

Ukrainian Cultural Foundation
Competition Programme
Prominent Events

Guidelines for Applicants

LOT 1. Prominent Events in Ukraine

Dear colleagues,

This Guidelines for applicants will help you to better understand the terms and opportunities of the LOT “Prominent Events in Ukraine” of the “**Prominent Events**” competition programme.

We advise that you carefully read the text of this Guidelines for applicants and use it in the preparation of the application package, further competitive selection and project implementation.

Table of contents

I. About Ukrainian Cultural Foundation	4
<u>II. About "Prominent Events"programme</u>	6
<u>III. 'Prominent Events in Ukraine' LOT</u>	10
<u>IV. Project Types and Terms of Co-Financing</u>	12
<u>V. Requirements for Applicants and Partners</u>	13
<u>VI. Mandatory Documents for Submission of Application Package for "Prominent Events in Ukraine" LOT</u>	14
<u>VII. How to Submit Application Package for Competition Programme</u>	15
<u>VIII. Stages of the Competition and Criteria for Technical Selection of Projects</u>	21
<u>IX. Assessment of projects by experts of the UCF expert councils</u>	22
<u>X. Approval of Decisions of Expert Councils by the Directorate through Negotiation Procedures</u>	24
<u>XI. Approval of Decisions of Expert Councils by the Supervisory Board</u>	25
<u>XII. Project Management Rules</u>	26
<u>XIII. Monitoring of Project Implementation</u>	27
<u>XIV. Reporting Procedure</u>	28
<u>XV. Regulatory and Legal documents</u>	29
<u>XVI. Glossary of the "Prominent Events"programme</u>	31
<u>XVII. Checklist for Applicants for the Prominent Events in Ukraine LOT</u>	35
<u>XVIII. Annex No. 1: Work Plan</u>	36
<u>XIX. Annex No. 2 Project communication strategy; dynamics of project development; technical requirement</u>	37
<u>XX. Annex No. 3: Letter of intent for cooperation</u>	40
<u>XXI. Annex No. 4: Audience Monitoring Questionnaire</u>	41
<u>XXII. Annex No. 5: Event Monitoring Questionnaire</u>	42

Important:

The following rule is applied in 2021:

1 applicant — 1 application for each programme.

This means that one legal entity or individual entrepreneur can be an applicant **for all competition programmes in parallel**, but only provided that they submit **only one application package for each of the competition programmes**.

Projects submitted by the same applicant to different competition programmes must have different names, goals, objectives, results and different composition of project teams.

If several projects of the same applicant win, the Foundation may support **maximum three projects**.

The basic language of all projects supported by the Foundation is Ukrainian. If supporting materials (video, audio, printed materials, etc.) in foreign languages are used in the project, a translation of the content into Ukrainian (text translation, captioning, etc.) must be added.

I. About Ukrainian Cultural Foundation

The Ukrainian Cultural Foundation (hereinafter referred to as the Foundation or UCF) is a state institution established in 2017 as a new model of provision of state support and promotion of initiatives in the sphere of cultural and creative industries on a competitive basis. In accordance with the applicable legislation, the Foundation's activities are an integral part of the policy and established priorities of the Ministry of Culture and Information Policy of Ukraine.

Culture and creativity for understanding and development is the basic slogan of the Foundation referred to in the name of the Strategy for 2019~2021.

The main strategic goals that the Foundation intends to achieve during the implementation of the three-year strategy include:

- to support creating a cultural product;
- to strengthen the role of culture in society development;
- to support internationalization of Ukrainian culture;
- to strengthen institutional and financial capacity.

The tools for achieving the strategic goals of the Foundation are competition and institutional programmes of the Foundation. To learn more about activities of the Foundation, please visit our [official website](#).

You can find a calendar of grants that support cultural projects, fill in your organisation's profile to find partnerships, and find texts about current trends in the cultural and arts sectors in Ukraine and the world on the information and analytical portal of UCF [Ukraine.Culture.Creativity](#).

We advise that you subscribe to the official [Facebook page of the Foundation](#), where you can find up-to-date information about our activities and opportunities for applicants.

Our actual and postal address: 10-12 Lavrska Str., Kyiv, 01010, Ukraine

Our legal address: 19 I. Franka Str., Kyiv, 01030, Ukraine

Our email for applications: info@ucf.in.ua

Email of the "Prominent Events" programme: programa.znak@ucf.in.ua

Important documents:

✓ all rules and requirements for the application package can be found in this [Guidelines for applicants](#);

✓ information on the stages and terms of competitive selection can be found in the [Procedure for Competitive Selection of Projects](#);

✓ information on the procedure of activities of the Expert Councils of the Foundation can be found in the Regulations on Expert Councils of the Ukrainian Cultural Foundation;

✓ information on project assessment criteria can be found in the Methodology of Expert Assessment.

The Foundation holds information sessions and webinars for applicants to provide advice on the rules and requirements of competitive selection.

The UCF has developed a series of lectures on grant management, which will be available for free on the Foundation website and YouTube channel from 20 October 2020.

You may also find useful a selection of [training videos with experts of the Foundation](#) and the practical course “[Very Cultural Management](#)”.

We recommend that you use [FAQ](#).

Since the Foundation accepts applications only in electronic form, you may find useful the detailed step-by-step algorithm for working in the applicant’s personal online account — [How to apply](#).

Please note:

Employees of the Foundation do not provide individual advice to applicants and do not provide legal advice and consultations on accounting issues and payment of taxes, fees and mandatory payments.

If you have any questions regarding the taxation of grants, we advise that you ask your questions to tax authorities.

II. About the "Prominent Events" programme

The " Prominent Events " program corresponds to the following **priorities of the Foundation**:

1. Promoting intercultural dialogue and supporting cultural diversity .
2. Ensuring respect for cultural rights: equal access to cultural resources and equal opportunities for personal development and self-realization for all citizens and communities, regardless of cultural, linguistic, ethnic, regional, social, gender and other features or differences ;
3. Promoting the internationalization of Ukrainian culture and coordinating donor support for projects in the field of culture and creative industries;
4. Ensuring comprehensive development and functioning of the Ukrainian language in all spheres of public life on the territory of Ukraine, as well as promoting the study of Ukrainian language abroad.

The program is aimed at expanding choices and opportunities for access to cross-sectoral cultural content; building partnerships in the field of cultural and creative industries ; development of domestic and foreign cultural tourism; strengthening the positive image of Ukraine in the international cultural arena . The program aims to support cultural diversity and increase the role of culture in the life of Ukrainian society .

Among the supported projects of the program in 2020: "Molodist. Cinema under the sky", "Promotional Campaign for the Odessa International Film Festival and the organization of business program Film Industry Office", "Lviv International BookForum", "ARK UKRAINE: MUSIC", "What we have in common? Ukrainian pavilion and residents at the Tbilisi Architecture Biennale 2020", "Exhibition project 'Encyclopedia of Architecture of Ukraine'", "Festival of Naive Art", "Kharkiv Photo Forum" and others .

