



**SOUTHERN
DEVELOPMENT
STRATEGY**

**MIDTERM NGO REPORT
“SOUTHERN DEVELOPMENT STRATEGY”
March-July, 2021**





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I. ACTIVITIES OUTPUTS

Activity 1. Kherson Development Forum was held

Southern Development Strategy Forum became the biggest economic annual event of the Southern Ukrainian regions from the Mariupol to Ismail: Odessa, Mykolaiv, Kherson, Zaporizhzhia, Donetsk regions.

637 participants did registration on the Southern Development Forum. 90 speakers produced content of the Forum. National Representatives of USAID, UNDP and TIKa missions were among speakers the Forum. 203 mayors, i.e 80% heads of local government of Southern Ukraine were guests of the Forum. Embassies of UK, Germany, Netherlands, Switzerland, Romania, Slovakia, Belorussia delegates its senior representatives.

13 national executive agencies delegates its senior representatives: (1) Ministry of Temporary Occupied Territories, (2) Ministry of Foreign Affairs, (3) Ministry of Agrarian Policy and Production, (4) Ministry of Infrastructure, (5) Ministry of Economic Development and Trade, (6) Ministry of Communities and Territories Development, (7) Ministry of Healthcare, (8) Ministry of Culture and Information Policy, (9) State Property Fund, (10) Ukravtodor, (11) Ukraviaruh, (12) National Agency of Tourism, (13) National Agency of Irrigation and Fish.

14 events were held for two days: (1) “Advanced strategy for the development of southern Ukraine from Mariupol to Izmail” (plenary session), (2) “Economic security and international cooperation in the Black Sea and the Azov Sea regions” (plenary session), (3) “Steppe Irrigation”, (4) “Smart City in small towns of Ukraine”, (5) “The end of the era of raw materials”, (6) “Arabat Public Infrastructure”, (7) “An airport no one believed in”, (8) “Askania Nova and Olvia Hospitality Quarters Model”, (9) “Year-round resorts of the South of Ukraine”, (10) “Energy security on the administrative border with Crimea”, (11) “Industrial potential of the South”, (12) “Southern Ukrainian Center for Transplantology”, (13) “Multimodal transportation and water tourism from the Danube to the Dnipro” (14) “Temporary occupation of Crimea: risks for the South and ways to minimize them”. Each event engaged from 14 till 700 people.

Also, was provided **the culture program** on the evening on 1st day of the Forum which consist of three events: (1) the presentation of the movie [“Self-return to the Crimea”](#) by its director and main hero, (2) the photo gallery of Kherson natural sides, (3) the evening music party on the beach with craft beer and barbeque.

The Crimea Platform Expert Network did their first event at the Southern Development Strategy Forum as the independent section. It was the repetition of their inaugural forum on August 7th in Kyiv, which of 180 experts and scholars from 33 countries have already expressed their willingness to join the Network.

423 guests were settled free for 2 morning hours without special problems. 17 volunteers among Kherson students were engaged to serve processes of the Forum. In addition, more 39 senior experts worked as the members of working groups of the Forum investments projects.

Activity 2. The website developed

The website ustrategy.org developed in the beginning of April as well as in Ukrainian and English. It has a scroll design with 3 independent pages: news (26 articles in both languages), registration form (749 registration finished), and the main page.

The **Main Page** is structured by next nine section: (1) general information about the Forum, (2) project description grouped by geography, (3) the forum program, (4) list of speakers, (5) partnership description rules, (6) the infrastructural Opportunity Map, (7) initiators list of the Forum, (8) the partnership list, (9) contacts.





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21k unique users visited the website during the project time, 4.6k users among them are proved organic audience who visited the website behind the advertising campaign. Organic audience spent at least 1.5 minutes per session on website. The average time spending on the website is 50 seconds. Each unique user visited the website 1.3 times. It is proven the continuing interest to the website content from our audience. Total visits of the website were 49k times with 2.7 interactions per visit. Among 49k visits of the website – 23k were engaged sessions, i.e. half of total amount of visits. 1.7k times were downloaded files (the Investment Projects Presentation; the Program of the Forum) from the website. If we compare the number of organic audience and amounts of downloaded files you could see, that 1.6-1.7k unique users is our core and devoted audience of Southern Development Strategy Forum project.

6k unique users are from the Southern Ukraine regions, which are core audience of the Southern Development Strategy Forum project. 0.7k are proved visitors from the Crimea and Sevastopol. Among other Southern regions: **Kherson – 1.9k, Odessa – 1.6k, Zaporizhia - 1.4k, Mykolaiv – 0.9k**. We should notice that Mykolaiv region has the lowest visiting rate among other neighboring regions of the project. It is required additional studies of this fact. Vice versa, Zaporizhia and Kherson regions has better website participation rate on the South of Ukraine due to its population.

There were [26 original articles](#) produced by the Southern Development Strategy Forum team. The most popular among them are about: (1) Askania-Nova, (2) Todurov Southern Ukrainian Transplantology Centre, (3) Kherson Airport, (4) Year-round tourism on Arabatka split, (5) Public Infrastructure on Arabat Split, (5) Skadovsk industrial Park, (6) Strategy of Crimean Deoccupation.

Activity 3. 20 promo video developed

One of core element of promotion campaign of Southern Development Strategy Forum was development of 20 videos. 19 clips were produced for 2 months, i.e. 1 clip was produced in 3 days. Also, the team did 3 additional videos during and after the Forum – online broadcast of the official part for two days. **22 videos in total.**

During the April-July we received **706.5k views in Youtube and 293.2k views Facebook**, what is mean, that our video production received **1 million views**. 18.2% views of videos are organic in Facebook, as well as 81.8% are paid views through advertising campaign.

