Media-research project

2024

ANNUAL ACTIVITY REPORT

NGO ComebackUA

Зміст

1. ABOUT US

1.1. Goals and objectives

ComebackUA investigates and disseminates the research findings on forced Ukrainian emigration.

Our goal is to become a platform that gathers and processes all information related to Ukrainian migrants who were forced to leave the country due to the full-scale invasion in 2022.

The main focus of the project's activities includes demographic statistics, repatriation strategies, and communication policies aimed at encouraging the return of Ukrainians and maintaining emigrants within the Ukrainian socio-cultural sphere.

> **Mission - facilitating the repatriation of Ukrainians displaced by forced emigration**

STRATEGIC GOALS:

- Maintaining emigrants within the Ukrainian socio-cultural space
- Encouraging repatriation
- Supporting the creation of a network of Ukrainian communities abroad and organizing systematic communication between them
- Integrating positive European experiences into local communities in Ukraine
- Countering disinformation
-

> **GOAL** – implementation communication strategies targeting forced Ukrainian emigrants

OBJECTIVES:

- To conduct a series of studies on the communication landscape of forced Ukrainian emigration.
- To develop a communication strategy targeting displaced Ukrainians.
- To engage public, governmental, international institutions and professional associations in the implementation of the communication strategy.
- To create tools for systematic monitoring of the communication field of displaced Ukrainians (social media, apps, etc.) and a platform for developing horizontal communication between citizens and institutions.

1.2. Activity areas and sectors

ComebackUA's activities are focused on three key areas:
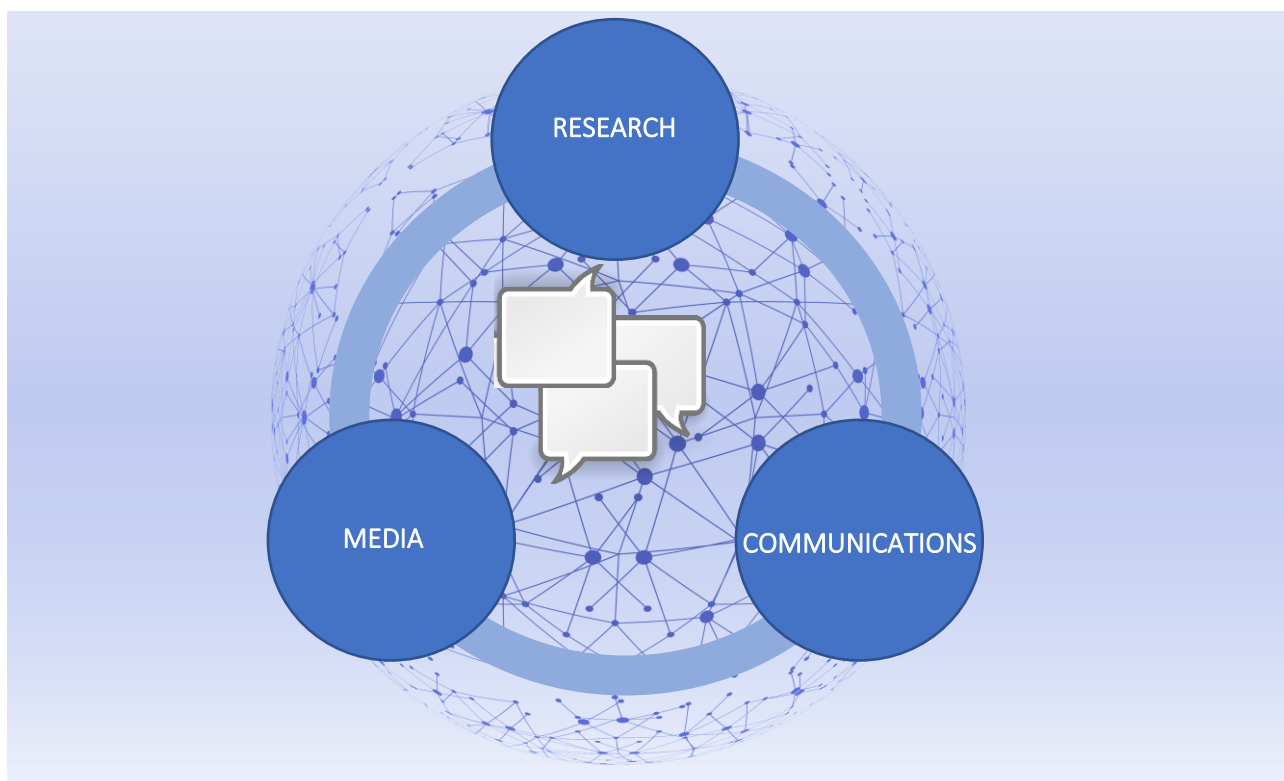
- Research

