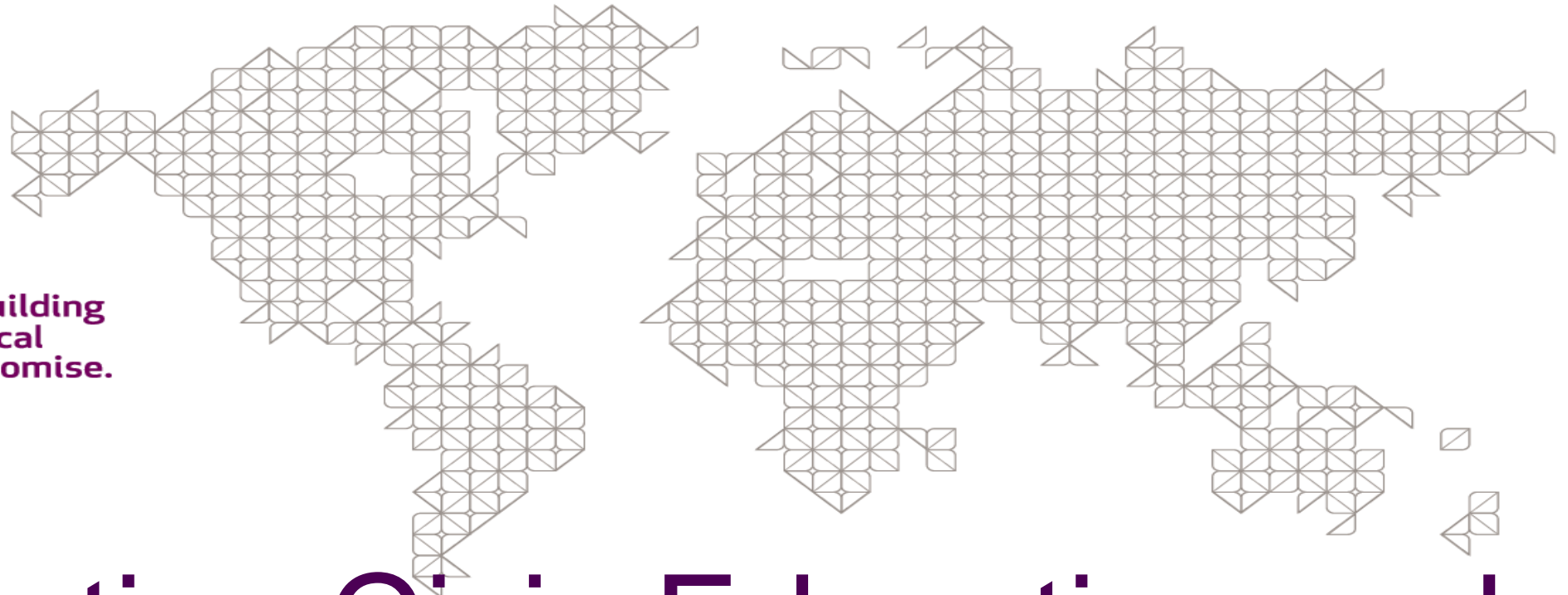




pact
building
local
promise.



