

**Всі англomовні документи ТІЛЬКИ ДЛЯ ОЗНАЙОМЛЕННЯ зацікавлених сторін  
(партнерів, донорів, надавачам співфінансування та ін.).  
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donors, co-financing partners, etc.)**

Annex No 7/4 to Order No 160 of 31.10.2019 p.

Competitive program  
Ukrainian Cultural Foundation  
**Networks and audiences**

# **Guidelines for applicants**

## **LOT 4 Audience development**

**Dear colleagues,**

The Guidelines will help to better understand the terms and opportunities of the “Audience development” LOT of the " Networks and audiences " competitive program, as well as to plan to submit your project for grant from the Ukrainian Cultural Foundation.

It is recommended that you read the Guidelines carefully and use them when filling in your project application and cost estimate.

2019

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## Table of contents

<b>I. Regulations in accordance with which the Guidelines were developed:</b> .....	3
<b>II. About the Ukrainian Cultural Foundation</b> .....	4
<b>III. Glossary of “Networks and audiences” program</b> .....	7
<b>IV. About “Networks and audiences” program</b> .....	11
<b>V. About LOT “Audience development”</b> .....	14
<b>VI. Project types</b> .....	15
<b>VII. Requirements to applicants and partners</b> .....	17
<b>VIII. Required documents for submission of the application package of “Audience development” LOT</b> .....	19
<b>IX. How to submit an application package to a competitive program</b> .....	19
<b>X. Stages of the competition and criteria for technical selection of projects</b> .....	26
<b>XI. Evaluation of projects by experts of the UCF expert councils</b> .....	27
<b>XII. Grant management rules</b> .....	30
<b>XIII. Reporting procedure</b> .....	31
<b>XIV. Checklist for applicants</b> .....	34
<b>XV. Appendix 1</b> .....	35
<b>XVI. Appendix 2</b> .....	37
<b>XVII. Appendix 3</b> .....	39
<b>XVIII. Appendix 4</b> .....	41
<b>XIX. Appendix 5</b> .....	42
<b>XX. Appendix 6</b> .....	43

**Всі англomовні документи ТІЛЬКИ ДЛЯ ОЗНАЙОМЛЕННЯ зацікавлених сторін  
(партнерів, донорів, надавачам співфінансування та ін.).  
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## **I. Regulations in accordance with which the Guidelines were developed:**

- [The Law of Ukraine “On the Ukrainian Cultural Foundation”;](#)
- [Regulations on the Ukrainian Cultural Foundation;](#)
- [Strategy of the Ukrainian Cultural Foundation for 2019-2021 “Culture and Creativity for Understanding and Development”;](#)
- [Communication strategy of the Ukrainian Cultural Foundation;](#)
- [Procedure for competitive selection of projects;](#)
- [Regulation on expert councils of the Ukrainian Cultural Foundation;](#)
- [Expert evaluation methodology;](#)
- [Procedure for the notification of conflict of interests that arose during the competitive selection and funding of projects by the Ukrainian Cultural Foundation;](#)
- [Procedure for control over the performance of obligations to the Ukrainian Cultural Foundation by entities that receive funding.](#)

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## II. About the Ukrainian Cultural Foundation

**Ukrainian Cultural Foundation** (hereinafter referred to as the **Foundation** or **UCF**) is a public institution established in 2017 as a new model of providing state-level support and promotion of initiatives in the cultural and creative industries on a competitive basis. The Foundation's activities, in accordance with current legislation, are an integral part of the policy and identified priorities of the Ministry of Culture, Youth and Sports of Ukraine.

**Culture and creativity for understanding and development** is the main slogan of the Foundation included in the title of the Strategy 2019-2021.

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

- promote the creation of a cultural product;
- strengthen the role of culture in the development of society;
- internationalize the Ukrainian culture;
- increase institutional and financial capacity

The Foundation's competitive and institutional programs **are tools for** achieving the Foundation's strategic goals. You can find out more about the Foundation's activities at our [official website](#).

On the UCF's information and analytical resource [Ukraine.Culture.Creativity](#) you can find a calendar of grants that support cultural projects, complete a profile of your organization to find partnerships, and find texts on current trends in the cultural and arts sectors in Ukraine and the world.

We also encourage you to subscribe to the [Foundation's official Facebook page](#), which provides up-to-date information on our activities and opportunities for applicants.

**Our actual address:** 01010, Ukraine, Kyiv, 10-12 Lavrska str.

**Our legal address:** 01030, Ukraine, Kyiv, 19 I. Franko str.

**Our email:** [info@ucf.in.ua](mailto:info@ucf.in.ua)

**Email of "Networks and audiences" Program:**

[programa.network@ucf.in.ua](mailto:programa.network@ucf.in.ua)

### **Important documents:**

- all the rules and requirements for the application package are given in these Guidelines;
- information on the competitive selection stages - in the Procedure for the competitive selection of projects;
- information on the selection and procedure of the Foundation's Expert

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Councils - in the Regulation on the Expert Councils of the Ukrainian Cultural Foundation;

- information on project evaluation criteria is provided in the Expert Evaluation Methodology.

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To get advice on the rules and requirements for competitive selection, the Foundation conducts information sessions and webinars for applicants. The UCF has also developed a [number of videos](#) on the Foundation's programs, a set of [training videos with the Foundation's experts](#), and a practical course “[Very Cultural Management](#)”. We also encourage you to use the Foundation's [FAQs](#)

**Note!**

The Foundation's staff do not provide individual advice to applicants, nor do they provide legal advice and advice on accounting and payment of taxes, fees and compulsory payments.

If you have any questions about the grant taxation, we encourage you to contact the tax authorities.

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### III. Glossary of “Networks and audiences” program

For the purposes of these Guidelines and the relevant competitive program, the following terms are used:

**Competitive program** is a set of tasks and activities, united by a single ideological-thematic concept implemented in order to achieve the vision, mission and goals defined by the Foundation's strategy and bearing a common title.