ComebackUA conducts both original research and analysis of published data regarding forced Ukrainian emigration.
Currently, ComebackUA is focused on studying the communication landscape of displaced citizens, specifically Ukrainian communities formed on social media platforms.

- Media

The project's activities include processing demographic and socio-economic data, conducting original research, and creating content that highlights the results in the public domain.

- Communications

The primary goal of conducting and processing research at ComebackUA is to develop and implement communication strategies that will become part of the overall communication policy aimed at displaced persons.

The cross-sectoral nature of studying forced emigration is a distinctive feature of ComebackUA's field of activity. Supporting repatriation, as one of the project's key goals,

involves researching changes across nearly all spheres of Ukraine's socio-economic and cultural development, as well as the diaspora.

The main sectors of ComebackUA's activities are:

- Demography
- Culture (studying identity changes in displacement conditions)
- Social policy
- Education (distance learning for emigrants)
- Digitalization (development of digital skills and the use of digital technologies in the economy and society)
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1.3. Target audience

 Ukrainian citizens who were forced to leave the country after February 24, 2022, and are considering returning to Ukraine once certain conditions are met.

 Public, governmental, and international institutions capable of influencing the implementation of measures that encourage the return of Ukrainians home.

 Ukrainians who have decided to remain living abroad and are willing to strengthen Ukraine's influence in the international arena by building connections among Ukrainians worldwide.

2. KEY ACHIEVMENTS 2024

2.1. Development and maintenance of informational infrastructure

n 2024, the organization developed its website and ensured its continuous updating:
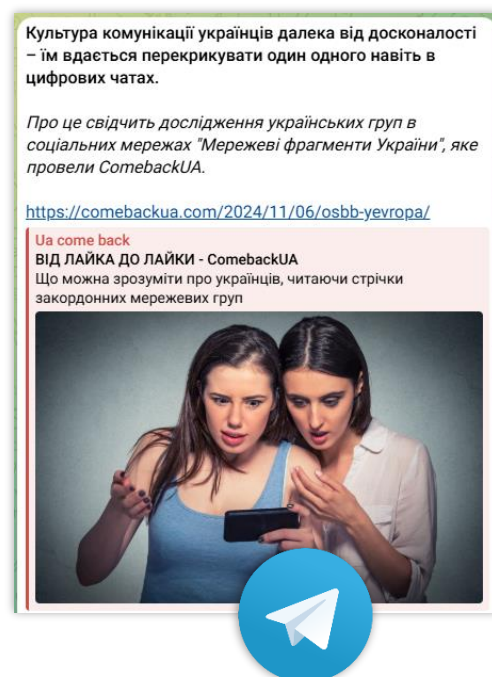https://comebackua.com/

