

Annex No. 5/3 to Order No. 135 dated 28 September 2020

Ukrainian Cultural Foundation  
Competition Programme  
**Audiovisual Arts**

# **Guidelines for Applicants**

## **LOT 3: Video content for new media platforms**

**Dear colleagues,**

This Guidelines for applicants will help you to better understand the terms and opportunities of the LOT “Video content for new media platforms” of the “**Audiovisual Arts**” competition programme.

We advise that you carefully read the text of this Guidelines for applicants and use it in the preparation of the application package, further competitive selection and project implementation.

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**Important:**

The following rule is applied in 2021:

1 applicant — 1 application for each programme.

This means that one legal entity or individual entrepreneur can be an applicant **for all competition programmes in parallel**, but only provided that they submit **only one application package for each of the competition programmes**.

Projects submitted by the same applicant to different competition programmes must have different names, goals, objectives, results and different composition of project teams.

If several projects of the same applicant win, the Foundation may support **maximum three projects**.

The basic language of all projects supported by the Foundation is Ukrainian. If supporting materials (video, audio, printed materials, etc.) in foreign languages are used in the project, a translation of the content into Ukrainian (text translation, captioning, etc.) must be added.

## I. About Ukrainian Cultural Foundation

**The Ukrainian Cultural Foundation (hereinafter referred to as the Foundation or UCF)** is a state institution established in 2017 as a new model of provision of state support and promotion of initiatives in the sphere of cultural and creative industries on a competitive basis. In accordance with the applicable legislation, the Foundation's activities are an integral part of the policy and established priorities of the Ministry of Culture and Information Policy of Ukraine.

**Culture and creativity for understanding and development is** the basic slogan of the Foundation referred to in the name of the Strategy for 2019~2021.

**The main strategic goals** that the Foundation intends to achieve during the implementation of the three-year strategy include:

- to support creating a cultural product;
- to strengthen the role of culture in society development;
- to support internationalization of Ukrainian culture;
- to strengthen institutional and financial capacity.

The tools for achieving the strategic goals of the Foundation are competition and institutional programmes of the Foundation. To learn more about activities of the Foundation, please visit our [official website](#).

You can find a calendar of grants that support cultural projects, fill in your organisation's profile to find partnerships, and find texts about current trends in the cultural and arts sectors in Ukraine and the world on the information and analytical portal of UCF [Ukraine.Culture.Creativity](#).

We advise that you subscribe to the official [Facebook page of the Foundation](#), where you can find up-to-date information about our activities and opportunities for applicants.

**Our actual and postal address:** 10-12 Lavrska Str., Kyiv, 01010, Ukraine

**Our legal address:** 19 I. Franka Str., Kyiv, 01030, Ukraine

**Our email for applications:** [info@ucf.in.ua](mailto:info@ucf.in.ua)

**Email of the "Audiovisual Arts" programme:** [programa.audiovisual@ucf.in.ua](mailto:programa.audiovisual@ucf.in.ua)

### **Important documents:**

✔ all rules and requirements for the application package can be found in this Guidelines for applicants;

✔ information on the stages and terms of competitive selection can be found in the Procedure for Competitive Selection of Projects;

✔ information on the procedure of activities of the Expert Councils of the Foundation can be found in the Regulations on Expert Councils of the Ukrainian Cultural Foundation;

✓ information on project assessment criteria can be found in the Methodology of Expert Assessment.

The Foundation holds information sessions and webinars for applicants to provide advice on the rules and requirements of competitive selection.

**The UCF has developed a series of lectures on grant management, which will be available for free on the Foundation website and YouTube channel from 20 October 2020.**

You may also find useful a selection of [training videos with experts of the Foundation](#) and the practical course [“Very Cultural Management”](#).

We recommend that you use [FAQ](#).

Since the Foundation accepts applications only in electronic form, you may find useful the detailed step-by-step algorithm for working in the applicant’s personal online account — [How to apply](#).

**Please note:**

Employees of the Foundation do not provide individual advice to applicants and do not provide legal advice and consultations on accounting issues and payment of taxes, fees and mandatory payments.

If you have any questions regarding the taxation of grants, we advise that you ask your questions to tax authorities.

## II. About the “Audiovisual Arts” programme

The programme meets the following **key priorities of the Foundation**:

1. Creation of socially significant content promoting Ukrainian national identity.
2. Promoting development of educational initiatives, implementation of innovations, information and digital technologies in the sphere of culture
3. Promoting intercultural dialogue and supporting cultural diversity
4. Promotion of civil society’s shared values in Ukraine.
5. Ensuring the comprehensive development and functioning of the Ukrainian language in all spheres of social life on the territory of Ukraine

The programme is aimed at supporting and developing the national audiovisual sector, particularly, television, radio and media platforms, introducing the latest multimedia information technologies, encouraging artists to create a competitive audiovisual product and its presentation abroad. The projects supported in a two year-period include: “Bad Roads”, “Happy Hormones”, “Production and Post-Production of “Rozdilovi Live” Film Concert”, “Fantastic Ukrainians”, “Big Blowout”, “EVE 8”, “Open Direction UA”, “Historical Truth in Detail”, “Open Night. The Star Accelerator” and “LEO”.

**Programme budget** for 2021 is UAH 100 mln.<sup>1</sup>

**Objectives:**

- increased number of high-quality Ukrainian-language scientific, educational, cultural, artistic and social television products;
- increased number of high-quality Ukrainian-language scientific, educational, cultural, artistic and social radio products;
- creation of high-quality national audiovisual content and its release through media platforms;
- creation of high-quality audiovisual products using the latest multimedia information technologies;
- qualitative and quantitative growth of the national Ukrainian-language television product in the media, driving out Russian and Russian-language content from television channels.

**The programme supports the following two cultural and creative industry sectors:**

- audial arti
- audiovisual arts

**We offer the following LOTs under the “Audiovisual Art” programme for 2021:**

- LOT 1 TV content
- LOT 2 Radio content
- **LOT 3 Video content for new media platforms**

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<sup>1</sup>Please note that the programme budget can be increased or decreased upon approval of the Law “On the State Budget of Ukraine for 2021” by the Verkhovna Rada.

