



НАЦІОНАЛЬНА ПЛАТФОРМА
Форуму громадянського суспільства
СХІДНОГО ПАРТНЕРСТВА

**STRATEGIC DEVELOPMENT PLAN OF THE
UKRAINIAN NATIONAL PLATFORM
OF THE EASTERN PARTNERSHIP
CIVIL SOCIETY FORUM
FOR 2021-2023**

SWOT ANALYSIS OF THE UNP AS OF DECEMBER 2020

Strengths/Opportunities	Weaknesses
<ol style="list-style-type: none"> 1. High level of communication with the official structures of the European Commission and a long history of productive cooperation, both within the Forum and directly with the EU Delegation to Ukraine (3). 2. High internal expert potential and strategic vision of Ukraine's development (3). 3. Institutional status as part of the civil society of the EaP countries (2). 4. Members-organizations / people who are part of the organization (3). 5. Common values of member organizations. 6. Geography of coverage. 7. Experience. 8. Recognition. 9. A significant number of member organizations. 10. Analytical activity. 11. Sufficient authority within the country. 12. Availability of a basic resource for activities. 13. Institutional sustainability (over 10 years). 	<ol style="list-style-type: none"> 1. Lack of stable funding (3) and ongoing management. 2. Low level of recognition in Ukrainian society. 3. Weak interest in the Eastern Partnership in Ukraine. 4. Lack of incentives for members. 5. Weak presence in the information field. 6. Low level of activity of member organizations. 7. Lack of well-established cooperation between the UNP and the authorities. 8. Weak activity of a significant part of WG members. 9. Low level of coordination between groups. 10. Insufficient interaction with other stakeholders of Ukrainian civil society. 11. Not all UNP member organizations support European integration. 12. Presence of fake organizations or organizations with one control center. 13. Lack of interest of active CSOs in cooperation.
Risks/Threats	
<ol style="list-style-type: none"> 1. Loss of relevance of the Eastern Partnership initiative (for Ukraine and / or for the EU) (2). 2. Lack of financial support for UNP activities (3), primarily from the EU (2). 3. Change in the political course of Ukraine (2). 4. Loss of interest / motivation of Platform members in the absence of tangible results (2). 5. Covid-19. 6. Ineffective internal and external communication. 7. The method of implementing state policy in Ukraine. 8. Low level of activity of member organizations. 9. Lack of personal communication both within the UNP and within the EaP CSF. 10. Tough bureaucracy on the part of the Brussels office. 	

STRATEGIC IDEA

UNP EaP CSF is a network of public organizations that defends the interests of the Ukrainian society in the framework of the Eastern Partnership initiative. The UNP is part of the EaP Civil Society Forum.

Values	Mission
<ul style="list-style-type: none"> ● Pro-European; ● Consolidation; ● Proactivity; ● Focus on results; ● Openness; ● Transparency; ● Professionalism; ● Responsibility. 	<p>We consolidate the civil society to seize the opportunities and defend Ukraine's interests in the EaP, increase the EU's attention to the EaP region and develop regional cooperation.</p>

VALUE CODE

Value	Value Code
Pro-European	Introduction of democratic values and European living standards
Consolidation	Uniting civil society around upholding European values and living standards. Maintaining a constant dialogue between all institutions of society.
Proactivity and focus on results	Action on the lead. Be an active and influential agent of change, not a passive spectator. All our actions are aimed at achieving results that lead to positive changes to achieve our mission.
Openness and transparency	The platform is open for acceptance of new members. Coverage of the platform activities in the best democratic traditions.
Professionalism	Achieve such a depth of competence in our areas of activity that we will be recognized as experts among all our target audiences and could produce influential expert solutions. We try to take the most objective position and give unbiased conclusions.
Responsibility	Each member of the Platform assumes responsibility for the achievement of the Mission and its own actions.

STRATEGIC GOALS FOR 2021-2023

- Strategic Goal 1.

PROMOTION OF THE IMPLEMENTATION OF EAP PRIORITIES BY UKRAINE

- Strategic Goal 2.

ADVOCACY OF UKRAINE'S MEMBERSHIP IN THE EU

- Strategic Goal 3.

STRENGTHENING THE CAPACITY OF UNP

- Strategic Goal 4.

