



Education and Research Campaign 2019

January 30, 2019



CEIU Project Overview and Research Results

Brief Review

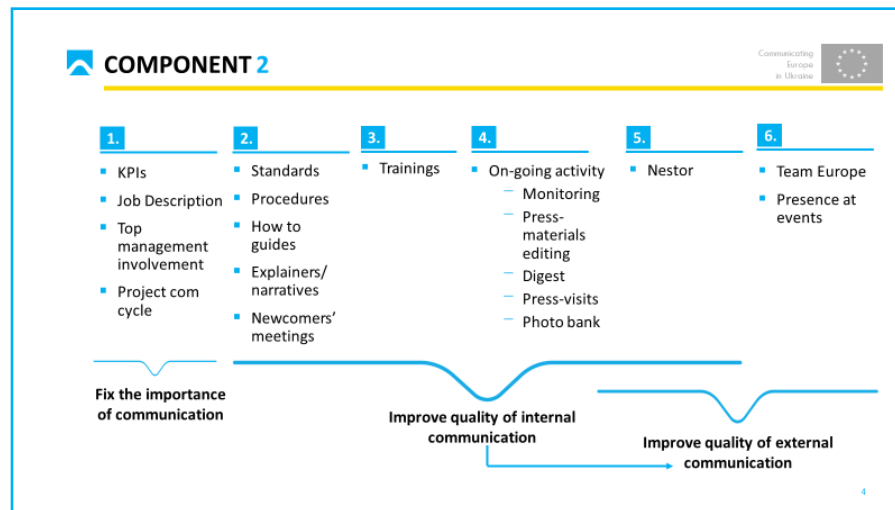


Communicating Europe in Ukraine

Communicating
Europe
in Ukraine



- To maintain momentum of Ukrainian reforms. Illustrate positive impact reforms have on Ukrainian citizens today. Reaffirm EU's commitment to issues related to the crisis in eastern Ukraine
- August 2017 – July 2019
- Team: E`COMM (Ukraine), Albany (UK), Portland (UK)





One unique, consistent and credible “EU voice”

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in Ukraine



- **Campaigns:**

Create 6 campaigns to raise awareness, shift attitudes through highlighting the benefits of EU support in Ukraine

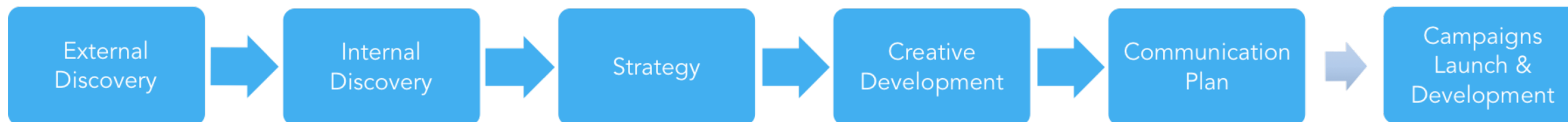
- **Project Communications:**

Revamp mechanisms and training for public relations, visibility and media support to the existing EU project communication infrastructure



Project Review: August 2017 – September 2018

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PRIMARY:
Quantitative
Research Analysis

Qualitative
Research (IDIs)

Situational
Analysis

SECONDARY:
On-Going Baseline
Omnibus
Quantitative
Research

EU Equity in UA
Workshop

Internal Audit:
Projects'
Communication
and Training
Needs
(Oct-Jan)

Communication
Plan
Approach

"One EU
Voice" Concept
agreement =
Moving
Forward
Together"

Brand/Visual
Identity

Creative
Concepts

Creative
Concepts
Testing (FGD)

Media and
Digital Plans

Advocacy and
PR

Community
Engagement

Campaigns'
Full
Implementation
and
Monitoring

Content
Addition/
Refreshment

On-Going EU
Projects'
Cooperation

Planning and
Development
Phase 2



- 1st Wave of MFT campaign, featuring topics of DCFTA, Conflict Response, Decentralization
- Campaigns ended in September 2018, after 3 flights of TV and on going support in other media
- All campaigns were executed and implemented as per plan presented in December 2017 and approved at January 2018 Steering Committee



CEIU Campaign Tag Line

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English



**MOVING FORWARD
TOGETHER**

Ukrainian



**ПРЯМУЄМО
РАЗОМ**

The line represents

"MOVING" - Positive momentum

"FORWARD"- Direction and vision

"TOGETHER"- Unity and partnership



Campaigns' indicators review

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	2018							COVERAGE MLN
	MAR	ARL	MAY	JUN	JUL	AUG	SEP	
TV								24**
NATIONAL NEWSPAPER								1.4
EU.META.UA								1.5
ONLINE PROMO								5
SOCIAL MEDIA								1.2

* Omnibus, KIIS, Combined Results of May & September 2018 – UA National Total Sample Size 4051 Citizens

** Number of people that saw TV spot at least 3 times

✦ DECENTRALIZATION	ARL	MAY	JUN	JUL	AUG	SEP	COVERAGE MLN
OOH							1.2
LOCAL PRESS							1
RADIO							1.5
ONLINE PROMO							0.6

✦ DCFTA	ARL	MAY	JUN	JUL	AUG	SEP	COVERAGE MLN
BUSINESS MAGAZINES	<div></div>						0.2
NATIONAL RADIO	<div></div>						2.5
EU4BUSINESS	<div></div>						0.05 readers
DELO.UA	<div></div>						0.08 readers
ONLINE PROMO	<div></div>						4

✦ CONFLICT RESPONSE		ARL	MAY	JUN	JUL	AUG	SEP	COVERAGE MLN
OOH							<div></div>	0.9
LOCAL PRESS		<div></div>						0.45
VIDEO AT INTERCITY						<div></div>		0.25
OSTRO.ORG		<div></div>						0.06 readers
ONLINE PROMO		<div></div>						4.8
FOOTBALL UNITES								
OOH		<div></div>						0.7
ONLINE PROMO		<div></div>						0.1
LOCAL PRESS		<div></div>						0.2



RESEARCH RESULTS

EU neighbourhood and omnibus results



EU Program Awareness among Ukrainians – December 2017

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73% from 77%

Ukrainians are **unaware** of EU
programs in UA

23.5% from 17%
DCFTA

14% from 7%
Decentralization

14.5% from 9%
Conflict Response

10% from 3.6%
IDPs Support



Campaign Awareness

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7,4%

Moving Forward Campaign awareness level since launch



MFT Coverage&Results

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	2018							COVERAGE MLN	AWARENESS RAISING* 6 MONTHS
	MAR	ARL	MAY	JUN	JUL	AUG	SEP		
TV								24**	+ 7.4%
NATIONAL NEWSPAPER								1.4	
EU.META.UA								1.5	
ONLINE PROMO								5	
SOCIAL MEDIA								1.2	

* Omnibus, KIS, Combined Results of May & September 2018 – UA National Total Sample Size 4051 Citizens

** Number of people that saw TV spot at least 3 times

✦ DECENTRALIZATION								COVERAGE MLN	AWARENESS RAISING 6 MONTHS
	ARL	MAY	JUN	JUL	AUG	SEP			
OOH								1.2	+ 7%
LOCAL PRESS								1	
RADIO								1.5	
ONLINE PROMO								0.6	

✦ DCFTA								COVERAGE MLN	AWARENESS RAISING 6 MONTHS
	ARL	MAY	JUN	JUL	AUG	SEP			
BUSINESS MAGAZINES								0.2	+ 6.5%
NATIONAL RADIO								2.5	
EU4BUSINESS								0.05 readers	
DELO.UA								0.08 readers	
ONLINE PROMO								4	