Promoting Civic Education and Engagement in Ukraine

Lauren Serpe, Deputy Technical Director, Global Results & Measurement, Pact

Svitlana Suprun, Civic Education Program Officer, Pact ENGAGE Program

ENGAGE/ДОЛУЧАЙСЯ! Project

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



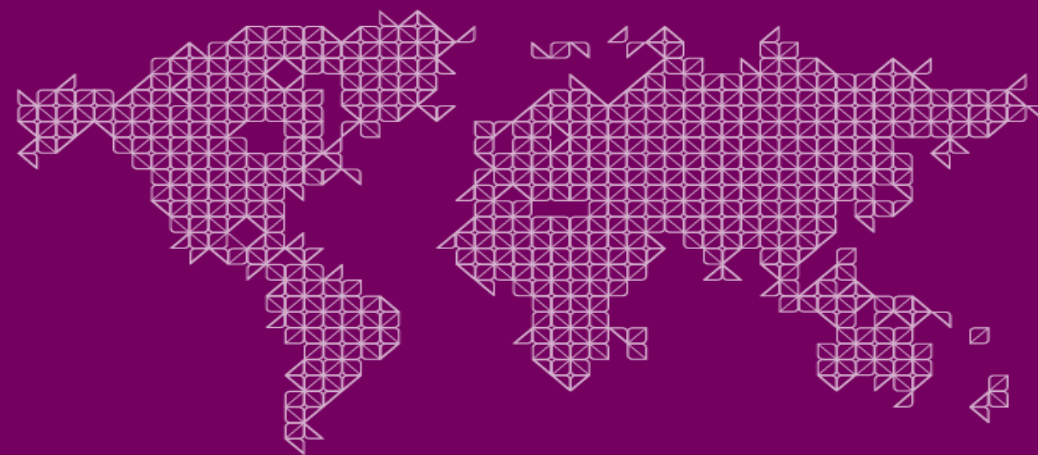
3 Civic Education (CE) Categories

1. Curricular
2. Extra-curricular/informal
3. Pact's innovative CE tools/mechanisms



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Curricular Civic Education



Curricular Civic Education Outreach

Primary Level: integration of CE into general curriculum



440 schools
11,000 students

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



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

University Level: training future teachers of CE



8 universities
180 students

www.citizen.in.ua



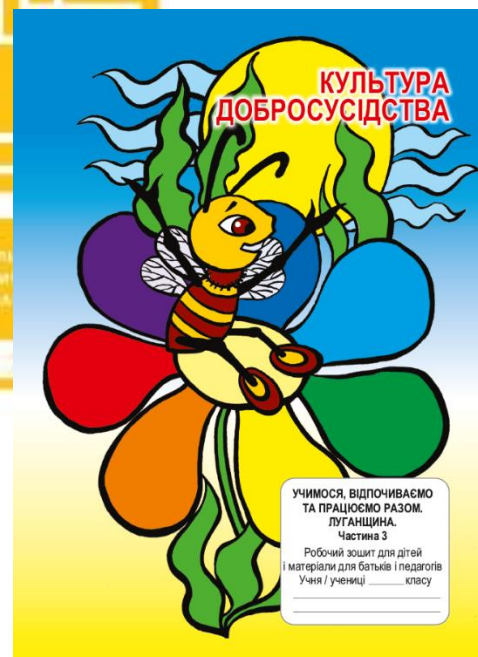
Curricular Civic Education Materials



www.citizen.in.ua



www.ussf.kiev.ua



www.idcir.com



Online courses for teachers

www.ed-era.com

- gender-sensitive approaches
- inclusive schools



40,000 subscribers over 1/2 year

31.5% completion rate

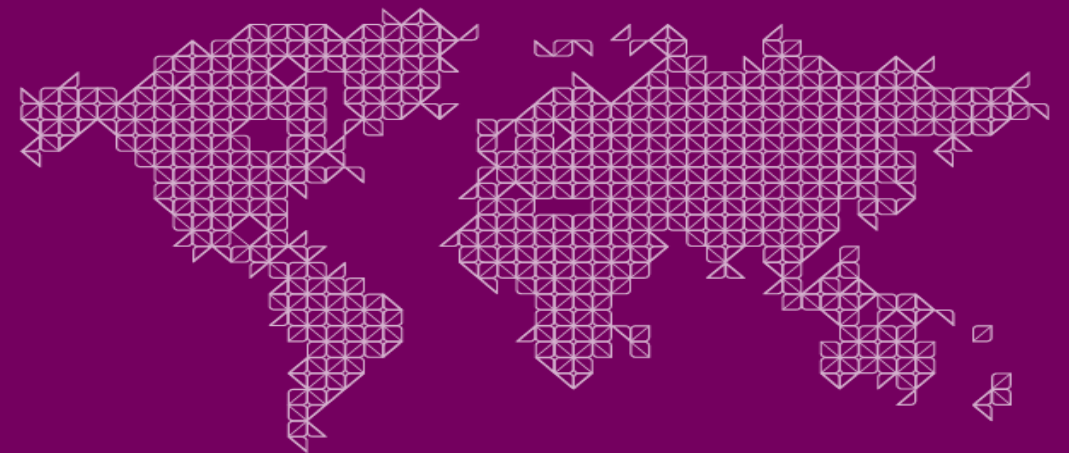
\$1:\$400 cost-effectiveness ratio
online course vs in-person for same
results





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Extra-curricular/Informal Civic Education



Extra-curricular/Informal Civic Education Projects



- Riskland board game on disaster prevention
- Awareness campaign on the cost of public services and tax rates: Price of the State (cost.ua)
- Support to 49 youth community projects (<http://www.plandiy.org>)



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Extra-curricular/Informal Civic Education Outcomes



