

Ukrainian Cultural Foundation  
Competition Programme  
**Cultural Capitals of Ukraine**

# **Guidelines for Applicants**

## **LOT 1: Grand Capital of Culture 2022**

**Dear colleagues,**

This Guidelines for applicants will help you to better understand the terms and opportunities of the LOT “Grand Capital of Culture 2022” of the “**Cultural Capitals of Ukraine**” 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.

## Table of contents

<b>I. About Ukrainian Cultural Foundation</b>	<b>4</b>
<b>II. About “Cultural Capitals of Ukraine” Programme</b>	<b>5</b>
<b>IV. Project Type and Terms of Co-Financing for the ‘Cultural Capitals of Ukraine’ Programme</b>	<b>10</b>
<b>V. Requirements for Applicants and Partners</b>	<b>11</b>
<b>VI. Mandatory Documents for Submission of Application Package for “Grand Capital of Culture 2022” LOT</b>	<b>12</b>
<b>VII. How to Submit Application Package for Competition Programme</b>	<b>13</b>
<b>VIII. Stages of the Competition and Criteria for Technical Selection of Projects</b>	<b>20</b>
<b>IX. Assessment of projects by experts of the UCF expert councils</b>	<b>21</b>
<b>X. Approval of Decisions of Expert Councils by the Directorate through Negotiation Procedures</b>	<b>22</b>
<b>XI. Approval of Decisions of Expert Councils by the Supervisory Board</b>	<b>24</b>
<b>XII. Project Management Rules</b>	<b>24</b>
<b>XIII. Monitoring of Project Implementation</b>	<b>26</b>
<b>XIV. Reporting Procedure</b>	<b>26</b>
<b>XV. The Guidelines for applicants are developed on the basis of regulatory and legal documents:</b>	<b>28</b>
<b>XVI. Glossary of the “Cultural Capitals of Ukraine” Programme</b>	<b>28</b>
<b>XVII. Checklist for Applicants for the Grand Capital of Culture 2022 LOT</b>	<b>32</b>
<b>XVIII. Annex No. 1: Work Plan</b>	<b>33</b>
<b>XIX. Annex No. 2: Report on public consultations</b>	<b>34</b>
<b>Annex No. 3.: CVs of team members</b>	<b>35</b>
<b>Annex No. 4: Communication strategy</b>	<b>36</b>
<b>XX. Annex No. 5: Letter of guarantee for co-financing</b>	<b>37</b>
<b>XXI. Annex No. 6: Letter of intent for cooperation</b>	<b>38</b>
<b>XXII. Annex No. 7: Audience Monitoring Questionnaire</b>	<b>39</b>
<b>XXIII. Annex No. 8: Event Monitoring Questionnaire</b>	<b>40</b>

**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 "Cultural Capitals of Ukraine" programme:** [ucc@ucf.in.ua](mailto:ucc@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 “Cultural Capitals of Ukraine” Programme

The “Cultural Capitals of Ukraine” programme is in line with the following **priority areas of activity of the Foundation:**

1. Unity and integration of different communities around history, cultural heritage, attractions.
2. Support for projects aimed at local development in the conditions of decentralization.
3. Promotion of inter-cultural dialogue and support for cultural diversity.
4. 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 cultural, linguistic, ethnic, regional, social, gender and other features or differences
5. Facilitating preservation of cultural heritage, promotion of its integral and

future-oriented comprehension

## 6. Promotion of cross-sectoral partnerships.

The “Cultural Capitals of Ukraine” programme aims to stimulate a sense of belonging of members of territorial communities to their common cultural space, development of cultural tourism and support for local cultural initiatives. The competition programme also opens an opportunity for Ukrainian territorial communities to establish a partnership with European capitals of culture and to claim the status of the European Capital of Culture in the future.

In 2019, the Ukrainian Cultural Foundation launched a pilot version of the programme, in which there were two winners. **Mariupol** won the competition for the status of the “Grand Capital of Culture”, and **Slavutych** won the competition for the status of the “Small Capital of Culture”.

