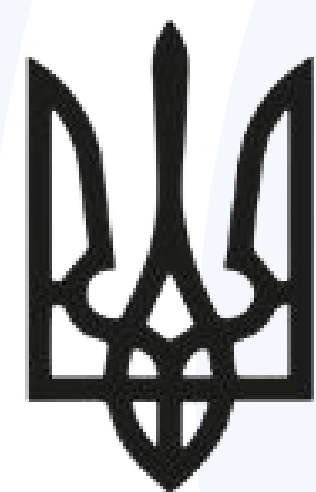


# **STRATEGY OF STRENGTHENING OF UKRAINIAN NATIONAL AND CIVIC IDENTITY**

**FOR THE PERIOD  
UNTIL 2030**

Ministry of Youth  
and Sports of  
Ukraine



MINISTRY OF YOUTH  
AND SPORTS OF  
UKRAINE

## **STRATEGY**

### **of strengthening of Ukrainian national and civic identity for the period until 2030**

Existence and flourishing of Ukraine is impossible without the general recognition by the citizens of their national and civic identity. Feeling of belonging to the Ukrainian nation as a unique community united by the name, symbols, historical memory, social and state (national) values, in particular Ukrainian language and national customs, has a direct influence on the life of every person.

Providing an answer to the challenges and threats that in current conditions have a real impact on the formation of national identity is a prime concern for the state and the society.

Endorsement of the Ukrainian national and civic identities of the citizens is one of the main elements of formation of the capacity of the state to counter internal and external security threats, and, consequently, it receives a special importance for the sphere of national security and defense.

Development of the national consciousness of the society has to be provided based on the following: social and state (national) values (uniqueness, freedom, unity, dignity); examples of the heroic struggle of the Ukrainian nation for establishment of the sovereignty of our own state; ideals of freedom, unity, respect for the Constitution and Ukrainian laws; social activities and responsibility for the delegated state and civic affairs; readiness to fulfill the obligation to protect independence and territorial integrity of Ukraine.

This Strategy establishes the directions, aims, and main goals that the state currently faces; as well as the desired outcomes, mechanisms and measures for monitoring the Strategy's implementation.

Aims of the Strategy correspond with the principles of formation and methods of implementation of the state policy, defined by the Law of Ukraine "On main principles of the state policy in the sphere of establishment of the Ukrainian national and civic identity".

Main components of the state policy in the sphere of establishment of the Ukrainian national and civic identity are national-patriotic education, military-patriotic education and civic education.

Strategy was developed in accordance with the provisions of the Constitution of Ukraine and Law of Ukraine "On main principles of the state policy in the sphere of establishment of the Ukrainian national and civic identity".

## **Analysis of the current situation in the sphere of establishment of Ukrainian national and civic identity; tendencies and justification of the need to solve the identified problems**

The following factors and threats had a significant impact over the last few years on the socio-economic situation in the state, and, consequently on the formation of the national consciousness in general and in the regions: armed aggression against Ukraine, that is being carried out by the occupier state; temporary occupation of the part of the territory of Ukraine; demographic crisis; epidemic situation; problems in the sphere of education, science and culture; absence of the unified system of the national-patriotic education in the regions. All of this impacts the development of the democratic society.

According to the sociological study of the civic identity of Ukrainians in 2022, the overwhelming majority of the respondents identify themselves as citizens of Ukraine (94 %); almost the same number identify themselves as the inhabitants of their region; half of respondents identify as Europeans, while approximately 30% do not identify this way; almost 10% consider themselves to be a “Soviet person”.

Moreover, youth more often consider themselves to be Europeans, while older people more often consider themselves to be “Soviet”. Back in 2020 almost 32 % were ‘longing’ for the USSR, while 49% considered the dissolution of this historical entity as a positive event. In Eastern and Southern regions of Ukraine, the negative assessment of the dissolution of the USSR was predominant.

