



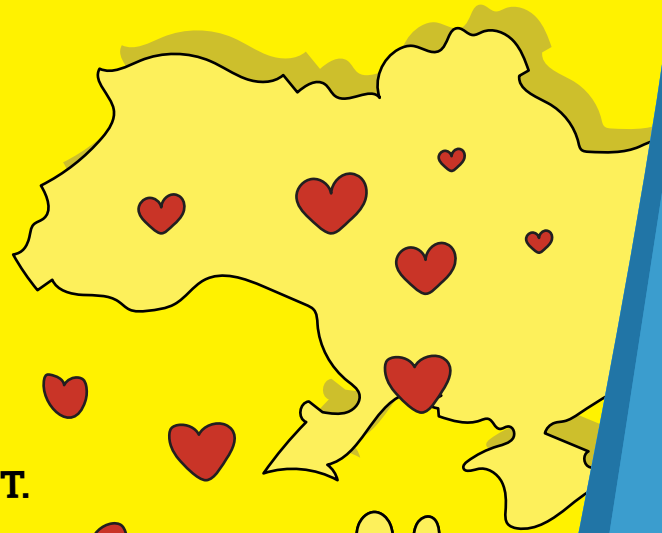
**EUROPEAN
CITIZENS
AWARD WINNER**

P | Promote U | Ukraine

10 YEARS
ANNIVERSARY EDITION

**FUNDRAISING, DONATIONS,
AND ACTIVITIES REPORT
2022-2023**

**PROSPECTS FOR DEVELOPMENT.
MAIN DIRECTIONS.
PLANS AND STRATEGY**



Promote Ukraine

Промоут Юкрейн

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EDITOR'S FOREWORD

Dear friends, partners
and colleagues,

This year's **Promote Ukraine's** annual report is dedicated to two extremely challenging and important years of our activities. February 24, 2022 is the day that changed my life and the lives of millions of Ukrainians forever. This day marked the beginning of a full-scale invasion of Ukraine, which forced me to urgently decide how to save my dear people from mortal danger. Having just recovered from the coronavirus pandemic, when we felt like we were under house arrest, I was faced with a new reality - missiles were flying at Kyiv.

The phone was ringing off the hook, and I had to immediately think about how to evacuate my family and friends. Realising that people were being killed and raped in Ukraine, I knew I had to take responsibility for helping those in need. People who are fighting, those who are fleeing the war, and those who are desperate to help their loved ones but do not know how. I knew that I could help because I knew who to talk to and what words to use to make myself heard. When you speak the language of humanity, no language barriers stand in your way.

Over the past two years, we have repeatedly demonstrated to call for the closure of our skies. The Western world is still not fully aware of the enemy we are dealing with, but we are working to change this. Our magazine is the story of the struggle for a peaceful, prosperous life on Ukrainian soil in the European family.

In this magazine, we want to share with you the moments of our struggle, achievements and efforts to support Ukrainians and promote our culture. Thanks to our joint efforts, we have been able to implement many important projects, organise numerous solidarity actions, awareness campaigns and cultural events that have helped to raise awareness of Ukraine and its challenges.

Many thanks to all our team members, volunteers, partners and benefactors for their tireless work, support and faith in our common cause. Your dedication and energy make our organisation strong and capable of achieving great results.

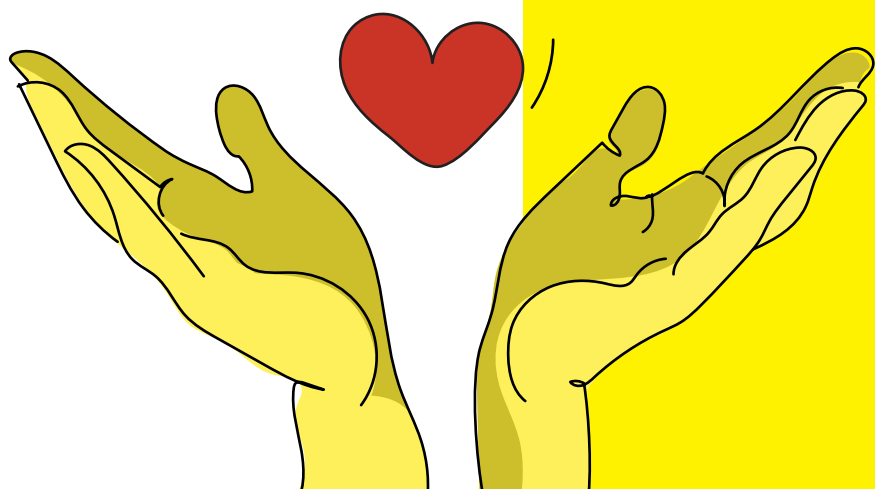
I believe that together we will be able to overcome all difficulties and continue our mission with even greater enthusiasm and inspiration. Let's continue to join forces for the future of our country and promote its integration into the European community.

Sincerely,
Marta Barandiy, *Doctor of Law,*
Saarland University
Editor-in-Chief, Founder and
President of Promote Ukraine



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PROMOTE UKRAINE TEAM



MARTA BARANDIY
Ph.D., LL.M.Eur.

- Founder and President of Promote Ukraine, Brussels;
- Founder and President of Promote Freedom Foundation, Brussels - Los Angeles;
- Top candidate for the European Parliament elections 2024 with Belgian political party Voor U;
- Representative of the Ombudsman of Ukraine to Belgium and the EU



Early Life and Education

Born on June 13, 1984, in Lviv, Ukraine, Marta Barandiy developed a profound appreciation for European values and the liberal rule of law. She studied International Law and Legal Studies at Lviv Ivan Franko National University, later pursuing a Master's degree at Europa-Institut, Saarland University, and completing her doctoral studies in Saarbrücken, Germany. Her academic focus was on European integration and state sovereignty.

Academic Contributions

Marta has significantly contributed to the academic discourse on European integration and sovereignty. Her books, *Europäische Integration der Ukraine und Souveränität: Rechtliche und politische Aspekte* and *Souveränität als Gewährleistung der Interessen der Staaten: Völkerrechtliche und europarechtliche Aspekte*, bridge the gap between scholarly research and policy-making, cementing her as an authoritative voice in these critical discussions.

Founding Promote Ukraine

In 2014, Marta founded Promote Ukraine, the largest Ukrainian organisation in Belgium. This platform fosters understanding and support for Ukraine within the EU through conferences, workshops, and cultural events, highlighting Ukraine's geopolitical situation and aspirations.

Political Vision and Values

As the top candidate for the European list in the new political movement Voor U, Marta's campaign was a call to action for defending European values against external threats and promoting a transparent, strong Europe. Her stance on migration, defense, and the rule of law is grounded in her experience as a human rights activist and lecturer. She advocates for freedom, democracy, and the liberal rule of law, emphasising their importance in the face of aggression from states like Russia.

Achievements and Recognition

Marta's efforts have been widely recognised. Promote Ukraine was awarded the European Citizen's Prize for fostering EU-Ukraine relations. Additionally, the Ukrainian Defence Forces recognised her efforts in supporting Ukrainian statehood.

Personal Life

Marta balances her professional achievements with a rich personal life, being a devoted mother of two children. Her life reflects her belief in integrating diverse cultures, mirroring the European ideal of unity in diversity.

Afterwords

From a student of international law to a key political figure and activist, Marta Barandiy exemplifies the impact an individual can have on the political and cultural landscape. Her journey is one of resilience, dedication, and commitment to a united and strong Europe. She represents the aspirations of both Ukraine and Belgium, advocating for a secure, democratic, and inclusive continent where the voices of the people are valued.



Visit of Ukrainian Ombudsman to the Belgian Parliament.
On the photo: Vasyl Kushmuns, Hanna Krysyuk, Georges Dallemagne,
Marta Barandiy, Dmytro Lubinets, Els Ampe, Alina Skomorokhova.
November 2022



Team of Promote Ukraine. 2022

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8th Anniversary of Promote Ukraine, Team in 2022

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Anna MELENCHUK
Natalia MAKSYMENKO

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Oksana BULDA
Andrea CASTAGNA

Human Resources

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Laure HERSANT
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Lesya MAGAS

Human Rights Activist

José MANUEL

Promote Ukraine would like to express its deepest gratitude to all leads, volunteers, and members of Promote Ukraine for their invaluable help and support.

Over the past two years, they have been an important part of our journey, and we cannot thank them enough for the support that they have provided in the fight for freedom, democracy and human rights. Their commitment drives us closer to victory, and their contributions improve our organisation and motivate the team to continue pursuing its mission of promoting Ukraine's interests in Europe. Every team member plays a vital role in our efforts, and for that, we are eternally grateful.

In recognition of the incredible support, the team of Promote Ukraine would like to express its deepest appreciation to the following individuals:

Maria A., Valentina B., Mohammad Omar A. Q., Sophia A-S., Antonio A. R., Peter A., Yevhenii A., Alla A., Alesia A., Anastasia A., Jose A., Dorin B., Iana B., Artem B., Olena B., Inna B., Danylo B., Felix B., Kateryna B., Serhii B., Kseniia B., Anna, B., Eric C., Andrea C., Tetiana C., Yuliya C., Tamara C., Quentin C., Clara D., Kalebe de O. A., Liliia D., Dmitry D., Tetyana D., Hanna D., Danylo D., Katerina D. M., Ivan F., Iryna F., Olga G., Pieter G., Veronika G., Yaroslav H., Filip H., Liudmyla H., Yana H., Pavlo I., Alena I., Oleksii K., Olena K., Uliana K., Nastasiia K., Roman K., Karyna K., Mykola K., Veronika K., Oksana K., Viktoria K., Oksana K., Sofiia K., Oleksandra K-L., Tetiana K., Nataliia K., Valentyna K., Kateryna K., Maryna K., Valeriia K., Oksana K., Ganna L., Anastasiia L., Alina L., Christophe L., Sharone L., Vitaliy L., Alla L-M., Iryna L., Evgenia L., Tykhon M., Lesya M., Serhii M., Natalia M., Hanna M., Olena M., Andriana M., Yelyzaveta M., Vira M., Marco M., Anna M., Dmytro M., Olga M., Esther M., John M., Olena M., Hanna M., Anton N., Ayoub N.,

Mykhailo N., Oleksiy N., Timothy N., Iryna N., Nicole N., Liliia O., Nataliya O., Iryna O., Olha O., Iryna O., Patricja P., Oleksandr P., Svitlana P., Albina P., Anastasiia P., Anastasiia P., Olha R., Adriano R., Tetiana R., Viacheslav R., Anna R., Nataliia R., Oleksandra S., Artur S., Eric S., Alla S., Anna S., Olha S., Ibrahim S., Mark S., Sofiia S., Tetiana S., Artem S., Viktoriya S., Elitsa S., Oleksandra S., Yuliia S., Anastasiia S., Julia S., Viktor T., Hanna T., Laurent T., Sofia T., Federico T., Oksana T., Vladyslava T., Iryna T., Alina T., Olesia T., Yurii U., Ganna U., Namit U., Juliia U., Oksana V., Anastasiia V., Markiyan V., Olga V., Yuliya V., Halyna V., Oleksandr V., Artem V., Timon W., Yaroslav Y., Mariana Y., Mariana Y., Uliana Z., Mykyta Z., Rika Z., Ivan Z., Francois D.

We would also like to thank those who, despite not signing a volunteer agreement with Promote Ukraine, generously volunteered their time and efforts to help us with our demonstrations, projects, and initiatives. Your

support has been essential to our success, and we deeply appreciate your contributions.

Thank you once again for standing with us, and thank you for standing with Ukraine!

Special thanks to Benoit Bouchat for financial support



Oksana Terletska, Benoit Bouchat, Marta Barandiy, Georges Dallemagne



Team of Promote Ukraine. March 2023.
Photo by Vyacheslav Romaniuk

FINANCIAL REPORT FOR 2022-2023

Financial report of Promote Ukraine

As a not-for-profit organisation, Promote Ukraine is committed to ensuring the transparency of its financial operations. In this section, the organisation provides an overview of its financial activities over the past two years, highlighting sources of income and areas of expenditure. By disclosing its financial statements, Promote Ukraine aims to demonstrate responsible management of entrusted resources, strengthening trust and confidence in its mission to promote Ukraine's interests and advocate for the Ukrainian cause in Europe. Explore this section to learn more about the organisation's financial situation, expenditures, and the impact of your support on its initiatives.

Expense categories	Amount (EUR)		
	2022	2023	Total for 2022-2023
Defence and Equipment Procurement	173 260	31 637	204 897
Humanitarian Aid Procurement	72 146	45 046	117 192
Refugee Support	62 478	30 675	93 153
Advocacy Department	13 661	38 063	51 724
Ukraine Leads Network. European Advocacy Forum	29 000	-	29 000
Unlock Ukraine	-	30 000	30 000
Demonstration Department	-	3 021	3 021
Events and Initiatives	49 573	61 586	111 159
Contributions to External Foundations, Organisations and Partnership Projects	97 086	34 863	131 949
Expenses for Operating Activities	25 849	13 222	39 071
Payroll Taxes	26 803	40 440	67 243
Rent Payments	-	43 425	43 425
Capital Investments	-	37 469	37 469
TOTAL	549 856	409 447	959 303

The table above provides an overview of Promote Ukraine's financial expenditures. But these figures are not just numbers. They reveal a whole picture of the organisation's work and vision. Let's see what they have to say about the various activities and initiatives in which Promote Ukraine is involved.

Impactful Initiatives and Projects of Promote Ukraine

Over the past two years, Promote Ukraine has implemented numerous impactful projects that have made a significant contribution to promoting and advocating for the Ukrainian cause to the European community. These diverse initiatives encompass a range of different areas, from advocacy and media to culture and education.

One of the leading projects of Promote Ukraine is the Brussels Ukraïna Review, a bilingual magazine that aims to exchange expertise between Ukraine and the European Union. This journal features articles, interviews, and analysis from prominent Ukrainian and European experts, journalists and policymakers. For the past two years, Promote Ukraine has published three issues of the magazine at a cost of around 5,000 EUR per issue.

As part of the team's commitment to advocacy and constructive engagement, Promote Ukraine has already twice hosted an annual European Advocacy Forum: in 2022 and 2023. This significant event aims at uniting and strengthening the voice of Ukrainian CSOs in the European Union while connecting them to European policy and decision-makers, donors, and experts. Additionally, Promote Ukraine launched the Ukraine Leads platform earlier this year. It serves as an information mapping tool that brings together organisations across Europe and the UK dedicated to supporting Ukraine. These initiatives were financially supported by the Konrad-Adenauer-Stiftung at a total cost of 71,000 EUR.

Another important project is Unlock Ukraine, a video podcast series featuring interviews with Belgian and European officials. It aims to represent Ukraine's interests in the EU and collaborate with Ukrainian civil society while

exploring its culture, history, and politics. From March to December 2023, Promote Ukraine created and released 15 episodes of Unlock Ukraine, spending 3,000 EUR per month.

Additionally, Promote Ukraine has become a proactive and influential advocate for the issue of Ukrainian veterans by implementing the Run for Ukraine project within the annual 20km Brussels marathon. The total cost of this project amounts to around 6,000 EUR.

Following the abovementioned impactful initiatives, Promote Ukraine continues its commitment to humanitarian causes. Therefore, the organisation has established a 'Point of Resilience' - a community space for people in need near the railway station in Kyiv. This point is a place where visitors can get warm food, drinks, and access to electricity and the Internet. The total cost of the project is about 22,000 EUR.

As part of its efforts, Promote Ukraine has also managed to set up a Ukrainian chalet at the Brussels Christmas market in 2022 and 2023. It offered visitors a chance to enjoy Ukrainian souvenirs and food while supporting a humanitarian cause. The total project cost is about 75,000 EUR over two years.

Furthermore, Promote Ukraine expands its social impact commitments through the Children-UA project. This initiative is an educational camp for Ukrainian teenage refugees in Belgium, established in 2023, which helps them learn about the labour market, as well as develop skills for their future careers. The Children-UA is supported by the European Youth Foundation of the Council of Europe, which granted around 14,000 EUR for this project.