✦ CONFLICT RESPONSE								COVERAGE MLN	AWARENESS RAISING 6 MONTHS
	ARL	MAY	JUN	JUL	AUG	SEP			
OOH								0.9	+ 6.4% IDPs
LOCAL PRESS								0.45	
VIDEO AT INTERCITY								0.25	
OSTRO.ORG								0.06 readers	
ONLINE PROMO								4.8	
FOOTBALL UNITES									+ 4.5% CR
OOH								0.7	
ONLINE PROMO								0.1	
LOCAL PRESS								0.2	



Education & Research campaign as a part of MFT



Building mass awareness with TV and print

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MEDIA

AWARENESS

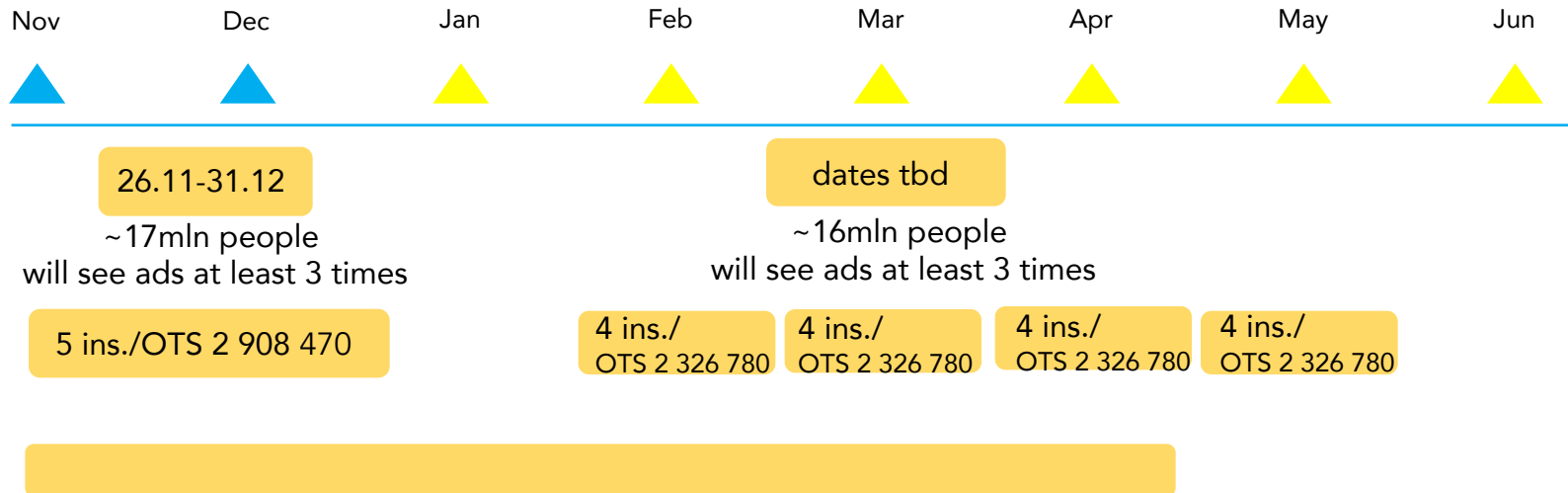
TV**

TA 16+all Ukraine

Newspaper Segodnya

Layout and advertorials

Digital



In order to cover not less than 16 mln people and keep the level of the reached awareness in Wave 2, we need to place at least 2 more TV flights with intensive frequency



Influence attitude change by strengthening reasons to believe

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MEDIA

Nov Dec Jan Feb Mar Apr May Jun



TV, national channels

TA 16+ all Ukraine

26.11-23.12

~17mln people
will see ads at least 3 times



~16mln people
will see ads at least 3 times

Newspaper Segodnya

Layout and advertorials

5 ins./OTS 2 908 470

4 ins./
OTS 2 326 780

4 ins./
OTS 2 326 780

4 ins./
OTS 2 326 780

4 ins./
OTS 2 326 780

Digital



AWARENESS



Amplify OWNED MEDIA to increase the effect of general awareness

Private Sector
P25-45

Education
P13+

Research
P18-45, 50k+



Regional and niche media
Communities and events



Digital instruments only



Digital media,
targeted touchpoints, events

*Wave II planning to be specified and updated after SC approval and all negotiations

RTB



Education & Research campaign

Erasmus+/eTwinning/Horizon 2020



I'M OPTIMISTIC ABOUT THE EU, BUT DON'T SEE
ANY PERSONAL BENEFIT FROM EU SUPPORT

Low awareness level especially among students, teachers, scientific community and entrepreneurs on the widely available support and real opportunities available from the EU



Objectives

- Increase awareness of Ukrainians about EU support of education and research in Ukraine through Erasmus+ and Horizon 2020
 - Increase awareness of target audiences about key results and opportunities in Education & Research sector
 - Generate interest of target audiences in using Erasmus+ and Horizon 2020 opportunities
-

WE ARE NOT PROMOTING ERASMUS+ AND HORIZON 2020 PROGRAMMES, BUT DEMONSTRATE EXISTENT RESULTS



Education



Target Audiences

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- School
 - Pupils/school teachers/ school staff/school leaders
- High Education Institutions
 - Students/teachers/professors and staff of institutions/trainers
- Citizens with BA, MA and PhD diploma



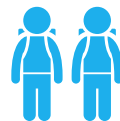
General public

Schools, HE, Vocational Education

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Schools
16 200 units



Pupils
3 922 000 people



Universities
661 State Universities
151 Private Universities



Students
1 586 million students (2016-2017)
162 000 enrollees (2018)