Results of the conducted sociological surveys demonstrate the existence of the problem of identification of the population as Ukrainians, especially in the regions. And the solution of this problem requires constant and complex actions, aimed at the long-term result of creation of unity in the Ukrainian society by overcoming the differences of the socio-cultural, linguistic and regional nature, based on the European and Euro-Atlantic aspirations, and consolidation of the society on the basis of social and state (national) values.

Consequently, there is a dire need to implement a complex of measures aimed at overcoming the post-colonial and post-totalitarian destructive consequences in the consciousness of the population of Ukraine.

Today, Ukrainian language is not just a means for communication. The number of people using Ukrainian at home continues to grow. In December 2022 the number of citizens who use Ukrainian in their everyday lives increased. If in 2021 this indicator was 64%, in 2022 it increased to 71%. At the same time, the level of usage of Russian language decreased almost by 10%. Such dynamics results from the symbolic refusal, conscious self-identification of the population as Ukrainians through language.

Tendency to identify oneself as a citizen via language necessitates an immediate creation of the unified Ukrainian-language space, in particular via

creation of the new digital and cultural Ukrainian-language product for different age groups and different target groups.

Armed aggression of the occupier-state against Ukraine actualizes the question of the preparation of the qualified specialists in the sphere of establishment of the Ukrainian national and civic identity. In particular, availability of the specialists in this sphere will enable the creation of the efficient educational system, aimed at the national-patriotic education, military-patriotic education and civic education of the population. There is also a need in preparing specialist who will be working with the civil population that lived for extended period of time on the territory of Ukraine temporarily occupied by Russian Federation (henceforth – temporarily occupied territory).

The main problems (challenges and threats) are:

absence of mechanism and systemic approaches towards training, retraining and advanced training of specialists in the field of establishing Ukrainian national and civic identity;

existence of approaches towards training of specialists, that do not meet the requirements of the martial law, prospects for post-war reconstruction of the country and its European integration;

absence of the retraining programs that would allow educational institutions and institutions that carry out educational activities to provide for the training of the specialists, ready to meet the requirements of the martial law, prospects for post-war reconstruction of the country and its European integration; capable of popularizing singular pro-Ukrainian narratives;

necessity of training specialists that can be involved in the processes of reintegration of the population of the temporarily occupied territory.

In conditions, when over the last few years, occupational administrations of the occupier-state are conducting the purposeful policy of destruction of the Ukrainian national and civic education, in particular among children and youth via formal and informal education; there is a need to create measures and contemporary methods aiming at preservation of Ukrainian national and civic identity. Additionally, a constant connection with the population living in the temporary occupied territory should be established. The solution to the mentioned problems can be achieved through the modernization of the network of institutions in the sphere of the establishment of Ukrainian national and civil identity, in particular, the creation of a single system of institutions for the purpose of coordinating activities in the specified area, preparing the population for the protection and defense of Ukraine, socio-psychological rehabilitation of the military and civilian population, which requires psychological and physical recovery.

Ukraine continues its heroic resistance to the unprovoked armed aggression of the occupier state. This resistance is not only military, but also cultural; after all, the question of the agency of the Ukrainian political nation is being solved in

the war for identity. Currently, the aggressor purposefully carries out linguicide, ethnocide and culturicide on the temporarily occupied territory.

In this context, it is worth highlighting the problem of formation and implementation of a unified state informational and educational policy in the sphere of establishing Ukrainian national and civic identity.

In particular, the main problems (challenges and threats) in the informational policy are:

increase in number of global disinformation campaigns;

insufficient level of media literacy (media culture), especially in conditions of the rapid development of digital technologies.

In March 2021 Info Sapience agency conducted a complex study “Index of media literacy of Ukrainians”. Its results showed that the media literacy of 15% of Ukrainians is low; one third (33%) showed results below the average, 44% of the respondents had higher than average level of media literacy, and only 8% had a high level of media literacy. Quite predictably, a high level of media literacy is characteristic of youth (in particular they have well developed digital competence), and the low level of media literacy is typical of the older age group (56-65 years old).