As part of the competition program "Prominent Events" for implementation in 2021, new areas of support are announced: LOT 3 "Prominent personalities in Ukrainian culture" and LOT 4 "Prominent events in Ukrainian history ". A separate direction / LOT will be devoted to the Crimean Tatar culture, which will be announced separately.

The budget of the program for 2021 - 130 million¹.

Objectives of the "Prominent Events" programme:

- increasing the number of professional audiences in the cultural and creative industries, which implements large-scale landmark events;
- stimulation of domestic and foreign tourism;
- active cooperation with international institutions, experts, artists, cultural operators;
- formation of a positive image of Ukraine in the international environment due to the implementation of high-quality innovative landmark events and participation in landmark events abroad;
- strengthening the cultural identity of the Ukrainian people.

The program supports all sectors of culture and creative industries :

visual arts
audio arts
audiovisual arts
fashion and design
performing arts
cultural heritage
literature and publishing
cultural and creative industries

As part of the competition program "Prominent Events" for 2021 , we offer the following LOTs :

- **LOT 1. Prominent Events in Ukraine;**
- LOT 2. Participation of Ukraine in the International Prominent Events
- LOT 3. Prominent personalities in Ukrainian culture;
- LOT 4. Prominent events in Ukrainian history.

¹ Please note , that the budget of the program may change as in the direction increase , and aside reduction , after approval by Parliament of the Law "On State Budget of Ukraine for 2021 year "

Calendar of competitive selection and project implementation schedule

	Beginning	End
Submission of application packages only in the electronic form	03.11.2020	14.01.2021, 18:00 (Kyiv time)
Information campaign (including online consultations)	03.11.2020	14.01.2021
Publication of the register of the application packages received	by 18.01.2021	
Selection of projects in terms of meeting the technical criteria	15.01.2021	12.02.2021
Notification about the status of the application package after technical selection in the applicant's personal online account	by 16.02.2021	
Publication of the register of projects following the selection of projects in terms of meeting the technical criteria	by 16.02.2021	
Assessment of projects by the expert councils of the Foundations	15.01.2021	15.03.2021
Receiving the results of the expert assessment in the applicant's personal online account	by 26.03.2021	
Publication of a rating register of all projects after expert evaluation	by 26.03.2021	
Approval of decisions of the expert councils by the Directorate of the Foundation (through negotiation procedures) and approval by the Supervisory Board of UCF	29.03.2021	30.04.2021
Execution of Grant Agreements and publication of the register of winning projects	by 11.05.2021	

Implementation of projects, including submission of reports	upon execution of the Grant Agreement by the Foundation, but not earlier than 30 april	30.10.2021

III. About LOT "Prominent Events in Ukraine"

The total budget² of LOT is UAH 60 million³

Minimum grant amount (cannot be reduced): UAH 500,000

Maximum grant amount (cannot be increased): UAH 3 million

Priorities of LOT support:

- support for large-scale events that contribute to the formation of a unified Ukrainian identity and the creation of a positive image of Ukraine and Ukrainians;
- support for developing national or international events that develop a cultural ecosystem (strengthen the role of culture in society, promote cross-sectoral cooperation, go beyond the traditional perception of culture and art, form new meanings);
- support for large-scale cultural and artistic events that attract a wide audience from all over / or several regions of Ukraine and / or from abroad, involve national and / or international partners;
- support for events with a large-scale communicative and educational component;
- support for innovative and cross-sectoral events that have scaling and sustainability potential;
- support for large-scale cultural and artistic events, long history and potential for scaling.

According to the terms of this LOT, any kind of qualitative dynamics can be assigned to **scaling types**, described through:

- increase the level of accessibility of the event (for example, for different social, age, inclusive audiences);
- expanding the geography of participants or audiences;
- introduction or increase of the level of application of new technologies and new means of communication;
- expanding the program of events by including new directions / sectors culture;
- application of conceptual and interdisciplinary (intersectoral) approaches to creating landmark events 2021 .

²UCF reserves the right not to spend all the funds allocated for this LOT.

³ Please note that the LOT budget may change both in the direction of increase and in the direction of decrease, after the Verkhovna Rada approves the Law "On the State Budget of Ukraine for 2021"

LOT products:

- festival
- fair
- competition
- large-scale exhibition
- forum

Other cultural products are not supported under this LOT!

Fashion weeks can be classified as forums or festivals of the fashion and design sector.

The Foundation offers the following possible formats for project implementation:

- live (in case of abidance to the recommendations of the Ministry of Health of Ukraine on organization of anti-epidemic measures during cultural and artistic events for the period of quarantine in connection with the spread of coronavirus disease (COVID-19);
- online;
- mixed (which involves conducting within one project as live and online activities).

Applicants have the opportunity to determine the format of the project.

Applicant for the LOT can be a legal entity of all forms of ownership or an individual entrepreneur, registered in Ukraine in accordance with the current laws **not less than two years** before the competition announcement and duly experienced in the field of culture.

The beneficiaries of LOT are a wide audience (by age, geographical, social, educational criteria, etc.).

Expected short-term results of LOT:

- At least 20+ events held in Ukraine, covering 8 sectors of culture;
- intersectoral communities have been established to strengthen Ukrainian cultural space;

- the total coverage of the audience by supported events is at least 125,000 people (audience coverage in one event is at least 5,000 people);
- development of a partner network as a result of project implementation (at least three established partnerships within one supported project).

Expected long-term results of LOT:

- expanding access to cultural and creative products for wide audience;
- strengthening local and international cultural tourism;
- improving the economic condition of the region and the country;
- formation of a positive image of Ukraine in the international environment due to current large-scale events.

IV. Project Types and Terms of Co-Financing

Please note!

The Foundation has changed the rule: national and international cooperation projects **do not require** mandatory co-financing. Instead, co-financing can be offered by the applicant for any type of project. The Foundation considers co-financing as the attraction of resources exclusively in **monetary form** other sources not prohibited by law, which are not grant funds of the Foundation and which are used by the applicant to achieve the objectives and the results of the project. Project co-financing may be provided by the applicant or the partner (s) or by a third party.

New regulation for LOT "Prominent events in Ukraine": the maximum amount of the grant of UAH 3 million can be increased by the amount of co-financing, but not more, than UAH 1 million, even if the co-financing exceeds UAH 1 million.

1. An individual project is a cultural and artistic project that is implemented on the initiative and with the participation of one applicant. Only this type of project is open for applications by individual entrepreneurs.

2. A national cooperation project is a cultural and artistic project that involves the implementation of a project together with a partner or partners in two or more regions of Ukraine. The minimum partnership should include one applicant and one partner from different regions of Ukraine. The applicant and partner of this type of project cannot be a private entrepreneur. Please note that in case of changing the partner after signing the grant agreement, the Foundation reserves the right to terminate the agreement unilaterally with a refund.

