

Communication Campaign on Promotion of Tolerance in Ukraine  
at the National and Oblast Levels



**FINAL REPORT**

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## Executive summary

### Key achievements of the campaign

The communication campaign on the promotion of tolerance in Ukraine has been implemented for over two years – from September 2018 to November 2020.

The overall campaign objective was to promote the values of tolerance and mutual understanding at various levels in Ukraine. This, in turn, has been accomplished through the establishment of a regional network of tolerance envoys, as well as a series of art and sports events and contests aimed at promoting the issues of tolerance and human rights.

To contribute to the objective of the campaign, the ICPS and UNDP measured the following achievements:

- ✓ **15 UNDP tolerance envoys** were selected and involved in the campaign activities. Well-known celebrities are now recognized as UNDP leaders on tolerance, human rights promotion, and anti-discrimination issues in Ukraine.
- ✓ The ICPS and UNDP selected and trained **40 leaders** of mutual understanding from **20 regions** of Ukraine. They have been involved in the campaign to communicate its ideas at the grass-root level.
- ✓ The ICPS and UNDP held **27 regional and Kyiv events** (workshops, discussions, performances, sports and youth events). Five of them were integrated into bigger national events to ensure maximum outreach.
- ✓ Overall reach of the regional and national events constitutes over **4 thousand people**.
- ✓ The ICPS and UNDP established partnerships with **41** organizations and representatives of local authorities.
- ✓ **46 articles** of UNDP tolerance envoys and writers have reached over **500 thousand views**.
- ✓ The **KPI** of the online course “Culture of Tolerance: How to Build a Proper Society for All”, placed on the Prometheus educational platform, equaled to **32.4%**. The number of students constituted over **2 thousand people** (within 1,5 months from the start). The online course will contribute to the sustainability of the campaign after its end.
- ✓ Videos of the campaign have gathered over **250 thousand views** in total.
- ✓ The total reach of the campaign, including its direct participants and indirect reach (subscribers of the tolerance envoys, views of media articles and TV programs) constitutes approximately **3 million** people.

### Global results of the campaign

The Communication Campaign on Promotion of Tolerance in Ukraine at the National and Oblast Levels in 2018/2020 has served as a continuation of the project implemented by the ICPS and supported by the UNDP in 2017-2018.

The goal of the communication campaign was to reduce the polarization of society and enhance the dialogue among various social groups through tolerance promotion in Ukraine at the national and oblast levels.

In order to measure the effectiveness of the campaign in the context of achieving its main goal, it is worth comparing the results of the nation-wide research [“What Ukrainians Know and Think of Human Rights”](#) (polling in 2016) and the national sociological survey [“What Ukrainians know and think about human rights: assessment of changes \(2016 - 2020\)”](#).

Compared with the 2016 results, the number of Ukrainians for whom tolerance is a fundamental value has increased by 6 percent in 2020. In 2020, one-third of Ukrainians consider tolerance to be a fundamental value.

Compared with 2018, 2020 results show that Ukrainians’ willingness to agree to restrictions on the rights of certain social groups has decreased, specifically their readiness to restrict the rights of representatives of the LGBTQI + community (-3.2 percent), homeless people (-1.8 percent), Roma people (-1.4 percent). Promoting tolerance to these groups has been the focus of the campaign.

According to the research, Ukrainians became more active in defending their rights and more tolerant of one another.

Thereby, the essence, relevance and urgency of the issues raised during the campaign, the popularity of the tolerance envoys, as well as their public recognition and high public demand for dialogue have contributed to the project’s results. The results have evidenced the need to further communicate campaign messages to Ukrainian society.

## Introduction

The Final Report includes an evaluation of all project activities during 2 years (September 2018 – November 2020) in the framework of the Contract for Services # UKR/2018/035 from September, 06<sup>th</sup>, 2018 (Amendment #1 dated September, 7<sup>th</sup>, 2020) on implementation of the communication campaign on promotion of tolerance in Ukraine at national and oblast levels.

### Goal and objectives of the campaign

The goal of the communication campaign is to reduce the polarization in society and strengthen dialogue among various social groups through tolerance promotion in Ukraine at the national and oblast levels.

**Overall campaign objective:** Promotion of the values of tolerance and mutual understanding at various levels in Ukraine through the establishment of a regional network of tolerance envoys, as well as a series of arts and sports events and contests aimed at promoting the issues of tolerance and human rights.

Other objectives of the campaign:

- To enhance the UNDP Tolerance Envoys Institute, represented by well-known celebrities and opinion-leaders in the following fields – arts, science, eco-activism, music, cinematography, theatre, sport, human rights or/and literature.
- To raise awareness about the value of human rights, issues of tolerance, mutual respect and dialogue in the Ukrainian society through online training course.
- To engage wider audiences by providing knowledge about: the interconnection between tolerance and peacebuilding, understanding of diversity, definition and measurement of tolerance, mechanisms of building a lasting peace, ways of building tolerant discussions and ensuring tolerance in socially sensitive groups.
- To scale up the Tolerance campaign, expanding it to the regional level, i.e. creating a network of regional tolerance leaders and promoters, which are expected to communicate the campaign messages and wider UNDP agenda at the grass-roots level in Ukraine.
- To develop partnerships with regional civil society organizations and activists in order to promote activities of aspiring tolerance envoys in regions;  
to integrate and interconnect the networks of national and regional tolerance promoters with activities of the UNDP SDG localization network.
- To integrate the project events with big national events to ensure maximum promotion for the value of human rights, issues of tolerance, mutual respect and dialogue in the Ukrainian society.

**The target groups of the project are:**

- youth;
- representatives of local communities;
- civil society;
- vulnerable groups (IDPs, people with disabilities, etc.);
- state governments and local authorities;
- media.

**The key messages, which were used during the project activities, are the following:**

- Focus on discussing the future rather than the past.
- Different opinions on the same subject have the right to exist.
- Nobody's opinion is an absolute truth.
- Be self-critical, not prejudiced.
- Do not personalize one's opinion.
- Find unity in diversity.
- Refrain from negative emotions during a disagreement.
- Listening to others will prevent future conflicts.
- Communication with different people makes you open-minded.
- Let us learn from each other.
- Give a helping hand to persons with disabilities.
- Do not judge a person by his or her age.
- Multilingual people are more successful.
- No one was born racist.
- Cultural diversity empowers you.
- IDPs are the same Ukrainian citizens as you.

## **1. Selection of 15 UNDP Tolerance Envoys. Developing of the concept design for a national campaign on tolerance promotion. Deliverable 1**

### **1.1. Selection of 15 UNDP Tolerance Envoys**

During September - October, 2018, 15 UNDP tolerance envoys were selected together with UNDP. Communication with 11 UNDP tolerance envoys-participants of the Communication Campaign on Promotion of Tolerance in Ukraine in 2017/2018 was re-established. 4 new tolerance envoys were selected.

UNDP tolerance envoys are well-known celebrities and opinion-leaders in the following fields – arts, science, eco-activism, music, theatre, sport, human rights, literature.

#### **Profiles of the UNDP tolerance envoys**



**Liubko DERESH** is a poet, writer, one of the pioneers of modern Ukrainian literature.

He was once named a writer-wunderkind by critics. The first publication is the novel "Cult", which he wrote in his 15 years. Having received a considerable amount of positive reviews about his first work, Lyubko Deresh publishes novels "Lizard Worship" (2002), "Arche" (2005), "Intention!" (2006), "A Little Darkness" (2007). His works are translated into several European languages (German, Polish, Italian, Serbian, etc.).

Deresh has been leading and engaging in a number of cultural and literature educational projects.

The writer formulates his creative credo as follows: "I am interested in strengthening the human consciousness. Starting from the book "Archaea", my subsequent books are intended to awaken awareness in the person."



**Alevtyna KAKHIDZE** is a Ukrainian artist-performer, painter, actionist. She was born in the city of Zhdanivka in the Donetsk region. Being a student Alevtina became the winner of the II Ukrainian Contest of Young Curators and Artists, which made it possible to make their first personal exhibition at the Center for Contemporary Art called "Invitation to Australia, or the Museum of One History." She studied in the Netherlands at the academy of Jan Wan Eika at the

Visual Arts Department.

