



2024

ANNUAL REPORT*
ON GRANT PROJECTS

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INTRODUCTION

We are finishing 2024 with confidence and gratitude. We thank our partners for their support, our audiences for their trust, and our team for their efforts. Suspilne Ukraine remained a source of trusted news for millions of Ukrainians while continuing its transformation to include automation, digital, and inclusion.

We became the leader in news content exchange among all members of the European Broadcasting Union. Our materials were quoted by the BBC, CNN, The Guardian and other global media.

As much as 81% of the weekly audience trusts Suspilne Ukraine, and the number of subscribers on digital platforms reached 13.4 million.

We are grateful to our partners for their consistency and support. New challenges and new goals lie ahead, and we are ready to face them.



OVERVIEW

The support received by JSC «UA: PBC» from its partners in 2024 allowed us to continue the systemic company transformation even amidst the war and unstable environment.

In 2024, as many as 33 projects were implemented, with 14 new projects launched this year. The overall value of new projects is over USD 4,9 million.

Thus, the portfolio of UA: PBC projects for 2017–2024 has increased and currently amounts to nearly USD 67.1 million.

In cooperation with international donors, the following priority areas were addressed:

- uninterrupted broadcasting and support;
- upgrading the infrastructure and launching the Public Media Academy;
- developing Suspilne Mediateka, a platform for preserving archives;
- producing analytical, documentary, and educational content;

- developing regional hubs, a hyperlocal network of correspondents and opportunities for Suspilne correspondent to work in Europe;
- promotion, branding and awareness raising;
- introducing new research, training and organisational development strategies.

All these activities were brought to life thanks to the financial and expert support of our international partners. Together, we are not just launching projects – we are paving the way for information security and a democratic society.

Detailed information on all project activities is provided in the following sections of the report.

	Technical support	Improving infrastructure	Content	Archives	Marketing / Research / Promotion	Organisational development / Corporate culture
EU, represented by the European Commission						
SIDA						
JICA						
EU / DWA						
USAID / Internews Network						
EU / CFI						
GIZ						
Lingvis Foundation						
Kingdom of the Netherlands						
USAID / Chemonics						
BBC Media Action						
Free Press Unlimited						
EBU Media Innovation Fund						
British Council						
Reporters Without Borders						
Lviv Media Forum						
EU / Smart Angel Charitable Foundation						
International Renaissance Foundation						
European Broadcasting Union						
FIAT/IFTA						
Europe Medialab						

Key partners 2024



Embassy of the
Kingdom of the Netherlands



Projects in progress in 2024

Project name	Donor	Funds manager	Implementation period	Contract amount
Strengthening the resilience and capacity of Public Broadcasting in times of war	European Union, represented by the European Commission	UA: PBC	01.10.2022 - 01.12.2025	EUR 5 000 000,00 (USD 5 363 500,00*)
Subproject for Public Broadcasting Sector Urgent Support	Government of Japan/Japan International Cooperation Agency (JICA)	Japan International Cooperation System (JICS)	22.06.2023 - 31.07.2025	JPY 2 121 000 000 (USD 14 634 900,00*)
Comprehensive organisational transformation of the company	Swedish International Development Cooperation Agency (Sida)	UA: PBC	01.02.2020 - 30.09.2024	SEK 9 000 000 (USD 943 200,00*)
Capacity development of Public Service Broadcaster of Ukraine. Phase 2	Japan International Cooperation Agency (JICA)	NHK Int.	17.02.2023 - 16.02.2026	JPY 1 070 388 444 (USD 7 385 680,26*)
Capitalisation of UA: PBC audio visual archives for civic engagement in Ukraine	European Union, represented by the European Commission	UA: PBC	17.01.2022 - 17.04.2025	EUR 2 000 000 (USD 2 145 400,00*)
Media Program in Ukraine (IN_191)	United States Agency for International Development/Internews Network	UA: PBC	04.08.2023 - 31.07.2025	USD 749 564,72
Media Fit – Support to production of audio-visual content	EU/French Media Development Agency	UA: PBC	01.09.2022 - 28.02.2024	EUR 414 600 (USD 444 741,42*)
Media Matters – Local Self-Government and Integrity Empowerment Initiative	Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)	UA: PBC	01.07.2023 - 31.08.2024	EUR 399 997 (USD 424 892,81*)
Media Program in Ukraine (IN_204)	United States Agency for International Development/Internews Network	UA: PBC	01.12.2023 - 30.04.2025	USD 247 785,69
LingvisPlay format based on Suspilne content to learn or improve Ukrainian language	Lingvis Foundation		30.03.2023 - 31.03.2025	EUR 230 000 (USD 244 315,20*)
Human Rights Knights	Kingdom of the Netherlands	UA: PBC	16.11.2023 - 30.11.2024	UAH 10 000 000 (USD 273 458,65*)
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 94 213,20 (USD 99 865,99*)
UkrSSR. Imprint in Music	United States Agency for International Development/Chemonics	UA: PBC	15.06.2023 - 30.04.2025	USD 40 600,29
Technical strengthening of Suspilne's newsrooms	Free Press Unlimited	UA: PBC	01.11.2023 - 30.06.2024	EUR 25 600 (USD 28 290,56*)

* at the exchange rate on the day of signing the grant agreement

Project name	Donor	Funds manager	Implementation period	Contract amount
Eurofest 2023 Cultural Commissions Breakdown	British Council	UA: PBC	24.03.2023 - 31.01.2024	UAH 632 000 (USD 17 282,59*)
Support for the operation of the Kherson branch	Lviv Media Forum, NGO	UA: PBC	03.01.2023 -30.03.2024	UAH 355 700 (USD 9 726,92*)
Comprehensive awareness-raising campaign on disinformation	EU / Smart Angel Charitable Foundation	UA: PBC	01.11.2023 - 10.04.2024	EUR 5 500 (USD 5 842,32*)
Radio essays created by veterans in the author's performance on Suspilne	International Renaissance Foundation	UA: PBC	13.10.2023 - 17.06.2024	UAH 221 294 (USD 6 051,48*)
JSC "UA: PBC" Video Archive	European Broadcasting Union	UA: PBC	20.11.2023 - 30.11.2024	USD 36 000