## Calendar of competitive selection and project implementation schedule

	<b>Beginning</b>	<b>End</b>
Submission of application packages only in the electronic form	08.10.2020	14.01.2021, <b>18:00</b> <b>(Kyiv time)</b>
Information campaign (including online consultations)	08.10.2020	14.01.2021
Publication of the register of the application packages received	by 18.01.2021	
Selection of projects in terms of meeting the technical criteria	15.01.2021	12.02.2021
Notification about the status of the application package after technical selection in the applicant's personal online account	by 16.02.2021	
Publication of the register of projects following the selection of projects in terms of meeting the technical criteria	by 16.02.2021	
Assessment of projects by the expert councils of the Foundations	15.01.2021	15.03.2021
Receiving the results of the expert assessment in the applicant's personal online account	by 26.03.2021	
Publication of a rating register of all projects after expert evaluation	by 26.03.2021	
Approval of decisions of the expert councils by the Directorate of the Foundation (through negotiation procedures) and approval by the Supervisory Board of UCF	29.03.2021	30.04.2021
Execution of Grant Agreements and publication of the register of winning projects	by 11.05.2021	
Implementation of projects, including submission of reports	upon execution of the Grant Agreement by	30.10.2021

	the Foundation, but not earlier than <b>30 April 2021</b>	
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### III. About the “Video content for new media platforms” LOT

**Total budget<sup>2</sup> for the LOT is UAH 45 mln<sup>3</sup>**

**Minimum grant amount** (that cannot be decreased): UAH 300,000

**Maximum grant amount** (cannot be increased): UAH 2 mln

**The only sector supported under the LOT:** audiovisual.

#### **LOT support priorities:**

- support for the video content contributing to unified Ukrainian identity and positive image of Ukraine and Ukrainians, consolidation of Ukrainian society, resisting fakes and information aggression and distributed through media platforms;
- support for the video content contributing to the formation of common values of civil society, respect for cultural rights, equal opportunities for personal growth and self-fulfilment for all citizens and communities, regardless of cultural, language, ethnic, regional, social, gender or other characteristics or differences;
- support for scientific, educational, cultural, artistic and social video content and platforms meeting the needs and interests of different audiences, including children and young people;
- support for audio-visual products made using VR/technology, Fulldom, 360-degree videos, etc. (or elements of such technologies);
- support for high-quality video content, which is not a television product (not produced on behalf of TV channels) at free access through media platforms.

**Please note:** A prerequisite for LOT "Video content for media platforms" is the placement in free access of the created products during the term of the Grant Agreement.

<sup>2</sup> UCF reserves the right not to spend all the funds allocated for this LOT

<sup>3</sup> Please note that the LOT budget can be increased or decreased upon approval of the Law “On the State Budget of Ukraine for 2021” by the Verkhovna Rada.

**LOT product priorities:**

- video clip;
- web movie/web series;
- video blog;
- video platform.

**Applicant for the LOT can be** a legal entity of all forms of ownership or an individual entrepreneur, duly registered in Ukraine in accordance with the current laws not less than a year before the competition announcement and duly experienced in the field of culture.

**The LOT beneficiaries** include representatives of audiovisual sector; the indirect beneficiaries are video product consumers and internet (particularly YouTube and other media platforms) users.

**Expected short-term results of the LOT:**

- more than 30 quality audiovisual products freely available through media platforms supported;
- more than 5 English-language audiovisual products about Ukraine supported;
- increased amount of high-quality and competitive Ukrainian-language video content on the internet;
- more than 5 English-language audiovisual products involving VR, Fulldom and 360-degree videos supported.

**Expected long-term results of the LOT:**

- Ukrainian media platforms accessible for consumption of high-quality scientific, educational, cultural, artistic and social content;
- Ukrainian media platforms shaping civil society and individual culture and consolidating Ukrainian people;
- increased number of internet users preferring video content in Ukrainian;
- increased amount of high-quality English-language video content about Ukraine on the internet, increased number of foreigners interested in Ukraine;
- citizens of Ukraine know the difference between facts and fake news.

## IV. Project Types and Terms of Co-Financing

### **Please note!**

**The Foundation has changed the rule: national and international cooperation projects do not require mandatory co-financing. Instead, co-financing can be offered by the applicant for any type of project.**

For LOT "Video content for new media platforms" there is a rule: the maximum amount of the grant of UAH 2 million can be increased by the amount of co-financing, but not more than UAH 1 million, even if the co-financing exceeds UAH 1 million.

**The Foundation considers co-financing as the attraction of resources exclusively in cash from other sources not prohibited by law, which are not grant funds of the Foundation and which are used by the applicant to achieve the objectives and the results of the project. Project co-financing may be provided by the applicant or the partner (s) or by a third party.**

**1. An individual project** is a cultural and artistic project that is implemented on the initiative and with the participation of one applicant. Only this type of project is open for applications by individual entrepreneurs.

**2. A national cooperation project** is a cultural and artistic project that involves the implementation of a project together with a partner or partners in two or more regions of Ukraine. The minimum partnership should include one applicant and one partner from different regions of Ukraine. **The applicant and partner of this type of project cannot be a private entrepreneur.** Please note that in case of changing the partner after signing the grant agreement, the Foundation reserves the right to terminate the agreement unilaterally with a refund.

**3. An international cooperation project** is a cultural and artistic project that involves the implementation of the project in Ukraine and / or abroad in partnership. The applicant must be a resident of Ukraine and one of the partners must be a non-resident. **The applicant and partner of this type of project cannot be a private entrepreneur.** Please note that in case of changing the partner after signing the grant agreement, the Foundation reserves the right to terminate the agreement unilaterally with a refund.

## V. Requirements for Applicants and Partners

**The applicant** of LOT "Video content for new media platforms" of the "Audiovisual Arts" programme can be a legal entity of all forms of ownership or a natural person-entrepreneur that registered on the territory of Ukraine in accordance with current legislation **no less than one year** on the date of announcement of the competition and has a corresponding experience in the field of culture.

**A partner** of the national and international programme projects can be a legal entity of all forms of ownership, which has been registered **for at least two years** on the date of the announcement of the competition and has the relevant experience in the cultural sector.