Her works were exhibited in Kyiv at the Center for Contemporary Art, Pinchuk Art Center, as well as in the Netherlands. In her work Alevtina uses a mixture of different types of art, video works and installations. Among the recent art projects is the book «Zhdanovka» (the city in Donetsk region, which is now not controlled by Ukrainian government), and recording of phone dialogues and conversations with her mother (who lived in uncontrolled territory) about the life and war.



**Andriy KULYKOV** is a journalist, editor, radio broadcaster, TV presenter, media expert, media coach. He graduated from the International Relations and International Law Faculty of the Kyiv State University named after Taras Shevchenko in specialties on international relations.

Andriy has been working in journalism since 1979. He was a correspondent and a deputy chief editor of News from Ukraine newspaper (Kyiv), producer at the Ukrainian Service of BBC, editor and deputy director of Television Service of News at 1+1 Studio, chief-editor of Novyi Channel.

Andriy Kuykov is well known for being a TV presenter at the political TV-show Svoboda Slova (Freedom of Speech) at ICTV Channel and a radio anchor at ERA radio for many years. He is one of Hromadske Radio founders.



**Larysa DENYSENKO** is a writer, lawyer and human rights activist. Graduated from Taras Shevchenko University of Kyiv with a degree in Law. Larysa worked as advisor of the Minister of Justice, she was the First Deputy Head control of rights in international organizations at the Ministry of Justice of Ukraine. Besides, she was a Chairman of the national global anticorruption organization Transparency International. Larysa owns the distinction from the

Supreme Court of Ukraine "For loyalty to the law".

Larysa came to journalism in 2006 as an author and host of a cultural program "Document" at 1+1 tv channel. Now she is a radio-presenter at Hromadke radio, hosts a cycle of programmes on human rights and legal protection.

Special attention is given to Larysa's literary experience. Her novels were numerously recognized by various awards. She is also a co-author of the manual National Integrity System - assembly of the Council of Europe on the death penalty; the Manual on Human Rights for teachers' trainers; Book of Judges; author of educational technique about human rights for children.



**Yevhen ZAKHAROV** is a human rights defender, director of Kharkiv Human Rights Protection Group, former chairman of the Board of the Ukrainian Helsinki Human Rights Union.

He is a well-known author of works on human rights, civil society and the history of political repression in the Soviet Union and in Ukraine.

After the Revolution of Dignity, Yevhen Zakharov was appointed as a head of the Expert Council for Police Reform at the Ministry of Internal Affairs of Ukraine, which was established in April 2014.



**Katya CHILLY** (real name Kateryna Bogolyubova) is a modern Ukrainian singer, musician and composer. She released five albums that received considerable attention from the press and the public.

Since the mid-90s, Katya's work focuses on the pop avant-garde project, combining pragmatical ritual singing with the most modern arranged music.

From the very beginning of her musical career, Katya became the winner of many song contests and festivals, including the famous Ukrainian festival "Chervona Ruta". In March 2001, Katya performed with a concert program in London, where she gave more than 40 concerts. Katya's performance was broadcast live by BBC. This company also shot a live video of the singer, who was aired on the air of the channel.

In 2017, he received a new wave of popularity in Ukraine after her participation in a song contest "Voice of the country". Today Katya is focusing on an acoustic program in which there is no electronic music at all.



**Slava VARDA** is an athlete, journalist, television and radio broadcaster.

He is the Master of Sports of Ukraine in athletics. Since 2006 he has been working on TV. Varda worked as a special correspondent, commentator on the first Ukrainian sports channel "Sport 1" and as a news presenter on the "New Channel".

Since 2012, he has been hosting a number of TV and radio shows involving famous sportsmen, trainers and football players. From August 2016 he leads the morning airs "Varda de Janeiro" with the UBR channel. Now he is conducting the author's program "Politics of Champions" on the NewsOne Channel.



**Maryana SAVKA** is a poet, literary critic, publicist, editor-in-chief and co-founder of the Old Lion Publishing House, translator, public figure, member of the Council of Center for the Study of Children's and Youth's Literature, and vice-president of the "Great Hedgehog" literary prize, member of the Association of Ukrainian Writers and the National Union of Writers of Ukraine. She graduated from Lviv State University named after Ivan Franko, Faculty of

Ukrainian Philology.

Maryana Savka came to the list of "100 most influential women of Ukraine" twice according to the magazine "Focus". In 2016 she entered the ranking of "40 personalities that change the country" according to the version of the leading weekly "BUSINESS". In 2017 she won the annual BOOM AWARDS 2017 in the "Face of Lviv" nomination. In February 2016 Maryana Savka initiated a project "12 incredible women about the values that make a person".





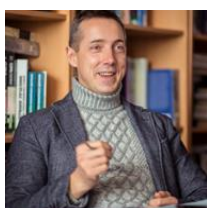
**Pavlo VYSHEBABA** is a journalist, musician, civic activist and co-founder and member of the “Unique Planet” initiative - a unique movement of climate protection, and environmental initiatives.

He graduated from Mariupol State University in journalism specialty. During the Revolution of Dignity, he was active as a member of Maidan communication group, and later worked in the sphere of inter-governmental and international communication. He is also a leader of the music band “One Planet Orchestra” and Founder of the “Hutro Off” initiative (for the ban on fur farms and fur production in Ukraine).



**Nataliya SUMSKA** is an actress of theater and cinema, television hostess, awarded with the Shevchenko National Prize (2008) and the People's Artist of Ukraine (2000). She has had more than 30 roles in the theater and more than 40 in the cinema.

In 1977 Nataliya Sumska graduated from the Kyiv State Institute of Theatrical Arts of Karpenko-Karyi. The same year she became an actress at the Franko National Academical Drama Theater. In 2000 she became a laureate of the national theater award “Kyiv pectoral” for her role in the Chekhov's “Three Sisters” play. Since December 2016, she is a member of the Taras Shevchenko National Prize Committee.



**Mykhailo MINAKOV** is a philosopher and historian. His major philosophical investigations focus on human experience, social knowledge, political system, historical consciousness, and multiple modernities.

Mykhailo Minakov started his academic career as a part-time Assistant Professor at Kyiv-Mohyla Academy. In 2001 he published his first book

‘Kant’s Teaching on the Faith of Reason’. Then, for several years, Prof. Minakov cooperated with several Western universities: Harvard University, Greifswald University, Wilson Centre for International Scholars.

Mykhailo was a Fellow at Harvard Ukrainian Research Institute, Kennan Institute and Krupp Wissenschaftskolleg Greifswald.



**Eugenia ARATOVSKA**

Founder of NGO “Ukraine without waste” (Ukrainian sustainable waste recycling social enterprise), Waste Management Expert.

Worked with Austrian embassy in Ukraine, France Embassy in Ukraine, Renault Ukraine, Yves Rocher, Platinum Bank Ukraine, Ciklum and Epam and more than 400 others Ukrainian companies to communicate their socially responsible work

culture and inclusion and diversity programs.

Women Business Talent contest finalist. Founder of social projects #GoodDeedMaster and #NoWasteRecyclingStation. Resident of the Kyiv Smart City Hub.



### **Dmytro SCHEBETYUK**

Ukrainian activist, athlete, blogger, traveler, co-founder of "Доступно.UA" initiative ("Accessible. UA"), host of the section "Inclusion" of TV program "#@)є?\$0" on "UA: First" TV channel.

In February 2011, damaged the spine as a result of the fall, and since then he moves in a wheelchair. Dmytro perceives the injury as a challenge and he is actively engaged in social activities and inclusion issues in Ukraine.

Master of sports in swimming, multiple prize winner of Ukraine. Included in the reserve of the Paralympic archery team.

Dmytro is the founder of the "Dostupno UA" initiative, which appeared in 2015 to monitor various facilities for their accessibility to people with disabilities.

Dmytro Schebetyuk is among 100 most influential Ukrainians in 2017 by FOCUS.

Entered the top of the young Ukrainian leaders under the age of 30 by Kyiv Post version.



### **Zola KONDUR**

Zola Kondur has been working on Roma issues in Ukraine for close to 20 years and has been internationally active since 2000.

She has been working on Roma issues in Ukraine for close to 20 years and is one of the most renowned advocates for the tolerance to and integration of Roma

community.

In recent years Ms Kondur has worked for the Council of Europe and for the European Roma Rights Centre as a Project Manager and as a consultant. From 2004-present time she has been the vice-president of the International Charitable Organization "Roma women's fund "Chiricli"". Zola Kondur is currently the National Project Officer for ROMED2 in Ukraine.



