



2023

ANNUAL REPORT*
ON GRANT PROJECTS

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INTRODUCTION

We finished 2023 with solid results, in particular thanks to the support of our international partners. They include producing creative projects (for which we had zero budget expenditures this year), the Eurovision Song Contest in Liverpool, held with the support of the BBC, and the technical equipment we regularly receive.

We exchanged experiences and became visible in the arena among the global public service broadcasters. The European Broadcasting Union remains our reliable partner.

During the war, we never stopped broadcasting and focused on producing new content, both documentary and news.

The Suspilne Ukraine team develops a hyperlocal network of correspondents, submits projects for international calls for proposals and wins them.

We are growing steadily and have ambitious goals ahead. We are grateful to the Defence Forces for the opportunity to work and fulfil our mission to protect freedoms in Ukraine.



OVERVIEW

The support received by JSC “UA: PBC” from its partners in 2023 enabled us to respond promptly to the war challenges and continue reforming the public service media.

In 2023, as many as 37 projects were implemented. Specifically, 2023 saw 25 new projects launched (JSC “UA: PBC” is implementing 18 projects) and charity donations received. The overall value of these 25 new projects is about USD 24.3 million (budgets are indicated for the entire duration of the projects based on agreements signed).

The portfolio of UA: PBC projects in 2017–2023 is about USD 62.7 million. (Suspilne Ukraine is the implementer (budget manager) of projects worth about USD 17 million).

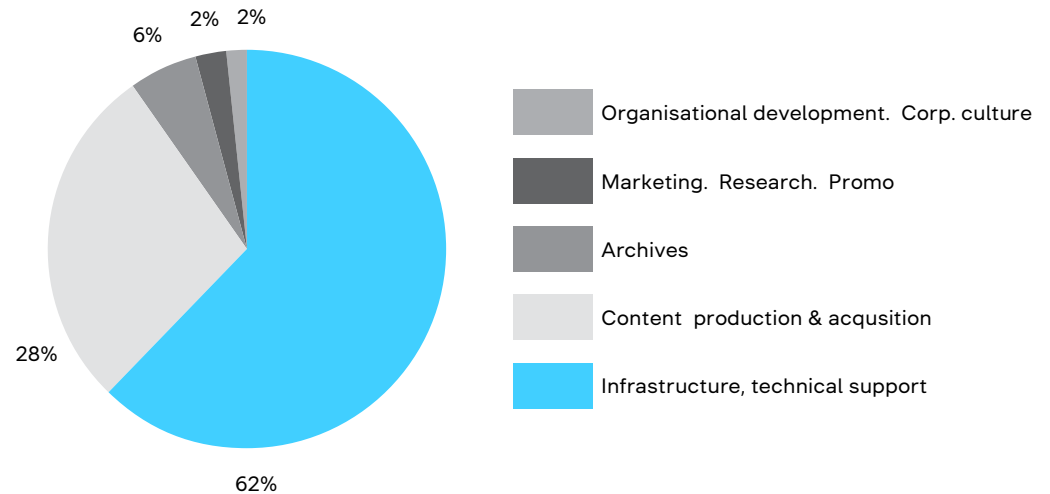
With the support of our partners, we continued to reform Suspilne Ukraine, in particular:

- Supporting research
- Developing studios: Lviv Studio, Pershyi Channel Studio, and Kul-tura Studio
 - Supporting the development of Regional Hubs: Cherkasy, Chernihiv, and Lviv
 - Continuing capitalisation of audiovisual archives
 - Developing the Public Media Academy in Lviv
 - Branding support (changing banners, roll-ups, windbreakers, and clothing (partial); ensuring the necessary promotional purchases for offline events and presentations)

- Strengthening the team’s capacity (training)

Content production and purchases were supported. In particular, about 800 hours of content of various genres were purchased. As part of the ongoing new projects in 2023, 4 analytical and entertainment programmes, 6 educational programmes, 18 documentary projects, including films and TV series, and 5 storytelling projects were produced.

Details of all project activities held in 2023 are provided below.



	Infrastructure and technical support	Content production and acquisition	Archives	Marketing. Research. Promotion	Organisational development. Corporate culture
BBC Media Action					
CFI					
Chemonics International					
Council of Europe					
DWA					
EBU					
European Union					
GIZ					
Internews Network					
JICA					
Kingdom of Netherlands					
SIDA / SR MDO					
Public Service Media Council of Latvia / EBU					
U.S. Department of State					
USAID					
Other partners					

Key partners 2023



Internews



Projects in progress in 2023

Project name	Donor	Funds manager	Implementation period	Contract amount
Support for the regionalisation of Public Service Media in Ukraine	Swedish International Development Cooperation Agency (SIDA)	Swedish Radio Media Development Office (SR MDO)	5.12.2017-31.12.2023	SEK 77 345 864 (USD 7 785 210*)
Strengthening the resilience and capacity of Public Service Broadcasting in times of war	The European Union (EU), represented by the European Commission	JSC "UA: PBC"	01.10.2022-01.12.2025	EUR 5 000 000 (USD 5 556 244*)
Capitalisation of UA: PBC audio visual archives for civic engagement in Ukraine	The European Union (EU), represented by the European Commission	JSC "UA: PBC"	17.01.2022-17.04.2025	EUR 2 000 000 (USD 2 222 498*)
Follow-up cooperation for the Project for Capacity Development of Public Service Broadcaster of Ukraine	Japan International Cooperation Agency (JICA)	Japan Broadcasting Corporation (NHK Int.)	01.06.2022 - 31.08.2023	JPY 15 169 500 (USD 107 633*) USD 28 182,72
Comprehensive organisational transformation of the company	Swedish International Development Cooperation Agency (SIDA)	JSC "UA: PBC"	01.02.2020-30.09.2024	SEK 9 000 000 (USD 943 200*)
Support with the equipment to ensure energy independence	National Electronic Mass Media Council of Latvia	European Broadcasting Union (EBU)	28.12.2022-13.12.2023	EUR 558 900 (USD 621 077*)
Media Fit - support for audiovisual content production	French Media Development Agency (CFI) with the support of the European Union (EU)	JSC "UA: PBC"	14.09.2022-28.02.2024	EUR 414 600 (USD 460 724*)
Production of thematic documentaries and miniseries	US Department of State		29.09.2020 - 31.12.2023	USD 400 000
Supporting Ukraine's Public Broadcaster (UA: PBC) with technical equipment	United States Agency for International Development (USAID)	Chemonics	21.09.2022-28.04.2023	USD 326 639
Strengthening the skills of creating radio documentaries	British Council	International	14.12.2021-31.01.2023	GBP 19 077 (USD 24 354*)
Strengthening the institutional capacity of UA: PBC to operate in war conditions	German Marshall Fund of the United States	JSC "UA: PBC"	15.06.2022-15.05.2023	USD 24 290
War stories	Content Fund	JSC "UA: PBC"	27.06.2022 - 30.03.2023	EUR 20 000 (USD 22 225*)
Russian colonialism and the threat of global famine	NGO Zaborona Media Europe MTU with the support of the National Endowment for Democracy (NED)	JSC "UA: PBC"	07.12.2022-31.01.2023	USD 3 000
Participation in the hostile environment training course for UA: PBC journalists	Reporters Without Borders (RSF)	JSC "UA: PBC"	10.11.2022-10.01.2023	EUR 1 575 (USD 1 750*)