Institutions
756 units



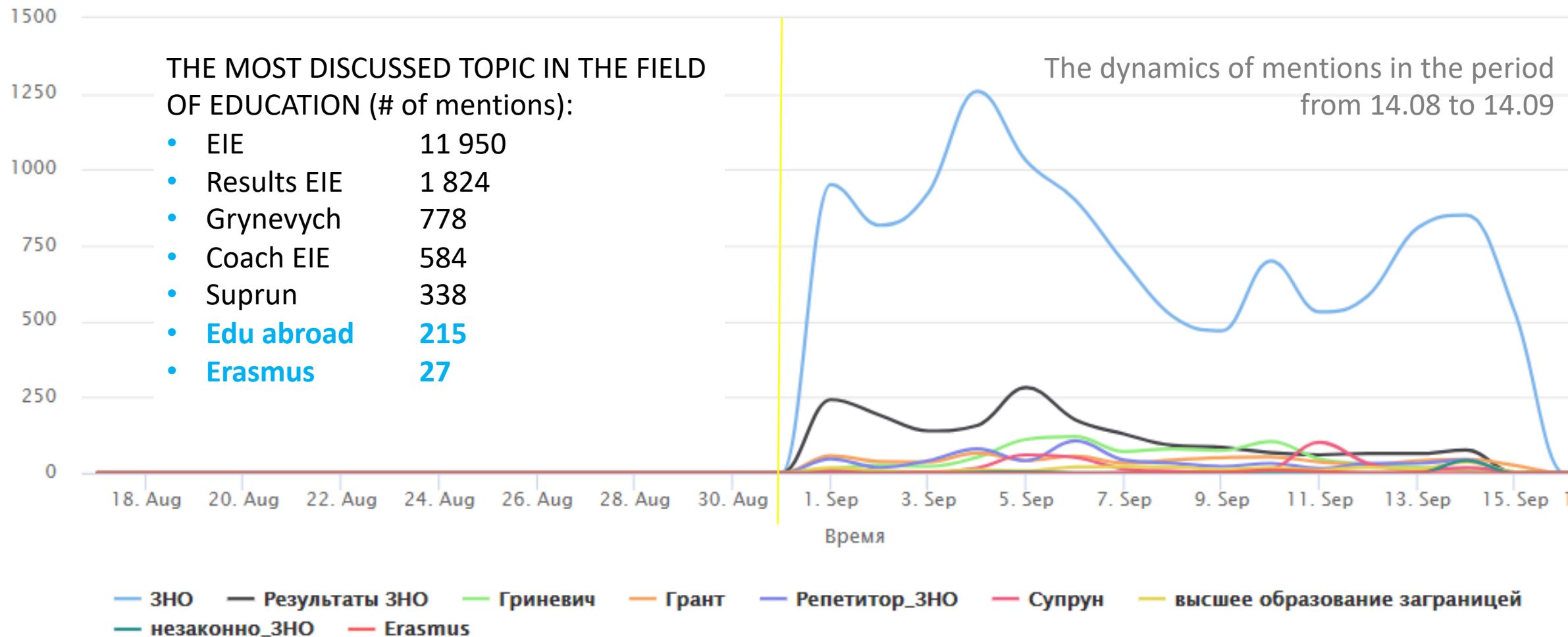
Education in information field

Media and Digital



Our topics are not in a TOP search for the target audience

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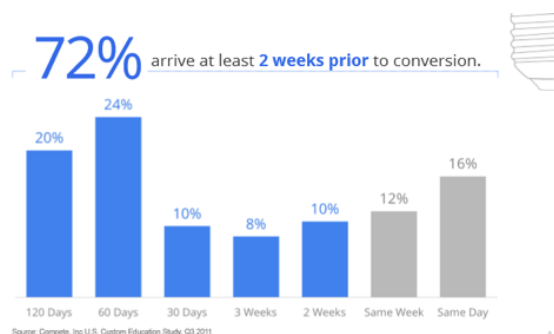


Education Pathway: Search is core to the journey. Search starts 4 months before the decision is made

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1. Learners visit a site long before they make decisions



2. They look to discover what is out there

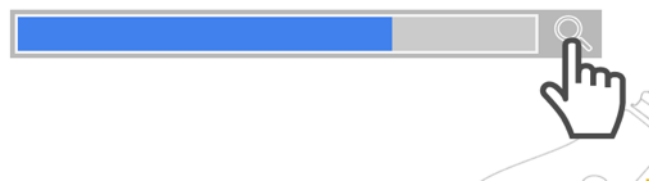


3. Learners are adopting a multiscreen approach

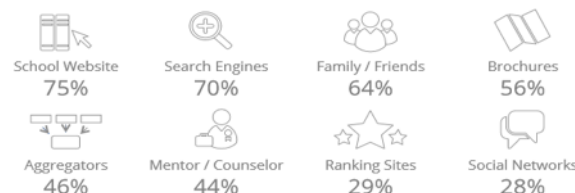


4. Search is core to the journey

78% of converters on education websites are influenced by Search.



5. Learners collect information from many sources



6. The most popular are Youtube and a site

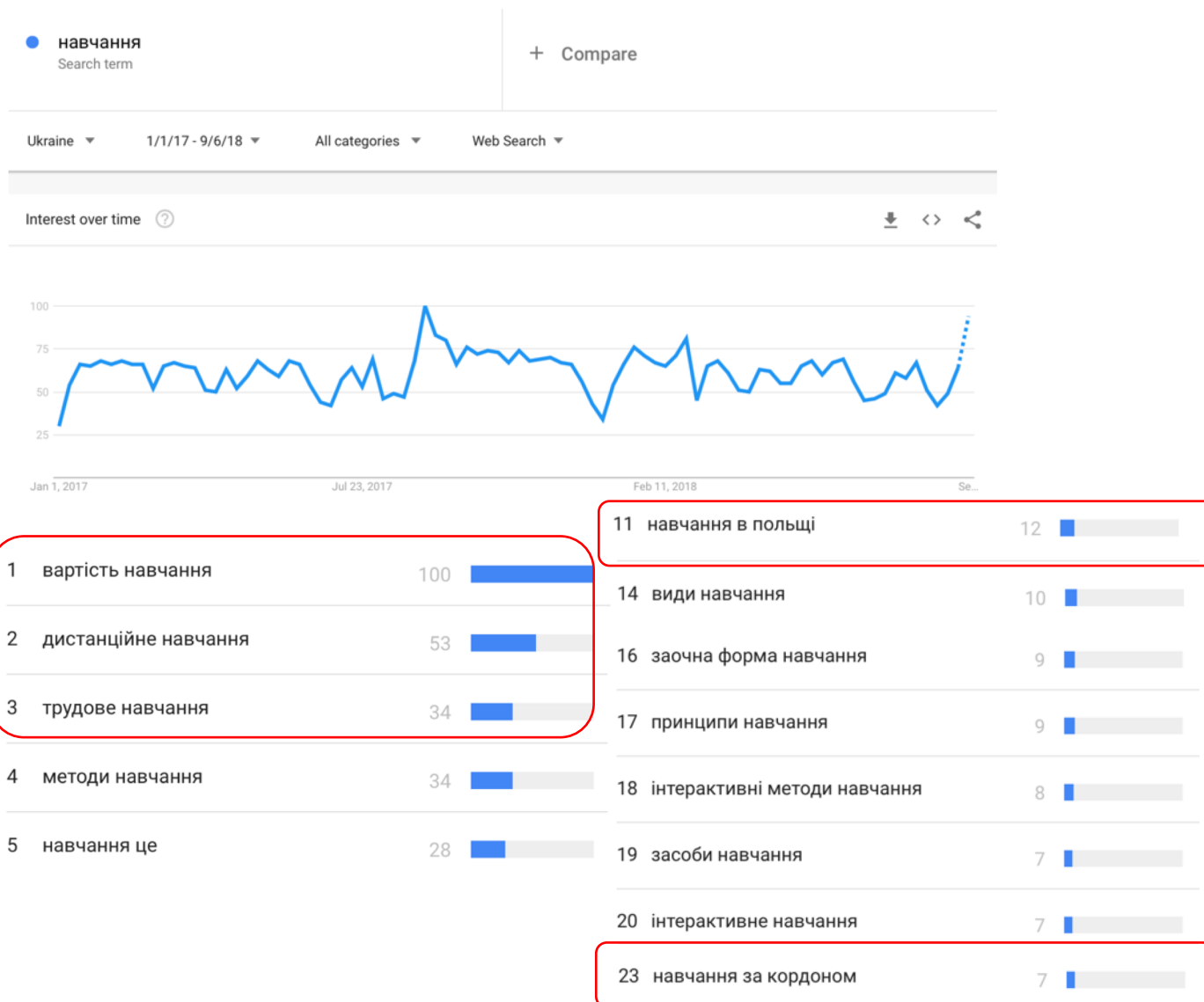


Source: Think education with Google, Education Trends through the Eyes of Your Customer a Tracing the Learner's Digital Journey



