



GURT RESOURCE CENTER

Annual Report 2021

Digital Transformation for Good

Thursday, December 9
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Haus des Stiftens



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techsoup
GLOBAL NETWORK



ЦИФРОВА
ТРАНСФОРМАЦІЯ
ДЛЯ ОГС:
ЦИФРОВІ ПРАВА
ТА ЮРИДИЧНІ
АСПЕКТИ



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ABOUT GURT

GURT Resource Center is an innovative accelerator of democratic transformations. Since 1995, we have been committed to better Ukraine developing and utilizing the potential of changemakers.

OUR VISION

GURT strives for a conscious and successful Ukraine where civil society, business, and government collaboratively ensure dignity, confidence, and trust among citizens at local and national levels.

OUR MISSION

GURT accelerates the Euro-Atlantic integration of Ukraine being an effective implementing agency of innovative projects and serving changemakers to develop their capacity and maximize their impact.

GURT's entrepreneurial spirit and can-do attitude enable us to produce outstanding results disregarding different obstacles

STRATEGIC PRIORITIES

- **Re-Forming Ukraine** through the facilitation and implementation of collaborative initiatives of civil society, business, and government
- **Building Capacity of Changemakers** through digitalization, cutting-edge training programs, and customized services
- **Strengthening the Foundation for Civil Society** through small business development, empowerment of local communities, and volunteerism promotion

CROSSCUTTING ISSUES

- Making civil society voice sound
- Networking
- Human rights-based approach and gender mainstreaming

KEY ASSETS

- 55,000+ registered users of GURT's online services
- 34,000+ Facebook community
- 20+ large-scale international technical assistance projects successfully implemented
- Public-private partnership projects experience
- Team of internationally recognized experts

More information about GURT: global.gurt.org.ua

SUMMARY OF RESULTS

The results of 2021 we are proud of:

- In 2021, GURT continued to implement the Technology Assistance Program for Ukrainian Nonprofit Organizations (TechSoup Ukraine), creating opportunities for CSOs' modernization. The overall market value of software donations provided to Ukrainian CSOs by TechSoup Ukraine in 2021 exceeds \$700K. GURT's charity campaign to help Ukrainian Defense Forces engaged 31 Ukrainian nonprofits to purchase licensed software from TechSoup Ukraine in Q4 2021; we transferred 10% of the revenues to the [Come Back Alive Foundation](#).
- The constituency of the GURT web portal remains the most extensive information and communication network of CSO managers and community leaders, which consists of more than 55K registered users from all oblasts of Ukraine. GURT's Facebook page has more than 34K followers, the most comprehensive information platform for civil society and community leaders in the Ukrainian segment of Facebook.
- In cooperation with International Labour Organization, we have built a capacity of more than 1300 potential and acting entrepreneurs providing "Start Your Business" trainings in F2F and online formats.
- GURT became a [finalist of the #Responsibility Award 2021](#) being recognized for sustainable, responsible actions and development of Ukraine by the Bohdan Hawrylyshyn Family Foundation.
- With financial support from the National Endowment for Democracy GURT designed and produced an online course [Open Data for Civil Society Organizations](#). The course was translated into English and published at the [Hive Mind](#) – learning space for activists, trainers, and organizations around the world (powered by TechSoup Global Network).

PROGRESS IN ACHIEVING STRATEGIC OBJECTIVES

Strategic Objective 1. Re-Forming Ukraine through facilitation and implementation of collaborative initiatives of civil society, business, and government

Promoting government accountability and transparency

In recent years, the open data movement has been catalyzing within Ukraine. Adopted in 2015, government Regulation no. 835 requires state bodies to make 900 types of datasets public on the National Open Data Portal (www.data.gov.ua). Moreover, while the oblast centers have successfully coped with this task, open data has become another challenge for local authorities at the community level.

In response to these issues, GURT implemented the project with financial support of NED aimed to enhance transparency and accountability of local authorities in 25 small and mid-sized cities and towns of amalgamated territorial communities from five target oblasts of Ukraine (Zhytomyrska, Sumska, Volynska, Chernihivska, Rivnenska), as well as to increase the level of their cooperation with the civil society based on the conscious use of open data.

