NATIONAL NETWORK OF LOCAL PHILANTHROPY DEVELOPMENT

Philanthropy Culture in Ukraine

Who gives, How and Why

January 2025

Methodology

Background and aim

Aim of research

To examine Ukrainians' awareness, participation, and trust in philanthropic activities. To identify key motivations and obstacles to participation in philanthropy. In addition, to highlight opportunities in order to strengthen the culture of giving in Ukraine.

Background

Historical background

- Philanthropy has always been an important part of the public life of Ukraine from the times of Kyivan Rus to the present.
- Philanthropy served as a unifying force during periods of historical adversity.
- Many significant figures, such as Yaroslav the Wise, Khanenko, Symyrenko and others, were engaged in philanthropic activities.

Modern transformations

- Nowadays philanthropy in Ukraine has become a systemic activity with various types of manifestations.
- Russia's war against Ukraine has been a pivotal factor driving these changes.
- Charity and volunteer organisations have turned into places to pool significant human and financial resources to overcome national challenges.

Stereotype detection

- Philanthropy in Ukraine is often considered a new phenomenon imposed from outside, in particular under the influence of Western world values.
- There is a stereotype that only wealthy people can be philanthropists, although philanthropy encompasses initiatives available to everyone.
- Ukrainians face difficulties in distinguishing between the concepts of philanthropy and charity.

The study was carried out thanks to financial support of Charles Stewart Mott Foundation

Main terms and definitions

Philanthropy – a systematic activity aimed at improving shared well-being and creating long-term changes by addressing the root causes of problems, usually through the contribution of personal resources (time, knowledge, material resources, money, etc.).

Philanthropist – a person who gives their time, knowledge, skills, material resources, money to promote shared well-being and foster long-term change, regardless of the amount contributed.

The culture of giving – a culture in which giving and participating in the life of the community is a habit, a norm and a way of life.

Additional definitions

Charity – voluntary giving of assistance to those who need it (particularly addressing immediate needs, such as food, shelter, etc.)

Donation – voluntary contribution to support someone or something, often made online.

Stakeholder – a person or party interested in the project and involved in its outcomes.

Research methodology

The study applies **a mixed-methods approach** that includes **quantitative and qualitative analysis** for a comprehensive study of philanthropy culture in Ukraine. This allowed us to consider both broad national trends and deep contextual aspects, ensuring that the results obtained are comprehensive.

Quantitative research

Data collection: a Panel survey using a questionnaire of up to 40 questions.

Topic: attitudes towards philanthropy, motivational factors, obstacles to participation, and the level of trust in philanthropic organisations.

Sample size*: 1352 respondents, balanced by gender, age, socio-demographic indicators, type of settlement, region (excluding temporarily occupied territories).

Data collection period: from November 22 to December 3, 2024.

Qualitative research

Data collection: semi-structured focused group interviews.

Goal: supplementing quantitative data, hypothesis testing, and a deeper understanding of the cultural, social, and personal aspects of philanthropy.

Number: 3 focus groups of 6-7 participants in each one.

Participant list: diverse in gender, age, income level, and social strata.

Result: broader insights into the culture of philanthropy in Ukraine.

*The margin of error is approximately ±3% for the 98% confidence internvals.

Content

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3 Behavior features

4 Trust and reasons for support

5 Philanthropy role in social development

6 Recommendations

1. Key findings

Conclusions[1/2]

Philanthropy awareness and understanding

- Only half of the respondents are familiar with the term "philanthropy". The term is often misinterpreted as charity or volunteering.
- Philanthropy is considered a universal phenomenon, has its own traditions in Ukrainian society and is strongly not associated with Western influence. It is generally referred to as helping society through contributions.
- Philanthropists are commonly described as people who seek systematic change in society, have significant financial resources, and are actively engaged in charity at the local level.

Difference between philanthropy and charity

- Philanthropy is viewed as a strategic endeavour with a long-term impact, whereas charity is focused on operational, sometimes short-term, relief.

Trust level towards philanthropy organisations

- Trust in philanthropic organisations is relatively low, which affects the willingness of respondents to support such initiatives. Transparency of organisations' operations and accountability are key factors for building trust and securing support.

Conclusions [2/2]

Motivation for participation

- The main motivation for participating in philanthropy is the desire to help others. In addition, the belief that one's contribution can make a difference, the desire to be part of a community with similar values plays an important role.
- The real situation does not align with the preferred kinds of philanthropy. Respondents mostly donate money but express a preference for greater involvement in volunteering and charity events.
- Niche organisations with expertise in specific areas are the highest priority for support.

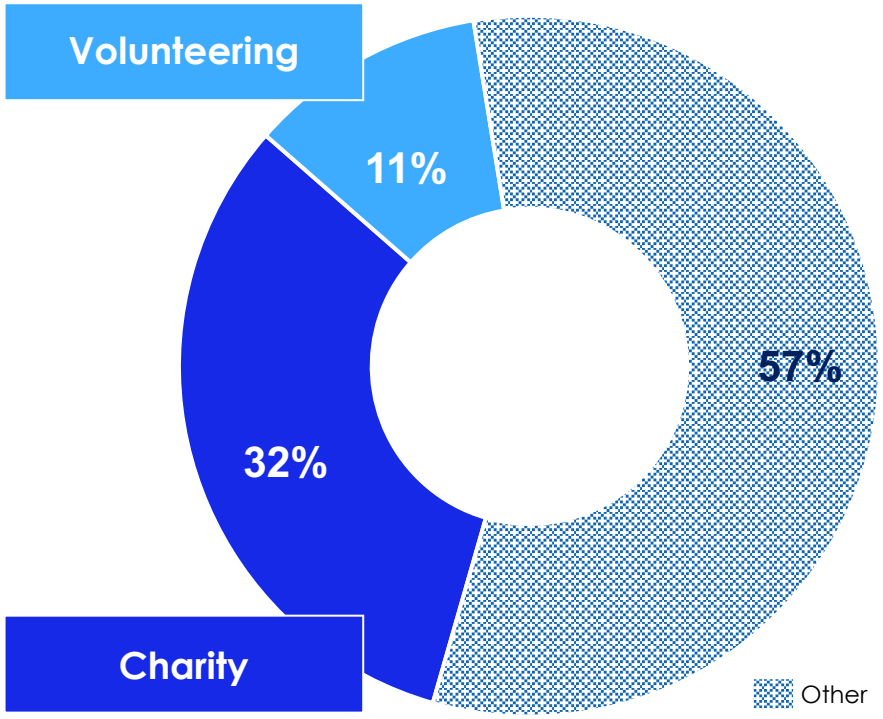
Obstacles to participating

- Major obstacles to participation in philanthropy include insufficient personal resources, distrust of organisations, and insufficient transparency in the use of resources.
- Respondents emphasise that it is important to simplify the process of taking part in philanthropy, ensuring it is more accessible and straightforward. They also point out the need for more information about available initiatives, which will help attract a wider audience.

2. Attitude to philanthropy

In response to an open-ended question, most respondents describe the act of giving their resources to the public good as either charity or volunteering, but the word "philanthropy" is mentioned only a few times. This indicates that the term is less common in Ukrainian society and needs further promotion and clarification.

What would you call the act of giving one's resources (finances, time, material things) for the public good? [Open question]

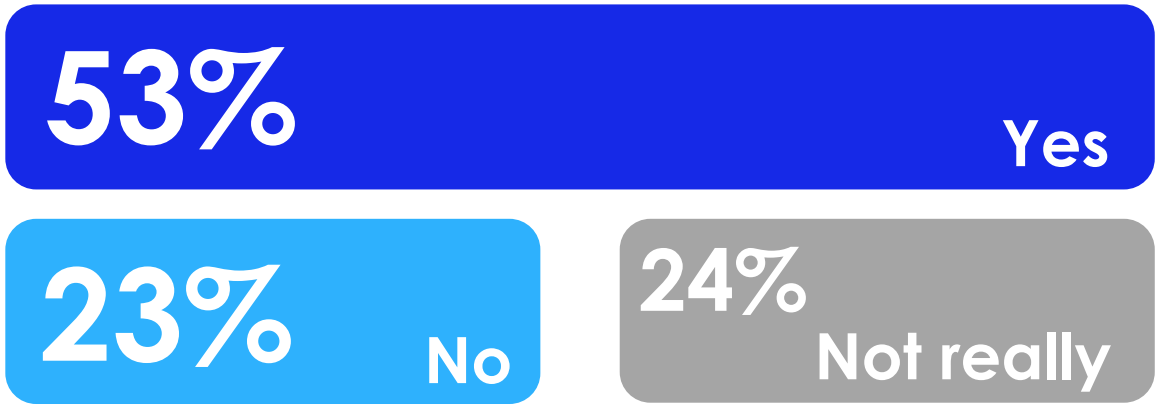


- Gift
- Donation
- Contribution
- Help
- Altruism
- Kindness
- Patronage
- Sponsorship
- Act of kindness
- Giving

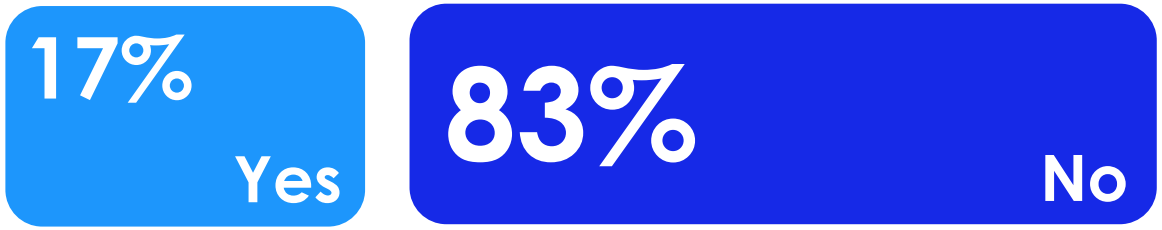
> If I haven't met basic needs and still give everything, it's sacrifice or altruism. If I already have everything I need, then it is service, volunteering, or even philanthropy."
>
> **Man, 30 years old, Kyiv region**

Despite the fact that more than half of the respondents understand the meaning of the term "philanthropy," the majority believe that it is not always put into practice in everyday life. Focus groups view philanthropy as a form of help that lacks a direct equivalent in the Ukrainian language. A significant majority of respondents do not refer to themselves as philanthropists.

Are you familiar with the concept of “philanthropy”?



Do you consider yourself a philanthropist?

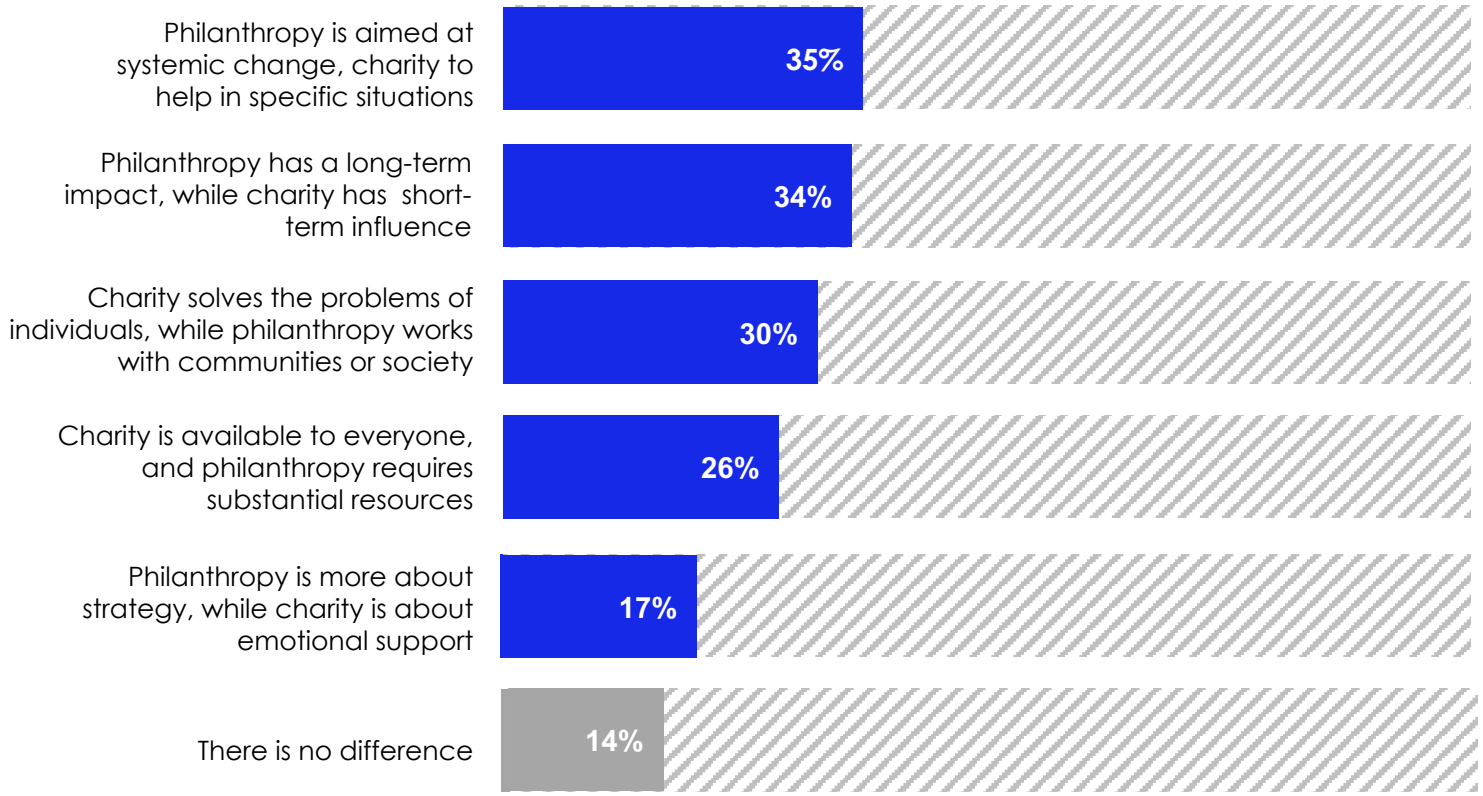


> In our country, philanthropy is simply referred to by different terms. We just don't realise it.”
>
> **Woman, 41 years old, Kharkiv region**

> For me, philanthropy is not just about assistance. It is about establishing conditions that empower individuals to transform their own lives.”
>
> **Man, 30 years old, Kyiv city**

Philanthropy is viewed as a strategic endeavour with a long-term impact, while charity is focused on operational, sometimes short-term, immediate assistance. Focus group participants underline that philanthropy is often associated with addressing societal issues through systemic solutions, while charity remains emotional and accessible to everyone.

