



# UNP EaP CSF Advocacy Strategy 2024-2026



**UKRAINIAN  
NATIONAL PLATFORM**

EASTERN PARTNERSHIP CIVIL SOCIETY FORUM

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ЕКОНОМІЧНИХ ДОСЛІДЖЕНЬ  
ТА ПОЛІТИЧНИХ КОНСУЛЬТАЦІЙ



УКРАЇНСЬКА  
НАЦІОНАЛЬНА ПЛАТФОРМА  
ФОРУМУ ГРОМАДЯНСЬКОГО СУСПІЛЬСТВА  
Східного партнерства

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## 1. Strategy Goal

The 2024-2026 UNP EaP CSF Advocacy Strategy (hereinafter referred to as the Advocacy Strategy) is adopted to facilitate the implementation of the 2024-2026 UNP EaP CSF Strategic Development Plan and serves a tool for planning advocacy activities within the platform.

The Advocacy Strategy is designed to influence key stakeholders and their decision-making on issues falling within the platform's competence and for which strategic priorities have been identified, as well as respective stakeholders' policies and behaviour. Achieving this will require flexibility, continuous coordination efforts, open communication and rapid response to the situation.

The Advocacy Strategy has been developed taking into account the political context of the Eastern Partnership reform and the priorities of the Eastern Partnership Civil Society Forum.

Based on the Advocacy Strategy, the annual operational plans of the platform (working groups) include a component on advocacy activities of the platform, working groups and/or member organisations.

## 2. Basic Information and Context

The Ukrainian National Platform of the Eastern Partnership Civil Society Forum (UNP EaP CSF) is a network of civil society organisations and charitable organizations that advocates for the interests of Ukrainian society within EaP initiative. UNP was established on 29 January 2011 and operates within the framework of EaP CSF (<http://eap-csf.eu/>), a multinational platform of civil society organisations from EaP countries, EU member states, European and international networks.

As a result of the strategic session held in the summer of 2023, the Steering Committee developed a new strategic plan that takes into account all the challenges faced by the platform as a result of Russian aggression and geopolitical changes in the region. The Advocacy Strategy, among other things, takes into account the challenges identified in the strategic plan, as well as the strengths and weaknesses of UNP EaP CSF, the main opportunities and threats.

The activities of UNP EaP CSF as of 2023 are influenced by two main processes and factors:

- (1) In June 2022, Ukraine was granted EU candidate status, which means strengthening of the European integration direction, new commitments to implement EU acquis in all areas, and the need for reforms and advocacy for EU membership.
- (2) The post-war reconstruction and recovery process, planning and implementation of specific components of which are already underway, despite the ongoing Russian aggression against Ukraine.

It is also necessary to consider that the activities of UNP EaP CSF are taking place under challenging conditions: a number of member organisations of the platform are located in the occupied territory, some organisations have successfully relocated. In addition, organisations must face new unprecedented challenges and risks.

Changes in the geopolitical situation in the region, in particular, those related to the growing European integration aspirations of Ukraine, Moldova and Georgia, require a change in the format and prioritisation of work within the Eastern Partnership itself, which also needs to be taken into account in the planning of advocacy activities.

Another guideline in planning activities for UNP EaP CSF is the work of the Eastern Partnership Civil Society Forum and its Secretariat, including the developed Advocacy Plan and priorities for further activities.

### 3. Objectives of the Advocacy Strategy

Through this Advocacy Strategy, UNP EaP CSF aims to draw attention to the following issues:

- (1) Advocacy for Ukraine's EU membership by utilising the opportunities and instruments of the Eastern Partnership.
- (2) Transformation of the Eastern Partnership policy in line with the new geopolitical environment and challenges.
- (3) Strengthening post-war reconstruction and recovery processes in Ukraine through synergy among various stakeholders.
- (4) Enhancing the role of UNP EaP CSF itself.

These issues define the strategic objectives of the Advocacy Strategy, based on which advocacy campaigns are formulated, and specific tasks, messages and performance indicators are determined.

### 4. Stakeholders and beneficiaries

The main stakeholders of UNP EaP CSF advocacy activities are:

- (1) **Public authorities and local self-government bodies in Ukraine dealing with European integration issues and/or interested in Ukraine's European direction** (Verkhovna Rada of Ukraine, including the Committee on Ukraine's Integration into the European Union; the Cabinet of Ministers of Ukraine; the Vice Prime Minister for European and Euro-Atlantic Integration of Ukraine; the Government Office for Coordination on European and Euro-Atlantic Integration; individual ministries, agencies and departments dealing with European integration in particular thematic areas; local self-government bodies in Ukraine).



- (2) **International institutions and their officials** (EU Delegation to Ukraine; Directorates-General of the European Commission; Commissioners; European Parliament, embassies and governments of the EU member states etc.).
- (3) **Civil society organisations interested in the Eastern Partnership policy and Ukraine's European integration** (Eastern Partnership Civil Society Forum and its Secretariat; CSOs dealing with the Eastern Partnership and Ukraine's European integration; national platforms of EaP CSFs in the Eastern Partnership countries; other interested civil society organisations and their associations/coalitions).
- (4) **Mass media** (national and international media; journalists; bloggers).