### **Marko HALANEVYCH**

Musician, band "DakhaBrakha".

DakhaBrakha – is world-music quartet from Kyiv. Reflecting fundamental elements of sound and soul, Ukrainian «ethnic chaos» band DakhaBrakha, create a world of unexpected new music.

In March 2010 DakhaBrakha won one of the most prestigious Grand Prix prize named after S.Kuriokhin in the sphere of contemporary art and confirmed its actuality once again.

The band has many tours abroad. Therefore, the team members consider, one of their missions is to tell people about Ukraine.

He is an actor of the Kiev Center for Contemporary Art "DAKH".

Marco is fond of photography. A photo exhibition with his works was recently organized in Kyiv.

Dakha Brakha band is Shevchenko Prize 2020 winner.

**Strategic session for UNDP tolerance envoys** was held on October 25, 2018 at the UNDP premises.



Photo report from the Strategic Session for UNDP tolerance envoys can be found at:  
<https://drive.google.com/open?id=1dBfPqQvOr73-Prm65wHKahDbrzZh1wsa>

The videos of the Strategic Session for UNDP Tolerance Envoys:

<https://drive.google.com/open?id=17tJE45YVmo02oNqnKxh8albxzGcn4cRD>

Agenda of the strategic session for UNDP tolerance envoys included:

- Introduction and welcome speech by *Janthomas Hiemstra, UNDP Country Director*.
- Highlights from the previous project phase and outlook of the challenges for the upcoming years (by *Vasyl Filipchuk, ICPS*).
- Tolerance campaign messages for the next project phase (by *UNDP tolerance envoys Liubko Deresh and Pavlo Vyshebaba*).
- Communication of the tolerance campaign (by *UNDP tolerance envoy Larysa Denysenko*)
- Overview of the project timeline. Description of the key project events (by *Yulia Biloruska, ICPS and Yulia Samus, UNDP*).
- Overview of Sustainable Development Goals (SDGs) – briefing for UNDP tolerance envoys.
- Lunch and informal communication.

In order to popularize the project during its activities Tolerance envoys got sweatshirts with the logo of the project, UNDP and ICPS.



Pavlo Vyshebaba and Yevgenia Aratovska during trash collecting in the Carpathians

Information about celebrities, that has become UNDP tolerance envoys, was published on their social networks, as well as on the UNDP and [ICPS websites](#), in media.

In order to promote the envoys as leaders in issues of tolerance and mutual respect, the next videos were published:

- [Remarks of Andriy Kulykov on the need to strive for tolerance](#) (1,2 k views);
- [Roma human rights defender Zola Kondur has become UNDP tolerance envoy](#) (3,7k views);
- [Respecting ourselves and others is about keeping our cities and our environment clean and free of litter](#). Pavlo Vyshebaba and Yevgenia Aratovska (2,1 k views);
- [Video with participation of Tolerance Envoys, that was devoted to the International Tolerance Day 2018](#): (27,7 k views)

## 1.2. Developing the concept design for communication campaign on promotion of tolerance in Ukraine at the National and Oblast Levels

The concept design for a national campaign on tolerance promotion was developed. Communication Strategy contained resources that were engaged; timeline of stages of 7 informational campaign development and their objectives; PR plan and other guidelines for implementation of the campaign.

[Link](#) to the communication strategy.

## 2. Selection of leaders of mutual understanding (1-3 in each of 20 oblasts). Deliverable 3

To promote the values of tolerance, mutual understanding and dialogue in the Ukrainian society, ICPS scaled up the campaign expanding it to the level of regions, i.e. creating a network of regional tolerance leaders and promoters, which were communicating the campaign messages and wider UNDP agenda at the grass-root level in Ukraine.

The evaluation of the candidates was made by ICPS and Tolerance envoys, taking into account the recommendations provided by the UNDP Oblast SDGs Coordinators

[Link to Criteria and results of selecting UNDP regional leaders of mutual understanding in the framework of communication campaign on promotion of tolerance in Ukraine.](#)

As a result of the evaluation process, the following regional leaders of mutual understanding were selected.

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| Viktorii BEZSMERTNA | <a href="mailto:bezsmertna.zt@gmail.com">bezsmertna.zt@gmail.com</a> (063) 876 54 29             |
| Inna PALKO          | <a href="mailto:Innapal.ko@gmail.com">Innapal.ko@gmail.com</a> (096) 958 46 14                   |

A **strategic session for regional leaders of mutual understanding** took place in Kyiv on April 20, 2019. [Agenda](#) of the training session.

The strategic session was led by the facilitator and UNDP Tolerance envoys Larysa Denysenko, Pavlo Vyshebaba, Lyubko Deresh and Zola Kondur. During the session the UNDP human rights activities were presented, the mission and values of the campaign were formulated and the role of the regional leaders was defined.



[Link](#) to the photos from the Strategic Session with regional leaders of mutual understanding

After the training, some of the leaders initiated separate activities using the acquired knowledges on promoting of mutual respect and tolerance: <https://is.gd/trbne9> or posted information about the session on their Facebook pages: <https://is.gd/c09jN7>, <https://is.gd/qlhHOT>, <https://is.gd/gigokh>, <https://is.gd/7V9udY>.

The selected regional leaders of mutual understanding participated in the activities of the project in their regions, were involved in disseminating information and attracting participants to the regional activities with UNDP tolerance envoys.

### 3. Conducting outreach events and a contest of social advertising videos, publishing of feature stories and blog posts to promote diversity, human rights and tolerance. Deliverable 4

#### 3.1. Conducting outreach events

The campaign has rapidly gained its popularity and support among wide public as the unique initiative for Ukraine. It was especially evident at the grass-root level in Ukrainian regions, where the ICPS received numerous requests from the public to continue the campaign activities. During the project, 27 events (workshops, discussions, performances, sports and youth events) were held. 5 of them have been integrated with bigger national events to ensure the maximum outreach.

Overall reach of the regional events is more than 2 thousand people and near 2 thousand people more is the reach of the national events.

#### Event 1

**Discussion “Are we good neighbors, or the practice of trust: from understanding to salvation” with UNDP tolerance envoy Mariana Savka**

Date: October 19, 2018

Place: Lviv, “Dzyha” Art center

Partners: “Lviv festival Biennale of Trust”, Lviv Educational Foundation

Participants: 26 people

Media report:

- [biennaleoftrust.org](http://biennaleoftrust.org)
- [Lviv Educational Foundation](http://Lviv Educational Foundation)
- [List.in.ua media space](http://List.in.ua media space)
- [The Old Lion Publishing House](http://The Old Lion Publishing House)



#### Event 2

**Lecture on tolerance for the pupils by UNDP Tolerance Envoy Marjana Savka**

Date: October 26, 2018

Place: Kopychentsi village, Ternopil region, Gymnasium #1

Partners: Kopychentsi Gymnasium #1

Participants: 42 high school pupils



### Event 3

**Music-poetic performance and talks about mutual understanding in society with UNDP Tolerance Envoy Marjana Savka**

Date: October 27, 2018

Place: Kopychentsi village, Ternopil region, Center of culture

Partners: Kopychenci city council

Participants: 56 people

Media report:

- [Kopychentsi council](#)
- [video of poetic performance](#)



### Event 4

**Motivational meeting with Dmytro Shchebetyuk, on the topic of inclusion, accessibility of public institutions.**  
The meeting was as part of a tour of the cities of Ukraine in support of the "Open Doors" award from the Dostupno UA initiative and the framework of the UNDP campaign on tolerance promotion.