What's the best way to describe the difference between "philanthropy" and "charity"?
[Multiple Choice]

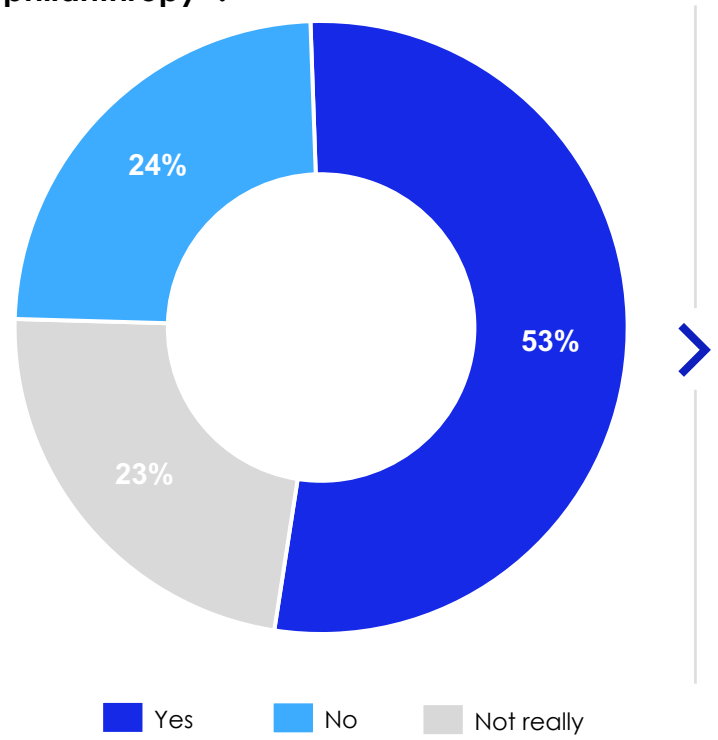


> Philanthropy focuses more on some practical solutions, such as community development or innovations. Charity provides immediate assistance in urgent situations, such as feeding the hungry.“
>
> **Man, 25 years old, Odesa city**

> I guess philanthropy is a broader framework of activities that involves significant influence and drives change in specific situations. Charity, on the other hand, is primarily driven by an emotional impulse to provide immediate help.“
>
> **Woman, 55 years old, Mykolaiv region**

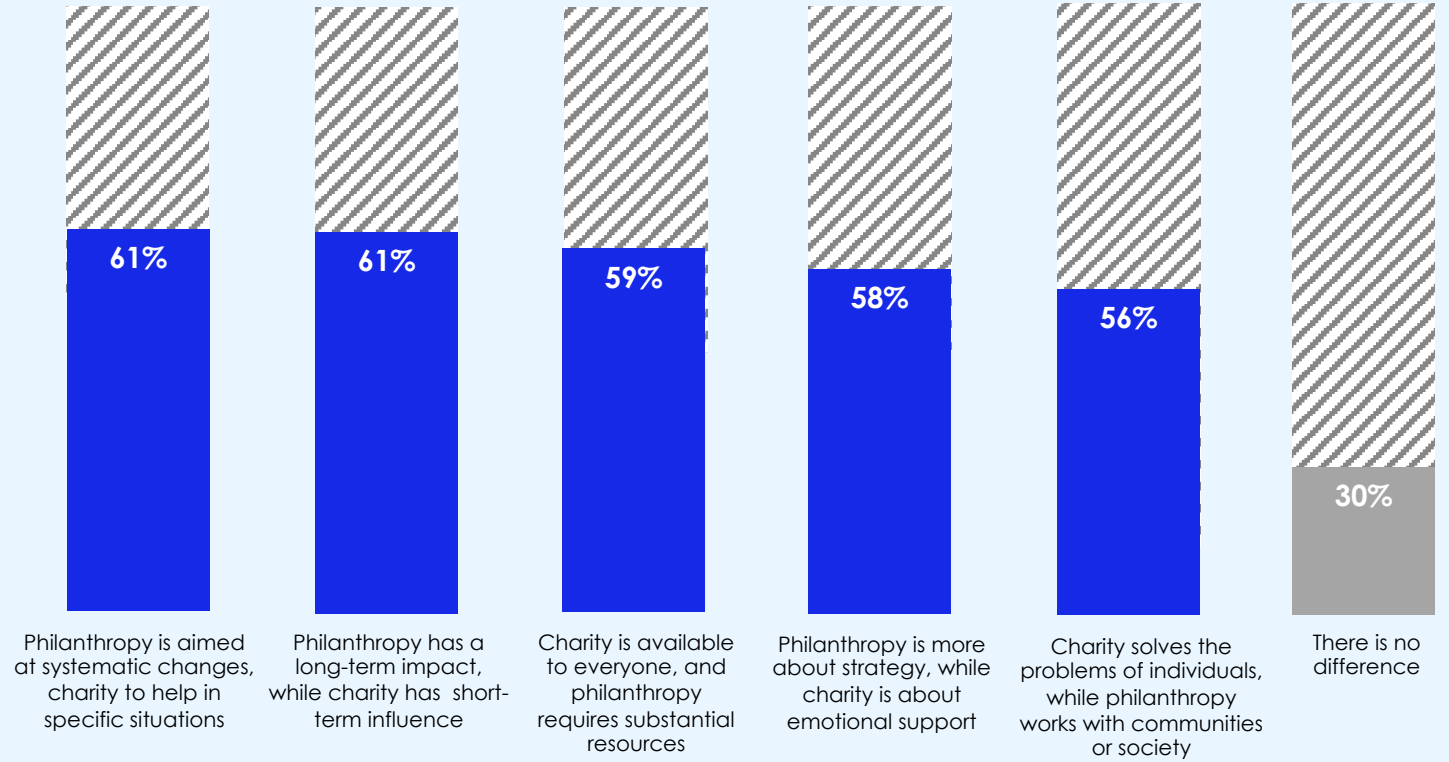
Philanthropy is considered a strategic activity focused on long-term systemic change, while charity focuses on solving immediate problems. 30% of respondents (versus 14% among the general sample) in the informed audience do not see the difference between these concepts, which stresses the need to strengthen educational campaigns to foster a deeper understanding of the role of philanthropy.

Are you familiar with the concept of “philanthropy”?



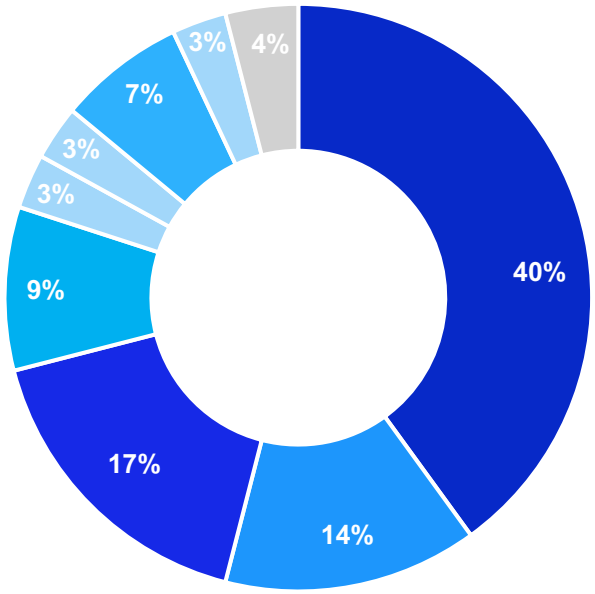
What's the best way to describe the difference between "philanthropy" and "charity”?

[Among the audience* that is familiar with the concept of "philanthropy", Multiple Choice]



Philanthropy is often linked to supporting society through contributions, as well as fostering culture, education, science, and volunteer activities. Although focus groups emphasize that it is viewed as a means of exerting long-term influence targeting societal development and solving social problems.

Which of the following statements best describes "philanthropy"?



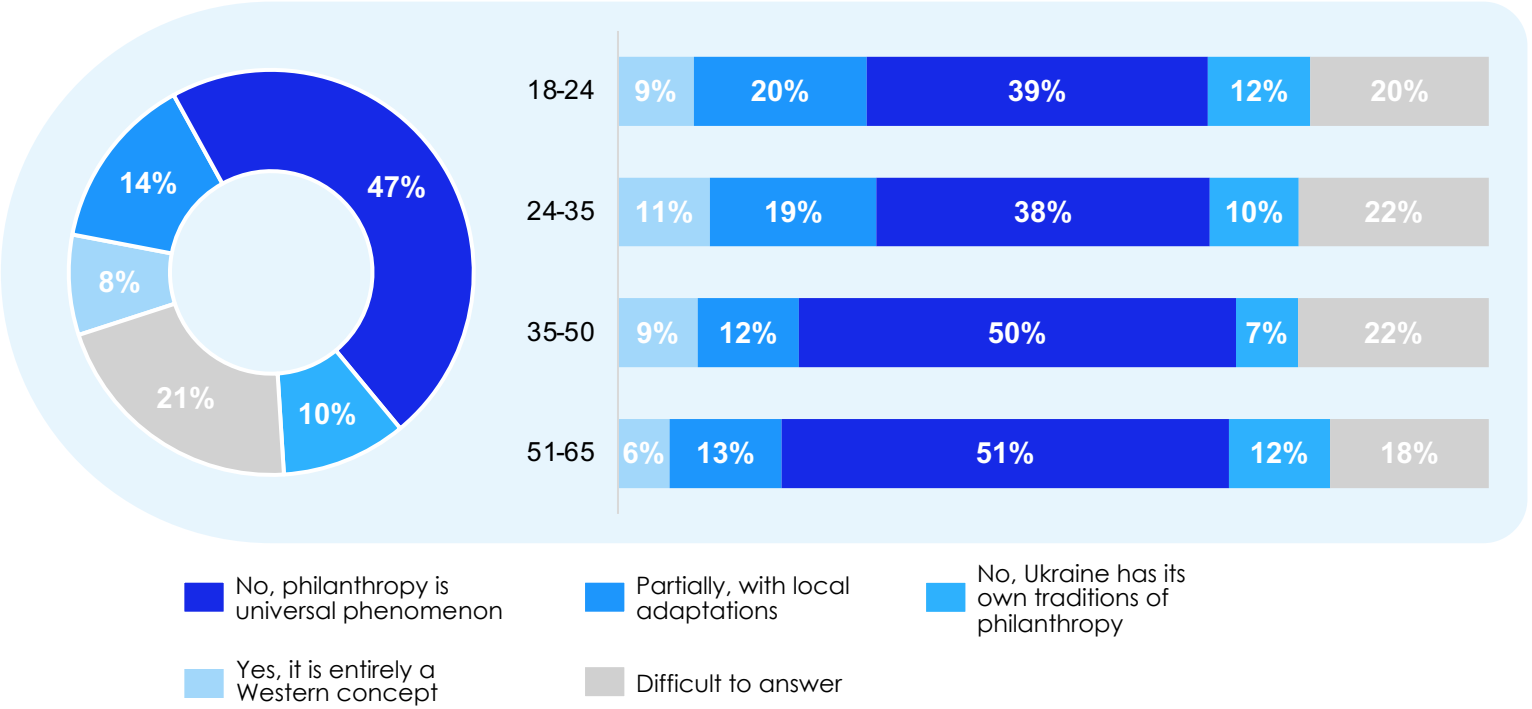
- 40% Helping society through contributions
- 14% Support for culture, education, and science
- 9% Attracting resources to address social problems
- 7% Support for individuals or communities
- 3% Activities aimed at systematic changes
- 3% Initiative that contributes to reducing social inequality
- 3% Way to strengthen reputation or social status
- 17% Volunteer activity
- 4% Other

> Philanthropy focuses on creating long-term impact. For example, developing culture or education is more than just donating money.“
>
> **Woman, 47 years old, Kharkiv region**

Although 35% of respondents highlight the systematic nature of philanthropy as a key difference from charity, only 3% directly associate philanthropy with systematic changes or reducing social inequality.

Philanthropy is seen as a universal phenomenon, not as a Western concept.

Is "philanthropy" a concept originating in Western culture?

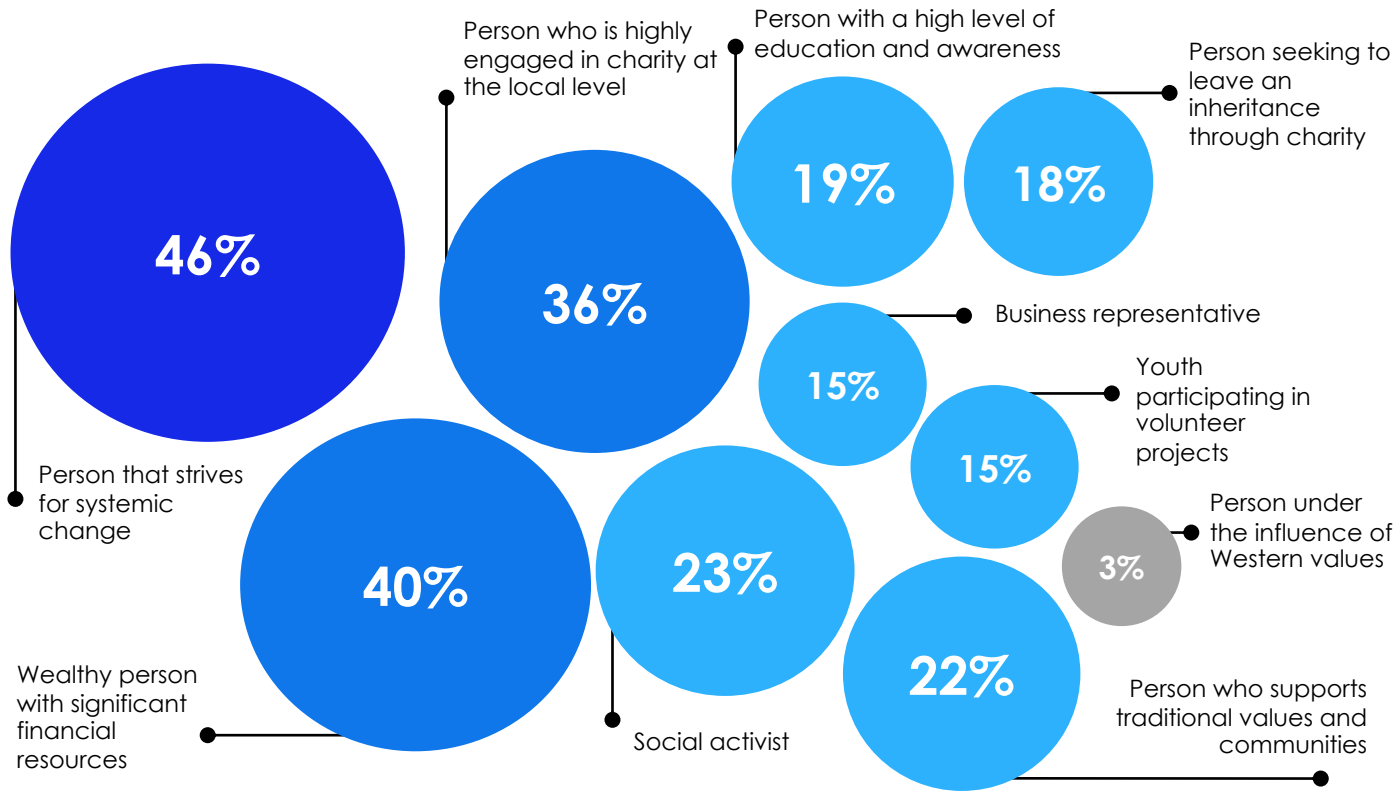


> This is not Western; it is universal. It has historically been referred to by other terms, for example, patronage or volunteering."
>
> **Man, 38 years old, Donetsk region**

> Philanthropy as a strategic approach may be more common in the West, but Ukraine has its own culture of support — volunteering, charity, even helping neighbours."
>
> **Woman, 27 years old, Kyiv region**

Portrait of a Ukrainian philanthropist: a person who strives for systemic change in society, is engaged in charity at the local level, and has significant financial resources. Focus groups emphasize that a philanthropist is associated with a businessman, perceived as a distant person trying to contribute positively.