**LOT** is a part of the competitive program aimed at solving problems and supporting projects in a specific area within this competitive program.

**Applicant** is a legal entity or an individual participating in the competitive selection of projects by submitting an application package.

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

**Application package** is a package of documents consisting of the project application, project estimates and other documents provided by the Instruction for the applicants of the relevant competitive program.

**Competitive selection of projects** (hereinafter - **Competition**) is a selection on the basis of competitive cultural and artistic projects involving the following stages: 1) technical selection, 2) expert selection, 3) approval of decisions of expert councils by the Foundation's Directorate through negotiation procedures, 4) approval by Foundation's Supervisory Board of decisions made by Expert Councils and validated by Foundation's Directorate on projects with the cost exceeding 150 minimum wages. For details on the stages of the selection process and the evaluation criteria, see the relevant section of these Guidelines (page 21).

**Grant** - financial resources provided on a gratuitous and non-refundable basis by the Ukrainian Cultural Foundation to an entity carrying out its activities in the cultural area for the project implementation.

**Co-financing** - attracting resources exclusively in monetary form from other sources not prohibited by law, which are not grant funds of the Foundation and used by the applicant and partners to achieve the project goals and outcomes. Project co-financing may be provided by the applicant itself or partner(s) and/or third party.

**Grant Agreement** - a template of the Grant Agreement is approved by the central executive body ensuring the formation and implementation of state policy in culture

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and arts.

Essential term for the Grant Agreement is the definition of the specific project for which the funds are provided; the amount of the grant (amount of funds) with the corresponding cost estimate, indicating the objects for which it will be spent; payment schedule; obligation of the person receiving the funds, including reporting; minimum technical requirements for the project to be met; term of grant implementation; procedure for providing evidence to confirm the proper performance of the Grant Agreement; liability for breach of the Agreement.

**Grantee (grant receiver)** - an applicant who has received funding from the Foundation to implement the project under the terms of the Grant Agreement.

**Existing audience** means a group of people who show a long-standing interest in the cultural, creative and audiovisual products and are actively involved in their consumption.

**Potential audience** means a group of people, who are indirect and situational consumers of cultural, creative and audiovisual products.

**Audience building** means activities of cultural and artistic entities, interested in development and increase of the audience of cultural, creative and audiovisual products consumers, focused on generating demand for cultural and artistic products and services and aimed at stimulating the interest of potential audience to these products and services. The examples of this activity are the use of marketing tools to deliver cultural and artistic products and services to a potential audience and to conduct awareness campaigns aimed at raising the demand and awareness of potential consumers of cultural, creative and audiovisual products.

**Promotional campaign** means the development and integrated use of advertising tools and materials within a unified concept and overall strategy aimed at perception and opinions of the target groups and the public to shape the positive image of the cultural, creative and audiovisual products / cultural and artistic entities / spheres that generally take place over a certain period of time. For the purpose of the LOT, the target audience means a potential audience of consumers of cultural, creative and audiovisual products, for which consumer triggers are required to generate demand for products and services produced by the cultural and artistic entities.

Trigger means a tool that is used in marketing and helps a person make a consumer choice through the reaction of his/her brain to a certain excitant (situation, action, sound, text, picture, etc.). For the purpose of the LOT, this choice concerns the consumption of cultural, creative and audiovisual products.



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**Education campaign** means a comprehensive action programme, that unfolds around cultural, creative and audiovisual products / cultural and artistic entities / areas generally intended to attract potential audience to their consumption. Examples may include the use of participative artistic practices, promotions and other forms of educational activities.

**Participative artistic practices** mean the approach to creating art that engages people in the creative process, allowing them to become co-authors, editors, and observers of the work. This kind of art is incomplete without the physical interaction with an audience.

**Promotional tour** means a tour of the cultural and artistic entity for promotion of their own products. An important focus is to increase the availability of cultural, creative and audiovisual products in regional and socioeconomic terms.

**Rebranding campaign** means a set of measures for changing the brand of a cultural or artistic subject, or its components: name, logo, slogan, etc., which aims to attract potential consumers of the cultural, creative and audiovisual products.

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**Note!**

In 2020, the following rule applies:

Each applicant may submit up to 3 application packages for competitive program, but no more than 10 application packages for all programs.

This means that a single legal entity or entrepreneur may be an applicant for all competitive programs at the same time and may submit up to 3 application packages for competitive program, but not more than 10 application packages for all programs.

Thus, the projects submitted from one applicant to different competitive programs must have different titles, goals, objectives, results, and different project team members.

**If several projects of the same applicant win within a competitive program, the Foundation will support up to 3 projects within the program, but not more than 5 projects within all competitive programs from one applicant.**

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#### **IV. About “Networks and audiences” program**

Networks and Audiences Programme is implemented in the following priority areas of the Foundation’s activities:

- Promoting development of educational initiatives, introduction of innovation, digital technologies and digitisation in the cultural sphere.
- Promoting intercultural dialogue, building and developing partnerships, supporting diversity, and ensuring respect for the cultural rights of citizens and communities.
- Promoting internationalisation of Ukrainian culture and coordinating donor support for projects in the cultural and creative industries;
- Ensuring respect for the cultural rights: equal access to cultural resources and equal opportunities for personal development and self-fulfilment for all citizens and communities, regardless of cultural, linguistic, ethnic, regional, social, gender and other characteristics or differences.

**“Networks and Audiences”** means the programme promoting the creation of sectoral and intersectoral art and culture networks, promoting and supporting active participation of delegations of Ukrainian artists and institutions in the international professional creative networks, and promoting the demand for cultural and artistic products and services among potential audience of consumers of cultural, creative and audiovisual products.

In 2019, the Foundation has supported 13 projects, including 8 schools of cultural management for the representatives of each cultural and artistic sector, 4 visits of Ukrainian delegations to participate in international networking events, and 1 all-Ukrainian information campaign for the promotion of culture and the arts.