* at the exchange rate on the day of signing the grant agreement

Projects launched in 2024

Project name	Donor	Funds manager	Implementation period	Contract amount
Support to editorial and digital transformation and development of corporate culture of public service media in Ukraine	Swedish International Development Cooperation Agency (SIDA)	JSC "UA: PBC"	01.01.2024 - 31.12.2026	UAH 106 633 999,25 (USD 2 914 781,01*)
Strengthening independent media for a strong democratic Ukraine	EU/DWA	JSC "UA: PBC"	24.06.2024 - 31.05.2026	EUR 1 200 000 (USD 1 281 680,00*)
Media Program in Ukraine (IN_129)	United States Agency for International Development/Internews Network	JSC "UA: PBC"	01.02.2024 - 31.03.2025	USD 248 683,53
Series of thematic multimedia recovery and rebuilding content	United States Agency for International Development/Chemonics	JSC "UA: PBC"	11.04.2024 - 25.10.2024	UAH 3 536 093,20 (USD 124 547,76*)
Advancing humanitarian communication coordination and engagement in Dnipropetrovsk and Zaporizhzhia regions	BBC Media Action	JSC "UA: PBC"	19.01.2024 - 24.03.2024	USD 50 000,00
Addressing immediate and long-term impact of the growing EO contamination in Ukraine	BBC Media Action/Humanity and Inclusion	JSC "UA: PBC"	26.02.2024 - 31.03.2025	EUR 44 500,00 (USD 48 958,15*)
Occupation Diaries – Stories about life in the temporarily occupied territories of Ukraine	United States Agency for International Development/Chemonics	JSC "UA: PBC"	04.04.2024 - 30.09.2024	UAH 1 792 343,88 (USD 45 728,54*)
Investigating disinformation narratives and the sources of them	BBC Media Action	JSC "UA: PBC"	27.09.2024 - 31.03.2025	GBP 20 885,08 (USD 26 106,35*)
Brave Tales	EBU Media Innovation Fund		17.12.2024 - 31.10.2025	CHF 21 149,66 (USD 23 693,96*)
Point of information resistance: Restoration of the editorial office of Suspilne Kharkiv	Reporters Without Borders	JSC "UA: PBC"	01.03.2024 - 01.07.2024	EUR 10 000 (USD 10 829,00*)
Donation of equipment and safety items	BBC Media Action		27.05.2024 - 18.06.2024	UAH 408 716,08 (USD 10 741,78*)
Bridges of Unity and Resilience: Media Campaign for TOT incl Crimea, Liberated & Frontline Regions	Foreign, Commonwealth & Development Office (FCDO) / Partnership Fund for a Resilient Ukraine (PFRU) / Chemonics / Smart Angel Charitable Foundation	JSC "UA: PBC"	30.01.2024 - 31.07.2024	UAH 220 000,00 (USD 5 806,86*)
RSF Powerbanks	EU	Reporters Without Borders	29.10.2024 - 29.10.2024	EUR 1 502,00 (USD 1 562,08*)
FIAT IFTA	FIAT/IFTA	FIAT/IFTA	28.11.2024 - 28.02.2025	UAH 1 961 544,91 (USD 46 988,60*)

* at the exchange rate on the day of signing the grant agreement



**GRANT PROJECTS
LAUNCHED IN 2024 AND
IMPLEMENTED BY JSC "UA: PBC"**



Support to editorial and digital transformation and development of corporate culture of public service media in Ukraine

Donor: Swedish International Development Cooperation Agency (SIDA)

Funds manager: JSC "UA: PBC"

Implementation period: 01.01.2024–31.12.2026

Contract amount: UAH 106,633,999.25 (USD 2,914,781.01)

Description: The project aims to strengthen freedom of speech and media pluralism during the war and post-war recovery period by bolstering the public service media as a tool through enhanced interaction with regional target audiences, supporting digital transformation and further development of the digital eco-system for greater reach, increasing the efficiency of the Suspilne Ukraine regional network by bringing the central office and branches under a single nation-wide management system and corporate culture.

Activities in 2024:

- In cooperation with the Prometheus platform and SR MDO, an online course on citizen journalism and ethical artificial intelligence was developed to be used to train journalists in the hyperlocal network.
- Fifty sets of audio and video recording equipment were purchased to facilitate the work of future hyperlocal correspondents in the field.
- The Cherkasy branch premises were overhauled.

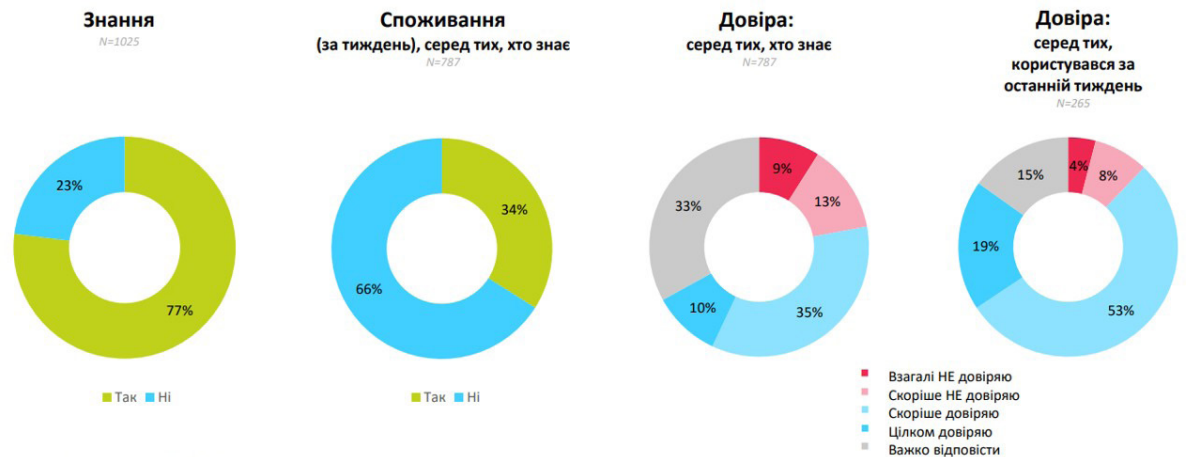


- A backup power supply was provided for the Odesa branch.
- With the support of SR MDO, six editors were trained in environmental investigative journalism to strengthen environmental journalism projects at Suspilne Ukraine.
- A quantitative study of media consumption and perception of the Suspilne Ukraine brand in Ukraine was conducted to provide a baseline for measuring the future impact of the project.
- A 360° assessment of leadership competencies and values (LDA) was conducted using the Barrett Values Centre methodology.
- A Handbook of Architectural and Design Solutions and an Interior and Exterior Design Concept for the bureau of the national news network of JSC "UA: PBC" were developed as part of a single Style Guide.



СУСПІЛЬНЕ МОВЛЕННЯ Загальні показники Суспільного мовлення в Україні

77% знають про існування Суспільного мовлення в Україні, 34% дивились або слухали його за останній тиждень. 45% висловили довіру щодо Суспільного мовлення, 22% висловили недовіру, ще 33% вагаються

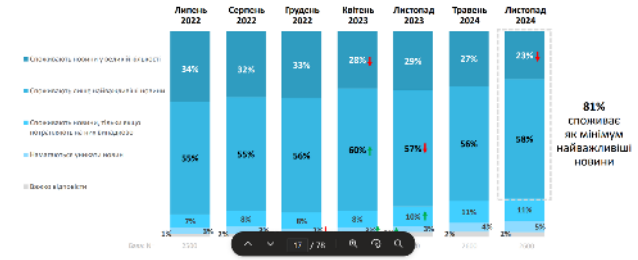


База: всі респонденти (n= 1025)
 suspilne_awareness Чи знаєте Ви про існування Суспільного мовлення в Україні? \ suspilne_usage Чи читали, дивились або слухали Ви контент від Суспільного за останній тиждень? \ suspilne_trust Наскільки Ви довіряєте Суспільному?

Info Sapiens | Дослідження медіаспоживання в Україні

СУСПІЛЬНЕ МОВЛЕННЯ Активність споживання новин у динаміці

У порівнянні з минулим роком частота, хто споживає новини, зростає в 2,3 рази. Зростає 81% аудиторія споживачів новини.



Strengthening independent media for a strong democratic Ukraine

Donor: EU/DWA
Funds manager: JSC "UA: PBC"
Implementation period: 24.06.2024-31.05.2026
Contract amount: EUR 1,200,000 (USD 1,282,680.00)

Description: The project is focused on the comprehensive development of the company as a digital champion by upgrading the production infrastructure (launching a digital studio and TV journalism complex), strengthening news, investigative and children’s content production, and making a socially significant documentary. The project includes introducing an ERP system, supporting technical solutions (including AVID), and promoting Suspilne Ukraine products on digital platforms. DW Akademie further strengthens the project through mentoring, developing digital strategies and expert support, specifically in creating content for children, interacting with regions, analysing news and promoting media literacy, which are key elements of the public service media’s mission.