Date: November 8, 2018

Place: Kharkiv, National Technical University «Kharkiv Polytechnic Institute»

Partners: [Dostupno UA](#), [National Technical University «Kharkiv Polytechnic Institute»](#)

Participants: 19 people

Media report:

- [Dostupno UA event](#)
- [Dostupno UA](#)





### Event 5

**Discussion with the students about the tolerance issues  
"10 values that lead to happiness" with UNDP Tolerance  
Envoy Marjana Savka**

Date: November 8, 2018

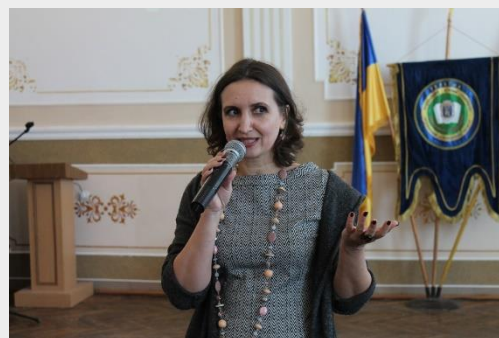
Place: Berezhany village, Ternopol region, Berezhany  
University of Environmental Sciences of Ukraine

Partners: [Old Lion Publishing House](#), [Berezhany  
University of Environmental Sciences of Ukraine](#)

Participants: 95 students and teachers

Media report:

- [Berezhany University of Environmental Sciences of Ukraine](#)
- [Teren in UA online media](#)
- [Event page](#)



### Event 6

**Speech of UNDP Tolerance Envoy Liubko Deresh at the  
Literary festival "Kalmius" dedicated to the theme of  
sacrifice and tolerance.**

Date: November 9, 2018

Place: Kostyantynivka, Donetsk region, Kostyantynivka  
City Library

Partners: [Literary festival "Kalmius"](#)

Participants: 42 people

Media report:

- [vchasno.ua information agency](#)
- [06272.com.ua online media](#)
- [Facebook video](#)



## Event 7

**Participation in Inclusion Forum** by "Dostupno.UA" initiative and its' co-founder, UNDP Tolerance Envoy Dmytro Shchebetyuk.

Within the framework of the linkage between the Weekend of Unlimited Opportunities (by UNDP) and the Inclusion Forum (by Dostupno UA), a blitz-session on Universal Design in leisure and restaurant sectors was arranged.

Date: December 2, 2018

Place: Kyiv, Taras Shevchenko National Museum

Partners: [Dostupno UA initiative](#)

Participants: 150 people

Media report:

- [Event page](#)
- [Dostupno UA initiative](#)
- [News on STB TV channel](#)



## Event 8

**Participation of Tolerance Envoys in “No Waste Race”**

The event contributed to the activity “Challenge intolerance with sport”.

During the race and awarding the winners, the presenter drew the attention of the participants to the ideas of the campaign, tolerance issues and the fact that the UNDP tolerance envoys were taking part in the event and were ready to the communication

Date: December 23, 2018

Place: Vyshhorod village, Kyiv region

Partners: [Gonka UA](#), [Ukraine Without Waste initiative](#)

Participants: up to 400 people

Media report:

[Gonka UA](#)  
[Announcement](#)  
[Facebook event](#)



*Thermo mugs for participants of the race*



### Event 9

**Workshop for children and adults “Sorting is a game” with UNDP Tolerance Envoys Alevtyna Kakhidze and Yevgenia Aratovska**

Date: March 11, 2019

Place: Poltava, City library #1

Partners: [“Ukraine without waste” initiative](#), [NGO “Business women of Poltava”](#), [NGO “Mother and Me”](#), [City library #1](#)

Participants: 35 people

Media report:

- [“Ukraine without waste” initiative](#)
- [Poltava news](#)
- [Central TV of Poltava](#)



### Event 10

**Workshop for teachers: "Mutual respect as the basis to prevent bullying. A training on the promotion of tolerance" with UNDP Tolerance Envoys Liubko Deresh and Pavlo Vyshebaba.**

Date: March 28, 2019

Place: Kyiv, Mystetskyi Arsenal

Partners: [Mystetskyi Arsenal Educational Platform](#)

Participants: 56 teachers

Link to the [Recommendations](#) for the teachers from the tolerance envoys on inclusiveness and tolerance at school.



Teachers received certificates of participation in the training

Media report:

- [Event page](#)
- [Facebook posts of the participants](#)
- [Reviews of the event](#)

### Event 11

**Panel discussion within the framework of Knyzhkovyi Arsenal 2019 book fair**, with participation of Osnat Lubrani, UNDP Tolerance Envoy Liubko Deresh and Georgian writer Dato Turashvili

Date: May 27, 2019

Place: Kyiv, Mystetskyi Arsenal

Partners: [The International Book Arsenal Festival](#), [“Creative Youth Seminar” of the Smoloskyp Publishing House](#)

Participants: 37 people

Media report:

[Facebook event](#)



### Event 12

**Meeting of UNDP tolerance envoy Zola Kondur with the Roma representatives**

Date: May 28, 2019

Place: Kyiv region, Zhmiiivka village, School

Partners: Zhmiiivka council

Participants: up to 60 people

The event was held at school where Roma children study and it was dedicated to the International Children's Day.

During the meeting, the Roma human rights activist Zola Kondur talked with the participants about protecting the rights of the Roma representatives, and also presented the schoolchildren with office supplies and school bags, supporting the children's desire to study at school.

Media report:

[Facebook posts](#)





### Event 13

#### Participation in the event dedicated to the National Day of Sweden

Date: June 8, 2019

Place: Kyiv, Taras Shevchenko Park

Partners: Embassy of Sweden in Ukraine, [NGO "Unique Planet"](#)

Participants: up to 300 people

The installation of "Glacier Melting" was presented with the involvement of the UNDP Tolerance Envoy Pavlo Vyshebababa and the volunteers of NGO "One Planet" to explain the visitors the problem of climate change. A quiz "Change ourselves, not the climate" with prizes was also organized.

- [Unique planet](#)
- [Event](#)



### Event 14

#### Discussion "A woman who changes reality" and performance with UNDP Tolerance Envoy, poet and musician Marjana Savka and public figures of Odesa

Date: July 5, 2019

Place: Odesa, Odesa Art Museum

Partners: [The Old Lion Publishing House](#), [Odesa Art Museum](#)

Participants: 65 people

The discussion focused on tolerance and gender equality.

Media report:

- [Today.od.ua online media](#)
- [Facebook event](#)
- [Chytomo.com](#)
- [The Old Lion Publishing House](#)



### Event 15

**Speech of UNDP tolerance envoy and eco-activist Pavlo Vyshebaba and discussion with the boys' part of the School of Success (10-day educational project for teenagers from all the regions of Ukraine)**

"Boys are often taught that being a man is dominating others. But teenagers shouldn't believe this. To be a real man and human means to take care of others" – was the main idea of the discussion.

Date: July 23, 2019

Place: Kyiv, Pushcha Vodytsia hotel

Partners: [School of Success initiative](#)

Participants: 50 teenagers



### Event 16

**Performance "Interaction of people, plants, animals and buildings" with UNDP tolerance envoy and artist Alevtyna Kakhidze**

Date: July 29, 2019

Place: Donetsk region, Kostyantynivka, "Kinoshidtsi" public space

Partners: [DRUZI Free Space](#)

Participants: up to 40 people

Media report:

▪ [Vchasnoua.com](#)

▪ [06272.com.ua](#)

▪ [Facebook event](#)





### Event 17

**Workshop "Producing a Solution as a Masterpiece" with Alevtyna Kakhidze representatives of NGO and community of Pokrovsk city.**

Artist and performer Alevtina Kakhidze spoke about the main aspects of mutual respect through her artwork, and also invited the community to take part in the exercises she developed.

Date: July 30, 2019

Place: Donetsk region, Pokrovsk, Museum of History

Partners: [Pokrovsk museum of History](#), [Pokrovsk City Council](#)

Participants: 37 people

Media report:

- [Pokrovsk City Council](#)
- [06239 com.ua](#)
- [Orbita TV company](#)
- [Facebook event](#)



### Event 18

**Meetings of the UNDP tolerance envoy and Roma human rights defender Zola Kondur with pupils and representatives of the community of Novotroitske village, Donetsk region.**

The discussion with adults was focused on the issue of protecting the Roma human rights in the village bordering on the area of military conflict.

Date: August 30, 2019

Place: Donetsk region, Novotroitske village, School of Novotroitske

Partners: [Novotroitske village council](#)

Participants: 38 people

Media report:

[Facebook](#)



## Event 19

### Participation of the RespectUA campaign in the TEDx event

Date: September 14, 2019

Place: Kyiv, Kyiv Palace of Children and Youth

Partners: [TEDxKyiv](#)

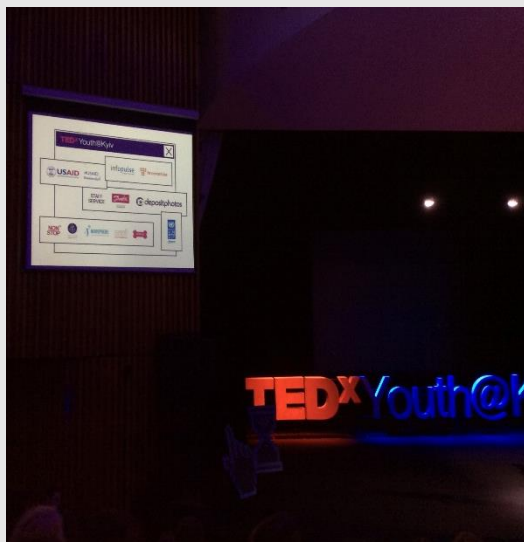
Participants: up to 2 000 participants of the event

The tolerance campaign was represented in the lounge area of the event. Tolerance Envoy Pavlo Vyshebaba and ICPS representative Yulia Biloruska were promoting the campaign among visitors. The project's promo video was displayed on the screens of the event.