Google trends and related queries for Education

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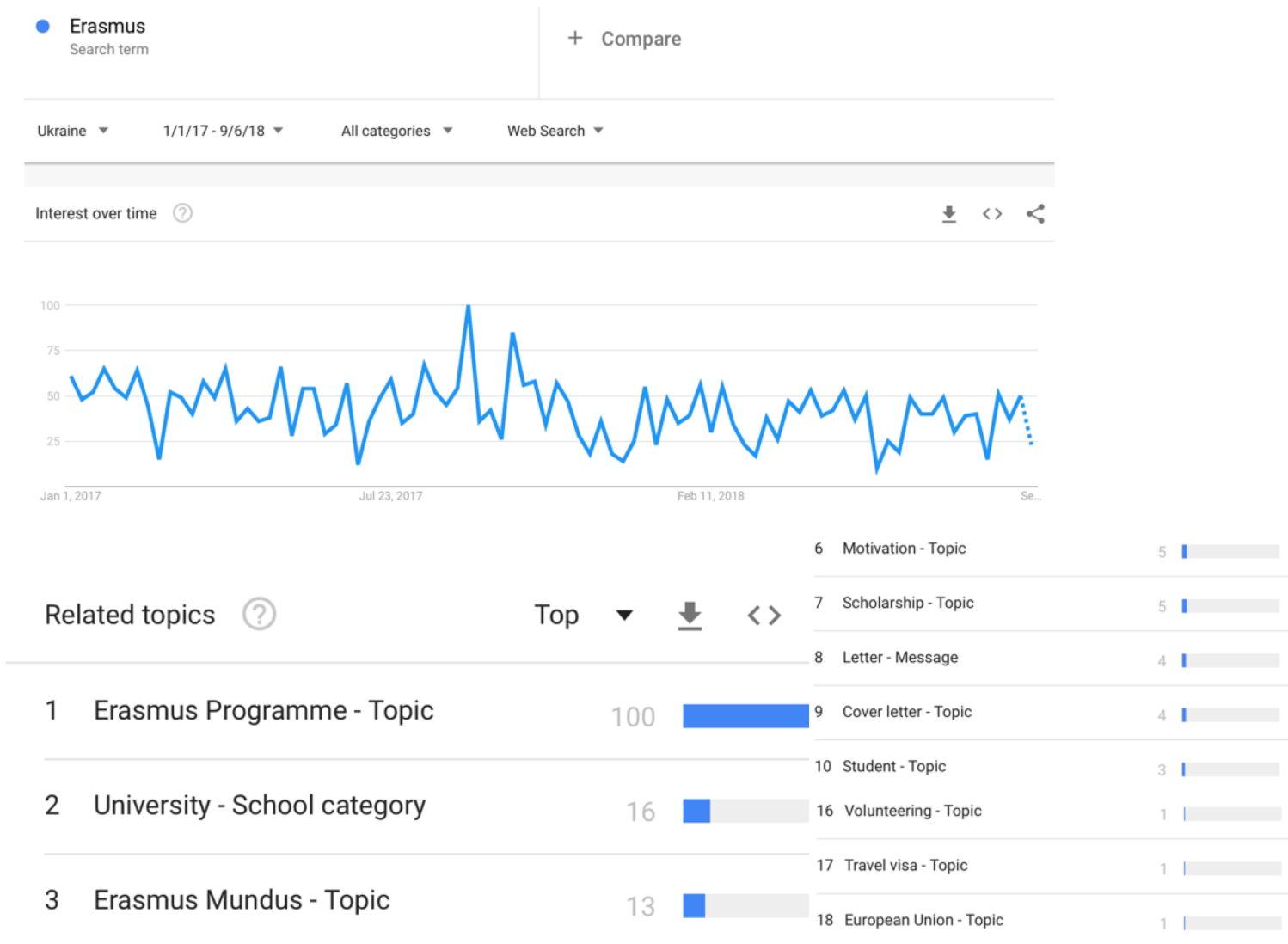
When people look for something education-related, they are interested in:

- the **cost** of education
- the possibility of **distant learning**
- the possibility to **combine study and work**
- the study process



Erasmus related inquiries: universities and scholarships

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People who look for Erasmus-related topics are mostly interested in the program details and the following:

- universities
- motivation
- scholarship
- volunteering
- travelling



Erasmus+ website is visible for those who know about Erasmus

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- 8 000 visitors per month
- Organic traffic and referrals from Facebook
- 43% of traffic from Kyiv
- People stop at first 2 pages





Education as a topic for communication



- Education became **TOP topic** in the info field in 2017
- Ukrainians are following the **global trend** of spending/investing more in education
- More than **100** stakeholders use diverse formats of presence: platforms, think-tanks, events, online
- **Full scope** of Erasmus+ activities and opportunities are not visible and known even among key stakeholders
 - Complicated info materials and Programme structure
 - Low presence in media for wider audiences

Communication approach

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Clear message from MFT to secure **visibility**

The EU provides support and vast opportunities to Ukrainian students, teachers, science research and business entrepreneurs through an array of programs and financial assistance



Source **advocates** from those who have participated in Erasmus+ to create testimonials aimed to provide **reason to believe** and motivate to use opportunities

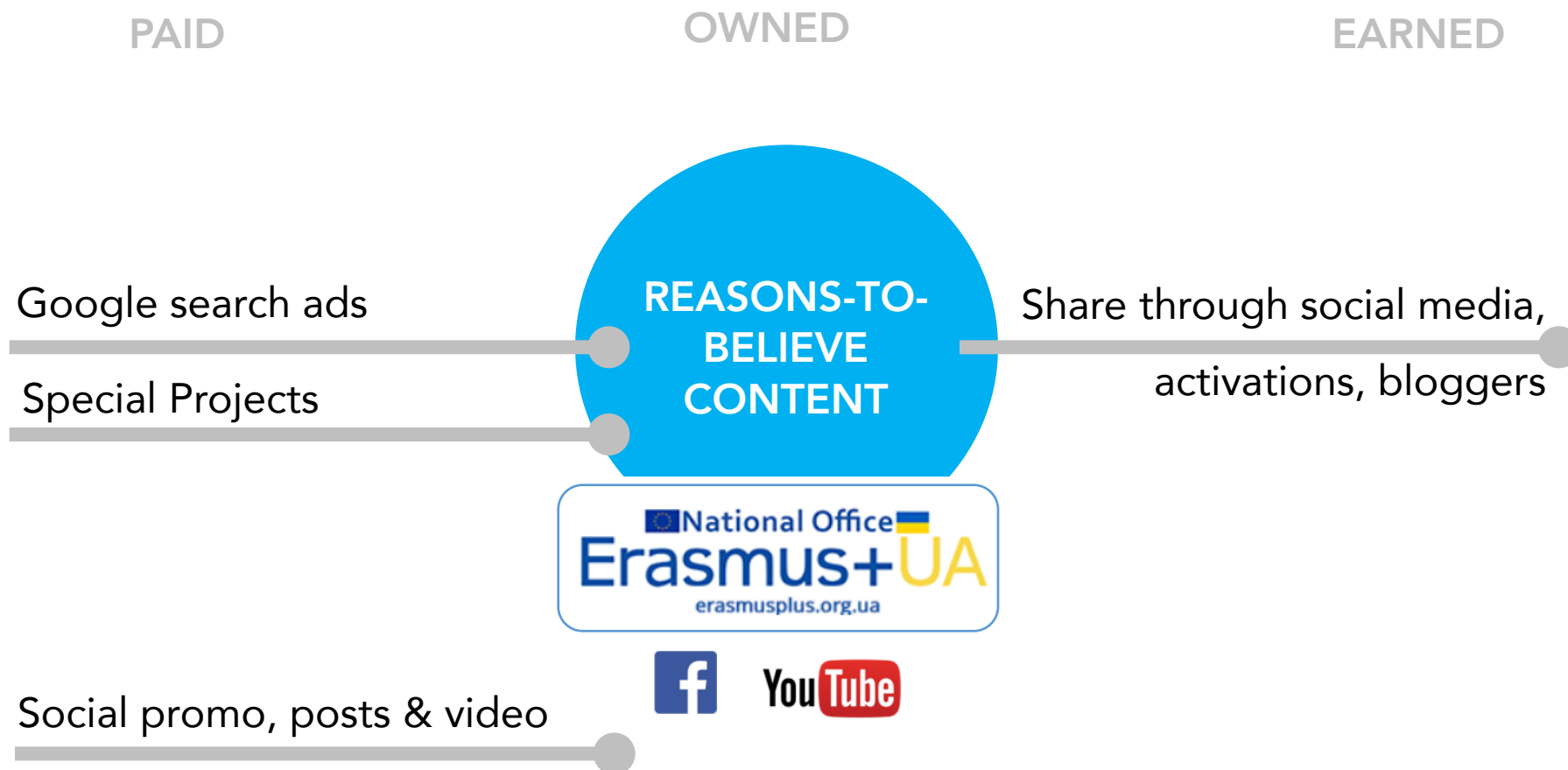


Seed materials with key results through own media and promote to wide audience via paid media



