



### NWP Interim Report

<b>Grantee</b>	UNDP in Ukraine		
<b>Project Title</b>	Plastic waste management at the local level		
<b>Country</b>	Ukraine		
<b>Reporting Period (From-To)</b>	25 November 2019 – 2 November 2020		
<b>Anticipated Project Completion</b>	1 April 2021		
<b>Project Funding (USD)</b> In the table below; please indicate the amount of funding from each partner. Include the NWP funding contributions as well as external funding partners and contributions by implementing partners, communities, and others.			
<b>Partner Name</b>	<b>Role</b>	<b>Financial Contribution</b>	<b>In-Kind Contribution</b>
GWC	Donor	99,100	
<b>Submission Date</b>		2 November 2020	
I, Andreas Biermann, acting as the Authorized Person of the UNDP in Ukraine confirm and certify that the information contained in this Interim Progress Report is correct and accurate to the best of my knowledge.			
<b>Prepared by (Name and Signature):</b>			<b>Date:</b>
<i>Andreas Biermann</i> Andreas Biermann, Energy & Environment Team Leader a.i.			2 November 2020



**Summary of results achieved during the reporting period (200 words)**

**Scoping study on plastic waste management** situation in regions and initial mapping of available plastic recycling and reuse infrastructure and after-use initiatives conducted.

**Technical task prepared** for assessment of plastic waste management situation and related economic opportunities in specific pilot communities.

**101,211 men and women** were informed on the negative impact of plastics use for the environment and health, as well as on the business opportunities from plastic waste recycling through awareness raising activities of the project, including Environmental Changemakers campaign.

**296 people (85 men, 212 women)** received training and evidence for advocacy via project events.

**Concept of the pilot SenseMaker® Project (micronarratives study on waste management practices)** developed, study designed and conducted. **493 personal experiences collected** to date from all regions of Ukraine.

**Fourteen people (2 men, 12 women)** received train-the-trainer style training to facilitate project dissemination and support data collection to learn behavioural patterns, attitudes and actions related to current waste management practices through direct personal experience expressed as stories.


INTENDED OUTPUTS	ACTIVITIES TO DATE	UPCOMING ACTIVITIES	EXPECTED COMPLETION
<b>Output 1:</b> Report/publication with information on a business case for using plastics as secondary material in Ukraine	1. Meetings with stakeholders, mapping of available plastic recycling/reuse infrastructure and after-use initiatives. 2. Scoping study on plastic waste management situation in regions ( <a href="#">visualisation for official statistics</a> , <a href="#">assessment of results against targets outlined in the National Waste Strategy</a> , <a href="#">analytical brief on plastic waste infrastructure in regions</a> ). 3. TOR to engage company to assess plastic waste management situation and economic opportunities in specific pilot communities developed.	1. Engaging company to assess plastic waste management situation and economic opportunities in specific pilot communities 2. Develop a business case/model. 3. Conduct meeting with the relevant stakeholders/experts to discuss/validate findings/recommendations 4. Finalize and publish the report.	March 2021



INTENDED OUTPUTS	ACTIVITIES TO DATE	UPCOMING ACTIVITIES	EXPECTED COMPLETION
<b>Output 2:</b> 2,000 MSMEs, local communities, HOAs and individuals are educated on the business opportunities from plastic waste recycling and innovative way of shifting from disposing of waste to recovery and reproduction	1. Developed thematic materials or engaged experts for educational events 2. Conducted five virtual events for 296 participants (85 men, 212 women) – Event details in Annex 3. 3. Established thematic expert cluster on sustainable plastic waste management (to be developed and maintained by CoP Coordinator) 4. Maintained communication with local communities engaged into project activities 5. Established synergies with other relevant UNDP projects to ensure wide dissemination of results among HoAs and MSMEs	1. Engage local communities, HoAs, SMEs and individuals into pilot initiatives and training 2. Recruit training facilitator 3. Conduct training sessions (online and in person) 4. Provide post-training consultations/support, and monitoring and evaluation of results	April 2021
<b>Output 3:</b> 500,000 men and women are informed on the negative impact of plastics use for the environment/health, and on the business opportunities from plastic waste recycling	1. <a href="#">Communications strategy and action plan</a> developed for 2020 2. Developed communication products and conducted activities as envisaged in the communications action plan (101,211 men and women reached). 3. Conducted nationwide public survey on attitudes and perceptions in sustainable energy and environment (including waste) 4. Conducted micronarratives research on waste management and first results obtained. <a href="#">Initial public workbench</a> developed and released online. 4. Evaluated communications results for the period (Annex 4)	1. Engage communications consultant 2. Update communication action plan to include 2021 3. Develop communication products and conducted activities as envisaged in the communications action plan 4. Establish partnerships with relevant stakeholders to boost outreach 5. Evaluate dynamic of the responses for micronarratives study. 6. Evaluate communications results	April 2021



### Annex 1. Financial Report for the period November 2019 - October 2020

 <h2>New World Financial Report</h2>				
<b>Project Name:</b>	Plastic Waste Management at the local level			
<b>Project Duration:</b>	November 25, 2019 - April 1, 2021			
<b>Invoice Date:</b>	2 November 2020			
Grant Funding	Tranche 1	Tranche 2	Tranche 3	Grant Summary
Date Received	13 Mar 2020	not received yet	not received yet	
Total Funds Received	\$ 49 550.00			\$ 49 550.00
Balance from Previous Funds Received	0	\$ 36 145.51	\$ 36 145.51	\$ 36 145.51
<b>Total Funds Available</b>	<b>\$ 49 550.00</b>	<b>\$ 36 145.51</b>	<b>\$ 36 145.51</b>	
Expenditures				
Labor/Personnel Costs	\$ 10 294.37			\$ 10 294.37
Subcontracted Costs	\$ 1 457.19			\$ 1 457.19
Travel Costs				\$ -
Other Direct Costs				\$ -
Training of Counterparts	\$ 682.00			\$ 682.00
Equipment and Supplies				\$ -
Administrative Costs, Indirect Costs	\$ 970.93			\$ 970.93
<b>Total Costs</b>	<b>\$ 13 404.49</b>	<b>\$ -</b>	<b>\$ -</b>	<b>\$ 13 404.49</b>
<b>Balance (Deficit)</b>	<b>\$ 36 145.51</b>	<b>\$ 36 145.51</b>	<b>\$ 36 145.51</b>	<b>\$ 36 145.51</b>

### Annex 2. M&E Indicators

COMMON BASELINE					Explanation (If Needed)
			Baseline	November 2020	
Baseline Indicators: Community Assessment	1	Community population	TBD	432 263	25 communities, representatives of which expressed interest to participate in UNDP activities and attended project events: Lysanska community Chyhyryn amalgamated community Chervonoslobidska amalgamated community Belozirskaya amalgamated community Sosnytska amalgamated community Lyubetska amalgamated community Pokrovska amalgamated community Pidgorodnenska amalgamated community Vugledarska amalgamated community Novytska amalgamated community Tlumatska amalgamated community Merefa city amalgamated community Stanislavska amalgamated community Dunayevetska amalgamated community Novoaydarskaya amalgamated community Kiliyska amalgamated community Serhiivska amalgamated community Novoslobidska community Konotop city amalgamated community Biletska amalgamated community Tulchyn city amalgamated community Torchynska amalgamated community Kivertsy city amalgamated community Chernihiv village amalgamated community Dovbyska amalgamated community  List to be further updated as pilot areas selected
		% Female Adults (over 24)	TBD	N/A	
		% Male Adults (over 24)	TBD	N/A	
		% Female Youth (15-24)	TBD	N/A	
		% Male Youth (15-24)	TBD	N/A	
		% Female Children (5-15)	TBD	N/A	
		% Male Children (5-15)	TBD	N/A	
		% Female Children (0-5)	TBD	N/A	
		% Male Children (0-5)	TBD	N/A	
	2	Number of households in community, average household size	TBD	N/A	
	3	Proportion of population below international poverty line	N/A	N/A	
	4	Geographic size of area included under program activities	TBD	N/A	
	5	Rural, urban, or peri-urban?	TBD	Urban and rural	
	6	Percent of population employed outside the home	N/A	N/A	
		Males 16-24 (agricultural labor)	N/A	N/A	
		Males 16-24 (non-agricultural labor)	N/A	N/A	
		Males over 24 (agricultural labor)	N/A	N/A	
		Males over 24 (non-agricultural labor)	N/A	N/A	
		Females 16-24 (agricultural labor)	N/A	N/A	
		Females 16-24 (non-agricultural labor)	N/A	N/A	
		Females over 24 (agricultural labor)	N/A	N/A	
		Females over 24 (non-agricultural labor)	N/A	N/A	
	7	Number of schools within community	N/A	112	
	8	Total number of students in school	N/A	N/A	
		% Male Students	N/A	N/A	
	9	% Female Students	N/A	N/A	
		Proportion of youth (aged 15–24 years) not in education, employment or training	N/A	N/A	





COMMON CORE INDICATORS		Target	Nov 2020	Explanation
General	1	Number households benefitting directly from project	0	overlaps with common core Training Indicator #5
	2	Number of schools benefitting directly from project	0	
		Number of community members benefitting directly from project	0	overlaps with common core Training Indicator #5
	3	Men	n/a	
		Women	n/a	
		Boys	n/a	
		Girls	n/a	
	4	Number of people benefitting indirectly from project (must explain how indirect benefit is achieved through project activities)	500 000	101 211
		Men	250 000	40 484
		Women	250 000	60 727
Training		Boys	n/a	
		Girls	n/a	
		Number of people who received training through project activities	1 990	296
	5	Men	995	85
		Women	995	211
		Boys	0	
		Girls	0	
		Number of people who received "Train the Trainer" style trainings to facilitate project dissemination	10	14
	6	Men	5	2
		Women	5	12
Economy		Boys	0	n/a
		Girls	0	n/a
		Number of people employed through project activities	1	3
		Short-Term (work that is completed within project duration)	1	3
		Males between 16-24	0	
		Males over 24	0	1
		Females between 16-24	0	
	7	Females over 24	1	2
		Long-Term (work that will extend beyond project duration)	N/A	
		Males between 16-24	N/A	
		Males over 24	N/A	
		Females between 16-24	N/A	
		Females over 24	N/A	
		Number of people receiving skills development training that promotes current or future employment opportunities	N/A	
	8	Males between 16-24	N/A	
Environment		Males over 24	N/A	
		Females between 16-24	N/A	
		Females over 24	N/A	
	9	Number of women placed in leadership roles through project	N/A	1
	10	Increase in renewable energy as a result of project activities	N/A	
	11	Number of hectares under productive and sustainable agriculture as a result of project activities	N/A	
	12	Reduction in amount of highly toxic pesticides (e.g organophosphates) applied to crops as a result of project activities (by volume)	N/A	
	13	Hectares under improved water resource, watershed, or forestry management as a result of project activities	N/A	
Project Sustainability	14	Increase in water-use efficiency as a result of project activities	N/A	
	15	Total amount of New World funding used for development, transfer, dissemination or diffusion of environmentally sound technologies	N/A	
		Number of partnerships established or strengthened through project activities	10	30
		Community organizations (WMCs, Cooperatives, etc.)	10	25
	16	Municipal/Regional Government	N/A	
		National Government	N/A	2
		NGOs	N/A	3
		Number of partners with long-term investment (labor and/or resources) in project	N/A	
	17	Additional amount of (non-New World) funding provided by external partners	20,000 USD	
	18	Number of community members capable of continuing to implement project objectives independently upon project conclusion	TBD	
	19			



PILLAR-SPECIFIC INDICATORS					
		Indicator	Target	November 2020	Explanation
Water and Sanitation	1	Number of people using safely managed drinking water services	N/A	N/A	
	2	Amount of water available per person per day	N/A	N/A	
	3	Hours per day that safely managed drinking water is available	N/A	N/A	
	4	Number of people using safely managed sanitation services, including a hand washing facility with soap and water	N/A	N/A	
	5	Number of schools with access to basic drinking water, single-sex sanitation facilities, and basic handwashing facilities	N/A	N/A	
	6	Number of people trained in WASH	N/A	N/A	
		System/equipment operation and maintenance	N/A	N/A	
		Safe water treatment and handling	N/A	N/A	
		Hygiene training	N/A	N/A	
	7	Average distance to nearest functioning, improved latrine	N/A	N/A	
Women & Youth Empowerment	1	Number of children and young people enrolled in free/public education:	N/A	N/A	
		Primary school	N/A	N/A	
		Secondary school	N/A	N/A	
	2	Ratio of male to female students in:	N/A	N/A	
		Primary school	N/A	N/A	
		Secondary school	N/A	N/A	
	3	Number of youth and adults in formal and non-formal education and training in the previous 12 months, by sex	N/A	N/A	
	4	Number of youth and adults with information and communications technology (ICT) skills, by type of skill	N/A	N/A	
Climate Resilience	5	Number of students trained in global citizenship education, including sustainable development, gender equality, and human rights	N/A	N/A	
	6	Number of women in leadership or managerial positions	N/A	N/A	
	7	Number of women involved in entrepreneurial initiatives and/or trained in basic financial literacy skills, by age	N/A	N/A	
	8	Share of women among owners or rights-bearers of agricultural land, by type of tenure	N/A	N/A	
	1	Reduction in energy use (number of KWHs) as a result of project activities	N/A	N/A	
	2	Number of people involved with informal recycling efforts, by age and sex	TBD	TBD	
	3	Number of formal recycling programs in place (include name/type of responsible organization)	N/A	N/A	
	4	Proportion of community refuse regularly collected by informal/formal entities	N/A	N/A	
	5	Total metric tons of refuse collected as part of organized cleanup efforts associated with project activities (e.g. International Coastal Cleanups)	N/A	N/A	
	6	Total metric tons of refuse recycled (include proportion of total waste it represents)	N/A	N/A	
	7	Number of people trained in sustainable consumption, waste management, climate change mitigation/adaptation, and impact reduction, by age and sex (indicate which topics included in training)	2 000	296	71% women
	8	Hectares of marine and coastal ecosystems under improved management as a result of project activities	N/A	N/A	
	9	Number of people trained in sustainable tourism strategies, by age and sex	N/A	N/A	



### Annex 3. Event Report for the period November 2019 - October 2020

No.	Date	Location	Title	Participants
1	28.05.2020	Virtual via Zoom	Green Agenda in Ukraine: challenges in the development of environmental policy in Ukraine	15 participants (5 men, 10 women)
2	01.06.2020	Virtual via Zoom	Green Agenda and COVID-19: Waste Management in times of pandemic	162 participants (50 men, 112 women)
3	09.07.2020	Virtual via Zoom	Green Agenda: Trends and Social Priorities 2020. Presentation of micronarratives research on waste management.	61 participants (19 men, 42 women)
4	05.08.2020	Virtual via Zoom	Financial and economic aspects of waste management	44 participants (9 men; 35 women)
5	07.10.2020	Virtual via Zoom	Training for volunteers for micronarratives research on waste management	14 participants (2 men; 12 women)

#### No.1 Green Agenda in Ukraine: challenges in the development of environmental policy in Ukraine

<b>Title</b>	<b>Green Agenda in Ukraine: Challenges in the development of environmental policy in Ukraine</b>		
<b>Date</b>	<b>28 May 2020</b>		
<b>Location</b>	Virtual via Zoom		
<b>Participants</b>	Representatives of the Verkhovna Rada (VRU) Committee on Environmental Policy and Nature Management, MPs, assistants to MPs		
<b>Objectives</b>	<ul style="list-style-type: none"> <li>• Discuss the current state of implementation of the Green Agenda Priorities for Ukraine, as well as the involvement of MPs from non-environmental committees of the Verkhovna Rada in developing legislation in the field of sustainable energy and environment.</li> <li>• Present the results of the survey on citizen's perceptions in the field of sustainable energy and environment to the representatives of the parliament.</li> <li>• Present the Handbook on Environmental Policy as one of the tools to ensure a better understanding of the environmental issues and wider involvement of Ukrainian MPs from various parliamentary committees into the development of the environmental policy.</li> </ul>		
<b>Agenda</b>	13:50 – 14:00	Registration, technical setup	
	14:00 – 14:15	<b>Welcoming remarks</b> Andriy Zaika, Sustainable Development, Energy and Environment Programme Coordinator, UNDP Oleg Bondarenko, Chair of the Verkhovna Rada Committee on Environmental Policy and Nature Management	
	14:15 – 14:30	<b>Public expectations and priorities in sustainable energy and environment area:</b> Alexander Shulga, National Consultant, UNDP	
	14:30 – 14:45	<b>Green Agenda for Ukraine: the role of Parliament in eco-political leadership</b> Zoryana Kozak, RAC "Society and Environment"	
	14:45 – 15:15	<b>Green Deal: challenges and opportunities for Parliament</b> Natalia Andrushevych, RAC "Society and Environment", Representatives of VRU committees	
	15:00 – 15:15	<b>Environmental toolkit. Sources of information and expertise. Presentation of the Handbook on Environmental Policy.</b>	



	Andriy Andrushevych, RAC "Society and Environment"
<i>Participants</i>	<p>15:15 – 15:30 <b>Discussion</b></p> <ol style="list-style-type: none"> <li>1. Mr Oleg Bondarenko, Member of Parliament</li> <li>2. Ms Yulia Klymenko, Member of Parliament</li> <li>3. Mr Oleksandr Horobets, Member of Parliament</li> <li>4. Ms Olga Sukhopara, assistant-consultant to Member of Parliament</li> <li>5. Ms Olga Artemyeva, assistant-consultant to Member of Parliament</li> <li>6. Ms Victoria Ershova, assistant-consultant to Member of Parliament</li> <li>7. Ms Marta Popyk, assistant-consultant to Member of Parliament</li> <li>8. Mr Igor Krivosheev, assistant-consultant to Member of Parliament</li> <li>9. Ms Zoreslava Kucheryava, assistant-consultant to Member of Parliament</li> <li>10. Ms Maria Stolbova, assistant-consultant to Member of Parliament</li> <li>11. Ms Anna Petrova, assistant-consultant to Member of Parliament</li> <li>12. Mr Mykola Turik, assistant-consultant to Member of Parliament</li> <li>13. Ms Natalia Bohdan, assistant-consultant to Member of Parliament</li> <li>14. Mr Konstantin Solianyuk, assistant-consultant to Member of Parliament</li> <li>15. Ms Olena Volkova, assistant-consultant to Member of Parliament</li> </ol> <p>Mr Andriy Zaika, Programme Coordinator, UNDP  Ms Iryna Gerasymenko, Project Officer, UNDP  Ms Alla Dzun, Legal Expert, UNDP  Mr Alexander Shulga, Research Consultant, UNDP  Ms Victoria Yashkina, Communications Consultant, UNDP</p>

## No.2 Green Agenda and COVID-19: Waste Management in times of pandemic

<i>Title</i>	Green Agenda and COVID-19: Waste Management in times of pandemic
<i>Date</i>	01 June 2020
<i>Location</i>	Virtual via Zoom, live stream on YouTube
<i>Participants</i>	Civil society and eco activists, MPs, governmental and international organizations representatives
<i>Objectives</i>	<ul style="list-style-type: none"> <li>● Discuss the intertwine of Covid-19 and Air Quality, Waste, Energy, Biodiversity and Climate Change, and how to address the climate crisis and COVID-19 pandemic simultaneously and in a way to "recover better".</li> <li>● Educate on effective waste management during the COVID-19 pandemic</li> </ul>
<i>Agenda</i>	<p>14:00 – 14:20 Welcoming remarks, introduction to the rules</p> <p>14:20 – 15:00 Discussion on "Effective waste management during the COVID-19 pandemic" with Iryna Myronova (ZeroWaste Lviv), Denys Pavlovskiy (Chemical Safety Agency), Tetiana Omelianenko (Institute of Environmental Economics and Sustainable Development), Roman Puchko (ReThink), UNDP and UNICEF experts:</p> <ul style="list-style-type: none"> <li>● Even more disposable plastic: how to combine anti-epidemic measures with the desire to save the planet from the invasion of polyethylene?</li> <li>● Challenge: Healthcare waste and COVID. International recommendations and Ukrainian realities of medical waste management. What can everyone do?</li> <li>● How to use the pandemic to accelerate the transition to a circular economy?</li> <li>● Waste management during quarantine: how to follow the priorities of the waste hierarchy for households and businesses</li> </ul> <p>15:00 – 15:30 Moderated hackathon of eco-ideas on sustainable waste management</p> <p>15:15 – 15:30 Final remarks</p>
<i>Participants</i>	<ol style="list-style-type: none"> <li>1. Ms Andrushevych Natalia Ivanivna, Chairman of the Board, Resource and Analytical Center "Society and Environment"</li> <li>2. Ms Aratovska Yevheniya Yuriyivna, Chairman of the NGO "Ukraine without Waste"</li> <li>3. Ms Artemyeva Olga Vyacheslavivna, Deputy Consultant of the Verkhovna Rada of Ukraine</li> </ol>