**The following persons may not act as applicants or partners**, participate in the implementation of projects and receive funding from the Foundation:

- political parties and associations;
- religious organisations;
- legal entities and individual entrepreneurs declared bankrupt or in respect of which bankruptcy proceedings have been initiated;
- legal entities and individual entrepreneurs that are in the stage of termination/liquidation of the legal entity or termination of entrepreneurial activity of the individual entrepreneur;
- authorized representatives of a legal entity and individuals who have records of criminal convictions for economic crimes that have not been expunged or removed in the manner prescribed by law;
- authorized representatives of a legal entity and individuals who have records of criminal convictions for crimes in the area of official and professional activities related to provision of public services that have not been expunged or removed in the manner prescribed by law;
- authorized representatives of a legal entity and individuals who have records of criminal convictions for a crime that have not been expunged or removed in the manner prescribed by law;
- legal entities and individuals against whom restrictive measures (sanctions) determined by the decision of the National Security and Defence Council of Ukraine and put into effect by the Decree of the President of Ukraine in accordance with the Law of Ukraine "On Sanctions" were applied;
- applicants who have debts to the budget, the Pension Fund of Ukraine, the Fund of Compulsory State Social Insurance, or have outstanding debts for wages, other credit liabilities;
- applicants against whom there are pending enforcement proceedings at the time of submission of application packages;
- applicants who have pending legal proceedings with the Foundation and/or effective court decisions under which claims of the Foundation were granted.

## VI. Mandatory Documents for Submission of Application Package for “Video content for new media platforms” LOT

- project application (electronic form to be completed in the personal online account on the website of UCF);
- Annex No. 1 to the project application “Project Work Plan” (in PDF);
- Annex No. 2 to the project application “Product concept and team portfolio” (description of the format, target audience, script, synopsis, team experience and work samples, etc.) (in PDF);
- Cost Estimate (special EXCEL table, which can be found on page 13 of the relevant competition program)
- full (extended) extract from the Unified State Register (USR) with information generated at the time of submission of the application package (in PDF). The extract can be ordered on the website of the Ministry of Justice of Ukraine (fee is charged for the extract, an electronic digital signature of the person creating the request is required to order the extract);

### **Please note:**

If you have documents confirming the partnership or other additional files, please upload them in the “Additional documents” field.

### **If your application involves national or international:**

- documents certifying registration of the partner organisation.
  - For a **Ukrainian partner organisation**: full (extended) extract from the Unified State Register generated at the time of submission of the application package (in PDF). The extract can be ordered on the website of the Ministry of Justice of Ukraine (fee is charged for the extract, an electronic digital signature of the person creating the request is required to order the extract).
  - For a **partner organisation that is not a resident of Ukraine**: scanned copy of the original constituent document/documents in accordance with the established provision of the applicable legislation of the country of registration and duly certified translation thereof into Ukrainian;
- letter (s) of intent for cooperation from the partner(s): scanned copy of the original in PDF. Sample letter of intent for cooperation — **Annex No. 3 to the Guidelines for applicants.**

### **Please note:**

Documents do not need to be printed, signed and scanned. Documents submitted in a foreign language must be **translated into Ukrainian** and duly certified (independently by the applicant organisation, by a notary or translation agency). To do this, we recommend that you use the phrase: the translation was made from ..., translated by (Full Name), position and signature + seal and signature of the certifying person.

## VI. How to Submit Application Package for Competition Programme

**The application package to be submitted to the competitive selection of the Foundation includes the project application + cost estimate + extract from the USR + mandatory annexes.**

The application package must be submitted only in the electronic form through the [official website](#) of the Ukrainian Cultural Foundation. The submitted application package must be signed by the **electronic digital signature of the head of the applicant organisation**. Make sure in advance that you have an electronic signature.

To submit the application package, the applicant must [create a personal online account](#) on the Foundation's website. If such an account has already been created, you can use it (there is a service for password recovery).

After you have created a personal account, it will automatically direct you to the home page of the website to select the appropriate competition programme → selection of the LOT → selection of the project type. After completion of these three steps, you will see the **“Submit application”** button on the right side of the screen — click it to start completing.

The application can be completed gradually — to do this, please use the **“Save”** button. For convenience, the completed application can be **“Printed”** — that is, displayed on a separate screen for reading or sent to a printer.

At the end of the application, there are special fields to upload the cost estimate, mandatory annexes to the project application and mandatory documents. After you have filled in all the fields of the project application, uploaded the cost estimate and annexes in the appropriate field, apply the electronic digital signature of the head of the applicant organisation and click **“Submit”**. After you have sent the application package to the Foundation, you will not be able to make any changes.

**After sending the application package, the Applicant receives an e-mail notification on the successful submission of the application to the competition, indicating the project number assigned by the system (e.g. 4AVS11-12345).**

After sending the application package to the Foundation, you can monitor its status at various stages of competitive selection. Please check the status of your application package — the competition calendar will help you to do this, where the deadlines for the notifications of the Foundation following the competitive selection stages are indicated.

### **Project application**

The project application must be completed in the electronic format. Please read the list of questions you are required to answer in advance on the website of the

Foundation. We also advise that you read the expert assessment criteria – this will help you answer the questions in the application to be assessed (see [Methodology of Expert Assessment](#)).

The project application has built-in tips on the correctness of filling in its fields — **the letter “i” (information) in the upper right corner of the field**. If the field data format does not match the expected one (letters instead of numbers, etc.), the system will block sending of the application package.

**Important:**

The application may be corrected until it is sent to the Foundation. After it has been submitted, you will not be able to make any changes to either the text of the application or the uploaded documents. Also, you may not re-submit your corrected application package — the system automatically blocks this option. Therefore, we recommend that you check all documents before sending, create a separate folder on your PC, and transfer the final versions of the documents there. We recommend that you upload documents to the system from this created folder to avoid errors.

**Cost estimate**

Download the cost estimate form in the EXCEL format. The cost estimate must be submitted only in this form established by the Foundation. Please note that the detailed **instructions** for completing the cost estimate are in **one of the tabs** of the downloaded file — please read these recommendations carefully, they will help to draw up the cost estimate for the project in accordance with the requirements of the Foundation.

The cost estimate consists of the following tabs: revenue side and cost estimate. The applicant must complete all pages. Please note that the column “**Cost Rationale and Breakdown**” on the cost estimate sheet is also mandatory. If the project involves co-financing and/or reinvestment, these columns are also mandatory.