Implementation Plan

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REASONS-TO-BELIEVE CONTENT

IMAGE CONTENT

Build a positive image and acquaintance with Erasmus+ programs

USEFUL CONTENT

Build a positive experience of exploring Erasmus

TESTIMONIALS

Share reasons to believe

ENTERTAINING CONTENT

Make communication more fun and interactive

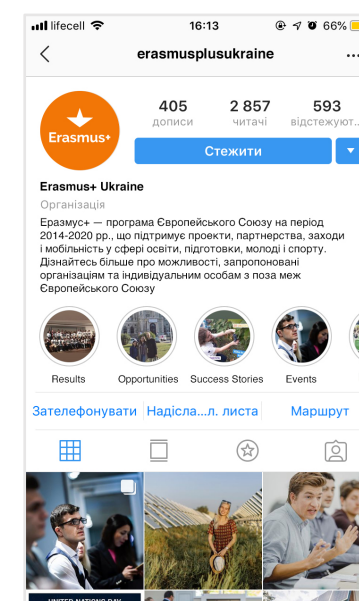
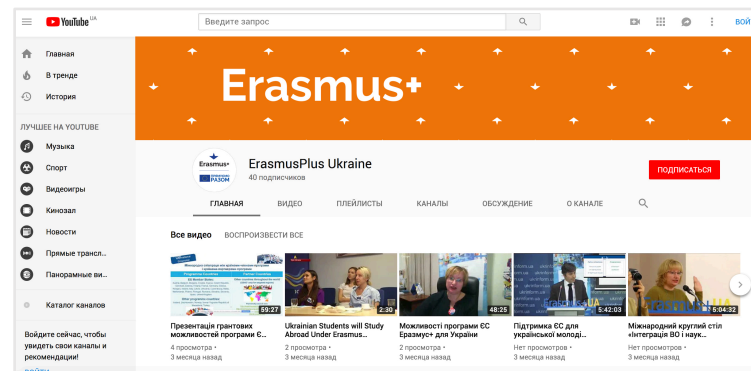
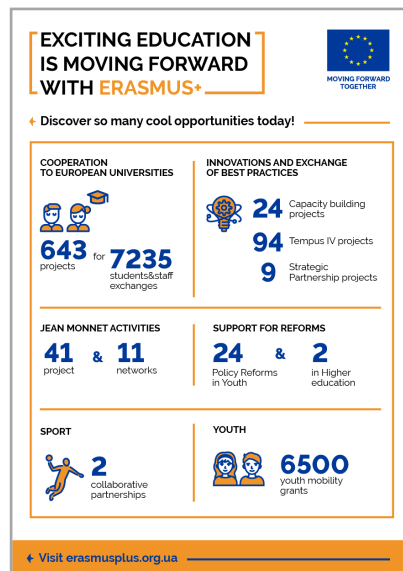
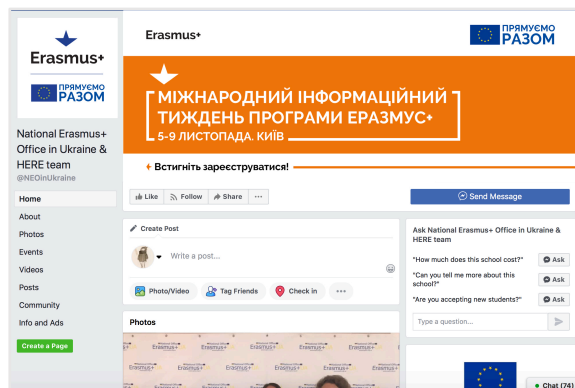




Image Content

- Results
- Events

Useful Content

- News
- Announcements

Testimonials

- Success stories

Entertaining Content

- Bloggers
- Situational content



**Generate
interest**

- Participants

- Special Projects:
 - Platfor.ma
 - nus.org.ua

- Participants live from Erasmus+



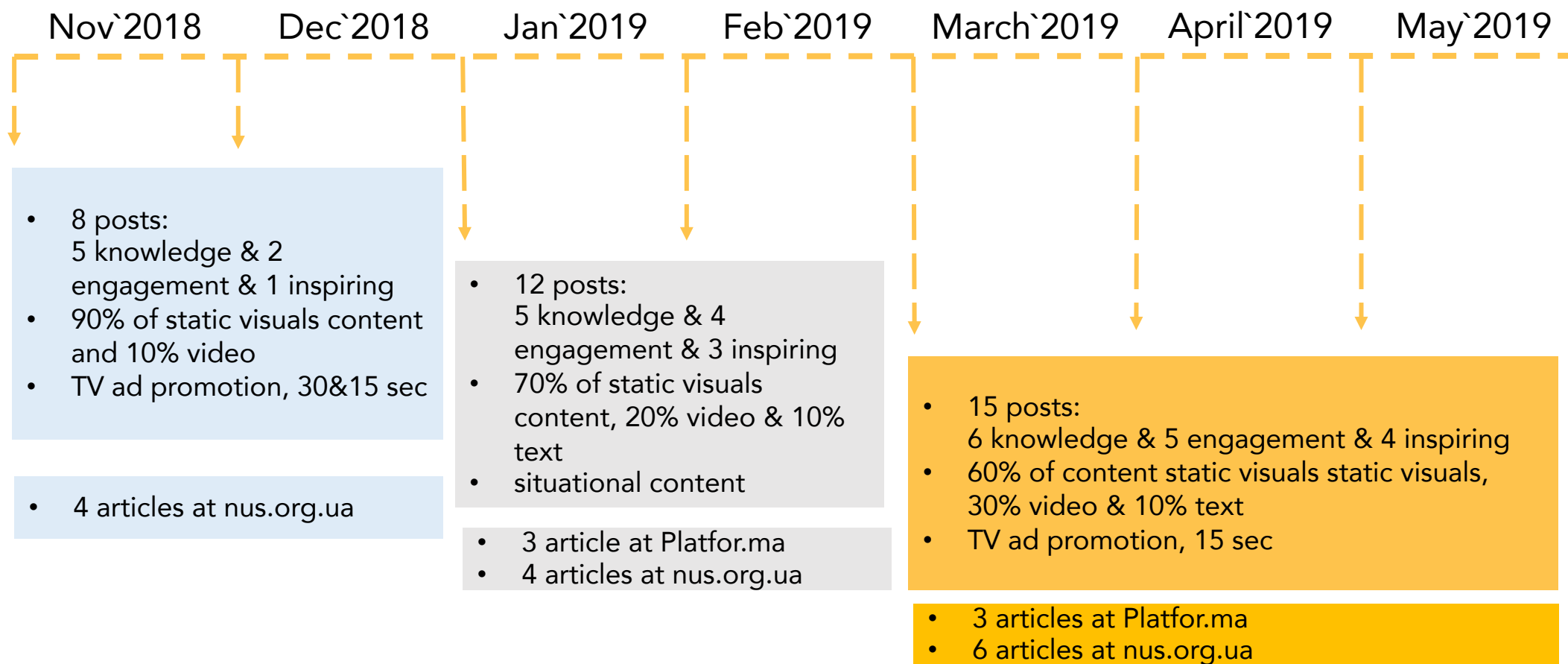
Erasmus+ UA Facebook

Online promo



Numbers & Results

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35 posts & 20 articles
Total reach 2 000 000