Portrait of a philanthropist in Ukraine. What do you think are the characteristics that best describe a philanthropist?
[Multiple choice, up to 3 choices]

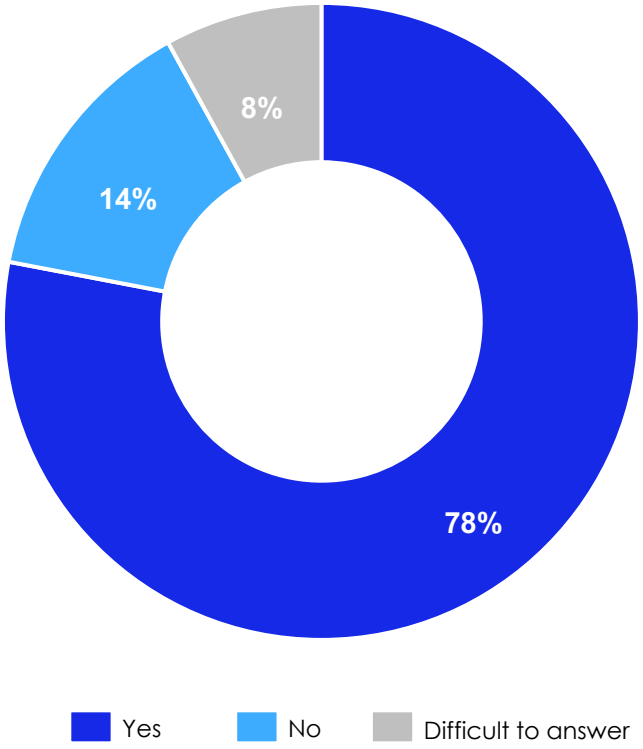


> I imagine a philanthropist as a businessman who provides funding, and some team or other people help distribute it. In other words, for me, a philanthropist is perceived as a distant figure trying to contribute positively."
>
> **Woman, 22 years old, Lviv city**

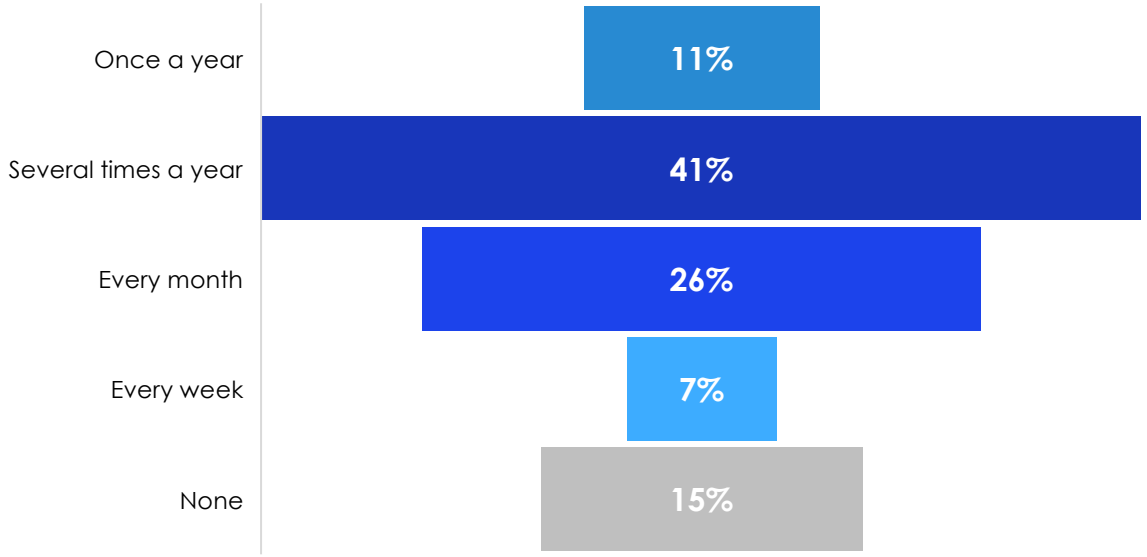
3. Behavior features

¾ contributed their own resources to the public good during 2024, while the vast majority was involved in philanthropic activities a limited number of times throughout the year.

Have you contributed your personal resources (money, things, time, etc.) **to the public good during 2024?**

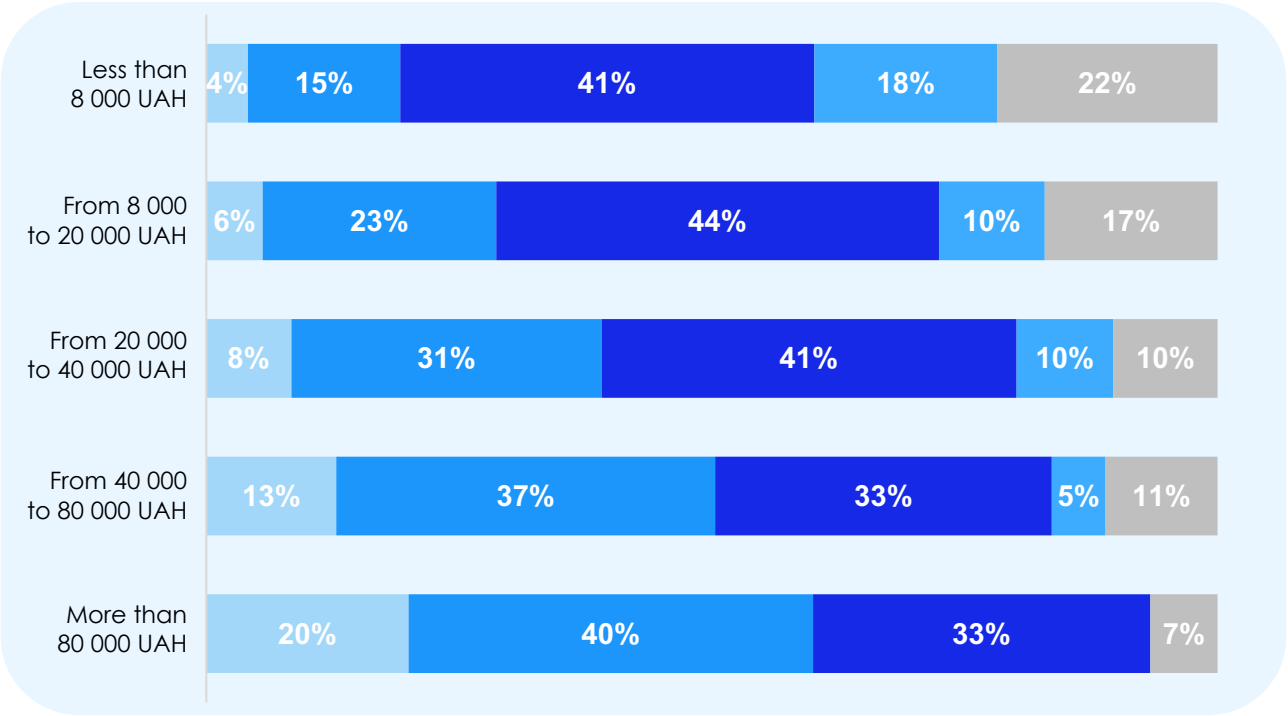


How often were you involved in philanthropic activities (donating funds, time, knowledge) **over the past year?**

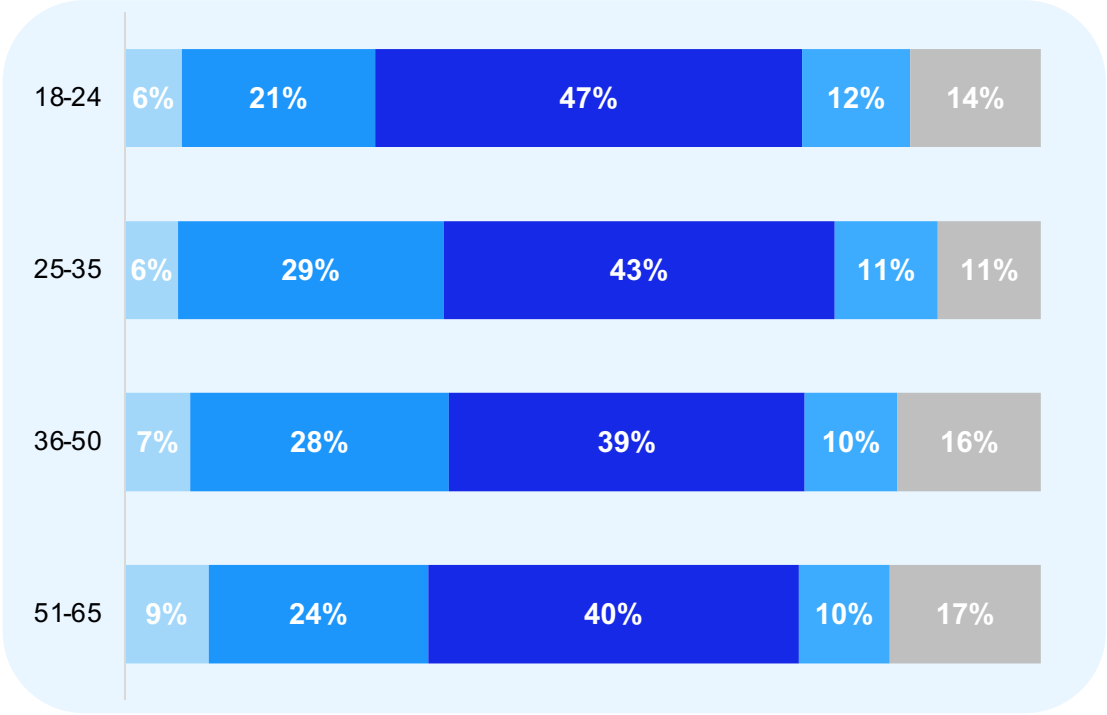


The frequency of participation in philanthropic activities depends on the level of income and age of the respondents. People with higher incomes are more likely to support initiatives on a monthly or even weekly basis, while people with lower incomes participate several times a year.

How often were you involved in philanthropic activities (donating funds, time, knowledge) over the past year?
[Distribution by income[1]]



How often were you involved in philanthropic activities (donating funds, time, knowledge) over the past year?
[Age distribution]



Every week | Every month | Several times a year | Once a year | None

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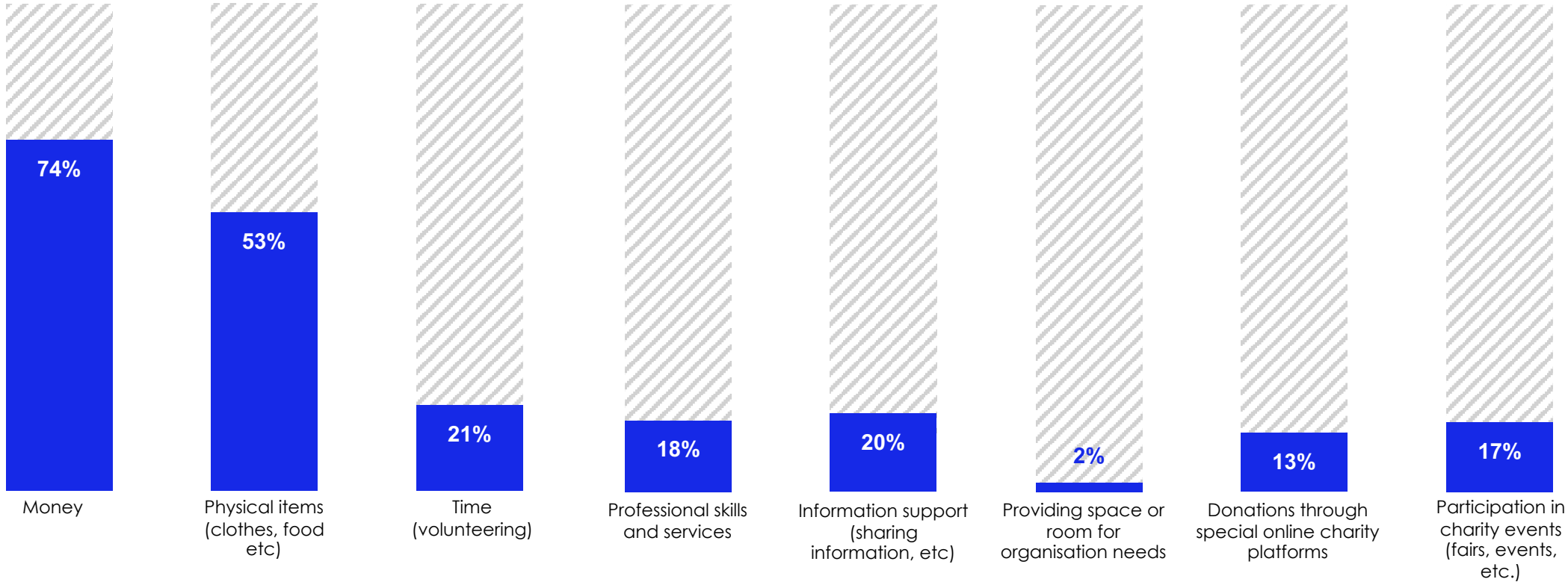
[1]The correlation coefficient between income level and donation frequency is -0.205*, which indicates a statistically significant relationship. This analysis is based on a sample of 1,352 observations.
*P-value is <.001 (two-tailed)

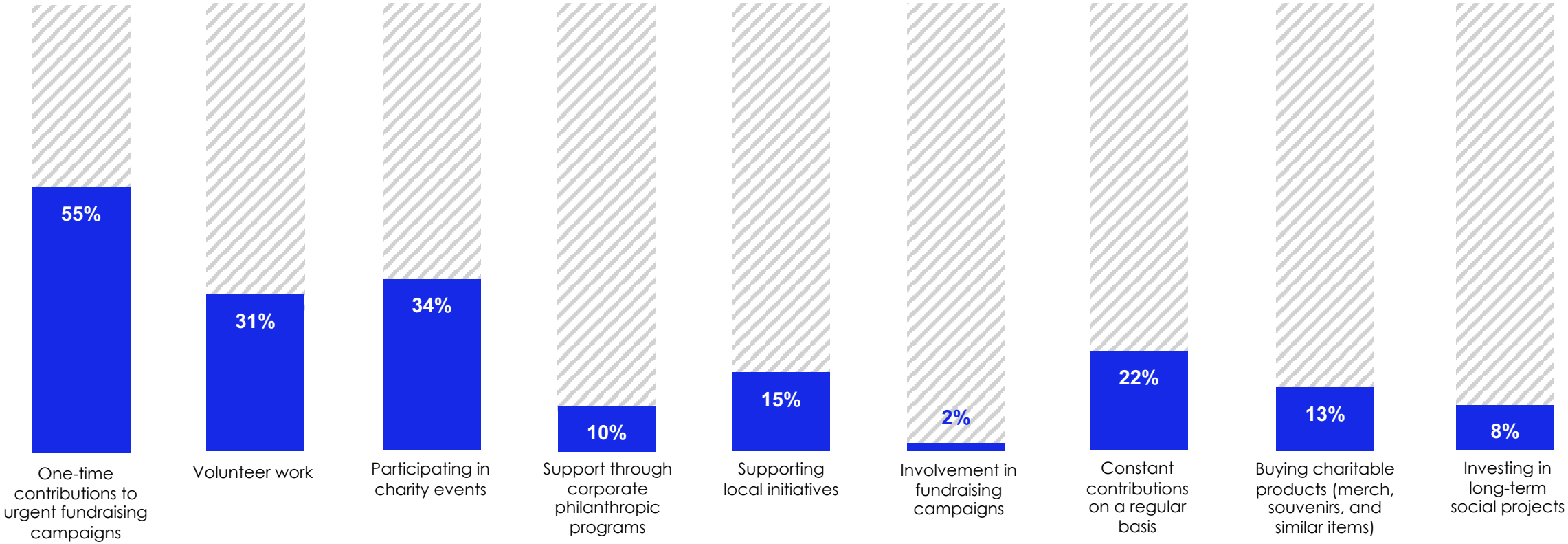
The majority of respondents (¾) donate money and physical items (½), while only ⅕ of respondents contribute through time and volunteering.

