

# ЦВК просвіта

Understanding of the electoral system and procedures by every citizen is vital for democratic elections. That is why the Central Election Commission recognized enhancing electoral education and voters' awareness raising as the CEC Strategic Plan's key priorities for 2020 – 2025.

## "CEC: PROSVITA"



is an educational and awareness-raising project of the Central Election Commission about elections, which was developed jointly and with the support of the Council of Europe in 2020.



## THE MAIN IDEA OF "CEC: PROSVITA"

is to show that every vote matters and every vote determines the future of an individual, a community and a country as a whole.

2020

## EVERY VOTE MATTERS



## THE PROJECT IS DESIGNED FOR UKRAINIAN CITIZENS TO:



**explain** why elections are important at both local and national levels;



**show** how elections are designed and organised;



**encourage** citizens to participate in elections and cast conscious vote.

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**The mission of the project** is to help Ukrainians to vote mindfully and responsibly.  
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**The idea of the project** was implemented through the development of an educational and awareness-raising online platform – "CEC: prosvita".

In addition to interesting facts and stories about elections, the online platform "CEC: prosvita" also showcases incredible engravings from famous Ukrainian artists **Vasyl Lopata** and **Heorhii Yakutovych** imbued with the spirit of the Ukrainian statehood history.



In order to bring the idea of the online platform into life, the Central Election Commission has been working for almost one year, starting from December 2019, with more than

> 30



## experts and specialists



**national experts** on elections and democracy



**specialists** from "EdEra" online education studio



**creative managers** from "Platforma" agency



**radio hosts** from "UA: Ukrainian Radio"



**designers and communication specialists** from "Big Bangers" marketing agency



The platform was launched on

**SEPTEMBER 21, 2020**

together with the first online course "Elections in simple terms" placed thereon.

**WWW.CVKPRO.COM**

- online course "Elections in simple terms"
- online course "Local elections for voters"
- awareness-raising and educational materials about various aspects of the electoral process

**IN 2020, A SPECIFIC FOCUS IN AWARENESS - RAISING AND EDUCATIONAL MATERIALS WAS MADE ON THE LOCAL ELECTIONS IN UKRAINE**



In almost **three months** since the launch of the online platform

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**≈180,000**  
people from all over Ukraine



**≈80,000**

visitors have become active users of the "CEC: prosvita" platform



The "CEC: prosvita" Youtube-channel was created with a view to reach the widest audience possible. Various awareness-raising and educational materials, videos for voters, election commissioners are published there

In almost **three months** since its creation



**3,060**  
users have subscribed

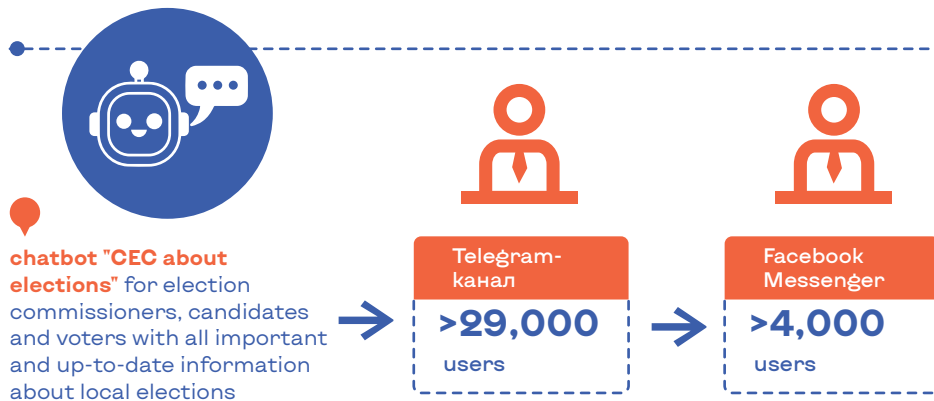


**11 MILLION**  
views

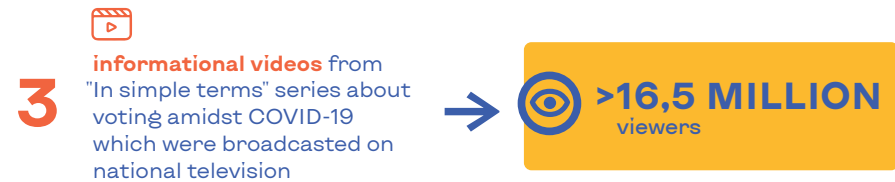


Shortly before the 2020 local elections in Ukraine, the Central Election Commission conducted a large-scale public awareness-raising campaign about various aspects of the electoral process.