Activities in 2024:

- News: [The News Trust Barometer survey](#) was completed.
- Investigations: [Ten new bilingual investigative articles](#) (1, 2, 3, 4, 5, 6, 7, 8, 9, 10) were published; renovation of the investigative office in Rivne continued (contracts were signed with construction work being underway).





- Children’s content: A new format of the edutainment show for children [Teenage News Chatting About Things](#); ([TikTok channel Hto.Pro.Sho](#)) was launched; production of the animated series [TOTO 3](#), Season 3, was completed.
- Software: The SubBox tool for YouTube analytics was introduced; the procurement process to secure access to the Clarity Project was launched.
- Organisational capability: Preparations for introducing the ERP system are underway.
- Promotion: An agreement was signed to produce a promotional video about Suspilne News.



hto.pro.sho Хто про Шо

Слідкувати Повідомлення

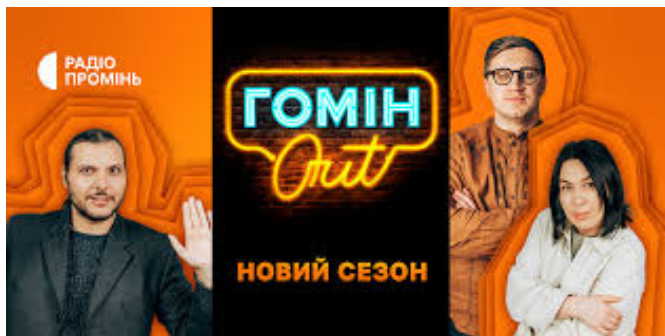
3 Слідування 6132 Слідкувачі 214.2K Уподобайки

Швидко про актуальне. Дивись на перерві
Проект Суспільного мовлення

Відео Репости Вподобано

Останнє Популярне Найдавніші

Закріплено 305.3K	Закріплено 832.6K	Закріплено 186.4K	712	495.2K	1063
1119	2635	4293	550	486	1306



Media Program in Ukraine (IN_129)

Donor: United States Agency for International Development (USAID)/Internews Network

Funds manager: JSC "UA: PBC"

Implementation period: 01.02.2024–31.03.2025

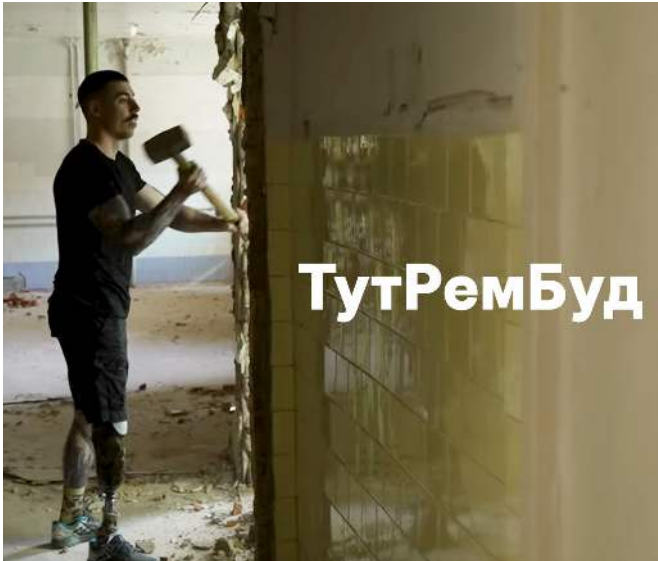
Contract amount: USD 248,683.53

Description: Producing high-quality content about the latest developments delivered as engaging video stories, comedy shows and user-friendly news (series of interviews, audience-friendly project format on social media, and radio stand-up shows).

Activities in 2024:

- Twelve episodes of the show [Guide. In Search of Sense](#) were filmed and published.
- The content project [By the Way](#), namely the video podcast
- [Decolonisers](#), the series about cinema [COOL'touring](#), and the series [Farewell, Empire!](#) were filmed and released. The project was published in various formats more than 200 times, including publication on digital platforms run by Suspilne Ukraine.
- The radio project [Shout Out](#) was recorded and published/aired, including 125 radio episodes, 12 video versions, and 12 podcast episodes.





Series of thematic multimedia Recovery and Rebuilding content

Donor: United States Agency for International Development (USAID)/Chemonics

Funds manager: JSC «UA: PBC»

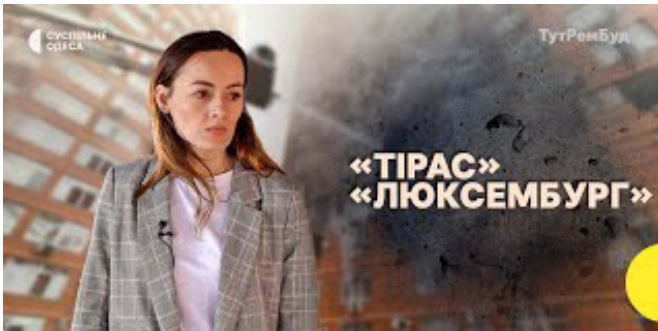
Implementation period: 11.04.2024 - 25.10.2024

Contract amount: UAH 3,536,093.2 (USD 124,547.76)

Description: Producing 30 unique stories about recovery and rebuilding in the frontline communities of Ukraine and publishing their video, photo, audio and text versions on multiple platforms run by JSC «UA: PBC».

Activities in 2024:

- Producing [TutRemBud](#) content, a Suspilne Ukraine project on the recovery and rebuilding of Ukrainian cities and towns, residential areas, infrastructure, cultural monuments, and sports facilities. These are stories from ten frontline regions of Ukraine located along the Russian-Ukrainian border, from Chernihiv in the north-east to Odesa in the south-west.





Advancing humanitarian communication co-ordination and engagement in Dnipropetrovsk and Zaporizhzhia regions

Donor: BBC Media Action/USAID

Funds manager: JSC "UA: PBC"

Implementation period: 19.01.2024–24.03.2024

Contract amount: USD 50,000

Description: The project involves purchasing equipment for the regional branches of JSC "UA: PBC" in Dnipro and Zaporizhzhia to secure the production of local news and programmes adapted to the needs and interests of communities.

Donation of equipment and safety items

Donor: BBC Media Action

Funds manager: JSC "UA: PBC"

Implementation period: 27.05.2024–18.06.2024

Contract amount: UAH 408,716.08 (USD 10 829.00)

Description: Donation of the RTS and Pelicase system equipment and security items.

СУСПІЛЬНЕ
НОВИНИ

ЧИТАЙТЕ УСІ
ІСТОРІЇ ПРОЄКТУ
«ЩОДЕННИКИ
ОКУПАЦІЇ»
НА СУСПІЛЬНЕ
НОВИНИ



Occupation Diaries – Stories about life in the temporarily occupied territories of Ukraine

Donor: United States Agency for International Development (USAID)/Chemonics

Funds manager: JSC “UA: PBC”