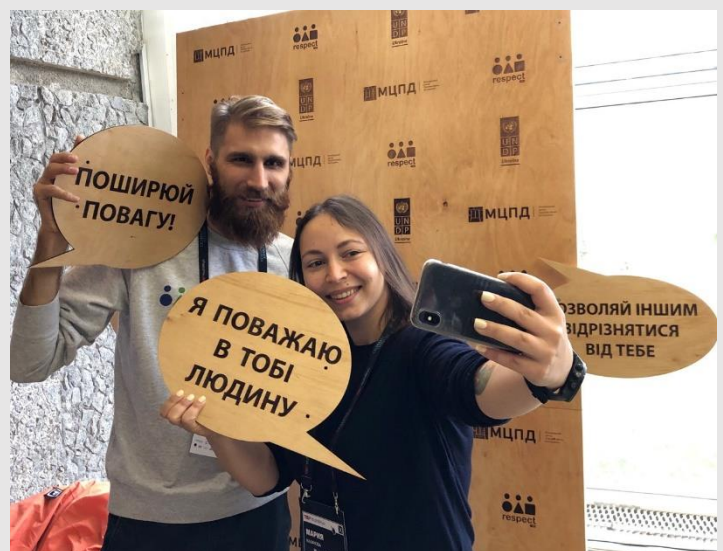
Visitors who took photos in the photo area of the project and marked the hashtag on social networks, got eco-pens with the project logo and the inscription "Noting, not discriminating" ("Нотую, не дискриміную").

Media report:

- [Facebook event](#)
- [TEDxKyiv](#)



UNDP logo at the main screen of the event



Photos with participants



## Event 20

### Participation of the UNDP Tolerance Envoy and writer Liubko Deresh in the conference "Partnership for Social Changes: 20 Years of Experience" in Lviv.

Liubko Deresh presented the RespectUA campaign and the need to raise issues of tolerance in Ukraine.



Date: October 24, 2019

Place: Lviv, Department of Sociology of the Lviv Politekhnik University

Partners: [Department of Sociology of the Lviv Politekhnik University](#)

Participants: up to 150 people

Media report:

▪ [Lviv Politekhnik University](#)

▪ [Facebook post](#)

## Event 21

### Participation of the leaders of mutual respect the in Molodiya Social Ads Festival '19.

The team of 5 regional leaders of mutual understanding took part in the hackathon to create social ads and developed a video for the campaign in cooperation with professional directors and operators of the Molodiya Festival.

Participants – regional leaders of mutual understanding of the campaign:

Oleksandra Smilyanets, Cherkasy;

Andrii Dovhan, Sumy region;

Halahan Yulia, Kyiv;

Oleh Petrus, Rivne;

Oleksandra Lisova, Kyiv region.



The video "Let Others Be Different" was promoted on the occasion of the International Tolerance Day on November 16, 2019.

Date: October 27, 2019

Place: Kyiv, InLight Studio

Partners: [Molodiya Social Ads Festival](#)

Participants: up to 500 visitors of the festival

The video created by the team, was shown during the festival.

Video in Ukrainian: [link](#) (1,3 k views)

Video in English: [link](#)



*Visitors of the festival during presentation of the social ads*

## Event 22

**Workshop for high school students and a team-game called “The Harmony of Diversity” with UNDP tolerance envoys: writer Liubko Deresh and eco-activist Pavlo Vyshebaba.**

Date: November 13, 2019

Place: Kyiv, State Library for Youth

Partners: [State Library for Youth](#)

Participants: 42 people

The participants had the opportunity to learn more about the issues of mutual understanding and anti-bullying, at the same time developing their tolerance skills.

Media report:

- [State Library for Youth](#)
- [Facebook post](#)



## Event 23

**Discussion with the UNDP tolerance envoy and Roma human rights activist Zola Kondur. The event also included an exhibition of a young Roma artist Elena Senko.**

The discussion and the exhibition addressed the following questions: What do we know about Roma life? How are we used to seeing them?

Date: November 14, 2019

Place: Nizhyn, Cgernihiv region, House of Culture

Partners: [Nizhyn City Council](#), NGO “Roma Association ‘ZOR’”.

Participants: 35 people

Media report:

- [Nizhyn city online media](#)
- [Nizhyn.com](#)



#### Event 24

##### **Lesson of tolerance with UNDP tolerance envoy and writer Marjana Savka for pupils.**

The lesson was focused on the values, stereotypes, bullying, as well as about mutual respect as superpower.

Date: November 15, 2019

Place: Lviv, Lyceum #2

Partners: [Lviv Lyceum #2](#)

Participants: 48 pupils



#### Event 25

##### **Discussion about the mutual respect in society and a music-poetic performance by the UNDP tolerance envoy and poet Marjana Savka**

Date: November 22, 2019

Place: Kyiv, Urban Space 500

Partners: [Old Lion Publishing House](#)

Participants: 35 people

Media report:

▪ [Chytomo.com](#)





## Final event of the campaign

*Due to the COVID-19 pandemic, the final event of the campaign was held in the form of a TV marathon.*

### Conduction of TV marathon dedicated to the International Peace Day on

**September 21, 2020 (10:00 – 14:00).**

Platform: live of the Apostrophe TV channel (the channel began satellite broadcasting on June 1, 2020), broadcast on YouTube, Facebook.

[Link to the video](#)



### Topics of the Marathon:

1. Social cohesion in Ukraine: Andriy Kulykov (Tolerance envoy), Rustam Pulatov (UNDP).
2. International dialogue for peace in Ukraine: Mykola Kapitonenko (ICPS expert)
3. Culture's role in peacebuilding: Pavlo Vyshebaba (Tolerance envoy), Natalia Sumska (Tolerance envoy), Oles Doniy (writer, political and cultural figure)
4. Reintegration of the occupied territories of Ukraine and human rights: Denys Kazanskyi – representative of the Donetsk region in the Trilateral Contact Group on the peaceful settlement of the situation in the East of Ukraine. Live video chat with representative of IDPs from Crimea.
5. A culture of tolerance: how to build a society that is comfortable for everyone: Lyubko Deresh (Tolerance envoy), Svitlana Kolyshko (UNDP).
6. Youth are the foundation of peacebuilding: representative of the initiative "Yellow Bus" – a volunteer initiative that helps children from the front-line territories to learn the basics of film professions.

### 3.2. Conduction of the contest of social advertising videos

Partner – [Molodiya Social Ads Festival](#)

#### The problem

The United Nations established Zero Discrimination Day, to be marked around the world on 1 March, to remind us that everyone has the right to a decent life, regardless of their age, gender, sexual orientation, national or ethnic origin, appearance, profession, beliefs, and so on.

While the discrimination practiced by certain states against some categories of their own citizens is subject to oversight by international organizations, discrimination at the individual level is harder to combat. Even developed democracies cannot counter it completely. Ukraine is no exception.

Therefore, in order to increase the level of respect in Ukrainian society, the #RespectUA campaign and UNDP Ukraine called on the public to make short films on the subject.



#### The mechanism of conducting the Zero Discrimination minifilm competition

1. Submit a portfolio and a few sentences about the team by 28 January, 2020.
2. 5 teams were selected to receive UAH 35,000 to shoot a minifilm about tolerance lasting from 30 seconds to five minutes.
3. Shoot the minifilms and submit them by 27 February, 2020. Topics to choose for a story:
  - Problems of intolerance in Ukraine: the interpersonal level
  - Discrimination on social, religious, racial, national, gender and other grounds
  - Diversity enriches society, and each of us
  - Protecting human rights
  - Gender inequality
  - A society in which to live at ease: respect, equality, zero discrimination
  - Be yourself, and allow others to be different from you
  - Tolerant treatment of people with HIV/AIDS
  - How to tackle discrimination: civic activity of Ukrainians who care
  - It's time to treat animals humanely and ethically

The winning team, selected by a jury, received a prize of UAH 40,000 and their video was promoted online and offline. The winner was announced on 28 February.