What resources do you usually contribute? [Multiple choice]



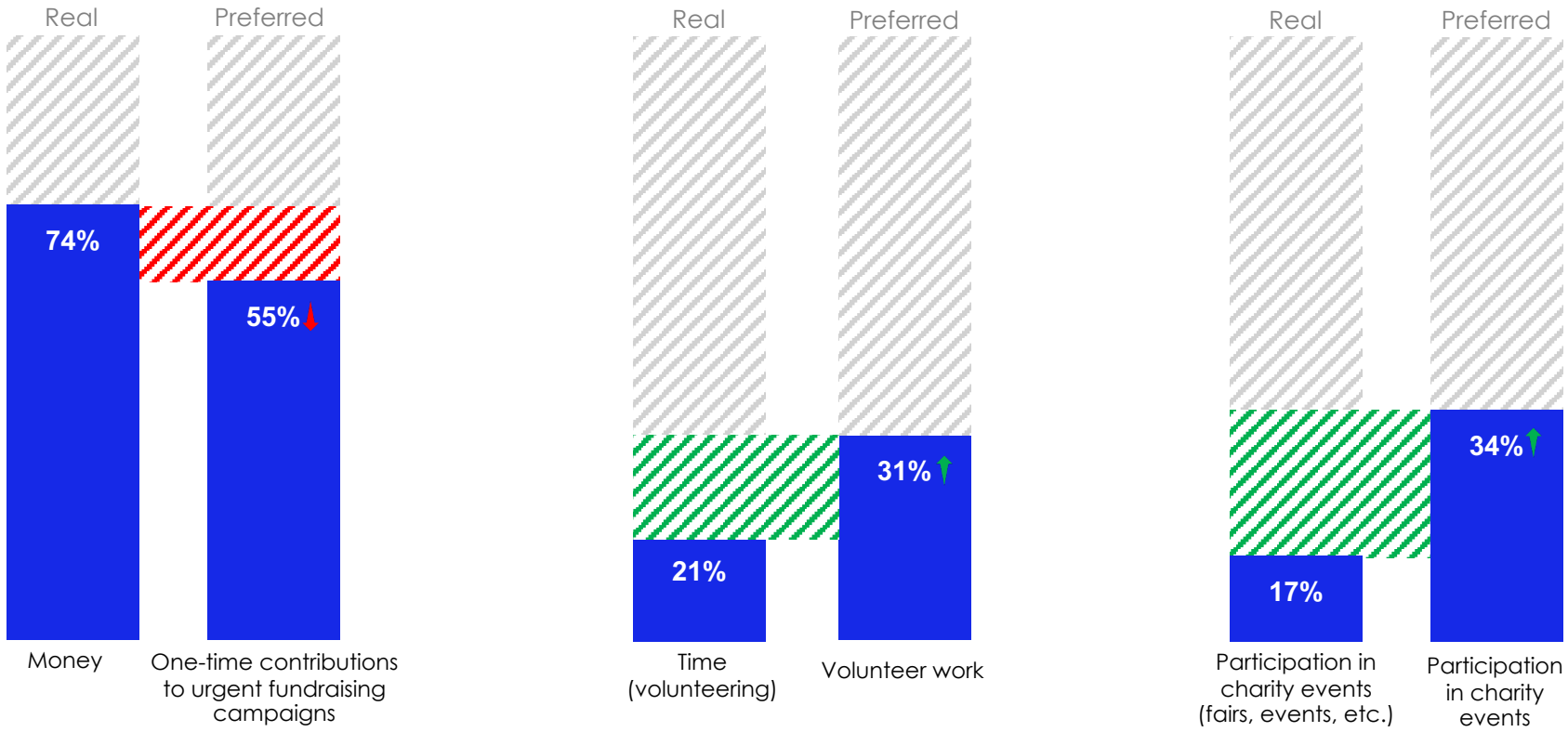
One-time contributions to urgent fundraising campaigns (½) and volunteer work (⅓) are the most popular philanthropy activities.

Which philanthropy activities work best for you? [Multiple choice]



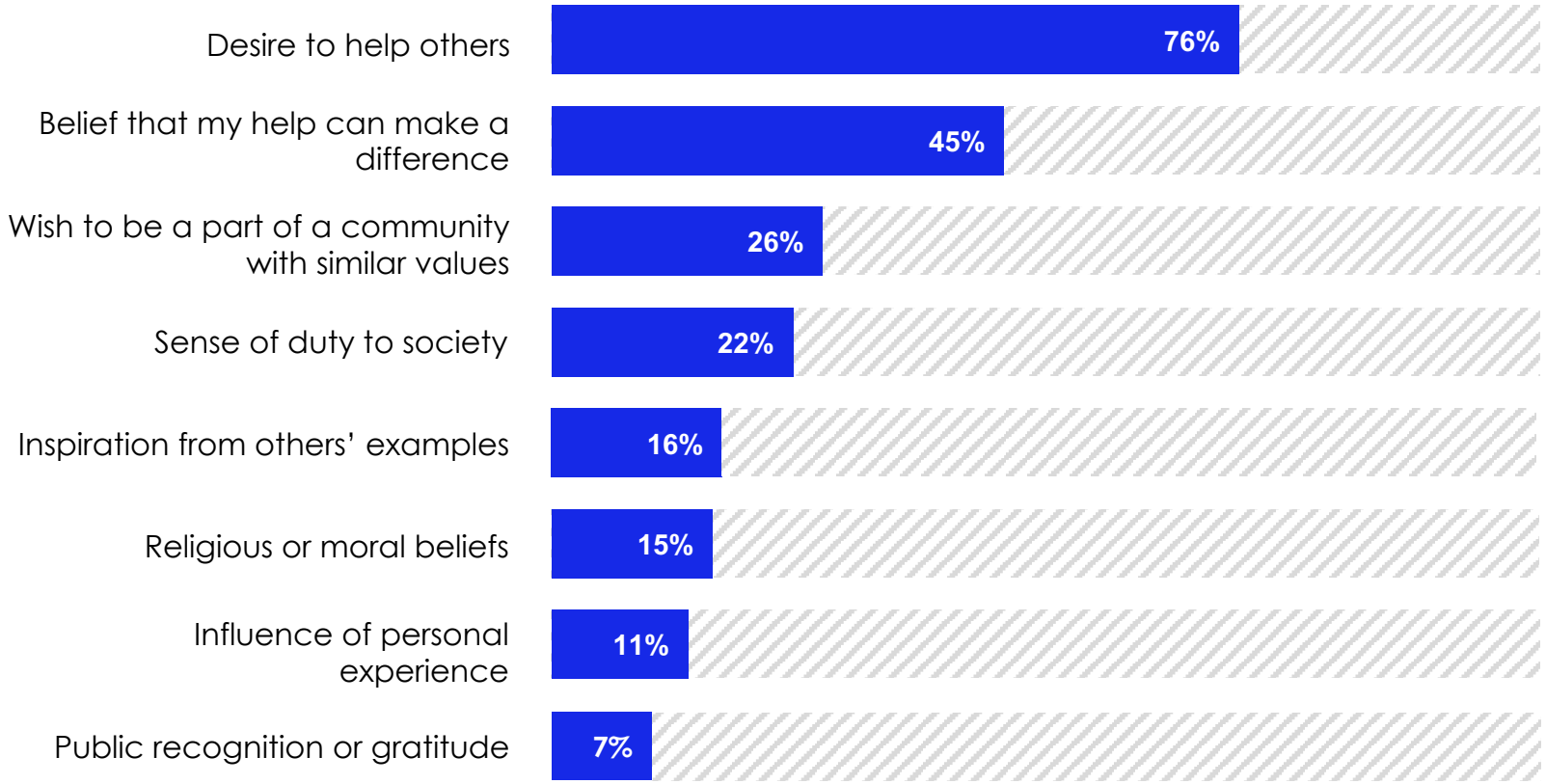
Respondents mostly donate money but would like to engage more in volunteering and charity events.

What resources do you usually contribute? vs Which philanthropy activities work best for you?



The desire to help others (76%) and the belief that one's own help can make a difference (45%) are the primary motivators for engaging in philanthropy. The wish to be part of a community with similar values (26%) also plays an important role. Focus group participants mention that a sense of belonging and shared purpose is a key reason for getting involved in philanthropy.

What motivates you most to get involved in philanthropy? [Multiple choice, up to 3 options]

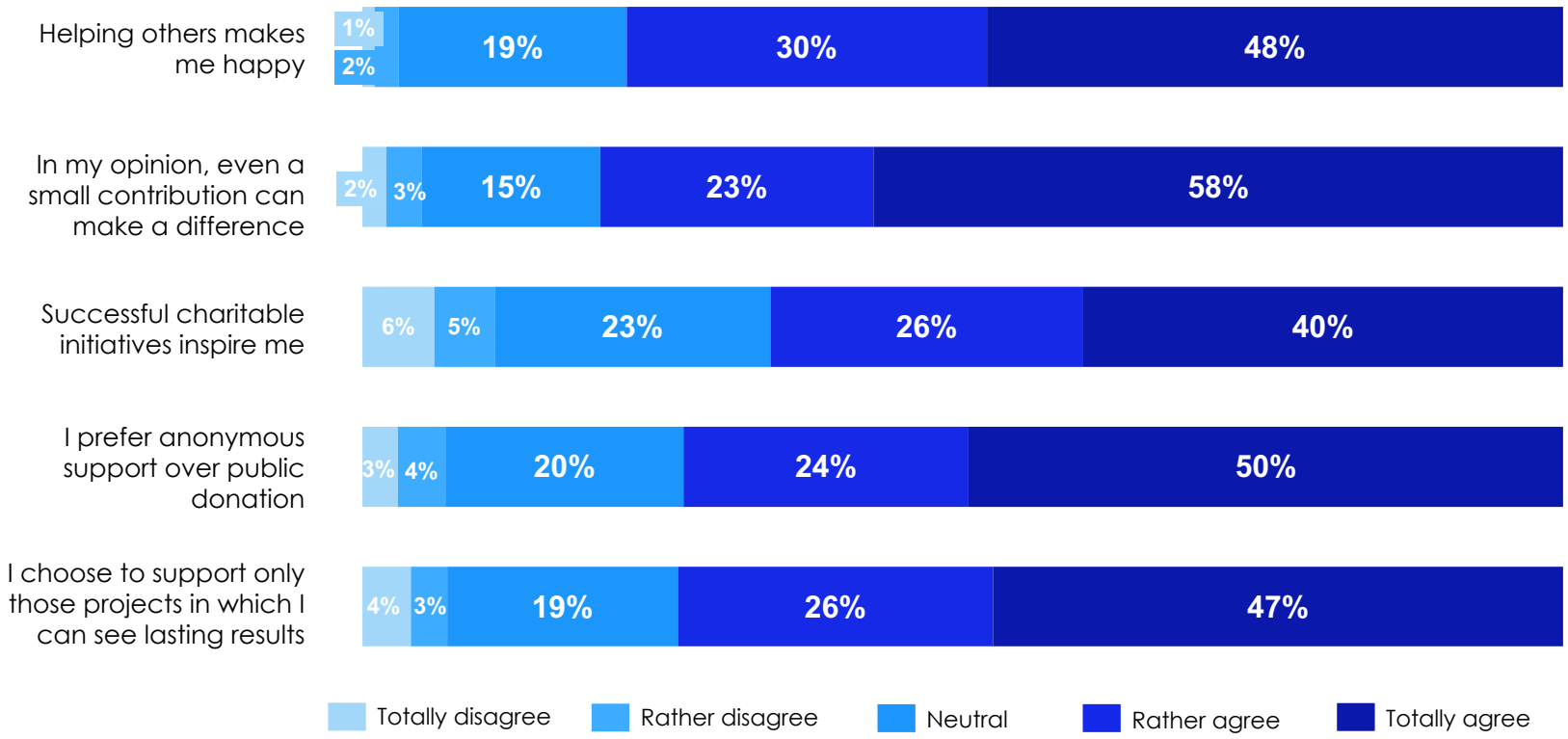


> When you see the result of the activity that you contributed to and the changes it has brought, it is inspiring. It's the feeling that you're involved in something great and good."
>
> **Woman, 43 years old, Kharkiv region**

> This is dedication to working with people and fostering personal development. And when people get the desired benefit, it gives a sense of belonging to a broader system of support."
>
> **Woman, 38 years old, Vinnytsia region**

Helping others leads to happiness: 78% agree with this, 81% believe that even a small contribution can make a difference, and 74% prefer anonymous support. 73% consider effectiveness important, while 63% are inspired by success stories.

Indicate the extent to which you agree or disagree with the following statements about participating in philanthropy.

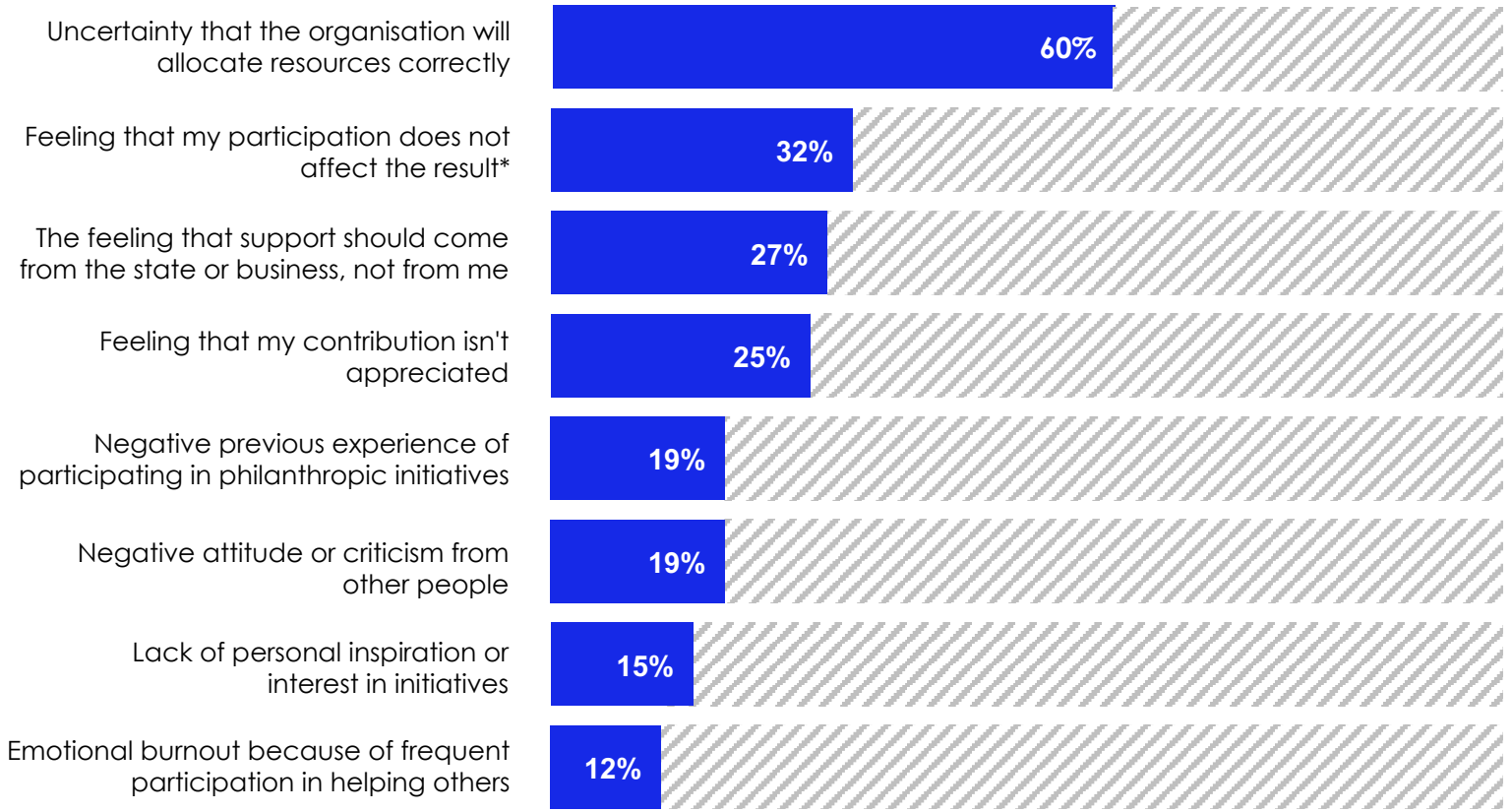


> And when you get involved in these kinds of activities, they do not always bring you any considerable benefit, but you get some pleasure and a sense of fulfillment from it, knowing that you are contributing to a good cause.“
>
> **Man, 30 years old, Kyiv region**

> I rarely volunteer. I prefer observing the results: I want to see that my support really matters.“
>
> **Woman, 45 years old, Ivano-Frankivsk region**

Uncertainty about the efficient allocation of resources is the main discouraging factor for participation in philanthropy. Other key reasons include a perception of ineffectiveness, a belief that support should be provided by the state or business, and an underestimation of one's own contribution.