Low level of media literacy of the population strengthened the manipulative and informational influences of the occupier state, and this produced separatist moods among the population of certain regions.

Population of the temporarily occupied territories is also living under conditions of the informational vacuum, and they virtually are losing an opportunity to re-integrate into Ukrainian society. To solve this problem it is necessary to create a mechanism of establishing Ukrainian national and civic identity among the population living in the temporarily occupied territory.

Taking into consideration the fact that formation of the person’s worldview happens in the pre-school and school period of one’s lifetime, special attention should be paid to educational programs of pre-school, full general secondary and extracurricular education, in particular to incorporation into this programs of the questions of Ukrainian national and civic identity. However, currently the introduction of the educational programs is complicated by the migration processes, the loss of the human resources potential and educational infrastructure.

Formation of Ukrainian national and civic identity can take place through the dynamic activity of the institutions of extracurricular education, that currently are in need of profound modernisation.

Formation of the population's knowledge of the rules of fire safety, mine safety and civil protection, the algorithm of actions in the event of emergency situations, the provision of pre-medical assistance is absolutely necessary and is the priority tasks of military-patriotic education.

Today the state is interested in protecting its territory from external intrusion, and citizens — from manipulation with consciousness. This necessitates the search for various forms of preparation of the population, including children and youth, via involvement in educational programs.

Implementation of the veteran policies is transversally connected with the establishment of Ukrainian national and civic identity: formation of the positive image of the veterans; development of sports for veterans of war; formation of the defensive consciousness among citizens of Ukraine; carrying out the events aiming at commemoration of the memory of the deceased veterans of war, as well as state-level commemoration of dates related to the commemoration of war veterans; protection of independence, sovereignty, and territorial integrity of Ukraine, formation of unity and statehood etc.

Transformative processes, political and social instability as well as Ukraine's desire to join the European Union require formation of a responsible and developed civil society.

Over the last years civil society has progressed significantly and quickly reacted to the contemporary demands. Thus, in the report based on the results of the study "Civil society of Ukraine in conditions of war" (December 2022 - January 2023), the following current areas of activity of civil society institutions were considered to be most relevant: aid to the military (18%), work with internally displaced persons and Ukrainian refugees abroad (17.3%), volunteering — 10.6%, social protection of vulnerable groups and assistance to victims of armed aggression — 9.6%. That is, there is a concentration of efforts of institutions of civil society on the most topical issues at the expense of other directions.

Research respondents name the following areas of activity as promising: search for sources of funding, involvement of investments, establishing connections with international organizations (9%). Only 1.9% of respondents chose such area of activity as ukrainisation of the population and patriotic upbringing.

Such a situation holds potential risks of minimizing the important directions of work, in particular in the sphere of establishment of the Ukrainian national and civic identity. This requires the necessity of support of institutions of civil society by the state, in particular when it comes to implementation of the joint state-civic projects in the specified sphere.

### **Vision, aim and priority directions of the Strategy**

Vision – socially active and responsible citizens with the established Ukrainian national and civic identity based on social and state (national) values of Ukraine, living in a state which is a part of European and Euro-Atlantic space, where constitutional guarantees of human rights and freedoms are provided, unity

in the society has been achieved, socio-cultural, linguistic and regional contradictions have been resolved.

The aim of the Strategy is the formation and establishment of the national and civic identity among citizens and diaspora Ukrainians via national-patriotic, military-patriotic and civic education based on the social and state (national) values of Ukraine.

Subjects of relations in the sphere of establishment of Ukrainian national and civic identity are specified by the Law of Ukraine “On main principles of the state policy in the sphere of establishment of the Ukrainian national and civic identity”

State policy in the sphere of establishment of the Ukrainian national and civic identity is directed towards all groups of population of Ukraine, all age categories, and diaspora Ukrainians, and takes into consideration interests of the indigenous nations and national minorities (communities) of Ukraine.

