

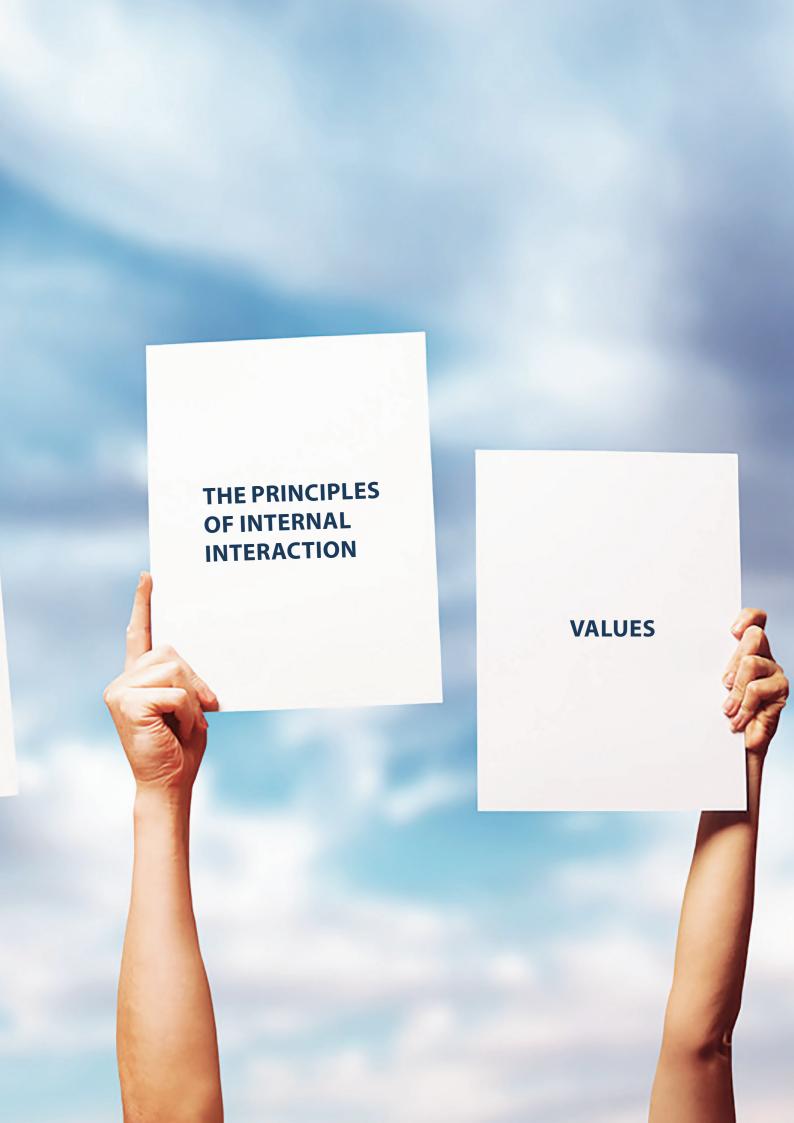




PREAMBLE

The organization exists because the problem of barriers in Europe is growing despite the globalization, progress in implementing the visa-free regime, and the need for skilled work to overcome the efficiency of barriers will increase. Dilemma "security-freedom," in particular regarding the freedom of movement of persons, will be one of thecross-cutting themes of European and Ukrainian policies in the next decades. The organization will have a clear thematic niche as populist pressure on freedom of movement will intensify, and the trend toward greater closeness of societies will include a desire to play back European achievements in terms of open borders. Ukraine is already becoming a part of common European field. The organization will build a sustainable bridge between the European and Ukrainian agendas. In this area, not only traditional forms of international public cooperation are possible, but also the formation of a new culture and practice of civic cooperation between Ukraine and the EU.





MISSION:

To find a new balance between freedom of movement and security (national and human security)in an effort to see Europe without barriers and Ukraine being a part of this Europe.

VISION:

Our aim is to see the world, where: Ukraine is a safe and friendly country.

Ukrainians use the visa-free entry to the EU, which is backed by statistics of mobility, the number of visa-free countries increases.