3. An international cooperation project is a cultural and artistic project that involves the implementation of the project in Ukraine and / or abroad in partnership. The applicant must be a resident of Ukraine and one of the partners must be a non-resident. **The applicant and partner of this type of project cannot be a private entrepreneur.** Please note that in case of changing the partner after signing the grant agreement, the Foundation reserves the right to terminate the agreement unilaterally with a refund.

V. Requirements for Applicants and Partners

An applicant for the "Prominent Events in Ukraine" LOT may be a legal entity of all forms of ownership or an individual entrepreneur, registered in Ukraine in accordance with the current laws **not less than two years** before the competition announcement and duly experienced in the field of culture.

A partner of the national and international cooperation programme projects can be a legal entity of all forms of ownership registered **not less than two years** before the competition announcement and duly experienced in the field of culture.

The following persons may not act as applicants or partners, participate in the implementation of projects and receive funding from the Foundation:

- political parties and associations;
- religious organisations;
- legal entities and individual entrepreneurs declared bankrupt or in respect of which bankruptcy proceedings have been initiated;
- legal entities and individual entrepreneurs that are in the stage of termination/liquidation of the legal entity or termination of entrepreneurial activity of the individual entrepreneur;
- authorized representatives of a legal entity and individuals who have records of criminal convictions for economic crimes that have not been expunged or removed in the manner prescribed by law;
- authorized representatives of a legal entity and individuals who have records of criminal convictions for crimes in the area of official and professional activities related to provision of public services that have not been expunged or removed in the manner prescribed by law;
- authorized representatives of a legal entity and individuals who have records of criminal convictions for a crime that have not been expunged or removed in the manner prescribed by law;
- legal entities and individuals against whom restrictive measures (sanctions) determined by the decision of the National Security and Defence Council of Ukraine and put into effect by the Decree of the President of Ukraine in accordance with the Law of Ukraine "On Sanctions" were applied;
- applicants who have debts to the budget, the Pension Fund of Ukraine, the Fund of Compulsory State Social Insurance, or have outstanding debts for wages, other credit liabilities;
- applicants against whom there are pending enforcement proceedings at the time of submission of application packages;

- applicants who have pending legal proceedings with the Foundation and/or effective court decisions under which claims of the Foundation were granted.

VI. Mandatory Documents for Submission of Application Package for “Prominent events in Ukraine” LOT

- project application (electronic form to be completed in the personal online account on the website of UCF);
- Annex No. 1 to the project application “Project Work Plan” (in PDF);
- Annex No. 2 Project communication strategy; dynamics of project development; technical task (in PDF)
- project cost estimate (special EXCEL table that can be found on the page of the relevant competition programme);
- full (extended) extract from the Unified State Register (USR) with information generated at the time of submission of the application package (in PDF). The extract can be ordered on the website of the Ministry of Justice of Ukraine (fee is charged for the extract, an electronic digital signature of the person creating the request is required to order the extract);

Please note:

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

If you apply for national or international cooperation project, please also attach:

- documents certifying registration of the partner organisation.
 - For a **Ukrainian partner organisation**: full (extended) extract from the Unified State Register generated at the time of submission of the application package (in PDF). The extract can be ordered on the website of the Ministry of Justice of Ukraine (fee is charged for the extract, an electronic digital signature of the person creating the request is required to order the extract).
 - For a **partner organisation that is not a resident of Ukraine**: scanned copy of the original constituent document/documents in accordance with the established provision of the applicable legislation of the country of registration and duly certified translation thereof into Ukrainian;
- letter (s) of intent for cooperation from the partner(s): scanned copy of the original in PDF. Sample letter of intent for cooperation — **Annex No. 3 to the Guidelines for applicants.**

Please note:

Documents submitted in a foreign language must be **translated into Ukrainian** and duly certified (independently by the applicant organisation, by a notary or translation agency). To do this, we recommend that you use the phrase: the translation was made from ..., translated by (Full Name), position and signature + seal and signature of the certifying person.

VII. How to Submit Application Package for Competition Programme

The application package to be submitted to the competitive selection of the Foundation includes the project application + cost estimate + extract from the USR + mandatory annexes.

The application package must be submitted only in the electronic form through the [official website](#) of the Ukrainian Cultural Foundation. The submitted application package must be signed by the **electronic digital signature of the head of the applicant organisation**. Make sure in advance that you have an electronic signature.

To submit the application package, the applicant must [create a personal online account](#) on the Foundation's website. If such an account has already been created, you can use it (there is a service for password recovery).

After you have created a personal account, it will automatically direct you to the home page of the website to select the appropriate competition programme → selection of the LOT → selection of the project type. After completion of these three steps, you will see the “**Submit application**” button on the right side of the screen — click it to start completing.

The application can be completed gradually — to do this, please use the “**Save**” button. For convenience, the completed application can be “**Printed**” — that is, displayed on a separate screen for reading or sent to a printer.

At the end of the application, there are special fields to upload the cost estimate, mandatory annexes to the project application and mandatory documents. After you have filled in all the fields of the project application, uploaded the cost estimate and annexes in the appropriate field, apply the electronic digital signature of the head of the applicant organisation and click “**Submit**”. After you have sent the application package to the Foundation, you will not be able to make any changes.

After sending the application package, the Applicant receives an e-mail notification on the successful submission of the application to the competition, indicating the project number assigned by the system (e.g. 4EVE11-12345).

After sending the application package to the Foundation, you can monitor its status at various stages of competitive selection. Please check the status of your application package — the competition calendar will help you to do this, where the deadlines for the notifications of the Foundation following the competitive selection stages are indicated.

Project application

The project application must be completed in the electronic format. Please read the list of questions you are required to answer in advance on the website of the Foundation. We also advise that you read the expert assessment criteria – this will help you answer the questions in the application to be assessed (see [Methodology of Expert Assessment](#)).

The project application has built-in tips on the correctness of filling in its fields — **the letter “i” (information) in the upper right corner of the field**. If the field data format does not match the expected one (letters instead of numbers, etc.), the system will block sending of the application package.

Important:

The application may be corrected until it is sent to the Foundation. After it has been submitted, you will not be able to make any changes to either the text of the application or the uploaded documents. Also, you may not re-submit your corrected application package — the system automatically blocks this option. Therefore, we recommend that you check all documents before sending, create a separate folder on your PC, and transfer the final versions of the documents there. We recommend that you upload documents to the system from this created folder to avoid errors.

Cost estimate

Download the cost estimate form in the EXCEL format. The cost estimate must be submitted only in this form established by the Foundation. Please note that the detailed **instructions** for completing the cost estimate are in **one of the tabs** of the downloaded file — please read these recommendations carefully, they will help to draw up the cost estimate for the project in accordance with the requirements of the Foundation.

The cost estimate consists of the following tabs: revenue side and cost estimate. The applicant must complete all pages.

Please note that the column “**Cost Rationale and Breakdown**” on the cost estimate sheet is also mandatory. If the project involves co-financing and/or reinvestment, these columns are also mandatory.