Strategy is being implemented in the following priority directions:

establishment of Ukrainian national and civic identity;

mutual support and cooperation regarding the establishment of Ukrainian national and civic identity between executive bodies, local self-government and institutions of the civil society;

formation of a personnel support system in the sphere of the establishment of Ukrainian national and civic identity;

fostering the development of infrastructure in the sphere of the establishment of Ukrainian national and civic identity.

### **Strategic goals and indicators of their achievement**

Priority direction 1. Establishment of Ukrainian national and civic identity

Strategic goal. Establishment of Ukrainian national and civic identity on the basis of social and state (national) values of Ukraine, formation of the defensive consciousness, civic resilience, social activity and responsibility among the Ukrainians.

For the achievement of the goal the following tasks should be completed:

formation and establishment in the society of the patriotic consciousness, respect towards state symbols, social and state (national) values of Ukraine, understanding of their importance for the incipience of the state; state language as a national treasure and important attribute of the national and civic identity;

formation of the defensive consciousness and civic resilience;

fostering the creation, production and dissemination of Ukrainian-language informational and cultural products, increase of the level of their consumption by formation of the unified state informational and educational policy in the sphere of establishment of Ukrainian national and civic identity;

popularization of the history of Ukraine, in particular of the struggle of Ukrainian nation for self-determination and creation of the own state; of the prominent persons related to Ukrainian state formation, veterans of war, Defenders of Ukraine who died protecting independence and territorial integrity of Ukraine; of Ukrainians whose achievements became a part of the world history;

encouraging the establishment of family values and active involvement of the family in formation of Ukrainian national and civic identity;

formation and preservation of Ukrainian national and civic identity among citizens of Ukraine who are living abroad and on the temporarily occupied territory;

integration of national-patriotic, military-patriotic and civic education into the sphere of recreation and entertainment;

popularization and preservation of cultural heritage and cultural values of Ukraine;

involvement of military personnel and veterans of war in educational activity directed at beginners and basic military training, organization and implementation of programs, realization of projects and execution of measures in the sphere of establishment of Ukrainian national and civic identity;

formation of the active life and civic position, capacity to participate in the life of the society, local authorities and management on different levels, in particular, in volunteering;

formation and development of critical thinking and media literacy, ability to use the acquired knowledge, competences and skills on practice; prevention of dissemination of the unreliable information;

formation of the conscious and responsible attitude of the population to the question of providing pre-medical assistance to persons in emergency situations;

provision of organization of the research and methodical work in the sphere of establishing Ukrainian national and civic identity.

Priority direction 2. Mutual support and cooperation regarding the establishment of Ukrainian national and civic identity between executive bodies, local self-government and institutions of the civil society.

Strategic goal. Provision of the common and coordinated activity of the executive bodies, local self-government and institutions of civil society, international organizations, representatives of business and other subjects in the sphere of establishment of Ukrainian national and civic identity with the aim of formation and implementation of the state policy in the specified area.

For the achievement of the goal the following tasks should be performed:

development of the initiatives directed at the cooperation of the authorities, international organizations, diaspora Ukrainians, institutions of civil society and



socially responsible businesses on the principles of partnership between state and civil society and state and private sector;

creation of coordination councils on matters of the establishment of Ukrainian national and civic identity at the Council of Ministers of the Autonomous Republic of Crimea, local executive bodies, local self-government bodies;

involvement of civil society institutions, experts in the field of the establishment of Ukrainian national and civic identity, war veterans, volunteers and other subjects in the field of establishment of Ukrainian national and civic identity in the formation and implementation of state policy in the specified area;

provision of financial, informational, methodological, organizational assistance and other types of state support to civil society institutions for the implementation of projects in the field of establishing Ukrainian national and civic identity;

the involvement of civil society institutions in the processes of creating a single informational and educational space, including the creation of online tools aimed at establishing Ukrainian national and civic identity.

Priority direction 3. Formation of the personnel support system in the sphere of the establishment of Ukrainian national and civic identity

Strategic goal. Creation and development of a system of training of specialists in the field of establishing Ukrainian national and civic identity in the areas of national-patriotic, military-patriotic education and civic education.