However, because of the long-term countrywide quarantine in connection with the COVID-19 pandemic, the Supervisory Board of the Ukrainian Cultural Foundation decided to postpone these honorary statuses and, accordingly, the implementation of the annual cultural programme to 2021.

The interest in the programme prompted the Foundation to expand the programme and add the honorary status of the “Book Capital” aimed at promotion of reading and development of the literature and publishing sector.

Therefore, within the framework of the “Cultural Capitals of Ukraine” programme, in a competition for honorary annual statuses will be held in 2020~2021 :

- Grand Capital of Culture 2022
- Small Capital of Culture 2022
- Book Capital 2022

The programme is implemented in partnership with the [Ukrainian Book Institute](#) and [NGO All-Ukrainian Public Association Institute Respublica](#) and with the informational support of the [All-Ukrainian Association of Local local governments “Association of United Territorial Communities”](#) and [All-Ukrainian NGO Association of Small Towns of Ukraine](#).

**The programme budget** is UAH 40 million<sup>1</sup>.

**The objectives of the “Cultural Capitals of Ukraine” programme are:**

- engaging members of the territorial community in the creation / distribution / promotion / use of cultural products;
- expanding the audience of consumers and increasing the competitiveness of local cultural and artistic initiatives at the national and international levels;
- establishing links between local authorities and other stakeholders in the issues of development of culture (international organisations, civil society, business, cultural

---

<sup>1</sup> Please note that the programme budget may be both increased or decreased after the Verkhovna Rada approves the Law “On the State Budget of Ukraine for 2021”.

operators, etc.) for their further institutionalization in the form of sustainable partnerships;

- creation of a comprehensive image of the territorial community (through the development of branding, identification of major cultural objects and events, etc.) as one of the Cultural Capitals of Ukraine.

**Within the “Cultural Capitals of Ukraine” competition programme, we offer the following LOTS:**

**LOT 1. Grand Capital of Culture 2022;**

LOT 2. Small Capital of Culture 2022;

LOT 3. Book Capital 2022.

## Calendar of competitive selection and project implementation schedule

	<b>Beginning</b>	<b>End</b>
Submission of application packages only in the electronic form	6 October 2020	30 March 2021, <b>18:00</b> <b>(Kyiv time)</b>
Information campaign (including online consultations)	6 October 2020	30 March 2021
Publication of the register of the application packages received	by 1 April 2021	
Selection of projects in terms of meeting the technical criteria	1 April 2021	14 April 2021
Notification about the status of the application package after technical selection in the applicant's personal online account	by 14 April 2021	
Publication of the register of projects following the selection of projects in terms of meeting the technical criteria	by 22 April 2021	
Assessment of projects by the expert councils of the Foundations	1 April 2021	11 May 2021
Receiving the results of the expert assessment in the applicant's personal online account	by 11 May 2021	
Publication of a rating register of all projects after expert evaluation	by 18 May 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	by 15 December 2021	
Execution of Grant Agreements and publication of the register of winning projects	by 17 January 2022	



Implementation of projects, including submission of reports	upon execution of the Grant Agreement by the Foundation, but not earlier than <b>17 January 2022</b>	<b>30 November 2022</b>
---	--	-------------------------

### III. About LOT “Grand Capital of Culture 2022”

**The total budget of the<sup>2</sup> LOT is UAH 20 million<sup>3</sup>**

**Minimum grant amount** (that cannot be decreased): UAH 10 million

**Maximum grant amount** (that cannot be increased): UAH 20 million

**Number of winners:** one.

**The Grand Capital of Culture** is one of the three honorary annual statuses of the capital of culture of Ukraine, which can be awarded to **a territorial community with a population of more than 100 thousand people** and with the capacity to implement an annual programme of cultural and artistic projects (set of initiatives) aimed at achieving the goals of the “Cultural Capitals of Ukraine” programme.

Each of the submitted projects may correspond to several sectors of culture and arts, but the project application will indicate the only priority sector — **cultural and creative industries**.