The Foundation strongly recommends that you engage the accountant of your organisation at the stage of drawing up the project cost estimate — all recommendations for its completion are made in accordance with accounting rules and using the respective terminology.

Draw up the cost estimate based on the principles of efficient and rational use of state funds. In practice, this means that all costs must be economically justified and used solely for implementation of the goals and objectives of your project.

Important:

The Foundation transfers the **grant in several tranches** during the project implementation period. The tranche schedule will be an annex to the Grant Agreement. The amount of the tranches and the payment schedule depends on the annual allocation plan.

The cost estimate must include only **eligible costs** (the list of eligible and ineligible costs is given below) in the column “Costs at the expense of the grant from UCF”.

The column “Costs at the expense of reinvestment” must include **only eligible costs**, except for the costs for remuneration to members of the project team.

In the column “Co-financed costs”, you may include all types of eligible costs, **without setting cost limits** for individual items of the cost estimate, and **you may also include types of costs that are ineligible in accordance with the rules of the Foundation.**

Eligible costs are those costs that meet all of the following criteria:

- costs that are necessary for implementation of the project;
- costs that meet the principles of efficient and rational use of state funds;
- costs that will actually be incurred during the implementation period of this project; the project implementation period is determined as the period from the date of execution of the Grant Agreement by both parties until the date of submission of the final financial statements (but not later than the final project implementation date stipulated in the

Grant Agreement);

- the costs that will be reflected in the accounting records of the grantee (its partners) must be identified and supported by original documents or duly certified copies;
- costs stipulated in the project cost estimate, namely:
 - wages and social fees;
 - travel expenses of the personnel of the applicant organisation;
 - equipment and intangible assets;
 - costs related to lease (of premises, machinery, equipment and tools, stage equipment, vehicles);
 - costs of project participants who participate in cultural, educational and other activities and do not receive remuneration and/or fees;
 - material costs;
 - printing services, publishing services;
 - promotion services;
 - services for creation of a web resource;
 - purchase of methodical, educational, informational materials, including on electronic media;
 - translation services;
 - other costs, **including payments under license agreements for the non-exclusive right to use intellectual property (royalties).**

Please note:

According to the rules of the Foundation, the final report of the applicant must be confirmed with a report of an independent auditor! Please be sure to anticipate these costs either at the expense of the grant, co-financing, or reinvestments.

List of costs prohibited at the expense of the grant (**ineligible costs**):

- purchase of goods, performance of works, provision of services not related to implementation of the project;
- costs for intermediary services;
- costs for goods, works and services that have already been or will be financed from other sources, before or after execution of the Grant Agreement (double financing);
- Costs related to implementation of projects aimed at making a profit (except for projects related to film production);
- costs for maintenance of institutions, organisations, including those that are participants of the projects;
- costs for purchase of fixed assets (including office furniture);

- costs for purchase of intangible assets (including copyright, franchises, etc., except for those, the cost for purchase of which are recognized as royalties). This restriction does not apply to the creation of websites;
- costs for capital repairs, construction, development of design and estimate documentation;
- costs for preparation of the project application for submission to the competition programme of the Foundation;
- losses due to exchange rate differences;
- costs incurred between related parties, the relations between which may affect the conditions or economic results of their activities or activities of the persons they represent.

Important:

There are **restrictions on certain items** of the cost estimate, namely:

- wages of full-time employees: the amount of wages (bonus for additional workload) is set in accordance with the staffing list of the applicant organisation, the Regulation on Bonuses and other regulations governing the amount of wages of employees of the applicant organisation;
- the maximum amount of services provided by a team member under a civil contract or under agreements with an individual entrepreneur may not exceed the amount specified in paragraph 3 of Article 3 of the Law of Ukraine “On Public Procurement”, namely **UAH 50,000.00 (fifty thousand) per month for one person**; this amount of services provided under a civil contract and under agreements with an individual entrepreneur may include all additional costs that may arise in the provision of the services (compensation for travel, accommodation and meals, etc.), but may not exceed the established amount;
- costs for business trips of the personnel and travel of project participants are established in accordance with the provisions of Resolution of the Cabinet of Ministers No. 98 dated 2 February 2011;
- costs for purchase of equipment, tools, inventory are limited to the amount of **UAH 6,000.00 (six thousand) without VAT per unit**;
- catering services: at the rate of **UAH 250 (two hundred and fifty) per person per day**, with the obligatory provision of copies of registration lists with signatures of the participants;
- when planning the project cost estimate, keep in mind: if the amount of goods, works, services (**except for works or services provided by members of the project team**) provided by a legal entity or an individual entrepreneur is equal to or exceeds the amount specified in paragraph 3 of Article 3 of the Law of Ukraine “On Public Procurement”, namely **UAH 50,000.00 (fifty thousand)**, **at the time of reporting** this amount must be confirmed by three commercial quotations from other suppliers of goods,

works, services, to which the grantee applied in order to research the price market of proposals.

Work plan

It is a structured document used for the administrative management of the project, it may be changed only upon approval of change requests through execution of a supplementary agreement.

It defines all the necessary parameters of the project, namely: activities, their duration, the need for human and financial resources, performance indicators. The document is the basis for assessment and monitoring of the progress of the project.

For ease of completion, we recommend that you use the landscape orientation of the page in a Word document.

Annex No. 1 to this Guidelines for applicants gives a sample work plan — please adjust it to your project needs.

Project communication strategy

A comprehensive action program aimed at selecting key messages and priority communication tools with the target audience of the project, their optimal combination and strengthening their integrative impact on consumers of cultural products. The communication strategy should include a communication plan. Annex № 2 to this instruction is a project communication strategy plan - please adapt it to the needs of the project.

Project development dynamics

Structured data that represent the development of the project for the previous two years and indicators that are planned for the year of project implementation. The data includes quantitative and qualitative indicators of audience coverage, media coverage, involvement of partnerships, geographical coverage of planned activities. This information will help analyze the potential of the project prior to scaling.

Appendix № 2 to this instruction is a template for the dynamics of project development - please adapt it to the needs of your project.

Technical Task

Document provided if the project provides for the creation of a website, mobile application, web platform, etc. (the document provides information that reveals the concept of the site, mobile application, web platform, etc., indicating the qualitative and technical characteristics, such as: indicative terms of reference, structure, site navigation, approximate content, etc.).

Annex № 2 to this manual is a terms of reference - please adapt it to the needs of your project.

VIII. Stages of the Competition and Criteria for Technical Selection of Projects

According to the [Procedure for Competitive Selection of Projects](#), the competitive selection of projects is held in four successive stages:

1. technical selection;
2. expert selection;
3. approval of decisions of expert councils by the Directorate through negotiation procedures;
4. approval of decisions of expert councils approved by the Directorate of the Foundation by the Supervisory Board of the Foundation.

Technical selection of projects

At this stage, the application package is analysed **for compliance with the technical selection criteria**.