- 4.Ms Babieva Larysa Hryhorivna, Ecologist Naftogaz of Ukraine
- 5.Ms Bakotska Tetiana, Journalist
- 6.Mr Ballot Mark, UNICEF
- 7.Mr Baskov Alexander, Head of Sustainable Development Services Baker Tilly
- 8.Ms Belousova Irina, event and grant coordinator of Internews
- 9.Ms Benedyk Natalia Borysivna, Engineer with ONS LVDS
- 10.Mr Biryukov Vadym Viktorovych, Postgraduate student of HarRINAD
- 11.Ms Bohdan Natalia, Verkhovna Rada of Ukraine
- 12.Mr Bovsunovsky Dmitry, Expert
- 13.Ms Boyko Olga Oleksandrivna, Coordinator of the Committee on Industrial Ecology and Sustainable Development European Business Association
- 14.Ms Boyko Olga Viktorivna, Coordinator, Ecoaction NGO
- 15.Ms Boyko YS, Ecologist
- 16.Mr Bugaychuk Anton Pavlovich, Analyst, Center for Journalistic Investigations "Power of Truth"
- 17.Ms Butova Olga Oleksandrivna, Member of the NGO "Clean Sejm"
- 18.Ms Bychenko Lyudmyla Volodymyrivna, Intern Center for Corporate Social Responsibility Development
- 19.Ms Chernyavska Olga, Curator of educational projects of the NGO "Ukraine without waste"
- 20.Ms Chernysh Iryna, Chairman of Save Dnipro
- 21.Ms Chudyk-Bilousova Nadiya Ivanivna, Professor of the Department of Labor, Land and Economic Law, Leonid Yuzkov Khmelnytsky University of Management and Law
- 22.Ms Datsyuk Inna, Partnership Specialist, 350.org
- 23.Ms Dobrovol'ska Liudmyla, Programme Officer, CDC
- 24.Ms Dudnyk Kateryna Dmytrivna, Student Sumy National Agrarian University
- 25.Ms Dzun Alla, Legal Expert
- 26.Ms Dzyba Angela, Associate Professor National University of Life and Environmental Sciences of Ukraine
- 27.Ms Erguneva Myroslava Zinoviivna, Head of the Department of Ecological and Educational Work PIVNICHNE Podillya
- 28.Mr Formagey Oleksandr, Ex-member of NKREKP
- 29.Mr Gavrilyuk Ruslan Borysovych, Chairman of the National Ecological Center of Ukraine
- 30.Ms Gerasymenko Iryna, Project Officer
- 31.Mr Gittel'son Alex, ICCA
- 32.Mr Gluhenky Mykola Petrovych, Manager Biodiversity Protection Fund
- 33.Mr Gnap Andriy, Founder, Waste Ukraine Analytics
- 34.Ms Gnedina Kateryna Volodymyrivna, Associate Professor of Chernihiv Polytechnic National University
- 35.Ms Goch Inna, WWF Ukraine
- 36.Ms Gorbulko Lyubov Hryhorivna, Head of the Novomyrhorod district center
- 37.Ms Grinko Alyona Viktorivna, Chair of the ACTION Platform
- 38.Ms Gromm Kateryna Volodymyrivna, Sustainable Development Consultant Independent Consultant
- 39.Ms Grusheva Maria Sergeevna, SMM-manager
- 40.Ms Hrynychuk Svitlana, Head of the Department at the Ministry of Energy and Environmental Protection
- 41.Ms Karpyuk Tetyana Serhiivna, Project & Communication Officer WWF-Ukraine
- 42.Mr Katsitadze Igor, UNICEF
- 43.Mr Khakimzyanov Shamil Airatovych, Expert Low Carbon Ukraine project
- 44.Ms Khalet'skaya Anastasia Yuriyivna, Ecologist of the Priazovye National Research Center
- 45.Mr Kharchenko Oleksii, Consultant, Cabinet of Ministers of Ukraine
- 46.Mr Khrutba Andrii Serhiiovych, Head of the Holosiiv'skyi National Nature Park Department
- 47.Mr Khrystenko Dmytro, Key Expert, UAFATA
- 48.Ms Kolomiets Natalia, WASH officer UNICEF



- 49.Mr Kosovan Serhiy Anatoliyovych, Student National University "Lviv Polytechnic"
- 50.Ms Kostenko Anastasia Vladimirovna, Student Center for Scientific Activity of Students
- 51.Ms Kovalenko Olena, OSCE Project Assistant
- 52.Ms Kozbur Natalia Mykolayivna, Environmental Engineer OLYMPEX COUPE INTERNATIONAL LLC
- 53.Ms Kozlova Irina Anatolyevna, Deputy Director of the Department of Environmental Policy  
Department of the Dnipro City Council
- 54.Ms Kozlovska Marina Vitaliyivna, Specialist of the Department of Innovative Education Projects  
National Aviation University + NGO NECU
- 55.Ms Kravchenko Anna Vadymivna, Junior Researcher Institute of Economics and Forecasting of the  
National Academy of Sciences of Ukraine
- 56.Ms Kukharensko Tetyana Borysivna, Democratic Practice Program Manager, International  
Renaissance Foundation
- 57.Ms Kurovska Alyona Anatoliyivna, owner, manager of Azov Smart Business
- 58.Ms Kushtim Rimma, DiXi Group Sustainability Analyst
- 59.Ms Kutonova Tamara, OSCE Project Coordinator
- 60.Ms Kysil Oksana, National Expert EU Covenant of Mayors - East Project
- 61.Ms Larisa Bilozero, GreenPost journalist
- 62.Ms Lavreniuk Angelina, AVERE Ukraine
- 63.Mr Lelyakov Hennadiy Viktorovych, Chairman of the Board Vognyk Energy Cooperative
- 64.Ms Levenshtian Lina, UNICEF
- 65.Ms Likhovid Inna Petrovna, correspondent of The Day newspaper
- 66.Mr Lizenko Alexander Viktorovich, CEO Ekocem Corporation
- 67.Ms Lopuga Oksana Vasylivna, lawyer Bar Association
- 68.Ms Lopushanska Yuliya, Design Engineer of Prana Platinum LLC
- 69.Ms Lyubachivska Roksoliana Zinovievna, Project manager Global 100 RE Ukraine
- 70.Ms Malivska Anna Andriivna, Managing Director UAtourist
- 71.Ms Malkova Tamara Mykhailivna, Director of IBO IC "Green Dossier"
- 72.Ms Manishevskaya Nadiya Mykolayivna, teacher of ecological disciplines Separate subdivision of the  
National University of Life and Environmental Sciences of Ukraine "Boyar College of Ecology and  
Natural Resources"
- 73.Mr Manzheliy Bohdan Oleksandrovych, Analyst Solar Energy Association of Ukraine
- 74.Ms Markiv Olga Volodymyrivna, Chairman of the NGO "Eco Platform"
- 75.Ms Martynenko Anastasia, Chairman O.ZERO
- 76.Mr Martysenko Andriy, Chairman of the NGO "Green Space"
- 77.Ms Master Olena Serhiivna, Department for Climate Change and Ozone Layer Conservation of the  
Ministry of Energy
- 78.Mr Matsyuk Dmitry, Zenproducer Selfwaylive
- 79.Ms Matus Svitlana, WWF Ukraine
- 80.Ms Mayorova Anastasia, Leading Librarian Coal City Library for Children
- 81.Mr Melekh Yaroslav, Green Economy Project Expert
- 82.Mr Melnikov Oleksandr Yuriiovych, CSR Project Manager, Foxtrot Group of Companies
- 83.Ms Melnyk Olena, Senior Research Fellow, Sumy National Agrarian University
- 84.Ms Melnyk Olga, PPV Knowledge Networks Green Economy Project Manager
- 85.Ms Moiseenko Anastasia, International Public Affairs Manager DTEK
- 86.Ms Muzychenko Marina Viktorivna, CEO, a.i. RBA
- 87.Ms Mykhailovska Maryna Viktorivna, Environmental Projects Manager, Envitek LLC
- 88.Ms Myronova Iryna, Zero waste Lviv
- 89.Ms Narezheva Dina Ferdinandivna, Democratic Practice Program Manager, International  
Renaissance Foundation
- 90.Ms Nesterova Maria Alexandrovna, professor of NPU named after MP Drahomanov
- 91.Mr Novak Bohdan, Journalist of the Eastern Project Kramatorsk LLC
- 92.Mr Novosad Roman, Head of the Department of the Ministry of Energy and Environmental  
Protection



- 93.Ms Omelyanenko Tetyana, waste expert
- 94.Ms Orel Iryna Ruslanivna, Head of the NGO "Territory of Participation"
- 95.Ms Otenko Natalia Mykhailivna, sociologist of IS NASU
- 96.Mr Ovechko Serhiy Viktorovych, Director of Kherson Hydrobiological Station of the National Academy of Sciences of Ukraine
- 97.Ms Ozerna Daria, Expert
- 98.Ms Pampuryak Kateryna, Executive Director Green Post
- 99.Ms Pashulya Olga Volodymyrivna, DTEK MANAGER
- 100.Mr Pavlenko Semyon Vitalievich, student
- 101.Ms Pavlik Yuliia, REload Kyiv coordinator
- 102.Mr Pavlovsky Denis, Chairman of the Organization Chemical Safety Agency
- 103.Ms Petrova Anna, Assistant Consultant to the Member of Parliament
- 104.Ms Petrova Lyudmila Oleksiivna, senior researcher Institute of Geochemistry, Mineralogy and Ore Formation them. M.P. Semenenko NAS of Ukraine, Kyiv
- 105.Ms Pigura Iryna Bohdanivna, Librarian, Lviv Regional Library for Children
- 106.Mr Ponomarev Sergey, Project coordinator GIZ
- 107.Ms Poreva Vira Oleksandrivna, Junior Research Fellow, Department of Global Studies, European Integration National Academy of Public Administration under the President of Ukraine
- 108.Ms Prylutska Olga Petrovna, Deputy Head of the Department of Patronage Service of Cherkasy Regional Council
- 109.Mr Puchko Roman, Rethink
- 110.Mr Pyrikov Oleksii, Environmental Specialist
- 111.Ms Radchenko Nina Nikolaevna, Director of the Alexandrovsky Garden Center
- 112.Ms Romanenko Olena Yuriyivna, Chair of the Initiative Group If we are together, we will be able to do everything
- 113.Mr Rozhok Roman, Business Development Manager VETERANO Group
- 114.Mr Ryabchyn Oleksiy, Deputy Minister of Energy and Environmental Protection
- 115.Ms Ryabokin Tatiana, WWF Communications and Partnership Manager
- 116.Mr Rzhhevsky David Dmitrievich, Assistant Director of GRINTECHNOLOGY LLC
- 117.Mr Sebastien Truffaut, Head of WASH department, UNICEF
- 118.Ms Semkiv Olga, DTEK Manager
- 119.Ms Shapovalova Olesya Ihorivna, Chief Specialist of the Climate Change Department of the Ministry of Energy
- 120.Mr Sharavara Vitaliy Viktorovych, Executive Director of the National Ecological Center of Ukraine
- 121.Ms Shcherbak Oksana Mykolayivna, Editor-in-Chief of GreenPost online publication GreenPost
- 122.Mr Sherstyuk Oleksandr Ivanovych, Chairman of the NGO "Rescue"
- 123.Ms Shevelyuk Klavdiya, Founder of Change Agency Responsible Future
- 124.Mr Shlapak Mykola Yuriyovych, Consultant Shlapak M.Yu.
- 125.Mr Shulga Alexander, Research Consultant
- 126.Mr Slaby Volodymyr Hryhorovych, Chairman of the Coalition Ukrainian Packaging and Ecological Coalition
- 127.Ms Sikliar Viktoria, UNICEF
- 128.Ms Sokolyuk Halyna Oleksandrivna, Associate Professor of KhNU, PROGRESSIVE Coordinator Khmelnytsky National University, PROGRESSIVE Public Initiative
- 129.Ms Soroka Catherine, The Only Planet
- 130.Ms Soroka Kateryna Olehivna, Senior Lawyer of DLA Piper Ukraine
- 131.Mr Sovin Serhii Serhiiovych, Primary school teacher Varvarivskiy NVK
- 132.Ms Stolbova Maria Andriyivna, Assistant Consultant to the Member of Parliament Vasylenko LV
- 133.Mr Sushchenko Oleksandr Mykolayovych, Researcher Center for Environmental Research named after Helmholtz
- 134.Ms Svyridenko Olga Vasylivna, Local Expert Berlin Economics
- 135.Ms Tarasova Natalia Oleksiivna, Director of Lelekera Charitable Foundation
- 136.Ms Teslenko Maria Mykolayivna, Student of NAU





137. Ms Tishchenko Yuliya Volodymyrivna, head of the Center for Ecological Information of the HOUNB named after Oles Honchar
138. Ms Tkach Olena Vladlenivna, National Expert in Ukraine, United Nations Industrial Development Organization
139. Mr Trofimenko Dmytro Oleksandrovych, Student Sumy National Agrarian University
140. Ms Trofimova Iryna, Senior Researcher Ukrainian Hydrometeorological Institute
141. Mr Tsaregorodtsev Eugene Leonidovich, student
142. Ms Tymochko Suzanna Ihorivna, Communications Specialist WWF-Ukraine
143. Ms Unuchko Viktoriia, Project Officer
144. Ms Vasilenko Lesya, Member of Parliament
145. Ms Vesper Lyudmyla Leonidivna, Chairman of the NGO "For Equilibrium in Society"
146. Ms Volkova Olena Mykolayivna, Assistant Consultant to the Member of Parliament
147. Mr Voskobonyk Yuriy, Assistant Consultant to the MP, Verkhovna Rada of Ukraine
148. Mr Vyshchaba Pavlo Oleksandrovych, Chairman of the United Planet
149. Ms Yarmolenko Iryna, Deputy Zhmr
150. Ms Yashkina Victoria, Communications
151. Ms Yatskiv Alla Volodymyrivna, Junior Expert of the Climate Change Department of the National Ecological Center of Ukraine
152. Ms Zagorodnya Snizhana Anatoliivna, Senior Researcher Institute of Telecommunications and Global Information Space of the National Academy of Sciences of Ukraine, Department of Environmental Research
153. Mr Zaika Andriy, Programme Coordinator
154. Ms Zaika Yulia, Director of the League of Business and Professional Women of Ukraine
155. Mr Zamozhsky Andriy Borysovych, Director Association of Researchers of European Values in Education (AREVE)
156. Ms Zarubina Yuliya Viktorivna, Student of NaUKMA
157. Ms Zasyadko Yevheniya Volodymyrivna, Head of the Climate and Transport Department of the NGO Ekodia
158. Ms Zhavzharova Tetyana Leonidivna, head of Ecosense
159. Ms Zhenchuk Margarita Evgenievna, project manager of Prompylad. Renovation
160. Ms Zhirnova Anna, Technical writer
161. Mr Zinchenko Andrew, Soniachne Misto Cooperative
162. Mr Zinchenko Roman Arsenovych, Chairman of the Board of Greencubator

### No.3 Green Agenda: Trends and Social Priorities 2020.

#### Presentation of micronarratives research on waste management.

<b>Title</b>	<b>Green Agenda: Trends and Social Priorities 2020</b>	
<b>Date</b>	<b>9 July 2020</b>	
<b>Location</b>	Virtual via Zoom	
<b>Participants</b>	Civil society and eco activists, MPs, governmental and international organizations representatives	
<b>Objectives</b>	<ul style="list-style-type: none"> <li>● Present the results of the survey on citizen's perceptions in the field of sustainable energy and environment to the public. Educate on how to use the results for advocacy.</li> <li>● Present the concept for micronarratives research on waste management.</li> </ul>	
<b>Agenda</b>	13:50 – 14:00	Technical set up
	14:00 – 14:05	Welcoming remarks
	14:05 – 14:40	<b>Public expectations and priorities in sustainable energy and environment area:</b> <i>Alexander Shulga, National Consultant, UNDP</i>
	14:40 – 15:05	<b>Behavioral insights for policymaking. Presentation of the concept of micronarratives research on waste management using SenseMaker®</b> <i>Iryna Gerasymenko, Project Officer (Innovations and Private Sector Partnerships)</i>
	15:05 – 15:15	Discussion, closing remarks





## Participants

1. Mr Andrushevych Andriy, Expert, RAC "Society and Environment"
2. Ms Berzina Svitlana Valeriyivna, President, Living Planet NGO
3. Ms Boyko Olga Oleksandrivna, Coordinator of the Committee on Industrial Ecology and Sustainable Development, European Business Association
4. Ms Boyko Olga Viktorivna, CAN EECCA Coordinator, Ecodia
5. Ms Datsyuk Inna Oleksandrivna, recruitment specialist, 350.org
6. Ms Denisenko Natalia Ivanivna, Chairman of the Board, Letavysia NGO
7. Mr Dyachuk Oleksandr Anatoliiovych, Leading Researcher, Institute of Economics and Forecasting of the National Academy of Sciences of Ukraine
8. Mr Formagey Oleksandr Leonidovych, Ex-member of the National Commission for Regulation of Economic Competition, Private expert
9. Ms Forostyan Anastasia, volunteer, KZW
10. Ms Gerasymenko Iryna, Project Manager a.i.
11. Mr Gnap Andriy Mykolayovych, Data Analyst, Waste Ukraine Analytics
12. Ms Ignatenko Olga, Sustainability consultant, Green Dossier
13. Ms Khabarova Anna, Senior Researcher, UKRNDIEP
14. Mr Khakimzyanov Shamil Airatovich, Local expert, Low Carbon Ukraine project
15. Mr Kharchenko Alexey Sergeevich, Communication Expert
16. Mr Khrutba Andriy, responsible, Holosiivskyi National Nature Park
17. Ms Knysh Kateryna Olehivna, Head of Analytical Department, Ukrainian Wind Energy Association
18. Ms Kravchenko Anna Vadymivna, Junior Researcher, Institute of Economics and Forecasting, National Academy of Sciences of Ukraine
19. Ms Krevska Olga Oleksandrivna, Chief Specialist, State Agency of Water Resources of Ukraine
20. Ms Kushko Natalia, Expert
21. Ms Kysil Oksana, Country expert, EU project CoM East
22. Mr Lelyakov Hennadiy Viktorovych, Chairman of the Board, Vohnyk Energy Cooperative
23. Ms Lysak Roksolana, Assistant, National Transport University
24. Ms Malkova Tamara Mykhailivna, Director, IBO IC "Green Dossier"
25. Ms Manishevskaya Nadiya Mykolayivna, Teacher of Ecological Disciplines, Separate Subdivision of the National University of Life and Environmental Sciences of Ukraine Boyar College of Ecology and Natural Resources
26. Mr Manzheliy Bohdan, Analyst, Solar Energy Association of Ukraine
27. Ms Markiv Olga Volodymyrivna, Chairman, Eco Platform
28. Ms Melnyk Olga, Green Economy Project Manager, PPV Knowledge Networks Economic Development Agency
29. Ms Mironova Iryna Vyacheslavivna, Chairman, Zero waste Lviv
30. Mr Nelipa Andriy Volodymyrovych, President, Community of Fishermen of Ukraine
31. Mr Novozhen Denys, Environmental Expert, CDM Engineering Ukraine
32. Mr Oleksandr Shulha, Research Consultant
33. Ms Otenko Natalia Mykhailivna, sociologist, IS of NASU
34. Mr Pollock Mark Dejardenovich, Communications Manager, WWF-Ukraine
35. Ms Poreva Vira Oleksandrivna, Postgraduate Student, Junior Research Fellow, Department of Global Studies, European Integration, National Academy of Public Administration under the President of Ukraine
36. Ms Prykhodko Kateryna, Project Manager
37. Ms Romanko Svitlana Mykolayivna, Managing Director, 350.org
38. Mr Ryabika Mykola Mykolayovych, head of the organization, Plateau
39. Mr Sakalyuk Dmitry Sergeevich, expert, Ecoclub
40. Ms Sankovska Iryna, member of the organization, NGO UEK "Green Wave"
41. Ms Serova Halyna, Director, Aarhus Information and Education Center
42. Ms Shevelyuk Klavdiya Serhiivna, Co-founder, Change Agency Responsible Future



43. Ms Shkolna Viktoriia, Advisor Energy Efficiency Project, GIZ
44. Ms Stasiuk Kateryna, Principal Manager, ESP / EBRD
45. Ms Stolbova Maria Andreevna, Assistant Consultant, Verkhovna Rada
46. Mr Suikanen Sergey Albertovich, manager, state of emergency Yarovenko
47. Mr Sushchenko Oleksandr Mykolayovych, Expert on Green Economy and Finance
48. Ms Svyridenko Olga Vasylivna, Local Expert, Berlin Economics
49. Ms Troiimenko Natalia Stepanovna, Researcher, State Academy of Postgraduate Education and Management
50. Ms Tsapko Natalia Serhiivna, Head of the STI Department, UKRNDIEP
51. Ms Tymchenko Anzhela Volodymyrivna, Chairman of the Board, NGO "Laboratory of Initiative Youth"
52. Ms Yashkina Victoria, Communications Consultant
53. Ms Yurchuk Yevheniya Serhiivna, Monitoring Specialist, International Organization for Migration
54. Ms Zadorozhna Maria Dmytrivna, Law Trainee, Solar Energy Association of Ukraine
55. Ms Zagorodnya, Senior Research Fellow, Institute of Telecommunications and Global Information Space of the National Academy of Sciences of Ukraine
56. Mr Zaika Vladyslav, Manager, Gas TSO
57. Ms Zakorchevna Natalia Borysivna, Head of the Department of Water Resources, State Ecological Academy of Postgraduate Education and Management
58. Mr Zamotaev Pavlo Vasyliovych, Director, PE HG Consulting
59. Ms Zasyadko Yevheniya Volodymyrivna, Head of Climate and Transport Department, NGO "Center for Environmental Initiatives" Ecodia "
60. Ms Zhavzharova Tatiana, Head, Ecosense
61. Ms Zhuk Halyna Hryhorivna, journalist, Ternopil Media Center