In addition to its projects and initiatives, Promote Ukraine also enhances its outreach through the official website: www.promoteukraine.org. This website features exclusive publications, analytics, videos, and events relevant to



President of Promote Ukraine Marta Barandiy and the Team of Promote Ukraine during the European Citizen's Prize 2022 award ceremony. 8 November 2022

Ukraine and the European community. Maintaining and regularly updating the website is crucial to the spread of important information, and it requires around 3,000 EUR per month.

Besides its projects, the organisation is also dedicated to fostering community engagement through various events. One of these events was a high-level discussion hosted by Promote Ukraine, Pina Picierino, Vice-President of the EU Parliament and the EP Child Rights Intergroup. The conference, titled 'Unseen Heroes: Empowering Women and Protecting Children within Russia's War on Ukraine – What Lies Ahead?', was held on May 23, 2023, at the European Parliament. It highlighted the humanitarian crisis in Ukraine, the role of women in the war, the impact of war on children, and the support provided and needed from the EP. The participants of this discussion included some incredible women, such as Oleksandra Matviichuk, Yuliia "Taira" Paievska, Dubravka Šuica, and Dariia Marchak. It cost over 2,500 EUR to coordinate such an event. Another important event took place on February 25, 2023 - a massive march demonstration dedicated to the 1st anniversary of the Russian full-scale inva-



National Demonstration dedicated to the first anniversary of the full-scale invasion of Ukraine by Russia. 25 February 2023. Photo by Anastasia Varvarina

sion of Ukraine. Approximately 5000 people participated in this joint support action. The overall expense incurred for organising this demonstration amounted to around 3,000 EUR. Furthermore, on August 24th, 2023, Promote Ukraine hosted an afterparty celebration of Ukraine's Independence Day. The event, which was attended by approximately 500 people, was filled with art, musical and theatrical performances, and delicious Ukrainian food. In addition to the festive, the celebration also served a fundraising purpose. The overall cost of this afterparty was over 5,500 EUR.

In summary, over the past two years, Promote Ukraine has undertaken a diverse range of impactful projects, initiatives, and events. These efforts have not only strengthened ties between the Ukrainian and European communities, but they have also made a significant contribution to promoting Ukraine's interests in Europe and advocating for its cause.



One of the leading projects of Promote Ukraine is the Brussels Ukraina Review, a bilingual magazine that aims to exchange expertise between Ukraine and the European Union.



Cover for the second episode of the Unlock Ukraine podcast with Vice President of the European Commission Dubravka Šuica. May 2023

Humanitarian Aid and Defence Procurement

Since the 24th of February 2022, Promote Ukraine has made a significant impact in the realms of humanitarian aid and defence procurement. The team has delivered approximately 1,000 units of assistance to support those in need and to strengthen Ukraine's defence capabilities to ensure its resilience in the face of an aggressor. Therefore, Promote Ukraine supplied a range of essential items to ensure the safety and efficiency of soldiers on the frontlines. This includes ballistic helmets (160 pcs), bulletproof vests (90 pcs), as well as tactical equipment such as earphones (40 pairs), boots (36 pairs), and gloves (38 pairs) among others. Additionally, the organisation has contributed to enhancing operational capacities by providing crucial assets like SUVs (6 pcs), night vision devices (6 pcs), and red dot sight (8 pcs). Equipment such as drones (14 pcs) and laptops (11 pcs) were also delivered, providing the forces with aerial surveillance capabilities and digital support systems.

In addition to the items mentioned above, Promote Ukraine, together with the support of its partners, successfully delivered an industrial 165-kva generator for the needs of the Ukrainian military in 2023. Furthermore, the organisation carried out a humanitarian mission to the Kakhovka region in June 2023 after the Kakhovka HPP dam was blown up. This mission delivered four pumps for pumping out water and tablets for cleaning 360,000 litres of water.

In total, Promote Ukraine has allocated around 300,000 EUR to procure and distribute these essential items. Each euro expended showcases the unwavering commitment and dedication of the team in providing critical resources for defence and humanitarian assistance.



Ukrainian MP Maria Mezentseva together with the chief of the 127th brigade, colonel Roman Hryshchenko, before sending the brigade to Bakhmut, receive a 165 kW generator from Promote Ukraine as part of the "Give Light to Ukraine" project . Kharkiv March 2023

Refugee Support

Promote Ukraine has also been actively involved in a variety of initiatives aimed at providing support and assistance to Ukrainian refugees residing in Belgium. In 2022, the organisation operated two warehouses in Etterbeek and Laeken, collectively assisting an average of 200 refugees daily, and helping over 10,000 people during the first five months of the full-scale invasion. Additionally, in 2022, Promote Ukraine established Prostir, a former Ukrainian Cultural Centre that has played a pivotal role in supporting and integrating Ukrainian refugees. It used to offer a diverse range of activities, including psychological support, language classes, art therapy, and more. Over 15,000 visits of Ukrainian refugees were recorded, resulting in more than 3,500 hours of supporting, integration and educational activities. Furthermore, many charity events were arranged within Prostir, such as the distribution of Christmas gifts to over 200 Ukrainian child refugees, totalling more than 6,000 EUR.



Ukrainian volunteer and paramedic Yuliia "Taira" Paievska with a car received from Promote Ukraine. March 2023

The total value of resources allocated for conducting all these activities and maintaining the team amounts to about 100,000 EUR, reflecting the commitment of Promote Ukraine to the well-being and integration of Ukrainian refugees.

Two-Year Overview of Operating Expenses

Ensuring the effective operation of Promote Ukraine involves several essential expenses. These costs, ranging from office rent and consulting services to social media marketing and team compensation, contribute to the ability of the team to deliver high-impact initiatives and maintain infrastructure.

Since 2023, Promote Ukraine has been operating from an office space at Rue de la Loi, 26, 1000 Brussels. The rent for this space amounts to over 9,000 EUR per quarter. Additionally, Promote Ukraine requires a range of professional services, such as accounting, legal, and international

consulting. These services ensure compliance with European regulations and standards costing about 6,000 EUR annually.

An important aspect of the organisation's outreach strategy is social media marketing. For this purpose, Promote Ukraine allocates over 2,500 EUR annually to leverage these tools. Furthermore, a part of the operating budget is allocated to sustaining the team of Promote Ukraine, including the salaries of its full-time employees.

Promote Ukraine's Capital Investments

In 2023, Promote Ukraine made substantial capital investments to enhance its operation and outreach. Therefore, at the beginning of 2023, the organisation undertook renovation works of Prostrir at a new address: Bd Emile Jacqmain 81, 1000 Brussels, investing around 18,000 EUR in upgrading the premises. Additionally, approximately 5,000 EUR was allo-

cated for marketing efforts, specifically for windows displays to increase visibility.

To further its humanitarian efforts, Promote Ukraine also purchased a vehicle, which, together with the necessary measures such as repairs and insurance, has a total cost of 9,000 EUR. Additionally, recognising the growing influence of digital media, the organisation invested in the necessary equipment for podcast production at a cost of around 5,000 EUR.

Overall, these strategic investments, totalling about 40,000 EUR, underscore Promote Ukraine's desire for continuous development and growth.

To sum up, Promote Ukraine's expenses range from humanitarian aid procurement to operating costs, thus demonstrating the team's strong dedication and commitment to its mission.

Now, let's explore the organisation's receipts, which reveal the sources and extent of the support that amplifies the impact of Promote Ukraine.

Receipt categories	Amount (EUR)		
	2022	2023	Total for 2022-2023
Support for Ukraine	164 922	56 250	221 172
Defence and Equipment Procurement	79 387	20 772	100 159
Humanitarian Aid Procurement	28 732	22 515	51 247
Refugee Support	16 439	23 584	40 023
Ukraine Leads Network. European Advocacy Forum	29 000	-	29 000
Events and Initiatives	55 279	59 628	114 907
Contributions of External Foundations, Organisations, and Partnership Projects	97 563	12 720	110 283
Sponsorship	150 540	90 508	241 048
Membership Fees	3 100	3 636	6 736
TOTAL	624 962	289 613	914 575

The financial figures presented in the table above give a summary of Promote Ukraine's receipts. Let's delve into the story and impact behind each funding source, unveiling the generosity and support the organisation has received over the past two years

Promote Ukraine's Fundraising and Donor Support

Following the Russian full-scale invasion of Ukraine, Promote Ukraine has actively engaged in a series of fundraising events and initiatives to mobilise support and resources to address urgent humanitarian, medical, and defence needs. Therefore, throughout two years, the organisation conducted 14 fundraising events that varied in scale and were either co-coordinated by its partners with Promote Ukraine or run exclusively by Promote Ukraine volunteers. Some of these initiatives include:

» March and charity concert on Europe Day on May 8, 2022, when Promote Ukraine raised around 24,000 EUR for the purchase of three SUVs.

» The Run for Ukraine initiative, conducted during the annual 20km Brussels marathon in 2023, raised more than 5,000 EUR. These funds were allocated to support Ukrainian veterans' participation in a visit to Belgium and those affected by the Russian-Ukrainian war, with a specific allocation of 2,000 EUR to the Citizen/Gromadyanyn Charity Foundation.

» The Independence Day celebrations at the GC Elzenhof, Elsene in 2023, where over 2,000 EUR were collected for the purchase of drones for the foundation of Yuliia "Taira" Paievskia.

» The European Parliament Cup on October 20, 2023, where, acting as a charity partner, Promote Ukraine managed to raise more than 4,000 EUR for the establishment of the "Point of Resilience" near the South Railway Station in Kyiv.

» Ukrainian Chalet at Brussels Christmas Market in 2023, enabling the organisation to raise around 9,000 EUR that was also used to establish the "Point of Resilience" in Kyiv.



President of Promote Ukraine Marta Barandiy hands over humanitarian cargo to support Kherson volunteers. 15 June 2023

Moreover, Promote Ukraine initiated several impactful fundraising campaigns. For instance, the #UkraineNeedsYou campaign resulted in the collection of around 3,000 EUR for the procurement of various protective equipment and an ambulance for the Kharkiv Military Hospital. Another striking example is the Give Light to Ukraine Campaign which featured events such as a Ukrainian Chalet and Kyiv Friday concerts at Brussels Christmas Market in 2022 that managed to raise over 7,500 EUR for the purchase of generators. Some of the other campaigns that took place were: 20km of Brussels in 2022, Ukrainian Art and Fashion Week at the Gallery Mont-de-Piété, a money collection for Kakhovka, and more.

Since the 24th of February 2022, Promote Ukraine has also experienced an incredible outpouring of support from private donors from across Europe who believe and share the vision and values of the organisation. Thanks to their generosity, Promote Ukraine has successfully raised over 200,000 EUR in two years that have been used to address a diverse range of needs, spanning from humanitarian aid to defence procurement (receipt category 'Support for Ukraine').

These donations are more than just financial support. They represent a collective belief in the power of unity, freedom, democracy, and humanity. Each euro donated is a step towards achieving victory and creating a better and sustainable future for Ukraine and the entire European community. Therefore, Promote Ukraine would like to express its profound gratitude to every donor who has joined the team on this challenging journey. Your kindness motivates one to continue pursuing its mission of promoting Ukraine's interests in Europe.

In recognition of the incredible support received, the team of Promote Ukraine would like to express its deepest appreciation to the following individuals who have played an important role in facilitating its cause: Reto S., Michel G., Christophe L., Sharon S., Renate A., Bernard A., Benoît B., Jasper DC., Taswar Z., Luc M., Zeeshan H., Laurie R., Ingrid S., Christopher S., Alfred B., Suna B., Umair Z., Hubert D., Linda A., Owen B., Walter V., Sebastien W., Carlos S-G., Jorge T., Francesco C., Michael T., Mike V., Nataliia G., Philip W., Randolph M., and all other incredible donors. Thank you for your unwavering support!



Secretary-General of the European Parliament Alessandro Chiochetti and President of Promote Ukraine Marta Barandiy. 21 October 2023

Sponsorship Support

In addition to the incredible support from private donors, Promote Ukraine has been fortunate to get invaluable assistance from generous corporate sponsors. Thus, throughout these two years, approximately 240,000 EUR were contributed, enabling the organisation to cover its operating costs, as well as sustain and improve its work and activities. Promote Ukraine is extremely grateful to all the sponsors for entrusting the organisation and ongoing commitment to its mission. With their help, the team hopes to continue voicing the interests of Ukrainian civil society in Europe, advocating for the Ukrainian cause to EU policymakers, and contributing to sustainable peace and prosperity on the European continent.

Promote Ukraine would like to extend special gratitude to the following supporters, who have played a pivotal role in fostering its activities: King Baudouin Foundation, Faccon NV, Partenamut, Reto S., Sahara Maliks, Christophe L., Sharon S., Maria Service, Andrii L., Oleh N., and all the incredible sponsors. The team is deeply honoured by your support and trust!

In-Kind Contributions

In pursuing its mission of promoting Ukrainian interests and values, Promote Ukraine relies not only on financial support but also on numerous in-kind contributions. These donations, ranging from essential office spaces to technological resources, empower the organisation's initiatives and its ability to make a positive impact.

Therefore, due to the support from Alain D. and "Seco Community", Promote Ukraine was able to get more than 1,000 sq. metres of office space at Rue d'Arlon, 53, 1000 Brussels for the year 2022. This generous contribution became not only the headquarters for the

organisation's daily operating activities but also a hub for strengthening its mission. BPI Real Estate/AG Insurance provided Promote Ukraine with the space for Prostrir, formerly known as the Ukrainian Cultural Centre for education, collaboration, integration, creativity, and support, all under the same address – Rue d'Arlon, 53. Moreover, thanks to the invaluable support of the European Economic and Social Committee and the European Parliament, the organisation also secured premises for the work of Ukrainian civil society in the heart of the European Quarter in Brussels. In 2023, with the great assistance of Philippe Close, the Mayor of Brussels, Marie-France Botte, the head of the international relations department, Promote Ukraine obtained the premises for Prostrir in the heart of Brussels at Bd Emile Jacqmain 81, 1000 Brussels. Additionally, the team secured their current office space at Rue de la Loi, 26, 1000 Brussels

with a generous discount, thanks to the support of "Shakeholders".

One of the most valuable resources that Promote Ukraine has is its wonderful and dedicated volunteers. Over the past two years, the organisation has been fortunate to have approximately 400 volunteers contributing their time and effort to the common mission. Therefore, the total number of man-hours provided by them over two years amounts to an impressive 114,000 man-hours. The total economic value of the work performed is more than 2.7 million EUR (including taxes). These incredible numbers underscore the immense value that volunteers of Promote Ukraine contribute to it. Their commitment and hard work not only drive the success of the team's efforts but also fosters a true spirit of unity and community. Promote Ukraine is incredibly grateful for your unwavering support and dedication!

The organisation has also been



Executive Chairman of Europe MédiaLab Christophe Leclercq and President of Promote Ukraine Marta Barandiy during the NATO-Ukraine Human Chain. 27 November 2022. Photo by Vyacheslav Romaniuk



**The team of Promote Ukraine.
May 2022**

Promote Ukraine's Grant-Funded Initiatives Across Time

the recipient of in-kind humanitarian aid from numerous individuals and institutions. Therefore, the total value of the humanitarian goods received is over 41,000 EUR. Promote Ukraine is deeply grateful for such generous contributions to Benoit L., K.FUND, and other incredible donors.

Aside from this, Promote Ukraine received substantial support from Meta, a multinational technology company, in 2022 in the form of IT equipment. Accordingly, the organisation received a total of 718 pieces of technical equipment, including 309 laptops, 10 computers, 350 chargers, etc. By this contribution, Meta has not only enhanced the technological capabilities of the organisation but has also empowered it to carry out its mission and activities more effectively. Promote Ukraine is very grateful to Meta for their support and generosity!