The technical criteria for competitive selection of projects determine that the application package:

- has been submitted through the official website of the Foundation ucf.in.ua by the deadline;
- has been submitted in full in accordance with the description of the application package for this LOT;
- contains a cost estimate with two completed sheets (revenue and cost part) and submitted in the form established by the Foundation in the EXCEL format;
- Has been submitted in Ukrainian, and in case there are documents in foreign languages, contains a duly certified (i.e. either by the applicant, or by a notary, or by a translation agency) translation of such documents into Ukrainian;
- has been submitted by an applicant that meets the requirements for applicants (a full list of requirements for applicants is given in Section 5 of the [“Procedure for competitive selection of projects”](#)).

Important:

Application packages that do not meet **at least one of the technical criteria** are not eligible for expert assessment.

The applicant will be able to see the results of selection of the project for compliance with the technical criteria as the status of its application package in his personal online account, and will also receive an email to the address it specified when registering its personal online account on the official website of

the Foundation.

The result of consideration of the application package at this stage is one of the decisions:

- the application package meets the technical criteria and is submitted for consideration by the experts of the relevant experts council of UCF;
- the application package does not meet the technical criteria and is considered not to have passed the technical selection.

Applicants may submit their applications regarding technical selection results within **5 calendar days** after the Foundation sent them emails about the technical selection results.

In case you apply to the Foundation, please follow the following sequence of actions:

- prepare an application to the Directorate of the Foundation on the letterhead of the applicant organisation with a request to revise the results of the technical selection, certifying it with the signature of the head and seal (if any), put the date;
- be sure to indicate the reason of the negative result of the technical selection in the application and to provide the substantiation of the decision offered by you;
- in the absence of the required document, attach it to the application;
- send a scanned copy of the application with attachments to the e-mail address of the programme **programa.znak@ucf.in.ua** with the subject — APPLICATION 4EVE11-12345 (where 12345 is your application number).

You will be informed about the decision of the Directorate: a) by e-mail and/or b) the change of the decision regarding the results of the technical selection in the personal account of the applicant.

Following the technical selection, a register is formed and published on the official website of the Foundation.

IX. Assessment of projects by experts of the UCF expert councils

Having passed the technical selection, the application package is submitted for assessment by the expert council of the relevant programme of the Foundation. The application packages are assessed by experts of the Foundation in accordance with the Regulations on Expert Councils of the Foundation, the Project Assessment Methodology, subject to the funding criteria and the requirements of this Guidelines for applicants.

Important:

The applicant is prohibited from contacting experts during the expert assessment and influencing their decisions.

According to the Procedure for Notification of Conflict of Interest, **an expert may not be an applicant or participant of a project of the programme for the assessment of which he was engaged**, but an expert of the Foundation **may be an applicant or project participant in other programmes** in the assessment of which he did not participate.

Each project is assessed in parallel by five experts from the relevant expert council. Please read the Methodology of Expert Assessment to learn more about the rules of work of experts and the assessment criteria.

The maximum number of points from one expert is 100. The maximum number of points after assessment of the project by five experts is 500, which is the sum of the points awarded by all experts.

The applicant receives expert comments and assessment points in the personal online account. The general rating of the LOT will be formed after assessment of all application packages. Rating registers following expert assessment are published on the official website of the Foundation.

Projects will be financed in accordance with the rating formed and within the allocated state funding (or the amount of special funds). Depending on the rating register and the budget allocated for the implementation of the LOT, the Directorate of the Foundation determines the projects admitted to the negotiation procedures by its decision.

Applicants may submit their applications regarding expert selection results within **5 calendar days** after the Foundation sent them emails about the technical selection results.

In case you apply to the Foundation, please follow the following sequence of actions:

- prepare an application to the Directorate of the Foundation on the letterhead of the applicant organisation, certifying it with the signature of the head and seal (if any), put the date;
- send a scanned copy of the application to the e-mail address of the programme **programa.znak@ucf.in.ua** with the subject- APPLICATION 4EVE11-1234 (where 12345 is your application number).

You will be informed of the decision of the Directorate by e-mail.

X. Approval of Decisions of Expert Councils by the Directorate Through Negotiation Procedures

Decisions of expert councils are approved by the Directorate in term of conditions, mechanisms, scope of UCF support through negotiation procedures with the applicant through the applicant's personal online office; in some cases the negotiation procedure may be held in the form of a personal meeting with the applicant.

If necessary, the applicant will receive a list of comments on the application package, subject to the comments of experts, which one must take into account before execution of the Grant Agreement. Full consideration of these comments is a prerequisite for execution of the Grant Agreement.

Before execution of the Grant Agreement, the applicant must provide the following documents through its personal online account:

- project application with all mandatory annexes and planned cost estimate, subject to the comments and recommendations of expert councils and the commission on negotiation procedures;
- a copy of the certificate of opening of a new separate bank account to receive grant funds or a certificate from the bank on the existence of an account with zero balance and a statement from this bank account to confirm the absence of funds on such account for the last 3 (three) months;
- a copy of the certificate from other servicing banks on the absence of debt on loans and interest (if any);
- a copy of the extract from the Unified State Register of Legal Entities, Individual Entrepreneurs and Public Organisations, generated in the period from the date of receipt of the e-mail invitation until the date of negotiation procedures, generated in full with a complete list of data from the USR;
- a copy of the articles of association or other constituent document (with all amendments and supplements) in the effective version on the date of the negotiation procedures;
- a copy of the staffing list, Regulation on Bonuses or other regulations governing the amount of wages of employees of the applicant organisation;
- copies of the passport and identification number of the head of the legal entity (or individual entrepreneur), orders on the appointment of the head;
- a copy of the document on granting the head the authority to sign contracts and financial documents in the amount of more than UAH 50,000.00 (fifty thousand in case there are such restrictions);
- a copy of the certificate from the State Tax Service of Ukraine at the place of registration on the absence of tax debts on taxes and fees (mandatory payments);
- certificate of the applicant, in an arbitrary form, on the absence of debts on

wages signed by the head and the accountant (if any) and certified by the seal (if any);

- a certificate of the applicant, in an arbitrary form, on the absence of debts on loans;
- documents confirming compliance with applicable legislation on the protection of intellectual property and copyright for creation and use of the result of intellectual activity or intellectual to be used in the implementation of the project (such document may be a copy of the license agreement for exclusive/non-exclusive use of intellectual property or a letter from the applicant in an arbitrary form that no third party intellectual property and results of intellectual activity are used in the project, and all intellectual property and results that will be created within the project will be used in accordance with applicable law);
- letter of consent, in an arbitrary form, to processing, use, disclosure and access to personal data. Such consent is given individually by each team member who provides their personal data. The letter must state that such consent is granted to the Ukrainian Cultural Foundation;
- **in case co-financing is attracted** for the project, the Applicant must provide documents confirming co-financing. Such documents can include: a copy of the cooperation agreement indicating the amount of funding from each of the parties to the agreement, indicating all obligations to implement the project of both parties; a copy of the letter of guarantee, in which each of the parties engaged in the financing of the project confirms its financial obligations in respect of the amount of funding; if co-financing from at the expense of budget funds is provided, provide a duly certified copy of the decision of the authority on allocation of funds.