The [promo clip](#) (1 minute) was watched 302k times in Youtube and 86,7k times in Facebook, **388.7k views in sum**. The main goal of the promo clip was to “join to our history”, i.e. to subscribe and follow our official pages.

6 interview clips (1.5-2 minutes) are telling histories about successful entrepreneurs who built their business close to Crimea. The interviewer of each video is the child (girl), who is the symbol of equal opportunities for future entrepreneur spirit on the South of Ukraine. Heros of the interviews were: (1) the biggest producer of milk for Danone, (2) the biggest fruit producer and exporter of the South, (3) the owner of the biggest mechanical industry of the South, (4) the biggest producer of canning food factory, (5) producer of small aviation on the South, (6) the creator of the private natural reserve. The last hero received 930 engagements in Facebook. 197.6k views in Facebook and 218.8k in Youtube received interviews clips, **416.4k views in sum**.

12 sectional clips are short (1-1.5 minutes) introduction of 12 sections (and projects) of the Southern Development Strategy Forum. **Total views of 12 sectional clips are 244.4k in sum**. The typical scenario of





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the sectional clips is a formulation of a public problem and business & infrastructural projects which should solve it

3 videos of Session 1st and 2nd day were produced during the Forum. **1.7k people viewed the Forum sessions online in total.**

Activity 4. Drafts of 12 investments projects developed

During the preparation period for the Southern Development Strategy Forum were developed 12 set of investment and infrastructural development projects. Most significant results were received for Askania-Nova Hospitality Complex, Skadovsk Industrial Park, Irrigation of the Steppe Project, Smart-City Vendors Agreement, Todurov Southern Ukrainian Transplantology Centre, Arabat Split Year-Round Tourist Infrastructure Project, Arabat Gaz Pipe, Kherson Airport Development. It is provided description of all 12 projects.

Project 1. Askania-Nova Hospitality Complex

On March 1, 2022 planed the announcement of the International Architecture Competition for “Askania-Nova Hospitality Quarter” which will unite all creative sources inside Ukraine and abroad. Before it, the SDS team will conduct the field research and strategic session to develop the consensus between national experts, scientific society and local community about the future Askania-Nova. State Agency for Tourist Development and USAID ERA agreed to combine resources for joint success of the Askania-Nova Project. Previously, May 11, 2021 the Askania-Nova Town Council voted in total majority for the decision in support of the community development initiative of the Southern Development Strategy Forum team for the further steps in implementation of the “Askania-Nova Hospitality Quarter”. The Mayor of Askania Nova City Council Vadim Polyschuk mentioned: *“We found the balance of community development and ecological conservation jointly. It is the start of large and long root for national project”*. USAID Acting Mission Director Susan Kutor after the visit of the Section event mentioned: *“I was the witness how the mayor of the town and the director of the National Park formed the joint position during the section discussion”*.

Project 2. Smart-City Territories

On the end of Fall 2021, the SDS team, the Ministry of Digitalization, the Ministry of Reintegration of Temporary Occupied Territories, the EGAP Program and Eastern Europe Foundation will conduct joint three days event “CDTO Fall Booth Camp: Smart-City Territories Development”. This event will gather all 100 Ukrainian CDTO (deputy heads on digitalization) of regions and municipalities (1) to receive trainings on best practices of smart-city technologies implementation from leaders of the national and world IT market; (2) to conduct the Strategic Session on Smart-City Territories Pilot in the agglomeration “SiRuLi” (Severodonetsk, Rubizhshne, Lisichansk).

The CDTO Booth Camp will be first among series of events to establish the Smart-City Vendors Market Club as the part of national campaign of the regional digitalization. The Ministry of Development of Communities and Territories of Ukraine plans to introduce the Portal of Best Practices and the Project Office of Digital Regional Development. This was announced by Deputy Minister of Community and Territorial Development Oleksandr Dudchenko at SDS Forum: *“Among the main areas of digital development of the regions - the introduction of innovative technologies in the management system of urban development on the basis of the concept of Smart City. And also - increasing the institutional capacity to build IT infrastructure, create digital*





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platforms, open data systems and more. A set of tasks is being developed for each of these areas, both for small and large settlements”.

Project 3. Skadovsk Industrial Park

September 16, 2021 will be held public hearings on the approval of a detailed plan of territories for the construction of an industrial park. April 21, 2021 Skadovsk City Council approved created by SDS team the concept and the new territorial plan and voted to establish Skadovsk Industrial Park. It is not only Kherson first industrial park zone, it is nationally unique industrial park zone with air runway. The Mayor of Skadovsk Oleksandr Yakovlev says: *“According to the concept, our future industrial park is aimed at processing agricultural products and introducing energy-saving technologies. Such a project is needed, because today the Skadovsk community has a powerful agricultural sector, more than 40,000 hectares of agricultural land. It is mean, that we have serios producers. And if we create opportunities for processing industry, we will add value for the community, for it's jobs, for it's investment. We studied the experience of industrial parks in the country. Many of them are located in Western Ukraine”.* Our small team secured the future work for Skadovsk Seaport, moved from the city center industrial zone and made one more step to creation of new 400 job position in the city. Of course, this project is still required several more steps to make it complete and to registry it by the Ministry of Economic Development and Trade.