What generally discourages you from participating in philanthropic activities? [Multiple choice]



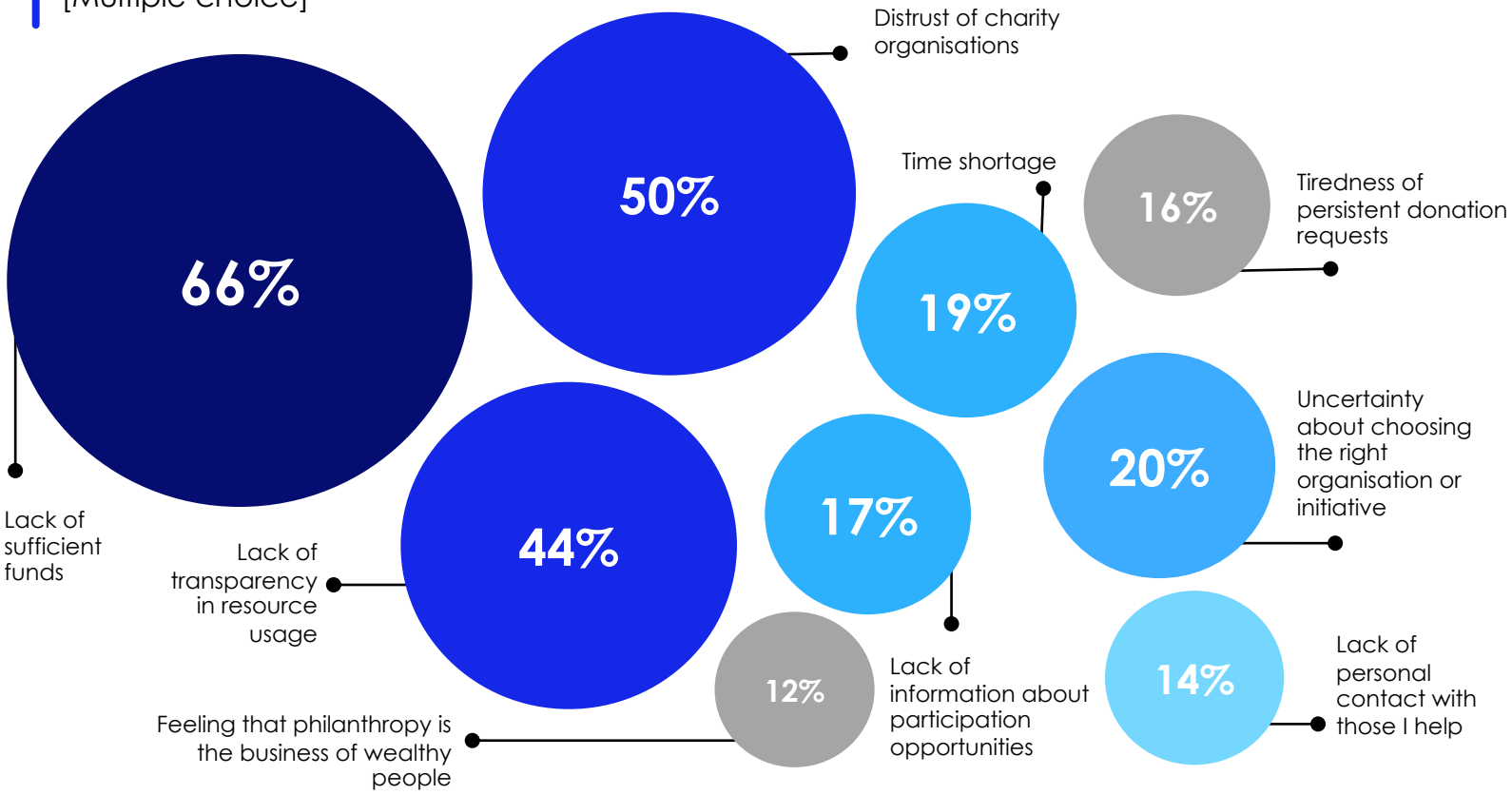
> I can't always make time to volunteer, but I follow projects to understand how they are developing. This is also how I contribute."
>
> **Woman, 27 years old, Kyiv region**

> Now a lot of people have abandoned charitable activities due to instances of misused funds. We need to provide more information from foundations or bloggers so that people understand where their funds are going and regain trust in charitable organisations."
>
> **Man, 20 years old, Chernihiv region**

*Philanthropy is a strategic approach aimed at achieving long-term systematic changes in society. The results of such initiatives are often difficult to measure in the short term, as they are aimed at profound transformations that take time.

Main barriers to participation in philanthropy include insufficient resources and distrust of organisations. The focus groups emphasize that in order to attract people, it is essential to enhance transparency regarding fund usage and share information about the real successes of charitable initiatives.

Which obstacles prevent you from participating in philanthropy?
[Multiple choice]

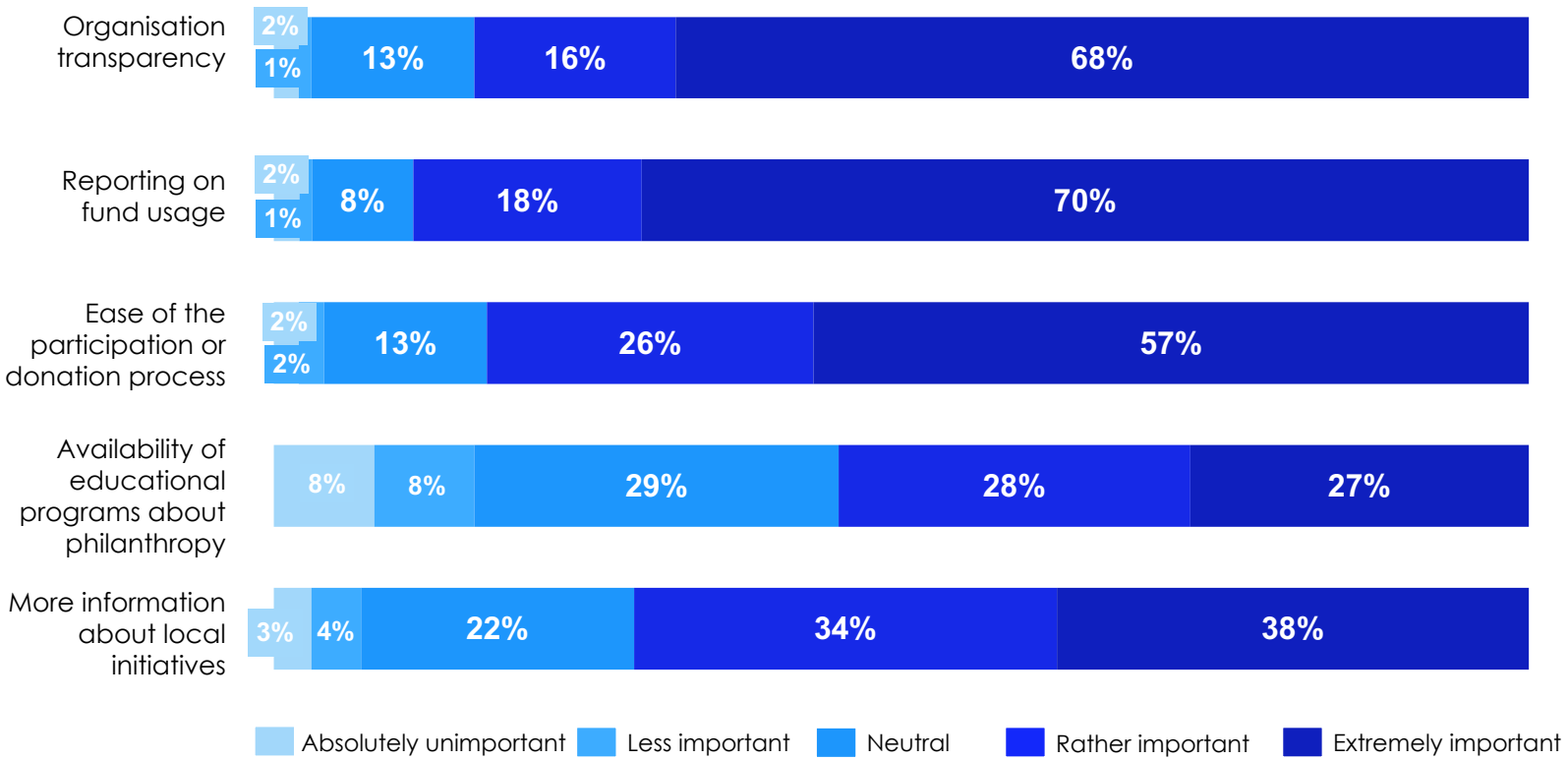


> I have such personal beliefs and values that I feel this need to help. However, if I do not have sufficient effort, funds, and energy, unfortunately, I cannot do this.“
>
> **Woman, 41 years old, Kharkiv region**

> I need to have a place to live, food to eat, and meet all basic needs. So that I can live calmly and then take my time to connect with other people who require support.“
>
> **Woman, 30 years old, Zhytomyr region**

Transparency of organisations' activities and reporting on fund usage are key factors in overcoming barriers in philanthropy. The focus groups stress that ease of access to information about initiatives and the participation process increases the willingness to join the activity.

Factors that can reduce barriers to participation in philanthropy.

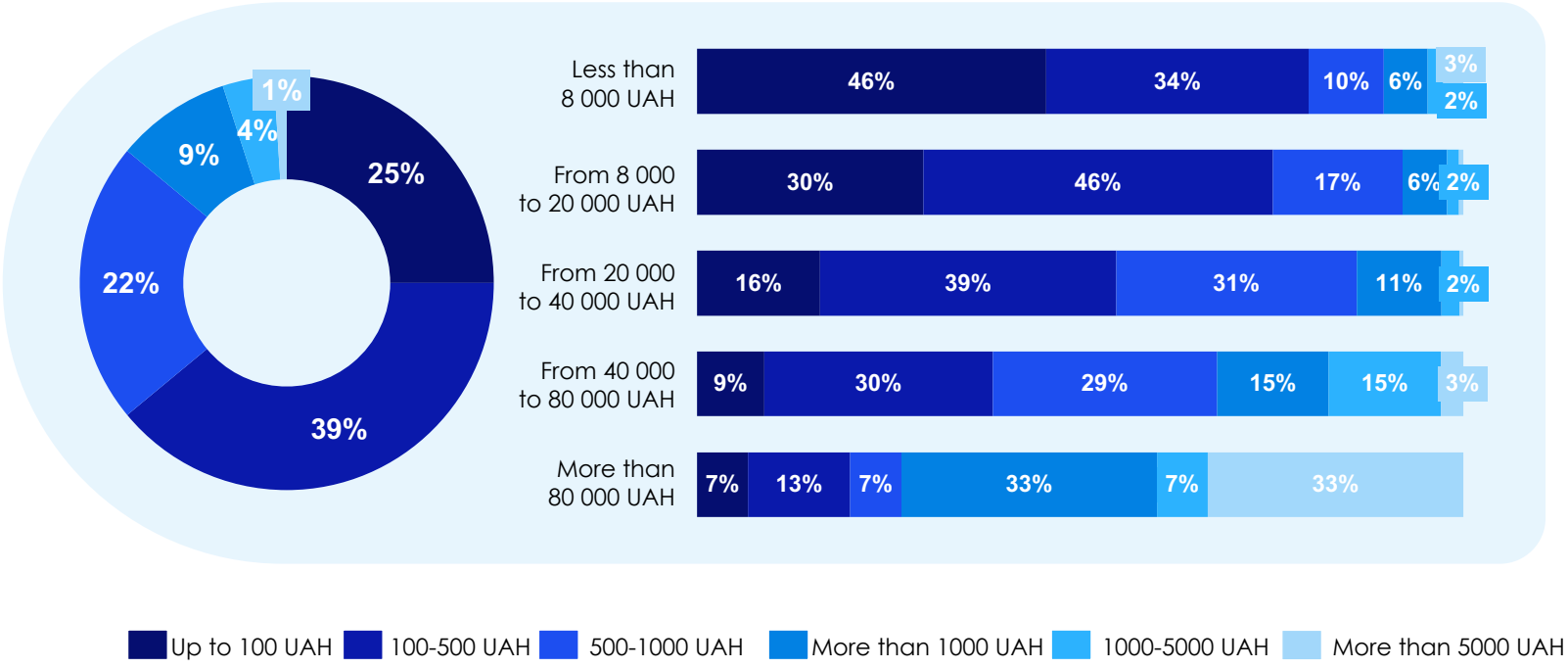


> Information is very important to spread philanthropy. For example, it would be very useful if there was information on how, for example, to become a guardian or join an initiative with quick and easy access."
>
> **Woman, 43 years old, Kharkiv region**

> Transparency plays perhaps the most important role in decision-making, because even personal contact is not as influential as transparency itself."
>
> **Woman, 41 years old, Kharkiv region**

Readiness to provide financial support for the community depends on income: a higher level of earnings corresponds to a greater level of financial donation. Focus group participants highlight that their own financial stability influences the amount they are able to donate further.

What is the maximum amount per month you are willing to allocate to addressing community needs? [Distribution by income[1]]



> Since I, unfortunately, can't afford a lot of contributions now, I mostly donate my time. But I don't feel hesitant about spending money; if I had a financial cushion, I would donate money."
>
> **Man, 30 years old, Kyiv region**

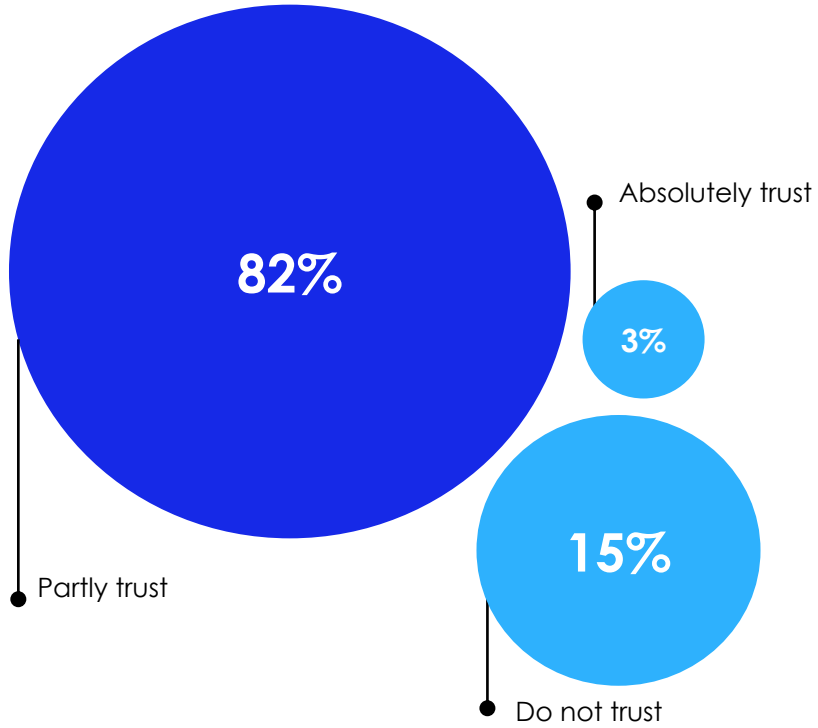
> I try to save at least 5% of my income for charity. In general, I donate this money to help animals and sometimes to help people."
>
> **Man, 25 years old, Odesa city**

[1]The correlation coefficient between income level and donation frequency is 0.337*, suggesting a significant relationship in place. Based on a sample of 1,352 observations.
*P-value is <.001 (two-tailed)

4. Trust and reasons for support

Most respondents have partial trust in charity organisations, but only 3% express full trust. The focus groups point out that doubts about transparency and instances of fund misuse significantly affect the level of trust in charity.

Do you trust charity organisations?