#### No.4 Financial and economic aspects of waste management

<b>Title</b>	<b>Financial and economic aspects of waste management</b>
<b>Date</b>	<b>5 August 2020</b>
<b>Location</b>	Virtual via Zoom
<b>Participants</b>	Representatives of local communities in Ukraine
<b>Objectives</b>	Educate on financial potential of waste management industry in Ukraine and economic opportunities for the local amalgamated communities.
<b>Agenda</b>	09:45 – 10:00 Technical set up
	10:00 – 10:05 Welcoming remarks
	10:05 – 11:00 Presentation from Oleksandr Suschenko, Green Economy and Finances Expert and discussion on: <ul style="list-style-type: none"> <li>• Financial potential of the waste management industry in Ukraine</li> <li>• What hinders the development of the business environment in the field of waste management?</li> <li>• Financial mechanisms to stimulate the development of waste management industry</li> <li>• What can the community do to make money on waste management?</li> </ul>
	11:00 – 11:30 Discussion with communities moderated by Vitaliyy Selyk, Community of Practice Coordinator, Plastic Waste Management at the local level project
<b>Participants</b>	<ol style="list-style-type: none"> <li>1. Ms Abalmasova Valentina Vladimirovna, Chairman of the Green Council under the Executive Committee of the Mariupol City Council, Mariupol</li> <li>2. Ms Araslanova Anna Ivanovna, Chairman of the Board of condominiums, HoA Kherson</li> <li>3. Mr Baran Igor Nikolaevich, Chief Specialist, Novytska amalgamated community</li> <li>4. Ms Brovarnyk Olena, Specialist of the department of International Relations and project-investment activity, Merefa city amalgamated community</li> </ol>



- 5.Mr Cherednichenko Vladimir Nikolaevich, specialist in technogenic and ecological safety and emergencies, Markivska amalgamated community
- 6.Ms Chibysheva Victoria Andreevna, chief specialist of the economic department of the Konotop city council, Konotop city amalgamated community
- 7.Ms Chumachenko Lyudmila Alexandrovna, Head of the Economic Development Department, Lysyanska community
- 8.Mr Dudnyk Yevhen Yevhenovych, chief specialist of the housing department, Tlumatska amalgamated community
- 9.Ms Fedorova Victoria Alexandrovna, Specialist of the department of social and economic development and investments, Chyhyryn amalgamated community
- 10.Ms Gartinger Tetyana Anatoliyivna, Head of the Department of Economic Development and Investment, Chervonoslobidska amalgamated community
- 11.Mr Golizdra Yaroslav Dmitrovich, Chief Engineer, Merefa city amalgamated community
- 12.Ms Gontar Valeria, Head of the NGO, Borivska community
- 13.Ms Gubich Victoria Igorivna, specialist of the landscaping department, Pokrovska amalgamated community
- 14.Mr Guziy Vasyl Yaroslavovych, Head of the Department of Economic Development, Trade, Investment and Agriculture, Tlumatska amalgamated community
- 15.Ms Kachur Olga Alexandrovna, Director, Novoslobidska community
- 16.Ms Kalchenko Tetyana Volodymyrivna, Activist, Ecology in Brovary
- 17.Mr Klymenko Alexander Andreevich, Head of the department of housing and communal services, landscaping, environmental protection and infrastructure, Sosnytska village amalgamated community
- 18.Ms Koroeva KB, Chairman of the Board of condominiums, HoA Kherson
- 19.Ms Koshman Victoria Yuriyivna, Teacher, Novoaydarskaya amalgamated community
- 20.Mr Kovalenko Vladimir Alexandrovich, Volunteer, Pidgorodnenska amalgamated community
- 21.Mr Kramarenko NM, Chief Specialist of the Department of Economic Development, Trade and Investment of the Executive Committee, Zaslul village council
- 22.Ms Kulnich Daria Andreevna, Specialist of the I category of the department of housing and communal services and landscaping, Shirokivska amalgamated community
- 23.Ms Kulyk Iryna Yuriyivna, Chief Specialist of the Department of Economics, Investment and Communal Property, Dunayevetska amalgamated community
- 24.Ms Lisun Inna Anatoliivna, head of the housing department, Krasnopil village council
- 25.Ms Mashenko Alina Nikolaevna, Volunteer, Nikopol City Council
- 26.Ms Matviychuk Olga Vitalievna, project manager, Kivertsy city amalgamated community
- 27.Ms Mirzakhmedova GA, Chairman of the Board, HoA Kherson
- 28.Ms Mylnikova Svitlana Yuriyivna, Environmental Manager of the Coal Development Agency, Vugledarska amalgamated community
- 29.Ms Panaseiko Inna Mykolayivna, head of the sector of economic development and investment, Serhiivska amalgamated community
- 30.Ms Panchenko Alla Vitaliyivna, Leading specialist of the department of urban planning, architecture, housing and communal services, landscaping and communal property, Tulchyn city amalgamated community
- 31.Ms Revutska Alla Viktorivna, Specialist in project activities of Torchyn village council, Torchynska amalgamated community
- 32.Ms Rubanova Svetlana Gennadyevna, chief specialist of the department for housing and communal services and emergencies, Chernihiv village amalgamated community
- 33.Ms Semenyuk Neonila, Chairman of the Board, HoA Kherson
- 34.Ms Shalar Inna Alexandrovna, Head of the Department - Chief Accountant of the Accounting and Reporting Department of the Executive Committee of the Kiliya City Council, Kiliyska amalgamated community
- 35.Ms Silver Marta Mikhailovna, Chief Specialist of the Department of Housing, Transport and Public Works, Tlumatska amalgamated community



- 36. Ms Sinelnik Iryna Anatoliivna, Head of Department, Belozirskaya amalgamated community
- 37. Ms Sonko Raisa, Category I specialist in investment and information and communication technologies, Stanislavska amalgamated community
- 38. Ms Stelmakh Julia Dmitrievna, chief specialist of the economic development and investment sector, Lyubetska amalgamated community
- 39. Ms Stukalo Olena Petrivna, Chief Specialist - Inspector of Public Works and Ecology of the Housing Department, Shirokivska village council
- 40. Ms Tsal Snizhana Serhiivna, head of the landscaping department, Dovbyska amalgamated community
- 41. Ms Tsavolyk Tetyana Mykhailivna, Public relations specialist, Biletska amalgamated community
- 42. Ms Tsigulska Rimma Hanifivna, Chairman of the Board, HoA Kherson
- 43. Mr Yevtushenko DO, Chief Specialist, Novoslobidska community
- 44. Ms Zhilko Olesya Stepanovna, chief specialist of the department of regional development, investments and project activities, Lyubeshiv village council

### No.5 Training for volunteers for micronarratives research on waste management

<b>Title</b>	<b>Training for volunteers for micronarratives research on waste management</b>						
<b>Date</b>	<b>7 October 2020</b>						
<b>Location</b>	Virtual via Zoom						
<b>Participants</b>	Volunteers to support the micronarratives research on waste management (training of trainers)						
<b>Objectives</b>	<ul style="list-style-type: none"> <li>● Inform on the negative impact of plastics use for the environment and health</li> <li>● Introduce to micronarratives research and SenseMaker® software</li> <li>● Explain the logic of the questionnaire and key concepts (circular economy approach etc)</li> <li>● Guide on collaboration approach</li> </ul>						
<b>Agenda</b>	<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">12:00 – 12:05</td><td>Technical set up</td></tr> <tr> <td>12:05 – 13:00</td><td> <b>Presentation of the concept of micronarratives research on waste management using SenseMaker®. Brief introduction to behavioral insights for policymaking. Guidance on questionnaire and approach to collaboration.</b>            Iryna Gerasymenko, Project Manager a.i.         </td></tr> <tr> <td>13:00 – 13:15</td><td>Q&amp;A session</td></tr> </table>	12:00 – 12:05	Technical set up	12:05 – 13:00	<b>Presentation of the concept of micronarratives research on waste management using SenseMaker®. Brief introduction to behavioral insights for policymaking. Guidance on questionnaire and approach to collaboration.</b> Iryna Gerasymenko, Project Manager a.i.	13:00 – 13:15	Q&A session
12:00 – 12:05	Technical set up						
12:05 – 13:00	<b>Presentation of the concept of micronarratives research on waste management using SenseMaker®. Brief introduction to behavioral insights for policymaking. Guidance on questionnaire and approach to collaboration.</b> Iryna Gerasymenko, Project Manager a.i.						
13:00 – 13:15	Q&A session						
<b>Participants</b>	<ol style="list-style-type: none"> <li>1. Ms Ajdari-DeVillarin Ganna</li> <li>2. Ms Bulatovych Yuliia</li> <li>3. Ms Dargence Ivana</li> <li>4. Ms Diachenko Anastasiia</li> <li>5. Ms Drobysh Iuliia</li> <li>6. Mr Drobysh Sergii</li> <li>7. Ms Hudz Valeriia</li> <li>8. Ms Kozlova Iuliia</li> <li>9. Ms Krynytska Anastasiia</li> <li>10. Ms Kurchenko Anna</li> <li>11. Mr Kuryk Mykhailo</li> <li>12. Ms Margasova Yuliia</li> <li>13. Ms Shvachko Valeriia</li> <li>14. Ms Vlasuk Anastasiia</li> </ol> <p>Ms Iryna Gerasymenko, Project Manager a.i., UNDP  Ms Inna Pokydko, Project Associate, UNDP  Mr Alexander Shulga, Research Consultant, UNDP  Ms Yuliya Hudoshnyk, Communications Consultant, UNDP</p>						



### Annex 4. Outreach Report for the period November 2019 - October 2020

No.	Thematic activity	Date	Channel	Link	Reach
1	Analytical report on citizen's perception in the environment area	18.02.2020	Survey	<a href="https://www.ua.undp.org/content/ukraine/uk/home/librarian">https://www.ua.undp.org/content/ukraine/uk/home/librarian</a>	2 038
		28.05.2020	Presentation Event to MPs	Zoom	28
		09.07.2020	Facebook	<a href="https://www.facebook.com/events/271437980622206/">https://www.facebook.com/events/271437980622206/</a>	3 100
		09.07.2020	YouTube	<a href="https://youtu.be/Si8_7z2BeD8">https://youtu.be/Si8_7z2BeD8</a>	101
		09.07.2020	Presentation Event	Zoom	61
		28.07.2020	Medium	<a href="https://undpukraine.medium.com/ukraines-environmental">https://undpukraine.medium.com/ukraines-environmental</a>	177
		31.07.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/photos/a.203415">https://www.facebook.com/UNDPUkraine/photos/a.203415</a>	2 325
		01.08.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/photos/a.203415">https://www.facebook.com/UNDPUkraine/photos/a.203415</a>	2 424
2	Three Pillars of Environmental Start-up: Team, Idea, and Patience	04.05.2020	Medium	<a href="https://medium.com/@UNDPUkraine/three-pillars-of-enviro">https://medium.com/@UNDPUkraine/three-pillars-of-enviro</a>	300
		04.05.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/posts/317211708">https://www.facebook.com/UNDPUkraine/posts/317211708</a>	7 694
		04.05.2020	Facebook	<a href="https://www.facebook.com/startup.in.residence.ua/posts/1">https://www.facebook.com/startup.in.residence.ua/posts/1</a>	18
		04.05.2020	Facebook	<a href="https://www.facebook.com/groups/OpenDataUA/permalink">https://www.facebook.com/groups/OpenDataUA/permalink</a>	285
		04.05.2020	Facebook	<a href="https://www.facebook.com/WUAdigital/posts/26257689843">https://www.facebook.com/WUAdigital/posts/26257689843</a>	34
		04.05.2020	Facebook	<a href="https://www.facebook.com/ProMisorEXPERTS/posts/10680">https://www.facebook.com/ProMisorEXPERTS/posts/10680</a>	1 038
		04.05.2020	Facebook	<a href="https://www.facebook.com/WasteMN/posts/226674906363">https://www.facebook.com/WasteMN/posts/226674906363</a>	54
		04.05.2020	Facebook	<a href="https://www.facebook.com/permalink.php?story_fbid=3410">https://www.facebook.com/permalink.php?story_fbid=3410</a>	15
		05.05.2020	Facebook	<a href="https://www.facebook.com/viddillPAN/posts/109071788130">https://www.facebook.com/viddillPAN/posts/109071788130</a>	9
		04.05.2020	Facebook	<a href="https://www.facebook.com/andrey.gnap/posts/2912039348">https://www.facebook.com/andrey.gnap/posts/2912039348</a>	120
		04.05.2020	Facebook	<a href="https://www.facebook.com/viktoriya.malyarchuk/posts/102">https://www.facebook.com/viktoriya.malyarchuk/posts/102</a>	27
		04.05.2020	Facebook	<a href="https://www.facebook.com/igerasymenko/posts/299630101">https://www.facebook.com/igerasymenko/posts/299630101</a>	16
		04.05.2020	Facebook	<a href="https://www.facebook.com/plena.maslyukivska/posts/1022">https://www.facebook.com/plena.maslyukivska/posts/1022</a>	17
		04.05.2020	Linkedin	<a href="https://www.linkedin.com/posts/igerasymenko_three-pillar">https://www.linkedin.com/posts/igerasymenko_three-pillar</a>	341
04.05.2020	Twitter	<a href="https://twitter.com/IrynaSG/status/1257290815841488897">https://twitter.com/IrynaSG/status/1257290815841488897</a>	194		
		13.05.2020	Twitter	<a href="https://twitter.com/IrynaSG/status/1260628100217536513">https://twitter.com/IrynaSG/status/1260628100217536513</a>	188
3	Environmental Journalism	22.05.2020	Medium	<a href="https://undpukraine.medium.com/tetiana-bakotska-enviro">https://undpukraine.medium.com/tetiana-bakotska-enviro</a>	257
		22.05.2020	Twitter	<a href="https://twitter.com/IrynaSG/status/1263764255796424704">https://twitter.com/IrynaSG/status/1263764255796424704</a>	158
		22.05.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/photos/a.203415">https://www.facebook.com/UNDPUkraine/photos/a.203415</a>	3 164
		25.05.2020	Facebook	<a href="https://www.facebook.com/gkulublin/posts/1717824508341">https://www.facebook.com/gkulublin/posts/1717824508341</a>	95
		03.06.2020	Twitter	<a href="https://twitter.com/UNDPUkraine/status/126818991532766">https://twitter.com/UNDPUkraine/status/126818991532766</a>	1 449
4	Green Agenda in Ukraine: challenges in the development of environmental policy in Ukraine	28.05.2020	Facebook MP	<a href="https://www.facebook.com/347760042574200/posts/54868">https://www.facebook.com/347760042574200/posts/54868</a>	147
		28.05.2020	Event	Zoom	15
5	Green Agenda and COVID-19: Waste Management in times of pandemic	29.05.2020	Facebook	<a href="https://www.facebook.com/events/573679710200772/permalink">https://www.facebook.com/events/573679710200772/permalink</a>	509
		28.05.2020	Twitter	<a href="https://twitter.com/IrynaSG/status/1266051601057415168">https://twitter.com/IrynaSG/status/1266051601057415168</a>	879
		01.06.2020	Facebook	<a href="https://www.facebook.com/events/573679710200772/">https://www.facebook.com/events/573679710200772/</a>	6 800
		01.06.2020	Educational Event	Zoom	162
		05.06.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/photos/a.203415">https://www.facebook.com/UNDPUkraine/photos/a.203415</a>	7 674
6	Bringing about change in a Carpathian Village	29.05.2020	Medium	<a href="https://undpukraine.medium.com/dont-burn-compost-brin">https://undpukraine.medium.com/dont-burn-compost-brin</a>	316
		29.05.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/photos/a.203415">https://www.facebook.com/UNDPUkraine/photos/a.203415</a>	11 664
		03.06.2020	Twitter	<a href="https://twitter.com/UNDPUkraine/status/126818991532766">https://twitter.com/UNDPUkraine/status/126818991532766</a>	1 449
7	Precious Plastic: how plastic is made valuable in Ukraine	30.06.2020	Medium	<a href="https://undpukraine.medium.com/precious-plastic-how-pla">https://undpukraine.medium.com/precious-plastic-how-pla</a>	562
		02.07.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/photos/a.821845">https://www.facebook.com/UNDPUkraine/photos/a.821845</a>	12 879
		02.07.2020	Twitter	<a href="https://twitter.com/UNDPUkraine/status/127870043830561">https://twitter.com/UNDPUkraine/status/127870043830561</a>	2 786
8	Just say "no" to plastic bags	15.07.2020	Medium	<a href="https://undpukraine.medium.com/precious-plastic-how-pla">https://undpukraine.medium.com/precious-plastic-how-pla</a>	281
		15.07.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/photos/a.203415">https://www.facebook.com/UNDPUkraine/photos/a.203415</a>	3 504
9	Surviving a month (and beyond) without plastic	24.07.2020	Medium	<a href="https://undpukraine.medium.com/surviving-a-month-and-b">https://undpukraine.medium.com/surviving-a-month-and-b</a>	286
		24.07.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/photos/a.203415">https://www.facebook.com/UNDPUkraine/photos/a.203415</a>	3 010
		24.07.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/photos/a.203415">https://www.facebook.com/UNDPUkraine/photos/a.203415</a>	3 136
		25.07.2020	Facebook	<a href="https://www.facebook.com/tpazovymart/posts/1597497370">https://www.facebook.com/tpazovymart/posts/1597497370</a>	34
		24.07.2020	Facebook	<a href="https://www.facebook.com/groups/914685108685948/permalink">https://www.facebook.com/groups/914685108685948/permalink</a>	1 749
		24.07.2020	Facebook	<a href="https://www.facebook.com/groups/824471507682571/permalink">https://www.facebook.com/groups/824471507682571/permalink</a>	177
		07.10.2020	Twitter	<a href="https://twitter.com/UNDPUkraine/status/131373634016958">https://twitter.com/UNDPUkraine/status/131373634016958</a>	978
		07.10.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/posts/361653253">https://www.facebook.com/UNDPUkraine/posts/361653253</a>	1 599
10	Zero Waste Kharkiv: from sorting to reusing	10.08.2020	Medium	<a href="https://undpukraine.medium.com/zero-waste-kharkiv-from">https://undpukraine.medium.com/zero-waste-kharkiv-from</a>	497
		18.08.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/photos/a.203415">https://www.facebook.com/UNDPUkraine/photos/a.203415</a>	2 231
11	Responsibility in action: Ukrainian jewellery brand uses plastic waste for sustainable fashion	08.09.2020	Medium	<a href="https://undpukraine.medium.com/responsibility-in-action-u">https://undpukraine.medium.com/responsibility-in-action-u</a>	392
12	World Tourism Day: Explore Ukraine sustainably	27.09.2020	Medium	<a href="https://undpukraine.medium.com/world-tourism-day-explo">https://undpukraine.medium.com/world-tourism-day-explo</a>	374
		27.09.2020	Instagram	<a href="https://www.instagram.com/p/CFovTL0Hlg/">https://www.instagram.com/p/CFovTL0Hlg/</a>	35
		27.09.2020	Twitter	<a href="https://twitter.com/UNDPUkraine/status/131012998621347">https://twitter.com/UNDPUkraine/status/131012998621347</a>	3 021
		27.09.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/posts/358345583">https://www.facebook.com/UNDPUkraine/posts/358345583</a>	2 395
13	Eco-friendly changes in action	26.10.2020	Medium "UNDPUkraine"	<a href="https://undpukraine.medium.com/eco-friendly-changes-in-a">https://undpukraine.medium.com/eco-friendly-changes-in-a</a>	92
		26.10.2020	Facebook	<a href="https://www.facebook.com/UNDPUkraine/posts/367111535">https://www.facebook.com/UNDPUkraine/posts/367111535</a>	2 167
14	Micronarratives research on waste management	01.10.2020	Survey	<a href="https://collector.sensemaker-suite.com/?projectId=UNDPUK">https://collector.sensemaker-suite.com/?projectId=UNDPUK</a>	493
		07.10.2020	Training	Zoom	14
		29.10.2020	Instagram	<a href="https://www.instagram.com/p/CG7MyBqH749/">https://www.instagram.com/p/CG7MyBqH749/</a>	123
		29.10.2020	Dashboard	<a href="https://sensemaker.shinyapps.io/UNDPUkraine_CE/?workb">https://sensemaker.shinyapps.io/UNDPUkraine_CE/?workb</a>	n/a
		21.10.2020	Newsletter	Email	1 058
15	Local communities	05.08.2020	Event Training	Zoom event	44
		14.09.2020	Newsletter	<a href="https://www.facebook.com/groups/dont.burn/permalink/3">Bi-weekly newsletter to communities</a>	205
		n/a	FB Group	<a href="https://www.facebook.com/groups/dont.burn/permalink/3">https://www.facebook.com/groups/dont.burn/permalink/3</a>	514
		29.09.2020	Newsletter	<a href="https://www.facebook.com/groups/dont.burn/permalink/3">Bi-weekly newsletter to communities</a>	205
		25.10.2020	FB Group	<a href="https://www.facebook.com/groups/dont.burn/permalink/3">https://www.facebook.com/groups/dont.burn/permalink/3</a>	514
		29.10.2020	FB Group	<a href="https://www.facebook.com/groups/dont.burn/permalink/3">https://www.facebook.com/groups/dont.burn/permalink/3</a>	514
				Reach Total	101,211



### No.1 Analytical report on citizen's perception in the environment area

Link: [https://www.ua.undp.org/content/ukraine/uk/home/library/environment\\_energy/report\\_priorities-of-ukrainian-in-environment-sustainable-energy.html](https://www.ua.undp.org/content/ukraine/uk/home/library/environment_energy/report_priorities-of-ukrainian-in-environment-sustainable-energy.html)



## Уявлення та пріоритети громадян України у сфері охорони довкілля та сталої енергетики

8 вер. 2020 р.