5 teams (from 36 applicants) were selected by the Molodiya Festival representatives and UNDP tolerance envoys and they started the process of social ads' creating.

[Link](#) to the list of applications for the Zero Discrimination minifilm competition.

[Link](#) to the details and results of the meeting with participants of the contest at UNDP on 05 February 2020.

Contact details of 5 teams of the Zero Discrimination minifilm competition:

| Team/name  | Contacts   | Examples of works         | Video for Zero Discrimination contest |
|--|--|---------------------------|---------------------------------------|
| Andrii Lagutin (director),<br>Afanasii Chavdaridi,<br>Kyiv                           | Andrii Lagutin,<br>063-985-96-47   | <a href="#">Example 1</a> | <a href="#">Video 1</a>               |
| PicOi Production:<br>Yurii Yudin (director),<br>Dmytro Kaminskyi (operator),<br>Kyiv | Yurii Yudin,<br>093-857-64-77<br><a href="https://www.facebook.com/raydyny94">https://www.facebook.com/raydyny94</a> | <a href="#">Example 2</a> | <a href="#">Video 2</a>               |
| PLAB Digital:<br>Dmytro Burko,<br>Olena Kramdada,<br>Odesa                           | Olena Kramdada,<br>063-213-77-57   | <a href="#">Example 3</a> | <a href="#">Video 3</a>               |
| Andriy Lytvynenko (director),<br>Tetyana Dorodnitsyna,<br>Mykolaiv                   | Tetyana Dorodnitsyna,<br>095-330-60-83   | <a href="#">Example 4</a> | <a href="#">Video 4</a>               |
| Meryam Yol, Lada Sabova,<br>Kharkiv  | Meryam Yol,<br>093-411-87-62<br><a href="https://www.facebook.com/meriamyol">https://www.facebook.com/meriamyol</a>  | <a href="#">Example 5</a> | <a href="#">Video 5</a>               |

### Results of the Zero Discrimination minifilm competition

The jury (UNDP tolerance envoys and Molodiya Social Ads Festival) evaluated the video according to the following criteria: explaining the topic, motivating positive action, and creativity.

As per the goal of the contest, all finalists covered important topics of discrimination in Ukraine, each of which is worthy of special attention.

The winner of the "Zero Discrimination" minifilm contest, devoted to international Zero Discrimination Day, has been declared on February 28, 2020 in Kyiv.

✓ The winner was **"To See the Homeless"**, on discrimination against homeless people in Ukraine.

Director: Andrey Lagutin

Operator: Athanasius Chavdaridi

Filming in stark black and white, Lagutin interviews several of Kyiv's estimated 20,000 homeless people, stripping away the stereotypes imposed them, and exposing the talents, likes, qualifications and characters of each of his subjects. The message – that these are people just like any others, only without homes – is hammered in with each shot. The 2-minute, 18-second film ends with short portraits of each of his subjects, and the final title "Everyone deserves respect."

[Link to the video](#) (52,7 k views)



**Бачити безпритульних**

37 тижнів тому · 52,7 тис. переглядів



Павло Вишебаба та ще 445

### ✓ **Marta**

Director / operator Olena Kramdada

Composer: Dmitry Burko

Minifilm director Kramdada tells a semi-autobiographical story about how her father Andriy killed her friend – a goat called Marta. From that day on, Kramdada gives up eating meat. Kramdada's father, a former musician, became a farmer and took the role of the village butcher – he advises others on how best to slaughter an animal, and slaughters animals on behalf of others who find it "unpleasant" or who "don't like blood." At the end, Kramdada fantasises about throwing away her father's killing axe and enjoying a vegetarian meal with him. The minifilm reminds us that discrimination and the issue of rights may not be confined just to our own species. The last title informs us that in the two days it took to shoot the film, 400 million animals were slaughtered for food.



Марта

38 тижнів тому · 133,1 тис. переглядів

👍❤️😭 513

[Link to the video](#) (133,1 k views)

### ✓ **To respect LGBT+**

Director: Yuri Yudin

Operator: Dmitry Kaminsky

Infused with dark humour, Yudin's minifilm sees a gay couple fanaticise over the death of "her," and the burial of "her" body. It emerges that "she" is discrimination (the word "discrimination," pronounced "diskriminatsiya" in Ukrainian, is a noun with feminine grammatical gender.) "So: Can we live a normal life now?" asks one of the heroes of the film, before we are shown shots of the couple dancing, hugging, kissing and holding hands. "The main thing is that nobody digs her up again," muses the main character, and the minifilm ends with the closing title: "In Memory of Discrimination."



[Link to the video](#) (2 k views)

### ✓ **Inclusivity**

Directors: Andrey Litvinenko, Tatiana Dorodnitsina

This minifilm features Agnes from Nikolaev, a person with disabilities who is a master of sports in swimming. Showing Agnes in training in the gym, in the pool, and in everyday activities such as going down stairs and getting onto a bus, the minifilm emphasises that life is a game we should all play together, and the whole of society is a team.

"We're all different, but there's one society, and we're all players on the field," Agnes says.



[Link to the video](#) (1 k views)

## ✓ No Ageism

Director: Lada Sabova

Authors: Meshki Production

Sabova sits a young man and an older man in front of each other, with an open door between them. As they talk, they both show that they harbour discrimination based on age – one of the most widespread forms of discrimination in Ukraine.



[Link to the video](#) (2 k views)

## Zero Discrimination Day in Ukraine (26<sup>th</sup> event of the campaign)

The event to celebrate Zero Discrimination Day in Ukraine on February 28, 2020 in the Museum of History of Kyiv included the presentation of five microfilms, which made it to the final round of the social ad competition “Zero Discrimination”. As part of the event, panel discussions were held.

Agenda of the event:

|                           |   |
|---------------------------|---|
| <b>12:30 - 13:00</b>      | Registration and welcome coffee   |
| <b>Panel discussion I</b> |   |
| <b>13:00 - 13:45</b>      | <b>Fighting discrimination against women and girls in Ukraine</b><br><i>Discussion questions:</i> <ul style="list-style-type: none"><li>- Women's rights in Ukraine;</li><li>- Fighting domestic violence against women and girls;</li><li>- Women's participation in politics.</li></ul> <i>Moderator:</i> <b>Larysa Denysenko</b> , Human Rights Defender, Writer, UNDP Tolerance Envoy.<br><i>Speakers:</i> <b>Serhii Nizhynskyi</b> , Deputy Minister of Social Policy for European Integration;<br><b>Olena Ursu</b> , Democratic Governance Portfolio Manager;<br><b>Alevtyna Kakhidze</b> , Artist UNDP Tolerance Envoy;<br><b>Zola Kondur</b> , Roma Human Rights Activist, UNDP Tolerance Envoy.                                       |
| <b>Panel discussion I</b> |   |
| <b>13:45 - 14:30</b>      | <b>Ukraine without discrimination: from dream to realization</b><br><i>Discussion questions:</i> <ul style="list-style-type: none"><li>- The main types of discrimination in Ukraine;</li><li>- Reasons for intolerant attitude to different social groups;</li><li>- How to protect our rights?</li></ul> <i>Moderator:</i> <b>Liubko Deresh</b> , writer, UNDP Tolerance Envoy;<br><i>Speakers:</i> <b>Viktor Ivankevych</b> , Representative of the Ukrainian Parliament Commissioner for Human Rights on Equal Rights and Freedoms;<br><b>Mykhailo Minakov</b> , Philosopher, historian, editor-in-chief of Kennan Focus Ukraine, UNDP Tolerance Envoy;<br><b>Uliana Pcholkina</b> , TV presenter, activist, World Champion in Para-karate; |
| <b>14:30 - 15:00</b>      | Stand-up buffet   |
| <b>15:00 – 16:00</b>      | <b>Presentation of 5 microfilms, produced within the Zero Discrimination Day microfilm contest;</b> UNDP representatives' and tolerance envoys' anonymous voting for the best video; Rewarding of the winning team.   |



144 people took part at the event. Link to the [list of participants](#).