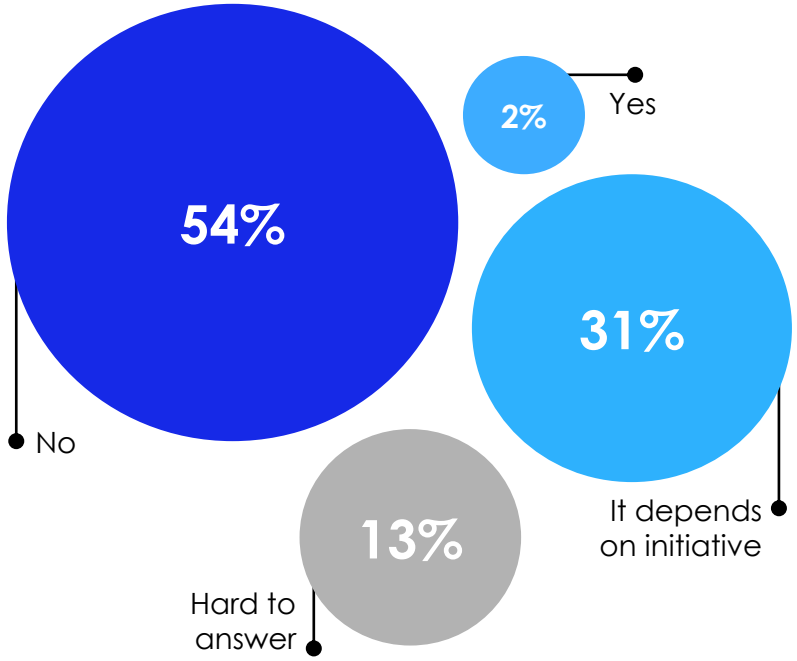


> Unfortunately, I'm familiar with how some charities worked, and, unfortunately, I know how many financial schemes there are, and how unethical they can be. Therefore, I am very careful."
>
> **Man, 50 years old, Mykolaiv region**

> Many people already gave up on charity due to the fact that there were situations when money did not go to the intended purposes. In my opinion, more reporting is required."
>
> **Man, 35 years old, Kyiv city**

More than half of respondents are not ready to support organisations if there are doubts about their transparency. The focus groups emphasize that transparency and accountability are crucial to trust and highlight the importance of conducting an in-depth review of the organisation before providing support.

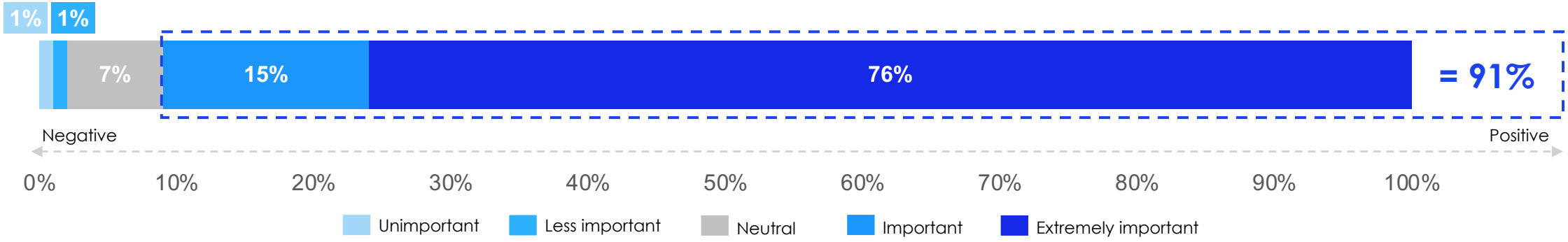
Are you ready to support an organisation even if you have doubts about its transparency?



> For example, I always consider the organisation's values and reputation. I make sure to get familiar with the organisation beforehand, especially if I plan to donate more than a thousand hryvnias. Therefore, it is important for me to carefully monitor and review the organisation beforehand.“
>
> **Man, 36 years old, Kyiv region**

Transparency in the organisation's activities, especially in reporting on the use of funds, is essential for most respondents. The focus groups underline that openness in reporting income and expenses promotes trust and motivates them to support organisations' activities.

How important is transparency of the organisation's activities (in particular, reporting on the use of funds and the availability of information about activities) to you?

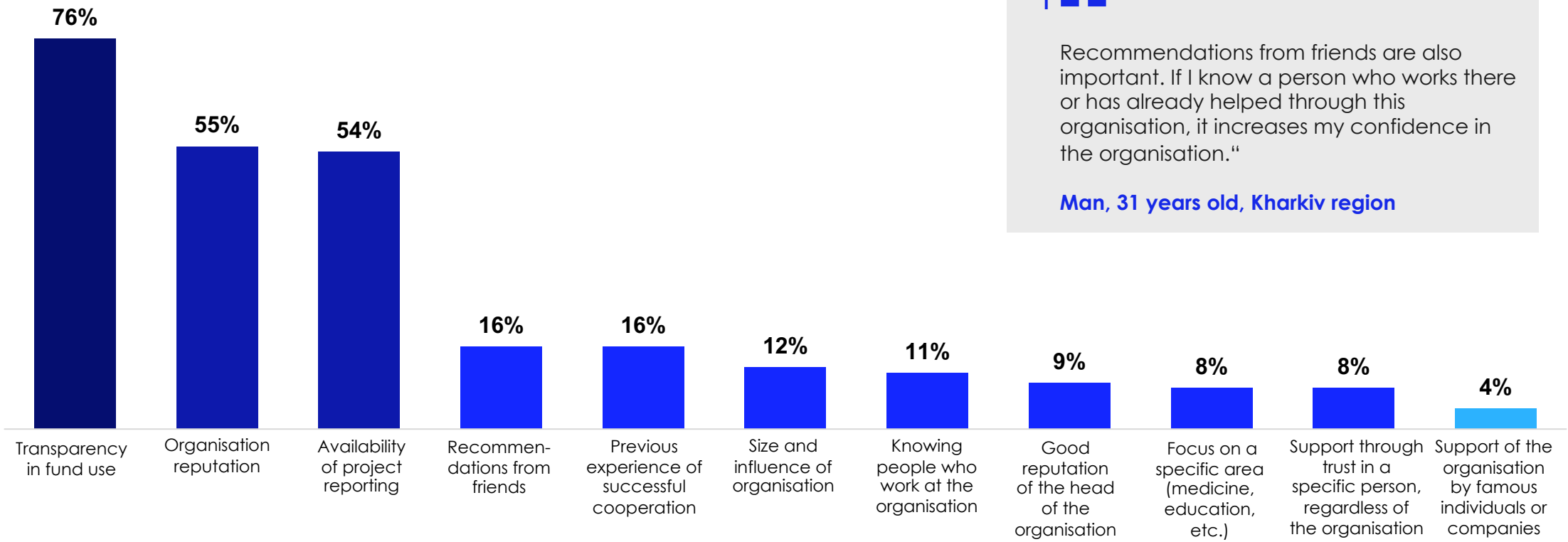


> When the reporting is transparent, when the fund provides clear reports, and everything is open, this is a compelling reason to engage with this fund."
>
> **Woman, 40 years old, Mykolaiv region**

> For me, transparency is the most important factor. People need to see both income and expenses to ensure clarity on the allocation of funds."
>
> **Woman, 45 years old, Ivano-Frankivsk region**

Transparency in the use of funds, the organisation's reputation, and the availability of project reporting are the three main criteria respondents consider when choosing charities to support. Focus groups emphasize that these factors build trust in initiatives and ensure confidence in their effectiveness.

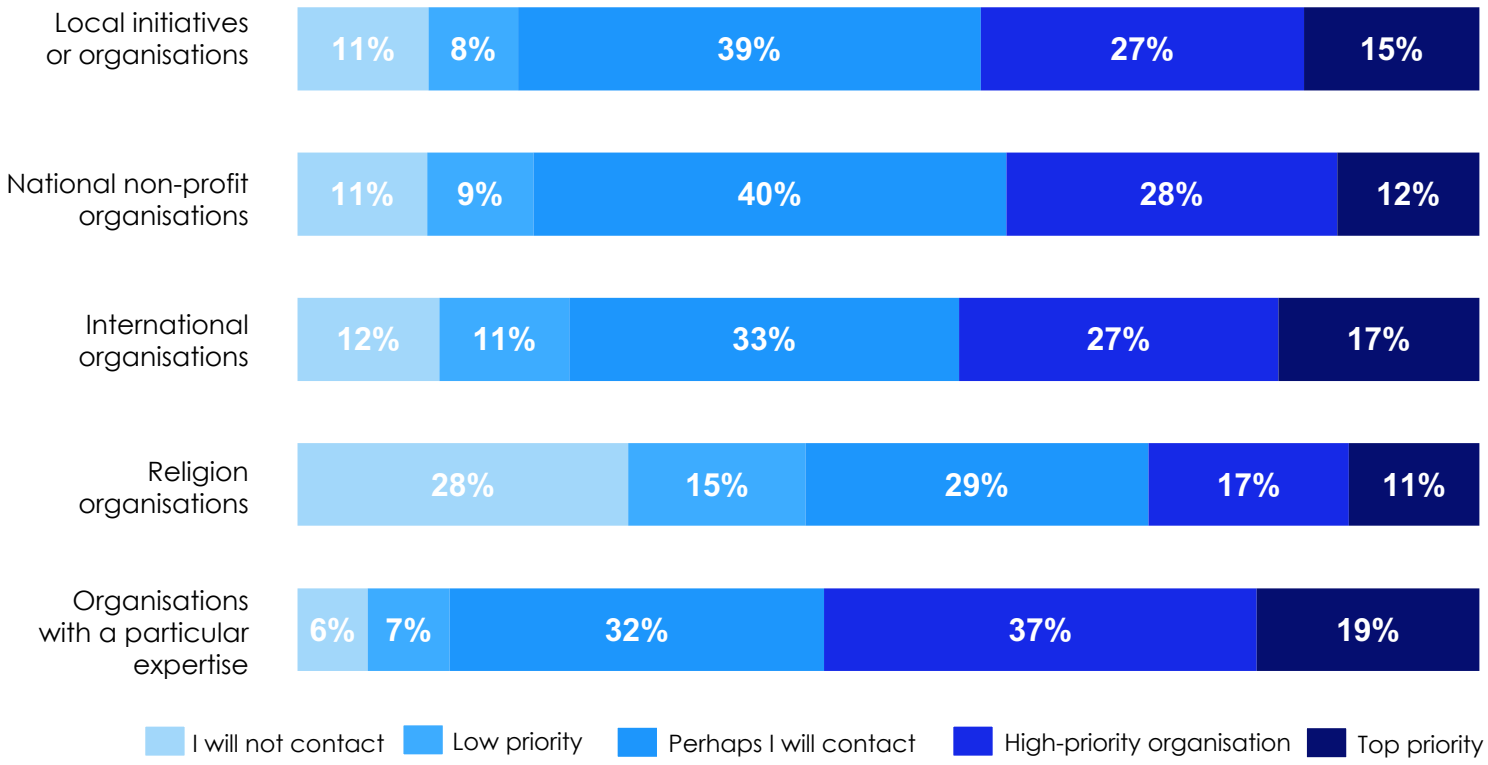
The key criteria when choosing a philanthropic organisation to support it.
[Multiple choice, up to 3 options]



> Recommendations from friends are also important. If I know a person who works there or has already helped through this organisation, it increases my confidence in the organisation.“
>
> **Man, 31 years old, Kharkiv region**

Organisations with a particular expertise are the most credible because of their efficiency. International organisations receive significant support, while religious structures are not popular. Focus groups emphasise the importance of transparency and reputation, and local initiatives are highly appreciated for their proximity to community needs.

If you decide to help charities, who will you go to first?

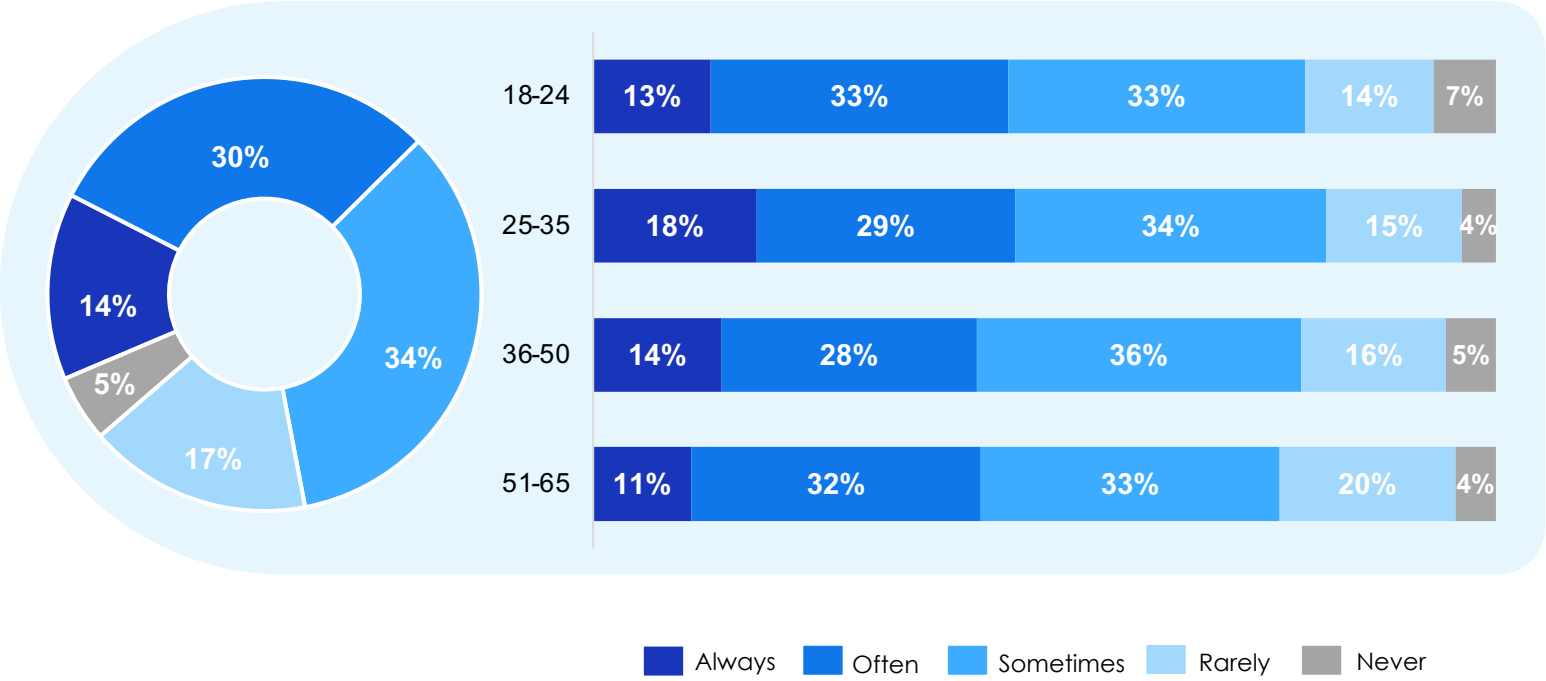


> Speaking about specialised organisations that work in the same field, then they instil the greatest confidence in me. They know what they're doing and are likelier to solve the problem effectively."
>
> **Man, 36 years old, Kyiv region**

> It seems to me that small, local projects are the basis. It's like an avalanche, it has to go from less to more, in growth."
>
> **Woman, 27 years old, Kyiv city**

Social networks are an important source of information about philanthropic initiatives. Additionally, youth and middle-aged people use them more actively. Focus groups highlight that regular engagement with such platforms contributes to joining fundraising campaigns and volunteer activities.