* at the NBU exchange rate as at 31.12.2023

Projects launched in 2023

Project name	Donor	Funds manager	Implementation period	Contract amount
Sub-project for Public Broadcasting Sector Urgent Support	Government of Japan/Japan International Cooperation Agency (JICA)	Japan International Cooperation System (JICS)	22.06.2023-31.03.2025	JPY 2,121,000,000 (USD 15,049,325*)
Project for Capacity Development of Public Service Broadcaster of Ukraine. Phase 2	Japan International Cooperation Agency (JICA)	Japan Broadcasting Corporation (NHK Int.)	17.02.2023 - 16.02.2026	JPY 85,900,000 (USD 609,494*)
Media Programme in Ukraine (IN_191)	United States Agency for International Development (USAID)/Internews Network	JSC "UA: PBC"	04.08.2023 - 30.06.2025	USD 740,902
Media Matters - Local Self-Government and Integrity Empowerment Initiative	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)	JSC "UA: PBC"	01.07.2023	EUR 399,997 (USD 444,496*)
Knights of Human Rights	Kingdom of the Netherlands	JSC "UA: PBC"	16.11.2023 - 30.11.2024	UAH 10,000,000 (USD 263,296*)
LingvisPlay format based on the Suspilne Ukraine content to learn or improve the Ukrainian language	Lingvis Foundation	JSC "UA: PBC"	30.03.2023 - 31.03.2025	EUR 230,000 (USD 255,587*)
Media Programme in Ukraine (IN_129)	United States Agency for International Development (USAID)/Internews Network	JSC "UA: PBC"	01.02.2023 - 15.10.2023	USD 249,999
Media Programme in Ukraine (IN_204)	United States Agency for International Development (USAID)/Internews Network	JSC "UA: PBC"	01.12.2023 - 30.11.2024	USD 247,785
Transforming the perception of women's participation and promoting the visibility and inclusion of LGBTQI+ communities in Ukraine	National Democratic Institute/BBC Media Action	JSC "UA: PBC"	01.01.2023 - 31.08.2023	USD 88,551
Support for Suspilne Ukraine	Prague Civil Society Centre	JSC "UA: PBC"	17.05.2023 - 31.12.2023	EUR 59,000 (USD 65,564*)
The Ukrainian SSR by ear	United States Agency for International Development (USAID)/Chemonics	JSC "UA: PBC"	15.06.2023 - 02.12.2024	USD 40,600
UA: PBC video archive	European Broadcasting Union (EBU)	JSC "UA: PBC"	20.11.2023 - 30.11.2024	USD 36,000
Anti-Panic Defence programme on Radio Kultura (Season 2)	International Renaissance Foundation	JSC "UA: PBC"	09.01.2023 - 11.07.2023	UAH 766,118 (USD 20,172*)
Transfer of equipment for the production processes of the Vinnytsia and Chernihiv branches	All-Ukrainian Charitable Foundation "Iskra Dobra"		14.08.2023 - 14.08.2023	UAH 731,357 (USD 19,256*)
Eurofest 2023 Cultural Commissions Breakdown	British Council	JSC "UA: PBC"	24.03.2023 - 31.10.2023	UAH 632,000 (USD 16,640*)

* at the NBU exchange rate as at 31.12.2023

Project name	Donor	Funds manager	Implementation period	Contract amount
The Unicorn Battalion: On the Frontline for Equal Rights	European Union / Equal Rights & Independent Media (ERIM)	JSC "UA: PBC"	17.05.2023 - 07.12.2023	EUR 14,899 (USD 16,556*)
Protecting freedom of speech and media freedom in Ukraine. Phase 1	Council of Europe	Council of Europe Office in Ukraine	01.01.2023-31.12.2024	EUR 1,100,000 (USD 1,222,374*)
Public service announcement Ukrainians. Standing up together	European Union (EU)/ Equal Rights & Independent Media (ERIM)	JSC "UA: PBC"	17.05.2023 - 17.11.2023	EUR 9,702 (USD 10,781*)
Supporting the activities of the Kherson branch	Lviv Media Forum, NGO	JSC "UA: PBC"	03.01.2023	UAH 355,700 (USD 9,365*)
Transfer of equipment to ensure energy independence	Lviv Media Forum, NGO	JSC "UA: PBC"	22.02.2023	UAH 324,189 (USD 8,536*)
The subgrant is provided as part of the Foundation's grant project: "Comprehensive awareness-raising campaign on disinformation"	European Union (EU) / Smart Angel Charitable Foundation	JSC "UA: PBC"	01.11.2023 - 10.04.2024	EUR 5,500 (USD 6,112*)
Radio essays created by veterans and performed by authors on Suspilne Ukraine	International Renaissance Foundation (IRF)	Internews Ukraine	13.10.2023 - 17.06.2024	UAH 221,294 (USD 5,827*)
Transfer of equipment	United States Agency for International Development (USAID)	JSC "UA: PBC"	24.08.2023 - 30.09.2023	UAH 163,528 (USD 4,306*)
Media literacy training programme with a possibility of further employment "How news works on Suspilne Ukraine"	Internews Ukraine, NGO	AT «HCTY»	01.09.2023 - 01.12.2023	UAH 120,000 (USD 3,160*)
Transfer of generators	Zweites Deutsches Fernsehen (ZDF)		18.04.2023 - 18.04.2023	EUR 880 (USD 978*)

* at the NBU exchange rate as at 31.12.2023



**GRANT PROJECTS LAUNCHED
IN 2023 AND IMPLEMENTED
BY JSC "UA: PBC"**

Media Programme in Ukraine

Donor: United States Agency for International Development/Internews Network
Funds manager: JSC "UA: PBC"

IN_191

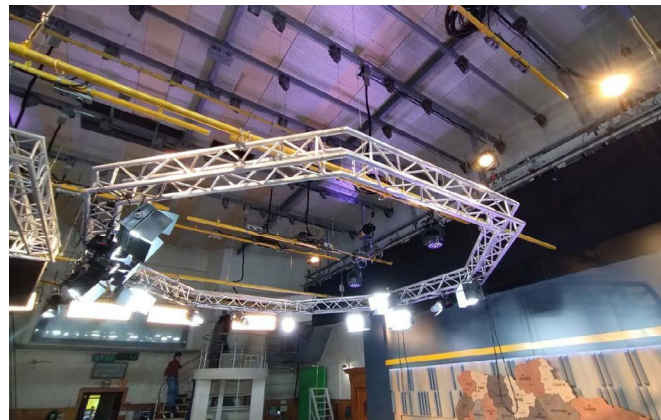
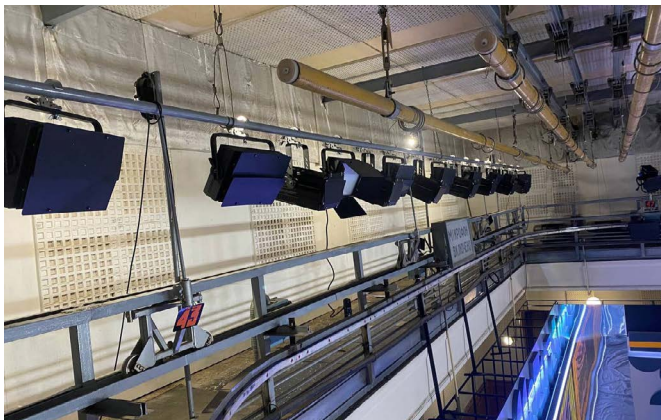
Implementation period: 04.08.2023 - 30.06.2025

Contract amount: USD 740 901,86

Description: Procurement of equipment, goods and software to ensure timely, accurate and high-quality coverage of the latest events.