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

- support for a set of initiatives that demonstrates a balanced annual programme of cultural and artistic projects from different sectors of culture and creative industries, and includes local, national and international initiatives;
- support for a set of initiatives that stimulates a sense of belonging of members of the same community to their common cultural space;
- support for a set of initiatives that promotes the development of cultural and educational tourism;
- support for a set of initiatives that includes cultural and artistic projects with the participation of international partners;
- support for a set of initiatives, in which the initiatives are thematically integrated, harmoniously coexist, complement and reinforce each other, and potentially demonstrate sustainability in the future.

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

<sup>3</sup> Please note that the budget of the LOT may be both increased or decreased after the Verkhovna Rada approves the Law “On the State Budget of Ukraine for 2021”.

**Product of the LOT:**

- set of initiatives.

**Requirements for the set of initiatives:**

1. The set of initiatives must meet the priorities of the LOT.
2. Each initiative should be aimed at achieving the goals, objectives, tasks of the entire project.
3. All project initiatives should be based on the principles of:
  - inclusiveness,
  - integrity,
  - strategic importance (see the Glossary).
4. The description of the initiatives should contain a justification of the above principles and indicators which will make it possible to check that these principles are taken into account.

**Minimum number of cultural and artistic initiatives** (in one set of initiatives) for the “Grand Capital of Culture 2022” LOT — 8

**Maximum number of cultural and artistic initiatives** (in one set of initiatives) for the “Grand Capital of Culture 2022” LOT — 12

**Applicants for the LOT may *only* be local governments.**

**Beneficiaries of the LOT** are members of territorial communities, representatives of cultural and artistic institutions, private entrepreneurs, cultural activists, tourists.

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

- a set of implemented initiatives in cooperation with members of the local community, which has strengthened the sense of belonging of its members to the common cultural space, promoted the development of cultural and educational tourism and support for local cultural initiatives by business and local local governments.

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

- well-established partnership between local local governments and members of the community for the development of the cultural and artistic sector;
- participation of Ukrainian communities in the European Capital of Culture programme is ensured;
- creative entrepreneurship is among the top 5 sources of income for the local community.

## IV. Project Type and Terms of Co-Financing for the Capitals of Culture Programme

**An individual project (in the context of the Cultural Capitals of Ukraine programme)** is a cultural and artistic project implemented by a local self-government body.

According to the conditions of the Foundation, **co-financing** for all projects under the ‘Cultural Capitals of Ukraine’ programme is **mandatory** and should amount to 30% of the project (or more). This means that the amount of the grant from the Foundation can be only 70% of the project budget (or less).

Thus, the formula of the project budget is as follows:  
**grant (70%) + co-financing (30%) = project budget (100%).**

**Co-financing** should be shared among all project initiatives. **Capital expenditures** at the expense of the grant from UCF are prohibited and should not exceed 50% of the total co-financing amount.

## V. Requirements for Applicants and Partners

**An applicant** for the “Grand Capital of Culture 2022” LOT may be **local governments only**.

**A partner** of the 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 “Grand Capital of Culture 2022” 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 “Report on Public consultations” (in PDF);
- Annex No. 3 to the project application “CVs of Team Members” (in PDF);
- Annex No. 4 to the project application “Communication Strategy” (in PDF);
- project cost estimate (special EXCEL table that can be found on the page of the relevant competition programme);
- 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);
- letter of guarantee for co-financing of the project provided by the applicant, indicating the sources of co-financing — a scanned copy of the original in PDF. Sample letter about co-financing — **Annex No. 5 to the Guidelines for applicants.**

### Please note:

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

### If there is a project partner:

- 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. 6 to the Guidelines for applicants**.

**Please note:**

Documents do not need to be printed, signed and scanned. We recommend that you use the Word to PDF conversion option.

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.

## VII. 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. 4CAP11-12345).**

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, cost estimates of each initiative, total cost estimates and consolidated cost estimates. The applicant must complete all pages.

The costs of each initiative must be reflected on individual tabs of the cost estimate entitled “Cost estimate of “Name of the initiative”. The number of tabs can be increased and should correspond to the number of initiatives. The tab “General Cost Estimate” should contain costs that cannot be separated by initiatives, including wages of team members responsible for overall project coordination, legal and audit costs.