Research



Research in information field

Media and Digital



Ukrainian science: what they talk about

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- Poor scientific sphere, no funding
- Old human resources
- No fundamental science



- Intellectual capital is a key opportunity of Ukraine
- UA IT specialists working for the whole world
- UA brains needed in the whole world
- Young scientists and innovators in Ukraine



But it's only 1% in media field because of lack of communication

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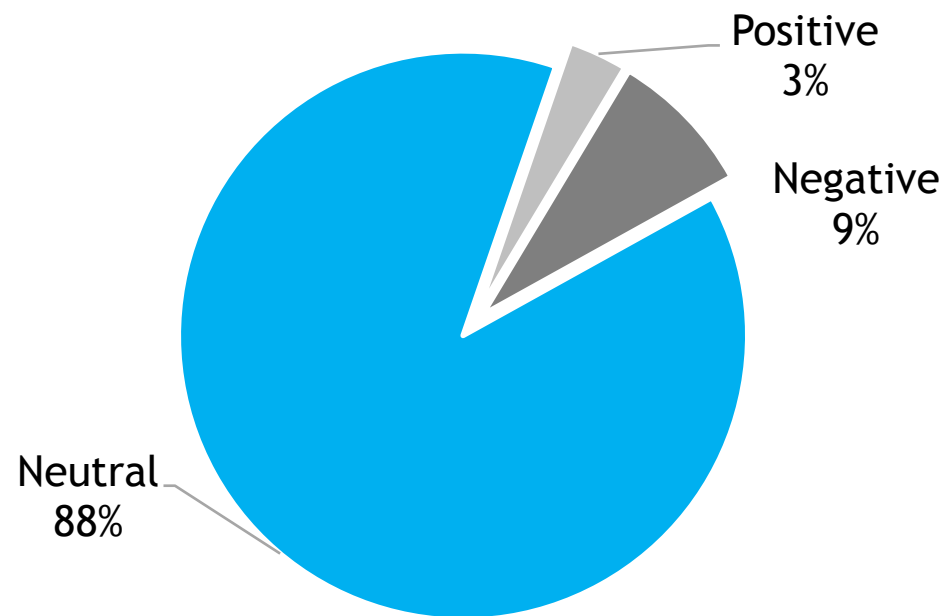


Key discussed topics:

- Reforms
- Science funding from a state
- Research policy and statuses

Key issues:

- Mass media don't talk about science
- Unless it's a unique invention or award





- The Ukrainian science is **divided into 2** separate worlds:
 - Academic science
 - Innovators community
- The community of 50y.o.+ academic scientists is exclusive and they **hardly accept new information**, initiatives and opportunities
- **Innovators community** mostly associated with IT community, however, other smaller groups exist
- Both are **consuming niche media**, participate in a certain range of events and networking
- There are **numerous platforms** for Innovators community: IT hubs, coworkings&open spaces, hackathons, established events
- Concentrate mostly in **big cities** (Kyiv, Kharkiv, Lviv, Dnipro) and around universities community



How H2020 looks in that field?



Some know about H2020 from colleagues and even participated

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«We do not have any sense to be submitted to the project as an **accelerator**. This is necessary for our students. If there are application season, **we can throw information about the project, that there is such an opportunity**».

ROMAN KRAVCHENKO



«Take a European grant is meaningful only if the problem that I am concern with in the project concerns **European trends**.

Of course, I will turn to the EU because they are more interested than Ukraine. In Ukraine I will address in case of **local developments**».

DMITRY BIDYUK



«**We learned about HORIZON 2020 in In the accelerator when there were training courses how to launch our startups.**

The point is not the state or not the state support, but the essence is that this is a project with a long history and they know how to invest properly and this is an indicator of the company's interest, also a great **bonus of communication with professionals**»

NIKITA, ZHENYA AND KATYA



«Small and medium businesses are mostly unaware of such programs, and if they do, they do not. They think it is difficult, that I will not pass, there are a lot of others there. **The main barrier is bureaucracy**, this causes a strong barrier, but the one who wants to achieve and believe».

VASILY DOLGORUKY



«**The low experimental base does not give an opportunity to compete.** In order to start the project you need to go with someone, and for this you need **Western acquaintances and colaboration** with other Western scientists».

ANTON SENENKO





EU support recall more trust then state's one

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«The difficulty is that when money is allocated for a project, for example we need money for raw materials or equipment, and we can not buy equipment more than 6,000 UAH. **There are bureaucratic nuances, which reduce the level of motivation to work in this direction. In the EU, I think it's easier, because Europeans are interested in the result».**

DMITRY BIDYUK



«We have not yet collided, but judging by **objective estimates, there is very little support from the state, we all see the outflow of scientists abroad.**

Other countries gladly accept and support, unfortunately we have problems with this. We are in our country and of course we expect support from the state, but it turns out that support from others and not from the state».

SERGEY DROTONOVY

«The establishment of the national fund gives rise to superfluous and positive aspects in the development of the field: a transparent structure, the engagement of international experts. However, **there are barriers and uncertainty that in the current economic situation of the country the state will be able to cover financing in full while not harming other fields of science».**

ANTON SENENKO





H2020 site is visited by those who already interested

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- 1 700 visits per month
- Long user journey on the site
- The web-site refers to English language source (European Commission)
- People who visit the site are already aware about the program and have a specific request

Source: Google Analytics, Ukraine, June 2018





Horizon 2020 Target Audiences' Specifics

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Individuals

- Researchers
- Students with Masters degree and PhD



Institutions

- Universities
- NASU
- State bodies
- Research institutions
- Startups
- Innovative business
- Entrepreneurs
- NGOs
- Industrial business (large and SME)

- Very fragmented
- Small communities' size
- Very specific mediums to reach each of the group

- No opportunity to run single or mass campaign
- The goal is to infiltrate into their communities with a single format