Activities in 2023:

- Portable filming sets for the newsroom, technical equipment for the main studio complex on Khreshchatyk Street in Kyiv, editing stations, news gathering kits and camera sets were purchased.
- Lighting equipment for the renovated studio and a UPS system for the Lviv branch were purchased.





IN_129

Implementation period: 01.02.2023 - 15.10.2023

Contract amount: USD 249 998,73

Description: The project involves producing the flagship comedy programme Positive Basement Show, attracting new audiences to high-quality news content, including political discussion of martial law (creating a new concept of the political show New Countdown), and purchasing equipment to deliver timely reports from the scene related to military operations.

Activities in 2023:

- 24 episodes of the comedy show Positive Basement Show were produced.
- 15 episodes of the updated political talk show New Countdown were created.
- Equipment was purchased.



IN_204

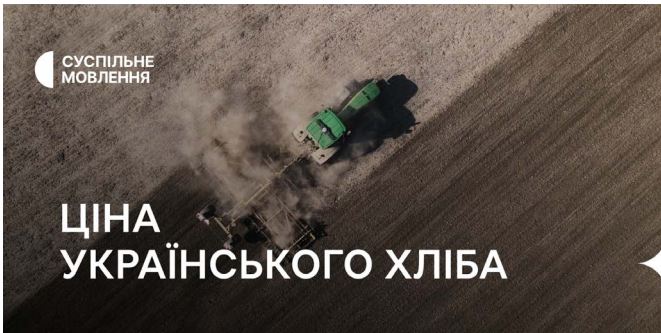
Implementation period: 01.12.2023 - 30.11.2024

Contract amount: USD 247 785

Description: Attracting new audiences to high-quality news content, including political discussion of martial law on topical issues and interregional investigative journalism projects dedicated to the political situation in the country following Russia's full-scale military invasion of Ukraine.

Activities in 2023:

- The documentary series [The Price of Ukrainian Bread](#) was in production.
- A new season of the updated political talk show New Countdown was in pre-production.





Media Matters–Local Self-Government and Integrity Empowerment Initiative*

Donor: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

Funds manager: JSC "UA: PBC"

Implementation period: 01.07.2023

Contract amount: EUR 399 997 (USD 443 996,67)

Description: Creating a favourable environment to effectively develop decentralisation processes and strengthen community cohesion through information interventions.

Activities in 2023:

- Independent journalism centres were established in remote areas of the Poltava, Dnipro, Cherkasy, Odessa and Rivne regions.
- Expert discussions were introduced as part of the current news broadcasts of Suspilne Ukraine to advocate for decentralisation.
- Branded products were developed, and studio sets for Suspilne Lviv were created.
- Content production was launched: information and analytical programme *Recovery Now*, research documentary *Without Obstacles*, awareness raising social campaign *Preventing Corruption is Easy*, and educational and psychological television and podcast programmes *Psychology of Corruption*.

* U-LEAD with Europe: Local Empowerment, Accountability and Development Programme is a multi-donor action of the EU and its Member States Germany, Poland, Denmark, and Slovenia to support Ukraine on its path to strengthening local self-government. U-LEAD promotes transparent, accountable and responsive multi-level governance in Ukraine and empowers municipalities



Knights of Human Rights

Donor: Kingdom of the Netherlands

Funds manager: JSC "UA: PBC"

Implementation period: 16.11.2023 - 30.11.2024

Contract amount: UAH 10 000 000 (USD 263 296,47)

Description:

The project includes producing [a 12-part documentary](#) about human rights defenders who are shown as ordinary people with normal work processes, personal lives, jokes and hopes for the future. Each part presents a day in the life of one human rights defender working on a particular topic (women's rights, LGBT rights, rights of soldiers, residents of the occupied Crimea and Donbas, children, etc.).

Activities in 2023:

The script and list of human rights organisations were approved.



LingvisPlay format based on the Suspilne Ukraine content to learn or improve the Ukrainian language

Donor: Lingvis Foundation

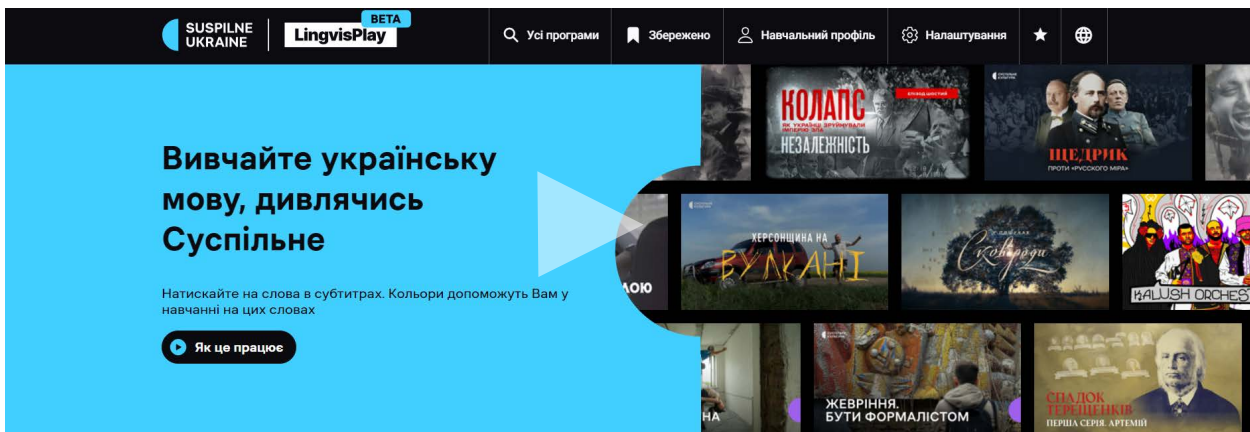
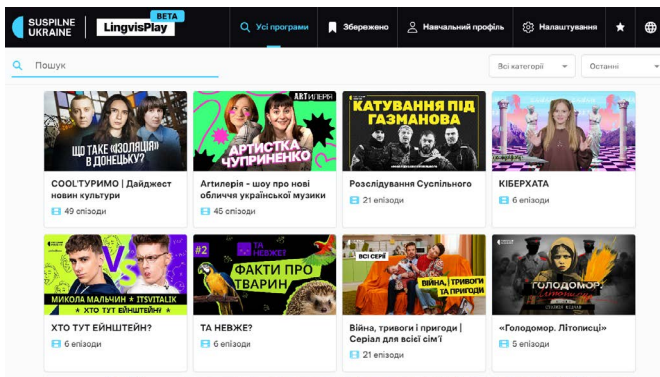
Funds manager:

Implementation period: 30.03.2023 - 31.03.2025

Contract amount: EUR 230 000 (USD 255 300)

Description:

Suspilne Ukraine and the Swedish Lingvis Foundation have launched a web application based on LingvisPlay in Ukraine, offering users of the UA: PBC streaming services an opportunity to learn and improve the Ukrainian language. The partners will also explore the issue of supporting minority languages in Ukraine.



Activities in 2023:

[A web application](#) was developed and launched.