**Budget** of the Programme for 2020 is UAH 20 million

#### **Aims of “Networks and Audiences” Programme:**

- To strengthen the process of networking in Ukraine by creating new networks and supporting the strategic activities of existing networks;

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(партнерів, донорів, надавачам співфінансування та ін.).**

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- To create conditions for Ukrainian cultural operators to participate in international creative networks and platforms;
- To create an information area to promote Ukrainian cultural products;
- To develop and expand the audience of consumers of Ukrainian cultural products.

**Within the Program the following sectors of the “Networks and Audiences”:**

- Visual arts;
- Audial arts;
- Audiovisual arts;
- Design and fashion;
- Performing arts;
- Cultural heritage;
- Literature and publishing;
- Cultural and creative industries.

**The 2020 Innovative “Networks and Audiences” program includes the following LOTS:**

- LOT 1. Creating networks in the sphere of culture
- LOT 2. Strengthening networks in the sphere of culture
- LOT 3. Development of international relations
- **LOT 4. Audience development**

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### **Competitive selection calendar and project implementation deadlines**

	<b>Start</b>	<b>Finish</b>
Submission of application packages on-line only	01.11.2019	15.01.2020
Information campaign	01.11.2019	15.01.2020
Publication of the register of received application packages	till 20.01.2020	
Selection of projects for compliance with the technical criteria	16.01.2020	07.02.2020
Announcement in the applicant's account online about the application package status after technical selection	till 10.02.2020	
Publication of the project register by the results of the selection of projects for compliance with the technical criteria	till 10.02.2020	
Expert project evaluation by the Foundation's expert councils	16.01.2020	10.03.2020
Announcement in the applicant's account online with the scores of the application package after the expert evaluation	till 27.03.2020	
Publication of a rating register of all projects after expert evaluation	till 27.03.2020	
Approval of decisions of expert councils by the Foundation's Directorate (through negotiation procedures) and approval by the UCF Supervisory Board	30.03.2020	30.04.2020

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Signing of Grant Agreements and publication of the list of winning projects	till 11.05.2020	
Project implementation including reporting.	from the date of signing the Grant Agreement, but no earlier than 30.04.2020	30.10.2020

## V. About LOT “Audience development”

**Total budget of the LOT is UAH 7 million**

**Minimum grant amount** (not subject to decrease) is UAH 300,000

**Maximum grant amount** (not subject to increase) is UAH 2 million

Audience Building LOT aims to promote attracting a target audience that is interested in culture indirectly and needs additional motivation and triggers to become a regular consumer of cultural products and active participant in sociocultural processes in the country.

### **LOT support priorities:**

- Generating demand for cultural products among potential audiences through education, promotional and rebranding campaigns.

### **LOT products:**

- Educational campaigns;
- Promotional campaigns;
- Rebranding campaigns.

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**The following persons are entitled to apply for the LOT:** cultural operators in cooperation with marketing organisations.

**LOT beneficiaries** are potential consumers of cultural products.

#### **Expected short-term results of the LOT:**

- Conducting at least 1 educational campaign in each sector of culture and the arts;
- Conducting at least 2 promotional campaigns of cultural products;
- Rebranding 3 cultural institutions.

#### **Expected long-term results of the LOT:**

- Expanding the regular audience of consumers of cultural products;
- Increasing awareness and interest of the potential audience in cultural products and institutions;
- Steady increase in the regular audience of consumers of cultural products;
- Active use of the tools of creative economy by cultural and artistic institutions.

## **VI. Project types**

You may choose the type of project that you intend to implement. Please note that different types of projects have different funding conditions.

**1. Individual project** is a cultural and artistic project implemented with the initiative and participation of one applicant. According to the Foundation's rules, co-financing for individual projects is optional, and therefore the grant amount can be 100% of the project budget. **This type of project is open to applications by individual entrepreneurs.**

**2. National cooperation project** is a cultural and artistic project that involves partner project realization 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 may not be an individual entrepreneur.**

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In accordance with the funding principles, UCF grants an equivalent to 80% of the project budget for national projects; co-financing has to be 20% of the project budget.

So the budget formula for the national cooperation project is:

**grant (80%) + co-financing (20%) = project budget (100%).**

**3. International cooperation project** is a cultural and artistic project that involves the implementation of a project in Ukraine and/or abroad in partnership with other organizations. In this case, the applicant must be a Ukrainian resident and one of the partners - a non-resident. **The applicant and partner of this type of project may not be an individual entrepreneur.**

In accordance with the funding principles, the UCF grants an equivalent to 70% of the project budget for international projects; co-financing has to be 30% of the project budget.

So the budget formula for the international cooperation project is:

**grant (70%) + co-financing (30%) = project budget (100%).**



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## VII. Requirements to applicants and partners

**The applicants of the “Audience development” LOT may be** legal entities of all forms of ownership, individual entrepreneurs (single tax payers of group III), duly registered in the territory of Ukraine in accordance with the current legislation for not less than **two years** prior to the date of the competition announcement and have experience in cultural sector.

### **Note!**

In the framework of the implementation of the projects LOT "Audience formation" is **MANDATORY** is the collaboration of the applicant organization with the marketing (PR / advertising /creative / etc) organizations.

**The partner** in the projects of national and international cooperation can be a legal entity of all forms of ownership, registered for at least **two years** prior to the date of the competition announcement and has experience in culture.

**The following entities are not eligible** to participate in projects and receive funding from the Foundation

- political parties and associations;
- religious organizations;
- legal entities and individual entrepreneurs declared bankrupt, or in respect of which bankruptcy proceedings have been initiated;
- legal entities and individual entrepreneurs who are in the stage of winding-up/liquidation of a legal entity or termination of entrepreneurial activity of an individual entrepreneur;
- authorized persons of a legal entity and individuals who have criminal convictions for committing crimes in the economic activity, not removed or cancelled in accordance with the procedure established by law;
- authorized persons of a legal entity and individuals who have a criminal record for committing crimes in public service and professional activity, not removed or cancelled in accordance with the procedure established by law;
- authorized persons of a legal entity and individuals who have criminal convictions, not removed or cancelled in accordance with the procedure established by law;
- legal entities and individuals to whom restrictive measures (sanctions) have been applied, determined by the resolution of the National Security and

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Defense Council of Ukraine and enacted by the Decree of the President of Ukraine in accordance with the Law of Ukraine “On Sanctions”;

- applicants who have arrears to the budget, the Pension Foundation of Ukraine, the Compulsory State Social Insurance Foundation, or who have overdue payroll arrears, other payables;
- applicants regarding which there are pending enforcement proceedings at the time of application.