### Аналітичний звіт за результатами двох хвиль всеукраїнських досліджень громадської думки

Ключовим фактором впровадження зеленого порядку денного в повсякденне життя є його розуміння та сприйняття українським суспільством. У зв'язку з цим, важливо розуміти настрої та оцінки суспільства щодо цілої низки питань пов'язаних із охороною довкілля та сталою енергетикою в Україні. Зокрема, які екологічні проблеми турбують

Link: <https://www.facebook.com/events/271437980622206/>

## ЗЕЛЕНИЙ ПОРЯДОК ДЕННИЙ

вплив трендів та суспільних пріоритетів у 2020 році

**JUL 9**

**Зелений порядок денний: вплив трендів та суспільних пріоритетів**

Public · Hosted by **UNDP Ukraine / ПРООН в Україні**

Thursday, July 9, 2020 at 2 PM – 3:15 PM  
about 3 months ago

Online Event

**INSIGHTS** [See More](#)

**3.1K**  
People Reached  
+0 last 7 days

**173**  
Responses  
+0 last 7 days

**13**  
Ticket Clicks  
+0 last 7 days

**Audience**  
**Women 25-34**  
28% of total responses

English (US) · Українська · Русский · Español · Português (Brasil)

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**About** Discussion





## Зелений порядок денний: вплив трендів та суспільних пріоритетів



Reach

Responses

Tickets

Audience

## Demographics

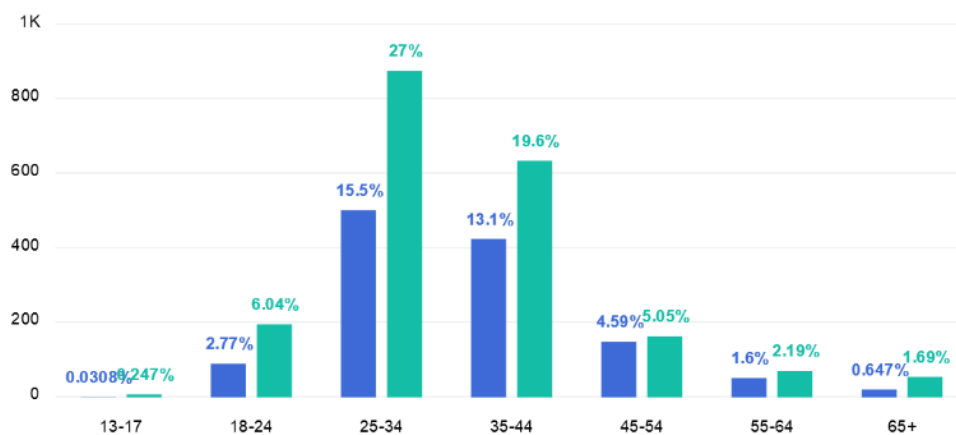
age and gender

## Location

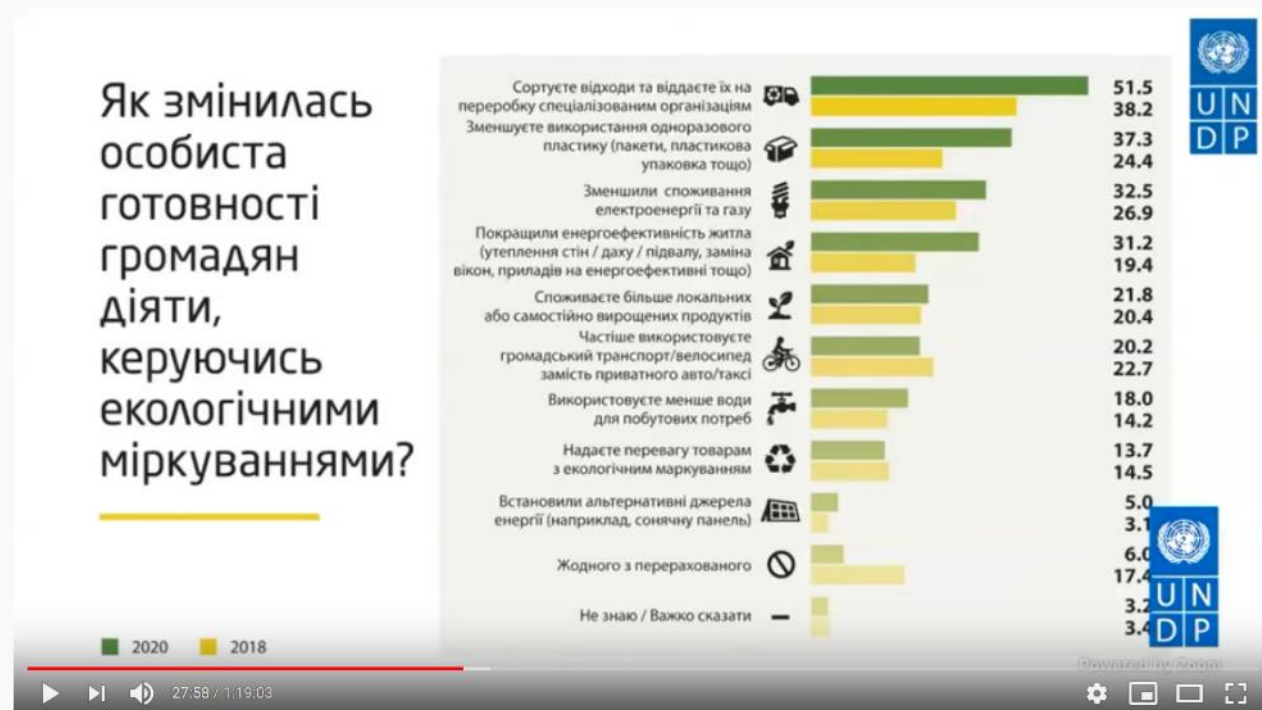
city

People reached ▾

38% Men 62% Women

Link: [https://youtu.be/SJ8\\_7z2BeD8?t=1673](https://youtu.be/SJ8_7z2BeD8?t=1673)

Search



## Зелений порядок денний: вплив трендів та суспільних пріоритетів у 2020 році

101 views • Streamed live on Jul 9, 2020

8
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Link: <https://undpukraine.medium.com/ukraines-environmental-priorities-in-13-visual-infographics-e751b30061>

# Ukraine’s environmental priorities in 13 visual infographics

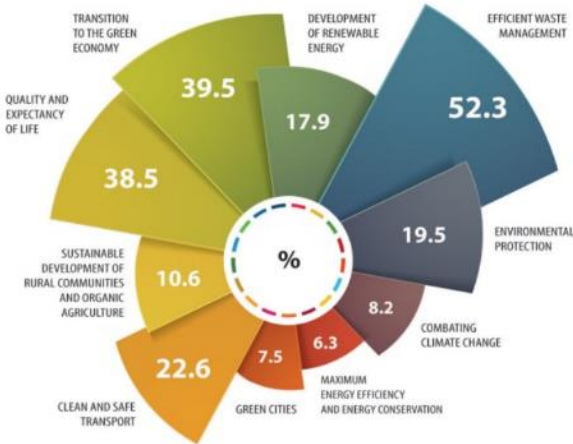
UNDP Ukraine Jul 31 · 8 min read

More than half of Ukrainians believe taking urgent and immediate action to combat climate change would be good for both the environment and the economy. When asked if the economy should be prioritized at a cost of environmental degradation, 85.6% said no, the environment is more important than the economy. The survey, conducted in February 2020 by the United Nations Development Programme, also revealed that 86% of Ukrainians believes that government does not pay sufficient attention to environmental issues.

Below are the main conclusions and vivid illustrations about the environmental, energy and climate priorities of the Ukrainian citizens as of February 2020.

## Economy or environment? Every fifth person chooses the environment

Public opinion regarding the rating of Green Agenda priorities for the next five years



On average, most Ukrainians are concerned about effective waste management. This correlates with the data described earlier and shows that more than half of citizens in their daily lives are ready to sort waste to be recycled by specialized organizations.

In setting Green Agenda priorities, residents of the Eastern Oblasts manifest a range of differences: they mention the effective waste management issues more often than the national average (65% vs 52%, respectively); the problem of life quality and expectancy (46% vs 39% of the national average), and the problem of green cities, that is, effective urban planning and efficient use of resources by municipalities (13% vs 5% national average).

Transition to a green economy was more often viewed as a priority by urban dwellers (43% vs 33% of rural dwellers). The same is true about the problem of effective waste management (54% vs 48% of rural residents) and clean and safe transport (24% vs 20%).





Link: <https://www.facebook.com/UNDPUkraine/photos/a.203415423012806/3410916378929345/>



UNDP Ukraine / ПРООН в Україні

July 31 · 🌐

- ✅ Які пріоритети зеленого порядку денного, на думку громадян України, мають стати головними для держави протягом наступних 5 років?
- ✅ Хто має найбільший вплив на вирішення екологічних проблем в Україні?
- ✅ Яка частка українців погоджується з тим, що економічне зростання має відбуватися попри можливу деградацію довкілля? ... See More

Рейтинг пріоритетності питань у сфері охорони довкілля і сталої енергетики



2,325

People Reached

74

Engagements

Link: <https://www.facebook.com/UNDPUkraine/photos/a.203415423012806/3410925122261804/?type=1&theater>



UNDP Ukraine / ПРООН в Україні

August 1 · 🌐

- ✅ What, according to the citizens of Ukraine, are the priorities for the green agenda that the government must focus on over the next five years?
- ✅ Who has the greatest capacity for solving environmental problems in Ukraine?
- ✅ What percentage of Ukrainians agree that maintaining economic growth should take priority over protecting the environment?... See More

Public opinion regarding the rating of Green Agenda priorities for the next five years



2,424

People Reached

57

Engagements



No.2 Three Pillars of Environmental Start-up: Team, Idea, and Patience  
Link: <https://undpukraine.medium.com/three-pillars-of-environmental-start-up-team-idea-and-patience-aa0bf283f33a>

## Three Pillars of Environmental Start-up: Team, Idea, and Patience

UNDP Ukraine May 12 · 6 min read



*"If you think that the life of a start-up is all about development, pitching, and looking for money for your ideas — well, that's exactly how things are!" says Andriy Hnap, co-founder and CEO of the Waste Ukraine Analytics — a platform of open data about waste.*



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*"Today, I have one pitch, and in ten days — another one. We're applying with the Ukrainian Start-up Fund. I've just come back from a discussion about the market situation. That's the life of a startupper: we're on the hunt all the time," says Hnap.*

### "Think up something"

The idea of creating a platform of open data about waste — Waste Ukraine Analytics — was born among a group of people who were meeting for the first time, and just a few months later it reached the final stage of the Open Data Challenge, a contest of IT projects.

For Hnap, an open data trainer, this was his second project in the area of the environment. Two years earlier he had entered the contest with a different idea to do with waste. At that time, his idea was not accepted, but the experience opened the way for him to enter the community of innovators. When he was eventually invited to join the Open Data Campus, a group dedicated to environmental issues, he immediately agreed.

*At a meeting of the group, eight total strangers sat around a desk with this aim: "Think up something that has to do with open data."*



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For the first five hours, Hnap tried to persuade the team members that waste had to be the area to work in. Finally, he succeeded. On the same day, the start-up formed a team and decided on a name: “Waste Ukraine Analytics.”



Photo: 1991 Open Data Incubator

**What does the start-up offer?** Waste Ukraine Analytics is a site containing data about the waste that links partners together to buy and sell waste for recycling or reuse.

In Ukraine, up to 94 percent of garbage gets buried in landfills. This is the cheapest way to dispose of it. But Hnap believes that it is now time to move to more sustainable solutions. Europe and the United States are doing it, so why can't we?

Over the first year of its existence, Waste Ukraine Analytics gathered together all of the available data on waste; competed in contests and hackathons, polished its code, and with every experience kept improving. Now they have ready solutions for Kyiv and Vinnytsia — the cities taking part in the Incubator for City Councils organized by TechUkraine. Hnap has no doubts his presentation will be successful: “I’m sure about it. This is a self-sustaining forecast.”

The start-up does not only work with businesses and City Councils but with international organisations as well.

*“Right from the start, we shared our early concepts with the UNDP, showing our intermediate results and developments. That UN agency has the reputation, and we have the data, so we complement each other very well,”*

Hnap says. The two first worked together in December 2019, holding a joint event in Khmelnytsky on better waste management with the use of data\*.

#### How it works

*“There are companies that are ready to pay for solutions, but up until now, the market did not have those solutions. We’re an intermediary that has the solutions, knows the market players, and knows how to carry out that mutually beneficial exchange of waste,” Hnap says.*

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Open data about companies in Ukraine are already available via such services as YouControl, Opendatabot. What it takes now is to match these data with what companies themselves declare. This was what the WUA was busy doing all through the previous year.

Communication with business is now a priority. According to Hnap, while development continues, the dialogue with companies broke down somewhat: “Now we better understand what to ask, and how, to find out what our clients are concerned about — rather than what we think they are concerned about.”

WUA needs to understand what waste generators need, and how WUA could be of use to them. But being useful to everyone is not at all easy. From his talks with the clients, Hnap concluded that all of them have different requirements. Some want transparency, others don't. Some are willing to share data about their operations, others would prefer it if those data were not available. Hnap has realised that it is impossible to please everyone, but it should not be a deterrent:

“One solution that would suit everyone does not exist. We have 1,536 kinds of waste, and each of those requires its solutions. But at some point, we will become a service that will help businesses to solve their problems. Now we need to have plenty of patience, develop the product, and become better.”

### A long game

**Being able to work for an idea, rather than for money, to keep going after setbacks — this is an absolute must in a start-up.** Over the project period, the team members changed a little, since some members did not have enough patience to wait for the results. But now the work is being conducted in a coordinated manner all over Ukraine, and even from abroad. One of the business analysts moved to Oslo for several months.

*“We all have our day jobs. Here, we’re not earning anything. Some things work, some things don’t. I understand that this is a long game, and the team is understanding about it. It is a path that we need to walk. To talk with clients and investors, and believe in our product,” Andriy says.*

Besides, he claims that no extra incentives are required. **So much has been done that there is no returning — what was started must be brought to a finish.**

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*“You just realise that this must be done, and do it. If there were a simple solution to this problem, it would have been found long ago, without us. To have these things implemented, you must be outside the system. Maybe a bit of craziness is also required,” the environmental start-up CEO says.*



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In February 2020 the WUA was selected among other projects at the contest of “municipal” start-ups, but to have their ideas implemented, the team must make certain improvements in their solution and fearlessly get down to work with the city of Vinnytsia. More will follow. For the next five years, they plan to establish communication with market players across the whole of Ukraine, to make recycling and re-processing simpler and more profitable. An ideal scenario for the start-up? The successful launch of their product in Ukraine and beyond its borders: in the neighboring countries or in those where the environmental situation is worse.

*“We can prove that data can help improve the situation and that a closed-loop economy can be a reality,” Hnap says.*



<https://www.facebook.com/UNDPUkraine/posts/3172117089475943>

**UNDP Ukraine / ПРООН в Україні**

Viewing: English

Did you know that in Ukraine up to 94 percent of waste ends up in landfills, and that the level of recycling is one of the lowest in the world?

One part of the solution to dealing with waste flows and improving waste management is to provide access to open data. Data that can be analysed conveniently will help in tracking trends, making forecast, and shaping market relationships in the waste disposal field.

However, the data on waste available today, while mostly unencrypted, is not open to the public and is in a format that is almost impossible to analyse.

Waste Ukraine Analytics (WUA) is an environmental startup working to address this. The startup's CEO Андрей Гнап plans to transform the waste data online and create a platform to bring together the producers and buyers of recyclables.

Read about what it's like working in an environmental startup, the challenges facing the WUA team, and how open data can help solve the country's waste problem and help bring about the transition to a circular economy - <https://bit.ly/2xvi62U>

Embassy of Sweden in Kyiv  
Waste Ukraine Analytics  
#ЕкоЗмінотворці

В Україні 94% сміття просто захоронюють на полігонах.  
Час переходити на більш сталі рішення.  
За допомогою даних ситуацію можна змінити та на практиці втілити модель кругової економіки.

**АНДРІЙ ГНАП,  
WASTE UKRAINE  
ANALYTICS**



7,694 People Reached 802 Engagements

<https://www.facebook.com/startup.in.residence.ua/posts/162451821904535>

**Startup-in-Residence UA** is feeling proud.

May 4

Платформа відкритих даних про відходи Waste Ukraine Analytics - фіналіст Startup-in-Residence UA від TechUkraine та Open Data Challenge 2019.

Читайте статтю CEO стартапу Андрій Гнап для UNDP Ukraine / ПРООН в Україні про те, як народжуються і чим живуть екостартапи в Україні. Познайомтесь з технологією та досягненнями команди - успіхів! #STIRUA #TechUkraine



MEDIUM.COM

**Три кити екостартапу: команда, ідея і терпіння**

Якщо ви думаєте, що життя стартапів — це розробки, пітчінги і пошук...

<https://www.facebook.com/groups/OpenDataUA/permalink/2936789746358666/>

**Iaroslava Mizal** shared a link

May 4

<https://medium.com/.../%D1%82%D1%80%D0%B8-%D0%BA%D0%B8%D1%82%...>



MEDIUM.COM

**Три кити екостартапу: команда, ідея і терпіння**

Якщо ви думаєте, що життя стартапів — це розробки, пітчінги і пошук...

<https://www.facebook.com/WUAdigital/posts/262576898435321?tn=-R>

**Waste Ukraine Analytics** is feeling excited.

May 4

Сьогодні, наші друзі та колеги з UNDP Ukraine / ПРООН в Україні опублікували статтю про проєкт.

Сподіваємось, що це дозволить краще нас пізнати.

Waste Ukraine Analytics є фіналістом національного конкурсу Open Data Challenge 2019, що проводиться за підтримки Міністерства цифрової трансформації України, в партнерстві з Фондом Східна Європа, TAPAS Project/Проектність та підтримки у державстві та послугах та 1991 Open Data Incubator як учасником Startup-in-Residence UA incubation проєкту від TechUkraine та Співпраці Пресі.

Дякуємо Yuliya Hudoshnyk за пропобінену роботу.

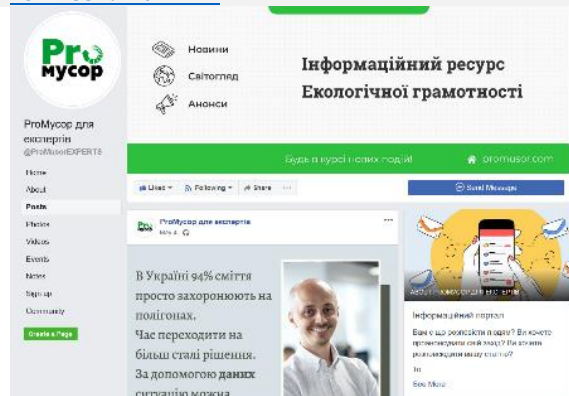
В Україні 94% сміття просто захоронюють на полігонах.  
Час переходити на більш сталі рішення.  
За допомогою даних ситуацію можна змінити та на практиці втілити модель кругової економіки.

**АНДРІЙ ГНАП,  
WASTE UKRAINE  
ANALYTICS**

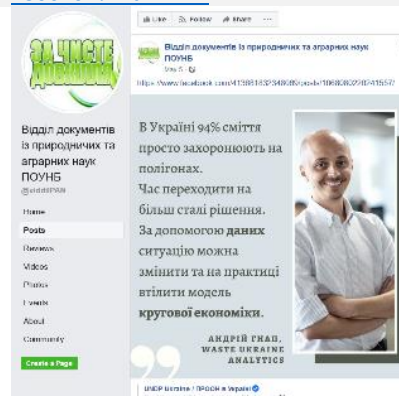




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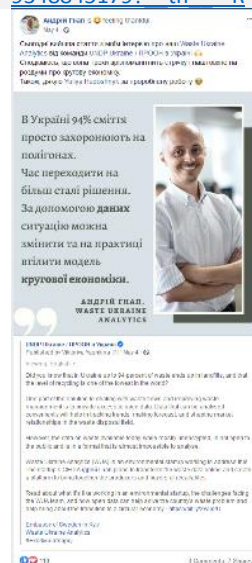
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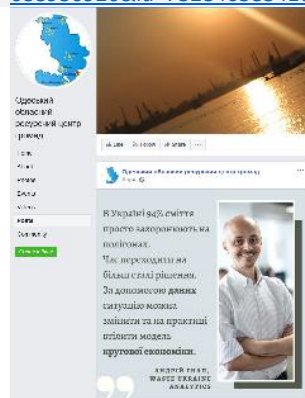
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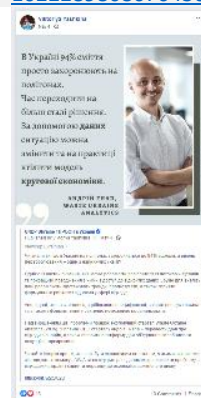
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[https://www.facebook.com/igerasymenko/posts/2996301017059465?\\_tn=-R](https://www.facebook.com/igerasymenko/posts/2996301017059465?_tn=-R)

**Iryna Gerasymenko**  
Project Manager at UNDP Ukraine  
6mo · 🌐

А ось і друга історія із серії публікацій про неймовірних людей, які аласкоруч творять зміни задля охорони і покращення довкілля. Читайте про те, як вони були екологічним стартапом у інтерв'ю із Андрієм Гіаном #EcoChange ...see more

В Україні 94% сміття просто заховують на полігонах. Час переходити на більш сталі рішення. За допомогою даних ситуацію можна змінити та на практиці втілити модель кругової економіки.