EU SINGLE FORMAT

EU presence at TOP events and community touch points

New contacts for stories as value-added

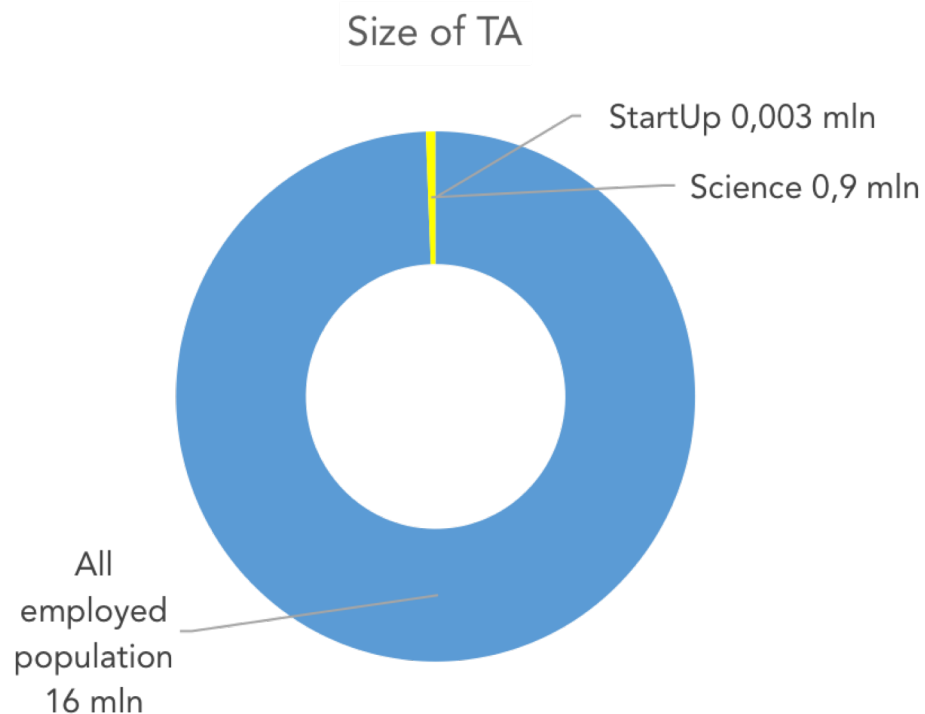


base for **SUCCESS STORIES**

interviews with participants
text and photo reports
facts and infographics



Seed materials through own media
and **promote** via paid media





Research implementation plan*

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Top 5 events



Top 3 platforms



Top 7 locations

Google search ads +
super GEO + promo



Sharing in social media, via
bloggers, within communities

www.h2020.com.ua



Visual and Content presence at TOP 5 events*

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500 visitors

November 21-23, 2018



500 visitors

February 2, 2019



11 000 visitors

May 23, 2019

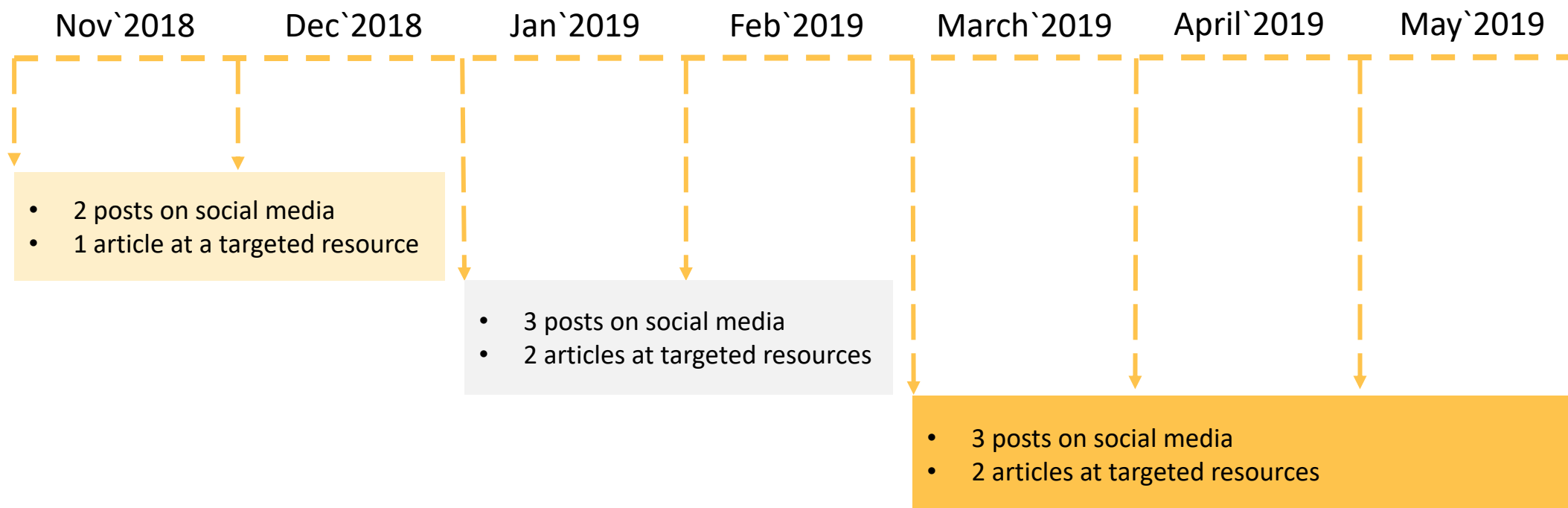
SINGLE FORMAT:
interactive game stand + consultations + giving away materials

* Final formats after negotiations and dates abonnements in 2019



Content at TOP online resources

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8 posts & 5 articles
Total reach 500 000



Visual presence at 7 key hubs & coworkings

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1. Kyiv
2. Odessa
3. Lviv
4. Kharkiv
5. Dnipro

UnitCity, Creative Quarter, Chasopys

Impact Hub

ITEA Hub

Fabrika.space

SPACE HUB

HORIZON 2020 — INNOVATION AND SCIENCE ARE MOVING FORWARD


MOVING FORWARD TOGETHER

✦ Funding now available to make great ideas a reality!

The largest program for the **financing of research and innovation**

total budget: more than **€80bln**

✦  Horizon 2020 covers **the full innovation chain** from lab to market and focuses on 3 pillars

✦  **Excellent Science**  **Industrial Leadership**  **Societal Challenges** +Euroatom

HORIZON 2020 IN UKRAINE

✦ **National** contact points

37 points



guidance, practical information and assistance on participation in Horizon 2020

✦ **Regional** contact points

6 points in **4** cities  Kyiv • Odessa • Chernivtsy • Kropivnytsky

✦ Visit h2020.com.ua



Education and Research campaign flow

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AWARENESS

MEDIA

TV, national channels

TA 16+all Ukraine

CEIU+EIB

Newspaper Segodnya

Layout and advertorials

Digital

Nov

Dec

Jan

Feb

Mar

Apr

May

Jun

26.11-23.12

elections

5 ins./OTS 2 908 470

4 ins./
OTS 2 326 780

4 ins./
OTS 2 326 780

4 ins./
OTS 2 326 780

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OTS 2 326 780

TRUST

Universities

10 U

10 U

10 U

Co-working hubs | Research

7 Hubs

7 Hubs

Digital platforms | Education

Communities & Events | Research

Final plan to be confirmed and finalized after final negotiations



FIRST RESULTS



Mass communication campaign

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■ TV

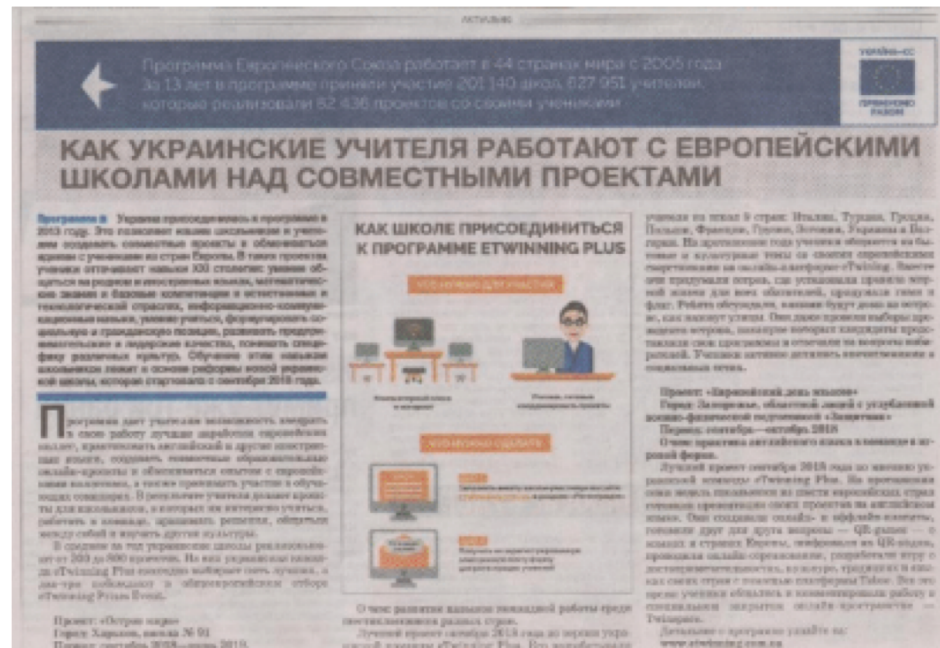
- 4th TV flight 26.11-31.12.2018
- **18 988 684** saw the spot at least 3 times
- **24 048 798** people saw the spot at least 1 time