To engage municipal officials from target oblasts, we established a partnership with the Association of amalgamated territorial communities. As a result of our communication, we engaged 25 local communities with 100 participants (representatives of local authorities and CSOs). For all participants were conducted online-training sessions covering basic aspects of open data and their application at the community level following the course syllabus designed by our experts. Learning materials include both theory and links to online resources as practical applying of open data. Each team received an assignment to select a topic for the action research and develop a concept of the action research on open data usage at the community level. Our experts individually advised every team to define a topic of the action research and develop a concept.



Nadiia Savchuk, Head of the department of project activities and international cooperation of the Kamin-Kashyrska municipality: "Within the initiative, developed in collaboration with GURT expert, the Kamin-Kashyrska community proposes to create an interactive map of the territorial community. Where we collect information on various functioning spheres and the community's potential in a convenient format for both community residents and everyone interested. The map's main task is to introduce the community through a unified service and demonstrate both potential investment opportunities and tourist routes. Equally important in the implementation of the project is the aspect of open data. All data on the service will be available for download in a machine-readable format".

Finally, we organized an open data community of practice meetup on October 2021. This online event was aimed at presenting success stories of community teamwork,

understanding the needs of the community members in open data, and defining their next steps toward promoting accountability and transparency through open data in Ukraine.

Strengthening MSME Business Membership Organizations in Ukraine

In 2021, GURT, in partnership with UNDP, carried out a whole range of activities to provide high-quality IT-consulting advisory support to Business Membership Organizations (BMO) and increase their awareness of the benefits of using distance digital communication tools applicable in non-profit organizations for constructive cooperation with both governmental structures and business partners:

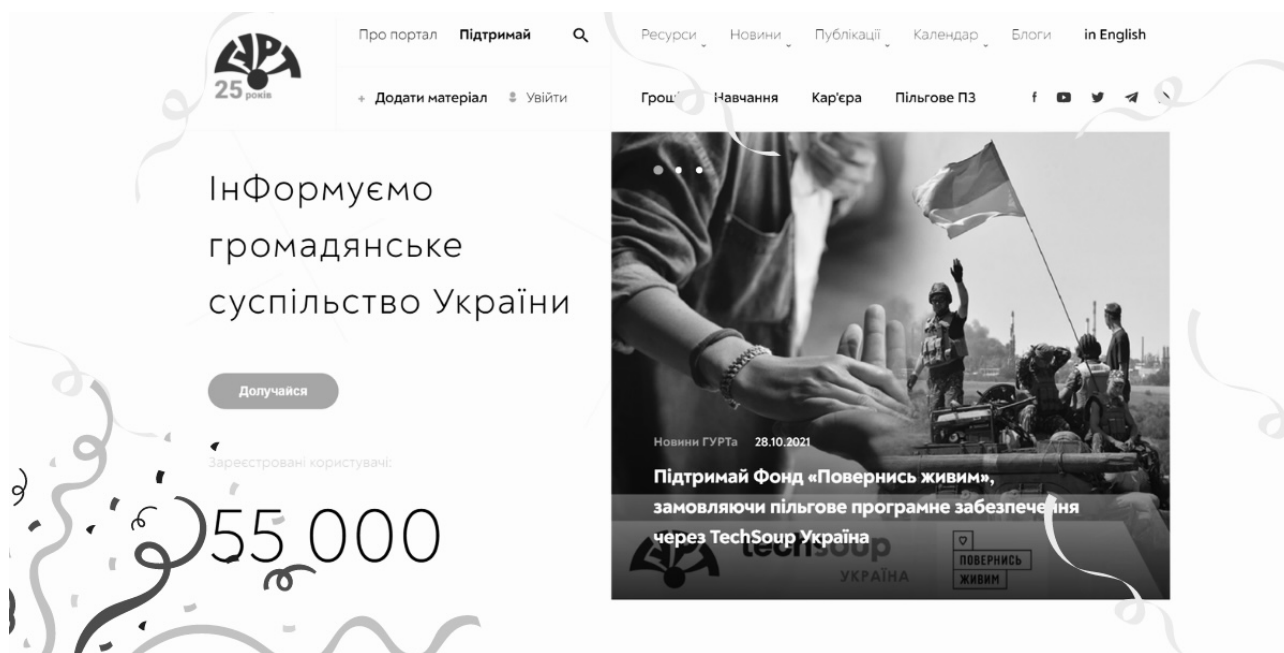
- The communication management assessment toolkit was developed for assessing BMOs' digital needs and maturity;
- A series of webinars were conducted for BMO members. The training program covered obtaining and administering cloud ecosystems such as Microsoft 365 and Google Workspace. Participants received the knowledge of MS 365 and Google Workspace IT tools. BMO managers developed their competencies in cloud services usage and effective team collaboration in cloud storage, data migration, and administration of cloud ecosystems. The webinar on Google products also covered Google Ad grants, which provide access to \$10,000 per month in search ads on Google.com. Using Google search ads can help raise awareness of the organization, recruit new volunteers if necessary, etc.;
- Through consultation, BMO managers received support in obtaining software and using digital tools (Teams, Google Workspace, Zoom, and others). BMO managers built their competencies in software donation programs, cybersecurity, team collaboration, and cloud storage;
- Individual coaching was provided for BMOs per request on registration on the TechSoup Ukraine portal, obtaining the software at a special price for non-profit organizations, and further deployment of selected software, Microsoft 365 or G Suite working environment, ZOOM Discount.