ESTABLISHMENT OF UNP AS THE LEADER OF UKRAINE'S EUROPEAN INTEGRATION

STRATEGIC DEVELOPMENT PLAN FOR 2021-2023

#	Direction / Activity	Responsible person	Period	Commentary
1	SG 1: PROMOTION OF THE IMPLEMENTATION OF EAP PRIORITIES BY UKRAINE			
1.1	Ukraine's policy harmonizes the priorities of the EaP and the priorities of the Association Agreement			
1.1.1	Develop a vision of UNP in cooperation with UA CSP on harmonization of EaP priorities with AA	National coordinator, Steering Committee, Secretariat	III-IV Q, 2021	
1.1.2	Consult with EaP CSF and EC representatives on the main tasks for the government	National coordinator, Steering Committee, Secretariat	I Q, 2022	
1.1.3	Advocate for the vision, create an action plan for its implementation	Steering Committee, Working Groups	2022-2023	
1.2	The Ukrainian government is using the opportunities of the Eastern Partnership			
1.2.1	Facilitate Ukraine's involvement in the implementation of all new EU / EC strategies, in particular those adopted within the framework of the EPC	Working Groups, Steering Committee, Secretariat	2021-2023	
1.2.2	Participate in the reformatting of the thematic platforms of the EaP in accordance with the adopted priorities of the new policy	National coordinator, Steering Committee	III-IV Q, 2021	
1.3	The voice of the platform is taken into account at all levels (synergy of policies)			
1.3.1	To form active positions of the UNP on topical issues of European integration development of Ukraine	Working Groups, Steering Committee, Secretariat	2021-2023	
1.3.2	Ensure mandatory participation of UNP at the parliamentary and governmental levels	Working Groups, Steering Committee,	2021-2023	

	of the EaP	Secretariat		
1.3.3	Advocate to the EC the position of the systematic involvement of UNP representatives in shaping the agenda and monitoring of EC projects for the EaP	National coordinator, Steering Committee, Secretariat	2021-2023	
2	SG 2: ADVOCACY OF UKRAINE'S MEMBERSHIP IN THE EU			
2.1	Civil society is developing an action plan on Ukraine's membership in the EU			
2.1.1	Negotiate with major stakeholders (state, public, deputies) to develop an action plan on Ukraine's EU membership	National coordinator, Steering Committee, Secretariat	2021-2023	
2.1.2	Switch the emphasis of the EaP policy from 'neighborhood' to the possibility of 'membership' policy	National coordinator, Steering Committee, Working Groups	2021-2023	
2.1.3	React / fight fakes and false information about possible membership of Ukraine in the EU	Steering Committee	2021-2023	
2.2	The UNP succeeded in including the issue of Ukraine's membership in the EU in the EaP agenda			
2.2.1	Prepare and support at the EaP Summit a declaration of EU countries on the prospects of Ukraine's membership in the EU	Steering Committee, Secretariat	I-II Q, 2021	
2.2.2	Provide discussion on the prospects of membership in EU member states	National coordinator, Steering Committee, Secretariat	II-IV Q, 2021	
2.3	The UNP is the main / only institution representing civil society in the EaP.			
2.3.1	Consolidate the expert community and civil society within the UNP	Working Groups	2021-2023	
2.3.2	Establish work with embassies, international organizations, donors	National coordinator, Steering Committee, Working Groups, Secretariat	2021-2023	
2.3.3	Increase the expert, analytical, advocacy potential of UNP	Working Groups, Secretariat	2021-2023	
2.3.4	Initiate the continuation of the Civic Synergy project or the involvement of other sources of funding for UNP	Steering Committee	2021-2023	
3	SG 3: STRENGTHENING THE CAPACITY OF UNP			
3.1	Regional offices of European integration (administrative structures) are informed and cooperate with the Platform			
3.1.1	Establish communications with regional offices of European integration	Secretariat	During 2021	
3.1.2	Propose joint action plans	Steering Committee	2021-2022	
3.1.3	Promote the position of the UNP through the regions	Regional UNP members	2021-2023	
3.1.3	Provide expert support to UNP members in the regions	Steering Committee	2021-2023	