30,000 individuals



500 events



23 policies

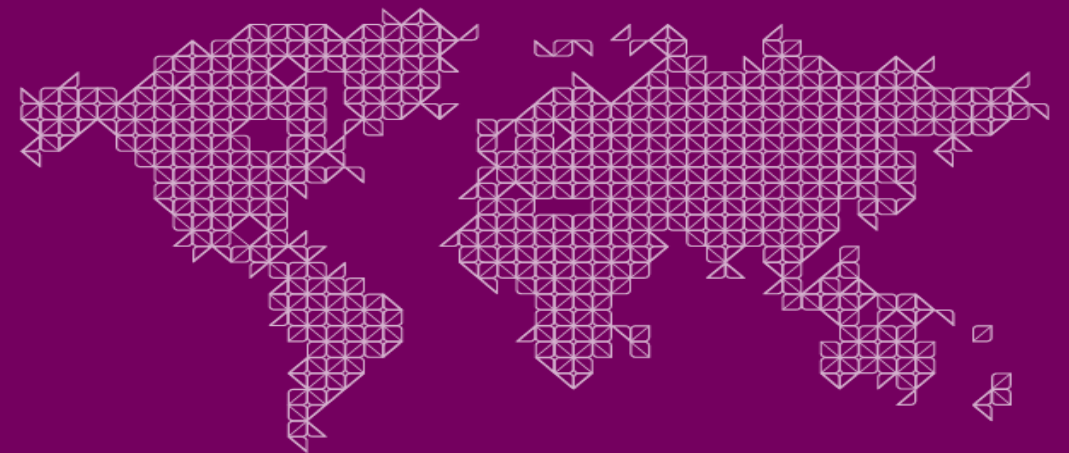


Increased civic literacy
among ENGAGE
participants: 4x more
than the general
population



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Pact's Direct Civic Education Work



Building demand for civic education national media campaign



5,610,442 people reached online



Materials in 16,000 schools



+430,000 viewed billboards/street posters



3827 teenagers played chat quest on Viber, Telegram and Facebook



www.smthwentwrong.com



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The “Corrupt Officials Steal from You” anti-corruption awareness-raising campaign



https://www.youtube.com/watch?v=ydud_VGmWmQ



8 million reached through ads,
etc.

(37% of adult population)

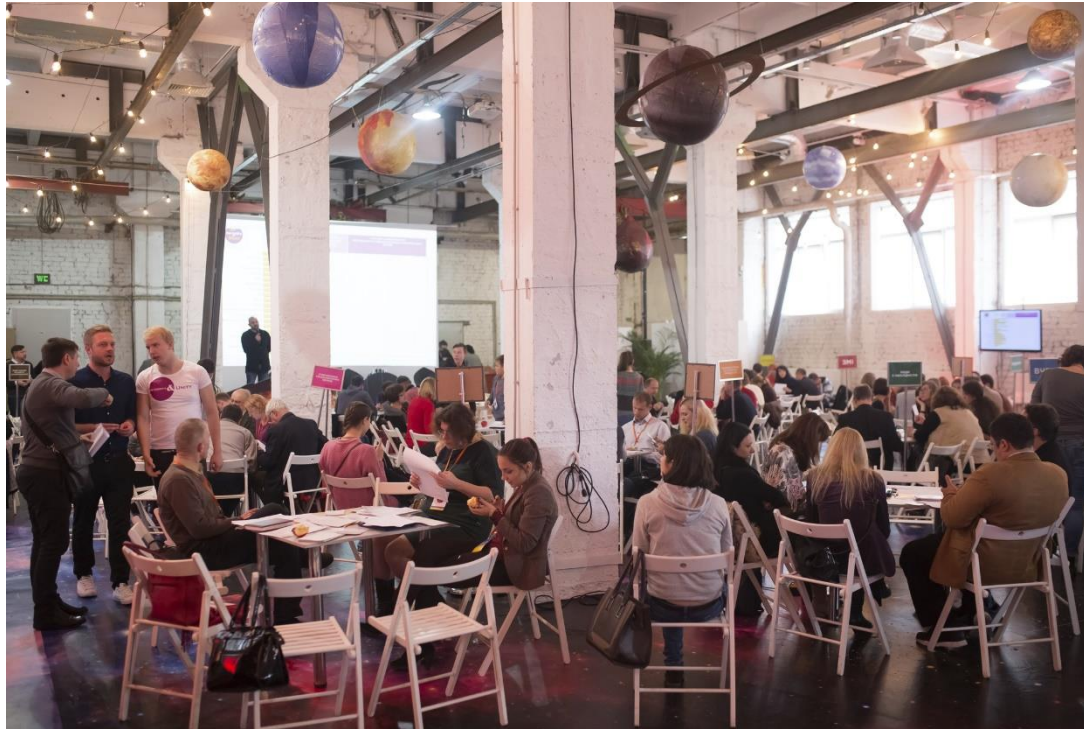
90,000 unique visitors at
www.depodatky.org.ua



10-sec PSAs viewed by
697 098 people



State-building on Mars simulation game



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Questions/Comments?

Thank you!

- Lauren Serpe: lserpe@pactworld.org
- Svitlana Suprun: ssprun@pactworld.org