**Всі англійські документи ТІЛЬКИ ДЛЯ ОЗНАЙОМЛЕННЯ зацікавлених сторін  
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## **VIII. Required documents for submission of the application package of “Audience development” LOT**

- project application (electronic form to be filled in at the UCF website);
- Annex 1 to the project application “Work plan and Project Deadlines” (PDF document);
- Annex 2.1 to the project proposal "Dynamics of audience formation" (document in PDF format);
- Annex 2.2 to the project proposal "Supplementary Materials" (document in the format PDF);
- project cost estimates (EXCEL table made according to the page of the relevant competitive program);
- full (extended) excerpt from the USR with up-to-date information at the time of application submission (PDF document).

If you submit a project for national or international cooperation, please also add:

- documents confirming the registration of the partner organization (scanned copy in PDF);
- letter (s) of intent to cooperate with partner (s) (scan of original from in PDF) sample letter - XIX. Annex 5;
- the project co-financing guarantee letter provided by the applicant, indicating co financing sources (scan of the original in PDF) leaves - XX. Annex 6

### **Note!**

Documents provided in the original language must be translated into Ukrainian and certified (notary or translation agency).

## **IX. How to submit an application package to a competitive program**

### **Tip**

Before starting to complete the project application, estimates and prepare other documents, it is advisable to thoroughly study all the requirements and rules of the competitive selection.

**Всі англійські документи ТІЛЬКИ ДЛЯ ОЗНАЙОМЛЕННЯ зацікавлених сторін  
(партнерів, донорів, надавачам співфінансування та ін.).  
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**The application package for submission to the Foundation's competitive selection is - a project application + estimate + excerpt from the USR + mandatory attachments.**

The application package is submitted only in electronic form through the official website of the [Ukrainian Cultural Foundation](#). The application package submitted shall be signed by an **electronic digital signature of the director of applicant's organization**.

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

When you create an account, you are automatically directed to the main page of the website to select the appropriate competitive program → Program Selection → Project Type Selection. After these three steps, you will see "**Apply**" button on the right side of the screen. When you press the button, you will be directed to the electronic application form.

The online application form has an auto-save option (*please make sure you are online when filling in!*), so you can work with it in from your personal online account.

In the electronic application form, in the special box, download the cost estimate, the required project application attachments and the required documents. After filling in all the fields of the project application, downloading the estimates and the attachments, the electronic digital signature of the **director of applicant's organization** is applied in the respective field and the "Submit" button is pressed.

**After submitting the application package, the applicant receives an e-mail regarding the successful submission of the competition, indicating the project number assigned by the system**

**Tip**

We advise you to read the application questions and cost estimate forms, mandatory attachments and spend enough time to fill them in to state the idea of your project clearly, to fill in the work plan and the cost estimate correctly.

After submitting an application packet to the Foundation, you can monitor its status at various stages of competitive selection. Please check your application package status - the competition calendar will help you with this, as it specifies the deadlines

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for the Foundation's notices as a result of the competitive selection stages.

## **Project application**

The project application is filled in electronically. Please check in advance in your personal online account the list of questions that you will need to answer. We also recommend that you read the Expert Evaluation Methodology to help you understand how to correctly answer the application form questions to which the evaluation applies.

The project application has built-in tips for the correct filling of its fields - if the format of the field does not meet the expected (letters instead of numbers, etc.), the system will block sending of the application package.

### **Note!**

The application is available for adjustment until it is submitted to the Foundation. Once submitted, you will not be able to make any amendments to the application text or the downloaded documents. Moreover, you cannot resubmit a self-corrected application package - the system automatically blocks this option. In this regard, we recommend that you check all documents before submitting.

## **Cost estimate**

Please download the EXCEL cost estimate form. The cost estimate shall be submitted exclusively in the form established by the Foundation. Please note that the detailed **instructions** for completing the estimate are **one of the tabs** of the downloaded file - please read these recommendations carefully, they will help you to estimate the project according to the Foundation's requirements. The Foundation strongly recommends engaging the organization's accountant at the stage of the project's cost estimate - all recommendations for completing it are stated in accordance with accounting rules and using appropriate terminology.

Form the cost estimate based on the principles of efficient and rational use of public funds. In practice, this means that all expenses must be cost-effective and aimed solely to achieve the goals and objectives of your project.

Please note that the Foundation shall transfer **the grant in two stages**: no more than 70% at the beginning of the project and the corresponding balance after reporting subject to 100% of the project budget execution. Therefore, we ask that you carefully plan your expenses, taking into account this essential condition for funding.

The cost estimate in the UCF grant cost section include only **eligible costs** (a list of

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eligible and non-eligible costs is given below). Costs that are non-eligible may be entered in the "Co-financing Expenses" column.

Costs that meet all of the following criteria are **eligible**:

- costs required for the project implementation;
  - costs that comply with the principles of efficient and rational use of public funds;
  - costs that will actually be incurred during the implementation of this project; the project implementation period is defined as the period from the date of signing of the Grant Agreement by both parties up to the submission date of the final financial reporting (but no later than the final date of the project implementation specified in the Grant Agreement);
  - costs that will be reflected in the accounting of the grant beneficiary (its partners) must be identified and supported by original documents or duly-certified copies;
  - costs under the project cost estimate, namely:
    - remuneration and social contributions;
    - costs associated with business trips of the applicant organization staff;
    - equipment with a service life of more than one year, but which is not a fixed asset in value terms;
    - costs associated with renting (premises, equipment and tools, stage production, transportation);
    - food costs;
    - material costs;
    - printing services;
    - promotion services;
    - web resource creation services;
    - purchase of methodological, educational and informational materials, including on electronic media;
    - translation services;
    - other expenses.