For the achievement of the goal the following tasks should be performed:

formation of a system of training, retraining and advanced training of specialists in the field of establishing Ukrainian national and civic identity;

development and approval of a typical program of professional development in the field of establishing Ukrainian national and civic identity in the areas of national-patriotic, military-patriotic education and civic education;

training of specialists in the field of the establishment of Ukrainian national and civic identity to work with the population that lived in the temporarily occupied territory, and their reintegration into the socio-cultural space of Ukraine;

training of specialists and teaching staff from among war veterans with their subsequent involvement in the organization and implementation of educational activities, implementation of programs, implementation of projects and implementation of measures in the sphere of the establishment of Ukrainian national and civic identity;

improvement of competences, knowledge, abilities and skills of specialists in the field of establishing Ukrainian national and civic identity through non-formal education.

Priority direction 4. Facilitating the development of infrastructure in the sphere of the establishment of Ukrainian national and civic identity

Strategic aim. Ensuring the conditions for the creation and development of infrastructure in the sphere of the establishment of Ukrainian national and civic identity, united in an effective system that popularizes social and state (national) values.

For the achievement of this goal the following tasks should be performed:

ensuring favorable conditions for the creation and development of infrastructure for the establishment of Ukrainian national and civic identity in the regions of Ukraine;

creation and development of national-patriotic, military-patriotic centers for the education of children and youth in institutions in the sphere of the establishment of Ukrainian national and civic identity in close cooperation with institutions of civil society;

fostering the creation of structural units for the establishment of Ukrainian national and civic identity in youth and volunteer centers, spaces, centers and other organizations and institutions that conduct activities in the specified field;

development of the institutional capacity of executive bodies and local self-government bodies in the field of establishing Ukrainian national and civic identity.

### **Expected results of the implementation of the Strategy**

Expected results of the implementation of the Strategy are:

an increase in the number of people covered by measures and projects in the sphere of strengthening Ukrainian national and civic identity;

an increase in the number of citizens who, according to sociological surveys, are proud of their Ukrainian origin and/or citizenship;

an increase in the number of Ukrainian citizens, primarily young people, who participate in voting during elections and referenda held in Ukraine and abroad in accordance with the law;

annual increase in the numbers of the population of Ukraine and diaspora Ukrainians involved in activities and projects in the field of establishing Ukrainian national and civic identity;

an increase in the percentage of the population that is accepted every year for military service in the security and defense forces of Ukraine and other military formations created in accordance with the laws;

an increase in the share of Ukrainian citizens who, according to sociological surveys, are ready to defend the independence and territorial integrity of Ukraine with weapons in their hands;

an increase in the share of citizens who, according to sociological surveys, know and communicate in the Ukrainian language in everyday life;

an increase in the volume of Ukrainian-language informational and cultural products and increase in the level of their consumption;

an increase in the level of media culture and media literacy of the population;

population of Ukraine enjoys an equal right of access to civic education (formal and informal), which is based on social and state (national) values, critical thinking;

implementation of initiatives aimed at the cooperation of the authorities, international organizations, diaspora Ukrainians, institutions of civil society and socially responsible business based on the principles of state-civic and state-private partnership;

a yearly increase in the number of implemented projects in the sphere of the establishment of Ukrainian national and civic identity, supported by executive bodies and local self-government bodies;

a yearly increase of the number of Ukrainian citizens, civil society institutions, international organizations and business representatives involved by the executive bodies and local self-government bodies in the process of policy formation and implementation, making management decisions in the field of establishing Ukrainian national and civic identity;

functioning of the established unified system of training, retraining and advanced training of specialists in the field of establishing Ukrainian national and civic identity;

an annual increase in the number of specialists in the field of establishing Ukrainian national and civic identity, who were involved in formal and informal education activities;

an increase in the number of institutions in the sphere of the establishment of Ukrainian national and civic identity, which are active and implement state policy in the specified sphere, and their increased attendance.

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