Transforming the perception of women's participation and promoting the visibility and inclusion of LGBTQI+ communities in Ukraine

Donor: National Democratic Institute/BBC Media Action

Funds manager: JSC "UA: PBC"

Implementation period: 01.01.2023 - 31.08.2023

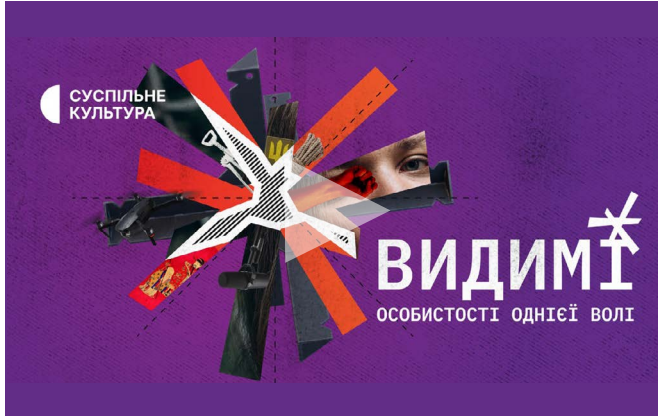
Contract amount: USD 88 551,04

Description:

[The Visible](#) project follows 10 stories of brave women and men willing to speak out and refusing to give up in the fight for the right to be free from social stereotypes, homophobia, transphobia, and Russian invaders. The project shares the stories of women leaders, LGBTQI+ soldiers and queer community representatives.

Activities in 2023:

- The film was released.
- A presentation was held.
- Content was published on the Suspilne Ukraine digital platforms



Support for Suspilne Ukraine

Donor: Prague Civil Society Centre

Funds manager: JSC "UA: PBC"

Implementation period: 17.05.2023 - 31.12.2023

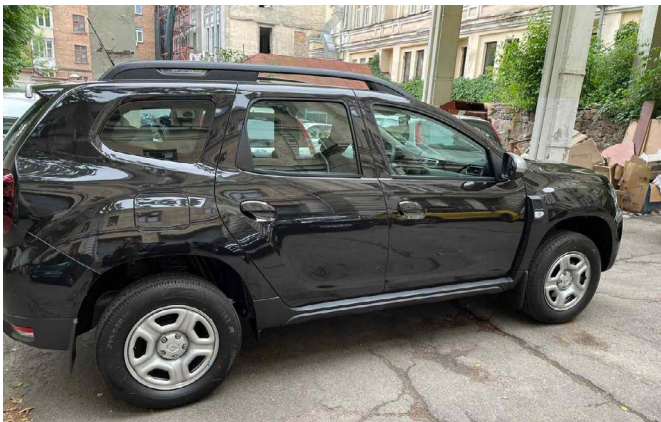
Contract amount: EUR 59 000 (USD 65 490)

Description:

The project helped purchase the necessary technical equipment to ensure the smooth operation of the Kharkiv and Donbas branches. A car was purchased for the Dnipro branch.

Activities in 2023:

- Suspilne Donbas: Sets of photographic equipment and laptops were purchased.
- Suspilne Dnipro: Renault Duster for media work was purchased.
- Suspilne Kharkiv: A car was repaired, and pick-up services for journalists were organised for the time of repairs. Equipment was purchased, including laptops for quick posting on social media, a smartphone for shooting and sending video from the sites of shelling in the Kharkiv region, a lens for the TA camera to have a high-quality image, and related equipment.





The Ukrainian SSR by Ear

Donor: United States Agency for International Development/Chemonics

Funds manager: JSC "UA: PBC"

Implementation period: 15.06.2023 - 02.12.2024

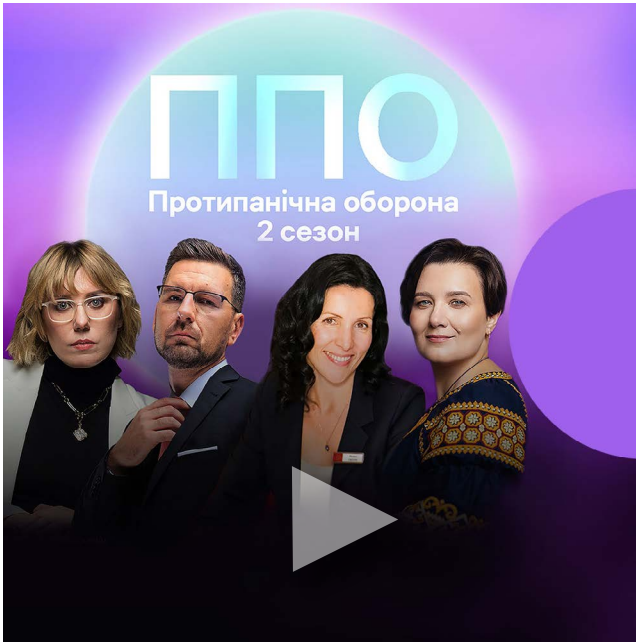
Contract amount: USD 40 600,29

Description: Creating pilot episodes of a documentary TV series about Ukrainian songs written during the Soviet era. The project involves using archival materials to illustrate the period when Ukrainian musical culture emerged. It also has two parallel narrative lines to immerse you in history and provide explanations for the events. The history of popular music can help us understand the inhuman nature of the communist occupation and, at the same time, appreciate the creative power of the people.

Activities in 2023:

The script was approved, and a shooting process began.





Anti-Panic Defence programme on Radio Kultura (Season 2)

Donor: International Renaissance Foundation

Funds manager: JSC "UA: PBC"

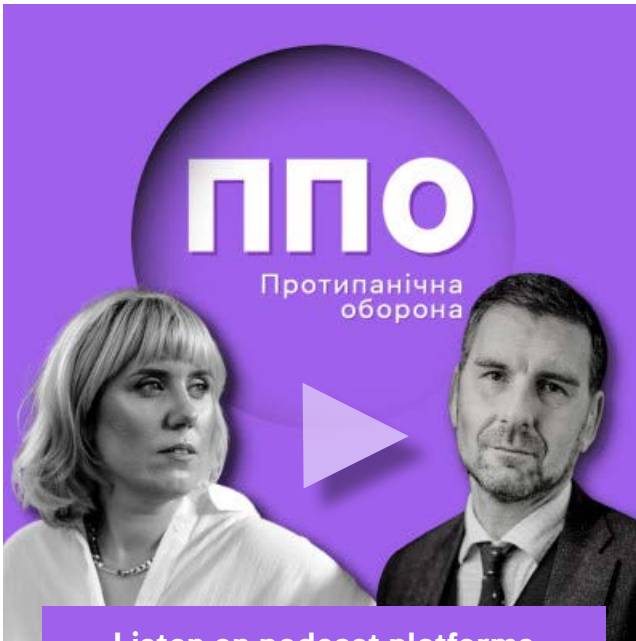
Implementation period: 09.01.2023 - 11.07.2023

Contract amount: UAH 766 118,58 (USD 20 145,30)

Description: Releasing [30 episodes of the programme](#) about the psychological techniques used by Russian propaganda to destabilise Ukraine. The programme helped the audiences gain practical knowledge on how to protect their psyche from psychological information pressure and strengthen their ability to think critically.

Activities in 2023:

- [30 episodes of the audio programme](#) were produced.
- Materials following the broadcasts were published on the Ukrainian Radio website.



Listen on podcast platforms

Eurofest 2023 Cultural Commissions Breakdown

Donor: British Council

Funds manager: JSC "UA: PBC"

Implementation period: 24.03.2023 - 31.10.2023

Contract amount: UAH 632 000 (USD 16 640,33)

Description: The project aims to provide funding to send the Suspilne Ukraine team to London to attend Eurofest 2023. Suspilne Ukraine intends to broadcast and document this crucial European cultural event for the Ukrainian audience. This project seeks to ensure uninterrupted and high-quality broadcasting of the event, promoting cultural exchange and broadening the perception of European music and culture globally.