The Foundation strongly recommends that you engage the accountant of your organisation at the stage of drawing up the project cost estimate — all recommendations for its completion are made in accordance with accounting rules and using the respective terminology.

Draw up the cost estimate based on the principles of efficient and rational use of state funds. In practice, this means that all costs must be economically justified and used solely for implementation of the goals and objectives of your project.

**Important:**

The Foundation transfers the **grant in several tranches** during the project

implementation period. The tranche schedule will be an annex to the Grant Agreement. The amount of the tranches and the payment schedule depends on the annual allocation plan.

The cost estimate must include only **eligible costs** (the list of eligible and ineligible costs is given below) in the column “Costs at the expense of the grant from UCF”.

The column “Costs at the expense of reinvestment” must include **only eligible costs**, except for the costs for remuneration to members of the project team.

In the column “Co-financed costs”, you may include all types of eligible costs, **without setting cost limits** for individual items of the cost estimate, and **you may also include types of costs that are ineligible in accordance with the rules of the Foundation.**

**Eligible costs are those costs** that meet all of the following criteria:

- costs that are necessary for implementation of the project;
- costs that meet the principles of efficient and rational use of state funds;
- costs that will actually be incurred during the implementation period of this project; the project implementation period is determined as the period from the date of execution of the Grant Agreement by both parties until the date of submission of the final financial statements (but not later than the final project implementation date stipulated in the Grant Agreement);
- the costs that will be reflected in the accounting records of the grantee (its partners) must be identified and supported by original documents or duly certified copies;
- costs stipulated in the project cost estimate, namely:
  - wages and social fees;
  - travel expenses of the personnel of the applicant organisation;
  - equipment and intangible assets;
  - costs related to lease (of premises, machinery, equipment and tools, stage equipment, vehicles);
  - costs of project participants who participate in cultural, educational and other activities and do not receive remuneration and/or fees;
  - material costs;
  - printing services, publishing services;
  - promotion services;
  - services for creation of a web resource;
  - purchase of methodical, educational, informational materials, including on electronic media;
  - translation services;
  - other costs, **including payments under license agreements for the non-exclusive right to use intellectual property (royalties).**

**Please note:**

According to the rules of the Foundation, the final report of the applicant must be confirmed with a report of an independent auditor! Please be sure to anticipate these costs either at the expense of the grant, co-financing, or reinvestments.

**List of costs prohibited at the expense of the grant (ineligible costs):**

- purchase of goods, performance of works, provision of services not related to implementation of the project;
- costs for intermediary services;
- costs for goods, works and services that have already been or will be financed from other sources, before or after execution of the Grant Agreement (double financing);
- Costs related to implementation of projects aimed at making a profit (except for projects related to film production);
- costs for maintenance of institutions, organisations, including those that are participants of the projects;
- costs for purchase of fixed assets (including office furniture);
- costs for purchase of intangible assets (including copyright, franchises, etc., except for those, the cost for purchase of which are recognized as royalties). This restriction does not apply to the creation of websites;
- costs for capital repairs, construction, development of design and estimate documentation;
- costs for preparation of the project application for submission to the competition programme of the Foundation;
- losses due to exchange rate differences;
- costs incurred between related parties, the relations between which may affect the conditions or economic results of their activities or activities of the persons they represent.

**Important:**

There are **restrictions on certain items** of the cost estimate, namely:

- wages of full-time employees: the amount of wages (bonus for additional workload) is set in accordance with the staffing list of the applicant organisation, the Regulation on Bonuses and other regulations governing the amount of wages of employees of the applicant organisation;
- the maximum amount of services provided by a team member under a civil contract or under agreements with an individual entrepreneur may not exceed the amount specified in paragraph 3 of Article 3 of the Law of Ukraine “On Public Procurement”, namely **UAH 50,000.00 (fifty thousand) per month for one person**; this amount of services provided under a civil contract and under agreements with an individual entrepreneur may include all additional costs that may arise in the provision of the services (compensation for travel,

- accommodation and meals, etc.), but may not exceed the established amount;
- costs for business trips of the personnel and travel of project participants are established in accordance with the provisions of Resolution of the Cabinet of Ministers No. 98 dated 2 February 2011;
  - costs for purchase of equipment, tools, inventory are limited to the amount of **UAH 6,000.00 (six thousand) without VAT per unit**;
  - catering services: at the rate of **UAH 250 (two hundred and fifty) per person per day**, with the obligatory provision of copies of registration lists with signatures of the participants;
  - when planning the project cost estimate, keep in mind: if the amount of goods, works, services (**except for works or services provided by members of the project team**) provided by a legal entity or an individual entrepreneur is equal to or exceeds the amount specified in paragraph 3 of Article 3 of the Law of Ukraine “On Public Procurement”, namely **UAH 50,000.00 (fifty thousand), at the time of reporting** this amount must be confirmed by three commercial quotations from other suppliers of goods, works, services, to which the grantee applied in order to research the price market of proposals.

### **Work plan**

It is a structured document used for the administrative management of the project, it may be changed only upon approval of change requests through execution of a supplementary agreement.

It defines all the necessary parameters of the project, namely: activities, their duration, the need for human and financial resources, performance indicators. The document is the basis for assessment and monitoring of the progress of the project.

For ease of completion, we recommend that you use the landscape orientation of the page in a Word document.

**Annex No. 1** to this Guidelines for applicants gives a sample work plan — please adjust it to your project needs.

### **Product concept and team portfolio.**

Description of the future TV product, which contains information about the idea, format, content, vision of the creative team on product development, its target audience. It can be represented by a script, a synopsis, etc. The portfolio of the project team contains a list of completed works and achievements of the creative team (with active links to them).

**Annex № 2** to this manual is a sample structure of the appendix - please adapt it to the needs of your project.

## VIII. Stages of the Competition and Criteria for Technical Selection of Projects

According to the [Procedure for Competitive Selection of Projects](#), the competitive selection of projects is held in four successive stages:

1. technical selection;
2. expert selection;
3. approval of decisions of expert councils by the Directorate through negotiation procedures;
4. approval of decisions of expert councils approved by the Directorate of the Foundation by the Supervisory Board of the Foundation.

### Technical selection of projects

At this stage, the application package is analysed **for compliance with the technical selection criteria**.