List of prohibited costs at the expense of the grant (**non-eligible costs**):

- purchase of goods, performance of works, provision of services unrelated to the project implementation;
- costs for payment of intermediary services
- costs for payment of goods, works and services that have already been or will be financed from other sources, before or after the Grant Agreement is signed (double financing);
- costs associated with the implementation of profit-making projects (except for projects related to film production);
- costs of maintaining institutions, organizations, including those involved in projects;

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- costs for the acquisition of fixed assets (including office furniture), intangible assets (except for the creation of websites);
- costs for major repairs, construction works, development of design estimates;
- cost of preparing a project application for submission to the Foundation's competitive program;
- losses resulting from exchange differences.
- costs incurred between related parties, the relationships between which may affect the conditions, or the economic results of their activities or the activities of the persons they represent.

### **Please note!**

There are **limits to certain cost estimate items**, namely:

- salaries of full-time employees: the salary amount is set on the basis of the Uniform Salary Schedule according to the [CMU Resolution No. 1298 of 30.08.2002](#), the payment of a bonus is not more than 100% of the salary amount according to the Uniform Salary Schedule in the presence of the Regulation on bonuses and schedule of employees' work with an indication of additional workload;

- the maximum amount of services provided under a civil law contract may not exceed UAH 25,000.00 (twenty-five thousand) per person a month; if the amount of services provided under a civil law contract includes compensation for the travel, accommodation and meals of the person, then the maximum amount **may be increased by the amount of these costs**; costs associated with the business trips of full-time employees, shall be established in accordance with the norms of the [CMU Resolution No.98 of 02.02.2011](#)

- costs for the purchase of equipment, tools, materials are made in the amount up to **UAH 6000.00 (six thousand) exclusive of VAT per unit** and are accounted for on the balance sheet as low value and non-durable items;

- catering services: at the rate of UAH 150 (one hundred and fifty) per person per day, with obligatory submission of copies of registration lists with signatures of participants;

- When planning the project cost estimate, remember that if the amount of goods, works, services provided by a legal entity or entrepreneur is equal to or exceeds UAH 30,000.00 (thirty thousand), then at the **time of reporting this amount** must be confirmed by three commercial quotes from other suppliers of goods, works, services to which the grant beneficiary referred to study the price market of offers.

### **Work plan and project implementation deadlines**

The structured document used for administrative project management shall be amended only as a result of approving the amendment requests.

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

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

An appendix to these guidelines is a sample work plan - please adjust it to your project needs.

### **Dynamics of audience formation**

The table in which the dynamics of changing quantitative and qualitative changes should be specified characteristics of consumers of cultural products (as of 2019 and forecast for 2020) due to the supported project UKF within the LOT-Audience Building.

Quantitative metrics:

- the number of existing (permanent) audiences,
- the number of potential (engaged) audience,
- geographical reach of the audience.

Quality indicators:

- the level of awareness of the potential audience about the cultural product or institution,
- the persistence of the existing audience.

### **Additional materials**

Supplementary material is a mandatory Annex to the application, the contents of the Annex is determined depending on the planned project results. Addition is issued in any form.

<b>The result of the project</b>	<b>The information you need illuminate</b>
Educational campaign	<ul style="list-style-type: none"><li>• plan for an educational campaign</li><li>• Forms, methods and tools educational activities, used in the project</li></ul>
Promotional campaign	<ul style="list-style-type: none"><li>• plan for a promotional campaign</li></ul>



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	<ul style="list-style-type: none"><li>• Creative concept template video synopsis</li></ul>
Rebranding campaign	<ul style="list-style-type: none"><li>• plan for the rebranding campaign</li><li>• Concept templates restyling, redesign and repositioning</li></ul>

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## **X. Stages of the competition and criteria for technical selection of projects**

According to the Procedure for Competitive Selection of Projects, competitive selection of projects is carried out in four consecutive stages:

- 1.technical selection;
- 2.expert selection;
- 3.approval by the Directorate of decisions of Expert councils through negotiation procedures;
- 4.approval by the Foundation's Supervisory Board of decisions made by Expert Councils and validated by Foundation's Directorate on the projects the cost of which exceeds the 150 minimum wages established by the Law on the State Budget of Ukraine as of January 1 of the respective year.

### **Technical selection of projects**

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

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

- submitted through the Foundation's official website [ucf.in.ua](http://ucf.in.ua) within the deadline;
- submitted as a complete set (requirements to the application package of the Program / LOT);
- submitted in Ukrainian, and in the case of documents submitted in foreign languages, contains a translation of such documents into Ukrainian, duly certified (by notary or translation bureau);
- submitted by the applicant, who meets the requirements to the applicants (a complete list of requirements to applicants is set out in paragraph 5 of the “Procedure for Competitive Selection of Projects”);
- includes an estimate with two completed sheets and submitted in the format provided by the Foundation in EXCEL format.

#### **Note!**

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

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The applicant will be able to see the results of the project selection according to the technical criteria as his application package status in his personal online account, and will receive a notification to the e-mail that was indicated during registration on the official website.

The consideration of the application package at this stage shall result in either:

- the application package meets the technical criteria, is submitted to the experts of the relevant UCF expert council for consideration, or
- the application package does not meet the technical criteria and is considered to have failed technical selection.

Applicants' requests regarding technical selection results may be submitted within a 5-day period from the time the Foundation sends an email about the technical selection results.

According to the results of the technical selection, a register is made and published on the official website of the Foundation.

## **XI. Evaluation of projects by experts of the UCF expert councils**

After successful technical selection, the application package is submitted for evaluation by the expert council of the relevant program of the Foundation.