**АНДРІЙ ГІАН, WASTE URBAIN ANALYTICS**

В Україні 94% сміття просто заховують на полігонах. Час переходити на більш сталі рішення. За допомогою даних ситуацію можна змінити та на практиці втілити модель кругової економіки.

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**Olena Maslyukivska** · 1mo · 🌐

В Україні 94% сміття просто заховують на полігонах. Час переходити на більш сталі рішення. За допомогою даних ситуацію можна змінити та на практиці втілити модель кругової економіки.

**АНДРІЙ ГІАН, WASTE URBAIN ANALYTICS**

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**Iryna Gerasymenko**  
Project Manager at UNDP Ukraine  
6mo · 🌐

Three Pillars of Environmental Start-up: Team, Idea, and Patience

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**Iryna Gerasymenko**  
Project Manager at UNDP Ukraine  
6mo · 🌐

Три кити екостартапу: команда, ідея і терпіння

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**Iryna Gerasymenko** @IrynaSG  
Three Pillars of Environmental Start-up: Team, Idea, and Patience by @UNDPukraine  
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No.3 Environmental Journalism

Link: <https://undpukraine.medium.com/tetiana-bakotska-environmental-journalism-is-a-lifestyle-rather-than-a-way-to-earn-a-living-fbd4509a1bbf>

Tetiana Bakotska:  
“Environmental journalism is a lifestyle rather than a way to earn a living”

UNDP Ukraine Jun 1 · 6 min read

To write on environmental topics, you have to change yourself first. Then you can change the audience you write for, according to Tetiana Bakotska, a graduate of the UNDP School of Environmental Journalism in Ukraine. Find out more about how studying at the School stimulated the search for new topics and got the attention of experts.



Tetiana Bakotska. Photo: UNDP in Ukraine

WRITTEN BY  
UNDP Ukraine

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Tetiana Bakotska has now been working in environmental journalism for 13 years. Over this time she has covered lots of issues, received several awards, and studied European practice in environmental journalism. In fact, it all started by accident — with her participation in a competition: “Journalists were offered to write materials on waste sorting and recycling,” the journalist says. “I sent my contribution and was very surprised to learn that I’d won. I was even more surprised to go on a fully paid study tour to Barcelona to learn about their sorting and recycling experience. And then — here we are.”

The trip to Barcelona in 2007 was a milestone for Tetiana. She saw that for Spaniards caring for the environment was not the whim of minority but a common standard. She remembers being surprised by the fact that Barcelonians kept five trash bins in the kitchen for sorting waste.

“One of my fellow journalists asked them about the reason for doing this, surely it’s easier to just take the whole lot and throw it away. The Spaniards’ reply was that they could act no differently,” recalls Tetiana.

So, this sincere “we can act no differently” set the journalist thinking. Why are Ukrainians, in particular journalists, not ready to understand and accept this? What can be done to make them ready? It is clear that the only solution is to disseminate knowledge about successful practices from other countries and motivate Ukrainians to change their ways.



Advice for journalists

WRITTEN BY:  
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Anyone who wants to work in environmental journalism should be prepared to meticulously collect information, and meet resistance from editors: News editors are interested in material that is easy to grasp, popular, and “clickable.” And ecology doesn’t usually fit the bill.

“Such materials require more time to produce; there are not always experts available who can provide a good comment and a solution to an environmental problem. Yet this is no reason to give them up. **You create materials for the long term. This is something that is true for everyone,**” *the journalist says.*

At UA: Suspilne, Tetiana plans the topics of her programs in advance. However, according to the rules, if nothing related to the chosen topic has happened within three days prior to the broadcast, the topic won’t get approval. This does not discourage Tatiana: *“If a journalist is really eager to create materials on environmental issues yet there are no newsworthy events, he or she will find a solution.* Even if the newsroom’s leadership is not interested.”



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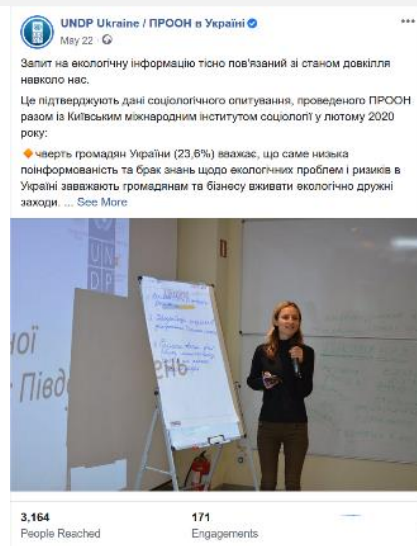


For those who just start out as environmental journalists, Tetiana advises choosing the topics that appeal to them personally: “For me, it is, for example, the maritime strategy, because the territory of our oblast is washed by the Black Sea. In addition, we have the lowest afforestation in Ukraine, whereas currently, forestry reform is underway. So I take interest in this issue too. “Having selected a topic and when working on it, it is important not to focus on the negative stuff. When writing about the environmental status, it is very easy to fall into this trap. For example, by saying the “impoverishment of the people” and “high cost of energy resources” are the reasons for illegal logging.

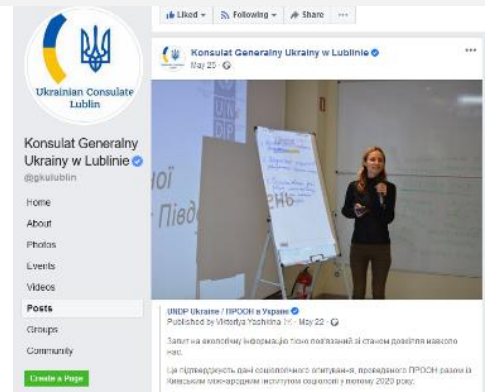
“Elaborate the topic along the lines of constructive journalism so that you don’t just deliver negative information. Find experts who know what to do about this notorious logging now, and how to prevent it in the future. Let it even be the experience of another oblast or country — a good example to follow,” says Tetiana.



<https://www.facebook.com/UNDPUkraine/photos/a.203415423012806/3218316644855987/?type=1&theater>



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<https://twitter.com/IrynaSG/status/1263764255796424704>

<https://twitter.com/UNDPUkraine/status/1268189915327664131>

Iryna Gerasymenko @IrynaSG

"Писати на екологічні теми означає змінювати перш за все себе." — @UNDPUkraine  
<https://link.medium.com/GzicdzgXG6>

Impressions

times people saw this Tweet on Twitter

158

× Tweet Analytics



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 Check out @UNDP #Ukraine wrap up for May 2020! Our news, stories, blogs and upcoming events! <https://bit.ly/3du3o0x>  
[pic.twitter.com/V7K8pu06h](https://twitter.com/V7K8pu06h)

Impressions

times people saw this Tweet on Twitter

1,449

<https://sway.office.com/fF7oopbBZWpjpplh?ref=Link>

### **"Don't burn – compost": Change in a Carpathian village**

Is there a place in Ukraine free of environmental problems? Perhaps a place in the Carpathian mountains? Kyiv resident Yanina thought she had found one when she moved to the Carpathian village of Verkhovyna. But it turned out that things there were not quite right there either.



### **Tetiana Bakotska: "Environmental journalism is a lifestyle rather than a way to earn a living"**

Tetiana Bakotska, who has been working in environmental journalism for 13 years, attended UNDP's School of Environmental Journalism. "For me, the school was an opportunity to have better communication with experts and get the most relevant first-hand information," says Tetiana.





## No.4 Green Agenda in Ukraine: challenges in the development of environmental policy in Ukraine

Link: <https://www.facebook.com/347760042574200/posts/548682842481918/>



Слуга Народу -  
Горобець  
Олександр - Округ  
95

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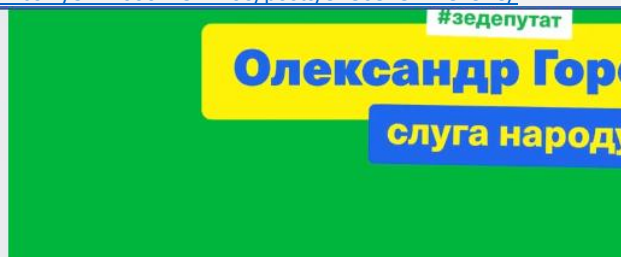
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Слуга Народу - Горобець Олександр - Округ 95

May 28 · 🌐

Сьогодні в рамках програми розвитку ООН в Україні проведено дуже цікавий онлайн-захід на тему: «Зелений порядок денний: виклики для парламенту в формуванні екополітики України».

В ході дискусії поговорили і про Європейську зелену угоду, відповідно до якої клімат Європи до 2050 року має стати нейтральним, і про те, як Україна може долучитися до цієї ініціативи, і про кроки, які вже для цього зроблені. Також обговорили діяльність парламенту 9 скликання в контексті екополітики.

Проте особисто для себе зробив акцент на презентованих результатах соціологічного дослідження, яке в ПРООН провели щодо пріоритетів громадськості стосовно сталої енергетики та охорони довкілля. По-перше, приємно усвідомлювати, що екологічна свідомість українців з роками росте. Ну і, по-друге, все, що робить влада вона робить для українців. Тому подібні дослідження цілком можуть стати хорошим орієнтиром того, що очікують громадяни від влади в екологічній сфері.







No.5 Green Agenda and COVID-19: Waste Management in times of pandemic  
Link: <https://www.facebook.com/events/573679710200772/>

ОНЛАЙН-МАРАФОН ЕКОЛОГІЧНИХ ІДЕЙ

1-5 ЧЕРВНЯ 2020

ЗЕЛЕНИЙ ПОРЯДОК ДЕННИЙ

ТА COVID-19

БЕЗПЕКА,  
РИЗИКИ ТА  
МОЖЛИВОСТІ  
В ЧАС І ПІСЛЯ ПАНДЕМІЇ

NewWorld

Coca-Cola

GAC

Sverige

UNDP

JUN 5

Зелений порядок денний та Covid-19

Public · Hosted by UNDP Ukraine / ПРООН в Україні and Embassy of Sweden in Kyiv

Daily, Jun 1 - Jun 5

Event ended about 5 months ago

Ukraine

INSIGHTS

See More

6.8K

People Reached

+0 last 7 days

272

Responses

+0 last 7 days

25

Ticket Clicks

+0 last 7 days

Audience

Women 25-34

27% of total responses

English (US) · Українська · Русский · Español · Português (Brasil)

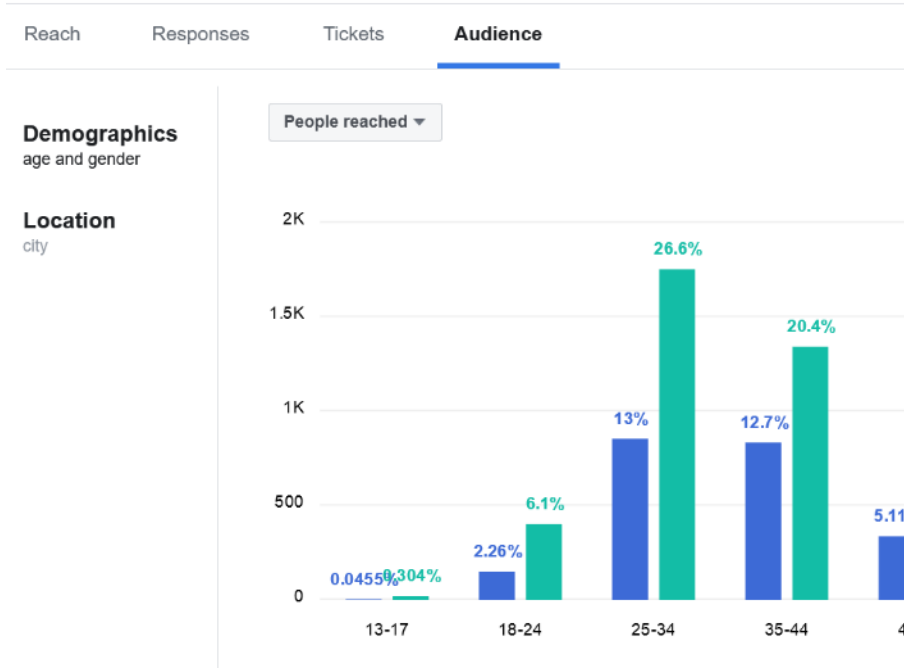
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Зелений порядок денний та Covid-19





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UNDP Ukraine / ПРООН в Україні

Друзі! Знайомимо вас з програмою та форматом першого дня Тижня екоідей "Зелений порядок денний та COVID-19: безпека, ризики та можливості під час і після пандемії".

Отже, 1 червня тема заходу "Вейст-челендж: як не потонути у відходах у боротьбі з COVID-19?".

14:00 - 14:20

Вітання учасників, визначення правил онлайн-заходу

14:20 - 15:00

Kick-off дискусія "У пошуках рецептів ефективного управління відходами з урахуваннями ризиків пандемії" разом з Iryna Myronova (ZeroWaste Lviv), Denys Pavlovskyi (Агенція з хімічної безпеки), Tetiana Omelianenko (к.е.н., експертка з питань поводження з відходами), Roman Puchko (ReThink) та експертами ПРООН і ЮНІСЕФ.

◆ Ще більше одноразового пластику: як поєднати протиепідемічні заходи з бажанням рятувати планету від навали поліетилену?

◆ Виклик: медичні відходи. Міжнародні рекомендації та українські реалії поводження з медвідходами. Що може зробити кожен?

◆ Як використати пандемію для швидкого переходу до кругової економіки?

◆ Поводження з відходами під час карантину: як дотриматися пріоритетів ієрархії відходів домогосподарствам, бізнесу

15:00 - 15:30

Модерований хакатон еко-ідей разом з Roman Puchko

15:30 - 15:40

Заключні ремарки

Масте екоідей для хакатону? Встигніть зареєструватися: <https://bit.ly/GAUVsCOVID>

ТИЖДЕНЬ ЕКОІДЕЙ  
ЗЕЛЕНИЙ ПОРЯДОК ДЕННИЙ ТА COVID-19

1.06.20

**ВІДХОДИ**

РЕЦЕПТИ ЕФЕКТИВНОГО  
УПРАВЛІННЯ ВІДХОДАМИ  
З УРАХУВАННЯМИ РИЗИКІВ  
ПАНДЕМІЇ

<https://twitter.com/IrynaSG/status/1266051601057415168>



Iryna Gerasymenko @IrynaSG

What is the intertwine of #Covid\_19 and... #AirQuality, #Energy, #Biodiversity & #ClimateChange? How to address climate crisis and COVID-19 pandemic simultaneously and way to recover better? Join our events next week to listen discuss: <https://www.facebook.com/events/573679710200772> [pic.twitter.com/Tbj0cm9Xey](https://www.facebook.com/events/573679710200772)

## Impressions

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UNDP Ukraine / ПРООН в Україні

June 5 · 🌐

Посортувати сміття – 10 хвилин. Вимкнути воду, поки чищу зуби або мию руки – 1 хвилина.

Відремонтувати річ, щоб не купувати нову – 1 година. Відмовитися від кульочка на касі – 1 секунда.

🌟 Стати екозіркою – 20 секунд! ... [See More](#)



7,674

People Reached

689

Engagements

509

People Reached

90

Engagements



No. 6 Bringing about change in a Carpathian Village  
Link: <https://undpukraine.medium.com/dont-burn-compost-bringing-about-change-in-a-carpathian-village-c69efca20843>

## Bringing about change in a Carpathian Village

UNDP Ukraine Jun 2 · 7 min read



*Is there a place in Ukraine free of environmental problems? Perhaps a place in the Carpathians? Kyiv resident Yanina Lucheiko thought she had found one when she moved to the Carpathian village of Verkhovyna. But it turned out that things there were not quite right there either. Read more here about the problem of waste in a mountain village, and what can be done about it there, and all over Ukraine.*



Yanina Lucheiko

WRITTEN BY  
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“We wanted to live in the Carpathians — the capital kind of eats away at you, and at some point you find yourself cramped in there,” says Yanina Lucheiko, as she begins her story. “You feel like a hostage to the city, with its various trends and fashions. My husband and I got tired of it and decided to move to what we thought was an ecologically clean area.”

Both thought long and hard about their decision, and they spent two years getting ready for the final move. During this time, they built a house in the Carpathian village of Verkhovyna and decided to start an ecotourism business there. Yanina was sure that she was prepared for rural life and that she could cope with anything.

However, she was soon proved wrong: “We moved to the Carpathians to admire nature, but they use it here the same way as they use asphalt in the city — to drive on. We were shocked to see people dump their waste into the river.

*It is a tradition here, and they say, “Everything will be gone with the water. Whatever is not gone with the water will be gone with fire. Waste burning is common here, too,” Yanina says.*



### Sorting instead of burning

Yanina is fond of photography, but she was ashamed of her pictures of huge waste piles in the Ukrainian Carpathians. Together with her husband and a friend, she would regularly collect trash in the woods. Finally, after two years of such housekeeping, they realized that more drastic action was needed: While you might clean it up today, tomorrow someone will leave more garbage in the forest. The procedure for waste management in Verkhovyna had evolved over many years: Dump garbage in the forest, in a river, or burn it.



People needed an alternative. So Yanina came up with the “Verkhovyna sorting waste” initiative.

Yanina’s family started the experiment in a nearby neighbourhood. They nailed up

a box for glass and a wire mesh bin for plastic equipped, with signs to show people the correct container for each type of garbage. They arranged for waste on their street to be collected twice a week, and then took it themselves to the utility company.

**“We tried it to gain this experience and prove to our local authorities that it all worked. People can sort (their garbage), and want to,” says Yanina.**

The village council saw the results and were finally convinced that sorting could and should be implemented everywhere. Verkhovyna became the first village in the area to sort its garbage.

Moreover, Yanina set out on writing weekly articles for a local newspaper about waste burning and its health effects. Laughing, she adds that at some point she had written so many articles that they weren’t being published anymore. Then she had to look for other solutions. She created a small media outlet — a page on Facebook. It was not an easy task to involve people there because no one was used to reading about garbage. Together with like-minded people, she created posters about the risks of burning and taped them up in all busy spots — at bus stops, the bus station, the hospital, and the outpatient clinic. According to Yanina, while in the clinic “people are especially inclined to read such important information because it is about the dioxins from burning and their effect on health.” She initiated a discussion about waste with local hotels and guesthouses. By personal example, Yanina showed them how much they could save on waste charges by simply sorting their garbage. As soon as they realized that they could indeed save UAH 5,000–7,000 a month, interest in sorting rose drastically. In Verkhovyna people started talking more about garbage and decided literally to sort the problem out.

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Another area of Yanina's activity is working with children. She tries to make them aware of the harmful effects of burning garbage and encourages them to take a responsible attitude to nature. For this purpose, she created a book on environmentalism called "Save the world! It all starts with you." She shared the idea of the book with the audience of her eco-community on Facebook and there raised funds for its publication. As a result, 4,500 copies (50 percent more than Yanina had expected) were distributed throughout Verkhovyna district and beyond. The author says that it's easy to discuss such topics with children because they are "open, sincere and take everything well." The reaction of adults can be more difficult to handle: "It may slightly jar their ears to hear their children talk about garbage." Yet reactions are different. She says that after the success of her book on environmentalism, she was showered with inquiries as to whether it could be purchased elsewhere. Since the project was not-for-profit, the author posted the book online. Anyone can download it, print it, and show it to children.



[https://www.facebook.com/UNDPUkraine/photos/a.203415423012806/3237581632929488/?type=3&\\_tn=-R](https://www.facebook.com/UNDPUkraine/photos/a.203415423012806/3237581632929488/?type=3&_tn=-R)



**UNDP Ukraine / ПРООН в Україні**

May 29 · 🌐

📌 Кожен другий громадянин України вважає, що ефективному управлінню відходами повинен надаватися найбільший пріоритет серед інших питань у сфері сталої енергетики та охорони довкілля. 52% опитаних заявили, що сортують або готові сортувати відходи та віддавати їх на переробку спеціалізованим організаціям, у порівнянні із 38% наприкінці 2018 року (1).

🌱 Які рішення проблеми відходів ми можемо втілювати вже сьогодні?

Киянка Yanina Lucheyko одного разу вирішила переїхати жити д...