Two organizational communication platforms are regularly updated on the social networks Facebook and Telegram: approximately 50 thematic posts were published on each channel in 2024.
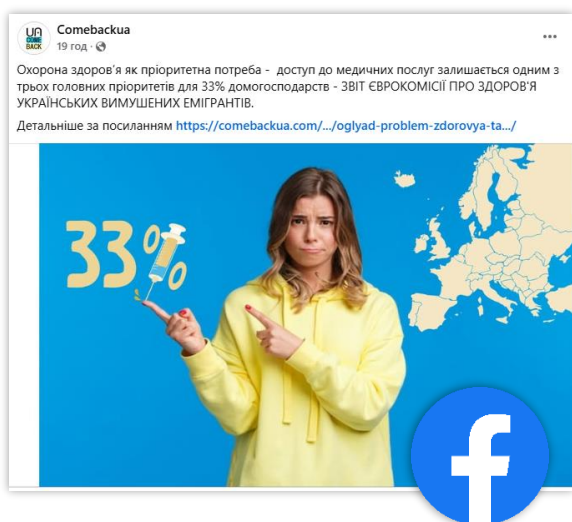
2.2. Development and implementation of innovative technologies

In 2024, we developed an innovative technology to study the communication landscape of displaced persons within communities formed on social media.

A technology for structuring and evaluating communication among emigrants in social networks was developed to analyze social media feeds. Unlike most studies, our developed public opinion assessment technology does not limit respondents to direct or focus group surveys but examines spontaneous communication within online communities, identifying communication patterns that emerge in situations of informal interaction. This approach allows tracking the most commonly used narratives and highlighting the most important discourses from the perspective of the target audience itself. The results of such studies can add objectivity to the overall understanding of Ukrainian migration.

Novelty:
Due to the unusual choice of the research field, there is a need for new methodological approaches that allow for computing and analyzing network communication. For this purpose, we combined methods of structural, quantitative, and qualitative analysis, utilizing elements of contextual analysis and mathematical modeling.

Innovativeness:
Using a mathematical model, we calculate response indicators introduced on social media platforms: likes, comments, and shares. The content is analyzed qualitatively, which enables observing changes in the identity of the target audience.

2.3. Projects and researches
2.3.1. General characteristics of project activities

In 2024, the organization implemented:

3 projects,

2 have been completed,

1 is ongoing

Tab 1. List of studies and projects implemented in 2024

№ з/п	short name	full name	Project status as of the end 2024
1.	EDUCATION	Analysis of the remote school education system abroad	Completed
2.	NETWORK UKRAINE	Research of Ukrainian communities created by emigrants abroad: "Network Fragments of Ukraine"	Completed
3.	DEMOGRAPHICS	Analysis and visualization of statistical data on Ukrainians abroad: interactive dashboard "Demographics"	Ongoing

2.3.2. Overview of 2024

1) Analysis of the remote school education system abroad (EDUCATION)

An analysis of the problems of remote school education abroad has been conducted. Problems and opportunities have been identified for retaining children and adolescents in the Ukrainian education system abroad through the use of remote school education systems.

ОСВІТНЯ ПУПОВИНА. Проблеми дистанційної шкільної освіти за кордоном

Period of the research: January–February 2024

Countries studied: Germany, Poland, and the Czech Republic, as the countries that provided temporary protection to the largest number of displaced Ukrainians.

### 2) Research of Ukrainian communities created by emigrants abroad: "Network Fragments of Ukraine" (NETWORK)

The study "Network Fragments of Ukraine" was conducted, focusing on the communication of displaced Ukrainians within national communities created on social media platforms. Using an innovative contextual analysis technology, a database was formed to support monitoring studies of public opinion through social networks.

Period of the research: *feb-apr 2024*

Countries studied: Germany, Poland, and the Czech Republic as countries that provided temporary protection to the largest number of displaced Ukrainians.

Scope of processed data: 200 online communities, over 2,000 posts, and 5,000 comments.
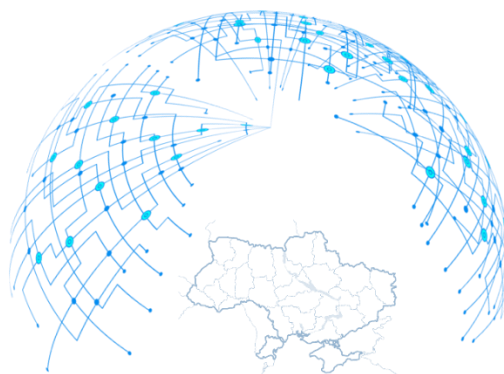
3) Analysis and visualization of statistical data on Ukrainians abroad (DEMOGRAPHICS)

As part of the organization's Special Project "Demographics," interactive dashboards have been created on the website, displaying up-to-date demographic statistics published by international and Ukrainian statistical agencies.