**The technical criteria for competitive selection of projects** determine that the application package:

- has been submitted through the official website of the Foundation [ucf.in.ua](http://ucf.in.ua) by the deadline;
- has been submitted in full in accordance with the description of the application package for this LOT;
- contains a cost estimate with two completed sheets (revenue and cost part) and submitted in the form established by the Foundation in the EXCEL format;
- Has been submitted in Ukrainian, and in case there are documents in foreign languages, contains a duly certified (i.e. either by the applicant, or by a notary, or by a translation agency) translation of such documents into Ukrainian;
- has been submitted by an applicant that meets the requirements for applicants (a full list of requirements for applicants is given in Section 5 of the [“Procedure for competitive selection of projects”](#)).

#### **Important:**

Application packages that do not meet **at least one of the technical criteria** are not eligible for expert assessment.

The applicant will be able to see the results of selection of the project for compliance with the technical criteria as the status of its application package in his personal online account, and will also receive an email to the address it specified when registering its personal online account on the official website of the Foundation.

The result of consideration of the application package at this stage is one of the decisions:

- the application package meets the technical criteria and is submitted for consideration by the experts of the relevant experts council of UCF;
- the application package does not meet the technical criteria and is considered not to have passed the technical selection.

Applicants may submit their applications regarding technical selection results within **5 calendar days** after the Foundation sent them emails about the technical selection results.

In case you apply to the Foundation, please follow the following sequence of actions:

- prepare an application to the Directorate of the Foundation on the letterhead of the applicant organisation with a request to revise the results of the technical selection, certifying it with the signature of the head and seal (if any), put the date;
- be sure to indicate the reason of the negative result of the technical selection in the application and to provide the substantiation of the decision offered by you;
- in the absence of the required document, attach it to the application;
- send a scanned copy of the application with attachments to the e-mail address of the programme **programa.audiovisual@ucf.in.ua** with the subject — APPLICATION 4AVS11-12345 (where 12345 is your application number).

You will be informed about the decision of the Directorate: a) by e-mail and/or b) the change of the decision regarding the results of the technical selection in the personal account of the applicant.

Following the technical selection, a register is formed and published on the official website of the Foundation.

## **IX. Assessment of projects by experts of the UCF expert councils**

Having passed the technical selection, the application package is submitted for assessment by the expert council of the relevant programme of the Foundation.

The application packages are assessed by experts of the Foundation in accordance with the Regulations on Expert Councils of the Foundation, the Project Assessment Methodology, subject to the funding criteria and the requirements of this Guidelines for applicants.

### **Important:**

The applicant is prohibited from contacting experts during the expert assessment and influencing their decisions.

According to the Procedure for Notification of Conflict of Interest, **an expert may not be an applicant or participant of a project of the programme for the assessment of which he was engaged**, but an expert of the Foundation **may be an applicant or project participant in other programmes** in the assessment of which he did not participate.

Each project is assessed in parallel by five experts from the relevant expert council. Please read the Methodology of Expert Assessment to learn more about the rules of work of experts and the assessment criteria.

The maximum number of points from one expert is 100. The maximum number of points after assessment of the project by five experts is 500, which is the sum of the points awarded by all experts.

The applicant receives expert comments and assessment points in the personal online account. The general rating of the LOT will be formed after assessment of all application packages. Rating registers following expert assessment are published on the official website of the Foundation.

Projects will be financed in accordance with the rating formed and within the allocated state funding (or the amount of special funds). Depending on the rating register and the budget allocated for the implementation of the LOT, the Directorate of the Foundation determines the projects admitted to the negotiation procedures by its decision.

Applicants may submit their applications regarding expert selection results within **5 calendar days** after the Foundation sent them emails about the technical selection results.

In case you apply to the Foundation, please follow the following sequence of actions:

- prepare an application to the Directorate of the Foundation on the letterhead of the applicant organisation, certifying it with the signature of the head and seal (if any), put the date;
- send a scanned copy of the application to the e-mail address of the programme **programa.audiovisual@ucf.in.ua** with the subject- APPLICATION 4AVS11-1234 (where 12345 is your application number).

You will be informed of the decision of the Directorate by e-mail.

## **X. Approval of Decisions of Expert Councils by the Directorate Through Negotiation Procedures**

Decisions of expert councils are approved by the Directorate in term of conditions, mechanisms, scope of UCF support through negotiation procedures with the applicant through the applicant's personal online office; in some cases the negotiation procedure may be held in the form of a personal meeting with the applicant.

If necessary, the applicant will receive a list of comments on the application package, subject to the comments of experts, which one must take into account before execution of the Grant Agreement. Full consideration of these comments is a prerequisite for execution of the Grant Agreement.

**Before execution of the Grant Agreement**, the applicant must provide the following documents through its personal online account:

- project application with all mandatory annexes and planned cost estimate, subject to the comments and recommendations of expert councils and the commission on negotiation procedures;
- a copy of the certificate of opening of a new separate bank account to receive grant funds or a certificate from the bank on the existence of an account with zero balance and a statement from this bank account to confirm the absence of funds on such account for the last 3 (three) months;
- a copy of the certificate from other servicing banks on the absence of debt on loans and interest (if any);
- a copy of the extract from the Unified State Register of Legal Entities, Individual Entrepreneurs and Public Organisations, generated in the period from the date of receipt of the e-mail invitation until the date of negotiation procedures, generated in full with a complete list of data from the USR;
- a copy of the articles of association or other constituent document (with all amendments and supplements) in the effective version on the date of the negotiation procedures;
- a copy of the staffing list, Regulation on Bonuses or other regulations governing the amount of wages of employees of the applicant organisation;
- copies of the passport and identification number of the head of the legal entity (or individual entrepreneur), orders on the appointment of the head;
- a copy of the document on granting the head the authority to sign contracts and financial documents in the amount of more than UAH 50,000.00 (fifty) thousand in case there are such restrictions;
- a copy of the certificate from the State Tax Service of Ukraine at the place of registration on the absence of tax debts on taxes and fees (mandatory payments);
- certificate of the applicant, in an arbitrary form, on the absence of debts on wages signed by the head and the accountant (if any) and certified by the seal (if any);
- a certificate of the applicant, in an arbitrary form, on the absence of debts on loans;
- documents confirming compliance with applicable legislation on the protection of intellectual property and copyright for creation and use of the result of intellectual activity or intellectual to be used in the implementation of the project (such document may be a copy of the license agreement for exclusive/non-exclusive use of intellectual property or a letter from the applicant in an arbitrary form that no third party intellectual property and results of intellectual activity are used in the project, and all intellectual property and results that will be created within the project will be used in accordance with applicable law);
- letter of consent, in an arbitrary form, to processing, use, disclosure and access to personal data. Such consent is given individually by each team member who provides their personal data. The letter must state that such consent is granted to

the Ukrainian Cultural Foundation;