The risks of restoring the visa regime with the EU are eliminated. Stability of reforms within the Action Plan on Visa Liberalisationis achieved. Ukraine meets obligations in the field of asylum refugee, anti-corruption, and anti-discrimination.

A public discourse that opposes a fear of immigrants was created and is maintained.

Ukraine successfully overcomes the challenges caused by the conflict in particular regarding IDPs and border control.

Ukraine successfully uses existing political and legal instruments of freedom of movement including the Association Agreement, the Common Aviation Area Agreement with the EU, etc.

The queues and corruption factors at the Ukrainian borders with the EU are overcome.

THE PRINCIPLES OF INTERNAL INTERACTION:

- Concern, commitment to the mission, volunteering
- Safe and constructive working space: an opportunity to raise complex issues, organization, respect to each other, honesty, mutual support.
- Efficiency: we take care of the fact how much what cost, for little resources achieve significant results, we are able to understand limitations in resources and to achieve results with appropriate resources.
- Prudence: balanced, critical thinking, diplomacy, constructiveness.
- Aspiration of professional growth, professionalism.

VALUES:

- Equality of rights
- Publicusefulness, service
- Independence, Neutrality
- Accountability: transparency and publicity
- Partnership and cooperation
- Balance and social responsibility





Nº1

GOAL №1 ACHIEVE VISA-FREE REGIME WITH THE EU AND SECURE IT FROM CANCELLATION

TASK	SUBTASKS
Nº1 TO ENSURE CONSTANT COMMUNICATION BETWEEN UKRAINE AND THE EU AND ADVOCACY FOR VISA LIBERALISATION	 Develop advocacy campaign to achieve visa-free regime Conduct an advocacy campaign Conduct an interim and final evaluation of the advocacy campaign Conduct an ongoing communication support of advocacy campaign in Ukraine and the EU member states
Nº2 ENSURE REACTING TO CHALLENGES THAT MAY AFFECT THE SUSTAINABILITY OF THE VISA-FREE REGIME	 Create an international expert group of "rapid response international group." Develop communication strategy of reaction on challenges that can affect the sustainability of visa-free Complete training on anticrisis communication Ensure own immersion into the current political context of the EU
№3 COUNTERACT	1. Develop an information campaign on the rules of lawful use of visa-free regime

- Nº3
 COUNTERACT
 THE ABUSE OF
 VISA-FREE REGIME BY
 UKRAINIAN CITIZENS
- 2. Conduct the information campaign
- 3. Conduct an interim and final evaluation of the information campaign.

LONG-TERM RESULTS

The Council of the European Union and the European Parliament voted for granting Ukraine visa-free regime. Ukraine is on the list of countries whose citizens do not have to get visas to the EU to make short trips up to 90 days. Visa-free regime came into force. Citizens of Ukraine can freely and without discrimination use visa-free regime.

Risks and grounds to review Ukraine visa-free status were reduced. Visa-free regime with the EU works.

Risks and grounds of reviewing Ukraine's visa-free status were reduced.

Information on regulations of visa-free regime usage is available for citizens of Ukraine, who seek it Everyone who travels to the EU is aware of the rules of the visa-free

regime.



GOAL №2 ENSURE PUBLIC OBSERVATION AND INFLUENCE ON IMPLEMENTATIONS OF THE REFORMS UNDERTAKEN UNDER VISA LIBERALISATION, INCLUDING

TASK

SUBTASKS

Nº1
MONITOR
THE PROGRESS
AND PROBLEMS IN
IMPLEMENTATION OF
REFORMS IN DOCUMENTS
SECURITY, BORDER
AND MIGRATION
MANAGEMENT AND
ANTIDISCRIMINATION

- 1. Develop a methodology for monitoring of the mentioned reforms
- 2. Determine the target audiences to communicate the results of monitoring of the mentioned reforms
- 3. Conduct a qualitative monitoring of the mentioned reforms
- 4. Ensure a comprehensive communication of monitoring results on the reforms implementation to the relevant target audiences in Ukraine, and the EU

Nº2
ENSURE PRODUCTIVE
COOPERATION
(PROVIDING
APPROPRIATE,
REALISTIC
RECOMMENDATIONS
INCLUDING THE
CONTEXT) WITH
STATE AUTHORITIES
THAT IMPLEMENT
THE REFORMS

