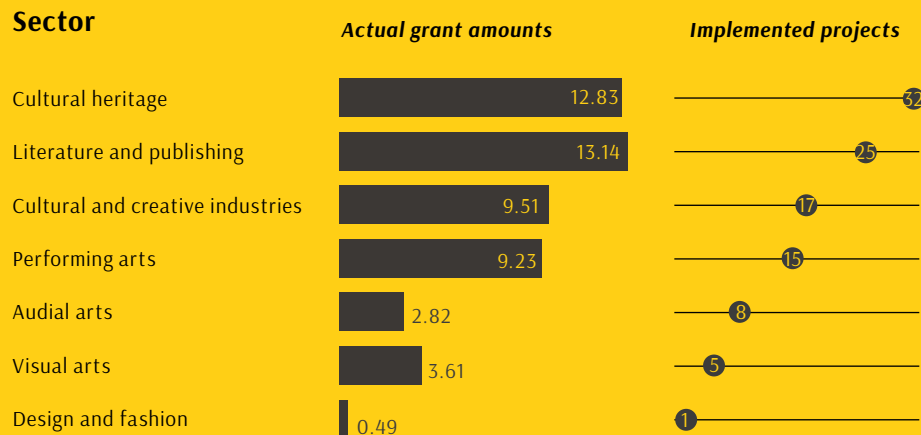
Creating an Innovative Cultural Product

The program, compared to others, had the broadest focus since it was aimed at supporting the initiatives of all sectors of culture and arts and at the implementation of a wide range of cultural and artistic projects that contained an innovative component and extended the boundaries of the experience and practices of these sectors.

That was why this program concentrated the largest variety of cultural product formats:

32 printed editions, 16 local festivals, 12 play productions, 13 online resources, 10 exhibitions, 5 mobile applications, 3 games, 2 audio recordings, 2 audio guides, 2 concerts, 2 hubs, 1 competition, 1 educational program, 1 promotion campaign and 1 guided tour.

The main purpose of this program was to introduce innovative approaches to creative processes. The Foundation did not in any way limit the topics of the projects, but insisted on the introduction of new practices, methods, technologies in the daily life of the culture and arts sectors. At that stage of the development, it was innovative tools that could most effectively ensure the growth of the sectors.



Institutional Programs

Analytics & Applied Research

This is important for ensuring regular data collection and monitoring of the implementation of the UCF Strategy → for diagnosing the state of development of the Ukrainian cultural, creative and audiovisual sectors → to produce knowledge that is key to the future activities of the UCF and the cultural institutions of Ukraine of different ownership.

We analyse data on:

- Foundation applicants
- Foundation experts
- Participants of the Foundation Information days
- Participants of the events #supportedbyUCF
- Participants in coordination meetings and strategic sessions of the Foundation

We are monitoring:

Projects #supportedbyUCF in accordance with the UCF Strategy implementation indicators

We encourage development and research. UACulture portal:

- Networking for cultural operators
- Calendar of grants for culture and creative sectors
- Calendar of events #supportedbyUCF
- Culture analytics and research articles



UKRAINE.
CULTURE.
CREATIVITY

Developing Standards and Mechanisms of Expert Evaluation

This is important for creating a pool of the Foundation experts capable of competent assessment of the quality of cultural projects and conducting research in the cultural and creative industries, as well as developing transparent criteria for evaluating the success and effectiveness of the supported projects to prevent corruption and misuse of the funds.

Key figures:

- **1 379** projects evaluated by experts
- **158** experts who evaluated the projects in 10 expert councils

- **14** training sessions and webinars for experts
- **1** focus group for testing the Expert Evaluation Methodology

Achievements:

- Improvement of the Electronic Project Management Software (PMS)
- Improvement of the peer review process
- Development of the Expert Evaluation Methodology according to the needs of the Foundation

Coordination Groups

This is important for creating a single ecosystem of culture and creativity in Ukraine.

Our strategic partners:

- The Ukrainian Institute
- The Ukrainian Book Institute
- The Ukrainian Institute of National Remembrance
- The Ukrainian State Film Agency
- The State Regional Development Fund
- The National Research Foundation of Ukraine
- The Export Promotion Office of Ukraine
- The International Renaissance Foundation
- Regional offices and departments of culture
- The Institute of Cultural Strategy (Lviv)
- The branding agency "Solutions for People" (One Philosophy Group)
- The digital agency "Element Agency"

We unite:

- The expert field in culture
- Applicants and grantees of the UCF
- Cultural institutions and foundations
- Media, marketing and consulting

Achievements:

- **5** coordination meetings and **6** strategic sessions were held
- The priorities of the UCF competitive programs have been adapted
- A map of interaction between national cultural institutions and stakeholders was created

Business-angels Clubs

This is important for attracting sponsors and philanthropists into the Ukrainian cultural space, forming a cultural product that would be attractive to foreign investors, as well as for creating a platform for transparent and stable communication between government agencies, representatives of the business environment and the civil society.