The application packages are evaluated by the Foundation's experts in accordance with the Regulation on the Foundation's expert councils, the Project Evaluation Methodology, taking into account the criteria for the funding purpose and these Guidelines.

### **Note!**

The applicant is prohibited from contacting experts during the evaluation process and influencing their decisions.

According to the Conflict of Interest Notice Procedure, **an expert may not be an applicant or participant in a project of the program in whose evaluation he or she was involved**, but the Foundation's expert **may be an applicant or project participant of other programs** which he/she has not evaluated.

**Each project is evaluated in parallel by five experts from the relevant sector and the relevant expert council. The maximum number of points from one expert is 100. Accordingly, the maximum number of points after project**

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**evaluation by five experts is 500, which is the sum of points of all experts.  
Projects that have received expert evaluation of less than 200 points shall not  
be supported by UCF.**

In the personal online account, the applicant receives expert comments and evaluation points. The overall rating of the Program will be generated after the evaluation of all application packages in which the applicant receives a rank. Rating registers based on expert evaluation results are published on the official website of the Foundation.

The projects will be funded in accordance with the rating and within the allocated state funding (or the amount of special fund). According to the rating register and the budget allocated for the LOT / Program implementation, the Foundation's Directorate resolution will determine the projects approved for negotiation procedures.

Please note that even if funds are available, projects that have obtained 200 points or less following the expert evaluation are considered as non-eligible for funding and cannot be recommended by the Foundation's experts in accordance with the Expert Evaluation Methodology.

Please refer to the [Expert Evaluation Methodology](#) to find out more on expert work rules and evaluation criteria.

The competitive selection procedure does not provide for the procedure for challenging the results of expert evaluation.

### **Approval of the decision of the expert councils by the Directorate by means of negotiating procedures**

The decisions of expert councils regarding the terms, mechanisms, scope of UCF support shall be approved by means of negotiation procedures with the applicant through the applicant's personal online account, in some cases the negotiation procedure can take place as a personal meeting of negotiating committee with the applicant.

If necessary, the applicant will be sent a list of comments on the application package, taking into account the recommendations of the experts, which he should eliminate before signing the Grant Agreement. Full consideration of these comments is a prerequisite for signing the Grant Agreement.

Before signing the Grant Agreement, the applicant must submit the following list of documents through a personal online account:

- a project application with all the required annexes and a planned cost estimate, taking into account the comments and recommendations of the expert councils and the negotiating committee;
- a copy of the certificate on opening a new separate bank account for grant funds

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- or a certificate from the bank on a zero balance account and a bank statement to confirm the absence of funds movement during 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 an extract from the Unified State Register of Legal Entities, Individual Entrepreneurs and Public Formations, generated in the period from the date of receipt of the electronic invitation letter and until the date of negotiation procedures, in full, indicating the full list of information from the USR;
  - a copy of the charter or other constituent instrument (as amended) in the current version at the date of the negotiation procedure;
  - a copy of the passport and identification number of the director of the legal entity (or individual entrepreneur), orders for the appointment of the director;
  - a copy of the document authorizing the manager to sign contracts and financial documents in the amount of more than UAH 50 thousand, if such restrictions exist;
  - a copy of the certificate from the State Fiscal Service at the place of registration on the absence of arrears on taxes and fees (compulsory payments);
  - the applicant's certificate, in an arbitrary form, on the absence of arrears on wages, signed by the director and the accountant (if any), sealed (if any);
  - the applicant's certificate, in an arbitrary form, on the absence of debt on loans;
  - in case of project co-financing, the Applicant must provide supporting documents for co-financing. Such documents may include a grant agreement, a partnership and co-financing agreement, an applicant's guarantee letter for co-financing at its own expense.
  - letter of consent in any form for the processing, use, distribution and access to personal data. Such consent is given separately by each person who submits his or her personal data.
  - **NOTE!** An excerpt from a regulation that defines the goals and area of the region's development in the field of culture and tourism in the medium and long term. In other words, an excerpt from a strategy/plan/socio-economic development program/target program/other document to confirm that the project implementation is in line with the goals and area of the region's development specified in this document.

**Final stage:** approval by Foundation's Supervisory Board of decisions made by Expert Councils and validated by Foundation's Directorate on the projects the cost of which exceeds 150 minimum wages, established by the Law on the State Budget of Ukraine as of January 1, 2020. After approval of the decisions of the expert councils, the Directorate shall assign funding for the implementation of projects, and the Grant Agreement is concluded with the applicant

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## **XII. Grant management rules**

### **Note!**

The grant beneficiary shall involve the professional accountant in the accounting of expenses for the project.

Projects submitted to UCF competitions cannot be funded by any other donor or organization for the same type of expenses. Should the double financing at any stage of the competition or the project implementation be discovered it will lead to the exclusion of the project from the competition or termination of the Grant Agreement. If this is established at the reporting stage, the grant recipient agrees to repay to the UCF the funds previously transferred to it under the Grant Agreement.

Once the Grant Agreement is signed, **it is prohibited:**

- increase the number of team members, except for those team members who participate on a free or co-financing basis;
- change the functional responsibilities of team members;
- increase the amount of wages, salaries under labour and civil law contracts;
- amend and add new items of expenses not provided for in the cost estimate without the Foundation's consent;
- modify the items of the agreed estimate by more than **10% of the grant amount** without the Foundation's approval (the grant amount cannot be increased).

**After the Grant Agreement is signed, the grant beneficiary receives a payment not exceeding 70% of the grant amount for the project implementation.**

Upon project completion, the grant beneficiary shall submit to the UCF the **final reporting documents** on the 100% completion of the project implementation along with the independent auditor's report for the total grant amount. Within 30 (thirty) calendar days, the Foundation reviews and analyzes the project reports and sends comments, if any, to the grant beneficiary, who must respond within a specified time to all comments and provide the necessary documents specified in the letter. The balance of funds under the Grant Agreement is transferred to the recipient **after signing the Project Implementation Act.**

During the project implementation on the co-financing terms, the grant beneficiary reflects **in the cost estimate both the volume of the UCF grant and co-financing** - with the indication of sources, the list and the amount of expenses in quantitative and monetary terms.