- 1. Ensure the state authorities, which are responsible for reforms implementation with quarterly recommendations on implementation of the mentioned above reforms
- 2. Ensure dialogue with the state authorities, which are responsible for reforms implementation
- 3. Ensure support to state authorities on implementation of organization's recommendations on the reforms

LONG-TERM RESULTS Target audience in Ukraine and the EU received a comprehensive, professional and impartial assessment of the reforms' implementation Reforms are implemented



GOAL Nº3 DEVELOP FRIENDLY FOR FOREIGNERS PRACTICE OF ENTRY TO UKRAINE AND REALISATION OF THEIR RIGHTS

TASK SUBTASKS

Nº1
ENSURE PUBLIC
INFLUENCE ON
THE PROBLEMATIC
SPHERES OF STATE
POLICY ON
FOREIGNERS
IN UKRAINE

- 1. Analyze current legislation in the field of entry and stay of foreigners in Ukraine
- 2. Assess practice of entry and stay of foreigners in Ukraine and the level of their rights
- 3. Collect data on the level of ensuring foreigner's rights
- 4. Provide recommendations to state and local authorities on the realization of foreigners' rights
- 5. Ensure dialogue with the state authorities, which are responsible for the policies of entry and residence of foreigners
- 6. Provide support of state authorities' data on implementation of recommendations

Nº2
COUNTERACT THE
MIGRANT PHOBIA
AND DISCRIMINATION
AGAINST
FOREIGNERS

- 1. Examine available researches in the field of migrant phobia and discrimination against foreigners
- 2. Determine a gap in these researches
- 3. Ensure regular updates of the situation
- 4. Build dialogue and cooperation with NGOs representatives and the media to counteract migrant phobia
- 5. Develop an advocacy campaign focused on overcoming migrant phobia
- 6. Conduct advocacy campaign
- 7. Conduct interim and final assessment of the advocacy campaign
- 8. Conduct a permanent communication support of the advocacy campaign in Ukraine

LONG-TERM RESULTS State policy on foreigners has become more friendly, organizations' recommendations were accepted and implemented by state authorities A positive information background concerning foreigners in Ukraine was formed. Journalistic ethics concerning foreigners was formed.

Nº4

GOAL 4 FACILITATE FREEDOM OF MOVEMENT FOR UKRAINIANS

TASK	SUBTASKS
Nº1 MONITOR THE CONDITIONS OF CROSSING THE EU BORDERS	 Develop a methodology for monitoring of crossing the EU borders Identify target audiences to communicate the monitoring results of border crossing Conduct quality monitoring of crossing the EU borders Provide a comprehensive communication of monitoring results to the relevant target groups in Ukraine and the EU
Nº2 FACILITATE THE REMOVAL OF MOBILITY OBSTACLE OF IDPs AND CITIZENS OF UKRAINE FROM TEMPORARILY OCCUPIED TERRITORIES (CUTOT)	 Develop methodology for the analysis of mobility barriers of IDPs and CUTOT Determine target audiences to communicate the results of analysis of barriers mobility of IDPs and CUTOT Conduct a qualitative analysis of mobility obstacles of IDPs and CUTOT Ensure a comprehensive communications analysis results to the relevant target groups in Ukraine and the EU Develop and deliver relevant recommendations to facilitate procedures of crossing borders and demarcation lines by IDPs and CUTOT Provide explanations on design features of identification and authorization documents for IDPs and CUTOT
Nº3 PROMOTE LIBERALISATION OF PASSENGER TRANS- PORTATION BETWEEN UKRAINE AND THE EU	 Develop advocacy campaign to achieve the signing of the CAA and legislative changes in policy of passenger transportation under the Association Agreement with the EU Conduct the advocacy campaign Conduct interim and final assessment of the advocacy campaign Conduct a permanent communication support of the advocacy campaign in Ukraine and the EU member-states

LONG-TERM RESULTS Queues and corruption factors at the EU borders were minimized. The system of detecting violations during the border crossing was established. Minimized the number of violations of the rights of IDPs and CUTOT when crossing borders and demarcation lines. Ukraine successfully implements the Association Agreement in terms of transport policy and CAA Agreement. The number of travelers between Ukraine and the EU increased.