- **in case co-financing is attracted** for the project, the Applicant must provide documents confirming co-financing. Such documents can include: a copy of the cooperation agreement indicating the amount of funding from each of the parties to the agreement, indicating all obligations to implement the project of both parties; a copy of the letter of guarantee, in which each of the parties engaged in the financing of the project confirms its financial obligations in respect of the amount of funding; if co-financing from at the expense of budget funds is provided, provide a duly certified copy of the decision of the authority on allocation of funds.

## **XI. Approval of Decisions of Expert Councils by the Supervisory Board**

**The last stage of competitive selection of projects is** approval of the decisions of expert councils approved by the Directorate of the Foundation by the Supervisory Board of the Foundation in case of projects, the amount of which exceeds 150 minimum wages established by the Law of Ukraine “On the State Budget of Ukraine” as of 1 January 2021.

The approval procedure is carried out at a meeting of the Supervisory Board, where projects are considered, comments of experts and reports of the chairmen of the commissions on negotiation procedures are taken into account. The decision is made by open voting.

After approval of the decisions of expert councils, the Directorate of the Foundation allocates funding for the implementation of the projects, and the Grant Agreement is executed with the applicant.

## **XII. Project Management Rules**

### **Important:**

The grantee must engage a professional accountant to keep accounting records of the project implementation costs.

Projects submitted to competitions of UCF may not be financed by any other donors or organisations for the same type of costs. If the fact of double financing at any stage of the competition or project implementation is established, the project will be excluded from the competition or the Grant Agreement will be terminated. If such fact is established at the reporting stage, the grantee must return the funds previously transferred to it under the Grant Agreement to the UCF.

After execution of the Grant Agreement it is **prohibited**:

- to change the name of the project;
- to replace the project coordinator/manager, producer, author or developer of the intellectual product;

- to increase the number of team members, except for those team members who participate free of charge or at the expense of co-financing;
- to change the functional duties of team members;
- to increase the amount of wages, remuneration under employment contracts, civil contracts and agreements with individual entrepreneurs who are team members;
- change and add new cost items not provided for in the planned cost estimate, without consent of the Foundation;
- change the items of the approved cost estimate within more than **10% of the grant amount** without approval by the Foundation (the grant amount cannot be increased).

In the implementation of the project with co-financing and/or reinvestment, the grantee must record **both the amount of the grant from UCF and co-financing and/or reinvestment in the report** — indicating the sources, list and amount of costs in quantitative and monetary terms.

The grantee is responsible for keeping account of the costs of the project on the basis of properly executed primary documents. The grantee must form the costs for implementation of the grant project in the accounting in accordance with the provisions of the National Accounting Regulation (Standard), Article 16 “Expenses” and subject the norms of the Budget and Tax Codes of Ukraine, the Labour Code of Ukraine, the Law of Ukraine “On Accounting and Financial Reporting in Ukraine” and other regulations.

The grantee is responsible for the data in the cost estimate and the report on the use of the grant amount. The grantee **is solely liable** for the obligations to third parties that have arisen during the implementation of the grant project.

Where the rules and procedures for grantees require public procurement and must comply with the national or international standards, along with the principles of transparency, proportionality, sound financial management, equal treatment and non-discrimination, the grantee must provide documents confirming the performance of such obligations at the reporting stage in order to avoid any conflict of interest.

During the project implementation and until the end of the current budget period, the grantee does not have the right to earn profit from implementation of the project.

The grantee must be guided by the [Communication Guidelines](#) in respect of the project and use of the brand of UCF and the [Communication Strategy of the Foundation](#). Given the importance of reporting the results of the programme, the Ukrainian Cultural Foundation requests the grantee to post information about obtaining funding under the “Audiovisual Arts” programme on its official media resources (website, pages in social media).

A prerequisite for the completion of the project supported by the Foundation is the public presentation of the results of its implementation and posting of the report on the use of funds within the project on the official website of the Foundation.

### **XIII. Monitoring of Project Implementation**

During the implementation of the cultural and artistic project by the applicant, the Foundation monitors its implementation, including monitoring visits to public events within the project or forms written requests for relevant information (in accordance with the Procedure for Monitoring of Performance of Obligations to the Ukrainian Cultural Foundation by Entities Receiving Funding). In the course of monitoring, the Foundation establishes how the grantee ensures the implementation of the project, assesses the effectiveness in terms of use of time, human, logistical, financial and other resources. The result of the monitoring and assessment is a monitoring report, which is an internal document of the Foundation.

In case of violation of the terms of implementation of the project, violation of the terms of use of funds or other circumstances stipulated in the Agreement, the Directorate of UCF may decide to terminate the Agreement, terminate funding with the grantee's obligation to refund the grant funds.

Before sending the final reporting documents to the UCF, the grantee must fill in the **final monitoring questionnaire on the results of the project in the personal online office on the website of the Foundation**. These data are needed, inter alia, to measure the performance indicators of the Foundation and confirm the efficiency of the use of funds.

We recommend that you do not forget about the internal monitoring of your projects and collect up-to-date data on quantitative indicators of audience reach at public events within the project or during the promotional campaign, etc. To facilitate the data collection process, the Foundation has developed two standard questionnaires for project audiences. You can combine these questionnaires or add questions yourself. Questionnaire forms are given in annexes to these Guidelines for applicants (see **Annex No. 4 and Annex No. 5** to these Guidelines for applicants).

