



STRATEGY 2023-2025

To protect freedoms in Ukraine. To provide society with reliable and balanced information about Ukraine and the world. To establish public dialogue to strengthen public trust, develop civic responsibility, Ukrainian language and culture, the individual and the Ukrainian people.

SUSPILNE'S MISSION


SUSPILNE'S VALUES

- Independence
- Reliability
- Quality
- Transparency
- Diversity

Suspilne is a sustainable institution with a high level of public trust, deeply integrated into society.

VISION 2025

STRATEGIC GOALS 2025

- To become a reliable, independent and safe source of information for the majority of the Ukrainian population.
 - To promote critical thinking, reduce anxiety, stimulate reflection on collective trauma.
 - Being the center of discussions that influence the consolidated vision of Ukraine's future and gives confidence and prudence.
 - Create quality content to meet the cultural and educational needs of diverse communities.
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**To achieve its strategic goals,
Suspilne:**

1. Expands the total audience of new and traditional media

- Suspilne creates informational content with the highest level of trust.
- Suspilne develops the production of historical, cultural, educational, children's and sports content.
- Suspilne is building an extensive national informational network based on regional branches and hyperlocal broadcasting.
- Suspilne expands its technical coverage, communication channels, and improves the convenience of access to content for various audiences.

2. Promotes the Suspilne's brand, which is a sign of quality and the basis for trust in the content

- The Suspilne brand is known to most Ukrainians thanks to a stable system of media assets identification. This system takes into account the diversity of society and the types of content that serve it.
- Suspilne's projects are perceived as safe, high-quality and trustworthy. To this end, a systematic policy of promoting media assets through internal platforms and external partnerships is implemented.

3. Creates an environment of safe work and talent development of Suspilne

- Physical, mental, and emotional safety becomes the basis for creating quality content and adherence to the values of Suspilne. The company develops and strengthens psychological support and protection of employees, implements relevant practices and policies. It takes into account risks when creating and retaining jobs, trains and informs the team about personal and joint safety. Improves and implements security protocols to take into account new threats, particularly in the war zone.
- Suspilne implements training and professional development programs to develop internal talent. To promote its employer brand, Suspilne informs external talent about the principles and benefits of working for the company.
- Suspilne implements corporate values that help in everyday work and interpersonal communication. A culture focused on quality and co-creation contributes to the perception of the company by society as an example of a company that puts people and their needs at the center.

4. Improves the management system to create quality content based on co-creation

- Suspilne is implementing a new operational model and service approach both for external partners and within the company. It automates business processes, improves rules and procedures, speeds up decision-making processes, and concentrates resources on content production.
- The company's goals are clear to employees at all levels and help them to effectively cooperate and implement the mission of Suspilne.

5. Expands opportunities for the development of the company and the media industry

- Suspilne creates opportunities for the creative environment by investing in the production of quality content, participates in shaping trends and principles of the industry, and becomes an active participant in it.
- Suspilne creates content in co-production with European public broadcasters, sharing best industry practices.
- Suspilne advocates for the harmonisation of Ukrainian legislation with the relevant legal norms of the European Union.
- Suspilne is building relationships with various stakeholder groups and increasing the number of partners who publicly support it.

6. Advocates for a sustainable and adaptive financial model

- Suspilne is taking steps to implement a more secure funding model using public funds.
- Suspilne is developing additional revenue streams, including through international support, building quality partnerships based on trust, accountability and understanding of the Ukrainian context.

Thank you