Project 4. Todurov Southern Ukrainian Transplantology Centre

Was prepared the text of Memorandum between Todurov, Kherson City Council, Kherson Regiona State Administration and Kherson Regional Council is agreed. Sides agreed about joint vision of project development, choose of land for this medical Centre. Ministry of Healthcare executives agreed to discuss the possibility to transit Simferopol Medical University to Kherson and to force the collaboration work under this project with the World Bank Group to create national first public-private partnership and national first innovative medical campus. The Director of the National Heart Institute Boris Todurov: *“The new clinic we want to build will meet world standards. We have outlined the objectives of the project: combining clinical practice, educational program and scientific component in the field of health; organization of training. It looks something like this: university, next to - a large university clinic with about 900 beds, multidisciplinary, with a pediatric ward, with cardiac surgery, neurosurgery, oncology - equipped with the latest technology. Nearby - a medical college that provides nurses, paramedics, paramedics. And most importantly - the campus: housing for teachers, students”.*

Project 5. Kherson Airport Development

The airport is included in the State Target Program for Airport Development, which provides UAH 320 million for the reconstruction of its runway. Co-financing from the regional budget is UAH 4.6 million, which was used to develop design and estimate documentation. The project envisages laying a new layer of asphalt concrete on an area of 2000 meters and on a section of concrete slabs. Reconstruction of the runway of Kherson airport will allow accepting Boeing 737 - 800, 900 and Airbus 321 up to 12 times a day, which in turn will increase passenger traffic to 500 thousand people a year. Andriy Yarmak, the Director of State Company “Ukraviaruch” said: *“The airspace of the south of Ukraine is strategically important for the development of the country's transit potential. With this in mind, we are making a lot of efforts to resume flights in the Simferopol area of flight information improving the air navigation infrastructure. This includes the modernization of locators, voice communication systems and navigation facilities. It is at Kherson Airport that*





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new DVOR / DME navigation equipment will be installed, which will also work on the route and will help aircraft to land at the airport”.

Also, June 10, 2021 Kherson Airport, National Aviation University and State Flight Company “Avia Kherson” and Kherson Regional Sport Aviation Club signed joint Memorandum to support local aviation sport, juvenile engagement and declare plans to make Kherson region a focal point of sport aviation movement in Ukraine.

Project 6. Year-Round Arabat Balneotherapy Resort

Developed the investment project documentation (the business plan, the feasibility study) of the Balneological complex “Thermal” on Arabatska Split in collaboration with Mechnikov Dnipropetrovsk Regional Hospital and business sector. The USAID ERA Tourist Sector Head Alex Fainin said: *“We agreed about joint promotion of Arabatka Split as place of year-round balneological resort as well as for public and before the face of international finance organization advocacy to support the construction as much as possible complexes of Year-round Balneotherapy Resorts in Arabatka”.*

Private resorts owners agreed to unite in the professional unions of Balneotherapy Resorts of the South and will work jointly for: (1) the public campaign to simplify the procedures and cost of highly protracted, expensive and monopolized certification of balneotherapy natural resource; (2) to invite jointly for consulting and technical support of Arabatka Split balneotherapy cluster projects; (3) to establish new skills training program in Henichesk Medical College for preparing local teenagers to work in new Balneotherapy Resorts on Arabatka split for the goal of renovating postsoviet sanatorium industry.

Project 7. Arabat Civil Infrastructure for Tourism

Agreements have been reached between the Kherson Regional State Administration, the Ukrpolimerkonstruktsiya Group and the Henichesk City Council on the development of the project for the construction of a central sewerage system in the city of Henichesk and at Arabatska Strelka. As part of the collaboration, it is planned to sign a memorandum and further work on the feasibility study of the project. An agreement has been reached between the Henichesk City Council and the AVTEK Holding on the joint development of a public transport modernization project in the Henichesk community, taking into account the tourist potential and needs of the community. Initial agreements have been reached between Egis Ukraine and the Henichesk City Council to involve Egis Ukraine in the development of a feasibility study for the construction of a comprehensive municipal waste management system in the Henichesk community. The Mayor of Henichesk Olexandr Tulupov mentioned: *“For years we have been face to face with the communal problems of the national mastaba on the very border of Crimea. We are glad that we were remembered, that they help us. In a few months, this Forum has updated all our issues and demonstrated tangible progress in resolving them”.*

Project 8. Irrigation of the Steppe

“Today in Ukraine there was a historic transformation of the reclamation system. State Agency for Land Reclamation and Fisheries was established, and the restoration of the reclamation industry becomes a national project until 2024. This year the pilot project in the South of Ukraine begins. Odesa, Kherson, Mykolaiv and Zaporizhia oblasts will work on the restoration of irrigation systems,” – the Minister of Agrarian Policy and Production Roman Leshchenko said. The Minister called the strategic task for the ministry – to revive and integrate full-fledged land reclamation into the country's agricultural policy. And the main goal - along with





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the land reform to synchronize the implementation of irrigation reform with the presentation of the relevant roadmaps and the entire package of relevant legislation. Roman Leshchenko stressed that this year it is necessary to ensure the timely supply of water for irrigation, including through the formation of objective tariffs for water for water users. He added that Kherson region is currently a key region in Ukraine's irrigation system. It is here that all types of irrigation are used - from main and distribution channels to drip. The SDS team united most successful and innovative farmers to establish pilot water users organizations (supported by USAID Agro) and advocated the on the Forum legislation bill on water users organizations. Also, despite national politics the SDS team advocated to establish pilot support for water users' organization as well as in other regions of the South, despite "Kherson centrism vision" in Kyiv. Further development of national irrigation strategy continued on National Potato Day Forum on 26-27 August 2021 in Chulakovka, where the Minister of Agrarian Policy and Production Roman Leshchenko announced that: *"American giant agricultural companies Lindsay and Cargill want to support the implementation of irrigation reform in Ukraine"*.