WITHIN THE FRAMEWORK OF THE "CEC: PROSVITA",  
WITH THE SUPPORT AND IN COOPERATION WITH  
INTERNATIONAL PARTNERS, THE CENTRAL ELECTION  
COMMISSION PREPARED AND DISSEMINATED:



 **>7 MILLION** views



**52** → **19**  
on regional TV channels in cities

**56** → **51**  
on regional radio stations in cities

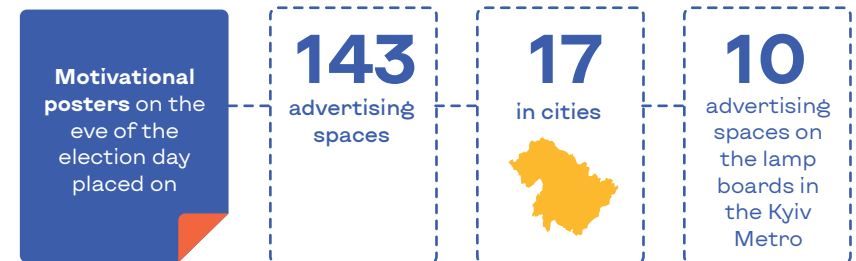


**>2,5 MILLION** users

watched the videos on "CEC: prosvita" YouTube-channel



The total coverage of the educational videos on national and regional television accumulated → **>11,5 MILLION** **views**



In the run-up to the repeat voting - **on 41 advertising spaces in 13 cities**



**42,000 copies of posters for voters explaining anti-epidemic measures during the voting** were developed and disseminated to each polling station throughout Ukraine in both rounds of local elections 2020. The posters also provided a QR-code to make the voters with visual or hearing disabilities able to listen to the content or watch a video with sign language interpretation to ensure they could receive all the essential information on the anti-epidemic measures in the most user-friendly format.



The promotion of the "CEC: prosvita" awareness-raising toolkit received a record total coverage of

**~55 MILLION**  
views



The largest share of total coverage was registered via broadcasting on national and regional TV channels.

Furthermore, the "CEC: prosvita" has become an important source of knowledge and guidance for election commissioners in the run-up to the 2020 local elections. Hundreds of thousands of territorial and precinct election commissioners used the training materials developed by the CEC in cooperation with the International Foundation for Electoral Systems (IFES) in Ukraine and the Center for Training of Election Processes Participants:



training **manual for territorial election commissioners** in local elections on October 25, 2020;



training **manual for precinct election commissioners** in local elections on October 25, 2020;



**animated educational film for territorial election commissioners** in local elections on October 25, 2020;



educational **animated film for precinct election commissioners** in local elections on October 25, 2020;



memo for **election commissioners on special procedures to administer the second ballot** in local elections on October 25, 2020;



guidance for **election commissioners on ensuring the implementation of anti-epidemic measures when administering** local elections on October 25, 2020;



training topics for **election commissioners on the online training platform "Vyborokom"** about the preparation for the local elections on October 25, 2020.



The Central Election Commission implemented the listed awareness-raising and training activities in cooperation with international partners within the framework of the following international electoral assistance projects:



Council of Europe project "Supporting the transparency, inclusiveness and integrity of electoral practice in Ukraine" implemented within the framework of the Council of Europe Action Plan for Ukraine 2018 – 2022;



"Enhancing Cybersecurity and Transparency of Election Processes in Ukraine" implemented by the OSCE Project Co-ordinator in Ukraine together with the Central Election Commission and with the financial support of the United States Mission to the OSCE, the Permanent Mission of the Slovak Republic to the OSCE, the German Government and the Ministry of Foreign Affairs;



"Ukraine Responsive and Accountable Politics Program" (U-RAP), implemented by the International Foundation for Electoral Systems (IFES) in Ukraine, funded by the United States Agency for International Development (USAID);



"Ensuring Meaningful Engagement through Reform for Gender Equality" (EMERGE) project, implemented by the International Foundation for Electoral Systems (IFES) in Ukraine, funded by Global Affairs Canada.



"Electoral and Legal Enhancements through Civic Engagement and Technical Assistance Program" (ELECT), implemented by the International Foundation for Electoral Systems (IFES) in Ukraine, funded by UK aid;



European Union project "Implementation of the Voter Awareness Campaign on Ukraine's 2020 local elections, including online and TV components".



[WWW.CVK.GOV.UA](http://WWW.CVK.GOV.UA)



"CEC: prosvita"

[WWW.CVKPRO.COM](http://WWW.CVKPRO.COM)



"CEC: prosvita"



@UACEC



Chatbot "CEC about elections"

@CVK\_ELECTIONS\_BOT

The publication was developed within the framework of the Council of Europe project "Supporting the transparency, inclusiveness, and integrity of electoral practice in Ukraine", based on the data and information received from the Central Election Commission and international partners, and does not necessarily reflect the official position of the Council of Europe.