Different advocacy campaigns developed and implemented by UNP EaP CSF can be directed at one or several stakeholder groups, depending on the objectives and goals of such advocacy campaigns.

Main beneficiary of the advocacy activities of the UNP EaP CSF is the society of Ukraine.

## 5. Development of Thematic Priorities

For the successful implementation of the Advocacy Strategy, UNP EaP CSF defines specific advocacy directions that may relate to both general issues of implementing the Eastern Partnership policy or the European development vector of the state, and specific thematic issues falling within the competence of a particular UNP EaP CSF Working Group. The themes may relate to the following thematic groups and areas, but are not limited to:

- (1) Democracy, Human Rights, Good Governance and Stability.
- (2) Economic Integration and Alignment with EU Policies.
- (3) Environment, Climate Change and Energy Security.
- (4) People-to-People Contacts.
- (5) Social and Labor Policies and Social Dialogue.

The directions of the Advocacy Strategy are closely related to the strategic goals and objectives of the Strategic Plan of UNP EaP CSF and should be reviewed, amended and supplemented in case of amendments to the Strategic Plan or adoption of a new Strategic Plan.

In choosing thematic priorities, UNP EaP CSF should be guided by the priorities of the Eastern Partnership policy and its official agenda, including those set out in the document "Recovery, Resilience and Reform: post-2020 Eastern Partnership Priorities":

1. Together for resilient, sustainable and integrated economies (trade and economic integration, investment and access to finance, enhanced transport interconnectivity, investing in people and knowledge societies).
2. Together for accountable institutions, the rule of law and security (judicial reform,



accountable, transparent and efficient public administration, tackling fraud, corruption and economic crime, combating organised crime and strengthening security, cyber resilience and cybercrime).

3. Together for environmental and climate resilience (effective environmental policy on the good environmental governance principles, benefits for people's health and well-being, circular economy, climate neutrality and green growth, adaptation to the climate change, biodiversity and economy's natural assets base, strengthening energy security and nuclear safety, accelerating the shift to sustainable and smart mobility).
4. Together for a resilient digital transformation (digital infrastructure, e-Governance, digital economy and innovation, cyber resilience and cybersecurity).
5. Together for resilient, gender-equal, fair and inclusive societies (civil society and youth participation, independent media and fact-based information, democracy, protection of human rights and promotion of gender equality, mobility, health resilience).

The thematic priorities can be chosen according to the six clusters and 35 chapters of the EU-Ukraine negotiation process.

The issue of strengthening the advocacy capacity of UNP EaP CSF, its Steering Committee and member organisations is among the important priorities of UNP EaP CSF. Such capacity can be enhanced through advocacy trainings, development of special advocacy materials, exchange of experience between the member organisations of the platform, etc.

The projects and initiatives implemented by UNP member organisations within the framework of UNP EaP CSF or EaP CSF activities should include an advocacy component that will strengthen the advocacy goals and objectives defined by UNP EaP CSF in its operational plans and advocacy campaigns.

## **6. Planning and Implementing Advocacy Campaigns**

The main tool for implementing the advocacy strategy is advocacy campaigns. An advocacy campaign should be properly planned and justified. This includes:

- (1) Identifying the issue targeted by the advocacy campaign;
- (2) Analysing the issue and proposed solutions;
- (3) Identifying stakeholders (key interested parties);
- (4) Identifying available resources for the advocacy campaign (human, financial, time);
- (5) Formulating the goals and objectives of the advocacy campaign, the campaign's tactics (action plan), key messages and dissemination channels;
- (6) Assigning responsibilities for carrying out the advocacy campaign with role allocation;
- (7) Defining indicators of the advocacy campaign's success.

A template for developing an advocacy campaign is attached to the Advocacy Strategy (Annex 1).

## **7. Tools for Implementing Advocacy Campaigns**

When implementing advocacy campaigns, UNP EaP CSF may use the following tools:

- (1) Influencing stakeholder decisions and building relationships with stakeholders.
- (2) Involving members of the Steering Committee or member organisations of the platform as thought leaders.
- (3) Establishing coalitions or informal cooperation with other networks of organisations, including the Ukrainian Side of the EU-Ukraine Civil Society Platform (UA CSP).
- (4) Advocating for public opinion.
- (5) Interacting with mass media.
- (6) Advocating direct actions (appeals, position papers, policy commentary, participation in events organised by key stakeholders, etc.).
- (7) Join advocacy activities with platforms (working groups) from other EaP countries, including those with the perspective of EU membership (Moldova).

## Annex 1. Advocacy Campaign Template

Name of advocacy campaign.								
Purpose of advocacy campaign.								
Implementation period of advocacy campaign.								
Objectives	Alignment with Advocacy Strategy objectives and EaP priorities	Target audience (stakeholders)	Activities	Message	Responsible person(s)	Resources	Implementation status	Success indicators for advocacy campaign evaluation