XI. Approval of Decisions of Expert Councils by the Supervisory Board

The last stage of competitive selection of projects is approval of the decisions of expert councils approved by the Directorate of the Foundation by the Supervisory Board of the Foundation in case of projects, the amount of which exceeds 150 minimum wages established by the Law of Ukraine “On the State Budget of Ukraine” as of 1 January 2021.

The approval procedure is carried out at a meeting of the Supervisory Board, where projects are considered, comments of experts and reports of the chairmen of the commissions on negotiation procedures are taken into account. The decision is made by open voting.

After approval of the decisions of expert councils, the Directorate of the Foundation allocates funding for the implementation of the projects, and the Grant Agreement is executed with the applicant.

XII. Project Management Rules

Important:

The grantee must engage a professional accountant to keep accounting records of the project implementation costs.

Projects submitted to competitions of UCF may not be financed by any other donors or organisations for the same type of costs. If the fact of double financing at any stage of the competition or project implementation is established, the project will be excluded from the competition or the Grant Agreement will be terminated. If such fact is established at the reporting stage, the grantee must return the funds previously transferred to it under the Grant Agreement to the UCF.

After execution of the Grant Agreement it is **prohibited**:

- to change the name of the project;
- to replace the project coordinator/manager, producer, author or developer of the intellectual product;
- to increase the number of team members, except for those team members who participate free of charge or at the expense of co-financing;
- to change the functional duties of team members;
- to increase the amount of wages, remuneration under employment contracts, civil contracts and agreements with individual entrepreneurs who are team members;
- change and add new cost items not provided for in the planned cost estimate, without consent of the Foundation;
- change the items of the approved cost estimate within more than **10% of the grant amount** without approval by the Foundation (the grant amount cannot be increased).

In the implementation of the project with co-financing and/or reinvestment, the grantee must record **both the amount of the grant from UCF and co-financing and/or reinvestment in the report** — indicating the sources, list and amount of costs in quantitative and monetary terms.

The grantee is responsible for keeping account of the costs of the project on the basis of properly executed primary documents. The grantee must form the costs for implementation of the grant project in the accounting in accordance with the provisions of the National Accounting Regulation (Standard), Article 16 “Expenses” and subject the norms of the Budget and Tax Codes of Ukraine, the Labour Code of Ukraine, the Law of Ukraine “On Accounting and Financial Reporting in Ukraine” and other regulations.

The grantee is responsible for the data in the cost estimate and the report on the use of the grant amount. The grantee **is solely liable** for the obligations to third parties that have arisen during the implementation of the grant project.

Where the rules and procedures for grantees require public procurement and must comply with the national or international standards, along with the principles of transparency, proportionality, sound financial management, equal treatment and non-discrimination, the grantee must provide documents confirming the performance of such obligations at the reporting stage in order to avoid any conflict of interest.

During the project implementation and until the end of the current budget period, the grantee does not have the right to earn profit from implementation of the project.

The grantee must be guided by the [Communication Guidelines](#) in respect of the project and use of the brand of UCF and the [Communication Strategy of the Foundation](#). Given the importance of reporting the results of the programme, the Ukrainian Cultural Foundation requests the grantee to post information about obtaining funding under the “Audiovisual Arts” programme on its official media resources (website, pages in social media).

A prerequisite for the completion of the project supported by the Foundation is the public presentation of the results of its implementation and posting of the report on the use of funds within the project on the official website of the Foundation.

XIII. Monitoring of Project Implementation

During the implementation of the cultural and artistic project by the applicant, the Foundation monitors its implementation, including monitoring visits to public events within the project or forms written requests for relevant information (in accordance with the Procedure for Monitoring of Performance of Obligations to the Ukrainian Cultural Foundation by Entities Receiving Funding). In the course of monitoring, the Foundation establishes how the grantee ensures the implementation of the project, assesses the effectiveness in terms of use of time, human, logistical, financial and other resources. The result of the monitoring and assessment is a monitoring report, which is an internal document of the Foundation.

In case of violation of the terms of implementation of the project, violation of

the terms of use of funds or other circumstances stipulated in the Agreement, the Directorate of UCF may decide to terminate the Agreement, terminate funding with the grantee's obligation to refund the grant funds.

Before sending the final reporting documents to the UCF, the grantee must fill in the **final monitoring questionnaire on the results of the project in the personal online office on the website of the Foundation**. These data are needed, inter alia, to measure the performance indicators of the Foundation and confirm the efficiency of the use of funds.

We recommend that you do not forget about the internal monitoring of your projects and collect up-to-date data on quantitative indicators of audience reach at public events within the project or during the promotional campaign, etc. To facilitate the data collection process, the Foundation has developed two standard questionnaires for project audiences. You can combine these questionnaires or add questions yourself. Questionnaire forms are given in annexes to these Guidelines for applicants (see **Annex No. 6 and Annex No. 7** to these Guidelines for applicants).

XIV. Reporting Procedure

No later than on the date of expiration of the Grant Agreement, the grantee must submit to UCF the **final reporting documents** on the 100% project implementation together with the independent auditor's opinion for the full amount of the cost estimate (including co-financing or reinvestment, if any). The Foundation verifies and analyses the project reports and sends comments, if any, to the grantee, who must respond to all comments and submit the required documents specified in the letter within the specified time. The balance of funds under the Grant Agreement must be transferred to the grantee after signing of the Project Implementation Certificate.

Final reporting is a package of documents in the paper form, confirmed by the independent auditor's report (please read the [requirements to the independent auditor's report](#)). Final reporting includes completed annexes to the Grant Agreement (**content report** and **report on receipt and use of funds for project implementation**) and other mandatory documents specified by the Foundation. [Control procedure](#)).

Completed Annexes No. 3 and No. 4 to the Grant Agreement — a content report and a report on the receipt and use of funds for project implementation — are also submitted through the grantee's online account.

The grantee must also provide the Foundation with materials confirming the implementation of the project: printed materials (2 copies of each type), audio, video, photographic materials on electronic media, other cultural and artistic products created within the project.

The final report must be stitched (using a punch without the use of paper clips, staplers and files) and sealed by the audit firm.

A paper version of the final reporting documents together with all materials and samples of the final product (if available) must be delivered by the grantee **to the Foundation by a courier delivery service.**

The grantee is responsible for the data in the final report on the use of the grant amount.

Important:

The final reporting package must be submitted to the Ukrainian Cultural Foundation no later than the expiration date of the Grant Agreement, i.e. **on or before** 30 October 2021.

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

"Prominent Events" programme, Ukrainian Cultural Foundation
10-12 Lavrska Str., Kyiv-01010

Working hours of the Foundation: Monday to Friday from 9:00 am to 6:00 pm (excluding public holidays).