The speakers discussed the oppression of women's rights in Ukraine, combating domestic violence and dealing with problems of gender inequality in Ukrainian politics. The participants stressed that it's unacceptable to discriminate against people based on their race, ethnicity, religion, special needs, social class, sexual orientation, age, gender or marital status.

In addition, the event included the presentation of five microfilms, which made it to the final round of the social ad competition "Zero Discrimination", held by UNDP Ukraine and Molodiya Festival.

Social ads' creators raised the crucial issues of ageism and discrimination against people with disabilities. They also called for respect and tolerance toward LGBTQ+ representatives.



*Photos of the Zero Discrimination Day in Ukraine, February 28, 2020, Kyiv*  
[Video report of the event](#)

Media report:

- [Cabinet of Ministers of Ukraine](#)
- [Prostir.ua](#)
- [Pravda](#)
- [Apostrophe.ua](#)
- [Vechirniy Kyiv](#)
- [Radiotrek.rv.ua](#)
- [Ministry of Social Politics](#)

### 3.3. Publishing of feature stories and blog posts to promote diversity, human rights and tolerance

Activity “Challenging intolerance with the pen” was led by UNDP tolerance envoys writer Liubko Deresh and writer, human rights defender, journalist Larysa Denysenko.

Larysa Denysenko prepared blog columns for the popular Ukrainian platform Ukrainska Pravda. Liubko Deresh wrote blogs for the popular online media Apostrophe. All the texts were aimed to promote diversity, human rights and tolerance.

**46 articles got more than 500 k views.**

#### **Blog columns of Larysa Denysenko at Ukrainska Pravda:**

- [Become her voice](#), November 26, 2018;
- [Human rights for the people](#), December 10, 2018;
- [Some girl on a postcard](#), January 27, 2019;
- [Social phobia shouldn't influence social justice](#), February 20, 2019;
- [Living in a state of phobia](#), March 4, 2019;
- [Letter of honour – once a year](#), March 6, 2019;
- [Dangerous children](#), April 26, 2019;
- [Soviet are equal to Russian](#), May 21, 2019;
- [One that aims for dignity](#), June 19, 2019;
- ["White man in danger"](#), July 11, 2019;
- [Right, not coercion](#), August 12, 2019;
- [The phenomenon of Ukrainian poverty](#), October 28, 2019;
- [If you are at home](#), April 20, 2020.

#### **Blog columns of Liubko Deresh at Apostrophe.ua:**

- [Simplification, scandalization and fakes: how to avoid aggression](#);
- [A week without casualties](#), November 16, 2018;
- [Hard times: how to sustain your inner humanity](#), November 27, 2018;
- [Where does Hemingway's gun point to?](#), December 5, 2018;
- [In between values and technology – a sociological sketch](#), December 14, 2018;
- [A “society of compassion” as the society of the future](#), December 22, 2018;
- [Anyone can become a warrior for love](#), December 29, 2018;
- [Only romantics can overcome](#), January 5, 2019;
- [If the goal is set – it's achievable](#), January 12, 2019;
- [Tolerance as a state of affairs](#), January 26, 2019;
- [Life is not a textbook on tolerance: a famous writer about ethics and etiquette](#), February 2, 2019;
- [Judge and victim: what kind of person does one become in our society](#), February 9, 2019;
- [Fighting for peace is like having sex for the sake of maintaining one's innocence](#), February 16, 2019;
- [A post-truth vanilla dictatorship or the end of humour in America](#), February 23, 2019;
- [Why friends suddenly turn into enemies: how to deal with it](#), March 2, 2019;
- [“Burn, patriarchy!” – What pain is hiding behind the Women's March of 08/03](#), March 9, 2019;
- [How to overcome a dragon, that can't be defeated through revolution](#), March 16, 2019;
- [Moving towards European values: an appeal to the presidential candidates](#), March 23, 2019;

- [Curative boiling: how to overcome the gap between the worlds of children and adults](#) March 30, 2019;
- [Faking tolerance: what people's real faces are](#), April 6, 2019;
- [Love – a strong affair. Why I chose tolerance](#), April 13, 2019;
- [A nation of ladies and gentlemen – or why it's important to preserve our cultured behaviour](#), April 20, 2019;
- [People of the future, or how to die for selfishness and be resurrected for love](#), April 27, 2019;
- [Simplification, scandals and fake news: how to prevent aggression](#), May 5, 2019;
- [The Temptation of Fascism: "Never Again" or "Let's Try Again"?](#), May 12, 2019;
- [Roma are us. What can we counter the wave of lynching?](#), June 8, 2019;
- [Nonviolent communication](#), June 16, 2019;
- [Yoga as a Tool of Tolerance or the Science of Self-Knowledge in UN Social Policy](#), June 23, 2019;
- [Guilt ghettos: how to tear down the wall between "normal" and people with developmental disabilities](#), July 1, 2019;
- ["Good, Bad, Evil": three masks of nationalism](#), July 10, 2019;
- [Phantom Pain of History: How to Agree](#), July 21, 2019;
- [Hipsters on a turquoise wave: how to become a leader in social evolution](#), August 21, 2019;
- [Tolerance 2.0: how can a person stop being a "hostage"](#), October 18, 2019.

#### 4. Art contest “Challenging intolerance with cartoons”. Deliverable 5

##### Partners of the contest

- School of Visual communications ([svc.com.ua](http://svc.com.ua)), a professional graphic school of design and visual communications. SVC is a member of the British Design & Art Direction (D&AD). The main activities of the school are: teaching design skills, encouraging professional growth of those people who form the industry, developing professional competencies for further work in the design and creative industries.
- Reclamaster ([reklamaster.com](http://reklamaster.com)), creative digest about innovations in business, creativity and design, advertising and marketing, covering interesting cultural events.

The main idea of the contest was to encourage a Ukrainian community of artists to create a cartoon character challenging intolerance with creativity and humour. UNDP Tolerance envoy, artist and performer Alevtyna Kakhidze acted as curator of the contest and combined it with the workshop.

Designers, artists and members of different professions were invited to take part in common graphic workshop on creating the sign of tolerance and a slogan.

[Link](#) to the applications from the candidates to join the workshop.



The workshop (event 27<sup>th</sup> of the project) was held on 23 November 2019 (9:00 – 19:00) at the premises of the School of Visual Communications.

The event was focused on creating a catchy and inspiring visual representation of the concept of tolerance. Pictures (signs), cartoon characters and slogans will be used to promote tolerance in the RespectUA campaign.

36 participants of the workshop (designers and artists) took part in visualization of tolerance in Ukraine, got experience of interdisciplinary cooperation which will be useful in any field.

#### **Mentors of the event:**

- Alevtina Kakhidze – artist, UNDP Envoy for Tolerance,
- Ljubko Deresch – writer, UNDP Envoy for Tolerance,
- Natalya Sinepupova – head of School of visual communication, designer,
- Oleksandr Geffen – UX/UI designer,
- Natali Bug – creative project manager,
- Alexandr Lyev – art-director.

[Link](#) to the transcript of brainstorming of the teams and mentors online during the event using the platform of the partner Reklamaster.com

#### **PR activities:**

The following resources were used to disseminate information about the event and to encourage participants as well as to promote a cartoon character and a slogan:

- posts on the ICPS resources and resources of regional leaders of mutual understanding;
- posts on the website and social networks of the School of Visual Communications;
- publication of an interview with the organizers and participants in the SEEE (printed version of the digest of the school).

#### **Media report:**

- [Studway.com](#)
- [School of visual communications](#)
- [Event](#)

Participants received eco-bags with Alevtina Kakhidze's drawing, branded notebooks and certificates of participation in the workshop.



## 5. Online course “Culture of Tolerance: How to Build a Proper Society for All”, placed on the Prometheus platform - Deliverable 3

Partner – online educational platform [Prometheus](#).

Date of the online course opening – November 2, 2020.

[Link](#) to the online course “Culture of Tolerance: How to Build a Proper Society for All”



The online course consists of the introduction and 7 lessons.

**Introduction:** Manal Fouani, UNDP Ukraine Deputy Representative;

**Lesson 1: The concept of tolerance: how to understand it correctly?**

Author – Marko Halanevych, musician, "DakhaBrakha" band vocalist, UNDP tolerance envoy

**Lesson 2: Roots and forms of intolerance**

Author – Lyubko Deresh, writer, poet, UNDP tolerance envoy.