**The tab “Consolidated Cost Estimate”** is a page where you should display all the costs for creating the project, which are displayed in the individual tabs of the cost estimate by initiatives and in the tab “General Cost Estimate”. In order to correctly complete the consolidated cost estimate of the project, you should transfer details from each tab of the cost estimate in terms of cost items.

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.

### **Report on public consultations**

It is a document confirming the public consultations held by local local governments (see the Glossary).

An important component of the consultations is the participation of as many stakeholders as possible to ensure a balance of interests in the development of the set of initiatives. Stakeholders may include representatives of local authorities, the public, business, academia, cultural institutions, the media, etc. The selection of each of the participants in the consultations should be substantiated in the report on the public consultations and supported by his/her CV in order to protect the community from the directive nature of preparation of the project application by municipal local governments.

If you need help in organising and/or holding public consultations, we advise that you contact the [All-Ukrainian Public Association Institute Respublica](#), the information and consulting partner of the “Cultural Capitals of Ukraine” programme

## **Contact persons of the partner:**

Oleksandra Hlizhynska,  
Executive Director of the Respublica Institute,  
co-founder of the All-Ukrainian Initiative “Active Community”  
097-394-32-15, Oleksandra.Skyba@gmail.com

Vitalii Hlizhynskyi,  
coordinator of the All-Ukrainian Network “Active Community”,  
Manager of the project “Public Consultations with Ministries”  
068-025-29-21; 066-980-19-86; ukrvitua@gmail.com

To confirm public consultations, please provide videos/photos and registration sheets.

**Annex No. 2** to this Guidelines for applicants gives a sample structure of the report on public consultations — please adjust it to your project needs.

## **CVs of team members**

The annex must contain information about the experience required for implementation of the project, project coordinator, coordinator of each initiative from the set of initiatives, project mentor (if any in the team).

Within the framework of the “Cultural Capitals of Ukraine” competition programme, it is RECOMMENDED (not obligatory) that you include a mentor in the project team or use his services — this, in turn, will help to improve the quality of the final cultural and artistic product.

The coordinator of the entire set of initiatives and the coordinators of each individual initiative must be experienced and competent in coordinating projects of this scale.

Annex No. 3 to this Guidelines for applicants gives a sample structure of CVs of team members — please adjust it to your project needs.

## **Communication strategy**

The annex must contain information on a comprehensive action programme aimed at selecting key messages and priority tools of communication with the target audience of the project, their optimal combination and strengthening their integrative impact on consumers of the cultural product.

The communication strategy must:

- reach local, national and international audience;
- substantiate the thematic concept of the set of initiatives;

- **provide for communication activities for the preparatory period (2021) and the period of direct project implementation (2022);**
- contain content plans (see the Glossary).

Annex No. 4 to this Guidelines for applicants gives a sample structure of the communication strategy — please adjust it to your project needs.

## 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 **ucc@ucf.in.ua** with the subject — APPLICATION 1CAP11-12345 (where 12345 is your application number).

You will be informed about the decision of the Management Board: 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 **ucc@ucf.in.ua** with the subject- APPLICATION 1CAP11-1234 (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 “Cultural Capitals of Ukraine” 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 this Guidelines for applicants (see **Annex No. 7 and Annex No. 8** to this 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 November 2022**.

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

“Cultural Capitals of Ukraine” 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. The Guidelines for applicants was developed on the basis of 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 “Cultural Capitals of Ukraine” 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.

**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 project 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 relations 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.

**Set of initiatives** is an annual programme of projects with cultural and artistic content united by a single thematic concept, aimed at achieving the goals of the “Cultural Capitals of Ukraine” programme, developed and evenly implemented by the applicant organisation in the honorary annual status of one of the three Cultural Capitals of Ukraine.

**The Grand Capital of Culture** is one of the three honorary annual statuses, which can be awarded to a **territorial community with a population of more than 100 thousand people** and with the capacity to implement an annual programme of cultural and artistic projects (set of initiatives) aimed at achieving the goals of the “Cultural Capitals of Ukraine” programme.