XV. Regulatory and legal documents:

- Law of Ukraine “On the Ukrainian Cultural Foundation”;
- Regulation on the Ukrainian Cultural Foundation;
- Strategy of the Ukrainian Cultural Foundation for 2019~2021 “Culture and Creativity for Understanding and Development”
- Communicative Strategy of the Ukrainian Cultural Foundation;
- Procedure for competitive selection of projects;
- Regulations on Expert Councils of the Ukrainian Cultural Foundation;
- Methodology of Expert Assessment;
- Procedure for notification of conflicts of interest that arose in the

competitive selection and financing of projects by the Ukrainian Cultural Foundation;

- Procedure for monitoring the fulfilment of obligations to the Ukrainian Cultural Foundation by entities receiving funding.

XVI. Glossary of the “Prominent Events in Ukraine” LOT

For the purposes of this Guidelines for applicants and the corresponding competitive programme, the following terms have the following respective meanings:

Competition programme (hereinafter — the Programme) means a set of tasks and activities, united by a single ideological and thematic concept, implemented to achieve the vision, mission and goals defined by the strategy of the Foundation and have a common name. The Foundation implements competitive programmes and carries out competitive selections within the framework of cultural and artistic programmes, institutional support programmes and scholarship programmes.

LOT is a part of the competition programme aimed at solving tasks and supporting projects in a specific area within this competition programme.

Competitive selection of projects (hereinafter — the Competition) means a competitive selection of cultural and artistic projects and institutional support projects, which involves the following stages: 1) technical selection; 2) expert selection; 3) approval of the decision of the expert councils by the Directorate of the Foundation through negotiation procedures; 4. approval of decisions of expert councils in respect of projects with the cost exceeding 150 minimum wages approved by the Directorate of the Foundation by the Supervisory Board of the Foundation. More details on the stages of competitive selection and evaluation criteria can be found in the relevant section of this Guidelines for applicants.

Applicant means a legal entity or individual who participates in the competitive selection of projects by submitting an application package.

Partner is a legal entity or individual who is in a contractual relationship with the applicant and is a participant/co-executor of the project.

Project team is the main executors engaged in project planning, responsible for various stages of the project implementation in accordance with the Work Plan and responsible for the final result. The project team can include those who create, coordinate and support the project throughout its implementation. One-time service providers or contractors may be classified by the applicant as contractors.

Application package is a package of documents, which includes a project application, project cost estimate and other documents provided for by the Guidelines for applicants for applicants of the relevant competition programme.

Cultural and artistic project means the activities of individuals and legal entities aimed at creating a particular cultural product, cultural benefit or cultural service (their combination) in order to achieve clearly defined goals within a certain cost estimate (budget) and the implementation of which requires actions within the agreed period provided for by the Grant Agreement concluded with the Ukrainian Cultural Foundation. The basic language of the cultural and artistic project with the support of the Foundation is the state language, if the project is implemented in a foreign language, a translation into the state language must be provided.

Grant means financial resources provided free of charge on non-refundable basis by the Ukrainian Cultural Foundation to an entity engaged in cultural activities for the implementation of the project.

Co-financing means raising resources exclusively in cash from other sources not prohibited by law, which are not grant funds of the Foundation and which are used by the applicant and partners to implement the objectives and achieve the results of the project. Project co-financing may be provided by the applicant or the partner(s) or by a third party.

Reinvestment means expenses for implementation of the project at the expense of funds received during and within the project in the form of income from the sale of tickets for cultural and artistic events, books and other cultural products created within the project.

Grant Agreement is a standard form of the Grant Agreement, approved by the central executive body in charge of the formation and implementation of the state policy in culture and arts. The essential terms of the Grant Agreement are the definition of a specific project for the implementation of which funds are provided; the amount of the grant (amount of funds) with the appropriate cost estimate indicating the objects for which it will be spent; payment schedule; obligations of the person receiving the funds, including reporting obligations; minimum technical requirements for the project to be met; grant implementation period; procedure for provision of evidence to confirm the proper performance of the Grant Agreement; liability for violation of the Agreement.

Grantee means an applicant who received funding from the Foundation under the terms of the Grant Agreement for the implementation of the cultural and artistic project.

Work plan means a project implementation plan presented in the form of a table, indicating the period of work and responsible persons from among members of the team for its implementation. A sample project work plan is given **Annex No. 1** to this Guidelines for applicants.

Cultural products are goods and services produced (replicated) in process of cultural activities based on works and serve to satisfy citizens of their creative, spiritual, leisure needs (publications, audio products (phonograms, audio albums), works of applied art, performances, exhibitions, concerts, etc.).

A **Prominent Event** within the LOT is an event in the field of cultural and creative industries at the national or international level, which involves scaling: attracting new audiences through intersectoral cooperation, creating new ways to solve existing problems in the field of culture, attracting new partnerships at the national and international levels; as a result it creates a positive cultural image of Ukraine. A prominent event should include a strong innovative, communicative, marketing and educational component, have the potential to emulate and multiply. The minimum coverage for one prominent event is 5,000 people.

A **National event** is an event that covers an audience of two or more areas of Ukraine.

An **International event** - an event that covers the Ukrainian and international audience, is held in Ukraine and / or abroad, attracts international partners and / or participants.

Project Development Dynamics - structured data that represent the development of the project for the previous two years and indicators that are planned for the year of project implementation. The data include quantitative and qualitative indicators of audience coverage, media coverage, involvement of partnerships, geographical coverage, planned activities. This information will help analyze the potential of the project to scale. Example of project development dynamics - Annex № 2 to this Guideline.

Project communication strategy is a comprehensive action program aimed at selecting key messages and priority communication tools with the target audience of the project, their optimal combination and strengthening their

integrative impact on consumers = cultural product. The communication strategy should include a communication plan. Example of project communication strategy - Annex № 2 to this Guideline.

Technical Task - a document provided if the project includes creation of a site, mobile application, web platform, etc. (the document provides information that reveals the concept of the site, mobile application, web platform, etc., indicating the quality and technical characteristics, such as: approximate technical requirement, structure, site navigation, approximate content, etc.). Example of terms of reference of the project - Annex № 2 to this Guideline.

A wide audience (in the context of the “Prominent Events” programme) is a set of existing and potential audience of consumers of cultural and artistic products, i.e. as an audience that shows long-term interest in cultural and artistic products and is actively involved in their consumption, as well as an audience that is indirect and situational consumer of cultural and artistic products and needs to stimulate their interest in these products through the use of marketing tools to deliver cultural and artistic products to potential consumers and educational campaigns aimed at increasing the demand and education of potential consumers of cultural, creative and audiovisual sectors.