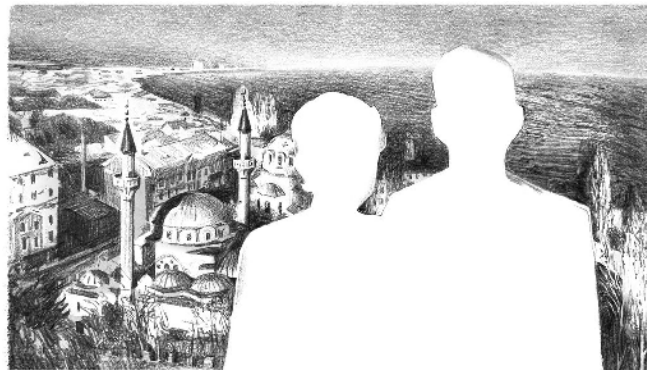
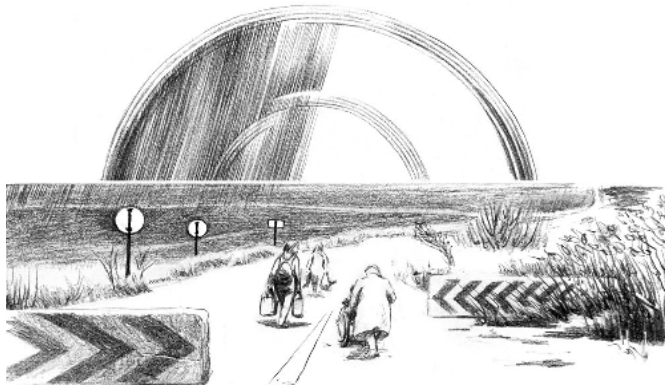
Implementation period: 04.04.2024–30.09.2024

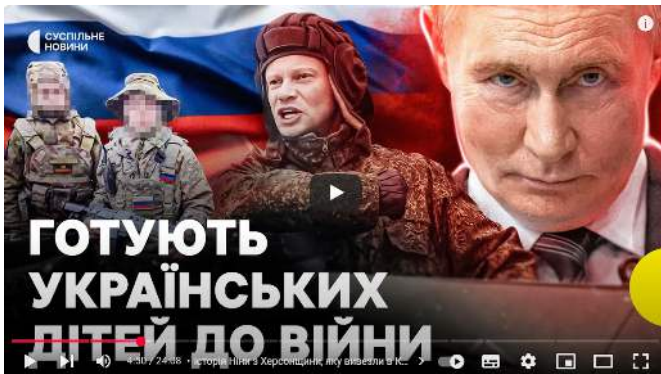
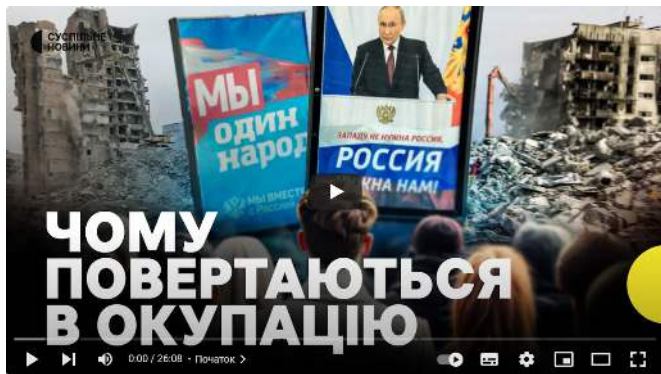
Contract amount: UAH 1,792,343.88 (USD 45,782.54)

Description: Producing 10 illustrated stories about life under occupation to re-establish communication between Ukrainians in the temporarily occupied territories (TOT) and the government-controlled territory.

Activities in 2024:

- [Ten stories about life in the occupied territories](#) were produced and published.





Investigating disinformation narratives and the sources of them

Donor: BBC Media Action/British Council

Funds manager: JSC "UA: PBC"

Implementation period: 27.09.2024–31.03.2025

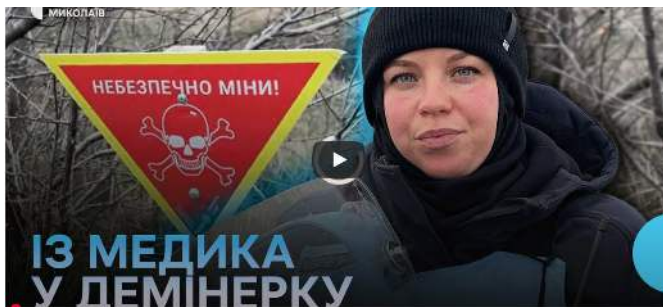
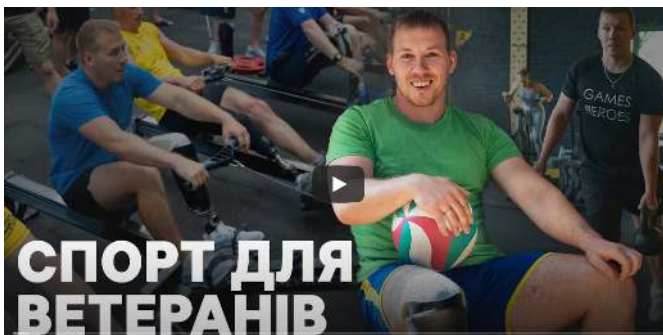
Contract amount: GBP 20,885.08 (USD 26,106.35)

Description: Producing investigative reports on topics that are or often become the subject of false and disinformation narratives in the occupied territories of Ukraine.

Activities in 2024:

Three investigative vlogs were produced and published:

- [Forced eviction after Putin's arrival| What is happening to Ukrainians' housing in Mariupol| Occupation vlog No 1](#)
- [Returning to the occupied territories| How Russia forces people to get Russian passports through services| Occupation vlog No 2](#)
- [How Russia is turning Ukrainian children into Russian soldiers| Occupation vlog No 3](#)



Addressing immediate and long-term impact of the growing EO contamination in Ukraine

Donor: BBC Media Action/Humanity and Inclusion

Funds manager: JSC «UA: PBC»

Implementation period: 26.02.2024–31.03.2025

Contract amount: EUR 44,500.00 (USD 48,958.15)

Description: Producing bulletins informing about the risks of explosive ordnance in the Donetsk, Kharkiv, Kherson, Mykolaiv, Zaporizhzhia, and Dnipro regions.

Activities in 2024:

- Three reports with Ukrainian athletes were produced and published: [Unexploded mines, destroyed shooting range, danger during training. How the biathlon base in Chernihiv lives](#); [Mighty Yaroslava demines Ukraine: The robot named after a Ukrainian Champion Yaroslava Mahuchikh](#); [Sport means psychological rehabilitation: A veteran sapper talks on the Invictus Games and life after amputation](#).
- Local Suspilne Ukraine branches produced and published bulletins on mine safety in the Donetsk, Kharkiv, Kherson, Mykolaiv, Zaporizhzhia, and Dnipro regions.



Brave Tales

Donor: EBU Media Innovation Fund

Funds manager: JSC "UA: PBC"

Implementation period: 17.12.2024–31.10.2025

Contract amount: CHF 21,149.66 (USD 23,693.96)

Description: Selecting usable applications and producing one pilot AI-generated episode of the Brave Tales animation series.

Activities in 2024:

- An agreement was signed to implement a joint project to begin in January 2025.





Point of information resistance: Restoration of the editorial office of Suspilne Kharkiv

Donor: Reporters Without Borders

Funds manager: JSC "UA: PBC"

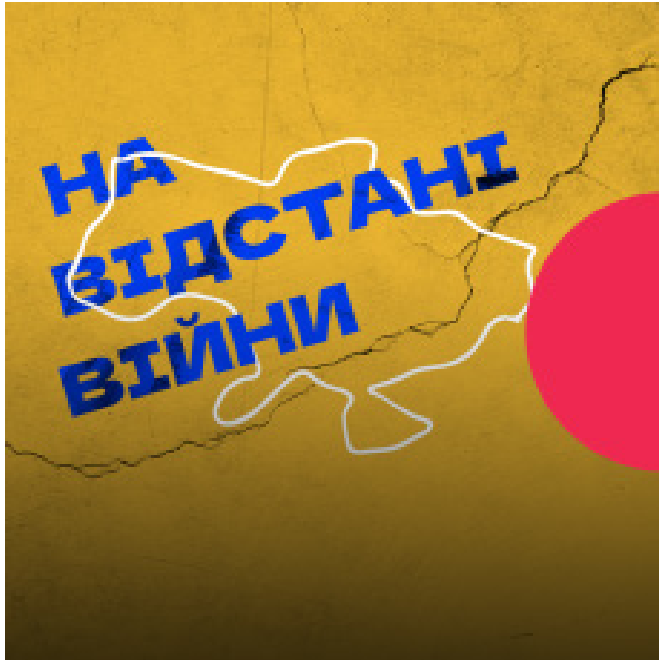
Implementation period: 01.03.2024–01.07.2024

Contract amount: EUR 10,000 (USD 10,829.00)

Description: Strengthening the stability of the company to ensure access to verified and trustworthy information by rebuilding the Suspilne Kharkiv office premises damaged by the Russian attack in December 2023.