In terms of our strategic task, we have ensured the following: understanding by BMOs of the importance and implementation of distance digital communication policy; increasing their sustainability in terms of IT security and reducing the risk of losing valuable information due to staff turnover by introducing digital tools for secure distance data storage; the ability to use professional digital tools for distance work; benefiting from professional online platforms for mass communication at a special price for non-profit organizations, obtaining skills to use them, and sharing skills within the organization.

Strategic Objective 2. Building Capacity of Changemakers through digitalization, cutting edge training programs, and customized services

Becoming Self-sustainable Civil Society Media Portal

In 2021, the [GURT web-portal](#) remained the most prominent civil society media and the communication platform for CSO and community leaders, which offers deep insight into civil society development in Ukraine.



The GURT web portal unites Ukraine's most significant civil society constituency of more than 55K CSO managers and community leaders. We put ourselves on the task of reaching an effective self-sufficiency indicator for the Portal, which has been developing as a charitable project without funding. Analyzing the needs of our core audience, we emphasized grants and vacancies from international donors and organizations as the most perspective sections for providing Portal self-sustainability. These changes help us improve and customize Portal services to extend our audience.

At the same time, our weekly newsletters and internal mail-outs are the most powerful tool for reaching the audience. Their reach rate is about 35%, three times higher than average in Ukraine.

In addition, we continued to work with the GURT social media: our [Facebook page](#) has more than 34K followers. It remains the most considerable information platform for civil society and community leaders in the Facebook Ukrainian segment.

In 2021, GURT continued to be an official information partner of many development initiatives. Among them, there is long-standing cooperation with the [National Contest "Charitable Ukraine / Blagodijna Ukraina"](#) founded by the Association of Philanthropists of Ukraine.

Enhancing CSOs through Technology Implementation

CSOs need to do good things in the right way. Many Ukrainian CSOs still use illegal software that often threatens the quality of their results and brings cyber security issues. We address this challenge through the [TechSoup Ukraine](#) initiative that GURT has implemented since 2016.

In 2021, GURT Resource Center, in cooperation with TechSoup, continued to implement the Technology Assistance Program for Ukrainian Nonprofits – [TechSoup Ukraine](#), which creates the opportunity for Ukrainian CSOs to use licensed software within the Donations and Discounts for Nonprofits Program.