How frequently do you learn about philanthropic initiatives through social media?
[Age distribution]

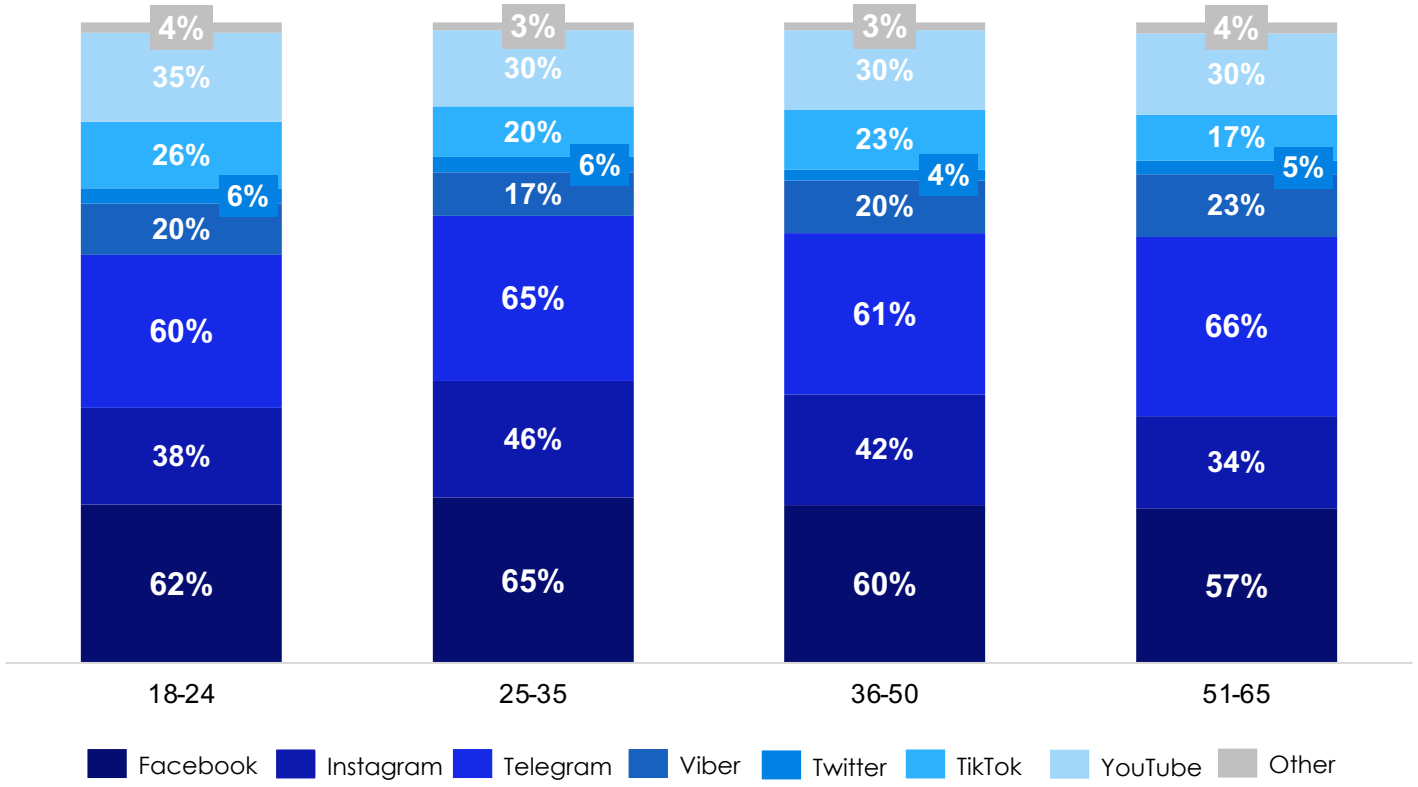


> Social media is the main source through which I get information, and I often participate in fundraising campaigns led by friends and volunteers.“
>
> **Woman, 41 years old, Kharkiv region**

> Well, unfortunately, these days are so dominated by media that we spend most of the day on social networks, and, obviously, it has become unavoidable.“
>
> **Man, 30 years old, Kyiv region**

Facebook, Instagram, and Telegram — the three main social media platforms through which users most often learn about charity initiatives.

Through which social networks do you most often discover the initiatives you choose to support? [Multiple choice]

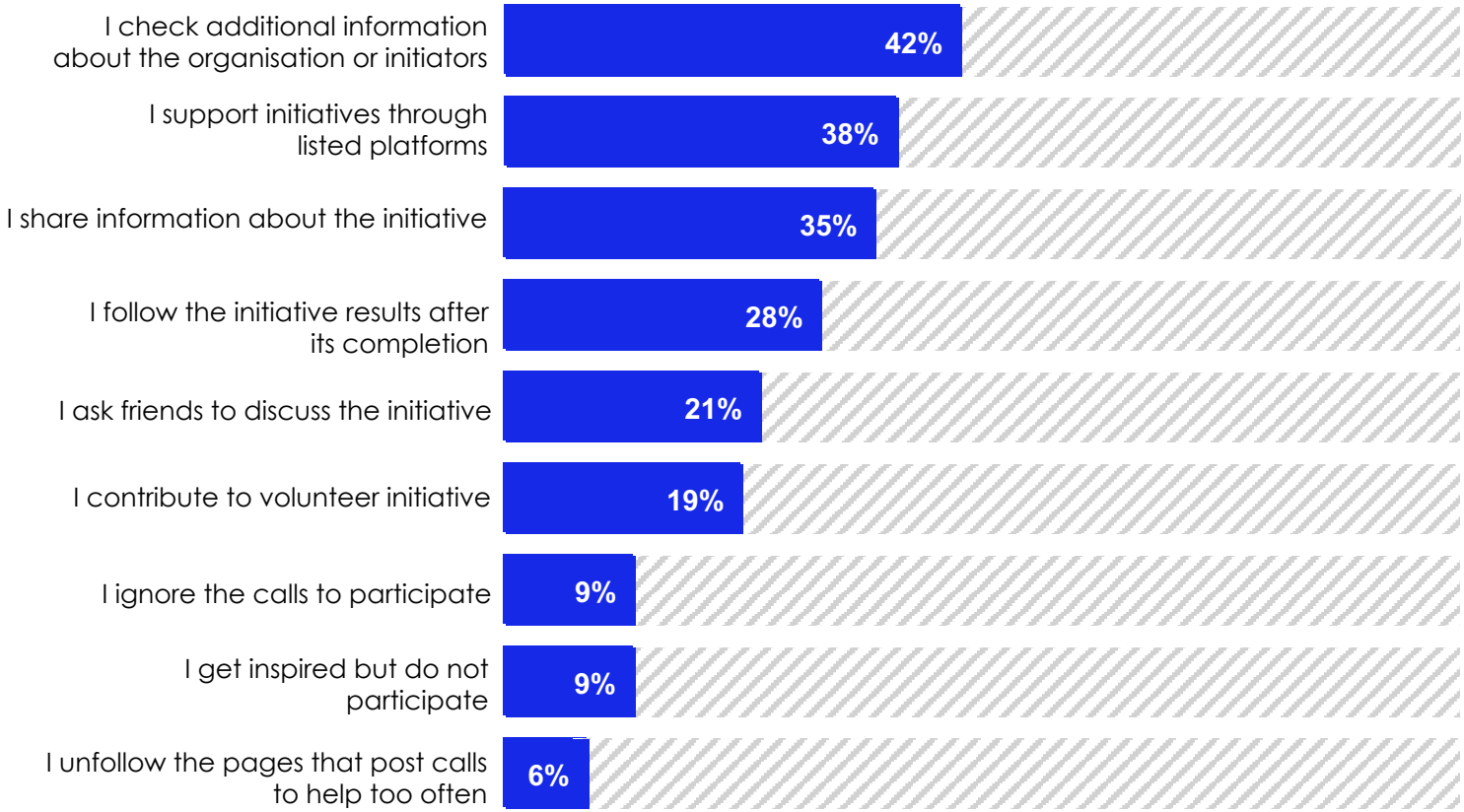


> I guess Instagram and YouTube are the best social media platforms for charity because they allow for showing everything as it is.“
>
> **Man, 25 years old, Odesa city**

> When there are fundraising campaigns, such as Facebook advertisements, which are often contextual, I find them a little intrusive or even suspicious.“
>
> **Man, 31 years old, Kharkiv region**

Supporting, sharing, and checking information are three main responses to calls to participate in philanthropic initiatives on social media. Focus groups emphasize that these actions help engage a wider range of people, increase trust in initiatives, and strengthen the effectiveness of charity campaigns.

How do you respond to calls to join philanthropic initiatives on social media? [Multiple choice, up to 3 options]



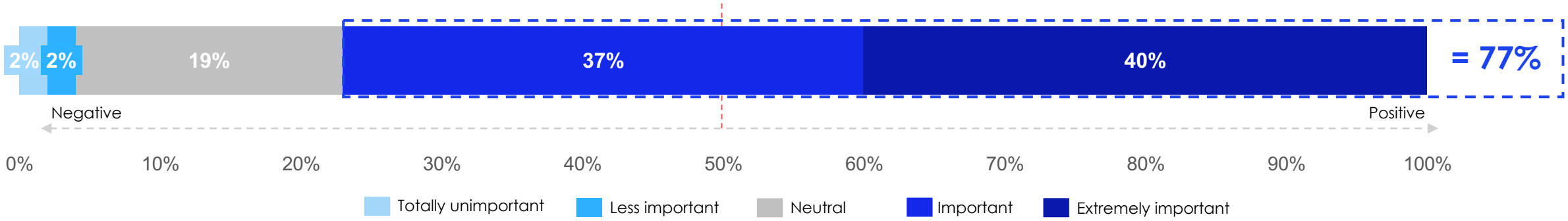
> If I see that Okhmatdyt got shelled and everyone is collecting money for Okhmatdyt, of course I will join, as it holds importance to me.“
>
> **Woman, 55 years old, Mykolaiv region**

> I can support, but I usually share posts if I think the initiative deserves attention.“
>
> **Woman, 41 years old, Kharkiv region**

5. Philanthropy role in social development

The role of philanthropy in human development is considered crucial, as it helps solve problems overlooked by the state. Focus group participants discuss how philanthropy brings people together, promotes humanity, and gives hope to those in need.

To what extent is the role of philanthropy important for human development?



> Philanthropy is an opportunity to help those who cannot cope on their own, and it should serve as the foundation of our society.“

Man, 43 years old, Kyiv city

> Philanthropy precisely allows us to fill the gaps that the state leaves behind, and this makes us more humane.“

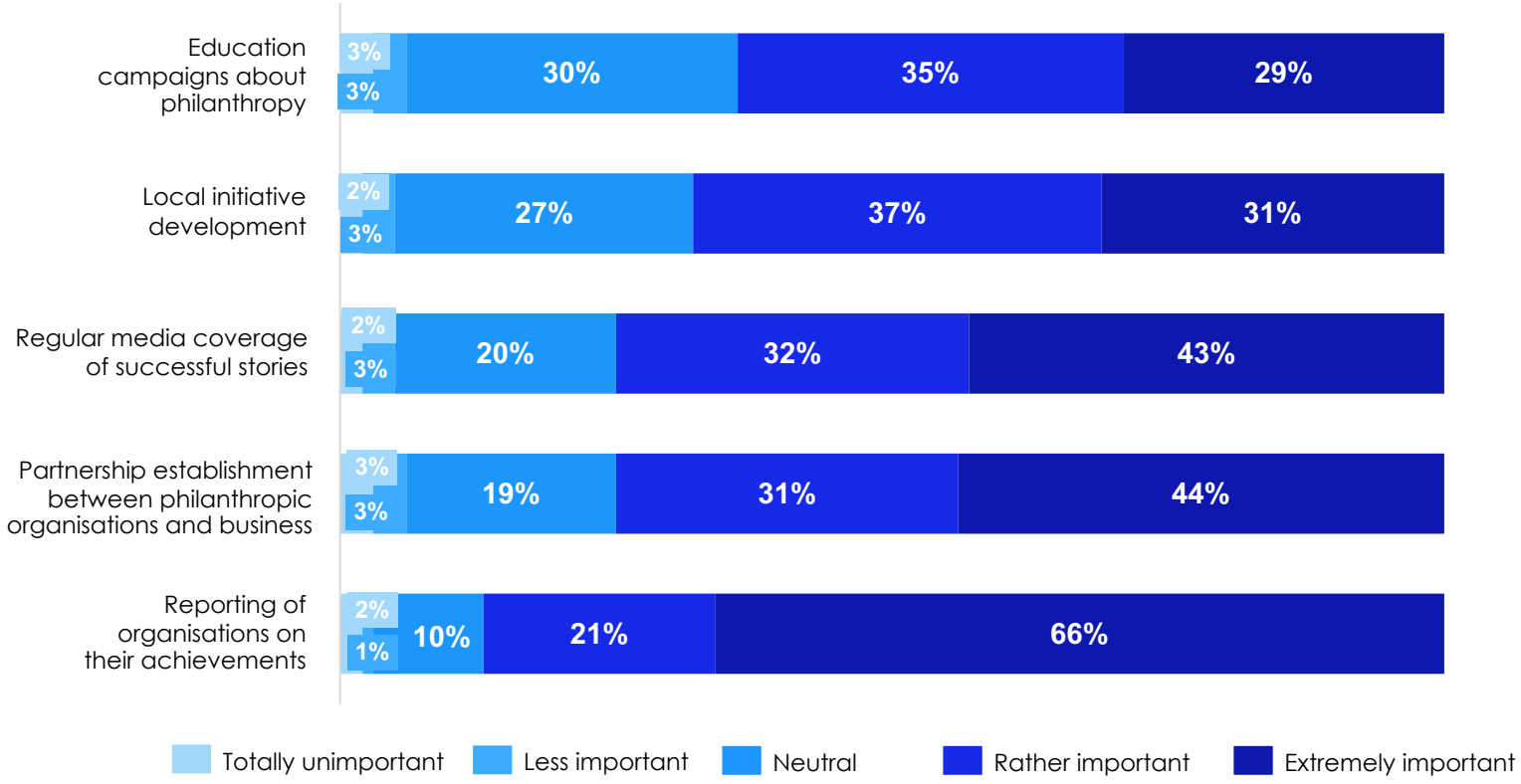
Woman, 47 years old, Kharkiv region

> The world would be much worse without philanthropy. This is what unites people and gives them hope.“

Woman, 30 years old, Zhytomyr region

Transparency is a key factor for the development of the culture of philanthropy in Ukraine. The focus groups also mention the importance of educational campaigns that raise awareness about charity and active media coverage of success stories.

The importance of events for the development of the culture of philanthropy in Ukraine.

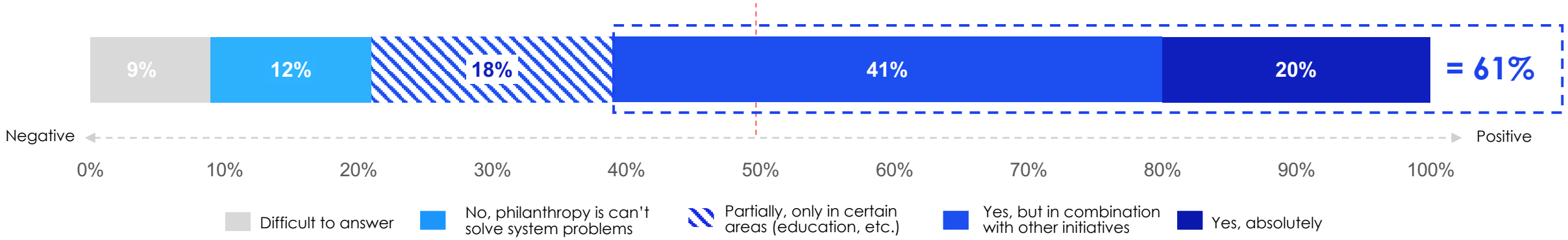


> For the development of charity, it is important to show real stories through films or documentaries that reveal the work of organisations and the importance of social unity.“
>
> **Man, 30 years old, Kyiv region**

> In Ukraine, it is necessary to promote philanthropy through education so that young people understand it is not only about donations but also about an opportunity to change their future.“
>
> **Woman, 22 years old, Lviv city**

Philanthropy in Ukraine is considered an effective mechanism for addressing social problems, referred to as a powerful tool for supporting local initiatives, particularly in areas where the state does not provide sufficient funding.