### **XIV. Reporting Procedure**

No later than on the date of expiration of the Grant Agreement, the grantee must submit to UCF the **final reporting documents** on the 100% project implementation together with the independent auditor's opinion for the full amount of the cost estimate (including co-financing or reinvestment, if any). The Foundation verifies and analyses the project reports and sends comments, if any, to the grantee, who must respond to all comments and submit the required documents specified in the letter within the specified time. The balance of funds under the Grant Agreement must be transferred to the grantee after signing of the Project Implementation Certificate.

**Final reporting** is a package of documents in the paper form, confirmed by the independent auditor's report (please read the [requirements to the independent auditor's report](#)). Final reporting includes completed annexes to the Grant Agreement (**content report** and **report on receipt and use of funds for project implementation**) and other mandatory documents specified by the Foundation. [Control procedure](#)).

Completed Annexes No. 3 and No. 4 to the Grant Agreement — a content report and a report on the receipt and use of funds for project implementation — are also submitted through the grantee's online account.

The grantee must also provide the Foundation with materials confirming the implementation of the project: printed materials (2 copies of each type), audio, video, photographic materials on electronic media, other cultural and artistic products created within the project.

The final report must be stitched (using a punch without the use of paper clips, staplers and files) and sealed by the audit firm.

A paper version of the final reporting documents together with all materials and samples of the final product (if available) must be delivered by the grantee **to the Foundation by a courier delivery service**.

The grantee is responsible for the data in the final report on the use of the grant amount.

**Important:**

The final reporting package must be submitted to the Ukrainian Cultural Foundation no later than the expiration date of the Grant Agreement, i.e. **on or before 30 October 2021**.

The package of final reporting on the project implementation must be delivered by the courier service **to the Foundation:**

“Audiovisual Arts” programme, Ukrainian Cultural Foundation  
10-12 Lavrska Str., Kyiv-01010

**Working hours of the Foundation:** Monday to Friday from 9:00 am to 6:00 pm (excluding public holidays).

## XV. Regulatory and legal documents regulatory

### and legal documents:

- Law of Ukraine “On the Ukrainian Cultural Foundation”;
- Regulation on the Ukrainian Cultural Foundation;
- Strategy of the Ukrainian Cultural Foundation for 2019~2021 “Culture and Creativity for Understanding and Development”
- Communicative Strategy of the Ukrainian Cultural Foundation;
- Procedure for competitive selection of projects;
- Regulations on Expert Councils of the Ukrainian Cultural Foundation;
- Methodology of Expert Assessment;
- Procedure for notification of conflicts of interest that arose in the competitive selection and financing of projects by the Ukrainian Cultural Foundation;
- Procedure for monitoring the fulfilment of obligations to the Ukrainian Cultural Foundation by entities receiving funding.

## XVI. Glossary of the “Audiovisual Arts” Programme

For the purposes of this Guidelines for applicants and the corresponding competitive programme, the following terms have the following respective meanings:

**Competition programme (hereinafter — the Programme)** means a set of tasks and activities, united by a single ideological and thematic concept, implemented to achieve the vision, mission and goals defined by the strategy of the Foundation and have a common name. The Foundation implements competitive programmes and carries out competitive selections within the framework of cultural and artistic programmes, institutional support programmes and scholarship programmes.

**LOT** is a part of the competition programme aimed at solving tasks and supporting projects in a specific area within this competition programme.

**Competitive selection of projects (hereinafter — the Competition)** means a competitive selection of cultural and artistic projects and institutional support projects, which involves the following stages: 1) technical selection; 2) expert selection; 3) approval of the decision of the expert councils by the Directorate of the Foundation through negotiation procedures; 4. approval of decisions of expert councils in respect of projects with the cost exceeding 150 minimum wages approved by the Directorate of the Foundation by the Supervisory Board of the Foundation. More details on the stages of competitive selection and evaluation criteria can be found in the relevant section of this Guidelines for applicants.

**Applicant** means a legal entity or individual who participates in the competitive selection of projects by submitting an application package.

**Partner** is a legal entity or individual who is in a contractual relationship with the applicant and is a participant/co-executor of the project.

**Project team** is the main executors engaged in project planning, responsible for various stages of the project implementation in accordance with the Work Plan and responsible for the final result. The project team can include those who create, coordinate and support the project throughout its implementation. One-time service providers or contractors may be classified by the applicant as contractors.

**Application package** is a package of documents, which includes a project application, project cost estimate and other documents provided for by the Guidelines for applicants for applicants of the relevant competition programme.

**Cultural and artistic project** means the activities of individuals and legal entities aimed at creating a particular cultural product, cultural benefit or cultural service (their combination) in order to achieve clearly defined goals within a certain cost estimate (budget) and the implementation of which requires actions within the agreed period provided for by the Grant Agreement concluded with the Ukrainian Cultural Foundation. The basic language of the cultural and artistic project with the support of the Foundation is the state language, if the project is implemented in a foreign language, a translation into the state language must be provided.

**Grant** means financial resources provided free of charge on non-refundable basis by the Ukrainian Cultural Foundation to an entity engaged in cultural activities for the implementation of the project.

**Co-financing** means raising resources exclusively in cash from other sources not prohibited by law, which are not grant funds of the Foundation and which are used by the applicant and partners to implement the objectives and achieve the results of the project. Project co-financing may be provided by the applicant or the partner(s) or by a third party.

**Reinvestment** means expenses for implementation of the project at the expense of funds received during and within the project in the form of income from the sale of tickets for cultural and artistic events, books and other cultural products created within the project.

**Grant Agreement** is a standard form of the Grant Agreement, approved by the central executive body in charge of the formation and implementation of the state policy in culture and arts. The essential terms of the Grant Agreement are the definition of a specific project for the implementation of which funds are provided; the amount of the grant (amount of funds) with the appropriate cost estimate indicating the objects for which it will be spent; payment schedule; obligations of the person receiving the funds, including reporting obligations; minimum technical

requirements for the project to be met; grant implementation period; procedure for provision of evidence to confirm the proper performance of the Grant Agreement; liability for violation of the Agreement.

**Grantee** means an applicant who received funding from the Foundation under the terms of the Grant Agreement for the implementation of the cultural and artistic project.

**Work plan** means a project implementation plan presented in the form of a table, indicating the period of work and responsible persons from among members of the team for its implementation. A sample project work plan is given **Annex No. 1** to this Guidelines for applicants.