Program partners:

- The Ukrainian Philanthropists Association
- The SME Development Office
- Hoteliero LLC
- COCOS Fashion
- The British Council in Ukraine

Achievements:

- The UCF's Fundraising Strategy and its Implementation Plan
- Development of a "Cultural Charity Program" to involve philanthropists in co-financing projects (in partnership with the Ukrainian Philanthropists Association)
- Support for the "Virtual Heritage Museum of the Princes of Ostroh" project (in partnership with Hoteliers Ltd.)
- Launching the "Creative Accelerator" program to develop business models based on the investment-attractive projects supported by the UCF (in partnership with the British Council in Ukraine, the SME Development Office)
- COCOS Fashion mentoring support for design and fashion grant recipients of the Innovative Cultural Product program

Partner Programs

This is important for the internationalisation of the Ukrainian culture → for establishing cooperation and implementing joint programs → for strengthening the competition and institutional programs of the UCF

The UCF's strategic international partners:

- EUNIC – European Union National Institutes for Culture
- The EU Delegation to Ukraine
- The British Council in Ukraine
- GIZ Ukraine

- The Foundation "Remembrance, Responsibility and Future" (EVZ)
- Creative Europe
- The USAID Competitive Economy Program (CEP)
- The Small and Medium Enterprise Development Office

Partner grant programs:

- The Inclusive Arts – the UCF + The British Council in Ukraine
- Culture for Changes – the UCF + MEET UP! German-Ukrainian Youth Meetings, Foundation "Remembrance, Responsibility and Future" (EVZ)
- "Culture. Tourism. Regions" – the UCF + The USAID Competitive Economy Program (CEP) + The SME Development Office

Achievements:

- The UCF – Member of the International Federation of Arts Councils and Cultural Agencies (IFACCA)
- The UCF – Member of the European Network on Cultural Management and Policy (ENCATC)
- The UCF – participant in the Frankfurt Book Fair 2019
- **20+** international conferences, forums and festivals attended by UCF staff in 12 countries

Educational Programs

This is important for raising the professional level of the Foundation's managers and experts, as well as that of the external experts and practitioners in the fields of project management, cultural and creative entrepreneurship, cultural diplomacy, cultural marketing, etc.

Implementation of the program in 2019:

- Information days, presentations "How to apply to the UCF"
- A video course "Very Cultural Management"
- The School of Cultural Manager (Session for the UCF staff)
- A training video course "I am a UCF expert"
- **8** schools of cultural management in the regions of Ukraine (special LOT of the competitive program "Networks and Audiences")

Communication Campaigns

This is important for disseminating information about the activities and opportunities of the UCF for the sectors of arts, culture and creative industries, as well as for expanding the consumer audience of the Ukrainian cultural and artistic products and building awareness of the UCF brand.

Our target audiences:

- The professional community
- Recipients of grants and investments from the state
- Public authorities and management
- Consumers of cultural products – citizens of Ukraine
- The internal audience of the UCF

Key figures:

- **1 500 000+** contacts with the UCF audience monthly
- **3 000+** official requests to the UCF
- **69** presentations of the Foundation and the UCF competitive programs during the year
- **38** Information days throughout the year
- **18** webinars for the UCF applicants during the year
- **26 000**km travelled for Information days in the regions
- **4 000+** participants of the UCF information events during the year
- **100+** conferences, forums and festivals attended by the UCF staff in all regions of Ukraine throughout the year
- **23+** hours of the UCF own video content (over **40 000** views)

Achievements:

- The UCF's communication strategy and plan for its implementation
- "The Ukrainian Creative Foundation" – podcast on the radio channel "Aristocrats"
- "Culture unites" – a culture promotional campaign developed by UCF in partnership with "plusone" agency supported by USAID Ukraine Confidence Building Initiative
- "Date with Art" – a communication campaign by the creative agency "Postman-Ukraine" (a special LOT of the "Network and Audience program")

Activity Estimate of the UCF – 2019

Cost item	General fund budget (UAH)	Special fund budget (UAH)	The amount of expenses (UAH)
Salary, incl. compensation to the UCF experts and accrual for payment	29 624 966.00	78 859.80	29 703 825.80
Travel expenses	561 887.77	191 418.14	753 305.91
Items, materials, equipment and inventory	1 474 158.22	–	1 474 158.22
Purchase of equipment and items of long-term use	1 803 651.12	–	1 803 651.12
Payment for services (utilities excluded)	5 606 750.91	596 577.55	6 203 328.46
Payment for utilities	158 667.10	–	158 667.10
Payment of membership dues for the UCF membership in the International Federation of Arts Councils and Cultural Agencies IFACCA	34 187.50	–	34 187.50
Payment of membership dues for the UCF membership in the European Network for Culture Management and Cultural Policy ENCATC	8 860.50	–	8 860.50
Debt repayment of the UCF for the implementation of the grant, which arose as of 01.01.2019	460 076.07	–	460 076.07
Other current expenses (legal fees)	46 062.68	–	46 062.68
Grants to individuals and legal entities in accordance with concluded contracts	497 870 335.32	–	497 870 335.32
Personal income tax (18%) is added to the amount of grants given to entrepreneurs	30 964 003.81	–	30 964 003.81
Military fee (1.5%) is added to the amount of grants given to entrepreneurs	2 580 333.65	–	2 580 333.65
	571 193 940.65	866 855.49	572 060 796.14

Contacts

01010

Lavrská street 10-12

Kyiv, Ukraine

For calls from Ukraine: +38 044 504 22 66

For calls from abroad: +1 365 500 50 00

For media: press@ucf.in.ua

For other information: info@ucf.in.ua

Website: ucf.in.ua

Facebook page: facebook.com/ucf.ua

Instagram page: instagram.com/ucf_in_ua

Youtube: bit.ly/2SnbajM