In addition to generous donations and sponsorships, Promote Ukraine was also able to obtain grant funding. Therefore, over the past two years, the organisation has successfully secured four grants, totalling a substantial amount of around 155,000 EUR from different sources. These grants enabled Promote Ukraine to carry out various projects and initiatives to promote the interests and values of Ukraine in Europe.

Thanks to these funds, two of the projects have already been realised, showing the commitment and effectiveness of Promote Ukraine

in making a positive impact. Therefore, the team obtained a grant from the Konrad-Adenauer-Stiftung to conduct the European Advocacy Forum in 2022. The total amount of funds for this project reached 29,000 EUR. Additionally, the team received financing from the European Youth Foundation of the Council of Europe of around 14,000 EUR for its educational camp "Children-UA" in 2023.

Furthermore, Promote Ukraine is actively working on the implementation of the other two grants, with anticipated completion in the coming years. One of them is "Creating Bridges", a joint project with two other associations, aimed to support Ukrainian cultural centres across Europe with a funding amount of around 82,000 EUR from the EU Commission. Another project is "NCDs prevention and health promotion across the EU" with more than 30,000 EUR of support from the EU Commission to improve health equity, prevent NCDs, and enhance EU collaboration on this matter.



European Advocacy Forum 2023. 9 November 2023. Photo by Anastasia Varvarina



Participants of the Children-UA summer camp by Promote Ukraine during a visit to the Microsoft Technology Centre in Brussels. July 2023

Members Contributions

Apart from the above sources of funding and support, Promote Ukraine also relies on the contribution of its members. They play an important role in shaping the future of the organisation and contributing to its strategic vision, management, and governance. This includes the annual election of the Board of Directors and the ability to apply for a position on the Board. Therefore, over the past two years, Promote Ukraine has been able to receive over 6,000 EUR through membership fees. All funds from this account were spent on operating activities.

In summary, these financial contributions, whether through donations, grants or sponsorships, play a pivotal role in supporting the team's mission and ensuring their continued success in promoting Ukraine's interests in Europe and protecting democracy. Once again, the team of Promote Ukraine would like to express its deepest gratitude to all supporters whose generosity empowers Promote Ukraine's endeavours. Thank you for standing with Ukraine!

Words of gratitude to our valuable partners

Promote Ukraine is also immensely grateful to its cherished partners who have joined the team in its efforts to promote and advocate for the Ukrainian cause in Europe. Your trust and commitment have been instrumental in fostering the mission of Promote Ukraine and amplifying its impact. Nevertheless, your continuous support goes beyond simply contributing to the organisation. It also represents a strong commitment to European values – freedom, democracy, the rule of law, human rights, and dignity. Together, side by side, we can succeed in defending the mission we stand for. Promote Ukraine is deeply honoured by this solidarity and is sure that these joint efforts will make a significant contribution to a bright, peaceful, and prosperous future on the European continent.

The team of Promote Ukraine extends gratitude to the following partners: City Hall of Brussels, Partenamut, Microsoft, European Parliament, Office of the Vice President of the European Parliament Pina Picierno, European External Action Service, European Economic and Social Committee, The Nine, Accent, Circular.Brussels VZW, Shakeholders, KOLO Charity Foundation, Konrad-Adenauer-Stiftung, Holland House Brussels, LUX / BXL, and The King Baudouin Foundation. We look forward to continuing our fruitful cooperation. Thank you for supporting Promote Ukraine! Thank you for standing with Ukraine!



Shooting of the pilot episode of the podcast Unlock Ukraine with the President of the Belgian party MR Georges-Louis Bouchez. November 2022

Promote Ukraine: A Catalyst for Positive Impact on Civil Society and Beyond

It is worth mentioning that through its diverse activities, Promote Ukraine has made a significant impact on a wide range of actors, ranging from political entities to civil society groups, and from international organisations to individual citizens.

Therefore, Promote Ukraine has made an important contribution to the development of the Ukrainian Civil Society Hub. Thanks to the swift response of the President of the European Parliament, Roberta Metsola, to the full-scale Russian invasion of Ukraine and the following request of the President of Promote Ukraine, Marta Barandiy, the team was able to secure the premises for Ukrainian civil society in 2022 in the Station Europe Building on Place Luxembourg, in front of the European Parliament. This space is currently actively used to coordinate civil society actions, such as organising press conferences, meetings, and other events, to advocate for democracy, human rights, and the interests of Ukraine in Europe. Promote Ukraine is deeply grateful to Roberta Metsola and the European Parliament for this generous gesture of solidarity and support!

Additionally, Promote Ukraine has become a major source of inspiration for the establishment of the volunteer-led association Promote Georgia in 2023, not only in name but also in spirit and action, as was noted by the team of Promote Georgia. The tireless support that Promote Ukraine provides to Ukraine and all those in need has encouraged Georgian volunteers to join this effort. The influence of Promote Ukraine in this regard underscores the great example of how shared goals and mutual support can lead to impactful initiatives.



President of Promote Ukraine Marta Barandiy during the National Demonstration dedicated to the first anniversary of the full-scale invasion of Ukraine by Russia. 25 February 2023. Photo by Anastasia Varvarina

In closing, Promote Ukraine would like to express its sincere gratitude to everyone who has supported and been a part of the team over the past two years. Your generous donations, valuable insights, and unwavering solidarity have made a difference in advancing Promote Ukraine's mission. As the organisation moves forward, its commitment remains unshaken. Promote Ukraine is dedicated to helping Ukraine in its pursuit of victory and recovery, as well as contributing to sustainable peace and prosperity on the European continent and it looks forward to your further active support.

Together, we can make a difference. Thank you for standing with us!

Promote Ukraine is also immensely grateful to its cherished partners who have joined the team in its efforts to promote and advocate for the Ukrainian cause in Europe.



German MEP Viola von Cramon (Group of the Greens/European Free Alliance) and President of Promote Ukraine Marta Barandiy during a demonstration dedicated to the Unity Day of Ukraine. 23 January 2023. Photo by Anastasia Varvarina

KEY NUMBERS BY DEPARTMENT

2022- 2023

ADVOCACY **30** civil society organisations

The team conducted more than **30 closed-door high-level meetings** with the European Council, the European Commission, EU Member States Permanent Representations, members of the Belgian Federal Parliament, Belgian ministries of Justice and Finance, Brussels-based think tanks and NGOs. During these meetings, the main advocacy topics were EU & NATO integration, sanctions against Russia, confiscation of frozen assets, special tribunal for Russian war crimes.

- » **2 European Advocacy Forums** (participants in 2023: 30 civil society organisations based in the 20 EU member states)
- » **32 institutions/individuals signed our Manifesto of Ukrainian Civil Society Organisations** "Ukraine in the European Elections 2024"
- » **12 members** in the Ukraine Leads Network
- » Public speaking events: **33**
- » Publications produced by the team: **12**
- » Interviews given: **38**
- » Public discussions attended: **17**



DEMONSTRATIONS **117** demonstrations of different formats

11 months

of weekly Monday demonstrations in front of the Russian Mission to the EU

3 months

of weekly Sunday boycotts of LUKOIL tank stations

52 demonstrations

in front of the European Council, European Commission, European Parliament, NATO HQ, Belgian ministries, and offices of international associations on key advocacy topics

2 human chains:

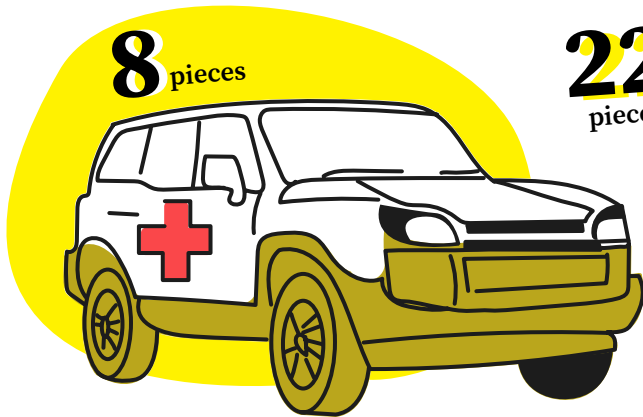
1 encircling the European Commission HQ (2nd human chain in its history), **1 encircling NATO HQ** (1st in its history)

4 big marches:

1 at the early stage of the full-scale war, **1 for the Europe Day** (8 May 2022), **2 for the anniversaries of the full-scale invasion** (2023 and 2024). The biggest march was devoted to the 2nd anniversary (February 25, 2024) and gathered around **7000 people**.



HUMANITARIAN AID TO UKRAINE



8 pieces

226 pieces



» **Medical support: 308 units of medical support devices** (including implants for traumatology and advanced products for bones fixation, wheelchairs and other medical supplies).

- » Donated Laptops - **8 pcs**
- » Donated Printers - **9 pcs**
- » Donated Monitors - **6 pcs**
- » Donated Routers - **8 pcs**

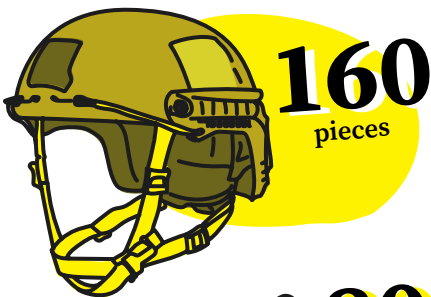


90 pieces

- » Water filters - **65 pcs**
- » Tactical earphones - **40 pairs**
- » Belt system - **47 pcs**
- » Sight red dot - **8 pcs**
- » Thermal imagers - **25 pcs**
- » Tactical flashlights - **3 pcs**
- » Kneepads - **16 pairs**
- » Uniform - **15 sets**
- » Ponchos - **5 pcs**
- » Tactical jacket - **10 pcs**
- » Tablets - **10 pcs**
- » Sleeping bags - **11 pcs**
- » Backpacks - **15 pcs**
- » DJI FPV - **5 pcs**
- » Laptops - **3 pcs**
- » Elbow pads - **10 pairs**
- » Motor pump - **1 pcs**
- » Generators electric - **3 pcs**
- » Generator industrial - **1 pcs**
- » Point of resilience project (tent, generator, heater industrial, Starlink) - **1 pcs**



9 pieces

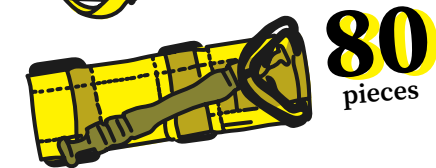


160 pieces

38 pairs

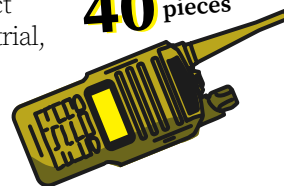


36 pairs



80 pieces

40 pieces



3 pieces
Night vision devices



The New York Times

AP Associated Press

BBC 

The Guardian 

BRUZZ 

MEDIA **266** media mentions

Belgian: The Brussels Times, Bruzz, RTBF, VRT, La Libre, L'Avenir, 7sur7, RTL, Knack, LN24, BX1, DHNet, The Bulletin, Le Soir, Nieuwsblad, HLN, De Standaard.

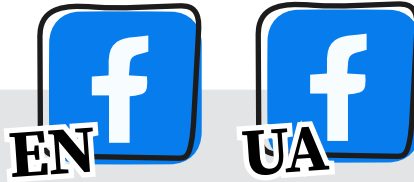
Ukrainian: Ukrinform, Inter, Suspilne, TSN, Gazeta.ua, 24 channel, ArmyInfo, Radio Free Europe/Ukraine Service, Kyiv Independent, 5 Channel, Podrobnosti, Korrespondent, European Pravda.

European and international: Euronews, POLITICO, SWI swissinfo, BBC, The Guardian, Al Jazeera, EUobserver, Euractiv, ZDF, NY Times, Süddeutsche Zeitung, Associated Press, VOA, O Globo.

SMM

Number of subscribers

23K **112K**



18K



4.3K



1K



9K



7.5K



Reach

2022-2023

4.0M



586.9K



2023

99.4K



2022

99.7K



2023

911.2K



UA
2023



For the year 2023, from January 1 to December 31, the number of subscriptions on **YouTube** increased by **6.200** subscribers.

Total number of subscribers **7.500**.

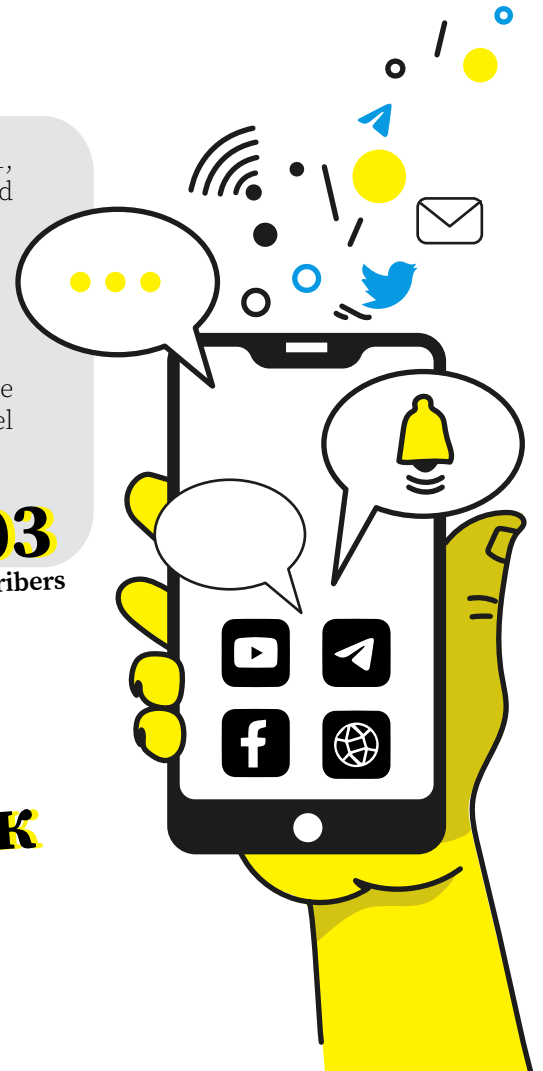
Views for 2023 January 1-December 31— **451.800**.

Compared to the 2022 year, the number of views is **131% higher** and the duration of viewing is **296% higher**. And subscriptions to the channel are up by **926%**.

2022: **199K** **3900hours** **+603**
Views View duration Subscribers



2022: **149** **>832K** **>56K**
Videos Views Likes



FINANCIAL DEPARTMENT



Expences and Receipts:

- » Defence and Equipment Procurement
- » Support for Ukraine
- » Events and Initiatives
- » Refugee Support
- » Expenses for operating activities
- » Rent Payments
- » Unlock Ukraine
- » Ukraine Leads
- » Capital Investments
- » Contributions of External Foundations, Organisations, and Partnership Projects
- » Demonstrations
- » Advocacy Department
- » Humanitarian Aid to Ukraine
- » Sponsorship



REFUGEES

Emergency assistance:

- » Formal assistance to find accommodations for more than **40 families** and informal help to around **150 people** (accommodation requests were received and processed but people found different accommodations in the end).
- » **Two warehouses** (in Etterbeek and Laeken) for collecting and distributing humanitarian aid for refugees: on average **200 refugees** per day were assisted. We have helped more than **10.000 people** in 5 months.

Ukrainian Cultural, Educational and Integrational Center Prostrir: since its opening in May 2022, more than 7000 refugees joined different daily classes and events arranged by the volunteers of Promote Ukraine. 40+ teachers, psychologists and other subject matter experts were involved in providing classes and info sessions.

- » More than **3.500 hours** of supporting and educational activities have been provided.
- » More than **15.000 visits** of Ukrainian refugees recorded (including repeat visits).
- » More than **50 volunteers** (professionals in their respective fields) offering their services pro-bono in order to support fellow Ukrainians in need.
- » More than **30 events** celebrating Ukrainian culture, attracting more than **16000 people**.

Ukrainian Business in Belgium

Incubator program - 2022:

- » **60 business ideas in 6 different categories:** Tech & IT, Food & HORECA, Service Industry, Sustainability, Manufacturing, Logistics and Transportation.
- » **40 participants** of a full-day training program provided by 1819.Brussels experts.
- » **3 finalists** two of which have already started implementing their business ideas in life.