Activities in 2024:

- The roof of the Suspilne Kharkiv office building was repaired.
- The heating system in the Suspilne Kharkiv office building was restored.
- Windows and doors were repaired and installed in the Suspilne Kharkiv office building.



Bridges of Unity and Resilience: Media Campaign for TOT incl Crimea, Liberated & Frontline Regions

Donor: Foreign, Commonwealth & Development Office (FCDO) / Partnership Fund for a Resilient Ukraine (PFRU) / Chemonics / Smart Angel Charitable Foundation

Funds manager: JSC "UA: PBC"

Implementation period: 30.01.2024–31.07.2024

Contract amount: UAH 220,000 (USD 5,806.86)

Description: A communication campaign for the liberated and frontline cities aiming to improve understanding at the national level of the experience of Ukrainians forced to live under Russian occupation and convey socially important information to the audience in the recently liberated and frontline regions. The project includes producing radio content, namely radio dialogues and stories about Crimea and other occupied regions of Ukraine (20 episodes in two formats: 10 radio stories up to 1minute and 10 studio dialogues of 15–20 minutes each).

Activities in 2024:

- Ten episodes of the programme [At the Distance of War](#) were released. The episodes of 19–20 minutes each were published as podcasts on the website and aired on Ukrainske Radio (aired on Ukrainske Radio from 17 March to 19 May 2024). The focus is on the stories of people from the temporarily occupied territories, including Crimea, with guests invited: historians, community leaders, actors, etc.

EUROPEMÉDIALAB
STARS4MÉDIA

National correspondent for the European institutions and NATO based in Brussels

Donor: Europe Medialab

Implementation period: 16.12.2024–16.06.2025

Description: Assigning and accommodating a Ukrainian journalist for six months in Brussels as a national correspondent for the European institutions and NATO.

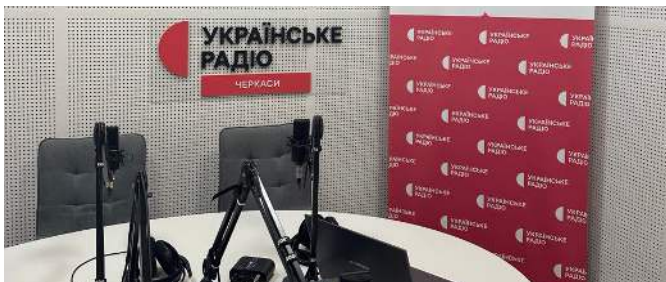
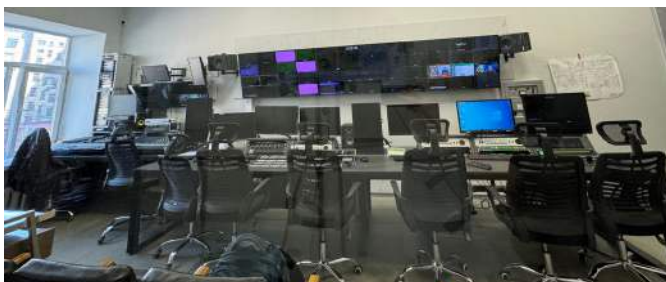
Activities in 2024:

- Providing accommodation in Brussels and training to enhance understanding of European affairs, both in the Parliament and the Commission; networking to facilitate the correspondent's integration into European and NATO affairs, with an opportunity to attend and organise events and meetings with key individuals in Brussels promoting news coverage.



**GRANT PROJECTS
LAUNCHED EARLIER AND
ONGOING IN 2024**





Strengthening the resilience and capacity of Public 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 5,363,500.00)

Description: The project intends to:

- ensure uninterrupted broadcasting and audience access to information through prompt response and reorganisation of UA: PBC activities to meet the challenges of war and the immediate urgent needs of the society;
- continue transformation of regional services with one new regional hub launched;
- increase awareness of the Suspilne Ukraine brand through promotional activities;
- develop and promote new content meeting the immediate societal needs and democratic values for multiple Suspilne Ukraine platforms and various audiences;
- broadcast the relevant content purchased on multiple Suspilne Ukraine platforms and adapt existing content.

Activities in 2024:

- The Public Media Academy in Lviv was built (jointly with the grant project «Capitalisation of UA: PBC audio visual archives for civic engagement in Ukraine»), with the facade and adjacent territory of the branch building being restored.
- The scenery for two Ukrainske Radio studios was renovated.
- The office premises of the central directorate (Kyiv) were renovated. Air conditioning and furniture were installed, with bathrooms built to meet the needs of people with disabilities.



- Branded products were produced.
- Studio decorations were renovated, with technical equipment purchased for the studio control room in the Chernihiv branch.
- Two events were held to present content produced using grant funds.
- License rights were acquired to broadcast more than 700 hours of various content on TV, including documentaries, dramas, melodramas, children's content, etc.
- A sociological study of news media consumption was conducted using an online panel.
- The content produced includes:
 - the next season of the Shout Out project;
 - [Life on Air](#) podcast (the project describes how the radio was invented and spread globally, giving details of how it was developed in Ukraine);
 - [Letters to the Radio](#) podcast (the project is based on stories of people connected with the radio; each story shows the flavour of a particular region and explores, between the lines, the history of the regional Ukrainske Radio editorial offices);
 - the documentary [A Sentimental Journey to the Parajanov Planet](#);
 - the documentary [Dovzhenko. The Great Compromise](#);
 - the documentary miniseries Without You (each episode is dedicated to a particular community, including Derhachi, Hostomel and Trostianets, and follows the stories of its residents who survived the occupation during Russia's full-scale invasion in 2022, showing how they are returning to life in a new way);
 - the documentary series [I Saw the War](#), which follows the stories of children from the de-occupied and occupied Ukrainian territories;
 - [Stand-up](#) - Season 1.



Comprehensive organisational transformation of the company

Donor: Swedish International Development Cooperation Agency (SIDA)

Funds manager: JSC "UA: PBC"

Implementation period: 01.02.2020 - 30.09.2025

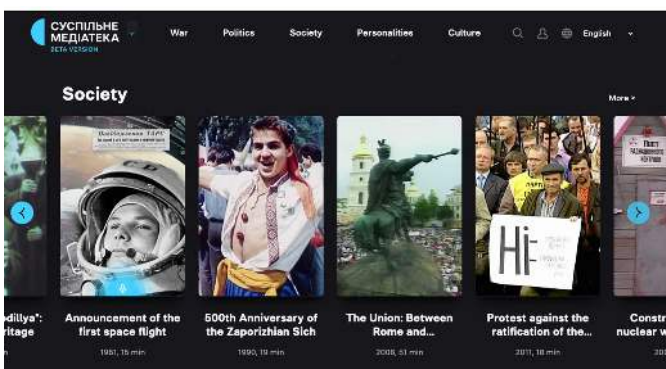
Contract amount: SEK 9,000,000 (USD 943,200.00)

Description: The project included company transformation by implementing changes in such areas as systemic management, process automation, corporate culture, and audience research.