Activities in 2023:

- The documentary project [Liverpool. The Blue and Yellow Submarine](#) was produced and released.
- 5 interviews for the audiences about Ukrainian artists at the Liverpool European Festival were produced and released on the Suspilne Kultura YouTube channel as part of the *Cultural Instinct* programme; [example](#).



The Unicorn Battalion: On the Frontline for Equal Rights

Donor: European Union / Equal Rights & Independent Media (ERIM)

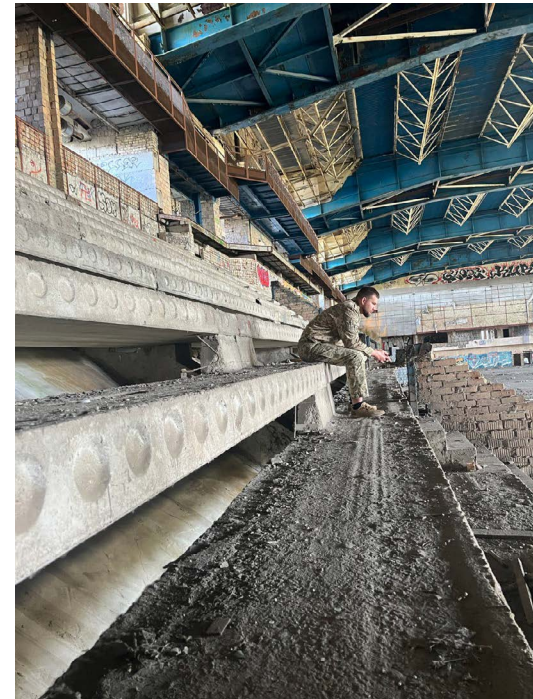
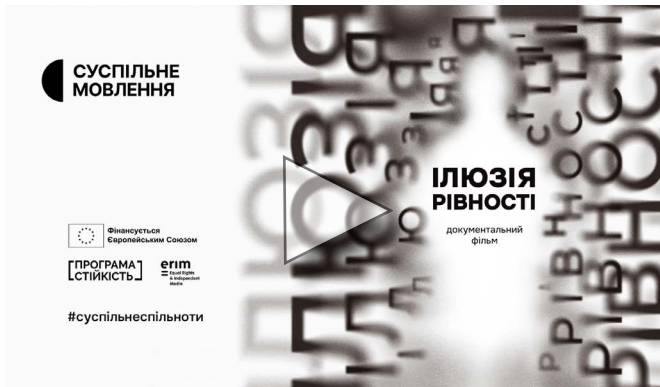
Funds manager: JSC "UA: PBC"

Implementation period: 17.05.2023 - 07.12.2023

Contract amount: EUR 14 899,10 (USD 16 538)

Description:

Advocating for civil rights and increasing tolerance towards the LGBT+ community in Ukraine: production and distribution of the documentary film [The Illusion of Equality](#), including an advocacy campaign.



Public service announcement *Ukrainians. Standing up together*

Donor: Європейський Союз / Незалежні ЗМІ з рівними правами (ERIM)

Funds manager: JSC "UA: PBC"

Implementation period: 17.05.2023 - 17.11.2023

Contract amount: 9 702 EUR (10 769,22 USD)

Description:

Production and dissemination of public service announcement videos to protect civic rights and increase tolerance towards internally displaced persons to promote social consolidation and successful post-war recovery.

Activities in 2023:

- 3 videos were produced: [link 1](#), [link 2](#), [link 3](#) and
- published on the Suspilne Ukraine digital platforms.





Radio essays created by veterans and performed by authors on Suspilne Ukraine

Donor: International Renaissance Foundation

Funds manager: JSC "UA: PBC"

Implementation period: 13.10.2023 - 17.06.2024

Contract amount: UAH 221 294 (USD 5 826,59)

Description:

Establishing relationships between combatants and civilians by supporting the re-socialisation of the military and promoting their authentic and positive image in society at large. The project seeks to create and popularise content authored by veteran artists who have participated in combat operations. [Voices of the Frontline](#) is a unique series of radio essays created by military personnel and war veterans who use literary techniques to convey their own stories, experiences, reflections and unpredictable emotions.

Activities in 2023:

The resource, organisational, and content framework for the project was developed.

Comprehensive awareness-raising campaign on disinformation

Donor: EU / Smart Angel Charitable Foundation

Funds manager: JSC "UA: PBC"

Implementation period: 01.11.2023 - 10.04 2024

Contract amount: EUR 5 500 (USD 6 105)

Description: The project involves producing 9 thematic programmes for Ukrainian Radio and 9 interstitial videos on cybersecurity and media literacy.

Activities in 2023:

[The Cyber Defence](#) programme was produced and posted on the Ukrainian Radio website.



UA: PBC video archive

Donor: European Broadcasting Union

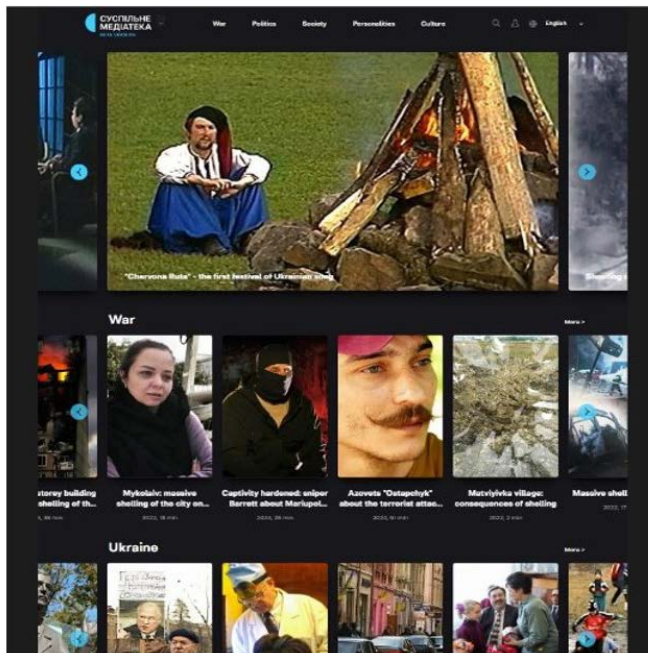
Funds manager: JSC "UA: PBC"

Implementation period: 20.11.2023 - 30.11.2024

Contract amount: USD 36 000

Description:

The project seeks to create a video archive of the UA: PBC materials covering the first three months of the war.





Media literacy training programme with a possibility of further employment 'How news works on Suspilne Ukraine'



Donor: Internews Ukraine, NGO
Funds manager: JSC "UA: PBC"
Implementation period: 01.09.2023 - 01.12.2023
Contract amount: UAH 120 000 (USD 3 159,55)

Description:

The project aims to strengthen the sustainability of the Chernihiv Regional Directorate, a branch of JSC "UA: PBC", in the war context by developing the company's interaction with the local population through a media literacy training programme with the possibility of further employment.

Activities in 2023:

A training programme was conducted.





Supporting the activities of the Kherson branch

Donor: Lviv Media Forum, NGO

Funds manager: JSC "UA: PBC"

Implementation period: 03.01.2023

Contract amount: UAH 355 700 (USD 9 365,45)

Description: Since 24 February, the Lviv Media Forum, together with its donors and partners, has been implementing the Emergency Media Support Programme during the war. Following a public fundraising campaign, the team of the Kherson branch received assistance for purchasing technical equipment, which had a major impact on ensuring an uninterrupted operation. The technical capabilities of the equipment help create materials for radio, television and digital platforms, including real-time streaming from the scene to newsrooms.