Project 9. Skadovsk Seaport

Before 2014 Skadovsk Seaport was one of most active local ports on the Black Sea with transport ferry flights to Turkey, one of most important transshipment centers of agrarian production which situated in European largest irrigated location. Due to instability with Crimean occupation major seaport activities was end. SDS team in collaboration with the State Property Fund of Ukraine developed dual strengthening initiative of establishment of industrial park in close destination with seaport. These activities produced intense interest from number of potential investors: US, Chinese, French, Ukrainians. State Property Fund of Ukraine announced the preparation to privatization of this seaport complex. Dreyfus Group, Egis Ukraine, and members of Canada-Ukrainian Business Council started own preliminary preparation activities. *"Large number of objects in the south is both an opportunity for industrial development and an opportunity for the development of recreational infrastructure, and a large number of investors were interested in this. We, the State Property Fund promote objects that are transferred for privatization. There, in particular, there are assets in the south of the country - Skadovsk, Ust-Danube, Belgorod-Dniester ports. They are not relevant to the state, have long required investment, are in poor condition. Now, by attracting a profile investor, the state can get money for these assets in the budget. Citizens will get jobs in the cities where they are located, and business - an opportunity for their development. Therefore, with the money of private investors, we are developing the country"* - said Kostiantyn Koshelenko Deputy Chairman of the State Property Fund of Ukraine.

Project 10. Arabat Gas Pipe

The gas networks of this region after Russia's occupation of Crimea were separated from the unified gas transportation system of Ukraine and all Chornomornaftogaz gas fields of except Strilkovo (Arabat split) were confiscated by the occupying authorities. Local communities were deprived of central heating systems. As a result, local businessmen and authorities lose opportunities to develop the processing industry in the region with largest in Europe irrigation system, electrified railway system to all Ukrainian largest cities and seaports.

SDS team in close cooperation with the Chornomornaftogaz State Company (the part of Naftogaz) reborn the project to build the gas pipeline Genichesk-Novooleksiyivka-Askania Nova and advocate to complete the environmental impact assessment this August after 5 years of inactivity from the side of the Government and Kherson Regional Administration authorities. General Director of Chornomornaftogaz Svitlana Nezhnova said: *"The construction of the Genichesk-Novooleksiyivka-Askania Nova gas pipeline has been on the agenda since 2015. The construction of this gas pipeline is important for the development of territories and*





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diversification of energy sources. It will allow launching several processing plants and gasifying the village of Novotroitskoye, where about 9,000 potential subscribers are waiting to be connected to the gas networks". The cost of construction of the gas pipeline Genichesk-Novooleksiyivka-Askania Nova with a length of about 90 km is 650 million UAH. It is planned to finance the project from the state, local budgets and the Naftogaz investment program.

Project 11. Melitopol Industrial Cluster

SDS team supervised projects of Melitopol machinery producers to apply for the TASP project of USAID ERA in Zaporizhia region. Among our partners MPI-Agro Factory received currently possibilities of this joint program with Ernst&Young to attract more 1 million USD for their business.

Irrigated Systems, Light Aircraft, Machinery parts, Processing industry, Shipbuilding are among national Government priorities for the South and Melitopol as its industrial centre: *"It is interesting to cooperate with the Ministry of Strategic Industries of Ukraine in these industries. The state provides support, which was presented during the investment forum "Southern Development Strategy". First, these are investment projects. We are currently supporting 23 investment projects, helping businesses and businesses not only to establish them, but also to obtain financing in the future. They are included in the list of priority investment projects under the care of the state. And we are also looking for investors - because at the meetings that we have, we offer these projects for consideration,"* - Deputy Minister for Strategic Industries of Ukraine for European Integration Yuri Petrovsky.

Also, SDS Team, using our own experience with successful Skadovsk Industrial Park, agreed to help the Melitopol City Council and local construction company to registered officially its own "not-official" industrial park.

Project 12. Maritime Urban Cluster

This section united set of projects dedicated to development of Maritime industry on the South of Ukraine. This is the region where sailors educate, work and live; all cities has the same problems with hundreds kilometers of territories close to water, which are not belong to the local authorities (belongs to one state monopoly company); all region has the same experience with first steps of seaport privatization and public-private partnership (PPP) projects implementation. Results of this section are next.

First, September 10, 2021, will be Turkish-Ukrainian Feed Industry B2B Trade Forum. It is organized in close cooperation with the first national PPP project Kherson Seaport and Turkish National Association of Feed Producers.

Second, June 29 the Parliament of Ukraine, with 333 supports voted for the Bill 3944 on the new rules of periodic re-certification of sailors. Right now, every sailor need only (1) a diploma about professional education; (2) to be in good health for the profession, (3) confirmation of professional experience, (4) successful completion of professional study programs. The initiator and the author of the bill is the speaker of the Southern Development Strategy Forum, MP Ivan Shinkarenko. This project has historical influence on hundred thousand of marines who lives on the South of Ukraine.

Third, discussed business insides (practice and problems) deal with current Kherson, Olbia and future Chornomorsk PPP projects with major private and public stakeholders of the industry.





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Activity 5. Communication campaign is held

The **purpose of the communication campaign**, as well as the project itself, is to focus the attention of stakeholders on the ability and interest of local governments and businesses in the southern regions of Ukraine to independently develop and implement economic, infrastructure and social projects in their territories. Stakeholders in our understanding are (1) international grant and financial organizations, (2) diplomatic missions, (3) international chambers of commerce, (4) large national and international business, (5) and central government.

The communication strategy was aimed at **advocating for the South of Ukraine as a priority development area**, which requires additional attention due to the concerns of foreign investors about the risks of developing projects close to the temporarily occupied Crimea. On the other hand, the communication campaign was aimed at **motivating representatives of local self-government communities** to independently initiate ideas and projects for infrastructure development and to form support for these projects among the population of communities.

The two sentences of messages used to introduce the audience to the project were: **“Forum on the border with Crimea”** and **“Showcase that we waited for”**.

Also, other messages were used on a regular basis: *“Single Shield of the South”, “New Economic Reality of the South”, “Operation-Reintegration”, “South: Infinite Space of Possibilities”*. We tried to use familiar landscapes from different regions to target audiences.