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The grant beneficiary shall include in the books and put into operation the equipment (low value items and nondurables) to be acquired during the project implementation at the grant expense and at the expense of co-financing, as well as the fixed assets that can be purchased at the expense of co-financing.

The grant beneficiary shall be responsible for keeping records of project implementation costs on the basis of properly executed primary documents. The grant beneficiary calculates the cost of implementation of the grant project in accordance with the provisions of the Accounting Standards (Standard) 16 "Expenditures" and taking into account the rules of the Budget, Tax Codes of Ukraine, Code of Laws of Ukraine on Accounting, Law of Ukraine "On Accounting and Financial Statements in Ukraine" and other regulations.

The grant beneficiary shall be responsible for the information provided in the cost estimate and the report on the use of the grant amount. The grant beneficiary **shall be solely responsible** for the obligations to third parties that arose during the grant project implementation.

During the implementation of the cultural and artistic project by the applicant, the Foundation monitors its implementation, including by monitoring the project activities (in accordance with the [Procedure for control over](#) the performance of obligations to the Ukrainian Cultural Foundation by entities that receive funding. Should violations of the project terms, violation of the conditions of use of funds be discovered or other circumstances specified in the Agreement occur, the UCF's Directorate may decide to terminate the Agreement, terminate funding with the grant beneficiary obligation to repay the grant.

The grant beneficiary shall adhere to the UCF Communication Guidelines, UCF Brand [Guidelines](#) and the [Foundation's Communication Strategy](#).

### **XIII. Reporting procedure**

Prior to submitting the **final reporting documents** to the UCF, the grant beneficiary must complete the final monitoring form on the project implementation results in a personal online account on the Foundation's website. These data are necessary, including to measure the Foundation's performance and to confirm the efficiency of use of funds.

The Foundation strongly recommends not to forget about the internal monitoring of your projects in order to collect up-to-date data on quantitative audience reach at public events of the project or during a promotional campaign, etc. To facilitate the data collection process, the Foundation has developed two standard questionnaires

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for the event visitor. You can combine these questionnaires yourself or add questions. Questionnaire forms are attached hereto.

**(XVII. Annex 3, XVIII. Annex 4).**

After the project is completed, the grant beneficiary, through a personal online account, submits to the Foundation's website the **final reporting documents**, which consist of a summary report and a financial report.

The **Summary Report** is a document that sets out in a descriptive form the completeness of achieving the goal, objectives and all key outcomes of the project.

The **Summary Report** contains:

- a summary report annexed to the Grant Agreement;
- materials confirming the project implementation and samples of final products resulting from the project implementation;
- a brief descriptive report of the project communication plan implementation and project progress.

**The financial report** confirmed by the independent auditor's report on the use of the grant amount shall be prepared in accordance with the Foundation's requirements and reflects the use of funds for project implementation activities.

If the auditor accepts (included in the expenses) documents that do not meet the requirements of the current legislation or confirm the use of grant funds for intended purpose, are incorrectly filled in, such expenses will be considered non-eligible or cannot be classified as grant-funded expenditures. In this case, the costs of the audit services will not be funded by grant funds.

**The financial report confirmed by the independent auditor's report, contains:**

- independent auditor's opinion;
- report on the use of the grant amount (annex to the Grant Agreement);
- a register of documents certifying the accuracy of expenses and the targeted use of the grant and co-financing (if any). The register is made in the form of a table showing the expenses, counterparties and their identification codes, planned amounts of expenses, the amount of expenses according to the contract, the name and date of the contract, the certificate or bill of lading with number and date, amount of payment, payment order) - form of the table is an Appendix hereto;
- duly certified copies of:
  - accounting registers;



**Всі англomовні документи ТІЛЬКИ ДЛЯ ОЗНАЙОМЛЕННЯ зацікавлених сторін  
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- bank (treasury) statements
- all primary documents confirming the costs incurred by the grant beneficiary for the project implementation.

**The financial report** confirmed by the independent auditor's report contains end-to-end numbering and is formed solely on A4 sheets in accordance with the structure outlined above with punching without paper clips, staples and files. It is further bound and sealed by an independent auditor's seal.

The paper version of the final statement of documents, along with all materials and samples of final products (if any) must be delivered by the grantee via the courier delivery service to the Foundation.

The applicant shall submit through the personal online account the Summary Report in DOC format, Grant Use Report in EXCEL format.

**Note!**

The final reporting package must be submitted to the Ukrainian Cultural Foundation no later than 30.10.2020 **inclusive**. The Foundation's working hours are from 9.00 am to 6.00 pm.

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

“Networks and audiences”, Ukrainian Cultural Foundation, 10-12 Lavrska str.,  
Kyiv-01010

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#### XIV. Checklist for applicants

Application package	Check
Project application (filled in the personal online account)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Appendix 1. Work plan and timeline (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Appendix 2.1 Dynamics of Audience Formation (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Appendix 2.2 Supplementary Materials (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
Cost estimate (EXCEL) with 2 table sheets filled in	Yes <input type="checkbox"/> No <input type="checkbox"/>
Full (extended) excerpt from the USR with up-to-date information at the time of application (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>in case of partnership</b> Copy of documents confirming registration of the partner organization (PDF)	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>in case of a partnership</b> Letter (s) of intention to be a partner (PDF) - an example in the annex to the Instruction	Yes <input type="checkbox"/> No <input type="checkbox"/>
<b>in case of co-financing</b> A guarantee letter confirming co-financing with the signatures of the co-financing party (PDF) is an example in the appendix to the Instruction	Yes <input type="checkbox"/> No <input type="checkbox"/>

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## XV. Appendix 1

### Appendix 1: WORK PLAN AND IMPLEMENTATION DEADLINES

SAMPLE

#### Instruction for the applicant:

1. Working plan and deadline for the project is a required Application Supplement Networks and Audiences applications.
2. To be completed in accordance with the needs of the project submitted for the UCF grant