Transfer of equipment to ensure energy independence

Donor: Lviv Media Forum, NGO

Implementation period: 22.02.2023

Contract amount: UAH 324 189,80 (USD 8 535,80)

Description: The project involved providing chargers, batteries, and a generator to Suspilne Ukraine.

Transfer of equipment

Donor: All-Ukrainian Charitable Foundation «Iskra Dobra»
Implementation period: 14.08.2023 - 14.08.2023
Contract amount: UAH 731 357 (USD 19 256,37)

Activities in 2023: Transfer of equipment for production processes to the Vinnytsia and Chernihiv branches.

Donor: Zweites Deutsches Fernsehen
Implementation period: 18.04.2023
Contract amount: EUR 880 (USD 976,8)

Activities in 2023: ntransfer of generators.

Donor: United States Agency for International Development
Виконавець: Internews Ukraine
Implementation period: 24.08.2023 - 30.09.2023
Contract amount: UAH 163 527,82 (USD 4 305,62)

Activities in 2023: A camera, laptop, and power banks were donated to the Mykolaiv, Zaporizhzhia, and Donbas branches.





**GRANT PROJECTS LAUNCHED
IN 2023 AND IMPLEMENTED
BY PARTNERS**



The Project for Capacity Development of Public Service Broadcaster of Ukraine. Phase 2

Donor: Japan International Cooperation Agency (JICA)

Funds manager: NHK Int.

Implementation period: 17.02.2023 - 16.02.2026

Contract amount: JPY 85 900 000 (USD 609 494,13)

Description:

Реалізація проєкту включає діяльність експертів, навчальні поїздки та семінари для менеджерських, технічних і виробничих команд Суспільного Мовлення, придбання техніки, виробничого й адміністративного обладнання, генераторів.

Activities in 2023:

- Laptops for production and administrative needs and peripheral equipment were purchased.
- A powerful generator was purchased.
- The overall value of the equipment purchased: UAH 6,967,661.78



Sub-project for Public Broadcasting Sector Urgent Support

Donor: Government of Japan/Japan International Cooperation Agency (JICA)

Funds manager: JICS

Implementation period: 22.06.2023

Contract amount: JPY 2 121 000 000 (USD 15 049 325,48)

Description:

The Sub-project aims to restore and improve the capacity of JSC "UA: PBC" by providing it with the equipment required to facilitate the emergency recovery of Ukraine.

Activities in 2023:

- The Agency Agreement was signed with the Japan International Cooperation System (JICS).
- The Memoranda of Discussion on the implementation of the Sub-project for Lot 0 (13 October 2023) and Lot 1 (14 October 2024) were signed.



**GRANT PROJECTS LAUNCHED
EARLIER AND ONGOING IN 2023**

Strengthening the resilience and capacity of Public Service Broadcasting in times of war

Donor: European Union, represented by the European Commission

Funds manager: JSC "UA: PBC"

Implementation period: 01.10.2022–01.12.2025

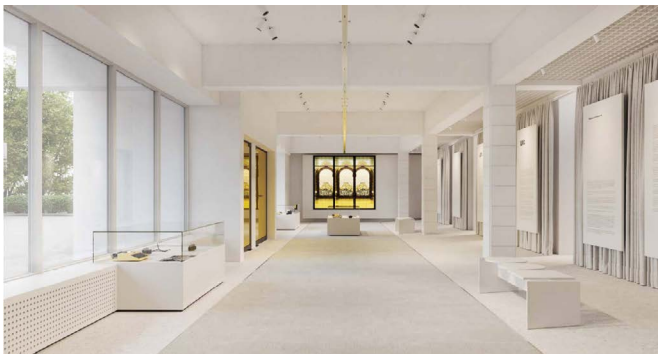
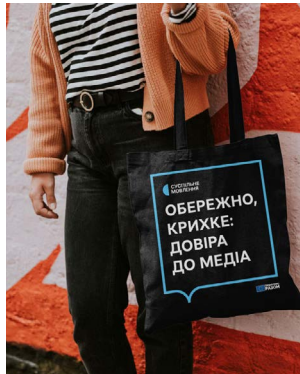
Contract amount: EUR 5 000 000 (USD 5 556 244)

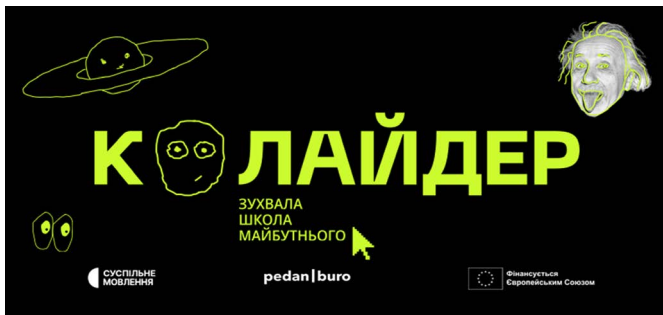
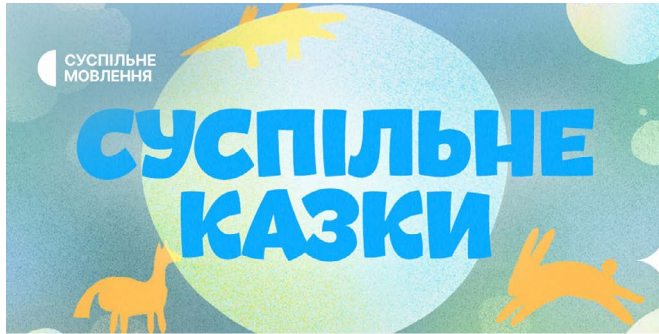
Description: The project includes:

- Ensuring uninterrupted broadcasting and audience access to information by promptly responding to and reorganising the UA: PBC operations to meet the war challenges and current urgent needs of society.
- Continued transformation of regional broadcasting and creating one new regional hub.
- Increasing awareness of the Suspilne Ukraine brand through promotional activities.
- Producing and promoting new content meeting urgent societal needs and democratic values for multiple Suspilne Ukraine platforms and different audiences.
- Broadcasting relevant content purchased on multiple Suspilne Ukraine platforms and adapting existing content.

Activities in 2023:

- Preparatory and repair works in Lviv, Kyiv, and Cherkasy.
- Purchasing technical equipment for the Central Directorate and replenishing technical facilities at the Cherkasy and Lviv hubs.
- Conducting promotional activities to increase awareness of the Suspilne Ukraine brand.





Content production:

Video content:

- *Bedtime Stories*: 40 audio stories produced and broadcast on Radio Kultura and published on the [Brobaks YouTube channel](#), [Suspilne Kazky Telegram channel](#), website and [podcast platforms](#).
- [The Brobaks Show](#) – an animated explainer for children (20 episodes).
- [Collider](#) – an edutainment project for an audience of 9–14 y.o. on TikTok and YouTube (up to 60 short humorous sketches or music videos).
- [The Holodomor. Chroniclers](#) – a documentary series, 4 episodes.
- [Stand-up](#) – a military comedy show.
- In development: a 6-episode documentary series about ordinary Ukrainians who survived the temporary occupation: *I Saw the War, Without You*; documentaries: *A Sentimental Journey to the Paradjanov Planet* (2 episodes), *The Dovzhenko Phenomenon*.

Radio content:

- [Unbroken by War](#) – a programme of 20 radio series based on the stories of people affected by Russia's war against Ukraine.
- [Saving Lives](#) – a programme of 15 radio series based on the stories of IDPs.
- The continuation of the [Homin Out](#) programme – a daily humorous, acutely social stand-up radio show (60 episodes of the show for radio, 12 video versions of the show and 12 podcasts).