[See More](#)



11,664

People Reached

881

Engagements



## No. 7 Precious Plastic: how plastic is made valuable in Ukraine

Link: <https://undpukraine.medium.com/dont-burn-compost-bringing-about-change-in-a-carpathian-village-c69efca20843>

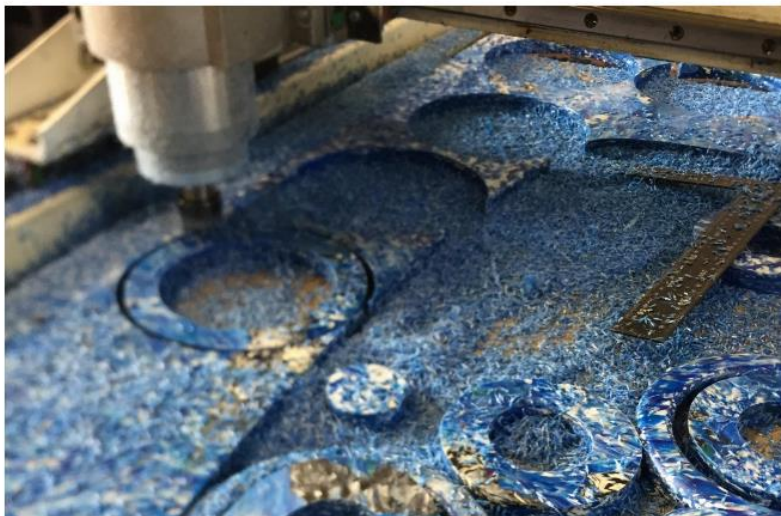
### Precious Plastic: how plastic is made valuable in Ukraine



UNDP Ukraine Jun 30 · 5 min read



*In the laboratory of engineer and inventor Yevhen Khlebnikov, plastic gets a second life. It is used to make benches, bicycle parking racks, swings, art works, and many other things. Read on to discover how and why plastic can be made more valuable.*



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2



The Ukrainian Precious Plastic workshop is the continuation of an international project by Dave Hakkens, an engineer from the Netherlands. Dave designed equipment that crushes plastic, and shared his inventions online. Anyone who wants to can use his ideas, add their own input, and share the knowledge further. At present, there are more than 8,000 people in this international community. Their main goal is to change attitudes to plastic; to show people that it is not waste but a valuable raw material that cannot simply be thrown away. Hence the project name — Precious Plastic.

#### Ukrainian background

Precious Plastic Ukraine emerged after photographer Yevhen Khlebnikov and his son had a walk in the woods in Ternopil Oblast.

*“Even in that far-away village, the entire forest was brimming with plastic litter. And that’s the world that I, a father, am showing to my son! When I was his age, this world was completely different. Apparently, it is my generation that brought the planet to such a terrible situation. I was walking in the woods and kept thinking if there was anything that I could do. And when I came back home, I had a clear plan,” Yevhen says.*

Yevhen began looking for plastic recycling solutions on YouTube and came across a video by a Dutch engineer. It inspired him to start making his own equipment from whatever materials he had on hand. “I chose Dave’s approach — to launch a small workshop to recycle plastic and to show people that it is possible to make something useful out of it. I began to study drawings, to collect components and build the equipment from scrap metal. Every day, after a stroll with my son, I would come home with four plastic bags — two on each handle of the baby carriage. My neighbours thought I was crazy, but I didn’t care,” says Yevhen. Only the children next door in the village were curious about his work — the adults did not understand why he was so concerned with plastic.



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At one point Yevhen had to go to Odesa for work related reasons. While there, he told some friends about his experiments, and they responded very enthusiastically: **“Get your machine and move here! Let’s do something together.** You can live here, we’ll find you a room for the workshop.” That was when Yevhen realised that he had found some like-minded people. “I felt that I had some real support in Odesa. People were interested in both me and my work — genuinely interested,” he says.

Now

2  
Q  
B

Today, Precious Plastic is an experimental workshop for plastic recycling in Odesa. New methods, approaches and innovations are tested and produced here all the time.



Among the latest items being produced are balance boards and paving slabs. The project maintains pages on social networks that report what the workshop is working on at the moment, and makes it possible to order new products. When asked what is in greatest demand from buyers, Yevhen does not have a clear answer: “A year ago, I’d say that it was plastic benches. Many coffee shop owners wanted them. After that, we had a lot of orders for bicycle parking racks for schools. It all comes in waves. Also, the workshop don’t tread water, we have something new appearing all the time. We try everything — we make swings, we make musical instruments, we make decorations.”

Yevhen compares the development of the workshop with an Oscar-winning movie. If everything were fine, stable and predictable, it would be boring. Such films do not win awards and nobody wants to watch

them. **But when there is drama, obstacles to overcome, it becomes much more interesting.** For Precious Plastic Ukraine, stability is not enough. Instead, there are constant changes in the team, there are relocations and experiments:

“We have difficulties, but in this I see development and the completeness of life. That’s why I am very grateful for everything and everyone who made a contribution to the project.”

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2  
Q  
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Yevhen no longer collects plastic himself. People in Odesa know about the workshop and bring the waste themselves. In the workshop, plastic is crushed and made into plates, and the plates are then cut into products. In the engineering laboratory, the inventor runs experiments and creates new equipment — both for the workshop itself and to order. “I continue to share the technology and am happy to make equipment for other projects in Ukraine and abroad”, he says. **He says that quite often he hasn’t a clue where the next idea will lead. He just tries, learns, experiments and sees where it goes.**





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**The problem is in the mind**


By education, the creator of the Precious Plastic Ukraine project is a merchandise expert in customs procedures. He became a photographer first, and then a builder, then an engineer and now an inventor. Yevhen believes everyone is able to change professions and occupations — all it takes is being ready and willing to try and learn. There's no need to re-invent the wheel or wrestle with an idea for a long time. Neither do you have to spend years mastering theory: now all the theory and practice are available in educational videos on YouTube. The engineer advises people to watch them, learn from other people's experience, and then improve on what was created before you. Yevhen is convinced that anyone who wants change is able to implement it. The idea itself is worth nothing, and there are millions of them around. Strength and confidence it needed to bring the ideas to life.

*"I just got up and created the Precious Plastic workshop. I had no barriers or fears in my head. What was there to be afraid of? It's those who do not believe that are afraid. And I do believe. Everything we want to do, we can do."*

Living in Ukraine and abroad, Yevhen could see that the problem with plastic is a widespread problem — whether it be Kyiv, Mohyliv, or a small village in Ternopil Oblast. The problem is in people's minds: "They used to view plastic as garbage. It's been used, it's no longer needed, throw it away. There are factories in Ukraine that will process plastic. But the problem remains. All forests and coasts are littered with bottles and bags. Why? Because it's all about attitudes. We need to show that plastic is a valuable raw material, and that must be treated as such." The engineer has a dream: one day people will stop dumping plastic altogether. The Precious Plastic Ukraine workshop is a step towards that dream.

<https://twitter.com/UNDPUkraine/status/1278700438305615873>

 **Tweet Analytics**




**UNDP Ukraine** @UNDPUkraine

Waste #plastic doesn't have to become a pollutant of our environment. With the right know-how, it can gain new uses and new value! Learn how an inventor here in #Ukraine is giving plastic a second life, turning throw-away plastic into precious plastic: [https://bit.ly/PreciousPlastic\\_Eng](https://bit.ly/PreciousPlastic_Eng) ... pic.twitter.com/EFQJF23xk0

**Impressions** 2,786  
times people saw this Tweet on Twitter

<https://www.facebook.com/UNDPUkraine/photos/a.821845127836496/3329713693716281/?type=3&tn=-R>

 **UNDP Ukraine / ПРООН в Україні** July 2 · 🌐

Viewing: English ·

Scientists claim you can form a good habit in only 21 days. But are we ready to cultivate the skill of giving up disposable plastic or reducing its use? Are you ready to make every effort to cause as little plastic waste as possible to end up in landfills?

Plastic waste continues to accumulate, and is creating an irreversible impact on the planet's ecosystems. Undecomposed plastics are accumulating in the environment, polluting picturesque rivers and living organisms. On the one hand, plastic is a threat to the environment, on the other — it is sometimes indispensable, both in everyday life and for medical needs, as has been especially evident in the current pandemic. Many disposable plastic products help doctors around the world treat patients, examining them, and preventing disease. At the same time, let's not forget that there are many types of disposable plastic that we can avoid using in everyday life, or which we can replace with reusable things — these include disposable knives spoons and forks, straws, bags and many other plastic products.

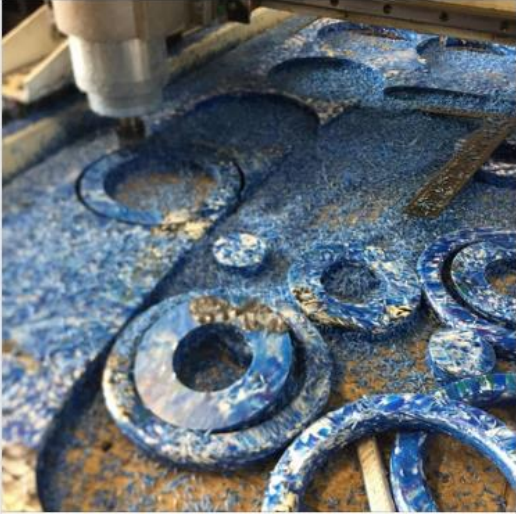
Reducing the use of disposable plastic is the second most popular environmental habit in the country. According to a nationwide UNDP survey \*, every third (37.3%) citizen of Ukraine says they are ready to cut their plastic use. This is up on the figure in 2018, when only one in four respondents (24.4%) considered it important. However, for most people, the path from readiness to act to realization of intentions is not so simple.

On the eve of the International Day for the Abandonment of Plastic Bags, and at the start of the traditional July Without Plastic, we're telling the stories of those who have already moved from words to action, who by their example are inspiring change and a new reality around them.

In one such story, Evhen Khlebnikov from Odesa and his team show people that plastic is not garbage, but a valuable raw material that shouldn't be thrown away. Plastic can be recycled and given a second life, as Evhen and his team do in the Precious Plastic project. Their laboratory makes benches, bicycle parking lots, swings, paintings and much more. Read about how and why to make plastic valuable here: [https://bit.ly/PreciousPlastic\\_Eng](https://bit.ly/PreciousPlastic_Eng)

And take a look at the results of their work on Instagram - it's incredible! <https://bit.ly/2AnkplB>

\* Survey "Citizens' Priorities on Sustainable Energy and Environment", UNDP / KIS, 2018-2020



12,879  
People Reached

1,339  
Engagements



## No. 8 Just say “no” to plastic bags

Link: <https://undpukraine.medium.com/just-say-no-to-plastic-bags-b5aac20f83a>

# Just say “no” to plastic bags

 UNDP Ukraine Jul 30 · 5 min read



*How one man discovered that plastic is not so fantastic after all, and that giving up the addiction is possible with perseverance. Nazar Levitskyi has now been living without polyethylene for a year and helps others do the same.*



Nazar Levitskyi

One day as I was travelling from Ivano-Frankivsk to the village where my parents live in the far east of Ukraine I came upon a disturbing site: a mountain of garbage surrounded by a sea of plastic bags dispersed by the wind and moving like waves across the landscape. I was shocked at the scene of how my beautiful country was being desecrated and polluted with discarded plastic bags. **At that moment, I decided this couldn't be allowed to continue. Something needed to be done.**





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When I returned home, I shared the experience with my wife, and together we decided to use as little plastic as possible. How? By replacing plastic bags with paper ones and taking them whenever they go shopping. And not only for our own use, but also for other shoppers. **I bought several thousands of such bags, and every time I went to a supermarket, I distributed several hundred to other customers.** Some people accepted them and thanked, while others wondered and asked why I was doing that.

“How come that you are handing something out for free, at your own expense,” they often asked me — to which my response was simply: “Well, I saw a problem, I sought a solution — and this is what I’ve come up with.”

#### From action to NGO

It’s one thing to hand out paper bags at your regular store where people already know you. But I felt that was not enough. We had to come up with something that would encourage more people to give up polyethylene plastic bags. More than 100 million tonnes of polyethylene are produced in the world each year and they can take up to 20 years to decompose once discarded. I thought to myself that if something was not done soon, my entire country could some day be buried in them.

This is how the #No\_to\_bags campaign evolved. I shared my idea with friends and colleagues, contacted various organizations and invited them to join. We organized a small fair. Well, I thought it would be small. In fact, it turned out to be massive — the response was overwhelming. I could see I was not the only one who perceived plastic as a problem.

On day several friends joined me in the central square of Frankivsk to set up several stalls where we showed people that there are alternatives to plastic bags such as eco-bags, fabric bags, string bags. The sale was a huge success and we sold most of the reusable bags I had purchased. In fact, we even made a profit, which I donated to a local orphanage.

We realized that one person does not make a team, and that several teams can become a movement and do something on a larger scale for the future. Requests for local support and action started reaching us from across the country. For this reason, we created an NGO we called “Creating the Future” to serve as a common catalyst for country-wide action to support a shift away from our heavy reliance on plastic.

**While local action and such a community movement were important to wean the country from its addiction to “baggies,” we became really encouraged when the national government drafted and introduced the new draft law 2051–1 on restricting the use of plastic bags in Ukraine, which has already been approved in the first reading.** If it becomes law, there will be a total ban on the production and distribution of so-called plastic bags in supermarkets, shops and restaurants as of 1 January 2022. As an alternative, the new law will encourage the use of biodegradable products.

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Our society may have gotten too used to the ease of plastic bags. Living without them requires a small lifestyle change. It definitely helped that my family was supportive, and we were able to test new approaches together. We also educated our little daughter who is only two years old. She already knows that if there is rubbish somewhere on the street, it should be picked up and placed in the bin. My wife and I know that our children will be tomorrow's stewards of our environment and that if they grow up with this awareness, we will have a better chance avoiding scenarios like the one I saw with garbage covering the country.

We launched many new eco-practices at home and have been sticking to them for a year now. All waste sorted into recycling. There are individual containers for solid waste, moist waste, and plastic bottles. We go shopping only with paper bags. You can easily put cereals or sugar into them as they are at least three kilograms strong. Just place one inside the other. For meat or fish, we take reusable containers to the market or supermarket.

I took heart that on International Plastic Bag Free Day supported by the United Nations Development Programme, hundreds of stores, cafes, pharmacies, educational institutions, and fast-food restaurants abandoned plastic. Instead of plastic bags, customers were offered paper or fabric ones on that day. Polyethylene gloves were replaced with serving tongs. And those who brought their own reusable containers for food and beverages got a discount.





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UNDPUkraine / ПРООН в Україні

July 17 · 🌐

📌 Зменшення використання одноразового пластику – друга за популярністю екологічна практика серед громадян України після сортування відходів, як свідчать результати соціологічного дослідження ПРООН. У порівнянні з 2018 роком кількість прихильників відмови від одноразових пакетиків та упаковки зросла на половину – з 24,4% до 37,3% у 2020 році.

Значну роль у поширенні цієї екодружньої практики відіграла всеукраїнська кампанія до Дня без поліетилену, яку ПРООН провела у партнерстві з Урядом Швеції, спільно з Мінекології, міжфракційним об'єднанням депутатів «Зелена енергія змін» (8 скликання ВРУ) та Zero Waste Alliance Ukraine протягом червня-липня 2019 року.

☀️Тоді в рамках кампанії понад 100 магазинів, супермаркетів, кафе, аптек, навчальних закладів, ресторанів швидкого харчування та інших компаній долучилися до ініціативи щодо відмови від використання пластику на день, замінивши його більш екологічними альтернативами. А сьогодні другого читання очікує проєкт закону #2051-1, що має на меті заборону поліетиленових пакетів в Україні (з деякими винятками).

Одним з найяскравіших героїв Дня без поліетилену став Назар Левицький з Івано Франківська. Назар самостійно купував паперові пакети і безкоштовно роздавав їх людям у супермаркеті, щоб привертати увагу покупців до більш екологічних альтернатив кульочкам.

📖 Як розвивалася екологічна активність Назара – читайте у новій історії ПРООН з серії про екологічних змінотворців #екозмінотворці : [https://bit.ly/DWP\\_Ukraine](https://bit.ly/DWP_Ukraine)

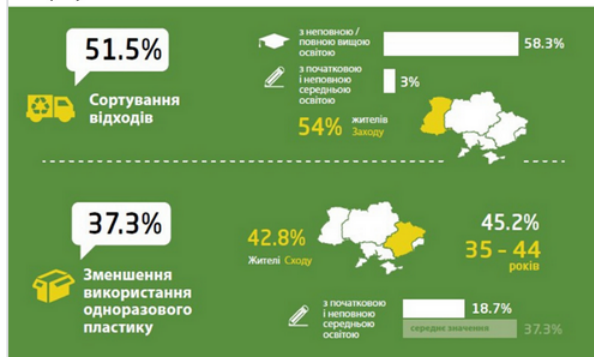
Embassy of Sweden in Kyiv

Nazar Levitskyi

МФО "Енергетика та довкілля"

Zero Waste Alliance Ukraine

Як змінилась особиста  
готовність громадян діяти,  
керуючись екологічними  
міркуваннями?



3,504

People Reached

157

Engagements





## No. 9 Surviving a month (and beyond) without plastic

Link: <https://undpukraine.medium.com/surviving-a-month-and-beyond-without-plastic-490425b57043>

# Surviving a month (and beyond) without plastic

 UNDP Ukraine Jul 30 · 6 min read



*How Zero Waste Lviv inspiring all of Ukraine to change*

Each year on 3 July the world celebrates the International Plastic Bags Free Day, and July is proclaimed the month without plastic for the ninth year in a row. In 2019, Zero Waste Lviv with the support of the UN Development Programme (UNDP) conducted a grand-scale advocacy campaign “**Without polyethylene**” for the first time. Initially, it was designed for Lviv only, but was quickly upscaled because of how quickly it was adopted. The campaign’s two goals were to reduce the circulation of single-use plastics in retail stores and to encourage Ukrainians to opt for reusable bags.





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Iryna Myronova, Head of the Zero Waste Lviv non-governmental organization, and the deputy head of the Ukrainian Zero Waste Alliance community service organization, knows firsthand that cooperation does really work and the small changes collectively can lead to transformational change. “Being plastic-free is everyone’s business,” she said. “And it’s up to each of us to take an eco-bag whenever we go to the supermarket or to buy just another single-use bag at the point of sale.”



Plastic Free July, Iryna Myronova is first from the left

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For example, Myronova says we can put a single lemon or a bunch of bananas in a plastic bag, or we can use a container that is more eco-friendly. “These are our decisions,” she emphasizes. “But retailers can make an enormous contribution to the solution by providing alternatives, and for encouraging the customers to do the right thing. For instance, by offering serving tongs for pastries instead of disposable plastic gloves.”

Myronova’s organization, Zero Waste Lviv and its business partners are doing just that: encouraging business owners to shift from unsustainable to sustainable ways of doing business. She notes that at this time doing so is the right thing to do but that soon it will be against the law not to. A new regulation (in the form of bill №2051–1) is currently making its way through the legislative process and will soon become law. It is in line with legislation approved by the European Parliament last year banning single-use plastic items such as plates, cutlery, straws, and cotton buds sticks by 2021.

*“Our joint efforts have contributed to the agreement between the factions on this issue,” said Myronova. “Ukrainian society, members of parliament and the private sector have developed a holistic vision on reducing the use of plastic for the good of the country.”*





## Coronavirus and plastic

Normally July is “July without plastic” month in Ukraine but due to the ongoing coronavirus pandemic the campaign was not as widespread as in 2019. Furthermore, the pandemic has increased the use of polyethylene plastic in retail networks. Many retailers believed that they could decrease the risk of infection by packing fruit and vegetables in plastic to reduce. However, more recent studies have determined that the virus probably lasts longer on plastic than most other surfaces. According to Myronova, such environmentally unfriendly decisions were often made because of overcautiousness and were not necessarily effective. *“We support those science-informed solutions that help fight the pandemic. Yet we try not to support those that have no evidence of effectiveness and harm the environment,”* she adds.

### 2020 Month Without Plastic campaign

This year, the month without plastic campaign is encouraging the use of deposit-paid containers (where the consumer leaves a deposit for use of a container, and then get that deposit back when it is returned). Zero Waste Lviv is conducting this campaign together with the Ukrainian Zero Waste Alliance CSO and the UNDP Accelerator Lab.

As part of the campaign, five cafes in Lviv are offering their customers take-away coffee in a refillable cup instead of a plastic one. The deposit fee will be refunded to the customer when the cup is returned to the coffee shop. “Of course, in a world where the coronavirus is still rampant, there are many precautions to be taken about reusable containers. Therefore, we focus on ensuring the cleanliness of the cups. The customer must trust them no less than single-use ones,” says Iryna Myronova. She adds that, in her opinion,

“the pandemic has created the feeling as if everything disposable is surely sterile and safe. But this is not necessarily the case. And we need to dispel this myth.”

In turn, coffee shops are ready to experiment with deposit-paid containers, because they recognize their responsibility for waste. One of the street surveys by Zero Waste Lviv involving seven coffee shops showed that 20% of the trash cans contents are plastic coffee cups.

“In fact, removal of this plastic accounts for a fifth of the cost of keeping the streets clean,” said Myronova. “When we tell this to coffee shops, they listen. Nobody wants to be a mess-maker. Especially if the landfills are overflowing with plastic with your brand on it, this can entail reputational risks. So we resonated with businesses and found partners for experiments with deposit-paid containers.”