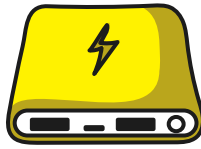
IT

Total amount of IT equipment received:

309
pieces



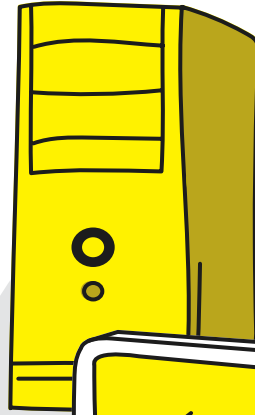
350
pieces



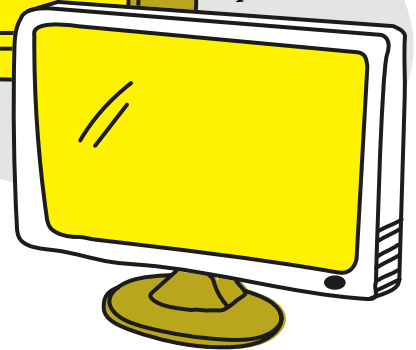
3 pieces



10 pieces



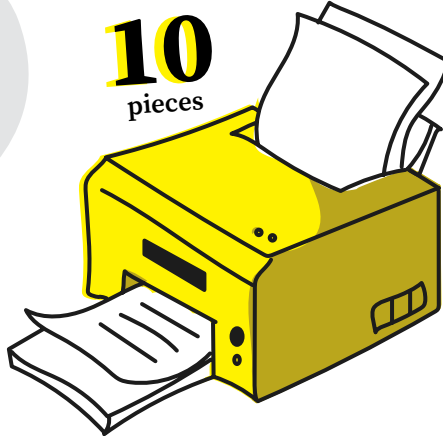
19
pieces



8
pieces



10
pieces



9 pieces



Leasing of laptops (and chargers) to NGOs supporting our cause:

- » 5 to Promote Georgia
- » 10 to Association of Ukrainian Women in Belgium
- » 11 to Representatives of the Ichkerian community.

MEDIA PRODUCTION

15

Unlock Ukraine
podcast episodes

HR DEPARTMENT

Supported us in 2022-2023:

- » >400 volunteers
- » 25 members
- » 114.000 man-hours provided by volunteers with the total economic value of their work being > 2.7 million EUR.

AWARDS



Gratitude from the Department of the State Protection of Ukraine



European Citizen's Prize 2022



Gratitude from the 72nd Separate mechanised Brigade named after the Black Cossacks



Certificate of Appreciation from the Department of Protection of National Statehood of the Security Service of Ukraine



Certificate of Appreciation from the Government of the Chechen Republic of Ichkeria



Medals from NATO



A Certificate stating that Marta Barandiy was awarded the Badge of the Department of the Protection of National Statehood of the Security Service of Ukraine



Certificate of Appreciation from the Office of Security Service of Ukraine in Kharkiv region



Gratitude from the Embassy of Ukraine in the Kingdom of Belgium



Gratitude from the 92 Separate mechanised brigade named after Ivan Sirko's Cossack Otaman



Gratitude from the Defence Intelligence of the Ministry of Defence of Ukraine



Gratitude from the military unit A1978



Gratitude from the Ministry of Culture and Information Policy of Ukraine



Gratitude from the 92 Separate mechanised brigade named after Ivan Sirko's Cossack Otaman



Gratitude from the 3rd mechanised battalion of the 28th SMB



Gratitude from the 93rd SMB Kholodny Yar



The honorary badge of the Commander-in-Chief of the Armed Forces of Ukraine 'For assistance to the army', awarded to the President of Promote Ukraine Marta Barandiy



The honorary badge of the Commander-in-Chief of the Armed Forces of Ukraine 'For assistance to the army', awarded to the Vice President of Promote Ukraine Vasyly Kushmuns



The honorary badge of the Commander-in-Chief of the Armed Forces of Ukraine 'For assistance to the army', awarded to the Media Department Lead of Promote Ukraine Yana Brovdiy

KEY ACTIVITIES

European citizens awardee 2022

Promote Ukraine received a prestigious European Citizen's Prize that the European Parliament awards for exceptional achievements in each EU country.

Marta Barandiy, the Belgian winner and founder of the NGO Promote Ukraine, noted, "The European Citizen's Prize is an award for eight months of defending Ukraine in Brussels. This is recognition of our results."

"I am grateful to every volunteer of Promote Ukraine, every supporter, participant, partner, and donor! Together, we can do more! The Ukrainian people need a victory, and we need a victory," the head of Promote Ukraine summed up.

The European Citizen's Prize goes to projects that encourage:

- » mutual understanding between people in the EU;
- » cross-border cooperation that builds a stronger European spirit;
- » EU values and fundamental rights.



European Advocacy Forums 2022 and 2023

On 1 December 2022, Promote Ukraine, under the patronage of the then President of the European Economic and Social Committee Christa Schweng, and with the support of the Konrad-Adenauer-Stiftung, organised the European Advocacy Forum – Ukraine Leads. The Forum brought together Ukrainian civil society associations from 14 EU countries to discuss challenges and best practices of advocacy and actions in support of Ukraine.

The project benefited Ukrainian society at large and the Ukrainian Civil Society within Brussels and Europe. The Forum provided the temporarily displaced Ukrainian Civil Society and Ukrainian CSOs based in Europe with a platform for networking and advocacy in Brussels while connecting them to the European policy and decision-makers, donors, expert communities, and like-minded European peer institutions.

During the Forum, participants identified and discussed common challenges and solutions, as well as best practices they face in their advocacy work. Russian propaganda, human resources and finances, and lack of networking and coordination among civil society were among some of the challenges that were identified and pre-



Romanian MEP Vlad Gheorghe (Renew Europe Group), team of Promote Ukraine, and participants of the European Advocacy Forum 2022. 1 December 2022.

Photo by Vyacheslav Romaniuk

sented to the participants. Volunteer burnout and lack of full-time employment opportunities within Ukrainian civil society in the EU was an especially poignant topic.

The second edition of the annual European Advocacy Forum 2023, coordinated in collaboration with the Konrad-Adenauer-Stiftung and the European Parliament, brought together 30 civil society groups based in the 20 EU member states. The objective was to deliberate on a unified advocacy strategy leading up to the upcoming European elections. The event concluded with the signing of the Manifesto of Ukrainian Civil Society Organisations “Ukraine in the European Elections 2024,” translated into at least 10 EU member state

languages. The full-day event featured discussions with speakers from prominent European institutions, including DG NEAR, the European Commission’s Ukraine Division, EEAS, NATO, as well as think tanks and research centres such as the European Movement International, EPRC, and representatives from civil society.

The event underscored the sustained support and commitment of Ukrainian civil society, alongside European institutions, in fostering Ukrainian interests during the European elections year. Participating institutions benefited from valuable networking opportunities, advocacy workshops tailored to the EU context, and engaging discussions. Moreover, it laid a robust foundation for the advocacy compass of participating organisations for the upcoming year, marking the inception of the Ukraine Leads Network.

Ukraine Leads Network

This platform primarily serves as an information and awareness tool for civil society associations dedicated to supporting Ukraine. Additionally, the platform showcases the signature projects, areas of focus, and grant history of these organisations, streamlining the



Team of Promote Ukraine and Participants of the European Advocacy Forum 2023. 9 November 2023. Photo by Anastasia Varvarina



Ukraine Leads Network after signing the Manifesto of Ukrainian Civil Society Organisations, 10 November 2023.

Photo by Anastasia Varvarina

search for potential partners and grant-giving entities. The website includes an interactive map highlighting civil society associations in the EU and the UK. The Ukraine Leads Network aims to facilitate collaboration and strengthen the collective efforts of teams committed to advancing the cause of Ukraine.

Marches in Brussels devoted to the 1st and 2nd anniversaries of the full-scale invasion

More than 5000 people joined us in February 2023 on the streets of Brussels. And in February 2024 we have increased the numbers with 7000+ people attending the march. The thousands of people at the march represented all corners of the world. This includes Ukraine, Belgium, Georgia, Germany, France, Spain, Italy, Belarus, Taiwan, Latvia, Lithuania, Estonia, Poland, The United Kingdom, and so many more. We were all united by a common goal: to stop Russian aggression, save Ukrainian lives, and bring peace to the European continent.



National Demonstration dedicated to the second anniversary of the full-scale invasion of Ukraine by Russia. 25 February 2024. Photo by Anastasia Varvarina

With the latest demonstration, we called on the EU for signalling the political will to support Ukraine until the victory of Ukraine over Russia, as it is the only way to prevent a larger aggression of Russia against Europe.

A few days after that the European Parliament voted for a resolution, where it 'reaffirms its support for consistently providing military aid to Ukraine for as long as necessary and in whatever form necessary for Ukraine to win'.

Ukrainian Cultural and Integrational Centre "Prostir by Promote Ukraine"

Prostir is a space in Brussels for Ukrainians fleeing the war which was created after the Russian full-scale attack on Ukraine. The centre opened on the 30th of May 2022 as an urgent response to the need to create a place where Ukrainian refugees can get support, unwind from daily troubles and connect with their culture far away from home.

During 1,5 years of Prostir being operational:

» More than 3.500 hours of supporting and educational activities have been provided, including but not limited to psychological support groups and individual coaching, yoga and dance therapy, art therapy and vocal lessons, job fairs and info sessions, languages classes and conversation tables, painting classes for adults and children, etc.

» More than 15.000 visits of Ukrainian refugees recorded (including repeat visits).

» More than 50 volunteers (professionals in their respective fields) offering their services pro-bono to support fellow Ukrainians in need.

» Multiple performances of the Promote Ukraine choir consisting of Ukrainian women refugees, including an unforgettable performance on the central stage of the European Parliament in Brussels.

» 3 different charity events to distribute Christmas gifts among Ukrainian children-refugees (overall more than 200 children).



Speech by the Refugee Support Department Lead Lyuba Karpachova during the opening of Prostir (former Ukrainian Cultural Centre). 5 June 2022. Photo by Igor Pylypenko

PROSTIR

by Promote Ukraine

The logo of Prostir (former Ukrainian Cultural Centre)



The Ukrainian choir by Promote Ukraine during a performance on the occasion of the end of the EESC Presidency of Christa Schweng and the inauguration of the new President of the Committee, Oliver Röpke. 26 April 2023



Deputy Prime Minister for European and Euro-Atlantic Integration of Ukraine Olha Stefanishyna and the Team of Promote Ukraine during the musical performance “Ukraine’s Ode to Dignity”. 12 December 2023.
Photo by Anastasia Varvarina

Ukrainian Independence Day celebration at GC Elzenhof in the heart of Europe

Both in 2022 and 2023 Promote Ukraine in collaboration with our esteemed partners has arranged a celebration for Ukrainians to feel the connection to our homeland far away from home and for Europeans and guests of Brussels to learn about our beautiful culture. As a result, approximately 500 people participated in each of the events with funds collected to support Ukrainian displaced people (2022) and the purchase of protective equipment to our defenders (2023).

Promoting Ukrainian veterans’ well-being and rehabilitation programs in Brussels

From May 24 to May 31, 2023, Promote Ukraine coordinated a visit of three Ukrainian veterans to Brussels. The veterans, Yurii Tsyntylevych, Roman Kashpur, and Yurii Kozlovskiy, dedicated over 18 hours to working meetings in the EU institutions, embassies of EU and non-EU states, conducted 6 hours of interviews with Belgian and EU press, and completed a 20 km run through Brussels with our team “Run for Ukraine” (2nd edition). In the framework of the initiative, Promote Ukraine also collected funds to donate to the Citizen Charity Foundation in Ukraine, which provides comprehensive assistance to servicemen with amputations through state-



The visit to Brussels has not only brought the issue of Ukrainian veterans to the forefront but has strategically positioned Promote Ukraine as a proactive and influential advocate.

of-the-art prosthetics, physical and psychological rehabilitation, and education.

Impact: the visit to Brussels has not only brought the issue of Ukrainian veterans to the forefront but has strategically positioned Promote Ukraine as a proactive and influential advocate. The impact resonates not only in the connections forged with decision-makers but also in the heightened awareness and collaborative opportunities that will contribute to the long-term well-being and rehabilitation of Ukrainian veterans.

Ukrainian Initiative “Games of Heroes” in Brussels

In Brussels on the 9th of November 2023, the “Games of Heroes” CrossFit competition brought together Ukrainian veterans showcasing not just physical prowess but an indomitable spirit. The event was co-organised by Promote Ukraine and the “Games of Heroes” movement in the framework of the visit of 11 veterans



Ukrainian veterans and the team of Promote Ukraine during the annual Brussels 20 km marathon. Photo by Anastasia Varvarina

to Brussels, on the invitation of the Public Diplomacy Division of NATO Headquarters.

The “Games of Heroes” is more than a competition; it’s a symbol of resilience. With over 6,500 veterans benefiting from the project since its inception in 2016, the “Games of Heroes” continues to be a beacon of hope and strength for those who’ve sacrificed for their country.

The veterans also took part in the opening of the “Ukraine Leads” European Advocacy Forum, arranged by Promote Ukraine on the same day in the European Parliament, where representatives of Ukrainian institutions from 19 EU member states thanked them for their sacrifice and for defending Ukraine.



President of Promote Ukraine Marta Barandiy and Vice President of Promote Ukraine Vasyl Kushmuns at the Game of Heroes. 9 November 2023.

Photo by Anastasia Varvarina

'Unseen Heroes: Empowering Women and Protecting Children within Russia's War on Ukraine – What Lies Ahead?'

Conference was organised together with Pina Picierno, Vice President of the European Parliament, on how to empower women and protect children in Russia's war against Ukraine. Keynote speakers included Oleksandra Matviichuk, founder of Centre for Civil Liberties - 2022 Nobel Peace Prize laureate, Dariia Marchak - First Deputy Minister of Social Policy of Ukraine, Photo by Yuliia Paievska - 2022 Sakharov Prize, Dubravka Šuica - Vice President of the European Commission.



Ukrainian veterans Yurii Tsyntylevych, Yurii Kozlovskiy and Roman Kashpur during the annual 20 km Brussels marathon. 28 May 2023



Games of Heroes. 9 November 2023.
Photo by Anastasia Varvarina

Human chains around the European Commission and the NATO HQ

With this first demonstration we called on the EU to grant Ukraine a candidate status, the positive solution was soon delivered. During the second human chain demonstration, we called for providing Ukraine with a clear pathway to become a NATO member and deliver F16 to Ukraine. After that, at the NATO Summit in Vilnius, Ukraine was given security guarantees and the F16 coalition was created.

Collaboration with Brussels City

Under the patronage of Brussels City Mayor Philippe Close, in 2022 and 2023 Promote Ukraine team was an active participant during, in our view, one of the best Christmas markets in the world. Twice we had coordinated a Ukrainian Christmas Chalet on the market, showcasing arts and crafts products of Ukrainian origin. And in 2022 our team managed "Kyiv



From left to right: Vasyl Kushmuns, Dariia Marchak, Pina Picierno, Dubravka Šuica, Oleksandra Matviichuk, Yuliia Paievska, Marta Barandiy during the conference Unseen Heroes: Empowering Women and Protecting Children within Russia's war on Ukraine. 23 May 2023.

Photo by Maryna Kutsenko



Human chain around NATO HQ. 27 November 2022.

Photo by François Dvorak

Fridays” concerts each Friday at the Christmas market, presenting traditional Ukrainian instrument bandura, Christmas carols, traditional Ukrainian Christmas theatre Vertep and some of the talented performers in pop and electronic genres.

In addition, on the 16th of November, the 8th Kyiv Investment Forum took place in the city hall of Brussels. For the first time, Promote Ukraine as an official partner and PU’s volunteers helped with the promotion of the Forum and assisted on-site during the Forum.