Activities in 2024:

- Systemic management: We moved from micro-management to systemic management, with improved coordination and higher content quality.
- Process automation: The ERP system was successfully implemented (stage 1), with software installed, team trained, and project management automated.
- Corporate culture: The Suspilne Code 2024 award ceremony was held, with management training organised, cultural research completed, and the Cultural Evolution Map created.
- Audience research: The research centre was transformed into a standalone directorate, with the series of studies «News Trust Barometer» continued and published on digital platforms run by Suspilne Ukraine.





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

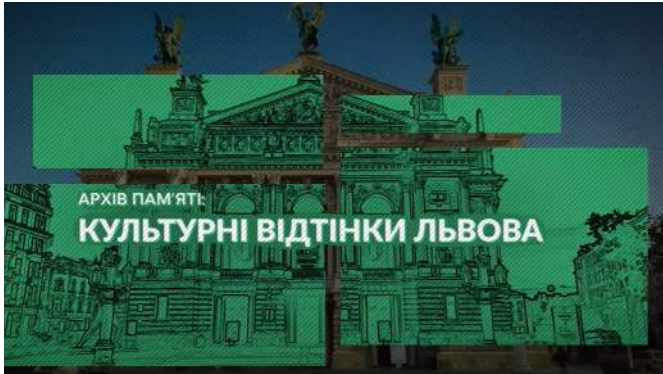
Contract amount: EUR 2,000,000 (USD 2,145,400.00)

Description: The project focuses on [the capitalisation of UA: PBC audio visual archives](#) to ensure access for commercial and non-commercial organisations to the audiovisual products of JSC «UA: PBC». The three project components include:
 1) developing archival affairs (including intellectual property rights);
 2) launching a hub in Lviv and conducting training courses, including those using archives;
 3) institutional support

Activities in 2024:

Developing archives:

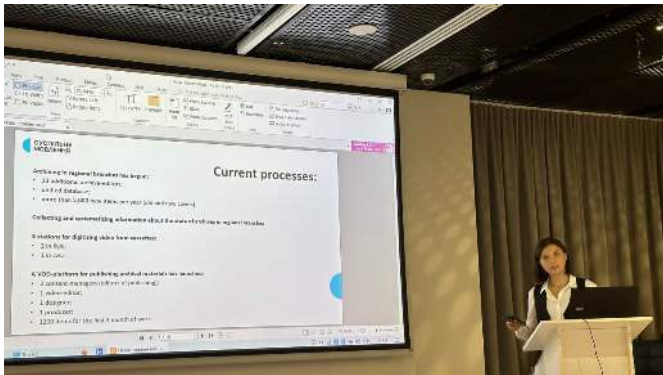
- More than 1,350 hours of video and audio content were digitised and published on the Suspilne Mediateka website.
- Two offline events on working with archival materials were held in higher education institutions to attract students.



- A training for regional media was held at the invitation of the Media Development Foundation.
- Fourteen episodes of the Suspilne Mediateka programme were produced for the TV platform.
- A lecture was held for UCU students focused on the possibility of using the Suspilne Ukraine archives in the educational process. A joint project was launched to enable students to create video works using archives ([Memory Archive: Cultural Shades...](#) – each of the three episodes explores the transformation of iconic cultural spaces in Lviv).
- At least 50 physical media from the news archive in Kyiv were digitised.

Launching the Public Media Academy hub in Lviv:

- An opening presentation of the Public Media Academy hub in Lviv and an interactive space showing the history of Lviv television and radio broadcasting was organised.
- A first aid training, a course on universal journalism and a training course on archival affairs were developed and held.
- A training session and the first wave of surveys of people visiting the Public Media Academy hub in Lviv were conducted.





878 МАТЕРІАЛІВ
ІЗ ГРОМАД



П'ЯТИ РЕГІОНІВ ІЗ СІЧНЯ ДО СЕРПНЯ 2024 РОКУ



Media Matters – Local Self-Government and Integrity Empowerment Initiative

Donor: Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ)

Funds manager: JSC «UA: PBC»

Implementation period: 01.07.2023–31.08.2024

Contract amount: EUR 399,997 (USD 424,892.81)

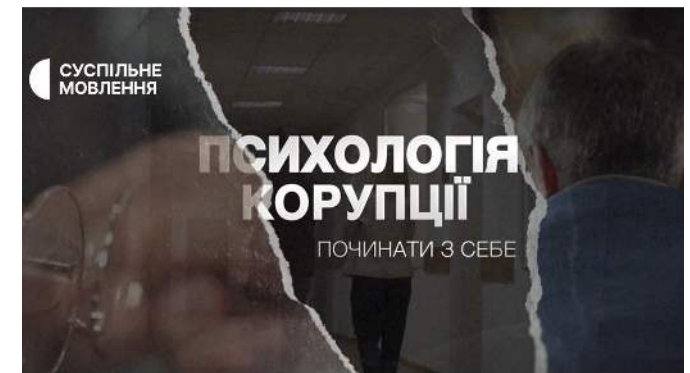
Description: Creating a favourable environment to effectively develop decentralisation processes and strengthen community cohesion through information interventions.

Activities in 2024:

- Independent journalism centres were established in remote areas of the Poltava, Dnipro, Cherkasy, Odesa, and Rivne regions.
- Expert discussions were introduced as part of the current Suspilne Ukraine news services.
- The studio for producing thematic discussion programmes was equipped at the Lviv branch.
- Twelve live thematic discussion programmes How's It Going? dedicated to the decentralisation reform were produced, involving community residents and regional, national, and international experts.
- Content produced:
 - Twelve episodes of the How's It Going? programme dedicated to the



- decentralisation reform
- Information support for the strategic development of communities [Recovery Now](#)
- A documentary research film about local self-government and people with disabilities [Without Obstacles](#)
- Educational social campaign [Preventing Corruption Is Easy](#)
- A series of educational and psychological television and podcast programmes [Psychology of Corruption](#)





Media Program in Ukraine

Donor: United States Agency for International Development (USAID)/Internews Network

Funds manager: JSC «UA: PBC»

IN_191

Implementation period: 04.08.2023–31.07.2025

Contract amount: USD 749 564,72

Description: The purpose of the grant is to purchase equipment, goods and software to ensure timely, accurate and high-quality coverage of the latest events. Purchase of portable camera sets for the newsroom, technical equipment for the main studio complex on Khreshchatyk in Kyiv, editing stations, news gathering kits and camera sets, also ensuring improvement of the efficiency of management through business trips (meetings with other public broadcasting professionals).

Activities in 2024:

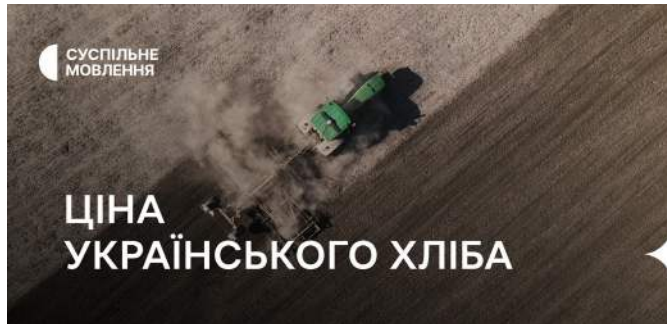
- The tender procedure was conducted, the contract was concluded, and the annual subscription to the YouScan, Adobe program provided;
- The tender procedure was conducted, the contract was concluded for the services of updating the salary grading structure;
- A contract was concluded, and the equipment was fully delivered to the warehouses, Lighting equipment and related services of installation were provided: supplies for Lviv studio upgrade; console control for Lviv studio upgrade; installation services for Lviv studio upgrade.
- The tender procedure was conducted, the contract was concluded, and the equipment was fully delivered to the warehouses: portable filming supplies for newsroom; editing stations; electronic news gathering kit for HQ; TV-camera kits for regional branches; USB Disk 5 TB; SD cards.