Capitalisation of UA: PBC audio visual archives for civic engagement in Ukraine

Donor: European Union, represented by the European Commission

Funds manager: JSC "UA: PBC"

Implementation period: 17.01.2022-17.04.2025

Contract amount: EUR 2 000 000 (USD 2 222 498)

Description: The project seeks to capitalise the UA: PBC audiovisual archives to ensure access of commercial and non-commercial organisations to audiovisual products of JSC "UA: PBC".

Activities in 2023:

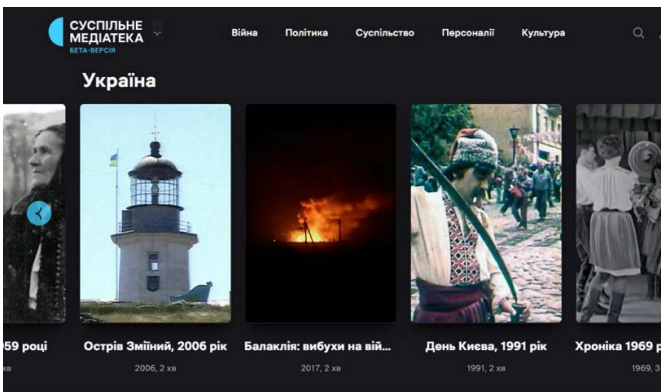
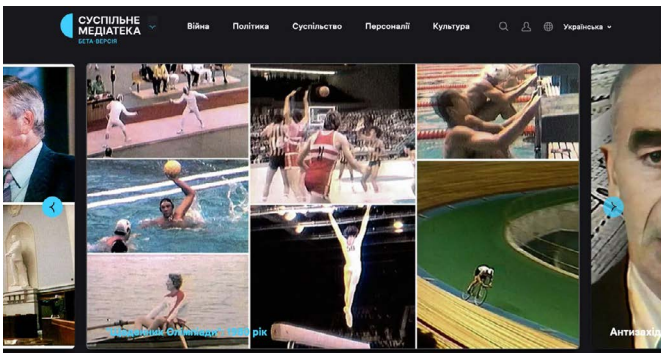
Building a media library:

- A thematic concept for the VOD platform was developed.
- A beta version of the VOD platform website was developed, including system testing.
- Equipment for the development of the radio and television archive was purchased and installed.

Establishment of the Public Media Academy hub in Lviv:

- The premises were selected and approved.
- Preparatory work was done to launch the procurement process for the design and estimate documentation and renovation of the premises selected.

Institutional support: The renovation was completed as planned.



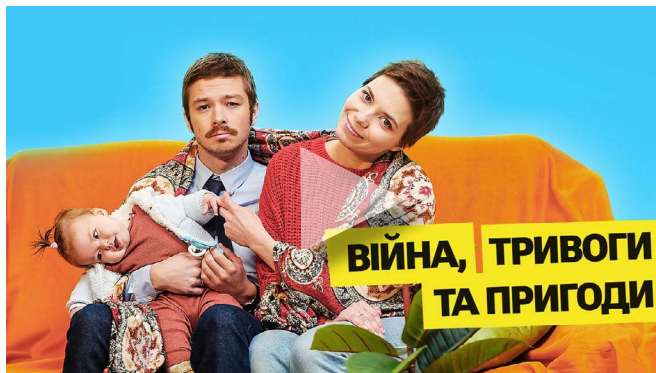
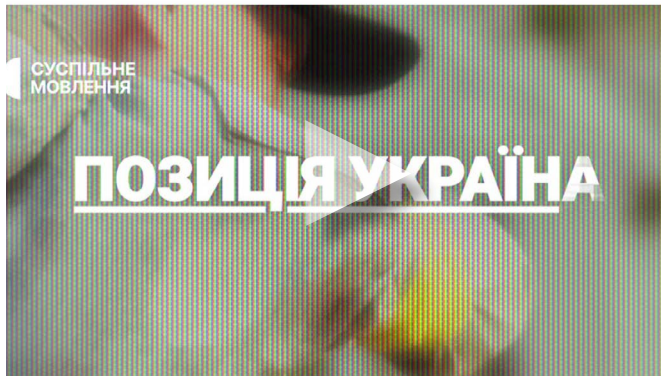
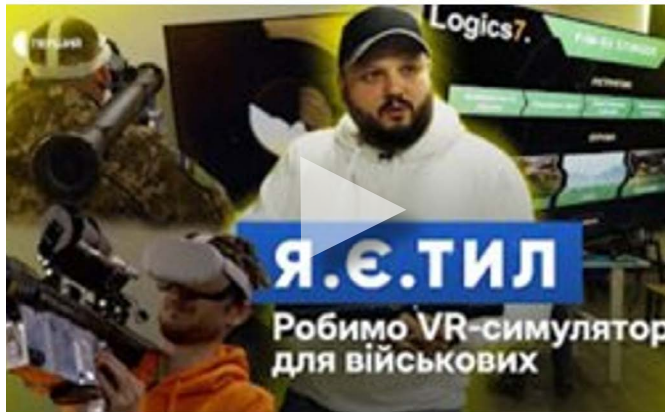
Support for audiovisual content production

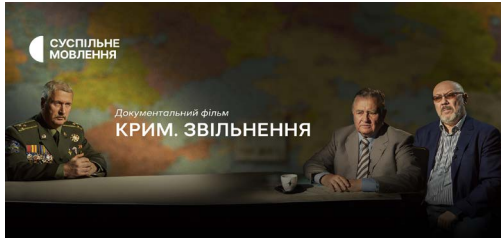
Donor: CFI with the support of the EU
Funds manager: JSC "UA: PBC"
Implementation period: 01.09.2022–30.06.2023
Contract amount: EUR 414 600 (USD 460 724)

Description: The project is aimed at creating content that will be broadcast on the Suspilne Ukraine regional and nationwide channels and attract audiences from different regions of Ukraine, both at the level of production and the product target audience. Some of the content will be created in the regions and will showcase the life of different cities and regions.

Activities in 2023: produced:

- Documentary projects [I. Am. The. Home. Front](#) and [Position Ukraine](#).
- Series [War, Anxiety and Adventures](#), [Carlos in Ukraine](#).





Production of thematic documentaries and miniseries

Donor: U.S. Department of State

Funds manager: JSC "UA: PBC"

Implementation period: 29.09.2020–29.09.2023

Contract amount: USD 400 000

Description: Production and distribution of documentaries and miniseries focused on crucial historical events and topical issues such as disinformation, fake news and the impact of propaganda. The project intends to offer a wider and unified public historical discourse that highlights universal values and invite Ukrainians to be part of a common national dialogue.

Activities in 2023: documentaries produced:

- [Crimea. Liberation](#)
- [Assault](#)
- [The Millennium War. Historical Front](#)
- [Isolation](#)
- [The Big Russian Lie](#)



Strengthening the institutional capacity of UA: PBC to operate in war conditions

Donor: German Marshall Fund of the United States

Funds manager: JSC "UA: PBC"

Implementation period: 15.06.2022-15.05.2023

Contract amount: USD 24 290

Description: The project helped the Radio Kultura team purchase the equipment required to strengthen the production of high-quality audio content in the context of hostilities and remote work and improve the production process. It promoted the sustainability of content production, smooth Ukrainian broadcasting, and informing the population and foreign audiences abroad about the situation in Ukraine.