## XVII. Checklist for Applicants for the Video content for new media platforms LOT

Application package	Note
Project application (electronic form)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Annex No. 1. Work plan and deadlines (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Annex No. 2. Content concept and team portfolio (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Cost estimate (EXCEL)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Full (extended) extract from the Unified State Register (USR) with information generated at the time of submission of the application package (PDF). <a href="#">The extract can be ordered on the website of the Ministry of Justice of Ukraine.</a>	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b><i>For national / international cooperation projects - partner documents:</i></b> Copies of documents confirming the registration of the partner organization (PDF): Ukrainian partner - full (extended) extract from the USR; foreign partner - scanned copy of the constituent documents + certified translation into Ukrainian.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b><i>For national/international cooperation project:</i></b> Letter(s) of intent for partnership + certified translation into Ukrainian if necessary.	Yes <input type="checkbox"/> No <input type="checkbox"/>

## XVIII. Annex No. 1: Work Plan

### WORK PLAN

#### SAMPLE

#### Applicant Guidelines for applicants:

1. The work plan and project implementation deadlines are the obligatory Annex to the application for the “Audiovisual Arts” programme.
2. To be filled based on the needs of the project submitted for the grant from UCF.
3. For convenience, we recommend that it is completed using the landscape orientation of the document.

Event, type of activity (to be filled in based on the project needs)	January 2022	February 2022	March 2022	....	Responsible team member	Project performance verification indicators	Event budget (UAH)
<b>1. Formalization of contractual relations with team members</b>							
<b>2. Preparation for the creation of a TV project</b>							
2.1. Concept Development							
2.2. ...							
2.3. ...							
<b>3. TV-content production</b>							
3.1. ....							
<b>4. Information support</b>							
4.1. AD publishing							
4.2. Creating FB page							
4.2. ....							
4.3. ...							
<b>5. Preparation of reports</b>							
5.1. Preparation of financial statements							
5.2. Preparation of the content report							
5.3. Preparation of the auditor's opinion							
<b>6. ....</b>							

## XIX. Annex № 2: Content concept and team portfolio

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### **Radio product concept and team portfolio**

#### **Applicant Guidelines for applicants:**

1. The concept of the product and the team 's portfolio is the obligatory Annex to the application for the “Audiovisual Arts” programme.
2. To be filled based on the needs of the project submitted for the grant from UCF.

1. Format
2. Summary
3. Synopsis, script
4. Audience
5. Approximate calendar and production plan
6. List of team members with relevant experience and samples of work performed (with active links to them).

## **XXI. Annex No. 3: Letter of intent for cooperation**

### **SAMPLE**

FORM (if any)

Date, city, reference number

Ukrainian Cultural Foundation  
Competition programme “NAME OF THE PROGRAMME”

### **Letter of Intent for Cooperation and Partnership**

ORGANIZATION NAME (hereinafter referred to as the Applicant), PROJECT NAME (hereinafter referred to as the Partner) hereby guarantee that, in case of the victory in the competitive selection of projects of the Ukrainian Cultural Foundation, we have an intent to establish a partnership with the Applicant for joint implementation of the project PROJECT NAME (hereinafter referred to as the Parties).

To achieve the common goal, the Parties have signed this Letter of Intent for Cooperation and Partnership (hereinafter referred to as the Letter) and have agreed on the following tasks:

1. ...
2. ...
3. The Parties shall provide each other with the information necessary for effective cooperation.
4. The Parties acknowledge and confirm that, within the scope of their authority, they will ensure the implementation of the objectives of this Letter and will make joint efforts to implement it.

Signature of the authorized representative of the applicant organisation  
Seal (if any)

Signature of the authorized representative of the partner organisation  
Seal (if any)

## XXII. Annex No. 4: Audience Monitoring Questionnaire

### Portrait of a visitor to an event supported by UCF

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(name)

I'm happy to see you at our event!

Please take a few minutes for a short survey.

The questionnaire is anonymous, all data will be analysed in a summarized form.

1. Please check yours age group:  
18~24 \_\_\_\_\_  
25~34 \_\_\_\_\_  
35~44 \_\_\_\_\_  
45~54 \_\_\_\_\_  
55~64 \_\_\_\_\_  
65~74 \_\_\_\_\_  
75+ \_\_\_\_\_
2. Your gender:  
F \_\_\_\_\_ M \_\_\_\_\_
3. Your level of education:
  - Primary (under 7 classes)
  - Complete secondary
  - Student
  - Complete higher
4. Which of the following best describes your current employment status?:
  - Worker, agricultural worker
  - Employee (non-physical work that does not require higher education)
  - Specialist (non-physical work that requires higher education)
  - Self-employed person
  - Entrepreneur, owner of own business, farmer
  - Serviceman, law enforcement officer
  - Housekeeper
  - Retired (by age, because of disability)
  - Studying (pupil, student)
  - Looking for a job (unemployed)
  - Other (please specify) \_\_\_\_\_
5. Do you belong to ethnic and cultural minorities of Ukraine?  
yes \_\_\_ no \_\_\_\_\_
6. Do you have a disability:  
yes \_\_\_ no \_\_\_\_\_
7. Do you live in the town where the event takes place?  
yes \_\_\_ no \_\_\_\_\_

**Thank you very much for your answers!**

## XXIII. Annex No. 5: Event Monitoring Questionnaire

### Questionnaire of a visitor to an event supported by UCF

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(name)

I'm happy to see you at our event!

Please take a few minutes for a short survey.

The questionnaire is anonymous, all data will be analysed in a summarized form.

1. Have you ever attended events supported by (*organisation name*) before?

Yes \_\_\_\_\_ No \_\_\_\_\_

2. Did you know that this event is supported by the Ukrainian Cultural Foundation?

Yes \_\_\_\_\_ No, I have learned this from the questionnaire \_\_\_\_\_

3. How much satisfied are you with this event?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

1 — “absolutely dissatisfied”, and 10 — “absolutely satisfied”

4. Please rate the level of event organisation.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

1 — “very poorly organised”, and 10 — “extremely well organised”

5. If a similar event is held in the future, how likely are you to attend it?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

1 — “will not attend”, and 10 — “will definitely attend”

6. What did you like the most?

\_\_\_\_\_

7. What could be improved in the organisation of the event?

\_\_\_\_\_

**Thank you very much for your answers!**