Period of implementation: ongoing from *2023*

Countries studied: All countries that provided temporary protection to Ukrainians

Thematic sections:

Statistics on Ukrainian migrants in countries worldwide (infographics)
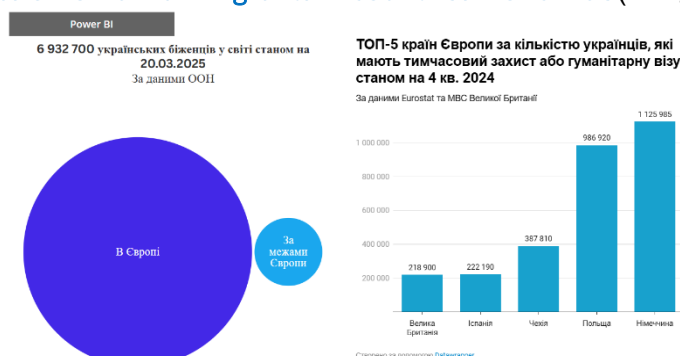
Forced migrants (demographics in POWER BI)

Barometer of Ukrainian Integration Abroaдарометр (infographics)

2.4. Dissemination of results

25 analytical reports from international and Ukrainian organizations have been processed, translated, and published on the website;
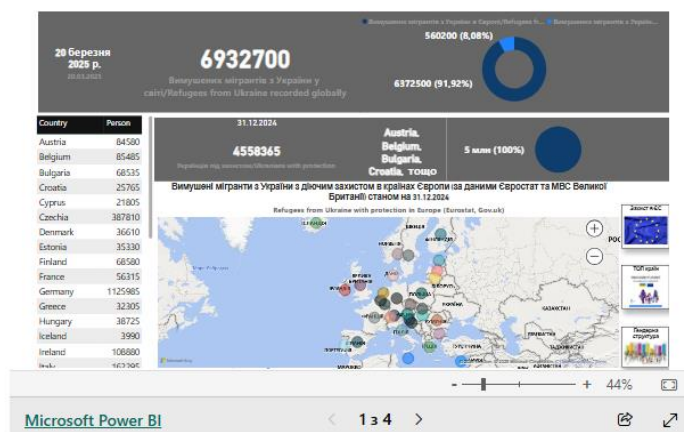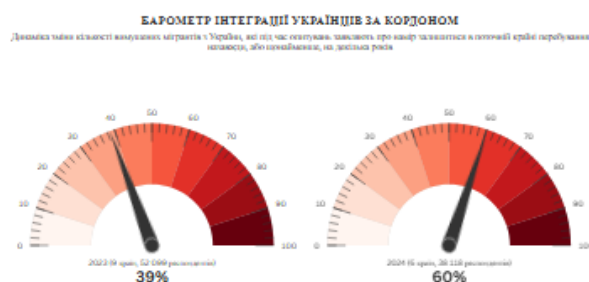
20 analytical longreads Published on the website based on the results of our own research;

2 articles have been published in the media based on the results of our own research:

- *V.Savchenko* "Educational Lifeline. On the Importance of Developing Distance Learning" [Internet]. Dzerkalo Tyzhnia. February 14, 2024.
- *V.Savchenko* "Network Fragments of Ukraine" [Internet]. Dzerkalo Tyzhnia. July 14, 2024.