Media Program in Ukraine

Donor: United States Agency for International Development (USAID)/Internews Network

Funds manager: JSC «UA: PBC»



IN_204

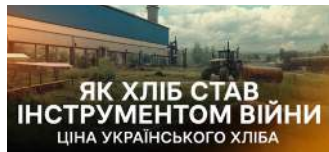
Implementation period: 01.12.2023–30.04.2025

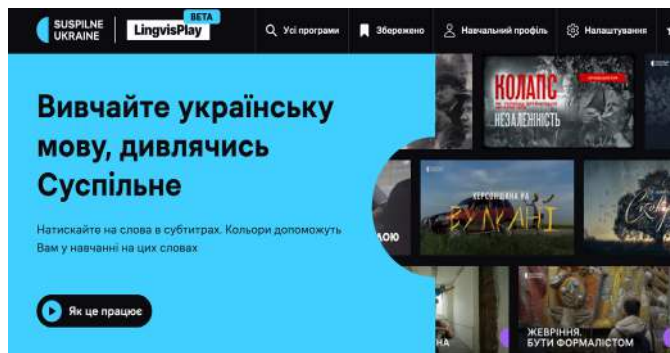
Contract amount: USD 247,785.69

Description: The project involves 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 2024:

- Thirty-three episodes of the political talk show [New Countdown](#) were filmed and published.
- Four episodes of the documentary series [The Price of Ukrainian Bread](#) were filmed and published, including the project presentation.





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

Donor: Lingvis Foundation

Implementation period: 30.03.2023–31.03.2025

Contract amount: EUR 230,000 (USD 244,315.20)

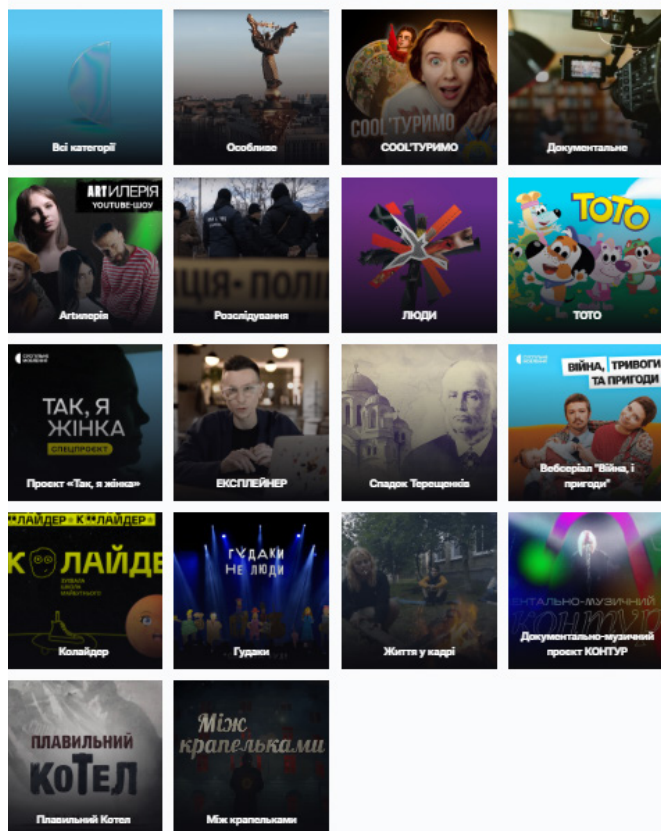
Description: Suspilne Ukraine and the Swedish Lingvis Foundation have launched a platform for learning Ukrainian, which now allows you to do so while watching the original content on Suspilne Ukraine. The web application enables speakers of Hungarian, German, French, Italian, Japanese, Portuguese, Swedish, and many other languages to learn Ukrainian.

Activities in 2024:

- Operating the [web application](#)

How it works – «a perfect combination of Netflix and Duolingo».

The Suspilne Ukraine | LingvisPlay format allows you to watch the Suspilne Ukraine content, get instant translation of the on-screen events and word contextualisation, build up an individual vocabulary and train it by doing various exercises.





Human Rights Knights

Donor: Kingdom of the Netherlands

Funds manager: JSC "UA: PBC"

Implementation period: 16.11.2023–30.11.2024

Budget: UAH 10,000,000 (USD 273,458.65)

Description: The project includes producing a [12-part documentary](#) about human rights defenders, 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 2024:

- The documentary series [Human Rights Knights](#) was released. Twelve episodes were produced, with filming done in different regions of Ukraine, including editing, adding English subtitles, launching a television broadcast (every Sunday at 22:00 on the Pershyi TV channel), providing online access through a special playlist on YouTube, and conducting a large-scale information campaign.
- The premiere offline screening was held. On 20 December 2024, the series was presented in Kyiv, and key Ukrainian human rights organisations and protagonists of the episodes were honoured.





UkrSSR. Imprint in Music

Donor: United States Agency for International Development (USAID)/Chemonics

Funds manager: JSC «UA: PBC»

Implementation period: 15.06.2023–30.04.2025

Budget: 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 2024:

- Two episodes of [the documentary series](#) ([Episode 1](#), [Episode 2](#)) were produced and finalised, taking into account all the comments from TCA experts.
- The content was prepared for airing.



**FREE
PRESS
UNLIMITED**

Technical strengthening of Suspilne`s newsrooms

Donor: Free Press Unlimited

Funds manager: JSC "UA: PBC"

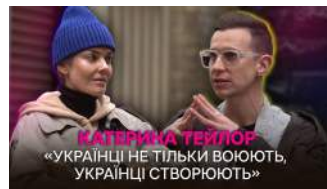
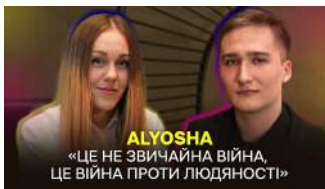
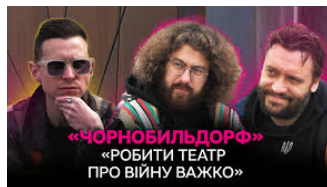
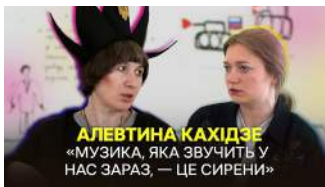
Implementation period: 01.11.2023–30.06.2024

Contract amount: EUR 25,600 (USD 28,290.56)

Description: The project included purchasing equipment to strengthen the capabilities of regional newsrooms to develop and provide information about local communities to their target audiences.

Activities in 2024:

- The technical infrastructure of six branches (Kherson, Mykolaiv, Kharkiv, Chernihiv, Sumy, Kyiv) was upgraded.
- Mobile multimedia equipment (video cameras, laptops, microphones, lights, and recorders) was purchased to produce content for TV, radio, and digital platforms.



Eurofest 2023 Cultural Commissions Breakdown

Donor: British Council

Funds manager: JSC "UA: PBC"

Implementation period: 24.03.2023–31.01.2024

Budget: UAH 632,000 (USD 17,282.59)

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.