The Forum highlighted Ukraine’s potential as a European hub, emphasising its role in tech innovation and the need for investor engagement. With the EU recommending negotiations for candidate status, the forum addressed challenges such as war-related destruction, corruption, and unclear laws. Speakers stressed the importance of infrastructure improvement, transparency, and collaboration between public and private sectors. Overall, the forum signalled hope for Ukraine’s sustainable revival and a shift from war-related concerns to future-oriented discussions.

Europe Day concert 2022

The event of Promote Ukraine gathered around 3000 people marching through Brussels in solidarity with Ukrainians. The event was arranged thanks to the support from Georges Dallemagne, Christa Schweng, Maud Vanwalleghem, Mark Demesmaeker, at Benoît Lutgen, and Christos Doulkeridis.

At the final destination of the march, Place du Luxembourg, in the epicentre of the EU quarter, we had a musical evening with greetings and/or performances from Ukrainian and European musicians: Eugene Gioni, The Black Flamingos, Океан Ельзи/ Okean Elzy,

Yuriy Seredin, ONUKA, DrØnes ’72, Go-A Band (Kateryna Pavlenko), Monopoly Loser, Gadjangos, JERRY HEIL, and Lenara Osmanova.

The concert was hosted by Lydia Taran and Kelly Agathos, who skillfully led the evening uniting us in memory of victims of the war and in praising Ukrainian heroes.

The special treats of the evening were Ukrainian borsch from Yevhen Klopotenko, a famous Ukrainian chef, and varenyky made with love by OUB – the Association of Ukrainian Women in Belgium.



Human chain around the European Commission. 12 June 2022



Ukrainian chalet at the Brussels Christmas Market 2023. December 2023



Christmas concert of Ukrainian artists - Kyiv Fridays. 2 December 2022. Photo by Vyacheslav Romaniuk



The Promote Ukraine team at the Europe Day concert. 9 May 2022



Belgian entrepreneur Alain Deneef, President of Promote Ukraine Marta Barandiy and former Advocacy Department Lead Maryna Yaroshevych during the celebration of the 8th anniversary of Promote Ukraine.
11 May 2022



President of Promote Ukraine Marta Barandiy and former Prime Minister of Belgium, MEP (Renew Europe group) Guy Verhofstadt



Mayor of the city of Brussels Philippe Close, the head of the international relations department Marie-France Botte, Ukraine's Representative to the European Union Ambassador Vsevolod Chentsov, President of Promote Ukraine Marta Barandiy and the Team of Promote Ukraine at the Kyiv Investment Forum. 16 November 2023. Photo by PRYZM



Belgian MEP Benoît Lutgen (EPP Group) and President of Promote Ukraine Marta Barandiy. 7 December 2022

Children-UA by Promote Ukraine

A week-long educational camp with a strong focus on empowering Ukrainian young refugees (13-16 years) in Belgium to take charge of their future by providing them with the essential knowledge of the labour market, as well as skills and resources they need to succeed in their future careers. 38 participants during 2 stages of the camp (one in July and one in October), more than 15 volunteers and trainers, and more than 20 different professions were covered.

We are very proud that at least 3 of the participants have become active PU volunteers and at least 5 additional participants have helped us at some of our events.

This project was implemented thanks to the financial support of the European Youth Foundation of the Council of Europe. The views expressed do not necessarily reflect the official position of the Council of Europe.



Promote Ukraine boycotts LUKOIL. July 2022



Participants of the Children-UA camp by Promote Ukraine during a visit to Brussels Airlines. October 2023

Promote Georgia

Thanks to the active support and involvement of the Georgian civil society in our events, a new civil society association “Promote Georgia” was born on 8 March 2023 in Brussels. Composed of a team of Georgian volunteers in Belgium and the Netherlands and inspired by the activities and impact of Promote Ukraine, Promote Georgia aims to advocate for a free democratic European future of Georgia by connecting Georgian immigrants across Europe as well as strengthening the cooperation with their strategic partners in the EU.

13.12.2023 “Ukraine’s Ode to Dignity”

Musical performance orchestrated together with the Office of the Vice Prime Minister for European and Euro-Atlantic Integration of Ukraine within the framework of the communication campaign “Embrace Ukraine. Strengthen the Union” and the City of Brussels to mark the 10th anniversary of the Revolution of Dignity and show the pathway of transformations Ukraine has undergone to progress on the European Integration. Keynote speaker: Olha Stefanishyna - the Vice Prime Minister for European and Euro-Atlantic Integration of Ukraine.

Besides, our team was a co-organiser of such events, as the opening of the exhibition “State of Defiance” by the resistant movement Yellow Ribbon, Kyiv Investment Forum organised in cooperation with the Mayors of Brussels City and Kyiv, the conference on the EU sanctions regime and the establishment of the special tribunal for Ukraine in cooperation with the European Parliament, etc.

The recognition of the advocacy team of Promote Ukraine is also demonstrated by the invitations by our partners and fellow NGOs to speak and attend various events, such as the Business Forum “Rapid Recovery of Ukraine” in Luxembourg, “Warsaw Activist Summit” in Warsaw, Future Forum 2023 in Brussels.

- » Open letter on Holodomor to the Belgian Parliament
- » Holodomor was recognised as a genocide against Ukrainians by Belgium in 2023
- » Open letter on ban of Russian symbolics
- » Open letter on deportation of children
- » LUKOIL Campaign
- » Sanctions campaign
- » Russia as a terrorist state campaign
- » EU football match



Speech at the inauguration of the Ukrainian Civil Society Hub of the European Parliament



Speech at the European Citizens Award Ceremony

The Forum highlighted Ukraine’s potential as a European hub, emphasising its role in tech innovation and the need for investor engagement. With the EU recommending negotiations for candidate status, the forum addressed challenges such as war-related destruction, corruption, and unclear laws.

Ukrainian Hub from European Parliament



Inauguration of the Ukrainian civil society hub by Roberta Metsola, EP President. 17 March 2022

The solemn opening ceremony of the Ukrainian Hub was held at one of the Parliament's premises at Place du Luxembourg on 17 March 2022. The creation of such a centre was initiated by the **Promote Ukraine**, which became its administrator. The hub is now open to all Ukrainian NGOs in Belgium, as well as to all Europeans who care about Ukraine's fate in these difficult times of struggle against Russian aggression.

"We stand by the people of Ukraine, impressed by your courage, resilience and strength in the fight against the big enemy who invaded your territory. We in the European Parliament work every day to provide all possible assistance to Ukraine and its people. So, we decided to open our home for you, for the civil society of Ukraine. We called it the Ukrainian Hub. This is a concrete step that will allow you to use these premises for your work, to coordinate efforts to help Ukrainians fleeing the war, as well as those brave people who are fighting on the ground," said the President of the European Parliament.

According to her, the European Parliament is in constant contact with the Verkhovna Rada of Ukraine, helping to resolve logistics and security issues so that Ukrainian lawmakers can continue their work.

Head of Promote Ukraine Marta Barandiy also delivered a speech during the opening ceremony: *"On behalf of Ukrainians in the EU, Ukrainians who fled the war and Ukrainians who fight the war on the ground, I am grateful for this opportunity to be hosted by Station Europe."*

Back in 2013 Ukrainians took to the streets to defend European values. We paid a high price to be able to share the rights and liberties the European Union stands for. Eight years on, Ukrainians are being brutally aggressed for this European choice. In the past three weeks, the courage of Ukrainians became a legend. It gave inspiration and a sense of life to many people worldwide. It has awakened an unseen level of solidarity in Europe. But do average European citizens know who Ukrainians are?

The newly established Ukrainian Hub will serve as a communication platform for Ukrainian resistance and European support. We will make sure that the voices of Ukrainians are heard in the heart of the European Union.

We invite you to come, meet us, bring your initiatives. We will organise all sorts of events: press



conferences, conferences, round tables, exhibitions and much more. This will make you feel the spirit of our brave and courageous nation. The Ukrainian nation is contributing to the sustainability of the European way of life," she said.

Marta Barandiy also thanked the European Parliament and the President for making the space in the heart of Europe for Ukrainians.

Many European and Ukrainian media wrote about this event.



Speech by President of the European Parliament Roberta Metsola during the inauguration of the Ukrainian Civil Society Hub. 17 March 2022

Unlock Ukraine



The shooting of the third episode of the podcast Unlock Ukraine with Lithuanian MEP Petras Auštrevičius (Renew Europe Group). March 2023



Interview with Polish MEP Radosław Sikorski, currently Minister of Foreign Affairs of Poland, for Unlock Ukraine, 2023



Cover for the seventh episode of podcast Unlock Ukraine with Vice President of GLOBSEC Roland Freudenstein. May 2023



Interview with Polish MEP Radosław Sikorski, currently Minister of Foreign Affairs of Poland, for Unlock Ukraine, 2023

"State of Defiance": #yellowribbon



Lithuanian MEP Petras Auštrevičius (Renew Europe Group) and President of Promote Ukraine Marta Barandiy during the opening of the exhibition "State of Defiance". 12 April 2023

Exhibition of photographs by documentary filmmaker and photographer Max Levin



From right to left: Prime Minister of Belgium Alexander De Croo, chargé d'affaires for Ukraine in Belgium and Luxembourg Natalia Anoshyna, President of the Senate Stephanie D'Hose, President of Promote Ukraine Marta Barandiy, Advocacy Department Lead Maryna Yaroshevych, and Vice President of Promote Ukraine Vasyl Kushmuns. November 2022

"Grow in Freedom"



President of Promote Ukraine Marta Barandiy next to the mural "Grow up in freedom". 24 February 2023.
Photo by Anastasia Varvarina

Demonstrations



Vice President of Promote Ukraine Vasyl Kushmuns during a demonstration in front of the NATO HQ. 13 October 2022.
Photo by Oksana Myronyuk



Speech by President of Promote Ukraine Marta Barandiy during the protest at the La Monnaie theater. 23 September 2022



Demonstration Department Lead Olena Kuzhym during the National Demonstration dedicated to the first anniversary of the full-scale invasion of Ukraine by Russia. 25 February 2023.
Photo by Anastasia Varvarina



Advocacy Department Co-Lead Liza Bezvershenko during a demonstration on the occasion of the EU Summit. 29 June 2023. Photo by Anastasia Varvarina



Speech by Demonstration Department volunteer Dmytro Melnyk during a protest in front of The EOC EU Office. 29 March 2023. Photo by Anastasia Varvarina



President of Promote Ukraine Marta Barandiy during a demonstration dedicated to the destruction of the Kakhovka HPP. 12 June 2023. Photo by Anastasia Varvarina



Ukrainians and supporters of Ukraine in Brussels at one of the demonstrations organised by Promote Ukraine. August 2022



Demonstration next to the European Commission and Council of the European Union. 24 March 2022.
Photo by François Dvorak



The warehouse for issuing aid for temporarily displaced Ukrainians. June 2022



Vice President of Promote Ukraine Vasyl Kushmuns and IT & Digital Solution Department Lead Bohdan Yeromenko before dispatching gifts for children within the initiative of Yuliia Paievska "New Year's gifts for children whose parents are in captivity". December 2022



President of Promote Ukraine Marta Barandiy during a humanitarian mission to the Kherson region. June 2023



Ukrainian MP Maria Mezentseva, Member of the Chamber of Representatives of Belgium Georges Dallemagne and President of Promote Ukraine Marta Barandiy during the handover of first aid kits for Ukrainian defenders and drawings of children who were forced to evacuate to Belgium due to the full-scale war. October 2022

PEOPLE TALK ABOUT US



Roberta Metsola, President of the European Parliament:

"I cannot emphasise enough the importance of coordinating international action to ensure that justice is served. I would like to thank Marta Barandiy, President of Promote Ukraine (for organising an exhibition on destruction in Ukraine)..."

Even in death there is hope of a future of real peace, democracy and stability".

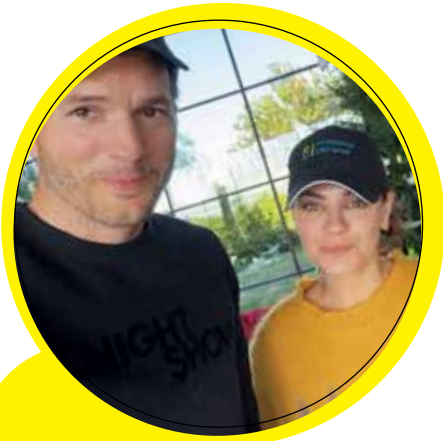


leaders, notably the founder: Marta Barandiy. One day, historians will talk about both the French revolution and the Ukrainian liberation, with both frontline heroes and astute civil society leaders. Keep Ukraine up ... and free!"



Georges Dallemagne, Belgian MP (Les Engagés):

"Happy 10th anniversary to you Promote Ukraine. Since the very beginning of the full scale invasion by the terrorist Russian regime I have been a close witness and support of your tremendous work from Brussels to support your country, your population and your army for the victory of Ukraine, for the victory of the right against barbarism, for the future of our world. You have got the admiration of both Belgium and Ukraine and the victory will be yours!"



Mila Kunis and Ashton Kutcher, Hollywood couple:

"Happy volunteers day to every volunteer of Promote Ukraine".



Pina Picierno, Italian MEP (S&D group), Vice President of the European Parliament:

"Promote Ukraine represents a beacon of cross-border cooperation between Ukraine and the European Union in strengthening both our countries and upholding European values. Their tireless efforts and ability to passionately motivate and mobilise communities from all over Europe set an example for us all. I look forward to continuing the fruitful collaboration with this astounding team in the new legislative term".



Roy Chun Lee, Ambassador of Taiwan to the EU:

"Congratulations on the 10th anniversary of Promote Ukraine, what a great achievement! As a like-minded friend against the threats from authoritarian neighbor, Taiwan will continue to stand firmly with Ukraine for the ultimate freedom and peace".

Christophe Leclercq, Executive Chairman at Europe MédiaLab, founder of Euractiv:

"Promote Ukraine existed before the full-scale invasion, and stepped up to the challenge: from welcoming many refugees to fundraising for the country and to advocating with the EU and NATO. I was touched by the energy of these most female



Christa Schweng, President of the European Economic and Social Committee (2020-2023):

“Promote Ukraine NGO has done and continues to do a lot to help refugees even outside Ukraine but also support Ukraine in its path to the EU condemning corruption and engaging for freely and democratic Ukraine. And I am convinced that we need to continue support Marta Barandiy, the founder of Promote Ukraine in their activities and stay united in our solidarity”.



Petras Auštrevičius, Lithuanian MEP (Renew Europe Group):

“Proud working with Promote Ukraine activists who are on the frontline of humanity and solidarity”.

Mark Demesmaeker, MEP 2014-2019, Belgian senator (N-VA):

“I have had the privilege of knowing Promote Ukraine since its inception. Over the past decade, Marta and her team have been an invaluable source of in-depth information for us as European politicians, providing crucial insights into Ukraine’s journey since the Euromaidan Revolution and

the onset of the war in 2014. Their tireless efforts in raising awareness and securing essential support for Ukraine are commendable. Team Promote Ukraine, keep up the exceptional work. Your dedication is vital for Ukraine and for all who stand for freedom and democracy”.



Akhmed Zakayev, Prime Minister of the Chechen Republic of Ichkeria’s government-in-exile:

“I am grateful to fate for living to see this day. Until now, our peoples – Ukrainians and Chechens – have separately resisted this evil and suffered alone. But today, the Almighty has allowed me to witness how this process unfolds. We have united. At a forum where I participated, a very charming woman named Marta (Barandiy- ed.) spoke prophetic words: ‘You survived to help us, and we survived to help you.’ And this is truly the case. I am convinced that, regardless of the outcome, there is a great nation today – the nation of Ukraine, which remembers the Chechens, knows what we have endured, and truly appreciates it. Because they have gone through and experienced the same horrors as our people. Thank you very much to the entire Ukrainian nation”.