4 special projects, within which the development of relevant directions is planned, are currently under development:

Networked Ukraine

It studies the infrastructure of digital services and communication spaces through which Ukrainians access information, build online communities, and assist each other in solving current problems. **Read more**

Demographics

Monitoring the current demographic status of Ukraine's population both inside the country and abroad, based on open national and international sources. **Read more**

Global Ukraine

Systematic comparison of various economic sectors and aspects of social life in Ukraine and in the countries that have received the largest number of Ukrainians. **Read more**

Network Fragments of Ukraine

3. Organizational capacity development

3.1. Current organizational structure

Governing Body of the NGO ComebackUA: The Board of the Organization and the General Assembly of the Organization

Founder and Head of the Organization, Chairman of the Board: **Viacheslav Savchenko**

Co-founder, Member of the Board: **Artem Avramenko**

Team:

Olena Karagodina – PhD (Dr.Sc.), Professor, field of expertise: Social Work and Social Relations».

Andry Prudko – Field of expertise: Digital Solutions and Communications

Денис Власюк – Field of expertise «Psychological Support»

Natalya Klauning – Field of expertise «Journalism and Public Relations»

Вячеслав Савченко
Керівник та головний редактор
Співзасновник ГО "ComebackUA"

Артем Авраменко
Виконавчий директор
Співзасновник ГО "ComebackUA"

Олена Карагодіна
Доктор наук, професор
Радник з питань соціальних
відносин та громадського здоров'я

Андрій Прудко
Радник з питань в IT-сфері

Наталія Клаунінг
Радник з питань закордонних
громадських зв'язків

Денис Власюк
Радник в сфері психологічної
допомоги

3.2. Training and professional development of staff

Tab 2. Staff training and development activities in 2024

№ з/п	event name	organizer	participants	date
1.	Online practicum of the project "Communication Transformation"	Chemonics International," supported by USAID	V. Savchenko A. Avramenko	24.01. 2024
2.	Webinar on the conditions of the small grants competition for CSOs	NGO "Network of Civil Society Hubs of Ukraine"	V. Savchenko A. Avramenko	8.02.2024
3.	The Sixth International Grant Fair in the Field of Culture	National Desk of the EU Program "Creative Europe" in Ukraine	V. Savchenko A. Avramenko	14.11.2024

3.3. Partnerships and interactions

ComebackUA is a new organization currently in the active stage of building partnership networks.

Currently, the priority task is the launch of a communication strategy that involves the active engagement of representatives from governmental, public, international organizations, and professional associations.
As a result of the partner engagement campaign for implementing the Strategy, we aim to conclude a strategic partnership agreement with the Ministry of National Unity of Ukraine and with the embassies of countries providing temporary protection to forcibly displaced Ukrainian migrants.

Additionally, we are establishing partnerships with civil society organizations and professional associations to enhance horizontal communication with emigrants through the introduction of expertise and to counteract misinformation.

3.4. Seeking funding

Таблиця 3. Грантові заявки, подані у 2024 році

№ з/п	name	funder/project	date of submission	result
1.	Implementation of an interactive platform with proposals from local communities for Ukrainian refugees abroad	The NGO "Network of Civil Society Hubs of Ukraine" within the framework of the project "Small Grants for Inexperienced NGOs and Initiative Groups in Ukraine" (supported by the "Strengthening Civil Society in Eastern Partnership Countries" Project, jointly funded by the Government of the Federal Republic of Germany and the EU).	20/02/2024	rejected
2.	Research on communication among Ukrainian migrants in online groups: Facebook, Telegram, Viber, aimed at providing information support for the development and implementation of communication policies focused on facilitating the return of displaced citizens to Ukraine.	USAID Transformation Communications Activity (TCA), implemented by Chemonics International	18/06/2024	Round 1: The application advanced to the second round Round 2: rejected

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To date, the media-research project ComebackUA has been implemented as a volunteer initiative. Now, having conducted pilot activities and preliminary studies, our organization has developed a clear strategic development plan for the project, which requires scaling up and external funding. Further efforts to find partners and donors are a priority task for 2025.

4. КОНТАКТИ

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