**The Small Capital of Culture** is one of the three honorary annual statuses, which can be awarded to a territorial community with a population of **less than 100 thousand people** and with the capacity to implement an annual programme of cultural and artistic projects (set of initiatives) aimed at achieving the goals of the “Cultural Capitals of Ukraine” programme.

**Book Capital of Ukraine** is one of the three honorary annual statuses, which can be awarded to a local community with the capacity to implement an annual programme of cultural and artistic projects (set of initiatives) aimed at promoting reading and encouraging the purchase of books among different age groups, unlock potential of locations for holding literary events, forming the demand for literary products, supporting the professional development of actors in the field of literature, book publishing and book distribution.

**Mentor** is a person who has experience in implementing successful projects in the cultural sector, who is willing to help to develop a cultural strategy, establish the necessary professional connections, subject to the interest/identity and capacity of the community.

**Mentoring** is, first and foremost, an effective tool for self-development, which involves close cooperation of the project team with a specialist (mentor) to obtain the necessary knowledge and competencies for the successful implementation of the annual programme of cultural and artistic projects (set of initiatives). Mentoring is not the same as project coordination and aims at enhancing the cultural and artistic value and management of the annual programme of cultural and artistic projects (set of initiatives).



**Public consultations** mean, in the context of this programme, meetings of members of the territorial community held at the initiative of local local governments to prepare a project application for the “Cultural Capitals of Ukraine” competition programme. Public consultations can be held in different formats: workshop, focus group, round table, meeting, panel discussion, public hearings, research walk, forum theatre, world café, electronic consultations, etc.

**Inclusiveness** means ensuring equal rights and opportunities for all citizens to participate in social and cultural life and to be a consumer of a cultural product, regardless of their age, gender, social, physical, psychological and other characteristics.

**Comprehensiveness** means taking into account of initiatives of interdependent and interconnected infrastructure areas of development of the territorial community (development of road, transport, hotel infrastructure, food, etc.) and attracting other sources of funding (participation in the Public Budget, attracting funds from the State Foundation for Regional Development, the Community Budget for 2020, etc.) in the development and implementation of the set.

**Strategic importance** means the assessment of the external environment, articulation of organisational goals, decision-making aimed at creating and maintaining competitive advantages that can ensure the cultural development of the local community in the long term.

**Content plan (publication plan)** is a document that, in accordance with the chosen promotion strategy, states how often and what content must be published on the website and on social media on behalf of the organisation. As a rule, a separate content plan is made for the website and each page of the company in each of the social media.

## XVII. Checklist for Applicants for the Grand Capital of Culture 2022 LOT

Application package	Note
Project application (electronic form)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Annex No. 1. Work plan and implementation deadlines (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Annex No. 2. Report on public consultations (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Annex No. 3. CVs of team members (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Annex No. 3. Communication strategy (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"/>
Letter of guarantee confirming co-financing with the signatures of either the applicant or the party providing co-financing (PDF). If the individual project involves co-financing, attach a letter to the research outline file.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b><i>If there is a project partner:</i></b> Copies of documents certifying registration of the partner organisation (PDF): Ukrainian partner — full (extended) extract from the USR; foreign partner — scanned copy of constituent documents + certified translation into Ukrainian.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b><i>If there is a project partner:</i></b> Letter (s) of partnership intentions (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>

## XVIII. Annex No. 1: Work Plan

### WORK PLAN

#### SAMPLE

#### Guidelines for applicants:

1. The work plan and project implementation deadlines are the obligatory Annex to the application for the “Cultural Capitals of Ukraine” programme.
2. To be filled based the needs of the project submitted for the grant from UCF.
3. For convenience, we recommend that 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 project</b>							
2.1.							
2.2. ...							
<b>3. Implementation of the First Initiative from the set of initiatives</b>							
3.1. Information support for the First Initiative							
3.2. ....							
3.3.							
<b>4. Implementation of the N<sup>th</sup> initiative from the set of initiatives</b>							
4.1. Information support for the n <sup>th</sup> initiative							
4.2. ....							
4.n.							
<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 No. 2: Report on public consultations

---

### **REPORT ON PUBLIC CONSULTATIONS**

#### **SAMPLE STRUCTURE**

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

1. The report on public consultations is the obligatory Annex to the application for the “Cultural Capitals of Ukraine” programme.
2. To be filled based the needs of the project submitted for the grant from UCF.