David Mekkaoui, CEO of Europe MédiaLab, former CEO of Euractiv:

“As an active supporter of Eastern European countries, I’ve been consistently impressed by Promote Ukraine’s tireless energy and dedication. They are a trustworthy ally and a driving force, ensuring Ukrainian perspectives resonate in Brussels, through a diversified combination of inspiring activities. From my perspective, Promote Ukraine is likely the most influential pro-Ukrainian NGO in Brussels. I extend my sincere gratitude for their invaluable service to Ukraine, the EU, and Europe as a whole”.



Méabh Mc Mahon, Euronews, presenter of Brussels, my love programme:

“Promote Ukraine has been an excellent source for Brussels-based journalists for the past 10 years. We will never forget when masked gunmen took over Crimea and raised the Russian flag. Brussels was shocked but did nothing about it. Thank you Promote Ukraine for always reminding the Brussels bubble about the threat that Putin poses and for bringing the voices of the Ukrainian people to the seat of European politics”.



Roman Kashpur,
Ukrainian veteran:

"We would like to thank the entire Promote Ukraine team, led by the President Marta Barandiy, for the warm welcome, professional association and sincerity of your hearts. Thank you for organising a rich program, constant support and assistance with translation.

I would like to thank the volunteers from Promote Ukraine for their support, coordination efforts and for everything you have done, are doing and will do for Ukraine! You are incredible!"

Citizen Charity Foundation:

"We would like to thank our friends from Belgium, Promote Ukraine, for their financial support of the Cyborgs program. The team sent 88,000 UAH to the account of the Citizen Foundation.

69,999 UAH will be used as targeted assistance to purchase an electric wheelchair for soldier Stepan Rak. The soldier was seriously wounded in the first days of the full-scale invasion at the Yavoriv training ground. A rocket fragment tore off his leg and fingers. The rest of the money will go to a fighter with the call sign Sheva."



Alina Zubkovych, director of Nordic Ukraine Forum (Sweden), stressed:

"Promote Ukraine in Brussels has done incredible work in bringing together teams that advocate for Ukraine. Lots of meetings, conversations, ideas, and experiences."

Tetyana Nechyporenko, Ukrainian under temporary protection in Belgium:

"I am grateful to the founders of the Prostir centre by Promote Ukraine and all the volunteers for their attention and organisation of events. This is an island of Ukraine where you can relax, study, and feel at home."



Anna Pattermann, the founder of Unlimited Democracy - Verein zur Förderung der Demokratisierung (Austria), described her experience in Ukraine Leads: European Advocacy Forum in the following way:

"Hours have we talked about our main challenges and best practices in order to become united, stronger and more effective! ... So much insight and knowledge exchange!"

Lianna Habrielian, 13 years old, from Kharkiv:

"I am very glad that I joined this camp and found many good friends. I truly enjoyed the excursions and visiting various places during the camp, as well as the overall vibe and atmosphere."

Maxym Volkov, 14 years old, from Dnipro (during the children's camp organised by Promote Ukraine):

"I enjoyed the excursion to Zaventem Airport and the game at the European Parliament. Thanks to the workshops and excursions, I gained a better understanding of the profession I might pursue in my future career. After the camp, I will analyse everything more thoroughly and reflect on my possible occupation."



PARTNERS PARTNERS

Key partners Advocacy:

- » European Parliament
- » European Economic and Social Committee
- » European External Action Service
- » Konrad-Adenauer-Stiftung
- » International Centre for Migration Policy Development
- » Centre for Civil Liberties
- » Office of the Vice Prime Minister for European and Euro-Atlantic Integration
- » Brussels City Mayor, Philippe Close
- » Mayor of Kyiv, Vitali Klitschko

Partnerships in coordinated demonstrations:

Pan-European youth political institutions (e.g. LYMEC, JEF); climate NGOs (e.g. Fridays for Future, Greenpeace Belgium, Vredesactie); NGOs and activists from Georgia, Latvia, Lithuania, Belarus, Bosnia, and Moldova; Ukrainian NGOs (e.g. Anti-Corruption Action Centre, Centre for Civil Liberties, Razom We Stand, Institute of Innovative Governance); Pan-European associations (e.g. Eastern Partnership Civil Society Forum, EUMANS, and the Union of European Federalists)



We are grateful for premises to European Parliament, EESC, Mayor of Brussels and Shakeholders

Premises:

- » Provided for free use (hub, hub, office on Rue d'Arlon, Prostir)
- » Paid with a discount from Shakeholders sponsors

Refugee support team:

- » 1 warehouse in Etterbeek provided by CPAS President and Mayor of Etterbeek;
- » 1 in Laeken provided by GC Nekkersdal;
- » GC Elzenhof;
- » NGO De Bron (language classes);
- » BON Integration agency;
- » Huis van het Nederlands;
- » Medical Euro-Lebanese Association SMEL;
- » Bibliothèques Sans Frontières.

Partners:

- » City of Brussels
- » PartenaMut
- » Microsoft
- » The Nine
- » Accent
- » Circular.Brussels VZW
- » Shakeholders - reshaping the city together
- » KOLO Charity Foundation
- » Holland House Brussels
- » LUX / BXL
- » The King Baudouin Foundation
- » META
- » Microsoft
- » Promote Freedom Foundation
- » Brussels Airlines / Lufthansa
- » Hotel Indigo
- » La Monnaie / De Munt
- » Hotel Indigo
- » American University, Washington D.C.

Special thanks for financial support to Mila Kunis and Ashton Kutcher



Hollywood star Mila Kunis and President of Promote Ukraine Marta Barandiy



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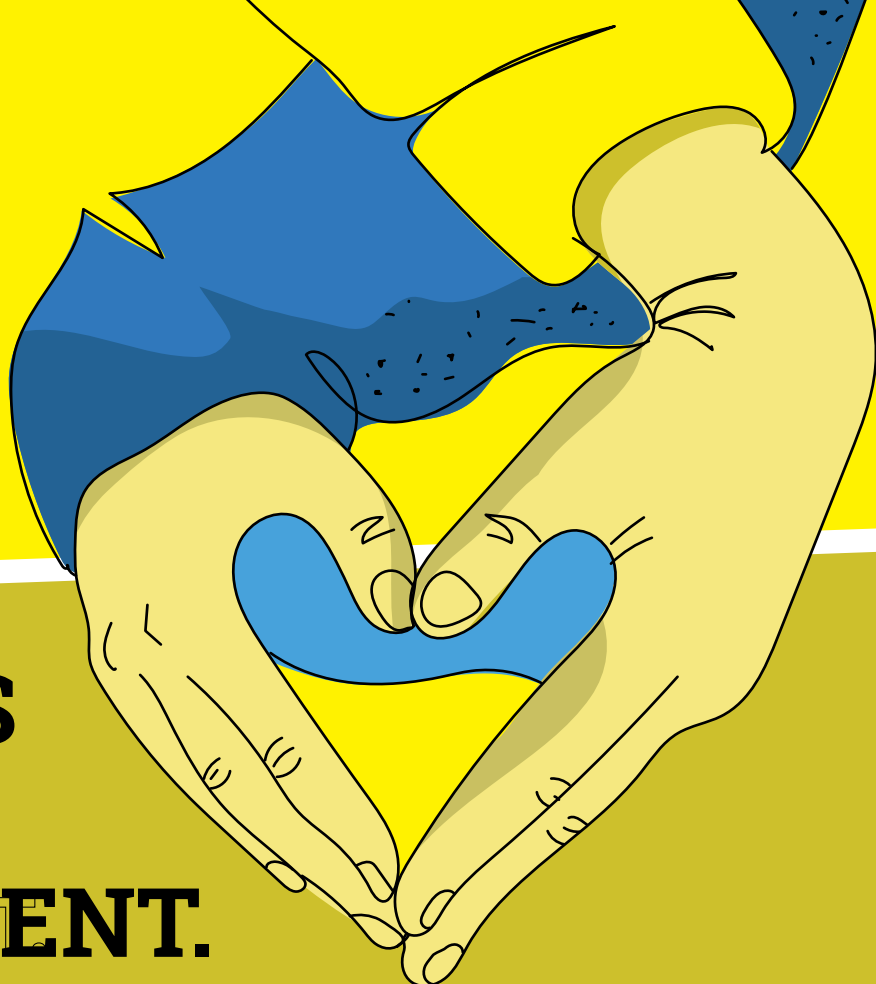
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PROSPECTS FOR DEVELOPMENT. MAIN DIRECTIONS. PLANS AND STRATEGY



Author:
Tetiana VLIZKO

The NGO Promote Ukraine is a powerful resource for the Ukrainian people in the struggle for European values. Over the 10 years of its existence, the organisation has gained a high level of trust among influential European institutions, consistently defending European democratic values, helping Ukraine on its Euro-Atlantic path and defending Ukrainian sovereignty and territorial integrity.

If you look at the history of our organisation, you can trace the whole way of formation and increase of Promote Ukraine's potential. Today, the organisation has more than 200 volunteers who work in 14 separate areas.

BOARD OF DIRECTORS (determined by the General Meeting and the Charter)

President

Vice President

Secretary

Treasurer

DIRECTIONS OF THE ORGANISATION (determined by the Board of Directors)

Humanitarian	Administrative
Advocacy	IT
Manifestation	HR
Refugees	PR, SMM
Culture, sport and youth	Financial
Veterans	Videoproduction
Media	Partners and sponsors

You can read about the results of all areas in our reports for previous years. I will briefly describe the strategy of each area below.

The strategic management of the organisation is carried out by the Board of Directors, which currently includes **Marta Barandiy, Vasyl Kushmuns, Lyuba Karpachova and Tetiana Vlizko**.

Our organisation has a strong, experienced professional leader **Marta Barandiy**, who founded Promote Ukraine. Marta is a Belgian public figure and politician of Ukrainian origin. She holds a Doctor of Philosophy (PhD) in International Law, with a PhD thesis on the idea of state sovereignty in international and European law. Marta received her higher education in Germany, Ukraine and Austria, has 10 years of experience in defending national statehood and teaches at the University of Munich on the same topic.

In 2009 and 2013, she published her books in Germany, one on Ukraine’s European integration and the other on sovereignty. In 2014, during the Ukrainian Revolution of Dignity, she founded the NGO Promote Ukraine in Brussels. In 2024, she was the lead candidate in the European Parliament elections from the new Flemish party Voor U. Marta Barandiy creates additional opportunities for the development of the potential of young people in Ukraine and Belgium. She is engaged in supporting civil society, promoting human rights and freedoms, facilitating political and economic development and advocating the Ukrainian cause among EU politicians. Marta has received numerous personal awards from Ukrainian government agencies and European institutions. In 2022, she received an honorary European Citizen’s Prize from the European Parliament.

Vasyl Kushmuns is a public figure, an expert in social, legal and humanitarian spheres. He is the Vice President of Promote Ukraine and leads several areas of the organisation. Vasyl has extensive management experience, including leading teams of more than 100 people. Under his leadership, many social and humanitarian projects have been implemented in Brussels. He is also co-editor of the Brussels Ukraina Review magazine and producer of the Unlock Ukraine video podcast series. Vasyl Kushmuns organises and supervises the technical and logistical support of all Promote Ukraine activities. He provides operational management of the organisation and ensures administrative management. He pays much attention to supporting and protecting the rights of Ukrainian veterans.

Lyuba Karpachova is a member of the Board of Directors of Promote Ukraine and Head of the Culture, Sports and Youth department. She is an experienced project and event manager with over 15 years of experience. Lyuba is an expert in the public and cultural spheres and has extensive management experience in corporate and non-governmental organisations in the European Union and the United States. Currently, she is the head of the department for work with internally displaced persons and refugees, which pro-

vides support to Ukrainians who fled the war in Ukraine and temporarily reside in Belgium. Under her leadership, numerous events in the areas of business, culture and sports were organised and implemented.

Tetiana Vlizko is a member of the Board of Directors and Head of Finance at Promote Ukraine. Tetiana has over 20 years of professional experience and has held senior positions in consulting and manufacturing companies for 15 years. During her professional career, she has worked with companies in various industries, including consulting services, culture, manufacturing, construction, wholesale and retail trade, aviation, agriculture, the public sector, and more. In 2020, Tetiana Vlizko published her book “Creative Approach to Regulations” in Ukraine. She volunteers for several pro-Ukrainian organisations in Belgium, Greece and Ukraine. For her help and support of Ukraine, she has received gratitude from the Embassy of Ukraine in Belgium and the Embassy of Ukraine in Greece. Today, Tetiana considers it a priority to develop the public sector both in Ukraine and abroad and to contribute to the social and economic development of society.

The Board of Directors has been operating in this composition since 2023 and performs its statutory tasks, which include resolving operational issues and developing the organisation’s development strategy. Operational issues within the competence of the Board of Directors include issues related to the organisation and control of all areas of the organisation, including:

the development of an effective management and communication system, development and approval of the structure, development and approval of the appointment of responsible persons, development and approval of internal regulations, development and approval of the reporting procedure, development and approval of the internal and external communication procedure, mechanism for assessment, prevention, identifying and mitigating risks, etc.

The development of the organisation's strategy for the next five years is an important result of the joint work of the Board of Directors and the leads of the departments. For this purpose, we studied the current situation in the organisation, in Ukraine, Belgium, the European Union and the world and analysed the results of Promote Ukraine's activities and the experience of other NGOs that have achieved success in their activities.

Some of these studies show the following:

» For many people, volunteering in an organisation is about communication and friendships, and for some, it is about developing their potential. All volunteers have the main motivation to help and support Ukraine.

» Recognition of the results of their work is important for volunteers, some of them want to be more public, others want to develop their careers and acquire new skills. In 2022, financial motivation was not significant for almost none of them, and by the end of 2023, many believe that volunteer remuneration would be a significant motivation.

» Promote Ukraine uses a democratic form of governance.

» At the beginning of Russia's full-scale invasion of Ukraine, the number of volunteers in the organisation increased dramatically, the speed of processes was very high,

and communication had to be adjusted. It took the leadership several months to build an effective communication system.

» At the beginning of the full-scale invasion, a significant part of the organisation's resources was directed to helping temporarily displaced Ukrainians fleeing the war to Belgium. In 2023, the situation began to change, and the needs in this area decreased significantly, as thanks to the support of the Belgian government, Ukrainians are now able to meet their priority needs on their own. Therefore, support for refugees and temporarily displaced persons has changed its focus to social and cultural development.

» At Promote Ukraine, advocacy and media are the top priorities. These areas make our organisation unique among pro-Ukrainian NGOs in Belgium, the European Union and the world. Volunteers in these two areas identify and investigate situations where European law is violated, formulate relevant requests to the EU authorities, publicise truthful information about events in Ukraine and try to accelerate Ukraine's Euro-Atlantic integration.

» Since 2023, the organisation's scope of activities has expanded significantly in fact and strategy. Previously, Promote Ukraine's activities were mainly focused on Belgium, covering the territory of Ukraine and part of the European Union. Today, our partners from the US and Taiwan are also important partners of our organisation. Our strategy envisages that Promote Ukraine can potentially unite the whole world around the Ukrainian struggle for freedom and state sovereignty, European democratic values and the protection of human rights.

» Our organisation, like any other, has potential risks. We constantly study them and have identified the main ones. First of all, these are financial and human resource risks. Political and reputational losses are also significant risks.

» The fundamentally important things for most people in our organisation are respect for each other, the pro-Ukrainian position of each of us, the absence of any form of violence and a high level of communication and behavioural culture in the organisation.

In the process of developing the strategy, we also identified the strengths and weaknesses of our organisation.

Key strengths:

The organisation's location in the centre of Brussels, close to European institutions. Exclusivity and elitism. Activities are focused on cooperation with opinion leaders, political influencers and government officials of the European Union and the world. A wide network of contacts and open access to influential EU institutions. Democracy in the organisation. Volunteers. Quality. Recognition and awards. Highly qualified leader in the field of democracy and law. A large number of events. Focus on results. Fast pace and team mobilisation. High team motivation.