■ **Promo online** of the 40 sec [dynamic reel](#) on YouTube and Facebook

- **186 097** reach
- **122 715** views

■ **Newspaper Segodnya**

- Layout & Advertorial on eTwinning opportunities
- **400 000** total coverage 1+





- 8 post were created and promoted in Erasmus + opportunities on Facebook page
 - 611 605 unique reach
 - 12 341 engagements, including 4 616 likes, 1 499 shares, 20 comments
- Top 3 the most popular posts are:
 - Results of Erasmus+ for 2018
255 000 unique reach
 - How to write a motivation letter
205 238 unique reach
 - E-Twinning opportunities for teachers
127 839 unique reach





Top posts details



Dec 20, 2018
17:16:29 UTC +02:00
[View on Facebook](#)



Як студенту поїхати за обміном в одну із 34 країн Європи?†

	Total Interactions	1,9k
	Reactions	1,1k
	Comments	22
	Shares	762



Dec 30, 2018
17:33:56 UTC +02:00
[View on Facebook](#)



Друзі, напередодні Нового Року так хочеться надихатися дивами!

	Total Interactions	1,3k
	Reactions	1,2k
	Comments	3
	Shares	57



Dec 28, 2018
17:39:19 UTC +02:00
[View on Facebook](#)



Хто сказав, що практика в університетах ЄС за Програмою Еразмус+ доступна лише для

	Total Interactions	886
	Reactions	505
	Comments	8
	Shares	373



Dec 27, 2018
18:13:26 UTC +02:00
[View on Facebook](#)



Викладач або представник університету і цікавишся ідеєю об'єднаної Європи? Тоді напрям Жан

	Total Interactions	816
	Reactions	532
	Comments	16
	Shares	268



Interaction with the audience

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Anna Dovbysh А де можна подтвитись доступні проекти?)


Like · Reply · See Translation · 4w



Oleksandr Konovalchuk Чи може студент індивідуально знайти доступний проект і оформити його через свій університет ?

Like · Reply · See Translation · 4w



Віктор Булига а студентам коледжів?  ...

Like · Reply · See Translation · 2w



Наталя Мальцева А може прийняти участь факультет чи АМУ, тому що вона реорганізована. Але це дуже потрібно для майбутнього нашої України!!!!

Like · Reply · See Translation · 1w



Леся Чубрей Доброго дня! Цікавить співпраця, проекти, стажування! Як можна детальніше отримати інформацію?

Like · Reply · See Translation · Message · 3w

Analyzing comments we noticed that content on both Erasmus+ and eTwinning+ are mostly relevant for the audience.

However there are **questions that have to be answered**. So next topics for publications could be about requirements of universities that want to participate and more about programs for teachers



Context ad – following our audience in Google search

Communicating
Europe
in Ukraine

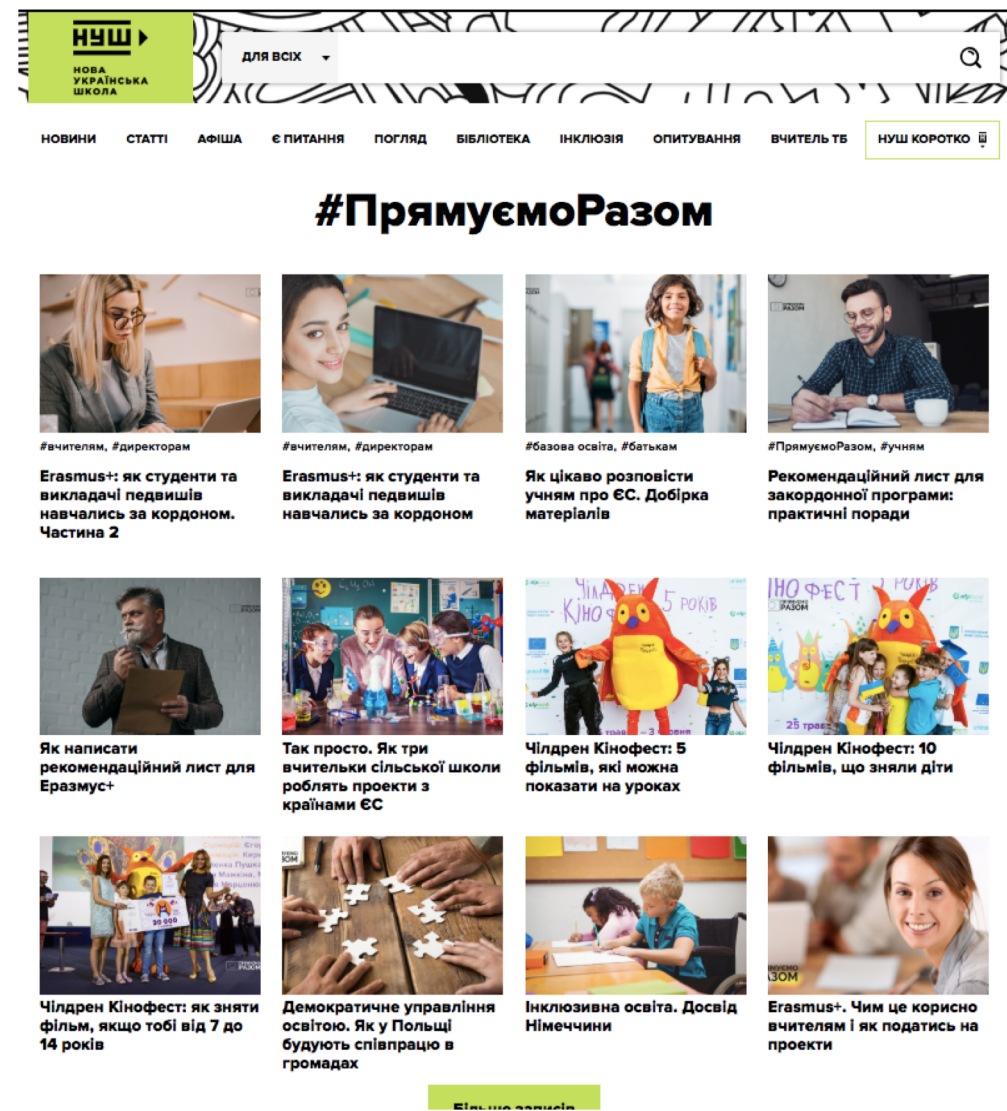


- **Erasmus +**
 - 51 824 impressions & 5 402 clicks

- **Horizon 2020**
 - 234 752 impressions & 6 328 clicks
 - **65% of the traffic** to the H2020 website in December 2018 came from context ad
 - People visit **2 pages** and spend **1:30 min** on the website
 - **Most popular pages:** Participation rules, main page and instrument for SME



- **NUS.ORG.UA** special section about EU results and opportunities for education and research
- In 2018-2019:
 - 25 articles and 11 announcements
 - **47 906 readers** for articles and **21 639** for announcements
 - **277 328** people reached on Facebook



- InScience conference 13-14.09.2018
- Innovation market 21-23.11.2018



More than **2 500** visitors
at **2 events**



Interactive stand with
H2020 game



Next steps



- **5th TV flight** in February-March
- More layouts in **Segodnya**
- More SMM for Erasmus+ and H2020 – **success stories, results & video testimonials**
- Special projects with targeted media: **Platforma** for Erasmus+, **AIN.UA** for Horizon 2020, **The Village** for both programs
- Collaborations with **opinion leaders**
- Participation in **targeted events**
- Updates and simplification of the content on websites



CONTENT IS A KING!
WE NEED MORE SUCCESS STORIES AND RESULTS!



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