



REPUBLIC

Republic

Agency that helps the state and citizens build dialog and trust

Expertise

- public affairs,
 - strategic communications,
 - awareness and public education campaigns,
 - advocacy and community engagement campaigns,
- communication capacity building for governmental institutions,
 - communication strategies,
 - investment promotion,
 - country's branding and destination marketing.

We strive for

- better accountability and transparency of the governmental institutions;
- for higher responsibility of the citizens; for improved capacities of local communities;
 - for trustful relations between the state and the civil society.

POWER IN UNITY

Republic. Strategic Communication
belongs to the
One Philosophy Group (OPG)

One Philosophy Group of Companies (OPG) – creates a multidisciplinary group of companies with a predominantly communicative component. Its aim is to transform meaningful ideas into powerful changes, helping the clients and society make most of the moment in history by discovering, designing and communicating their sense of purpose.



Public affairs, marketing territories, public advocacy



Healthcare, pharma, and social impact expertise



Leadership and HR consultancy



Boutique design, branding consultancy

OPG capacities

- 100+ Storytellers in-house
- creative teams
- design & production
- concept creation, development and implementation of communication strategies
- events' management
- media strategy development

Strategic communication and reforms communication

The Accounting Chamber of Ukraine (ACU) (2019)

Project aimed at increasing communications efficiency of the ACU in the frame of “Good Financial Governance Project” by GIZ. The goals of the project were to develop ACU’s communication strategy; increase its transparency and visibility for the main stakeholders and international partners; and assist in establishing cooperation with the expert community.



BankWatch Forum (2019)

Full PR and communication support of the forum on stability and transparency of the banking sector of Ukraine. The event has gathered more than 110 participants from the banking and financial sector.



Support of the judicial reform in Ukraine (2019)

Project with National Judicial Institute (Canada) within the framework of the Ukrainian-Canadian Judicial Reform Support consisted of communication trainings for the judges of Odessa and Ivano-Frankivsk region were conducted.



Online educational platform for public sector communicators Zrozumilo (Make it more coherent) (2018)

On-line communication platform that provides state communicators with basic tools to simplify communication between the government and civil society and to build more trustful relations.

Project aimed at implementation of judicial reform in terms of increasing transparency of state communications, mainly judges.

зрозуміло

Як комунікувати держслужбовцю

Communication trainings for the Main Service Center of the Ministry of Internal Affairs of Ukraine, EUAM (2018)

Organization of the creative trainings with the case studies and crisis cases modelling; introduction of the new communication standards for conflict management



Mine Risk Education 360° Campaign (2016)

To raise awareness of explosive objects on the territory of the former military conflict; promote the spread of safe behavior among adults and children in the Donetsk and Luhansk oblasts.

Target audience: Women 18-35 years old, with children; men 18-35 years old; children under 8 years old

Geography: Donetsk and Luhansk regions

The purpose of the campaign: to raise awareness of explosive objects in the territory of the former military conflict; promote the spread of safe behavior among adults and children in the Donetsk and Luhansk oblasts.



Accomplished by Be-it Agency

Partners: USAID, German Humanitarian Assistance

Communicator support for the Ministry of the Temporary Occupied Territories and IDPs (2016)

Development of communication strategy of the Ministry for 2016-2017 and implementation of coaching of the press service. Development of communication products: media materials, presentations, digest (6 issues in Ukrainian and English, 300 subscribers from the public sector, international organizations, donors and the diplomatic corps).



Capacity building for local communities

Ukraine Confidence Building Initiative (UCBI) and the Chemonics International (2019, 2018)

Project on development and implementation of communication campaigns to build confidence in the transition and improve development of local communities in the East of Ukraine and communication project in Zakarpattya Region to provide better social inclusion of the Hungarian minority, Chemonics International and USAID.



Communication trainings for local communities in frames of DOBRE USAID project (2017)

Trainings on crisis communications, event management, fundraising as well as workshop on media relations and investment management were prepared and conducted for 140 representatives from 75 local communities in 7 regions Dnipro, Ivano-Frankivsk, Kherson, Kharkiv, Kropyvnytskyi, Mykolaiv and Ternopil. The project was a great input for the local communities' capacity building in Eastern Ukraine.



Others organized events

Eurovision Song Contest (2017)

Increasing the attractiveness of Kyiv as the host city and the image of Kyivers as its modern and tolerant residents. Organization of two press-tours – visiting the main locations of the contest and [interviewing](#) the key speakers.

Video-campaign about Kyiv citizens [#RandomCitizen](#) (8 videos) was launched and 6 multimedia digests (in English and Polish) with information on Kyiv as a host city were sent (3,023 recipients – foreign cultural journalists and bloggers, OL). Some examples could be found here: [1](#), [2](#), [3](#).

In cooperation with the Office of Ministry of Interior, Ministry of Health and Ukrainian Crisis Media Centre organization of the photo exhibition **FeelSafe**.



Kyiv Investment Forum (2017, 2018)

The event has gathered more than 600 participants from business community, investors, diplomats, representatives from governmental institutions and local authorities, international financial institutions and international media (from USA, Israel, Poland, Estonia, Lithuanian and others.)





- Kyiv Employer Branding & Engagement Forum,
- Black Sea Economic Forum,
- Lviv International Economic Forum,
- Lviv Security Forum,
- “Ukraine: Branding of the Country and the Cities” Forum.

Voïny (2019, 2018)

Pro bono project was launched to raise public awareness about the fallen heroes, develop the burial procedure of the soldiers, and encourage honorable commemoration. The project helped to fill the gap in communication between the civil society, government, experts, and socially responsible businesses over the topic of memory, faith and honor.



Other communication activities:

Communication support for [the New Era Orchestra](#) and [Cultural Center of Anne de Kyiv](#) fundraising campaigns



- Information, communication and PR support for international forums, conferences and exhibitions (exhibition on IDPs integration "**What's Your Name?**" in Mystetskyi Arsenal;
- Coordination and communication support of Ukraine National Conference on Peacebuilding "**Way to Peace. Human Dimension**";
- Workshop for journalists with the participation of the **Minister for Temporary Occupied Territories and Internally Displaced Persons of Ukraine**, **UNICEF** representatives and international experts;
- **ITB** international tourist exhibition in Berlin.

Republic was responsible for media relations, partnership building and events coordination, etc.





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