“SaveDnipro” Team, creators an environmental chatbot [SaveEcoBot](#): “We run a high-tech project with many automated processes, many data sources, and hundreds of thousands of users. Therefore, it is crucial for us to constantly monitor the server's stability and the system's correctness, and there are appropriate tools for this. We used Software as a Service (SAAS) in New Relic to develop commercial automated systems. For the SaveEcoBot system, we first installed a free basic version with certain limitations. Then we found information that New Relic provides a much broader version for nonprofits through TechSoup Ukraine”.

TechSoup focuses on supporting the growth and stability of CSOs through the intelligent use of information and communication technologies. The overall market value of software donations provided to Ukrainian CSOs by TechSoup Ukraine in 2021 exceeds \$700K.

Every year, the European [initiative Meet and Code](#) brings civil society organizations from many European countries to raise the digital skills of children and youth in view of the global Sustainable Development Goals adopted at the UN Summit in 2015. Organizations submit their ideas for events - workshops, hackathons, IT marathons, webinars, etc. - and receive funding for their implementation. All events are held in autumn, just in time for [European Code Week](#). The most creative ideas of the events are awarded at the Meet and Code Awards ceremony. This year, 1461 events were held in 35 countries, involving more than 32,000 participants. Since it was necessary to comply with the rules and restrictions due to Covid-19, all events were held online. GURT Resource Center, as a Techsoup network partner in Ukraine, selected and supported 110 events organized by 43 Ukrainian CSOs, two of which were shortlisted for the [Meet and Code Awards](#):



- ["Girls Rocket Challenge!" by Association Noosphere](#): Young, talented girls taught modern technologies that can be harnessed to design their own rocket. They shared the main secrets of rocket design according to aerodynamics laws, the rocket flight control system, and its unique fuel-inventing engine. The event inspired participants to explore more about new technologies and programming in the space industry;
- ["Write your first web project for your community! by NGO Crash of stereotypes"](#): This event brought together children of veterans ATO from different parts of Ukraine and used coding to unite them and give them a sense of community. Participants worked together to create a platform where veterans' children can find friends and learn code together. Everyone chose a role in the project, from designer to coder and worked together on all the key implementation points, including prototypes, sketches, and architecture.

Within the project implemented by GURT under the support of the U.S. Embassy in Ukraine: Digital Transformation Accelerator, Ukrainian CSOs have got an excellent opportunity to assess their digital capability independently with the toolkit developed by our experts that allows them to determine the usage level of information and communication technologies, and readiness for digital transformation.



Such an assessment helped to consult CSO further and deploy Google services for practical activities. To reach a wider audience, we conducted several webinars dedicated to Zoom features and functionality, practical settings of Google Workspace cloud storage, digital rights, and legal restrictions.

The final online conference on the best digital practices of Ukrainian CSOs gathered over 90 representatives of public organizations, local communities, state institutions, and educational and cultural-educational institutions from different regions.

We placed all webinars and the best moments of the Conference when CSOs shared their experience on our [Youtube channel](#) to share our developments genuinely with civil society and encourage them to use licensed software for efficiency.

Creating an online course Open Data for Civil Society organizations



With financial support from the National Endowment for Democracy GURT designed and produced an online course [Open Data for Civil Society Organizations](#). The course was translated into English and published at the [Hive Mind](#) – a learning space for activists, trainers, and organizations around the world (powered by TechSoup Global Network).

In spring 2021, GURT launched an extensive information social media campaign for the open casting of speakers for the online course. We asked

civil society leaders to create a 30-sec viral video advertising the upcoming self-paced open data course launch. Representatives of local authorities and public institutions, CSO leaders, and activists created videos and distributed them through their networks and contacts on Facebook, Instagram, and TikTok, significantly increasing social society interest. All information campaign participants used our [#GURTOpenData hashtag](#). Thanks to raised awareness from the campaign, we found great speakers to produce the open data course and gathered a large audience interested in taking the course and disseminating it.