The opening video of the Forum (59 seconds), which was watched by 388.8k people, was accompanied by the following words: *“Steppe, semi-desert, heat. Always on guard at the border. But we conquered and inhabited this land. Created a new world. Our world. We see opportunities, ideas, partners, results. Join our history”*. This video was aimed at **reaching the maximum number of audiences**.

The next six videos had the effect of a “marketing funnel”, i.e., each time the videos were shown only to those who did not leave a lasting interest in our topic. With its help we eliminated the superfluous and found our own stable audience with common interests and values. The only structure of these videos was **an interview of successful in the South representatives of various sectors of the economy, conducted by the girl**. She embodied the “growing” future of Ukraine. The following independent messages were interviewed in the headlines: (1) *“Garden on the border with Crimea”*, (2) *“Milk for Danone in the South of Ukraine”*, (3) *“From metal to turbochargers in the Ukrainian steppes”*, (4) *“Our tomatoes in Chicago”*, (5) *“New Askania in the heart of Tavria”*, (6) *“Airplanes are being built in Kherson”*. These interviews were primarily intended to emotionally engage the widest, most diverse, and most diverse audience. The **total number of views of the interview is 415.2k**.

The following 10 videos were called to find the subscribers of the Facebook group of the initiative and the Forum, which were also **short video presentations of the sections**. They also fueled the interest of an existing devoted audience. **The total amount of their views is 217.4k**.

To media support of the Forum, which was done as the part of institutional partnership agreement by: (1) TV channel *“DOM”* and International Ukrainian Broadcasting *“UATV”*, (2) *“Radio Svoboda”*, (3) *“Suspilne.UA”*. These three TV companies have set up their own on-site studios at the Forum's location with





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the possibility of live television coverage. The total number of media mentions in these three media alone is 117.

The total number of media materials was 164 links. At the same time, television and radio stories were broadcast from 6 to 10 times. Publications in the print media were duplicated in their electronic versions and virtually all media materials were duplicated on media pages on social networks and their YouTube channels.

In **social networks**, the main pages of the Forum were Facebook (in Ukrainian) and Twitter (in English). The materials of the Forum were also duplicated on official channels in Telegram and Viber. The Facebook page was created to reach a wide audience. The Telegram was conducted to promptly inform journalists about the events of the Forum. Twitter helped to form a channel of communication and information with international missions. **The number of subscribers are the next: (1) Facebook - 8.4k, (2) Telegram 0.2k (3) Twitter 0.2k.**

As well as SDS Forum official page is close to absolute number of Ukraine30 subscribers. Right now we has **8k SDS Forum Facebook page subscribers** in comparison with 11.2k of Ukraine30.

In Twitter we had no promotion campaign for our media products. It is served for English speaking audience in Ukraine and out of it, However even here the **Twitter organic audience is 656k impressions and 2,85k page visits.** We received 25 mentions from our foreign partners. Most of all we proud of Dofine Gercheva (the representative head of UNDP in Ukraine) mention and click as subscriber of our SDS Forum official page.

Of course, we have paid promotion campaign. However, let's look on only organic audience, which reached post every day. Before the SDS Forum it was 935 profiles. **After the SDS Forum, the organic reached audience per day were doubled to 2 264 profiles in Facebook.**

Even our **paid promotion campaign** with the same sum of money per one day became **more efficient after the SDS Forum in 17,9%.**

Our **website received 14k visits** during last month. 2k users returned to the SDS Forum website again. The retention rate of website audience is 14,3%.

Besides of registration page another **most popular pages are articles** on (1) Askania-Nova hospitality quarters and (2) Todurov Southern Ukrainian Transplantation Centre, (3) Kyivstar collaboration on Smart-City technologies implementation, (4) the Public infrastructure of Arabat Split, (5) development of Kherson airport.

Followers' demography is well represented at all gender and ages equally. Only **one exception is 16-21 age group.** It has the lowest engagement to SDS Forum activities.

Facebook **followers' geography is well nationally represented** as well as in the South, Eastern, Central regions and the Capital first of all. I should mention that that the "southern development strategy" is proved discussion question for all country without geography occupation disposition of a person.

Crimea is represented at least on 600+ proved subscribers in Facebook official page. And 800 users + in Google as visitors of official website.





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II. IMPACT AND SUCCESS STORIES

Set of Sustainable Projects & Fixed Results after the SDS Forum

The results of the Forum participants survey show that **92.3% continue to communicate** with other Forum participants (investors, civil servants, partners, colleagues) even after its completion. Moreover, 89.7% of respondents received information at the Forum that may be useful for their project or further work.

We received a lot of positive feedback from the participants, showing continuation of their communication after the forum:

“Relations with experts and market leaders have been strengthened”, - said Victoria Kulakova, NGO “It's Kraft” and the Regional Development Agency of the Tavriya Association of Territorial Communities.

“We managed to hear the views of top speakers and convey them to the audience. In addition, we managed to get acquainted with a large number of forum participants with whom we now have a working relationship”, - added Vadim Lubchak (TV channel “DOM”).

“I realized that many problems are waiting to be solved, but there is human potential that can solve them”, - wrote Yuriy Zhytnyak, “Political Kherson Region”.

“Increasing the level of self-education, gaining practical and theoretical experience, combining efforts in certain specific areas lead to social and economic results for the South of Ukraine”, - added Oleksandr Babych, Golprystan Mayor.

More than 92% of respondents said that the SDS Forum has become a platform for further constructive dialogue in the southern region.