The main weaknesses:

Lack of sustainable funding. Lack of stable human resources (the work is based mainly on unpaid volunteers without a sufficient number of permanent employees and employed managers). Insufficient resources for marketing. Too fast pace of events, often requiring an immediate reaction and lack of sufficient time for planning and preparation. Insufficient technical equipment. Dependence on the political mood in the European Union.

Additional opportunities and additional threats that we see for our organisation:

Opportunities	Threats
Ukraine as a global trend	Decreasing popularity of Ukraine in the EU and the world
Great opportunities to increase the network of influential contacts	Insufficient number of pro-Ukrainian media in the EU and the world
Increasing the involvement of participants in the organisation's activities	Unfair competitors, defamation of the organisation
Opportunity to become more popular in the EU and the world	Elections in Ukraine
Increase in the number of own projects and participation in significant partnership projects	Elections in the EU
The presence of pro-Ukrainian politicians in governments and parliaments of democratic countries and unions	Increased pro-Russian influence on politicians in the EU and the world

GOAL. MISSION. VISION.

Mission: to support and develop an international platform for the development and implementation of initiatives that will contribute to the Ukrainian victory in the Russian-Ukrainian war and the restoration of Ukraine, stable peace and the prosperity of democratic values on the European continent and in the world.

Vision (aspiration): to provide the organisation with the necessary resources and tools to fulfil its mission.

The Advocacy Department works to ensure that Europe can hear the authentic voice of Ukraine's civil society and create a pro-Ukrainian movement in the EU policy environment. The main goal of the Advocacy Department is to communicate the pro-Ukrainian position and the importance of supporting Ukraine to EU politicians and influencers.

The main goal of the **Demonstrations Department** is to educate and raise awareness of EU citizens on Ukrainian issues, to raise the spirit of Ukrainians and to influence EU politicians to strengthen human rights protection. The activities are aimed at increasing the number of participants in the demonstrations and attracting officials and delegations, with constant media coverage of each demonstration.

The Humanitarian and Veterans Department helps to restore normal life to people affected by war, natural disasters, epidemics and other catastrophes. Volunteers in this area compile lists of needs, search for suppliers, donors and partners, collect financial and material donations, search for, receive, store, ship and deliver the necessary humanitarian goods. In the future, our organisation aims to set up a charitable foundation,




Romanian MEP Vlad Gheorghe (Renew Europe group), Marta Barandiy, Vasyl Kushmuns and Lyuba Karpachova at the European Advocacy Forum 2022. 1 December 2022. Photo by Vyacheslav Romaniuk

hold more charity events, open a humanitarian warehouse, and help restore Ukraine's social infrastructure.

The Culture, Sports and Youth and Refugees Departments were established to help Ukrainians who have been displaced by the war and to promote Ukrainian culture and intercultural exchange. The strategic objectives include preserving and scaling up existing social and cultural projects, such as organising children's camps, a Ukrainian choir, psychological support, developing various cultural areas (painting, theatre, dance, sports, etc.), holding concerts and sports competitions. In the future, we plan to organise an international centre for Ukrainian culture, international festivals and a Ukrainian book hall in Brussels.

The Marketing Media, PR, SMM and Production Media Departments are focused on supporting Ukraine and developing the Promote Ukraine brand to spread true information about Ukraine and the activities of our organisation. Promote Ukraine publishes its magazine, creates a series of podcasts, runs social media and holds various PR events. We want to increase our target audience and expand our coverage. This will allow us to introduce the European audience to Ukrainian society, and vice versa, Ukraine will be able to get to know Europeans better. This can become a powerful tool for strengthening relations between Ukrainian and European societies.



The development of the organisation's strategy for the next five years is an important result of the joint work of the Board of Directors and the leads of the departments. For this purpose, we studied the current situation in the organisation, in Ukraine, Belgium, the European Union and the world and analysed the results of Promote Ukraine's activities and the experience of other NGOs that have achieved success in their activities.

All other auxiliary departments are aimed at ensuring the effective and smooth functioning of the organisation by implementing high standards of corporate governance, efficient allocation of resources and effective communication, strengthening the reputation of the organisation and achieving international influence. By performing their duties with high professionalism and responsibility, the auxiliary departments aim to contribute to strengthening diplomatic, economic and cultural ties between Ukraine, the European Union and the world. In line with our strategy, we plan to increase the number of volunteers tenfold, open additional administrative offices in other countries and raise the necessary funds to cover all of the organisation's statutory objectives.

We believe that the achievement of the objectives of this strategy and the development of Promote Ukraine will contribute to Ukraine's victory and help Europeans prevent war on their territory and preserve European democratic values. We dream of a time when the world will be able to restore peace and stability on all continents, and when issues such as war, poverty, hunger, problems with climate change and inequality will disappear from the agendas of all countries. Instead, the agendas should include such topics as good health, quality education, clean water and sanitation, affordable and clean energy, decent work and economic growth, innovation and infrastructure, sustainable cities and communities, responsible consumption, conservation of marine resources and terrestrial ecosystems, peace and justice, and partnerships for sustainable development.

INTERNATIONAL SUPPORT FOR THE UKRAINIAN ARMY: THE EFFORTS OF PROMOTE UKRAINE

Since the onset of the full-scale Russian invasion, a robust international network has emerged to support the Ukrainian army. Key participants in this network are well connected, either directly or through a single intermediary, allowing for effective coordination. **Marta Barandiy**, the founder of the organisation **Promote Ukraine**, emphasises: “We all help each other.”

The primary focus of Promote Ukraine has always been informational work, specifically providing current analytical information about the situation in Ukraine to leading European politicians in the European Parliament, the Council of Europe, and the European Commission. The organisation also dedicates significant attention to collaborating with major global media outlets, which has enabled reports about Ukraine to appear on BBC News, the Brussels Times, Euronews, Al Jazeera, and others.

Despite its purely informational profile, Promote Ukraine could not remain on the sidelines following Russia’s full-scale invasion of Ukraine on February 24 2022. Leveraging its extensive network of influential contacts, the organisation focused its efforts on collecting humanitarian aid for the Ukrainian military. Thus, in addition to its informational functions, Promote Ukraine also undertook the collection and distribution of humanitarian aid.

Promote Ukraine supplies Ukrainian soldiers with body armor, plate carriers, tactical vests, helmets, tactical goggles, active ear protection, radios, knee pads, tactical gloves, military uniforms, tactical footwear, first aid kits, and more. In June, the organisation began purchasing pickup trucks and SUVs for the needs of the Ukrainian Armed Forces, as well as ambulances for military hospitals.

Overall, more than 30 Ukrainian military units have received humanitarian aid from Promote Ukraine. These units include the Main Directorate of Intelligence of the Ministry of Defense, the State Security Department, the Security Service of Ukraine, the Special Forces of the National Anti-Corruption Bureau, the Special Operations Regiment “Azov,” the 92nd Mechanised Brigade, the 93rd Mechanised Brigade “Kholodny Yar,” the 28th mechanised Brigade named after the Knights of the Winter Campaign, the 128th Mountain Assault Brigade, the 36th Marine Brigade named after Rear Admiral Mykhailo Bilynsky, the 72nd Mechanised Brigade named after the Black Zaporozhians, the 73rd Naval Special Operations Center named after Chief of Staff Anton Holovaty, and the 57th Motorised Infantry Brigade named after Kosh Otaman Kost Hordiienko.

The organisation is actively learning how to attract funds, work with major donor funds, develop logistics, and build more systematic processes for organising aid to the Ukrainian army.

Marta Barandiy also notes that recently, there has been a noticeable decrease in humanitarian aid. People are donating less money as those who wished to financially support Ukraine have already done so and cannot contribute continuously. Initially, Promote Ukraine received charitable contributions mainly from large funds, corporations, private companies, and individuals. Now, these fundraising models are less effective.

Despite this, Marta assures that the global community is ready to continue financing Ukrainian independence and the fight against the aggressor. She states, “There are resources in the world to support Ukraine – only the generally accepted models of accessing them are changing. The global community will continue to help Ukraine and its army. We are currently working with international partners to secure new tranches for humanitarian needs.”

The founder of Promote Ukraine is confident that soon her organisation will be able to report on new projects for the Ukrainian army, demonstrating that international support for Ukraine remains strong and resolute.



I CHANGED THE APPROACH BUT KEPT THE GOAL

Since early childhood, I have felt a calling to make the world a better place. Growing up in an independent Ukraine, I watched the suffering of my people and their relentless struggle for a better life. It was not just news on the air, it was the reality of my family, my friends, my colleagues. I understood that the world is unfair and deceptive, but I believed that every little thing matters and that each of us can try to make a difference.

My passion for history and deep respect for the military, which I have had since childhood, originated in a military family. This determined my path. At the age of 15, I entered the Ivan Bohun Military High School in Kyiv. In those years, I saw not only the decline of the Ukrainian army but also the total wrongness of the system that needed to be changed.

The desire to make these changes prompted me to continue my studies at the Military Law Faculty of Yaroslav Mudryi National Law University in Kharkiv. I dreamed of becoming a military prosecutor to be able to change the system from within. But when faced with the reality of Ukraine's law enforcement system, my ideals were severely tested. The injustice I saw was frustrating and made me give up on my goals. I decided that I wanted nothing to do with a case that was completely opposed to my values.

It was a turning point in my life: I left for Europe. I gave up my goals but not my dream. Despite the distance, my commitment to Ukraine and my desire to help it strengthen its independence and freedom never waned. This commitment has become the basis of my work at Promote Ukraine, where I, along

with like-minded people, work to ensure that the world hears Ukraine's voice and supports the country in its fight for freedom and democracy.

My story is a tale of a relentless search for justice, a desire to contribute to a better future for my people. It is a story about changing tactics but not goals, about building bridges between Ukraine and wider Europe. My work in the organisation allows me to continue the fight for justice, but now through public diplomacy, education and culture.

In every aspect of my work, I strive to embody the values I grew up with: honour, dignity, a commitment to freedom and justice, and an unwavering belief in the possibility of change. I believe that a strong, independent Ukraine is a key element for the stability and prosperity of the whole of Europe. And every day of my work is a step towards my dream.

At the heart of the events of 2014, when Ukraine was bleeding with the blood of the heroes of the Revolution of Dignity, in Brussels, international lawyer Marta Barandiy, full of determination and hope, founded Promote Ukraine, an organisation aimed to continue the work of the Heavenly Hundred - to win dignity for Ukraine. At that time, I, still an 18-year-old boy, was standing in Kharkiv with my friends, holding back the battalions of the Internal Troops of the Ministry of Internal Affairs, which had orders to support the then regime by dispersing the participants of the Revolution

Author:
Vasyl KUSHMUNS





Vasyl Kushmuns with Supreme Allied Commander Transformation (NATO) French Air and Space General Philippe Lavigne

working to ensure that Europe not only hears but also understands Ukraine. We are fighting for democracy, freedom and justice based on our shared values and unwavering faith in Ukraine's future.

In the face of the crisis, we felt it was our responsibility to use our strategic location in the heart of Europe, in Brussels, to mobilise support for Ukraine. We held demonstrations almost every day, drawing the attention

The creation of the Coordination Centre for Ukraine was our response to the urgent needs. By engaging more than 150 volunteers, we expanded our capabilities and created a humanitarian and refugee assistance department. We realised that we could not wait too long for help from EU officials, so we took the initiative into our own hands.

On the third day of the full-scale invasion, we provided the first deliveries of personal protective equipment and first aid kits to Ukraine. In addition to sending aid to Ukraine, we opened free consultations for refugees, provided legal and psychological support, and set up a hotline.

Our humanitarian aid warehouse became a place where people who arrived in search of safety could get the support they needed, including food and clothing.

Our proactive stance and openness to cooperation with the European institutions have paid off. Upon our appeal, EP President Roberta Metsola provided the premises of the European Parliament for the implementation of our Ukrainian Hub concept. This step reflected our strategy and desire to create a solid platform for supporting Ukraine at the European level.

of Dignity in Kyiv. Marta and I had not yet crossed paths, but our common goal was already defined - the fight for Ukraine.

Over time, Promote Ukraine grew, implementing numerous projects in support of Ukraine, even as few in Europe took the threat of a full-scale Russian invasion seriously. Marta's calls to stop doing business with the Kremlin after the annexation of Crimea and the start of the war in Donbas were met with scepticism and misunderstanding on the international stage. However, the founder of Promote Ukraine did not stop, continuing to fight for Ukraine and for what she believed was right.

My own path to Promote Ukraine was a long and difficult one. After years of frustration and searching, I joined the organisation on the first day of the full-scale invasion in 2022. Since then, I have dedicated myself to the work that lies at the heart of Promote Ukraine - supporting, promoting and defending Ukraine's interests on the international stage.

Promote Ukraine has become not just a place of work for me but a real mission. Together with Marta and the entire team, we are

of the public and political leaders to the need for immediate action. Our first march in early March 2022 gathered more than eight thousand people, becoming a clear sign of solidarity with Ukraine.

We demanded the closure of the skies to Russian aircraft, the disconnection of Russia from the SWIFT system, the blocking of Russian lobbyists from access to EU bodies, boycotting of Russian business in Europe. We also held demonstrations outside NATO headquarters calling for Ukraine to be armed for self-defence. We sent these and hundreds of other messages that changed according to the situation. Our activities were complemented by hundreds of others that adapted to rapidly changing circumstances, emphasising our ability to respond quickly to help Ukraine.



Vasyl Kushmuns with Oliver Röpke, President of the European Economic and Social Committee



President of Promote Ukraine Marta Barandiy and Vice President of Promote Ukraine Vasyl Kushmuns before dispatching three SUVs to the 73rd Maritime Centre of the SOF and the 28th Mechanised Brigade. July 2022

The Ukraine Hub was conceived as a platform to support civic initiatives, unite the efforts of activists and provide assistance to Ukrainians. This idea was first described in our Brussels Ukraina Review magazine back in December 2021, where we outlined the vision of the hub as a place to meet, exchange views and coordinate actions in support of Ukraine.

The establishment of the hub in the European Parliament not only became a symbol of European solidarity with Ukraine but also underlined the importance of our mission in strengthening ties between Ukraine and the European Union. The Ukraine Hub has become a centre for public diplomacy, bringing together ideas, initiatives and people working to support Ukraine in these difficult times.

Our rapid response to the challenges posed by the full-scale invasion demonstrates the unwavering spirit and commitment to the Promote Ukraine mission. Founded in 2014 to protect Ukraine's interests, promote its culture and develop political and civic ties with European countries, Promote Ukraine has become a key platform for coordinating volunteer efforts to support Ukraine's fight for freedom. Our efforts in strengthening cooperation between European and Ukrainian political and civil society actors, as well as increasing European support for Ukraine,

were recognised by the European Parliament's European Citizen's Prize in 2022.

We held more than 200 advocacy events, engaging EU, NATO and Belgian institutions, including permanent missions to the EU, embassies, NATO missions, the Belgian Federal Parliament and Senate, members of the European Parliament, the Royal Theatre of La Monnaie, and others. In media relations, we have placed press releases in the NY Times, Sydney Herald, RTBF, Le Soir, POLITICO, De Standaard and others. Our analytical articles were published in Euractiv and EUobserver. We have organised over 250 demonstrations, including marches to support Ukraine with more than 8000 people, a human chain around the European Commission building, and large-scale manifestations outside NATO headquarters.

Through social media, we have reached nearly 200,000 followers on Facebook, Twitter, Instagram, LinkedIn, YouTube and TikTok, increasing our visibility and impact. Our fundraising and humanitarian support exceeded 350,000 EUR, including the supply of vehicles for evacuating the wounded, generators, protective equipment, communications equipment and individual first aid kits. We opened and operated



Vice President of Promote Ukraine Vasyl Kushmuns. Kharkiv, 2016

two warehouses to provide assistance to temporarily displaced Ukrainians for six months.

We are proud of such projects as Prostir, Unlock Ukraine, Ukraine Leads Forum and Ukraine Leads Network, the Veterans Support Project, and many others.

None of this would have been possible without people - people who simply came to help, and through their motivation, engagement and talents, benefit Ukraine while growing into strong leaders of civil society in the European Union.