War stories

Donor: Content Fund

Funds manager: JSC "UA: PBC"

Implementation period: 27.06.2022 - 30.03.2023

Contract amount: EUR 20 000 (USD 22 225)

Description: The project aimed to produce a radio programme Cultural Diplomats for the Radio Kultura radio channel, showcasing the experience of three women helping foreigners gain an understanding of Ukraine.

Activities in 2023: 3 episodes of the radio programme were produced and aired:

- [Oksana Zabuzhko. Infinitely Simple Answer. Episode 1.](#)
- [Hasia Shyian. A Specific Event in a Specific Country. Episode 2.](#)
- [Olesia Khromeichuk. A Full Time Ukrainian. Episode 3.](#)



Russian colonialism and the threat of global famine

Donor: Zaborona Media Europe MTU with the support of NED

Funds manager: JSC "UA: PBC"

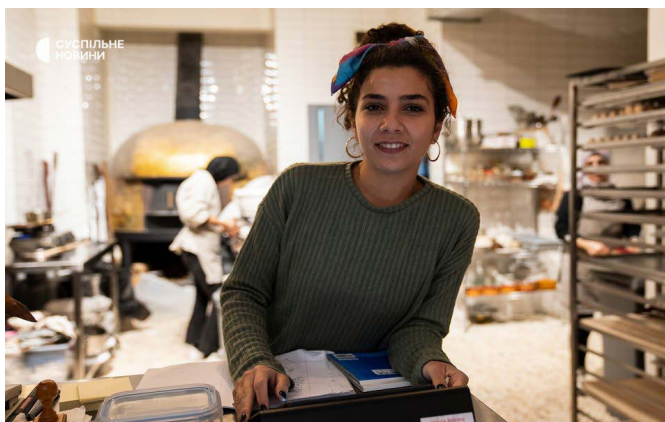
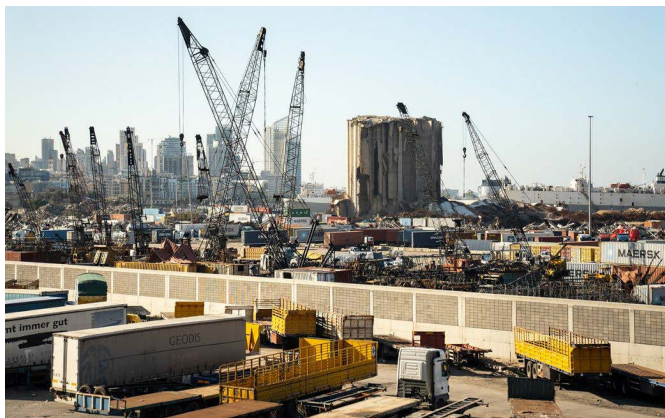
Implementation period: 07.12.2022–31.01.2023

Contract amount: USD 3 000

Description: The project involved producing materials about Russian colonialism in the context of the global famine threat. The content created contextualised the colonial Russian «practice» of blackmailing with famine.

Activities in 2023:

- The Suspilne Ukraine journalists visited Beirut and met with residents affected by Russia's actions, including bakery owners, doctors and businessmen who spoke about the crisis and the problems they faced as a result of irregular grain supplies.
- [The material \(Report from Lebanon: How food became a tool of Russian colonialism\) was produced and published](#) on the Suspilne Ukraine platforms, including digital, television and radio platforms.



Participation in the hostile environment training course for UA: PBC journalists

Donor: Reporters Without Borders
Funds manager: JSC "UA: PBC"
Implementation period: 10.11.2022-10.01.2023
Contract amount: EUR 1 575 (USD 1 750)

Description: As part of the project, the Suspilne Ukraine journalists took part in a hostile environment training course that strengthened their ability to work in war zones. The project included reimbursement of travel and accommodation costs.





**GRANT PROJECTS IN PROGRESS
IN 2023 AND IMPLEMENTED
BY PARTNERS OF JSC "UA: PBC"**

Support for the regionalisation of Public Service Media in Ukraine

Donor: «Sida»

Funds manager: «Swedish Radio Media Development Office» (SR MDO)

Implementation period: 05.12.2017–31.12.2023

Contract amount: SEK 77 345 864 (USD 7 785 210)

The project resulted in:

- Introducing digital news publishing in all regions; launching an internal digital platform for news planning and production; integrating a developed editorial process across the regions.
- Introducing news indicator measurement for branches.
- Providing support for regional teams (study visits and workshops; work with experts).
- Providing equipment and software for high-quality news production for branch newsrooms and the central directorate newsroom.



Follow-up cooperation for the Project for Capacity Development of Public Service Broadcaster of Ukraine



Donor: Japan International Cooperation Agency (JICA)

Funds manager: NHK Int.

Implementation period: 01.06.2022 - 31.08.2023

Contract amount: JPY 15 169 500 (USD 107 633)

Description: The project helped provide equipment to continue news broadcasting during the war.

Activities in 2023:

LiveU television production equipment was received, allowing for a wider and more secure signal during live broadcasts and broadcasts from different regions of Ukraine, including under adverse conditions. It enables us to provide people with truthful and unbiased information and fight Russian propaganda.



Support with the equipment to ensure energy independence

EBU

Donor: National Electronic Mass Media Council of Latvia

Funds manager: European Broadcasting Union (EBU)

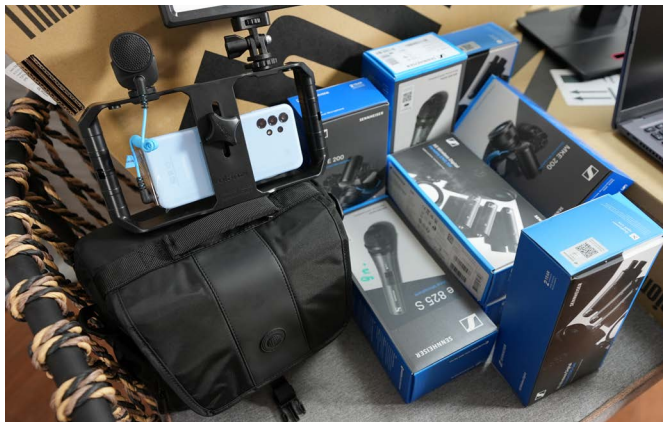
Implementation period: 28.12.2022-13.12.2023

Contract amount: EUR 558 900 (USD 599 532)

Description: The Latvian government allocated funds from their state budget to purchase equipment to ensure energy independence for Suspilne Ukraine. It happened thanks to our colleagues from Latvian television who addressed the issue and engaged the Latvian government. The support provided helped stabilise the operation of local Suspilne Ukraine channels in the face of blackouts.

Activities in 2023:

- The trilateral memorandum was signed with the National Electronic Mass Media Council of Latvia and the EBU.
- Equipment was purchased and delivered to Ukraine.



Support to Public Broadcasting Company of Ukraine (JSC “UA: PBC”) through the provision of technical equipment

Donor: USAID

Funds manager: «Chemonics International»

Implementation period: 21.09.2022–28.04.2023

Contract amount: USD 300 595

Description: The project provided technical support to Suspilne Ukraine so that regional broadcasting centres could regularly produce high-quality multimedia news and thus disseminate narratives strengthening the unity of Ukrainians and democracy in Ukraine.

Activities in 2023:

- New technical equipment was received, including studio equipment, software, and equipment for field reporters of the Kherson branch.
- The equipment received was distributed among the Zakarpattia, Lviv, Kherson, Cherkasy regional directorates and the central directorate in Kyiv.



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