In addition to the quotes and assurances, the projects that were founded and presented during the event demonstrate sustainability. In fact, for each project there is a roadmap for their implementation. At the end of the summer, projects from 10 sections of the Forum out of 12 received first significant results:

1. Joint with the Ministry of Culture and the Eastern Europe Foundation holding the CDTO Forum-School on Territorialization of Territories in late autumn 2021, as part of a joint project with Microsoft, VISA and Kyivstar to create a market for Smart City national free market.
2. The last formal stage of the establishment of the Skadovsk Industrial Park and its inclusion in the register of the Government of Ukraine is scheduled for the end of September 2021.
3. On August 26, one of the largest modern potato stores in Ukraine was opened in the South of Kherson Region (Chulakivka), as a stage of construction of the first French fries plant in the South.
4. On September 10, 2021, as part of the development of the first experience of public-private partnership of Kherson seaport, a "Bilateral Ukrainian-Turkish B2B trade summit of feed producers" will be held as part of the project to integrate Ukraine's maritime cluster with producers and develop free international trade in the Black Sea region.
5. A large-scale project to modernize the runway of Kherson airport has been launched, which has attracted \$ 12.3 million to build the runway, which will take 737-800, 900 and Airbus 321 up to 12 times a day, which in turn will increase passenger traffic to 500k people a year, as part of the project "Airport in which no one believed".





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6. Within the framework of a joint advocacy company with Chornomornaftogaz, the construction of the Askania-Nova-Novotroitskoye-Novooleksiyivka-Genichesk gas pipeline has finally been approved, which will heat 9K households on the temporary border with Crimea during a winter period.
7. On September 7, the law on the Organization of Water Users was adopted in the first reading, developed together with USAID Agro, the All-Ukrainian Agrarian Council and the collective of farmers of Kherson and Odesa regions, as part of the work of the Irrigation of the Steppe section.
8. On June 29, the Verkhovna Rada of Ukraine with 333 votes supported Bill 3944 on simplification of the rules of periodic re-certification of seafarers, as part of the liberalization of the development of the Maritime Cluster of Ukraine and facilitating the lives of hundreds of thousands of Ukrainian seafarers.
9. The development of a regional plan for municipal waste management in Kherson (Arabatska Strelka) and Zaporizhia oblasts has been launched as a pilot in the framework of technical assistance from the European Union and a partner of the EGIS event.
10. A roadmap for the implementation of the Askania-Nova Hospitality Quarter project is being developed jointly with USAID ERA and is planned by the Askania-Nova village council on May 11, 2021 to hold an international architectural competition in the spring of 2022.

Request for the Next Year Southern Development Strategy Forum

93% of the surveyed forum participants consider it expedient to hold the II International Investment Forum “Southern Development Strategy”.

Among the main wishes of the organizers should be noted:

“The development of the southern territories should remain a priority for the state and the government. Business and government have many ideas for development that need to be presented”, - mentioned Igor Bulyuk, Director of Agrofirma-Bulyuk.

“The forum is a good platform for presenting interesting projects and finding investments, but it is worth paying more attention to participation in the Forum of Representatives. public authorities (local authorities, executive authorities, etc.), as this will provide an incentive and a sense of security for investors and help attract real investment. The topics were selected successfully”, - added Valery Karpuntsov, LLC SKMBC “Thermal”.

The participants of the Forum also shared their own ideas for its improvement:

“In general, the first forum became a good base. I would not change anything radically. But you can think about expanding foreign representation, in particular from among investors, and attracting more participants from other areas. The Southern Development Strategy Forum is, in fact, not just about the South. There is a much wider field for dialogue here”, - said Vadym Lubchak from TV Channel DOM.

“I think it is expedient to discuss the topic of cluster tourism development of the South at the next forum”, - wrote Olexander Yakovlev, Skadovsk Mayor. “Such a platform does not have. Topics: environmental security of the southern region, local education reform, and providing a step-by-step OTG algorithm for large-scale launch of any production (sector of the economy)”, - mentioned Mikhail Chabanenko, Deputy Chairman of the Kherson District State Administration).

It is significant that 94.9% of respondents support giving the communities of the Southern regions the status of priority development territories due to the temporary occupation of Crimea.





SOUTHERN DEVELOPMENT STRATEGY

Kherson as the region of priority development

Two weeks after SDS Forum, on Friday 2nd July, there was a meeting between the Parliamentary Committee on National Building, the Self-government and Building Construction, GIZ Office in Ukraine, Ministry of MFA and MinTOT about the joint formulation of current priorities for community development programs. The South of Ukraine was especially mentioned as the high priority territory for international infrastructure programs and new projects between 2021 and 2023. The details are as follows. 80 communities from these areas will receive support within the project. The terms of the competition will be announced in the near future. Priority will be given to small and medium-sized communities (not regional centers).

“The special priority is the territory bordering Crimea and the relevant communities of the Kherson region. Here, additional funding will be provided for intersections. The support will be provided in 3 areas: health care, administrative and social services. Support includes the purchase of equipment” – said MP Vitaliy Bezgin, the Chairman of the Subcommittee on Administrative-Territorial Organization and Local Self-Government of the Verkhovna Rada of Ukraine.





SOUTHERN DEVELOPMENT STRATEGY

III. OBSTACLES AND LESSONS LEARNT

The Organizing Committee for the preparation of the Forum **faced the following problems** in its work:

1. Main stakeholders had no insufficient understanding in period of December-March 2021 regarding to the priority development of the southern regions in Ukraine. It was lead to great loss of time for the project team to appear the macro-region “South” in government documents for the first persons.
2. The COVID pandemic was created some calendar and organizational uncertainty for governmental and international organizations senior specialist. Most VIP guests either did not have permission to attend offline events or were forced to choose between our event and two other large-scale events, which were postponed from February and March to our scheduled dates (Lviv, Kyiv).
3. The composition of the Government and regional administrations was significantly reformatted during the preparation of the Forum. The special destructive situation took place two weeks before the Forum, when the Project team lost almost all governmental executive partners (ministers and deputy ministers) of the Government's economic and infrastructure blocks.