#### **The positions of the following stakeholders should be reported:**

- local authorities,
- general public,
- business,
- academia,
- cultural institutions,
- mass media, etc.

**To confirm public consultations, please provide videos/photos and registration sheets.**

## Annex No. 3.: CVs of team members

---

### CVs OF TEAM MEMBERS

#### SAMPLE STRUCTURE

#### **Please provide CVs of the following persons:**

- project coordinator;
- coordinator of each initiative from the set of initiatives;
- project mentor (if any).

The CV must contain a life description and professional experience, indicating specific functional duties and achievements in previous projects.

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

1. The CVs of the team members are the obligatory Annex to the application for the “Cultural Capitals of Ukraine” programme.
2. To be filled based the needs of the project submitted for the grant from UCF.

## Annex No. 4: Communication strategy

### COMMUNICATION STRATEGY

#### SAMPLE STRUCTURE

#### Guidelines for applicants:

1. Communication strategy (see the Glossary) is the obligatory Annex to the application for the “Cultural Capitals of Ukraine” programme.
2. To be filled based the needs of the project submitted for the grant from UCF.

#### Communication strategy for 2021

Information to be covered:

1. Objectives of the communication strategy
2. Tasks of the communication strategy
3. Planned results of the communication strategy
4. Communication strategy implementation plan
5. Target audience: ways of attraction and methods of reach

Target audience segment	Key messages (about the project in general, each initiative and activities within the initiatives)	Key speakers	Communication channels (special projects in the media, publications in social media, distribution of printed products, banner advertising, TV advertising, etc.)	Quantitative and qualitative indicators of the used communication tool (planned number and subject of special projects in mass media, quantity and subject of publications in Facebook/Instagram/Telegram / etc., quantity of printed products and methods of distribution, number of city lights/billboards, etc.)	Planned quantitative reach of the target audience segment
1....					
2....					
3....					
n...					

#### Communication strategy for 2022

Information to be covered:

1. Objectives of the communication strategy
2. Tasks of the communication strategy
3. Planned results of the communication strategy
4. Communication strategy implementation plan
5. Target audience: ways of attraction and methods of reach

Target audience segment	Key messages (about the project in general, each initiative and activities within the initiatives)	Key speakers	Communication channels (special projects in the media, publications in social media, distribution of printed products, banner advertising, TV advertising, etc.)	Quantitative and qualitative indicators of the used communication tool (planned number and subject of special projects in mass media, quantity and subject of publications in Facebook/Instagram/Telegram / etc., quantity of printed products and methods of distribution, number of city lights/billboards, etc.)	Planned quantitative reach of the target audience segment
1....					
2....					
3....					
n...					

## XX. Annex No. 5: Letter of guarantee for co-financing

### SAMPLE

FORM (if any)

Date, city, reference number

Ukrainian Cultural Foundation  
Competition programme “NAME OF THE PROGRAMME”

### LETTER OF GUARANTEE

We hereby guarantee that, in case of victory in the competitive selection of projects of the Ukrainian Cultural Foundation (hereinafter — the Foundation). we will provide co-financing of the project “PROJECT NAME” in the amount of UAH 00.00 (amount in words), which makes...% of the total project budget. Co-financing, in accordance with the conditions of the Foundation, is provided in cash from the following source (or from the following sources): ... (e.g. personal funds of the applicant organisation, donated funds, grant of another organisation, etc.).

In case of refusal to provide co-financing or failure to pay when due, this letter of guarantee shall be considered as a confirmation of the fact that the Applicant assumes the responsibility for implementation of the project “PROJECT NAME” in full.

Signature of the authorized representative of the applicant organisation

Seal (if any)

## **XXI. Annex No. 6: 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. 7: Audience Monitoring Questionnaire

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

---

(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. 8: Event Monitoring Questionnaire

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

---

(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!**