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Common tips

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This summer, you can drink coffee from a refillable deposit-paid cup in Lviv. But this is by far not the only way to join the month without plastic and adopt new eco-friendly habits. Iryna Myronova offers a few more:


- 1. Go shopping with your bags, either large eco-bags or small string bags for vegetables or fruit
- 2. Use your own water bottle so that you do not have to constantly buy water in single-use containers
- 3. Use your own coffee cup. Moreover, many networks offer such customers a discount
- 4. Pack your lunch in a reusable container
- 5. Ask not to pack plastic cutlery or napkins when you order food delivery and know for sure that you will not need them

Myronova also recommends being more conscious about consumption:

“Try to think about the origin and disposition of things,” she cautions. “When looking at the waste around us try to understand how little we actually use something, and for how long it then remains somewhere in the landfill.

“I convinced that such ‘trifle’ things as using an eco-bag or avoiding excessive packaging can have a significant impact on the environment. However, there is one important modality: such habits should be adopted by as many people as possible.”

<https://www.facebook.com/UNDPUkraine/photos/a.203415423012806/3391192290901754/?type=3&tn=-R>



UNDP Ukraine / ПРООН в Україні


is feeling hopeful in

July 24

Полюблясте брати каву з собою? А задумувалися, коли-небудь про побічний ефект кавоманії – забруднення довкілля одноразовими стаканчиками?

За статистикою, 99 % так званих паперових стаканчиків – насправді вони складаються з паперу та пластикового прошарку, що захищає від протікання рідини – не переробляються і зрештою засмічують наші міста, водойми, парки.

Що з цим робити задумалися активісти з ГО "Нуль відходів Львів" (Zero Waste Lviv) – і вирішили провести експеримент...



3,010

180

People Reached

Engagements

<https://www.facebook.com/UNDPUkraine/photos/a.203415423012806/3391368047550845/?type=3&tn=-R>



UNDP Ukraine / ПРООН в Україні

is

July 24

Питання без відповіді: дубляж кави, але на львівському нафтозаводі ми не можемо зробити для васорозуміння 06 проміжним етапом року.

Питання: чи можна зробити каву, яка не тільки смакує, але і захищає довкілля? Ми вирішили це зробити, і наші результати будуть доступні в невеличкій статті в нашій газеті.

Минулого року асоціація кави кампанії «Дія» та партнерів Програми розвитку ООН у співпраці з Урядом Львівської області та громадськими організаціями, нафтозаводом.



3,158

142

People Reached

Engagements



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ПРИАЗОВЬЯ**

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**Фабрика предпринимателей "Азов Смарт Бизнес"**  
July 25 · 🌐

Скорошня виробництва і складання одиореального пластику - досвід Любова

**Фабрика предпринимателей "Азов Смарт Бизнес"**

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July 24

[illegible]


**UNDP Ukraine / ПРООН в Україні**
October 7
🌐

Viewing English
 ▼


We use a huge amount of disposable tableware every day – much of which ends up littering our cities, rivers and parks. Much of it is non-biodegradable, so a solution has to be found before we're up to our necks in our own rubbish. 🗑️❌

A series of experiments to test environmentally friendly alternatives to disposable coffee cups is underway in the western Ukrainian city of Lviv. The initiative, called Zero Cup, spearheaded by *Zero Waste Lviv* in cooperation with UNDP's Accelerator Lab, is an attempt to reduce the amount of rubbish going into landfills or ending up as litter in streets and watersheds.

🌱 Learn what experiments are underway, how you can engage, and why it's crucial that we make an extra effort to reduce the waste generated by the coffee to go culture.

#AcceleratorLabs

Read more in English: <https://bit.ly/3ljbMDK>  
— in Lviv, Ukraine



UA, UNDP ORG

**Кавує екологічно: у Львові стартує проєкт для трестування екологічних альтернатив одноразовим...**

1,599

People Reached

54

Engagements

**UNDP Ukraine**  **UNDP**Ukraine  
Much of the disposable tableware we use every day currently ends up littering our cities, so a solution must be found

Learn about the Zero Cup experiments, which are being run in cooperation w/ **#AcceleratorLabs** , to reduce waste generated by  drinkers

<https://www.ua.undp.org/content/ukraine/en/home/presscenter/pressreleases/2020/eeco-friendly-coffee-project-to-cut-use-of-disposable-coffee-cup.html> ...

times people saw this Tweet on Twitter

978



## No. 10 Zero Waste Kharkiv: from sorting to reusing

Link: <https://undpukraine.medium.com/zero-waste-kharkiv-from-sorting-to-reusing-3fdd5d674147>

# Zero Waste Kharkiv: from sorting to reusing



UNDP Ukraine Aug 13 · 6 min read



*Recycling waste is not enough, the Zero Waste Kharkiv team is convinced. We need to reduce consumption and reuse old things. And what's more, we need to stop calling waste "waste" – it's recyclable. Anna Prokayeva, the leader of Zero Waste Kharkiv NGO, explains the concepts.*

"I remember coordinating the largest ever clean-up campaign in Kharkiv Oblast," says Anna Prokayeva, the leader of the Zero Waste Kharkiv NGO.



Anna Prokayeva

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"It all went with a bang and involved a great number of people. And then I was shocked to learn that the recyclables that we had so carefully collected and sorted ended up in a landfill. That is, all our work had been 'wasted.' So it was then that I thought that things have to be done differently."

Prokayeva refers to the experience of Estonia where such clean-up campaigns were held for several years in a row, until it became unnecessary, as there was simply no more garbage. Unlike in Estonia, in Ukraine there will be a long-lasting need to clean up if nothing is done about the culture of consumption:

"We have to treat the root cause rather than symptoms."

### "The story of the bag"

The ecologist is convinced that to convince people to act differently, it is necessary to change their attitude to recyclables. In particular, to polyethylene. In this respect, storytelling may come in useful. Anna came up with a narrative about a bag, which gave rise to a full-fledged campaign in Kharkiv.

"It was a story about a small bag that was born as it was torn off in a supermarket," Prokayeva says of the start of the campaign "Shelter the bag."





*“The bag believed that it would live long and happily from then on in the family that put fruit and vegetables into it and went home. But after it was used it was quickly disposed of. So it flies around the city, clings to the shoes of passers-by, to tree branches, breaks away again and feels useless. Small and unhappy, it has failed in life, and therefore needs to find shelter.”*

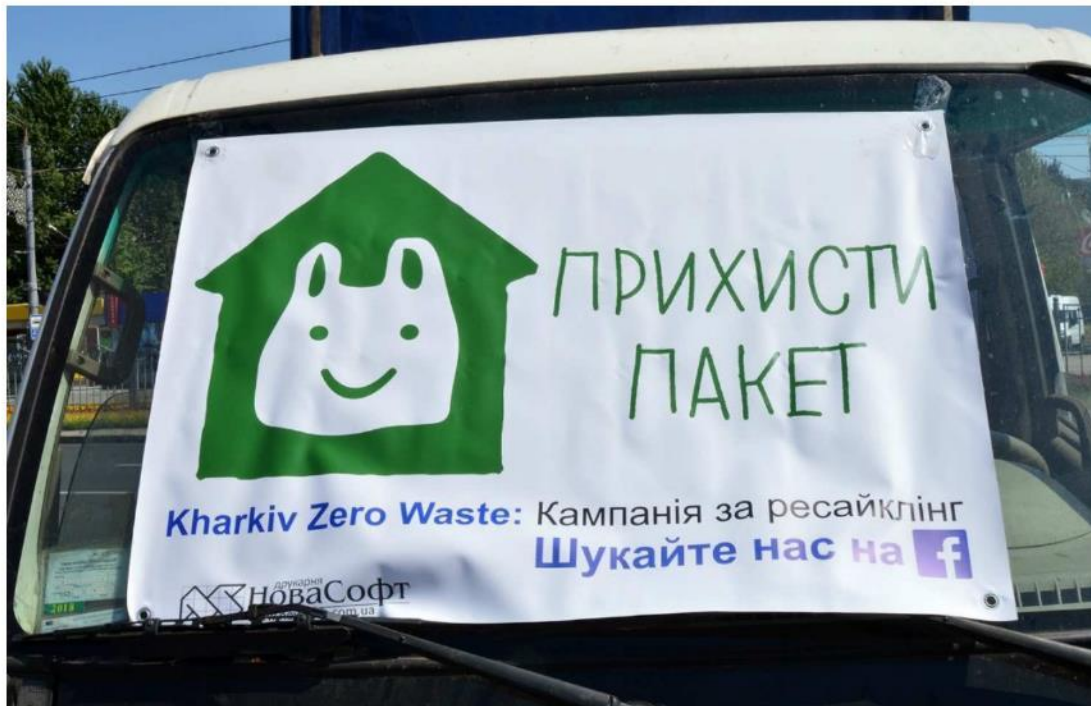


Photo: Kharkiv Zero Waste

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This story resonated with the public. As Anna and her colleagues set out to collect polyethylene and other recyclables, more and more people brought waste and thus joined the “Shelter the bag” campaign. However, within only a year of operations of the mobile collection point, the partners who provided transport changed 13 times. It was very exhausting, and the ecologist decided that it was time to launch a permanent collection point for collecting recyclables. This was the beginning of the first eco-hub in Kharkiv.

#### More than a sorting station

Prokayeva studied the experience of waste management in the European Union, seeking to replicate it in Kharkiv. **“My dream was to make the best model based on everything useful I’ve seen in the EU. It should be not only a sorting station but rather a centre for exchanging things.”**

**“In Germany, for example, there are sharing centres where some people bring clothes and others take them away. However, it turned out that it was quite difficult to do the same here.”**







Photo: Kharkiv Zero Waste

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According to Anna, it is generally believed in Ukraine that second-hand things are acceptable only when one cannot afford to buy new things. Therefore, middle-class visitors to the eco-hub need to be convinced that taking a second-hand thing is not an issue of poverty, but environmental awareness.

*“We explain it to them: if you take this and reuse it now, then there will be less oil or water consumed somewhere else. You will not contribute to the potential demand for environmental pollution.”*

*“With such arguments, we slowly bring them over to our side,” Anna smiles.*



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In addition, the eco-hub was later supplemented with a food bank where you can leave unused food and household items, such as a pack of coffee or a bottle of shampoo. What has already become unnecessary for some will come in handy for others. Anna started delivering such things from the food bank to the elderly and realized that this initiative had an effect not only on waste management:

*“You can personally watch people become more trusting in each other. They start exchanging things between neighbours or sorting waste together.”*

“The first eco-hub has grown into a true network: three stations in Kharkiv and one in the oblast, namely in the city of Liubotyn,” says Anna. “However, with the later things did not start off as expected. People were unimpressed. They asked if it was second-hand or something. We understood that we should have been sensitizing people at least six months before opening in order to explain what it was all about.”

The eco-hub in Liubotyn was closed, and instead, Zero Waste Kharkiv is going to implement the Liubotyn Zero Waste project. The team will conduct training for local environmentalists and officials so that the city can manage its waste on its own.

The right words

One of the most important principles of Zero Waste Kharkiv is not to use the word “waste.” When a person hears it, they imagine a trash can and a landfill. Instead, when they hear “recyclables” they understand that these can have some value. But here, too, there are some ins and outs. The ecologist recalls the reaction they faced as they limited the taking-in of single-use bags in eco-hubs. This caused great indignation among the people: “How come? They can be recycled!” **Then the team reconsidered the issue and decided not to use the title of “recycling campaign.” It is no longer a question of recycling but rather of abandoning the use of everything that is disposable and harmful to the environment.**

Zero Waste Kharkiv believes that educating adults is unnecessary. They can find and check all the required information on their own. Changing behaviour is another thing. To this end, one has to expose the full context, explain the whole chain from before, during and after disposal.

*“Imagine that you have sent a plastic bottle for recycling. It was converted into granules and made into polyester fibres for pillow stuffing. And what’s next? You buy a pillow stuffed with this material, use it for several years, and throw it away. It ends up in a landfill and is not recycled. This example shows that recycling is not a cure-all solution,”* says Anna.

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Community and cooperation

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Now Zero Waste Kharkiv is going to combine all of its eco-hubs into one. Prokayeva’s dream will be fully implemented in a new space of 350 square meters. There will be a sorting station, reuse laboratory (exchanging stocks of used items), a food bank, co-working space, and lecture halls.

“Thus we plan to form a community that is primarily focused on preventing the use and then abandonment of everything that is disposable,” says the head of the organization.

To create this community, the team is working with the government, the public, and business. For instance, currently, they help with an HR forum for 500 people. In particular, they provide expertise on how to make it as environmentally friendly as possible.

*“We dissuade them from using bioplastics. It does not make any sense unless it goes straight to the composting station. Meanwhile, the latter is currently available only in Lviv. We’re also abandoning the so-called biological oxo bags that are said to decompose in three years. Yes, indeed they decompose, but into microplastics which will also contaminate the soil, and then our bodies. Therefore, we must work to refute these myths. It seems to me that nowadays media literacy and eco-literacy are very important for everyone.”*

<https://www.facebook.com/UNDPUkraine/posts/367115352909445>

UNDPUkraine / ПРООН в Україні

August 18

Viewing English

Imagine the story of a plastic bag. It's a small plastic bag with a big dream of being useful to the family that put fruit and vegetables into it at the supermarket and took it home. But its dream never came true, just like those of millions of similar plastic bags around the world: it was used, and then quickly disposed of.

The Kharkiv Zero Waste initiative team made this story the centerpiece of its campaign to change people's attitudes to waste. The "Shelter the Plastic Bag" campaign has become an emotional driver for Kharkiv residents, and the campaign has grown from the setting up of a mobile collection point for polyethylene and recyclables, to the first eco-hub in Kharkiv.

"I had a dream – to make the best model of everything I've seen in the EU," says Anna Prokayova from the Kharkiv Zero Waste.

Read about how the Kharkiv Zero Waste team has formed a community of like-minded people, works with the government, community and business, creates a network of eco-hubs, and debunks the main myths about waste – in an inspiring story at [https://bit.ly/ZWK\\_Eng](https://bit.ly/ZWK_Eng)

#EcoChangemakers #SDG12 Kharkiv Zero Waste

A photograph showing four people (three men and one woman) standing in front of the open back of a white truck. The truck's cargo area is filled with numerous blue and white plastic bags, likely for recycling or waste collection. The people are wearing face masks and casual clothing.

2,231

115

People Reached

Engagements





## No. 11 Responsibility in action: Ukrainian jewellery brand uses plastic waste for sustainable fashion

Link: <https://undpukraine.medium.com/responsibility-in-action-ukrainian-jewellery-brand-uses-plastic-waste-for-sustainable-fashion-64bb8a867b9a>

# Responsibility in action: Ukrainian jewellery brand uses plastic waste for sustainable fashion



UNDP Ukraine Sep 8 · 5 min read



*Earrings made from recycled materials aren't just attractive because of their design: They also convey the message that fashion should be environmentally friendly, and consumption should be responsible. We talk to the founder of the Re-beau jewellery brand, Maria Sorokina, about how Ukrainians are taking to such jewellery, and what new developments in the fashion industry to expect over the next five years.*



Photo: Yulia Kochetova-Nabozhnyak

### From IT to sustainable fashion

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Maria Sorokina, a programmer by education, has never worked as one. After graduating, she realized that she wanted to work in something she has been interested in since childhood — fashion.

*“My mother really loved, and still loves, sewing,” says the founder of the jewellery brand Re-beau. “In the tough 1990s, when most people weren’t able to buy something nice to wear, my mother sewed beautiful clothes for me, my sister, and herself. For as long as I can remember, we have always had a heap of Burda fashion magazines at home. Because I used to flip through these magazines, and watched my mother trying to create something stylish from materials available to dress us all up, it inspired my interest in fashion.”*

Fashion was her hobby for a long time, until Maria started sorting waste at home.

*“I realized that much of what the average Ukrainian threw away could be reused,” she says. “You can make something interesting out of it, something that attracts attention. And what are the things that catch everybody’s eyes? Jewellery,” Maria says, explaining why she decided to specialize in jewellery.*



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Photo: Svitlana Kryukova

In 2017, her Re-beau brand was born of this idea. The name is an abbreviation of “responsible beauty”. The designer explains that this is a social business with a specific call to action: *“My earrings disseminate information about sorting, about smart consumption. They make it clear that we must use resources more responsibly and efficiently.”*

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Photo: Myroslava Palyk

**Materials for the eco-brand**

Maria collects the raw materials for the earrings herself, and her friends help her. Re-beau at the moment is a small-scale operation, so raw materials collected individually are usually sufficient. However, it is hard to get enough plastic of the same colour. Because of this, the designer was previously unable to plan a colour range, but she has found the answer. *“I’m now in contact with a secondary raw material producer who sells ready-made ground plastic. The producer sells in large volumes — in hundredweight — while I just take a few kilos of the colours I need,”* says Maria.





Photo: Svitlana Kryukova

Such recycled material producers, according to her, often work with unused plastic: *“A company may close down or stop producing a specific line of products. Then they have a lot of brand-new caps for bottles or mayonnaise jars, or brand new children’s toys. There are heaps of goods that are produced but that never reach the market or the final consumer.”* Normally, these would end up in landfill sites, and add to the pollution of our environment. Using this new, but still waste material, neatly demonstrates the complexity of the circular economy.

Her use of clean, unused plastic might also help to reassure those who shake their heads in disbelief, saying: *“How could one wear garbage?”* According to Re-beau’s founder, such critics are more often encountered in the regions: *“I remember one lady writing that she had only worn gold all through her life and would never wear anything made of plastic. But are we always aware of what things are made of? For example, when we buy a T-shirt that contains polyester, we don’t know whether it’s recycled material or not. Processing plastic bottles into polyester has become commonplace now.”*

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Photo: Deloua

#### Fashion and new values in 2025

While there are sceptics in regions, the Re-beau brand creating a lot of interest in the capital. Maria has already been invited to the Ukrainian Fashion Week three times. First, to take part in a discussion about sustainable fashion. Second, to hold a master class on jewellery making, where the designer trained participants in assembling earrings and pendants from pieces of vintage vinyl records. During the third season of the Ukrainian Fashion Week, the Re-beau founder presented her accessories during an eco-project show.

*“In Kyiv, people know more about responsible consumption and sustainable fashion. That’s why it’s exciting for everyone to learn more — about the design, about how everything is made, and what the philosophy of the brand is,”* Maria says.



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Photo: Yulia Kochetova-Nabozhnyak

According to the UN Report on Future Possibilities, which was published this year, by 2025 the circular economy market in Europe alone will be valued at more than EUR 1.8 trillion. And the sustainable fashion market will be worth more than U.S. \$150 billion.

“Recycling and reusing resources will be trendy. It offers huge potential for developing a business”

However, Maria believes that digital fashion will be even more innovative than the reuse of resources. These are clothes that do not exist in the material world. They only exist as a virtual item that you can buy and apply to your photo — you will be able “put on” a new piece of clothing online.

Such clothes may become very popular for use on Instagram, since virtually every day one will be able to show off new clothes without having to find closet space for them. The Re-beau brand founder calls this an eco-friendly step in fashion development: “*Making digital dresses results in fewer carbon emissions, and less consumption of water or other resources,*” she says.

“*An application is made once, and then replicated and sent all over the world. Such projects are already appearing, and there will be more and more of them. The need to buy things for one event will fade away.*”

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No. 12 World Tourism Day: Explore Ukraine

Link: <https://undpukraine.medium.com/world-tourism-day-explore-ukraine-d63aaf7b6595>

World Tourism Day: Explore Ukraine

UNDP Ukraine · Sep 25 · 9 min read

The world celebrates World Tourism Day on 27 September. This year however, due to COVID-19, many travellers have had to cancel their trips or change their initial plans. The focus has shifted from global to local travel. This has opened a door of opportunity for the development of green rural tourism in Ukraine. What was going on in this sector before the quarantine, and what is going on now? And how has pandemic influenced the Ukrainian tourism industry in general? Find out in this article.



Photo credit: telegram channel "Omryara: your internal vice-free" <https://t.me/omryara>

An eco-ranch

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Once a resident of Lviv, Orest Pidkovych first came to the village of Tsviklivtsi, in Khmelnytskyi Oblast, on a short fishing trip. However, he liked the place so much that he decided to stay and develop green tourism in the village.

*"People think I'm nuts, because I left the big city to work in green tourism in a small village,"* laughs Pidkovych, who is now the owner of the Eco-ranch farmstead. *"People just have no idea how beautiful it is here. It's a true delight for the eye, both the nature and the village, which has great potential for prosperity. And the fact that people don't know about Podilski Tovtry (National Nature Park nearby) was just another source of inspiration for me to start developing green tourism right here."*

Pidkovych bought a traditional rural homestead and renovated it, preserving its authenticity. However, the peculiarity of the ranch is not so much its originality, but rather its environmental friendliness. Glass, metal and paper are sorted here. Pidkovych compacts garbage and takes it to Kamianets-Podilskyi for processing. Food waste is used to fertilize the garden. Everything is put to good use, and nothing is thrown away.

*"It may sound unimaginable, but there is no designated place for garbage collection in the village. Nobody comes to pick it up. And there is no way to dump it or dispose of it. This situation inspired me to start waste management here and introduce it to other people,"* says the rancher. He adds that the most important thing is to show people what is possible, to trigger interest and give them motivation.