Strategic Objective 3: Strengthening the Foundation for Civil Society

Developing small businesses through entrepreneurship skills training

GURT Resource Center implements activities through the partnership with International Labour Organization (ILO) financed by DANIDA, GIZ, and UNDP aimed to organize face-to-face and online Start Your Business training for potential and acting entrepreneurs. SIYB training is supposed to help entrepreneurs start and develop small businesses, increase personal income, and create additional jobs in their local communities. In 2021, more than 1300 participants were trained in entrepreneurship skills.

We provided mentorship to the selected beneficiaries (women in Rivne and Sumy regions who suffered from COVID-19) of the SYB training program, who engaged in entrepreneurial activity and potential startups with post-training support. As a result, 31 women potential entrepreneurs - took the opportunity to develop and formulate a bankable business plan, hence, enhancing their preparedness to obtain a loan.



Mariia Babych, owner of a beauty salon “ShuShur”, Okhtyrka, Sumska oblast: *"After “Start your business” training I registrant my own business. I dreamed about it for several years, but I needed more knowledge that is specific. After the training, I was lucky to get a mentor's support. From GURT's mentor, I received beneficial advice on running an Instagram page, working with my audience, and designing a "consumer corner." We discussed methods of attracting new customers am still a new person in the city and know few people. In addition, I learned about licensed equipment and grants for entrepreneurs and where to look for them."*

Building a network of self-help group practitioners

GURT continues the promotion of self-help group methodology as an effective way of the community-based psycho-social rehabilitation of russia invasion victims. In January 2021, we conducted a conference to develop a network of SHG practitioners in Ukraine in the frame of the project "Self-help groups as a catalyst for social change for community cohesion" supported by the UN Recovery and Peacebuilding Program with the financial support of the European Union.



The main talking point of the conference was: "How do we build a network of self-help practitioners in Ukraine?". Self-help as a social change technology has proven its effectiveness in many countries. The creation of the National Network of Self-Help Practitioners allows the formulation and promotion of a common position on the application of self-help technology in various spheres of public life, exchange of knowledge and best practices at the local and national levels.

At the conference, the [Memorandum of Initiative for establishing the National Network of Self-Help Practitioners](#) was signed, which is open for joining.

FINANCIAL REPORT

GURT Resource Center conducts the annual audit in accordance with the international standards on auditing issued by The International Auditing and Assurance Standards Board (IAASB). Audit Firm AUDIT AND ACCOUNTING Limited Liability Company (registration number in the Register of Auditors and Audit Entities No. 4867) carried out the audit of the GURT Resource Center for the year 2021.

Statement of Cash Flows (in thousands of Ukrainian Hryvnias)

| | |
|---|-----------------|
| Cash donations received in 2021 | |
| International Labour Organization | 5 399 |
| National Endowment for Democracy | 1 380 |
| Black Sea Trust for Regional Cooperation | 1 311 |
| TechSoup Foundation (SAP Meet&Code Project) | 1 265 |
| TechSoup Ukraine | 925 |
| BBE/Ministry of Foreign Affairs of Germany | 466 |
| UNDP | 255 |
| US Embassy in Ukraine | 222 |
| Erasmus+ EU Program for Education, Training, Youth, and Sport | 54 |
| Other funds for statutory activities | 53 |
| Total cash receipts | 11 330 |
| Cash spent in 2021 | |
| Project management | (5 122) |
| Conferences, workshops, meetings, events | (3 047) |
| Information activities | (400) |
| Subgrants | (1 411) |
| Administrative and fundraising expenses | (3 547) |
| Total cash spent | (13 527) |
| Foreign exchange and translation differences | (208) |
| Net increase in cash and cash equivalents | (2 405) |
| Cash and cash equivalents at the beginning of the year | 6 000 |
| Cash and cash equivalents at the end of the year | 3 595 |

PARTNERS AND DONORS



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and Cooperation SDC



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The Black Sea Trust
for Regional Cooperation

A PROJECT OF THE GERMAN MARSHALL FUND

NENO

Network of Estonian
Nonprofit Organizations



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