The project team made the following **conclusions to improve own work**:

1. The project schedule should be more prudent, and we should not set deadlines for such large-scale projects. We learned that it is impossible to compress terms even under the direct compulsion of external factors.
2. Building relations with public authorities requires the obligate recording of each promise and detailed regulations for cooperation on a particular project. We need to speak with bureaucrats using bureaucratic language to prevent crises and conflicts.
3. The project team started working on strengthening their own organizational capacity. This should allow for more effective delegation of authority in the implementation of future projects. A program of internships and trainings for staff for the next year has been created.
4. Already now the project team is purposefully working to diversify funding sources for the institutional development of the organization and all future projects: other grants, fundraising, contributions.





SOUTHERN DEVELOPMENT STRATEGY

III. KEY INDICATORS

Indicator	Planned	Actual			
		Period 1 April	Period 2 May	Period 3 June	Total
# of Persons Employed	11 (grantee's team responsible for implementation of current grant activity)	11	11	11	11
# of Women Employed	4	4	4	4	4
# of local volunteers	39 (members of working groups, including experts)	23	31	30	39
# of training courses/workshops/seminars/roundtables/conferences conducted	20	12	10	10	32
# of media mentions	50	12	38	114	164
# of estimated attendees/participants in public, social, civic, and cultural events - number Forum attendees	400	0	0	637	637
# of media products	21 (20 video, 1 website)	2 video, 1 website	9 video (11), 1 website	8 video, 3 online translations, (22) 1 website	22
# of people reached through media	30,000 website views of vlogs on social media (10,000 views per month)	250	1 731 796	2 559 714	4 291 760
% of Retention (Media Activities)	15 (15% of people YouTube watched videos till the end)	0	22,3%	15,2%	18,7%
# of Engagement rate (Media Activities)	20 (at least 20 likes, shares, comments for each media product)	20	101	40	53





SOUTHERN DEVELOPMENT STRATEGY

% Audience Growth (Media Activities)	15 (expectation of audience growth; to be tracked by the data by Google analytics and number of followers on Facebook)	0	26 555% (5095% (web site) 21460% (Facebook))	304,4% 142,9% (web site) 64% (Facebook) 97,5% (Twitter)	29 859,4% There are: 21 000 (new users, website) 8,654 (followers, Facebook) 165 (followers, Twitter)
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IV. FINANCIAL REPORT

ARRIVAL:

UAH 5 471 172,00

Grant (USAID UCBI)

UAH 5 401 050,00

Crowdfunding raised:

UAH 49 000,00.

Own contributions:

UAH 21 122,00.

EXPENSES:

UAH 5 471 172,00

Team Salary (11 persons)

19.46%

UAH 1 066 860,00

Materials, Equipment, Logistics

56.17%

UAH 3 033 940,00

Services

21.59%

UAH 1 166 272,00

Goods

3.78%

UAH 204 100





SOUTHERN DEVELOPMENT STRATEGY

IV. ADDITIONAL INFORMATION

Appendix 1. “The Opportunity Map” of the Southern Development Strategy Forum & Project. It was created to show the infrastructural and natural benefits of Southern Ukraine as united economic microregion.



Appendix 2. “The Opportunity Map” of the Southern Development Strategy was used as the souvenir for Ambassadors and national executives from the Governor and Project Team.





Appendix 3. The Motion Logo of the SDS Forum for the Main Screen



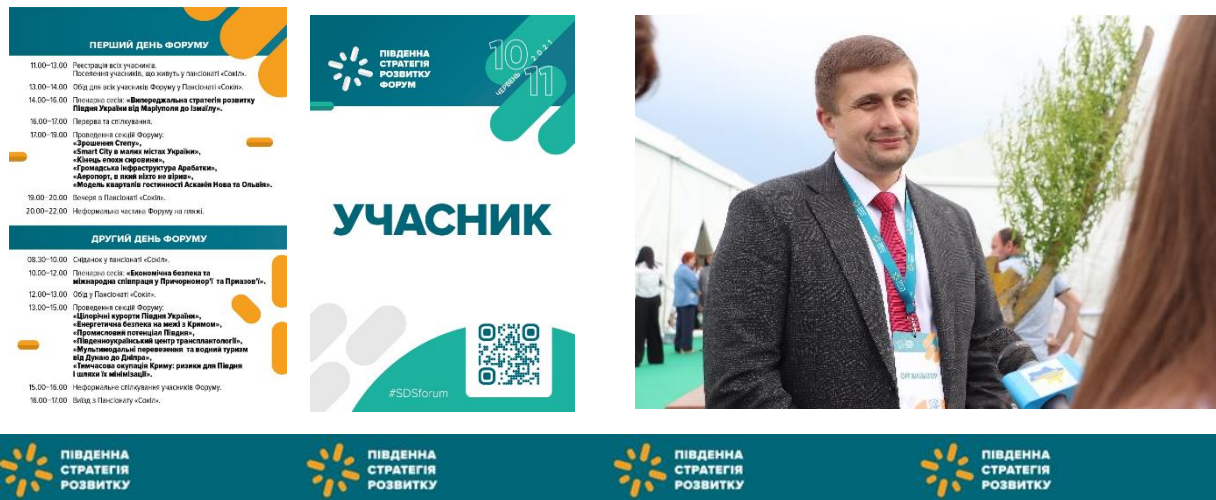
Appendix 4. Branded envelope and invitation to the Forum