Pidkovych has a notepad full of ideas for the development of the ranch and the village. He calls Podilskyi Tovtry a "territory of rest for the mind" and advises everyone to explore Ukraine:



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"Our country is extremely rich, yet we do not see or know anything about it. So, we should discover and, for sure, value it. If we appreciate and take care of our nature, then it will take care of us."

#### Union of Rural Green Tourism Development

Pidkovych recently became a member of the Union of Rural Green Tourism Development in Ukraine, the establishment of which was supported by UNDP. Union membership gives the opportunity to farmstead owners to study business, find new clients and share knowledge with each other. The deputy head of the Union, Iryna Okolovych, underlines that rural tourism is usually run by people who have spent their whole lives in the countryside. Many of them do not have e-mail, they do not use the Internet and, thus, cannot present their business to a wider audience. That's why they need assistance.

*"Indeed, the village means culture, history, and traditions. Yet rural tourism must feature some innovations. There is absolutely no other way nowadays,"* says Okolovych.

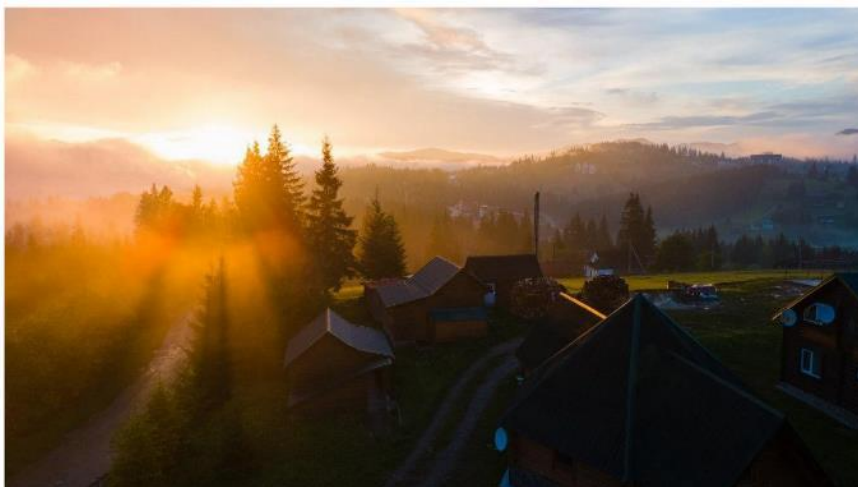


Photo credit: telegram channel "Omryana: your internal visa-free" <https://t.me/omryana>

The union helps its members to take up these innovations gradually. Every guest house has its own page on the organization's website and can participate in tourism exhibitions in Ukraine and abroad on behalf of the union. The organization has its own system of farmstead categorization, which Okolovych calls "one of the union's greatest assets."

*"Similar to star ratings of hotels, we've introduced levels. Our system is called 'Hospitable Ukrainian Farmstead.' It is voluntary, and gives owners the opportunity to confirm their level of service, and to present themselves both domestically and abroad,"* Okolovych says.

Before pandemic erupted, according to Okolovych, foreigners sometimes showed more interest in rural tourism in Ukraine than Ukrainians themselves.





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"They are attracted by the opportunity to get to know Ukrainian culture," she says. "After all, rural tourism is all about tradition and authentic experience. Holidays in the Ukrainian countryside lure visitors from Europe as well as the Far East, for instance from China and Korea," she says.




Okolovych hopes that the newly created State Agency for Tourism Development will make efforts to increase the number of tourists from abroad.

**Tourism and the pandemic**

In the meanwhile, 2020 has shown that tourism both in the countryside and in big cities can be brought to an abrupt halt, for months on end. According to the Ukrainian Chamber of Commerce and Industry, small and medium enterprises working in the hospitality and tourism sector are the most vulnerable to quarantine restrictions. The European Bank for Reconstruction and Development has estimated that the decline in the industry this year equals to 80 percent in comparison with last year.

Pidkovych, owner of the eco-ranch, admits that during the last few months he has considered going back home to Lviv four times. He stopped himself in the last moment: "I sat down at the bus stop, recalled everything I wanted to do for the eco-farmstead. It gave me incentive to go back."

<https://twitter.com/UNDPUkraine/status/1310129986213470213/analytics>




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It's World Tourism Day!

The #COVID-19 pandemic hit the travel industry hard worldwide, and #Ukraine is no exception. Still, there are options for getaways inside this vast and varied country, as the industry is adapting to new conditions. Find out more: <https://medium.com/@UNDPUkraine/world-tourism-day-explore-ukraine-d63aaf7b6595> ...

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September 27 · 🌐


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**2,395**  
People Reached

**62**  
Engagements



### No. 13 Eco-friendly changes in action

<https://undpukraine.medium.com/eco-friendly-changes-in-action-ukraine-gets-green-license-plates-804b9f1affa4>

<https://www.facebook.com/UNDPUkraine/posts/3671115352909445>

#### What depends on us all

A lot depends on legislators, but even more depends on ordinary Ukrainians. When it comes to the Green Agenda, Ryabchyn recommends that all Ukrainians who want to see changes in the environmental sphere read carefully through the programmes of the parties and choose those that stand for the Green Agenda, as well as for the SDGs.

In addition, he advises that people reconsider their habits: don't over-consume, and give up using plastic utensils and taking plastic bags at supermarkets. This is the so-called "responsible consumption", and is also a part of the Green Agenda.

Another example is choosing energy efficient equipment. Even though its price might be a few percent higher, in the long run it is more economical and less harmful to the environment. Ryabchyn is sure that these "green behavioural standards" should be followed by politicians themselves, thus setting an example to other Ukrainians.

*"10 years ago I wrote in my dissertation that environmental factors will have the same weight as any others when making decisions in the energy and economic sectors, and that the environment will become prominent, and may even become the key factor. This is coming true," he says.*

Ryabchyn himself uses reusable eco-bags, buys drinking water in glass bottles, and sorts his garbage.

*"It's my job at home, and I've taught the children to do the same. I repair things instead of buying new ones. I argue with waiters if they bring plastic straws that I've not asked for. In the places I go to often, they know this already and don't bring them anymore. This is how you influence others by your own example," he says.*

Ryabchyn laughs that if he forgets to switch off a light somewhere, his kids come and scold him saying: "Dad, how could you to forget?" He reacts to such scoldings with a smile: *"It's even pleasing for your own methods to be used against you. This is the way for all of us to become more eco-friendly. In fact, a lot depends on our small efforts."*

#### Green Agenda in action

Ryabchyn recalls making trips around Ukraine with colleagues from the Green Energy of Changes Inter-factional MP Association, during which they researched the needs and demands of Ukrainians:

**"You can think you're a superb reformer, when you talk about green changes in Kyiv. But in the regions they have a slightly different agenda. Dnipro is mostly concerned about the river contamination. Mariupol — about air quality. In one city the development of electric cars market is a priority, while in another one the top priority is access to energy."**

Eventually, after all of these "green expeditions" and discussions, the MPs determined what issues were of the most concern in all regions, as well as for all political groups. They unified these problems in ten key areas of change. The initiative was dubbed the "Green Agenda for Ukraine until 2030."

Each area corresponds to the UN Sustainable Development Goals: transition to a green economy, the development of renewable energy, efficient waste management, environmental protection, combating climate change, maximum energy efficiency and energy saving, green cities, sustainable development of rural communities, clean and safe transport, quality of living, and life expectancy.

UNDP Ukraine / ПРООН в Україні  
4d · 🌐

Електромобілів на українських дорогах стає все більше. Тепер це легко побачити завдяки новому закону про спеціальне маркування. Номерні знаки зеленого кольору не тільки відрізняють авто з нульовими викидами, але й дають їм привілеї. Це сприятиме розвитку електромобільності, який підтримує ПРООН в рамках "Зеленого порядку денного для України до 2030 року". Тож ми святкуємо разом із власниками електромобілів і в честь такої події підготували матеріал про те:

- 🌱 як ця ідея стала законом і скільки на це знадобилося часу
- 🌱 що таке «зелені експедиції» і навіщо вони для законотворення
- 🌱 як кожен із нас може долучитися до «зелених» змін в Україні вже сьогодні

UNDPUKRAINE.MEDIUM.COM

**Екозміни в дії: в Україні з'явилися «зелені» номерні знаки**  
Зелені номерні знаки та привілеї для електрокарів — наочний...

<b>2,167</b> People Reached	<b>69</b> Engagements
--------------------------------	--------------------------



## No. 14 Micronarratives on waste management

Link: [https://collector.sensemaker-suite.com/?projectID=UNDPUkraine\\_CE&language=en#Collector](https://collector.sensemaker-suite.com/?projectID=UNDPUkraine_CE&language=en#Collector)



### Waste management study

Welcome to this opportunity to share your perspectives and experiences with our shared efforts to understand and deal with the issue of waste in Ukraine!

This study is an effort initiated by UNDP in Ukraine in partnership with the Cognitive Edge, within UNDP/Sweden project "Support to Parliament of Ukraine in sustainable energy and environment area" and UNDP/NWP project "Plastic waste management at the local level".

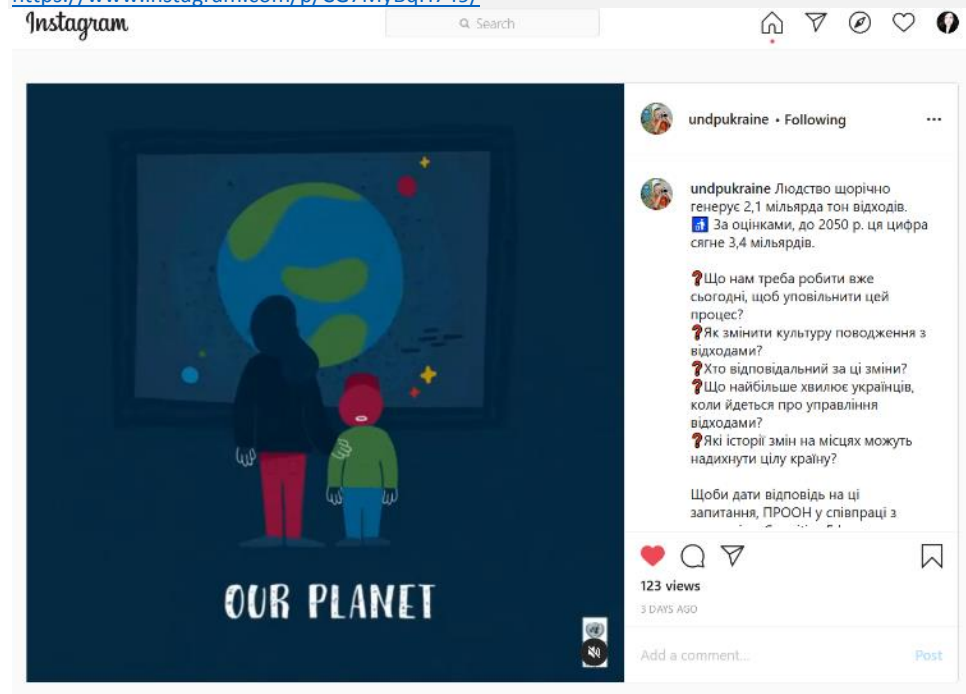
Micronarratives study would allow to learn behavioural patterns, attitudes and actions related to current waste management practices through the direct personal experience expressed as stories. In this way we hope to help individuals and organizations in understand the micro and macro challenges existing in this field. We will share the results with everyone who participates.

Everyone's participation is voluntary and ensuring your confidentiality is our highest priority. There will be no reference to your name, and nothing will be traced back to you in any way.

At the end of your session you will be offered an opportunity to add your email address on a Google Form which is completely separate from your entry. This decoupled list allows us to share a link to the outputs of the study without retaining any association to your entry!

Thank you for your participation and please share a link to this site to others who may want to participate – your family, friends, colleagues and acquaintances!

<https://www.instagram.com/p/CG7MyBqH749/>





## Зелені зміни 1 вересня - 15 жовтня

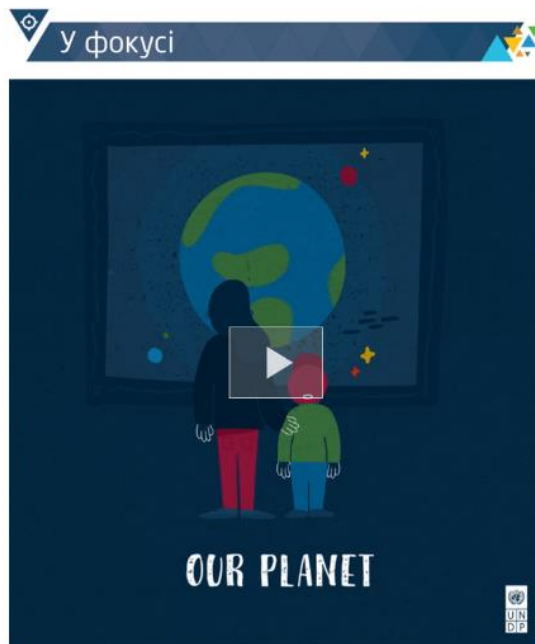


UNDP Ukraine / ПРООН в Україні <communications.ukrain  
To: Iryna Gerasymenko

Reply Reply All Forward ...

Ср 21.10.2020 13:59

If there are problems with how this message is displayed, click here to view it in a web browser.



Людство щорічно генерує 2,1 мільярда тон відходів. За оцінками, до 2050 р. ця цифра сягне 3,4 мільярдів. Що нам треба робити вже сьогодні, щоб уповільнити цей процес?

- ✓ Як змінити культуру поводження з відходами?
- ✓ Хто відповідальний за ці зміни?
- ✓ Що найбільше хвилює українців, коли йдеться про управління відходами?
- ✓ Які історії змін на місцях можуть надихнути цілу країну?

Щоби дати відповідь на ці запитання, ПРООН у співпраці з компанією *Cognitive Edge* вперше запускають унікальне дослідження з мікронаративами.

**Мікронаративи – це особисті досвіди кожного.** Вони показують, як ми звикли поводитися, що нас мотивує, кого ми вважаємо відповідальними за екологічну ситуацію в нашому місті, громаді і всій країні. Ми не шукаємо експертних думок, а збираємо історії тих, хто тут живе і кому небайдуже, яким буде довкілля навколо них у майбутньому. Участь кожного є добровільною, але дуже потрібною. Кожна історія, кожен особистий досвід допоможе сформувати цілісну спільну картину для всієї України та спланувати подальші дії для покращення ситуації.

Ефективність дослідження та його практичне значення для змін в Україні залежить від кожного з нас. [Поділіться](#) своєю історією чи досвідом. Це конфіденційно і займе максимум 15 хвилин.



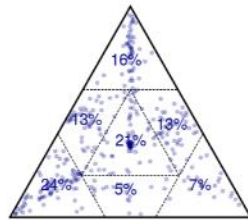


[https://sensemaker.shinyapps.io/UNDPUkraine\\_CE/?workbenchID=UNDPUkraine\\_CE&language=en&server=loncollector](https://sensemaker.shinyapps.io/UNDPUkraine_CE/?workbenchID=UNDPUkraine_CE&language=en&server=loncollector)

Save PNG

### 3.1 Source of waste generation is

Collective action



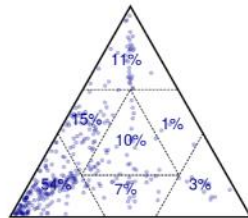
Individual behaviours Industry or business

n = 354 n/A = 31 filter n = 354 %age = 100% filter N/A = 31 Skipped = 108

Save PNG

### 3.3 People motivated by

Society control or action (from family, friends, commun



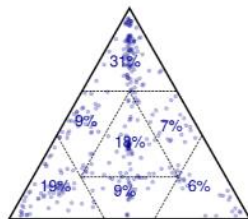
Self-motivation or own determination Financial incentives

n = 351 n/A = 20 filter n = 351 %age = 100% filter N/A = 20 Skipped = 122

Save PNG

### 3.5 Could have avoided if

People had been more aware or responsible



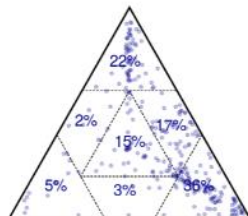
Governmental authorities had taken action sooner Big business had taken more initiative

n = 337 n/A = 40 filter n = 337 %age = 100% filter N/A = 40 Skipped = 116

Save PNG

### 3.7 Knowledge or awareness came from

[Social] media

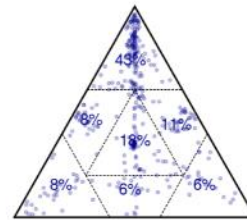


Experts Own experience

Save PNG

### 3.2 Parties responsible

People and communities



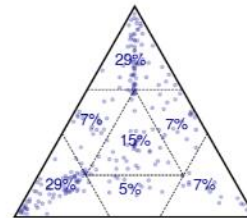
Governmental authorities Business(es)

n = 370 n/A = 21 filter n = 370 %age = 100% filter N/A = 21 Skipped = 102

Save PNG

### 3.4 Barriers to positive change

Procedures or means of action are confusing and complex



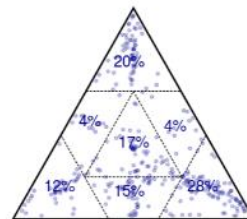
Single actions not Takes too much time,

n = 241 n/A = 103 filter n = 241 %age = 100% filter N/A = 103 Skipped = 149

Save PNG

### 3.6 Actions influenced by

Past practices or lifestyle patterns from the past



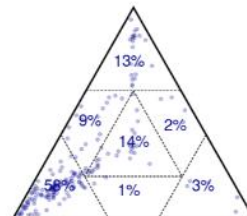
Needs in the present Thinking about the future or needs of future generations

n = 336 n/A = 39 filter n = 336 %age = 100% filter N/A = 39 Skipped = 118

Save PNG

### 3.8 Benefit from

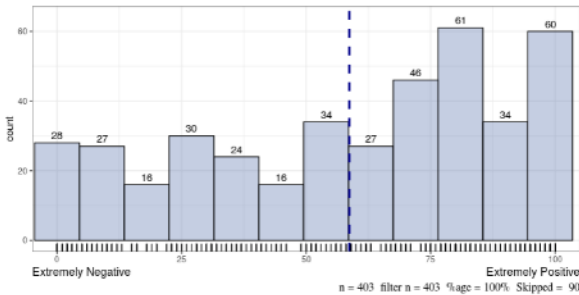
Earning money



Saving money Employment

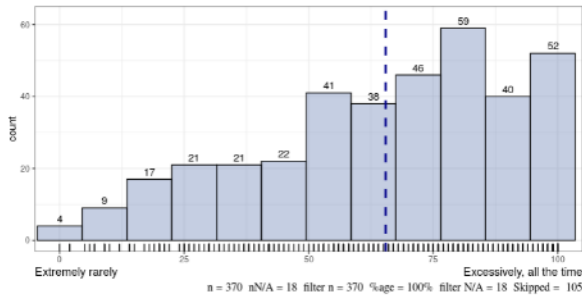


2.1 Experience is



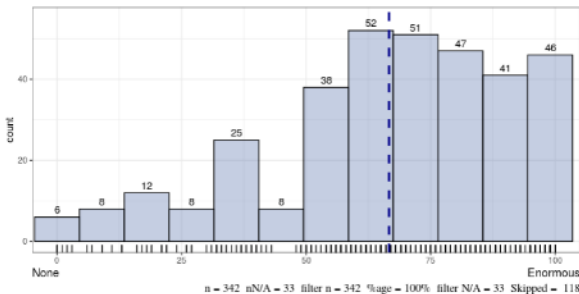
Save PNG

2.2 Reflects a situation that happens

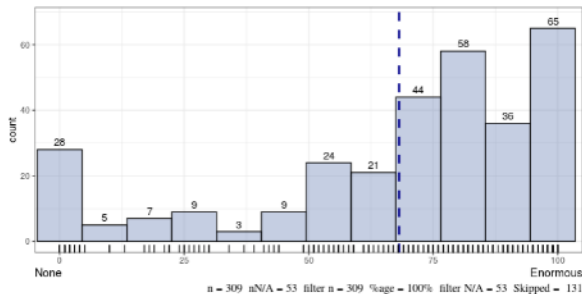


Save PNG

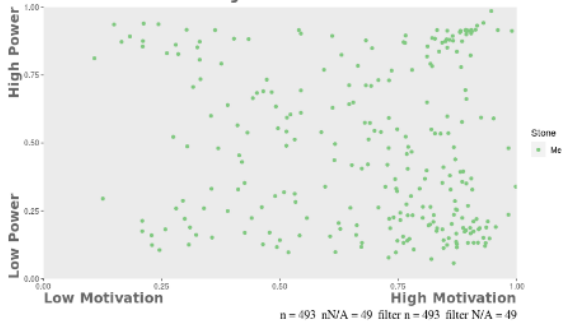
2.3 Reflects amount of waste that is



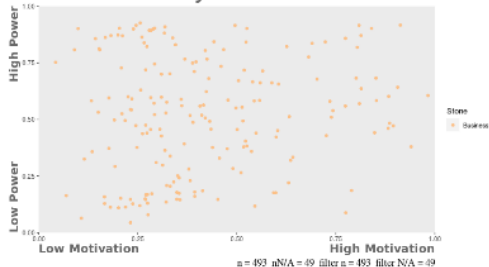
2.4 Reflects amount of packaging or products containing plastics waste



3.9 Role in story



3.9 Role in story



3.9 Role in story