GOALS RISKS 1. Increase of illegal migration and asylum seeking from Ukraine **ACHIEVE** to the EU VISA-FREE 2. Activation of political forces of the Eurosceptics in the EU **REGIME WITH** member states THE EU AND 3. The escalation of the military conflict with Russia **SECURE IT** FROM 4. Lack of EWB resources for advocacy visa-free regime with the EU **CANCELLATION** 5. The collapse of the Schengen zone 6. Turkey will take over all the attention of the EU on visa-free regime íssue 1. Increasing of high-level competition that pushes us out from the **ENSURE PUBLIC** research area **OBSERVATION** 2. Lack of qualification in EWB on specific reforms, which were AND INFLUENCE initiated by VLAP ON IMPLEMEN-TATIONS OF 3. The lack of qualified officials at all levels for successful implementation of reforms THE REFORMS UNDERTAKEN 4. Imitation of reforms and populism of authorities **UNDER VISA** LIBERALIZATION, 5. Loss of public interest and disappointment in practical importance INCLUDING of visa-free regime as an effective means of entry to the EU **DOCUMENTS** 6. Coming to power of pro-Russian political forces and "rollback" of SECURITY, the reforms **BORDER AND** MIGRATION 7. Defamation of anti-corruption institutions in the fight against corruption at the highest level MANAGEMENT AND ANTIDIS-8. Coming to power of "Right Forces" and rollback of the reforms and fight against European integration CRIMINATION 9. Loss of interest in European integration of Ukrainian politicians

COUNTERACTION
Information about the Ukrainian normative and legal bases on crossing EU borders, and how to minimize the factors that lead to illegal migration
Providing an impartial assessment of possible risks of intensification of Eurosceptical political forces, advocacy ideas of "united Europe."
Reviewing of the Strategy
Preparation of project applications, active fundraising, search for partners
Reviewing of the Strategy
Accumulation of international support on granting Ukraine visa-free regime
Increasing of expert resources of the organization, associations with competitors in the sphere of research
Screening out of some reforms initiated by VLAP, the involvement of external experts in working, training of EWB employees
Conducting explanatory training and seminars for state authorities, preparation, and distribution of information materials, use of resources, which are provided by the project EU4U
Activation of the rapid response international group
Information campaign about the benefits of the visa-free regime
Reviewing of the Strategy
Activation of the rapid response international group
Reviewing of the Strategy
Activation of the rapid response international group

GOALS	RISKS
DEVELOP FRIENDLY FOR FOREIGNERS PRACTICE OF ENTRY	1 Topic of IDPs is more urgent than the topic of migrants
	2. Lack of practical experience with migrants in EWB
	3. Deterioration of the migration crisis in the EU "tightening" of migration policy in the EU member states
TO UKRAINE AND REALISA-	4. The resistance of people in cooperation with foreigners because of discontent with their own situation
TION OF THEIR RIGHTS	5. Lack of qualifications and ethics of journalists in covering the topics of migrants
FACILITATE	Unresolved international conflicts that do not allow to enter into and sign interstate agreements
OF MOVEMENT	Lack of EWB impact on border management institutions of the neighboring countries
FOR UKRAINIANS	3. Lack of accented funding and interested donors
	4. Lack of understanding of target audiences
	5. The aggravation of conflicts with neighboring countries
	6. Lack of resources to travel within and outside Ukraine

COUNTERACTION
Strengthening the capacity of the organization in work with IDPs, training, partnership with relevant organizations on the topic of IDPs
Involvement of external experts, training for employees
Conducting advocacy activities in the EU to create a positive image of the citizens of Ukraine
Implementation of information events, clarifying the specific topic of migration and interaction with migrants
Involvement of experts on coverage the topic of migrants in media, explaining journalists the features of the topic
Reviewing of the Strategy
Activation of the rapid response international group, developing partnerships with civil society in neighboring countries
Preparation of project applications, active fundraising, search for partners, reviewing of the Strategy
Involvement of external experts
Reviewing of the Strategy, development of partnerships with civil society in neighboring countries
Finding ways of travel cheapening for Ukrainians and diversification of carriers

external risks

internal risks