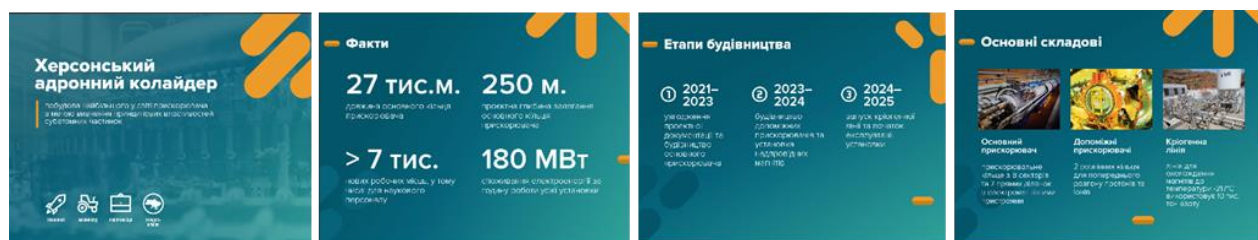
Appendix 5. The Forum Program



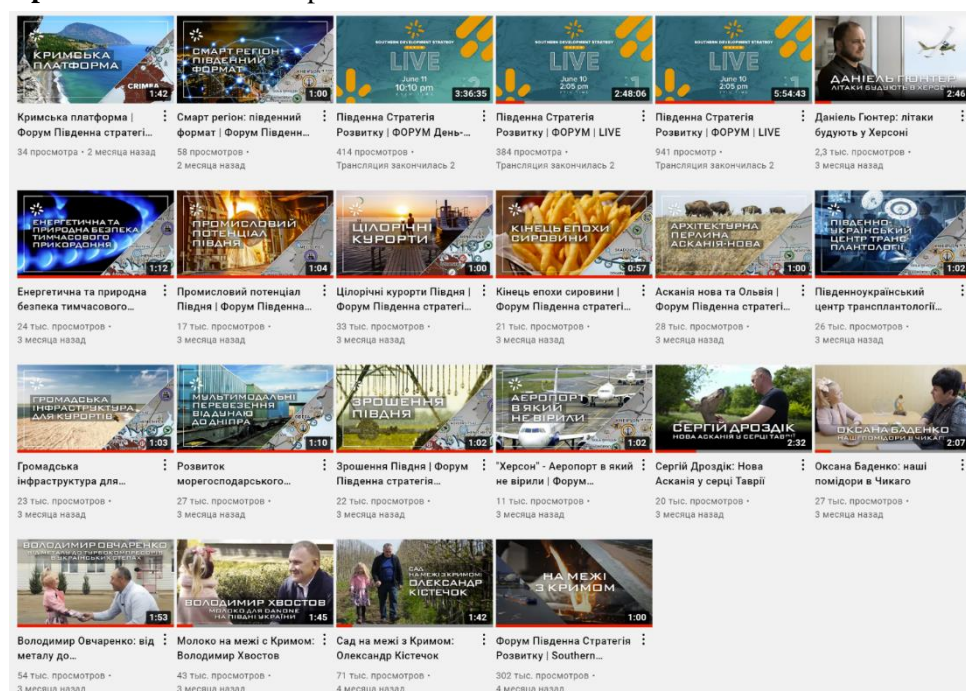
Appendix 6. The Example of Participants Badges with the portative program of the Forum and textile tape.



Appendix 7. The Template of sectional presentation for the Forum speakers



Appendix 9. The video clips screensaver





SOUTHERN DEVELOPMENT STRATEGY

Appendix 10. UNDP Resident Representative to Ukraine Dofina Gercheva and USAID Acting Mission Director Susan Kutor talking about current projects and priorities for Southern Ukraine



Appendix 11. General view on main tent hall during the plenary session





SOUTHERN DEVELOPMENT STRATEGY



Appendix 12. Dr. Boris Todurov, the Director of National Heart Institute presented the project of Southern Ukrainian Transplantation Centre



Appendix 13. Panel discussion on economic aspects of Crimean deoccupation



Appendix 14. Photo locations of the Forum



Appendix 15. Evening beach party after 1st day of the Forum





SOUTHERN DEVELOPMENT STRATEGY

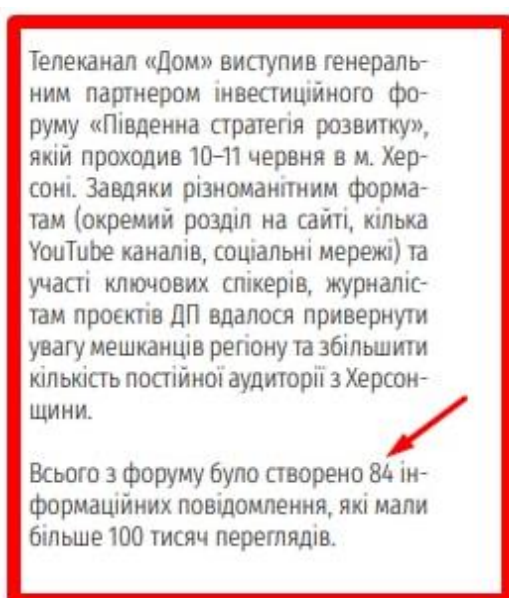
Appendix 16. Volunteers from Southern Ukrainian universities



Appendix 17. Comparison of Facebook users' engagement with Ukraine30 Forum after 3 weeks after the SDS Forum

Page		Total Page Likes	From Last Week	Posts This Week	Engagement This Week
1	 Всеукраїнський Форум...	11.2K 	▲ 100%	71	22.6K 
YOU 2	 Форум Південна страт...	8.3K 	▲ 100%	14	28.8K 

Appendix 18. Proof of TV mentions by the Forum media partner





SOUTHERN DEVELOPMENT STRATEGY

Appendix 19. Audience reached in Facebook by the Forum

Facebook Page Reach ⓘ

1,061,917 ↑ 2.7K%



Appendix 20. Reached audience in Twitter with English language content