**Lesson 3: How tolerant Ukrainian society is?**

Author – Svitlana Kolyshko, international law specialist, coordinator of human rights projects at the UNDP in Ukraine.

**Lesson 4: Forms of intolerance**

Author – Larysa Denysenko, human rights activist, TV and radio presenter, writer, UNDP tolerance envoy;

**Lesson 5: Tolerance and culture of peace**

Author – Andriy Kulykov, journalist, TV and radio presenter, media expert, UNDP tolerance envoy. Chairman and co-founder of the "Hromadske Radio".

**Lesson 6: Myths regarding the concept of tolerance in Ukraine and how to make communication more tolerant**

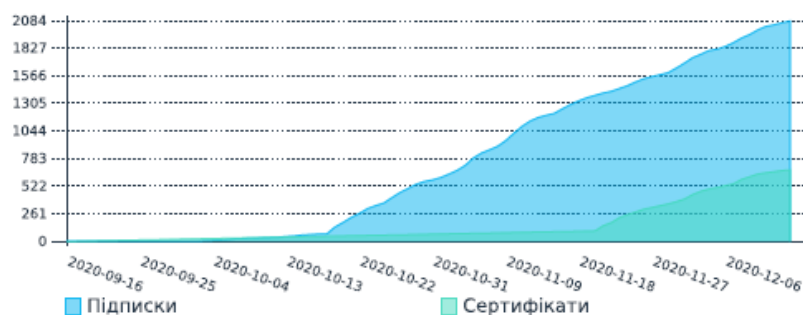
Author - Pavlo Vyshebab, eco-activist, musician, UNDP tolerance envoy. Chairman and co-founder of the NGO “Unique Planet”. Participant of the animal protection campaign “HutroOFF”.

**Lesson 7: Tolerance during the COVID-19 pandemic as a way of self-reflection**

Author – Maryana Savka, poet, children’s literature writer, UNDP tolerance envoy. Co-founder and editor-in-chief at the Lviv Book Publishing House "The Old Lion Publishing House".

## Statistics of the course as of December 14, 2020 (1,5 month)

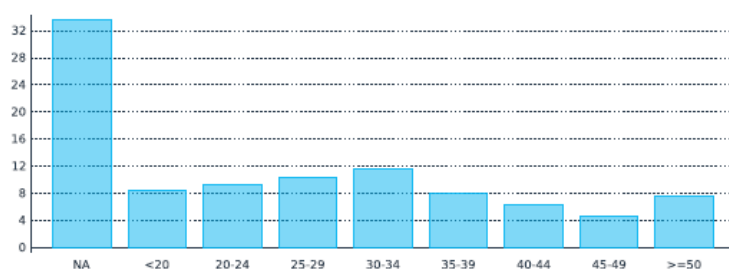
Subscribers and certificates:



Number of students: 2, 084

Numbers of certificates generated: 676 (32,44%)

Age of students:

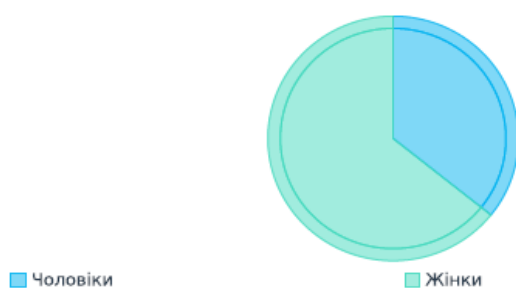


Average age of students:  
33 years

Розподіл за віком:

| NA             | <20           | 20-24         | 25-29          | 30-34          | 35-39         | 40-44         | 45-49        | >=50          |
|----------------|---------------|---------------|----------------|----------------|---------------|---------------|--------------|---------------|
| 699<br>(33.54) | 174<br>(8.35) | 194<br>(9.31) | 217<br>(10.41) | 242<br>(11.61) | 168<br>(8.06) | 132<br>(6.33) | 98<br>(4.70) | 160<br>(7.68) |

Gender of students:



Women: 64,25%

Men: 27,59%

[Link](#) to the detailed statistics of the course.

**KPI of the online course “Culture of Tolerance: How to Build a Proper Society for All” is 32.4%. Due to the international practice for online courses, 5-7% KPI considered satisfactory.**

## 6. Other notable activities of the project

**March 2, 2020**

Participation of the UNDP tolerance envoy Pavlo Vyshebaba in the TV program on the channel "Pryamyi". Discussion on the issue of how to maintain emotional balance and practice tolerance.

[Link](#) to the video.



**October 4, 2019**

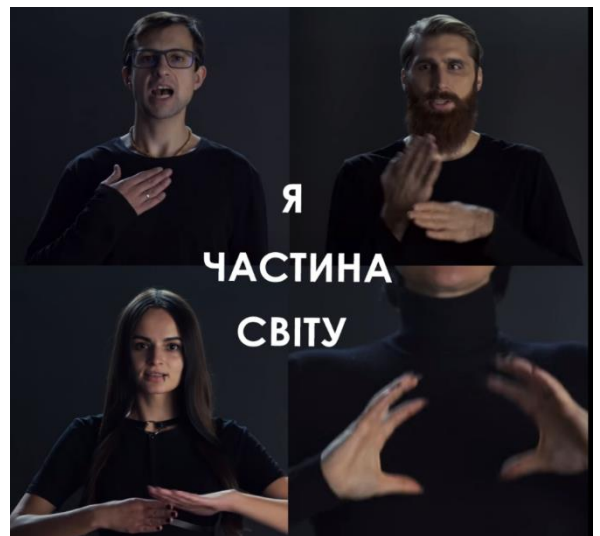
UNDP tolerance envoy Pavlo Vyshebaba acted as a host of the UNDP Accelerator Lab event.



**December 3, 2018**

UNDP Tolerance envoys Liubko Deresh and Pavlo Vyshebaba and his music band "One Planet Orchestra" created a sign language video on his own song "I am a part of the world". The video was created in the framework of the UNDP weekend of unlimited opportunities 2018.

[Link](#) to the video (7,7 k views)



**November 27, 2018**

UNDP tolerance envoy, blogger, traveler in a wheel-chair, co-founder of "Доступно.UA" initiative Dmytro Shchebetyuk took part in promoting the UNDP weekend of unlimited opportunities 2018 initiative.

[Link](#) to the video (2,9 k views)





## Summary

The campaign's goal was to promote the values of tolerance, mutual understanding and dialogue in Ukrainian society – especially in the regions.

Regional events (workshops, discussions, performances, sports and youth events) with the participation of Tolerance Envoys have overall reached thousands of people. After participating in these interactive activities, the participants shared their experience on social media and promoted the campaign's ideas. The participation of Tolerance Envoys in big national events helped to educate the public and raise awareness on the need for inclusive nationwide dialogue, at the same time explaining the connection between tolerance and peace.

As opinion leaders of the campaign, Tolerance Envoys have made numerous Facebook posts on the issues of mutual understanding and tolerance, thus prompting their audience to closely consider these matters. In addition, Tolerance Envoys have extensively talked about the campaign in a plethora of interviews.

During the Tolerance campaign, TV and online-media journalists have repeatedly asked many of the Envoys to comment on the topics of tolerance, combating discrimination, etc. This, in turn, demonstrates their recognition as UNDP leaders on tolerance issues and illustrates a general increase of interest for mutual respect in Ukraine.

Creating a network of regional leaders on mutual understanding helped to communicate the campaign message at Ukraine's grassroots level.

Those Tolerance Envoys who are writers have monthly published their opinions and blogs in the country's well-known online-media. It raised the issues of tolerance in Ukraine, successfully delivering the campaign's messages.

The campaign's key messages to promote tolerant discussions include the following:

- Understanding other narratives will create an atmosphere of trust, which, in turn, will help to prevent potential conflicts between persons with polar mindsets.
- Preventing polarization and a 'You're either with us or against us' mentality. Focusing on creating an environment of inclusiveness rather than exploiting differences. Finding unity in diversity by focusing on the aspects that unite rather than divide society.
- Communicating with people from different backgrounds (ethnic, religious, cultural) or views will help broaden one's perspectives.

The online course "Culture of Tolerance: How to Build a Proper Society for All" will contribute to sustainability of the campaign after it's end.

Using a variety of forms while conducting public Tolerance Envoys succeeded to neutralize aggressiveness and to "open" different audiences to talk about tolerance, diversity, non-violence as not just universal values but as benefits which personally everyone can use.