Commander of U.S. European Command, General Christopher G. Cavoli and Vice President of Promote Ukraine Vasyl Kushmuns. December 2022

GREETINGS FROM THE MAYOR OF BRUSSELS



**Dear
Promote Ukraine
team!**

26th of June 2024

I am delighted to congratulate you on the occasion of your 10th anniversary. The City of Brussels stands with Ukraine since the beginning of Russian aggression in Ukraine. As a Mayor of the City of Brussels, I have witnessed big enthusiasm and true dedication of PU Ukrainian volunteers team in Brussels to advocate the interest of the Ukrainian community in Belgium. Ukrainian voice, becoming stronger with every year, sounds loudly in the capital of Europe and leads to your good achievements and results for the sake of Ukraine, which heroically struggles for its democracy, freedom and right to exist among the European family of free nations.

Your path is about to start. You have to move forward Ukraine's interests, promote your country's rich culture and build solid bridges between our nations.

Brussels is, was and will be Ukraine's reliable partner during and after this horrible and unjustified war, started by the Russian regime in February 2022.

Our city immediately responded to the extreme challenges of Ukrainian cities and Ukrainians who came to us seeking shelter and security. The city of Brussels has developed relations of friendship and partnership with Kyiv, Lviv, Mariupol, Dnipro, Kharkiv and Zaporizhzhia providing our friends with many packages of humanitarian, medical, technical aid since the first Russian bombs touched Ukrainian peaceful soil. Please be sure that we will remain your partners before and after your victory.

Together we collaborated on several significant cultural, public diplomacy and humanitarian projects in Brussels. The City of Brussels hosts your office in the heart of Brussels and feels this spirit of our constructive dialogue that Brussels values as the sign of our firm solidarity with the Ukrainian nation.

Your young and ambitious team of volunteers and dedicated persons, gathered under the PU flag, continues to be the engine for pro-



moting Ukrainian civil society interest in Brussels, and I highly value our fruitful cooperation.

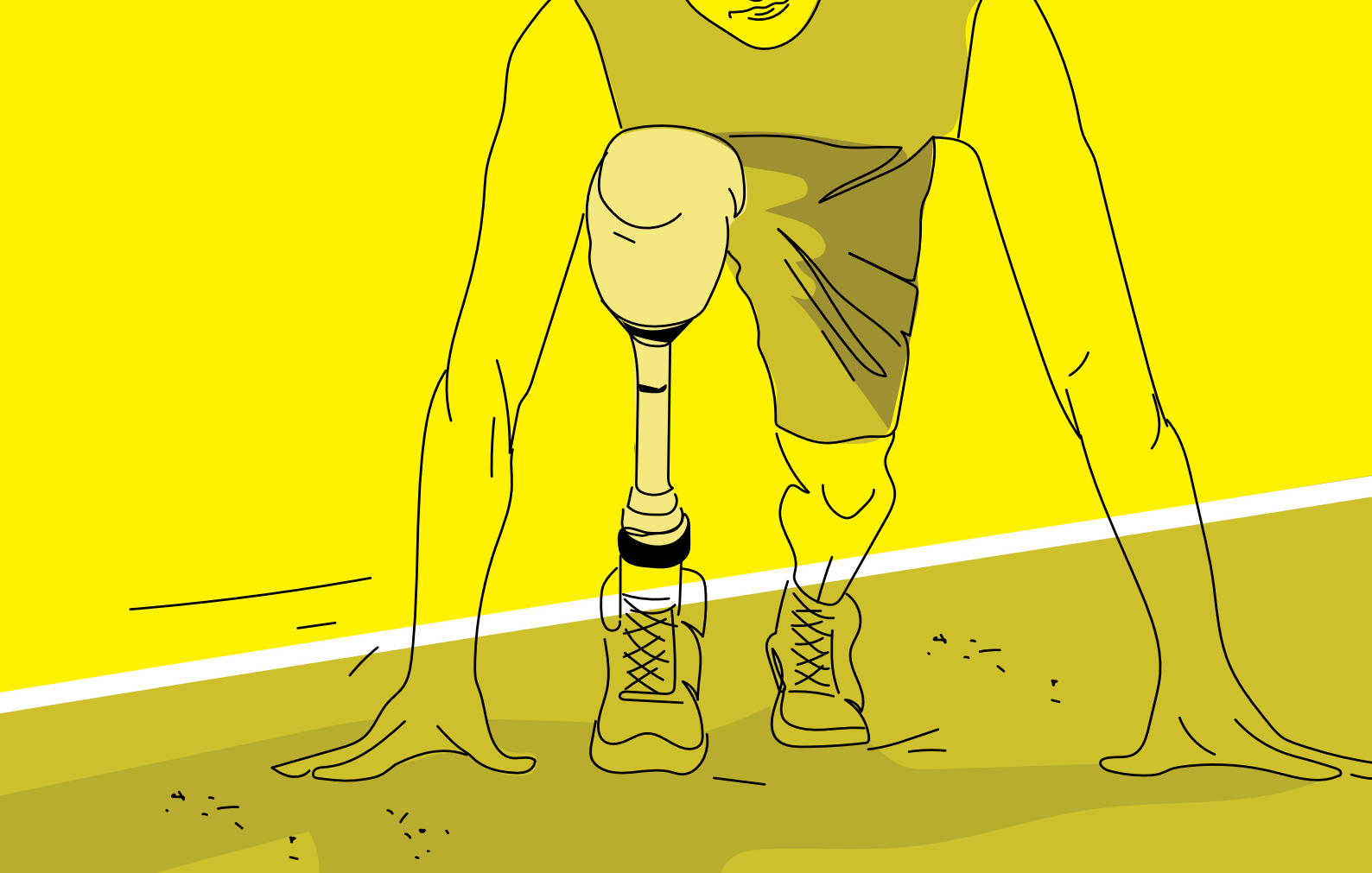
On this tenth anniversary of PU founding, I wish you to have more great achievements, more results and ten times more faith to help your country and Ukrainian people enter the European Union. We know that Ukraine defends not only its territory and independence against Russian aggressors but also our European values and principles. Ukraine fights for us as well.

Be strong, united and inspired!
Happy anniversary!

**Philippe CLOSE, Mayor of
the City of Brussels**



Special thanks for the support of all the initiatives of Promote Ukraine to Marie-France Botte



PROMOTE UKRAINE HELPS TO REHABILITATE UKRAINIAN VETERANS

Three Ukrainian veterans visited Brussels in May 2023. Promote Ukraine organised their visit. During one week, the veterans, **Yurii Tsyntylevych, Roman Kashpur, and Yurii Kozlovskiy** held numerous meetings in EU institutions, EU and non-EU embassies, and gave many interviews to Belgian and European media. The highlight of their programme was their participation in the Brussels Half Marathon. In the framework of this visit, Promote Ukraine raised over 2,000 euros to help military personnel. The

organisation sent this money to the Citizen Charity Foundation in Ukraine. This foundation provides comprehensive assistance to servicemen with amputations through modern prosthetics, physical and psychological rehabilitation, and education.

Key engagements during the visit included meetings with influential figures such as MEP Vlad Gheorghe, and Edward J. Dupont, the US Defense Attaché in Belgium, and his office, along with the participation of Takanao Tamura, the Defense Attaché of Japan in Belgium. Discussions centred around collaboration and international support

for well-being and rehabilitation programmes, showcasing a diverse exchange of ideas based on unique country experiences.

The veterans participated in interviews with media outlets such as radio RTBF, Agencia EFE, DW, Euractiv, Ukrinform, Inter reaching broad audiences to increase awareness about the challenges faced by veterans. A press event at the **Brussels/Kyiv Press Club** provided a platform for journalists to hear the veterans' first-hand stories.

A special meeting took place at the British Embassy in Belgium with John Dickson, UK Defence Attaché to Belgium and



Ukrainian veterans and the team of Promote Ukraine during the annual Brussels 20 km marathon. 26 May 2024.

Photo by Anastasia Varvarina

Luxembourg, and Mark Evans, the founder of Waterloo Uncovered, a ground-breaking charity combining archaeology with veteran care and recovery. Our veterans had an invaluable opportunity to learn a great deal about the British system for supporting veterans.

Following the meeting with Waterloo Uncovered, in July 2023, with Promote Ukraine's help, a Ukrainian veteran **Oleksiy Kaistro** from Dnipro joined veterans from Belgium, the Netherlands, Germany, Great Britain, and Australia for a two-week exploration of the legendary battle site. Vice President of Promote Ukraine, Vasyl Kushmuns accompanied Oleksiy and helped with communication. It marked the first time a Ukrainian veteran participated in the Waterloo Uncovered event.

The success of the project was made possible by the dedication of Promote Ukraine volunteers and individual donors, with special recognition to Christophe Leclercq, in-kind support from Hotel Indigo Brussels-City, and especially Elena Drozd, and the support of the Embassy of Ukraine in the Kingdom of Belgium. This collaborative effort

showcased a strong commitment to promoting the well-being and rehabilitation of Ukrainian veterans.

"Games of Heroes" is another big Promote Ukraine project dedicated to veterans. In November 2023, 11 Ukrainian veterans participated in the CrossFit competition "Games of Heroes". In addition to Promote Ukraine, the "Games of Heroes" movement co-organised the competition.

The competition took place during the veterans' visit at the invitation of the Public Diplomacy Division of NATO Headquarters.

Serhii Romanovskyi, a military officer injured in 2014, emphasised the initial goal of showcasing Ukrainian strength but noted the evolution of the "Games of Heroes" into a sports rehabilitation platform. The sentiment is echoed by Mykhailo Sokolian, who found solace and purpose in CrossFit after injuries.

The veterans also took part in the opening of the European Advocacy Forum "Ukraine Leads". Promote Ukraine organised this event at the European Parliament. Its participants, representatives of Ukrainian organisations from 19 EU member states, thanked the veterans for their sacrifice and defence of Ukraine.

The event was covered by the following media:

RTBF, LRT (Lithuanian TV), RFI, Podrobnosti, DIM, Radio Free Europe/Radio Liberty.



Vice President of Promote Ukraine Vasyl Kushmuns and Ukrainian veteran Oleksiy Kaistro during the Waterloo Uncovered. 12 July 2023

PROMOTE UKRAINE CONTINUES PROJECT TO SUPPORT UKRAINIAN VETERANS

From May 22 to 29, 2024, Promote Ukraine organised a visit to Brussels for eight injured Ukrainian veterans — **Ivan Drozd, Serhii Kalytiuk, Roman Kashpur, Yurii Kozlovskiy, Roman Panchenko, Artem Rakitin, Vladyslav Shatilo, and Yevhen Smaha.** The initiative aimed to highlight the challenges and resilience, and to advocate for comprehensive support systems for veterans' recovery and reintegration into civilian life. Raising awareness in Brussels, the centre of EU decision-making and the headquarters of NATO, underscores the importance of international support and cooperation, enhancing understanding and fostering commitment to providing essential aid and resources for veterans who have made significant sacrifices.

A Warm Welcome in Brussels

The week-long visit began with a meeting at the Belgian Royal Military Academy, where the veterans were greeted by the Rector and Commander, Admiral Yves Dupont, which was later followed by a welcome from the Mayor of Brussels, Philippe Close in the Brussels Town Hall. During their meeting, they discussed the importance of international support for Ukraine and the ongoing initiatives that the city of Brussels supports in Ukraine, such as a hospital in Kyiv. Mr Close expressed hope that one day Brussels would also become the second capital of Ukraine after it joins the EU. The mayor's hospitality was deeply appreciated and set a positive tone for the subsequent engagements.

Engaging with EU Institutions and NATO

With the support of President Roberta Metsola, the veterans visited the European Parliament. Furthermore, the veterans had several meetings at the NATO Headquarters. These included discussions with the NATO International Staff, the UK Mission to NATO, and the NATO Public Diplomacy Division. They also had the honour of meeting NATO Deputy Secretary General Mircea Geoană. The veterans had the chance to share their experiences and thoughts with NATO Staff and Delegations, at a time when the Alliance is furthering its commitment to the Ukraine Comprehensive Assistance Package ahead of the 2024 NATO Washington Summit.



Ukrainian veterans at the meeting with the Deputy Secretary General of NATO Mircea Geoană

Running for Resilience

A highlight of the visit was the veterans' participation in the 20 km of Brussels run on May 26. This event, epitomising endurance, resilience, and solidarity, offered the veterans an opportunity to not only challenge themselves physically but also to make a powerful statement about their steadfast commitment to their country and fellow servicemen. For many, it was their first time participating in such an event. Running in the marathon also gave them an opportunity to express gratitude for the international support Ukraine has received, as numerous spectators cheered them along the route, and to showcase the resilience that defines them.

“For a veteran, participating in a charity run and visiting Brussels is an important psychological break. It also serves as a reminder to the world of our indomitable spirit and the high price we pay for European values, as well as an opportunity to draw attention to the need for arms and support for Ukraine”, said **Roman Panchenko**, a Ukrainian veteran.

Conference on Veteran Support

In the framework of the visit, Promote Ukraine and Veteran Coalition International hosted a conference focusing on best practices for supporting veterans. With the number of veterans growing every day, the conference served as a crucial platform for exchanging insights and fostering collaboration among governments, NGOs, and societies. Speakers at the conference included Yurii Kozlovskiy and Andriy Siromakha, Ukrainian veterans; Emmanuel Jacob, President of European Organisation of Military Associations and Trade Unions; Major General Serhii Salkutsan, Ukraine's Military Representative to NATO; Yana

Brovdiy, Media Lead of Promote Ukraine and co-organiser of the visit of Ukrainian veterans; Lieutenant-general (Retd) Marc Thys, Honorary Aide-de-Camp to the King of the Belgians. Philippe Lefevre, a Freelance Security and Defence Advisor who conceived the idea for this event served as a moderator.

Media Engagement and Fundraising

Throughout their stay, the veterans engaged with the media, providing interviews to outlets such as Le Soir, The Brussels Times, Radio France Internationale, Lithuanian National TV, Radio Free Europe, etc. These interviews served as vital platforms for the veterans to share their experiences and emphasise the necessity of continued international support of Ukraine and its defenders. Additionally, a fundraising initiative conducted during the visit successfully raised 1,000 EUR, which was donated for the second year in a row to the Kharkiv-based Citizen Charity Foundation. This foundation is dedicated to providing comprehensive assistance to servicemen with amputations.

A Collaborative Effort

According to **Yurii Kozlovskiy**, a Ukrainian veteran: *“It is important to continue with such initiatives, as the war continues, and dozens of new seriously wounded individuals emerge every day. These individuals require not only high-quality treatment and rehabilitation but also the motivation to live on. The high results achieved by the participants of the visit demonstrate to other severely wounded veterans that they too can achieve similar or even greater accomplishments.”*

The success of this visit was made possible thanks to the tireless efforts of Promote Ukraine NGO volunteers and the generous in-kind or financial support from organisations such as Hotel Indigo Brussels, Clover Group, Europe MédiaLab, Brussels Airlines, and numerous individual contributors.

Now in its second year, this flagship project has not only heightened awareness of the critical needs of Ukrainian veterans but also underscored the significance of international solidarity in times of adversity. With Ukraine steadfast on the frontlines of democracy, ongoing support and collaboration from the international community are essential.



Ukrainian veterans with big supporters of Promote Ukraine Sharon and Christophe Leclercq and Promote Ukraine team after the annual Brussels 20 km marathon. 26 May 2024. Photo by Anastasia Varvarina

SUPPORT OUR COMMON FUTURE! PROMOTE FREEDOM AND DEMOCRACY!

Dear friends, we proudly present to you our 2-year report on our organization's activities. We strive to make the world a better place and have achieved significant success thanks to your trust and support. If our work and projects described in this magazine resonate with you, please consider making a donation. Your contribution will enable us to continue developing our initiatives and bringing even more benefits to society. Every donation makes a huge difference and helps us move forward. Thank you for your participation and support!



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