XVII. Checklist for Applicants for the LOT1

Application package	Note
Project application (electronic form)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Annex No. 1. Work plan and deadlines (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Annex No. 2. Project communication strategy; dynamics of project development; technical task (in PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Cost estimate (EXCEL)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Full (extended) extract from the Unified State Register (USR) with information generated at the time of submission of the application package (PDF). The extract can be ordered on the website of the Ministry of Justice of Ukraine.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<i>For national / international cooperation projects - partner documents:</i> Copies of documents confirming the registration of the partner organization (PDF): Ukrainian partner - full (extended) extract from the USR; foreign partner - scanned copy of the constituent documents + certified translation into Ukrainian.	Yes <input type="checkbox"/> No <input type="checkbox"/>
<i>For national/international cooperation project:</i> Letter (s) of partnership intentions (PDF) + a certified translation into Ukrainian from the original language, if necessary	Yes <input type="checkbox"/> No <input type="checkbox"/>

XVIII. Annex No. 1: Work Plan

WORK PLAN

SAMPLE

Applicant Guidelines for applicants:

1. The work plan and project implementation deadlines are the obligatory Annex to the application for the “Prominent Events” programme.
2. To be filled based the needs of the project submitted for the grant from UCF.

Event, type of activity <i>(to be filled in based on the project needs)</i>	05.2021	06.2021	07.2021	Responsible team member	Project performance verification indicators	Event budget (UAH)
1. Formalization of contractual relations with team members							
2. Preparatory stage							
2.1. Program development							
2.2. ...							
3. Venue Preparation							
3.1							
4. Opening of the project							
4.1. Preparation of the official discovery							
5. Information support							
5.1. Placing a press release							
5.2. Creating a FB page							
5.3.							
6. Preparation of reports							
6.1. Preparation of financial report							
6.2. Preparation of the content report							
6.3. Preparation of the auditor's opinion							
7.							

XIX. Annex № 2 : Communication strategy, dynamics of development, technical task

2.1. Communication strategy

Instructions for the applicant:

1. "The communication strategy" is a mandatory Annex to the application for the "Prominent Events" program .
2. To be filled in according to the needs of the project submitted for the grant from UCF

EXAMPLE OF STRUCTURE

Information to be covered:

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

	Target audience segment	Key messages (about the project in general and activities within the initiatives)	Key speakers	Channels of communication (special projects in the media, social media sharing, distribution of printed materials, banner advertising, advertising on TV, etc.)	Quantitative and qualitative indicators used communication tool (planned number of subjects and special projects in the media, the number of topics and posts in Facebook / Instagram / Telegram / etc, the number of printing techniques and dis TION, the number citylights / white boards , etc.)	Quantitative coverage of the target audience segment is planned
1						
2						
3						
n						
..						
.						

2.2. dynamics of development

Instructions for the applicant:

1. "The communication strategy" is a mandatory Annex of Prominent Events" program .
2. To be filled in according to the needs of the project submitted for the grant from UCF

Quantitative	2019	2020	2021
Reaching the audience (quantitative measurement)			
Media coverage (types of resources, amount of media content)			
Partnerships involved (minimum 3 partnerships)			
Geographical coverage			
Events as part of the event			

Qualitative	2019	2020	2021
Reaching the audience of participants (clustering : by social, age, professional, etc. indicators)			
Media coverage (communication channels)			
Involved partnerships (national / international, short-term / long-term, etc.)			
Geographical coverage (national and / or international levels)			
Expansion of the event program (due to the inclusion of new directions / sectors of culture, etc.)			

2.3. Technical Task

EXAMPLE OF STRUCTURE

Instructions for the applicant:

1. Technical Task is a mandatory appendix to the application of the program "Prominent events"
2. To be filled in according to the needs of the project submitted for the grant from UCF.

If you plan to create digital products, provide information that reveals the concept of the site, mobile application, web platform, etc., indicating the quality and technical characteristics, such as:

- approximate technical task,
- structure,
- site navigation,
- approximate content
- how the product will be maintained in the future, etc.

XX. Annex No. 3: Letter of intent for cooperation

SAMPLE

FORM (if any)

Date, city, reference number

Ukrainian Cultural Foundation
Competition programme “NAME OF THE PROGRAMME”

Letter of Intent for Cooperation and Partnership

ORGANIZATION NAME (hereinafter referred to as the Applicant), PROJECT NAME (hereinafter referred to as the Partner) hereby guarantee that, in case of the victory in the competitive selection of projects of the Ukrainian Cultural Foundation, we have an intent to establish a partnership with the Applicant for joint implementation of the project PROJECT NAME (hereinafter referred to as the Parties).

To achieve the common goal, the Parties have signed this Letter of Intent for Cooperation and Partnership (hereinafter referred to as the Letter) and have agreed on the following tasks:

1. ...
2. ...
3. The Parties shall provide each other with the information necessary for effective cooperation.
4. The Parties acknowledge and confirm that, within the scope of their authority, they will ensure the implementation of the objectives of this Letter and will make joint efforts to implement it.

Signature of the authorized representative of the applicant organisation
Seal (if any)

Signature of the authorized representative of the partner organisation
Seal (if any)

XXI. Annex No. 4: Audience Monitoring Questionnaire

Portrait of a visitor to an event supported by UCF

(name)

I'm happy to see you at our event!

Please take a few minutes for a short survey.

The questionnaire is anonymous, all data will be analysed in a summarized form.

1. Please check your age group:
 - 18~24 _____
 - 25~34 _____
 - 35~44 _____
 - 45~54 _____
 - 55~64 _____
 - 65~74 _____
 - 75+ _____
2. Your gender:
 - F _____
 - M _____
3. Your level of education:
 - Primary (under 7 classes)
 - Complete secondary
 - Student
 - Complete higher
4. Which of the following best describes your current employment status?:
 - Worker, agricultural worker
 - Employee (non-physical work that does not require higher education)
 - Specialist (non-physical work that requires higher education)
 - Self-employed person
 - Entrepreneur, owner of own business, farmer
 - Serviceman, law enforcement officer
 - Housekeeper
 - Retired (by age, because of disability)
 - Studying (pupil, student)
 - Looking for a job (unemployed)
 - Other (please specify) _____
5. Do you belong to ethnic and cultural minorities of Ukraine?
 - yes _____
 - no _____
6. Do you have a disability:
 - yes _____
 - no _____
7. Do you live in the town where the event takes place?
 - yes _____
 - no _____

Thank you very much for your answers!

XXII. Annex No. 5: Event Monitoring Questionnaire

Questionnaire of a visitor to an event supported by UCF

(name)

I'm happy to see you at our event!

Please take a few minutes for a short survey.

The questionnaire is anonymous, all data will be analysed in a summarized form.

1. Have you ever attended events supported by (*organisation name*) before?

Yes _____ No _____

2. Did you know that this event is supported by the Ukrainian Cultural Foundation?

Yes _____ No, I have learned this from the questionnaire _____

3. How much satisfied are you with this event?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

1 — “absolutely dissatisfied”, and 10 — “absolutely satisfied”

4. Please rate the level of event organisation.

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

1 — “very poorly organised”, and 10 — “extremely well organised”

5. If a similar event is held in the future, how likely are you to attend it?

1	2	3	4	5	6	7	8	9	10
---	---	---	---	---	---	---	---	---	----

1 — “will not attend”, and 10 — “will definitely attend”

6. What did you like the most?

7. What could be improved in the organisation of the event?

Thank you very much for your answers!