Can philanthropy have a significant impact on solving social problems in Ukraine?



> Philanthropy could be a strong mechanism in Ukraine, especially if the state or business supports it. It could also help solve problems that require a comprehensive approach."
>
> **Woman, 47 years old, Zhytomyr region**

> Philanthropy is not a panacea, but it is a very important mechanism, especially in areas that the state cannot fully address, such as medicine."
>
> **Man, 31 years old, Kharkiv region**

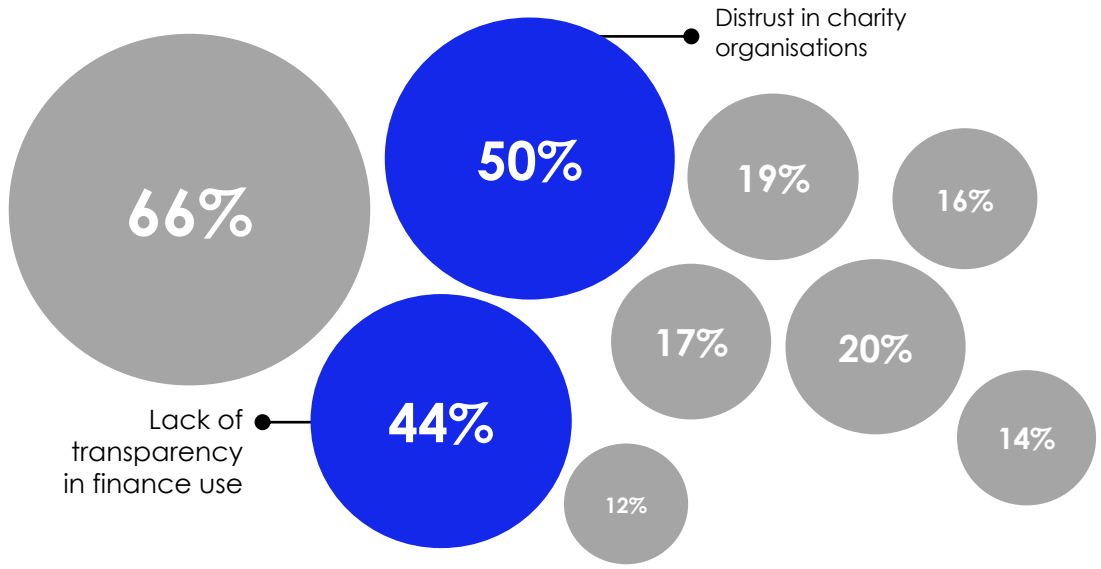
> Philanthropy can change local communities and help address specific problems. However, significant and systematic changes require support at all levels."
>
> **Man, 57 years old, Kherson region**

6. Recommendations

Build trust through transparent financial reporting

Citizens' trust largely depends on transparent reporting on the use of resources and finances. Regular financial reports and open access to information on costs and results will help to strengthen confidence among donors and participants in the honesty and efficiency of organisations.*

Which barriers prevent you from participating in philanthropy?
[Multiple choice]



54%

Respondents **are not ready to support** an organisation, **if there are any doubts** about its activity.

76%

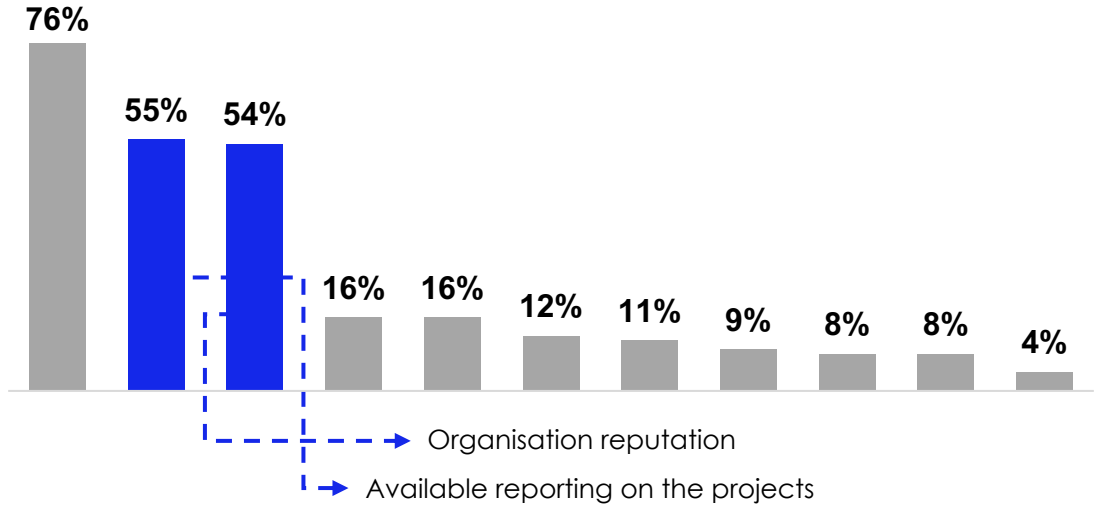
Respondents consider **financial transparency crucial** for choosing the right philanthropic organisation to support.

*Financial reports should not only be transparent, but also available to a wide audience. It is important to ensure a clear presentation of information that considers the needs of citizens, and work hard to make them draw attention to these reports.

Actively report on results

Transparency and regular reporting on achievements are crucial to developing a culture of philanthropy in Ukraine. Clearly demonstrating the impact of initiatives in reports, social media, and other channels will encourage people to engage and support philanthropy more actively.

Key criteria for choosing a philanthropic organisation to support.
[Multiple choice, up to 3 options]



75%

Respondents find **regular media coverage of successful stories** **essential*** for **developing** philanthropy culture in Ukraine

87%

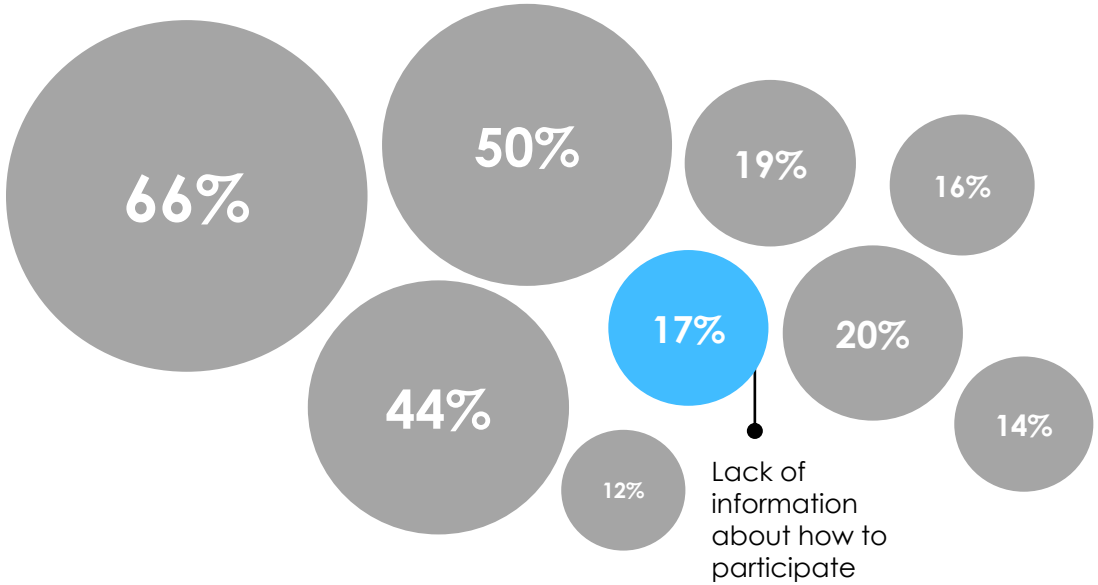
Respondents believe that **reporting on organisation's achievements** is **essential*** for fostering a culture of philanthropy

*Sum of the options "Rather important" and "Very important"

Ensure availability of participation opportunities information

Lack of awareness of involvement opportunities represents a major barrier to philanthropic participation. Developing accessible and user-friendly information channels through social networks, online platforms, and local campaigns will increase citizen engagement and significantly enhance public involvement.

Which barriers prevent you from participating in philanthropy?
[Multiple choice]



83% consider **the simplicity of participation** as an important* factor that **can reduce the barrier** for participation in philanthropy.

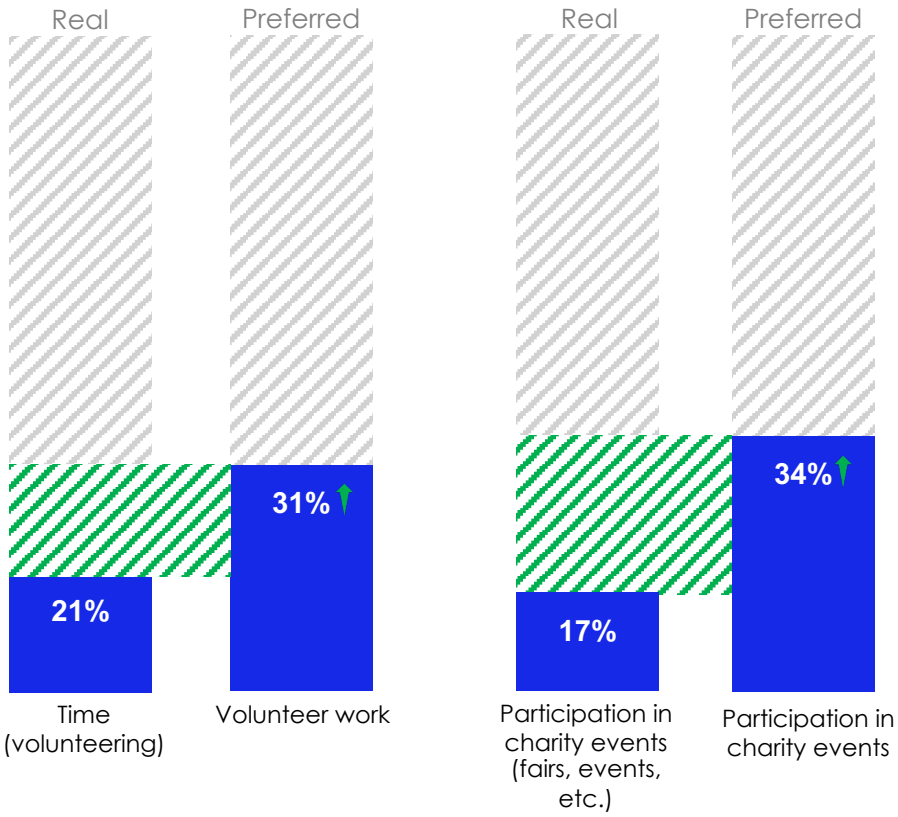
72% stress that **the availability of information** is an important* factor that **can reduce the barrier** for participation in philanthropy.

*Sum of the options "Rather important" and "Very important"

Promote volunteering and involvement in charity events as effective forms of engagement

Respondents expressed a desire to participate in volunteering and charity events more frequently, although actual engagement in these activities currently remains limited. Highlighting these activities can bridge the gap between intent and action, making philanthropy more inclusive and engaging a broader audience in socially meaningful endeavors.

What resources do you usually contribute? vs
Which philanthropy activities work best for you?



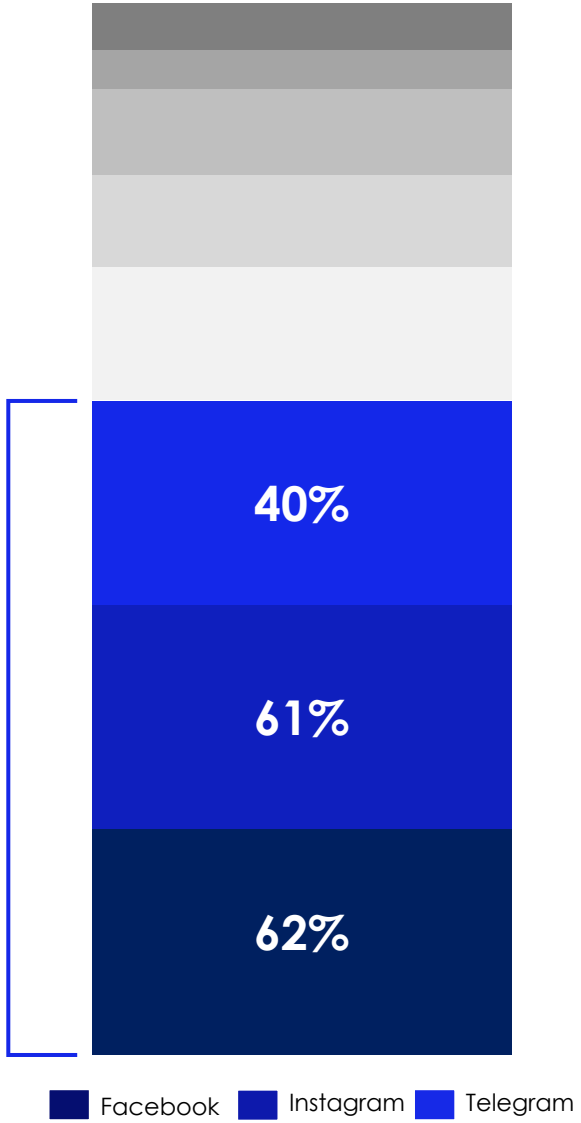
Use social media more effectively for impactful communication

Social media serves as the primary source of information about philanthropic initiatives among respondents. Facebook, Instagram, and Telegram are the platforms most frequently used by respondents to learn about charity initiatives. Effective communication on these platforms can help reach the target audience, build trust in organisations, and boost overall engagement.

78%

Respondents **find out** about philanthropic initiatives from social media channels **frequently or occasionally***

Facebook, Instagram and Telegram are three main social media through which users most often learn about charity initiatives.



*Sum of options "Always", "Often", "From time to time"

About us

National Network of Local Philanthropy Development

NATIONAL NETWORK OF LOCAL PHILANTHROPY DEVELOPMENT

National network of local philanthropy development (Philanthropists) – a network organisation uniting local organisations across Ukraine working under the community fund model. Our mission: developing social capital and a culture of philanthropy to ensure the sustainable development of communities in Ukraine.

We support network members through:

- **Capacity building & support** – developing the capacities of network members through training programs, exchanges, grant programs, etc.
- **Communications** – coverage of network members' work at the national and international levels.
- **Financing** – regranting to local programs and direct assistance with finding funding for network members.
- **Advocacy** – development and implementation of a national advocacy strategy to protect the interests of community foundations.
- **Building a favourable environment for philanthropy development –** conducting research and promoting philanthropy culture in Ukraine.

DataDriven provides research and consulting service that help work much more effectively

DataDriven – a generalist consulting agency…

Research

Based on our many years' experience In collecting, analyzing and interpreting data, as well as in creating recommendations for public and private stakeholders.

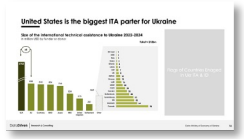
Consulting

Appy in-depth knowledge of Ukrainian civil society, politics and business for the benefit of our clients. To pave the way for the world to Ukraine, and for Ukrainian enterprises to the world.

…with a particular expertise in private and public sectors…

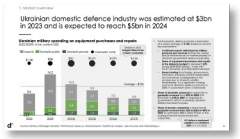
Our research involves:

- **Overview of international development projects in Ukraine** *(February, 2025)*



- **Ukrainian cybersecurity market** *(January, 2025)*

- **Ukrainian defence tech market** *(September, 2024)*



…advising a wide range of clients:

International donor organisations
(Assessment, monitoring and analysis to gain market insights, social changes and the effectiveness of strategies)

Associations & Unions
(Economic and market research, market assessment)

Non-profit organisations
(Comprehensive social and research, communication support, hypothesis validation, access to funding)

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