

The John Smith  
Memorial Trust



Ministry of  
**JUSTICE**

Promoting Democracy and Good Governance

# Good governance through youth engagement Action plan

Taras Berezovets, John Smith Fellow 2011 (UKRAINE)

# “Dirty” politics



- ***“People never lie so much as after a hunt, during a war or before an election”***

Otto von Bismarck (1815 – 1898),  
Prime Minister of Prussia

# Goal



- *Building sustainable democracy through youth engagement*

# Problem#1 Young men's willingness to vote\*

Country	Willingness to Vote (%)
Poland	51.9%
Kazakhstan	40.7%
Ukraine	25.7%
Russia	25.5%

Poland 51.9%

Kazakhstan 40.7%

Ukraine 25.7%

Russia 25.5%

- Young people all around the Europe are politically apathetic

\* Gorshenin Institute (Ukraine) poll among 5.155 students in Ukraine, Russia, Kazakhstan and Poland, Oct 2010 – Mar 2011

## Problem#2 Thirst for emigration



- 50,4% of Ukrainians aged 18-29 years want to emigrate\*

\* Centre Sofia (Ukraine) poll among 2022 Ukrainians from 22 to 30 March 2011, STB TV Channel

# Objectives and means

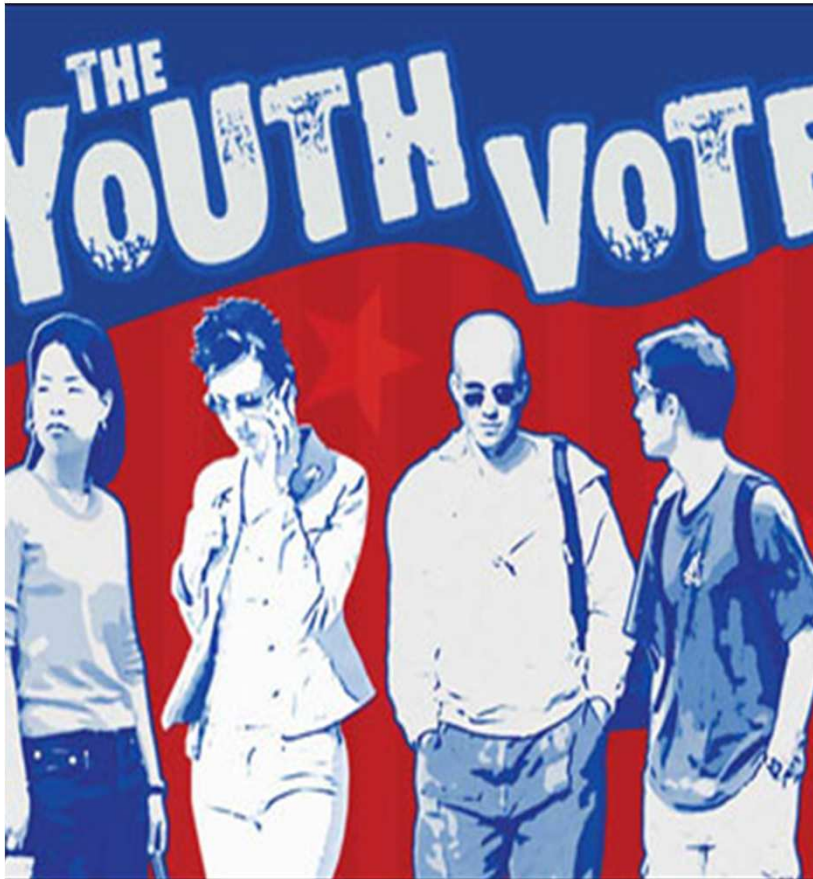
- Raise youth awareness about corruption
- Develop social networks
- Improve public service recruitment

# Objective #1



- Raise youth awareness through advertising campaign in the 2012 parliamentary elections («*Corruption deprives your dignity*»)

## Objective #2



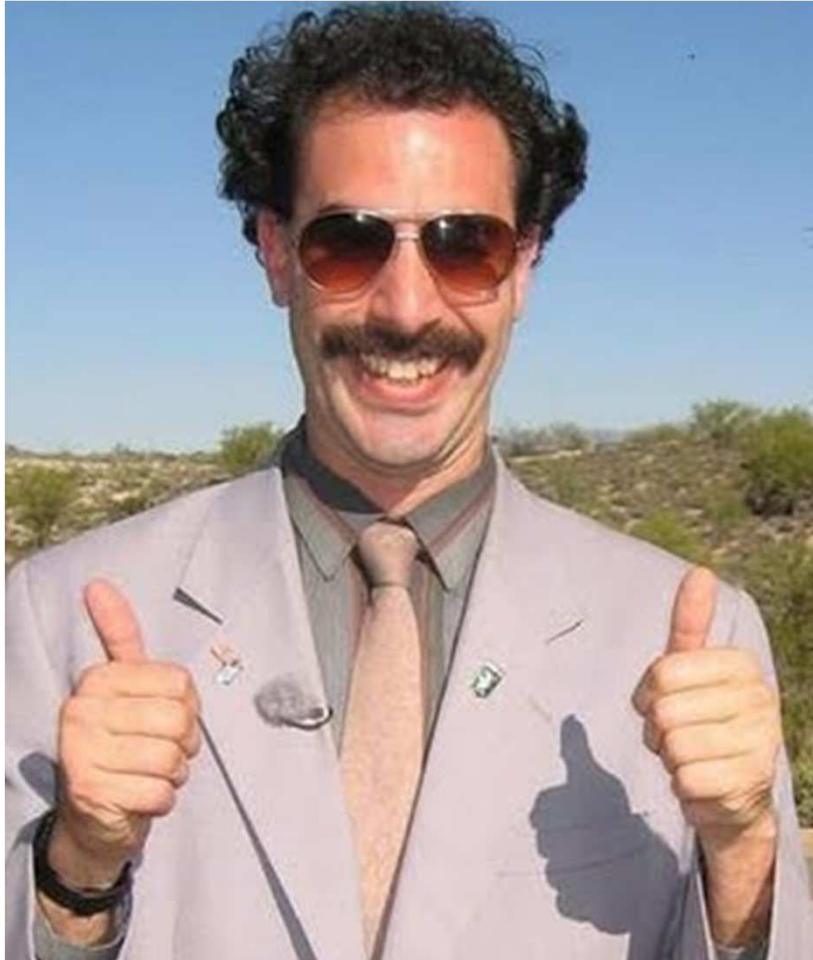
- Engagement through social networks (Facebook, Vkontakte), blogging (Ukrainska Pravda, Korrespondent, Telekritika etc)

# Objective #3



- Pilot program with the Ministry of Economic Development and Trade to recruit the 30 best graduates of economics faculties of 2011

# Outcomes assessment



- Increased turnout of young voters in 2012 elections
- New anticorruption blogs and websites
- Increased popularity of public service