3.2	There is effective cooperation with members of the associated countries and jointly formed agenda and topics of discussion (including with Georgia and Moldova)			
3.2.1	Introduce a permanent Forum of Associations and thematic platforms	Steering Committee	Annually	
3.2.2	Ensure proactive participation in the annual CSF Assembly or other joint activities	Delegates of the CSF Annual Assembly	Annually	
3.3	Improved external and internal communication of UNP			
3.3.1	Develop UNP branding (create a certain standard of UNP promotional materials)	Steering Committee	2021	
3.3.2	Update the UNP website, incl. more detailed presentation of information about UNP members; active presence on social networks, publication of a periodical digest	Secretariat, Steering Committee	2021-2023	
3.3.3	Provide information about UNP at events of other organizations that are not members of UNP	All UNP members, Delegates of the CSF Annual Assembly	2021-2023	
3.3.4	Post information about UNP on the websites of member organizations and on their Facebook pages	UNP members, WG Coordinators	2021-2023	
3.3.5	Use the resources of UNP member organizations to conduct joint activities to promote the Platform brand	WG Coordinators	2021-2023	
3.4	Adequate funding for UNP activities			
3.4.1	Find alternative sources of funding other than EaP CSF	National coordinator, Steering Committee	2021-2023	
3.4.2	Prepare and submit joint applications with the participation of UNP members	Steering Committee, Working Groups, UNP members	2021-2023	
4	SG 4: ESTABLISHMENT OF UNP AS THE LEADER OF UKRAINE'S EUROPEAN INTEGRATION			
4.1	Society recognized the leading role of the UNP in obtaining the prospect of EU membership			
4.1.1	Develop and implement a communication campaign	Steering Committee	2021-2022	
4.1.2	Participate in government events, committee and parliamentary discussions of the Verkhovna Rada	Steering Committee and invited experts	2021-2023	
4.1.3	Respond to current challenges and problems	Steering Committee	2021-2023	
4.2	Effective communication with the Cabinet of Ministers of Ukraine and other authorities			
4.2.1	Propose changes to the legislation on mandatory consultation with UNP	Steering Committee	2022	
4.2.2	Submit information requests to the authorities as needed	UNP	2021-2023	
4.2.3	Participate in public discussions	UNP	2021-2023	
4.2.4	Establish cooperation with the Office of	Steering Committee	2021-2023	

	European and Euro-Atlantic Integration of the Cabinet of Ministers of Ukraine on the inclusion of monitoring the implementation of the priorities of the EaP in the general plan of monitoring and activities of the Office			
4.3	Recognition of the UNP brand is provided thanks to high-quality analytical, advocacy, information activity			
4.3.1	Develop and implement plans for analytical, advocacy, information activities of UNP	Steering Committee	2021-2023	
4.3.2	Develop an effective plan to promote the Platform in the information space of Ukraine and the EU and ensure successful implementation	Steering Committee, UNP	2021-2023	
4.4	Partnership and synergy with the UA CSP in promoting the European integration agenda			
4.4.1	Assess the feasibility of merging platforms and the format of such merging	Steering Committee	2021-2023	
4.4.2	Formalize cooperation mechanisms, form common agendas	Steering Committee	2021-2023	
4.4.3	Hold joint working group meetings whenever possible	Working Groups	2021-2023	
4.4.4	Hold joint meetings of the UNP SC and the UA CSP as needed	Steering Committee	2021-2023	

STRATEGIC PLAN IMPLEMENTATION MANAGEMENT AND MONITORING SYSTEM

Monitoring of the strategic plan of UNP includes three levels:

1. Monitoring of external situation.

- Based on the analysis of the main indicators that characterize the situation in the country, EaP and EU countries, which are strategically important for UNP.
- Results are summed up once a year as part of the consolidated analytical report of the Steering Committee at the National Conference of the UNP

2. Monitoring the process of strategy implementation according to a set of measures to achieve the goals in accordance with the defined criteria and responsible persons.

- The report is prepared annually as part of the Steering Committee's activities.
- The report is presented by the National Coordinator at the National Conference of the UNP

3. Monitoring the implementation of strategic goals and objectives will include:

- annual operational plans of the SC;
- annual WG activity plans;
- The state of implementation of each strategic goal and objectives is assessed; the degree of achievement of the intended results is presented at the quarterly meetings of the Steering Committee.