Event, type of activity (to be filled according to project needs)	05.2020	06.2020	07.2020	....	Responsible team member	Performance check indicators	Event budget (UAH)
<b>1. Registration of contractual relationships with team members</b>							
<b>2 Preparatory stage</b>							
2.1. Program development							
2.2. ...							
<b>3. . Location preparation</b>							
3.1. ...							
<b>4. Holding an event</b>							
4.1. Invitation speakers/participants							
4.2. ...							
4.3. ....							
<b>5. Information support</b>							
5.1. Placing a press announcement							
5.2. Promotional company in social networks							
5.3. ....							
<b>6. Reporting preparation</b>							
5.1. Preparation of the financial report							
5.2. Preparation of the summary report							

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5.3. Preparation of the auditor's opinion							
7. ....							

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## XVI. Appendix 2

### Appendix 2.1:

#### Dynamics of audience formation

#### Instruction for the applicant:

1. The dynamics of audience formation are a compulsory Supplement to the program application "Networks and Audiences".
2. The application is submitted in any form.

		2019	2020
<b>Quantitative Indexes</b>	Number of existing (regular) audience		
	The amount of potential (engaged) audience		
	Geographic reach the audience		
<b>Quality Indexes</b>	Awareness level potential audience about a cultural product or institution		
	The constancy of the existing the audience		

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**Appendix 2.2:**

**Additional materials**

**Instruction for the applicant:**

1. Supplementary materials are a mandatory supplement to the “Network and Audience” application
2. The application shall be completed in a random form.

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## XVII. Appendix 3

### Portrait of a visitor to the UCF-supported event

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(name)

Welcome to our event!

Please spare a few minutes for a short survey.

The questionnaire is anonymous and all data will be analyzed in a generalized manner

1. Please indicate your age group:
- 18 – 24 \_\_\_\_\_  
25 – 34 \_\_\_\_\_  
35 – 44 \_\_\_\_\_  
45 – 54 \_\_\_\_\_  
55 – 64 \_\_\_\_\_  
65 – 74 \_\_\_\_\_  
75+ \_\_\_\_\_
2. Your gender:
- F \_\_\_\_\_ M \_\_\_\_\_

3. Your education:

- Elementary (less than 7 classes)
- Complete secondary
- Student
- Complete higher

4. Which of the following better describes your current employment status?:

- Worker, agricultural worker
  - Employee (non-physical work that does not require higher education)
  - Specialist (non-physical work requiring higher education)
  - Occupied with individual activity
  - Entrepreneur, owner of his business, farmer
  - Serviceman, law enforcement officer
  - Housekeeping
  - Retired (by age, due to disability)
  - I study (student)
  - Looking for a job (unemployed)
  - Other (please specify) \_\_\_\_\_
- 

1. Are you a representative of the ethnic minority in Ukraine?

2. Do you have any disability:  
Yes \_\_\_\_\_ No \_\_\_\_\_

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Yes\_\_\_ No\_\_\_\_\_

3.Do you live in the locality where the event takes place?

Yes \_\_\_\_\_ No\_\_\_\_\_

**Thank you very much for your answers!**



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donors, co-financing partners, etc.)**

## XVIII. Appendix 4

### Questionnaire for a visitor to the UCF-supported event

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**(name)**

Please spare a few minutes for a short survey.

The questionnaire is anonymous and all data will be analyzed in a generalized manner.

1. Have you attended the events of (*organization name*) before

Yes  No

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

Yes  No, learnt from the questionnaire

3. Your level of satisfaction with the event?

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

**1 – «very dissatisfied», 10 – «absolutely satisfied»**

4. Please evaluate the event organization level.

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

**1 – «very poorly-organized», a 10 – «very well-organized»**

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

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

**1 – «highly unlikely», 10 – «I will definitely visit it»**

6. What did you like the most?

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7. Any possible improvements in the event organization:

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**Thank you very much for your answers!**

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## **XIX. Appendix 5**

### **SAMPLE**

FORM (if available)

Date, city, original number

Ukrainian Cultural Foundation  
“PROGRAM NAME” Competition

### Cooperation and Partnership Intent Protocol

ORGANIZATION NAME (hereinafter - Applicant), PROJECT NAME (hereinafter - Partner), we guarantee this protocol in case of winning the competitive selection partnerships with the Applicant with intent creating a partnership to collaborate on the joint implementation of the project PROJECT NAME (hereinafter together - Parties).

In order to achieve their common purpose, the Parties have signed this Protocol of Intent on cooperation and partnership (hereinafter - "Protocol") and have agreed upon performing the following tasks:

1...

2...

3. The Parties shall provide each other with the information necessary for effective action cooperation.

4. The Parties acknowledge and confirm that, within the limits of their powers, shall ensure that the objectives of this Protocol and of the Convention are fulfilled will work together to implement it.

Signature of the authorized person of the applicant organization

Seal (if available)

Signature of the authorized person of the partner organization

Seal (if available)

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donors, co-financing partners, etc.)**

## **XX. Appendix 6**

SAMPLE

FORM (if available)

Date, city, original number

Ukrainian Cultural Foundation  
“PROGRAM NAME” Competition

### **LETTER OF GUARANTEE**

We guarantee this letter in case of winning the competitive selection of projects Ukrainian Cultural Foundation (hereinafter - the Foundation) co-financing the project “PROJECT NAME” in the amount of 00.00 (in capital amount) UAH, which is ...% of the total budget of the project. Co-financing under the terms of the Foundation, provided in cash from (or from):... (for example, the personal resources of the applicant organization, sponsorship funds, a grant another organization, etc.).

In case of refusal of co-financing or non-payment in due time, this letter of guarantee is regarded as a confirmation of the fact that the Applicant takes responsibility for the implementation of the “PROJECT NAME” project in in full.

Signature of the authorized person of the applicant organization

Seal (if available)