Project results:

- A documentary [Liverpool. The Blue and Yellow Submarine](#) was filmed, which received over 144,000 views on YouTube.
- A series of [five interviews with Ukrainian artists](#) (1, 2, 3, 4, 5) attending the EuroFestival in Liverpool was produced.
- Live broadcasts and streams on Suspilne Kultura TV channel and Radio Kultura.
- The content was disseminated on major national media platforms.
- The project showed the power of Ukraine's cultural diplomacy during the war.



Support for the operation of the Kherson branch

Donor: Lviv Media Forum, NGO

Funds manager: JSC "UA: PBC"

Implementation period: 03.01.2023–30.03.2024

Budget: UAH 355,700 (USD 9,726.92)

Description: Since 24 February, 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 Kherson branch team received assistance for purchasing technical equipment, which had a major impact on ensuring a smooth operation. The technical capabilities of the equipment help create content for radio, television and digital platforms, including real-time streaming from the scene to newsrooms.

Project results:

- The crowdfunding campaign organised by Lviv Media Forum raised UAH 355,700 to upgrade the technical infrastructure of the Suspilne Kherson branch.
- The funds raised were used to purchase and transfer laptops, video cameras, phones and power banks to support the journalists working in the frontline region.



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

Budget: EUR 5,500 (USD 5,842.32)

Description: The project involves producing nine thematic programmes for Ukrainske Radio and nine interstitials on cybersecurity and media literacy.

Project results:

- [Nine thematic radio programmes](#) (10–20 minutes each) and nine interstitials (up to 3 minutes each) on cybersecurity and media literacy titled “Cyber Defence” were produced, which provided the audience with practical advice on how to stay safe in the digital environment.
- The programmes were broadcast on Ukrainske Radio from 4 February to 31 March 2024.
- The total reach of Ukrainske Radio was approximately 728,390 listeners per week, or 307,010 per day.
- The content had a positive impact on raising digital awareness of citizens, developing an information culture and reducing the risks of digital fraud.



Radio essays created by veterans in the author's performance on Suspilne

Donor: International Renaissance Foundation

Funds manager: JSC "UA: PBC"

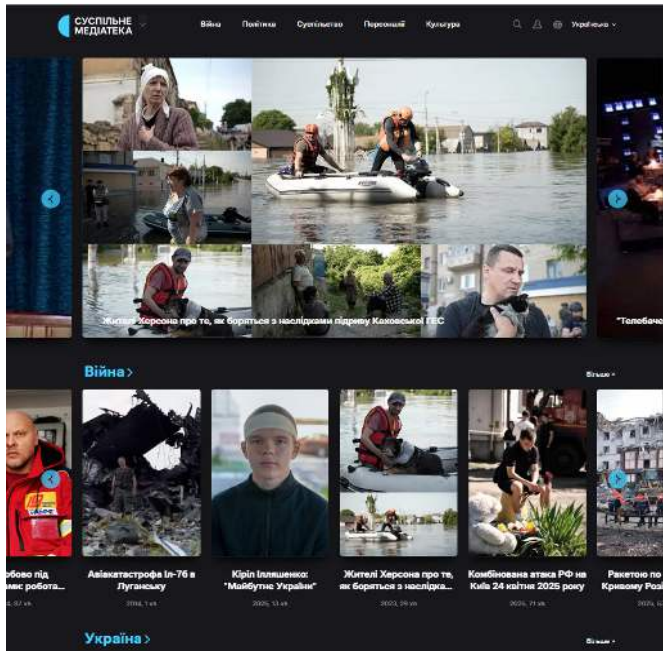
Implementation period: 13.10.2023–17.06.2024

Budget: UAH 221,294 (USD 6,051.48)

Description: Reconnecting 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 combatant veteran artists.

Project results:

- [The Voices of the Frontline](#) programme was implemented. Ten radio essays performed by veterans were produced; the project was aired on Radio Kultura and as a podcast on key platforms (Apple, Google, Spotify, Megogo, and SoundCloud).
- Technical equipment was purchased for the Radio Kultura team (including a router, wind protection, etc.) to ensure uninterrupted communication and content transmission from the frontline.



JSC “UA: PBC” Video Archive

Donor: European Broadcasting Union

Funds manager: JSC “UA: PBC”

Implementation period: 20.11.2023–30.11.2024

Budget: USD 36,000.00

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

Project results:

- A total of 157 videos have been published on the [Suspilne Mediateka](https://www.suspilne.media) website as of December 2024. The website editors continue to work on this section daily.



**GRANT PROJECTS
IN PROGRESS IN 2024 AND
IMPLEMENTED BY PARTNERS OF
JSC "UA: PBC"**



Protecting freedom of speech and media freedom in Ukraine.

Phase 1

Donor: Council of Europe

Funds manager: Council of Europe Office in Ukraine

Implementation period: 01.01.2023–31.12.2024

Contract amount: EUR 94,213.2 (USD 97,039.60)

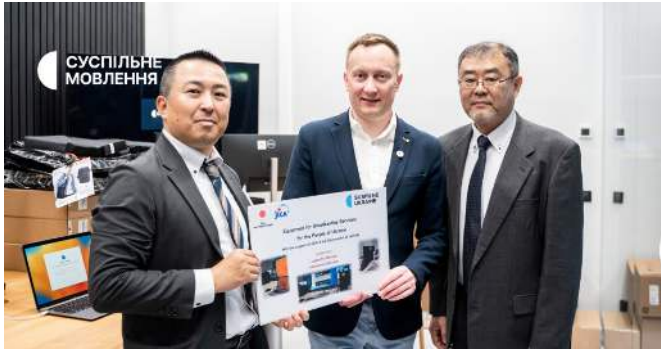
Activities in 2024:

Providing support to ensure:

- participation of the Suspilne Ukraine representatives in the CoE Regional Forum in Moldova;
- holding a strategic session for the Supervisory Board and the Managing Board members on particular strategic documents;
- updating and supplementing the Suspilne Ukraine internal control system based on the relevant research;
- development of the Suspilne Ukraine concept of educational services involving international experts;
- preparing a study on a comprehensive analysis of the Ukrainske Radio content, including the development of the DEI policy concept comprising six thematic units;
- preparing a study on the level of awareness of the Suspilne Ukraine reform by executive and legislative authorities;
- updating and fixing bugs in the Ukrainske Radio app;
- attendance by the management and screening of the documentary *The Big Russian Lies: How Russia Rewrites History in its Favour* in Strasbourg;
- attendance of the Democracy Forum in Strasbourg by Suspilne Ukraine.



Subproject for Public Broadcasting Sector Urgent Support



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

Funds manager: Japan International Cooperation System (JICS)

Implementation period: 22.06.2023–31.07.2025

Contract amount: JPY 2,121,000,000 (USD 10,492,577.28)

Description: The project aims to restore and improve the capabilities of JSC “UA: PBC” by providing it with the equipment required to help the company in an emergency.

Activities in 2024:

- The following equipment was delivered to JSC “UA: PBC”:
- Sets of filming equipment
- Air conditioning system
- News workstations
- Equipment to meet the immediate news production needs at the Central Directorate
- Equipment to upgrade radio broadcasting, monitoring centre, IT sphere, and broadcasting centre
- Car





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 1,070,388,444 (USD 5,295,206.73)



Description: The project implementation includes expert activities, study tours and seminars, purchasing technical facilities and equipment.

Activities in 2024:

- Six-camera and ten-camera OB vans purchased
- Sets of filming equipment purchased
- OB van owned by JSC "UA: PBC" upgraded
- Training sessions for the Suspilne Ukraine team held, including study tours to Japan



