



# ANNUAL REPORT 2021



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# ABOUT

IMPACT FORCE is a Ukrainian NGO focusing on social behavior change, lasting social impact, creating economic opportunities and taking action for the common good. We united world leaders, transnational corporations, international NGOs and best-in-class education practices from the world's leading institutions in order to create a powerful community and an effective ecosystem to help create a prosperous, modern democracy. Our goal is to enable, develop and strengthen the voice of Ukraine around the world and contribute to a more sustainable and equitable economic recovery within Ukraine.

# VISION

United leadership, expertise and human potential, that creates sustainable, prosperous Ukraine with a strong voice in the modern democratic world.



# MISSION

We strive to transform social behavior and business practices to achieve socially impactful and lasting results.



# OUR VALUES

- Collaboration – we unite.
- Diversity & Inclusion – we value.
- Authenticity & Creativity – we drive.
- Sustainability & Transparency – we care.
- A win-win mentality – we synergise.





Impact Force is the result of 15 years of hard work by our team of experienced professionals. We organized a community of change-makers who share our interests and values: private businesses, government representatives, NGOs, and others.

We united our vast network of contacts with a deep understanding of the situation and needs of Ukrainian society into an effective, self-developing project ecosystem.

During this time, we successfully launched and delivered multiple projects with strong societal impact. Each project that we completed delivered more positive change and often solved the need that we set out to address, inspiring us to dream bigger and strive for more impact. The challenges that remain are more complex and systemic, they require a separate ecosystem that would effectively bring lasting social change in a very transparent way in all aspects.

We scale up to be able to do more, to connect, to involve, and to engage. And we invite you to be a part of that journey and that growth. Join us in making the difference in areas that really matter for developing a better Ukraine for all of us!

**OLGA  
DIAKOVA**  
Visionary &  
founder



# SUSTAINABLE DEVELOPMENT GOALS

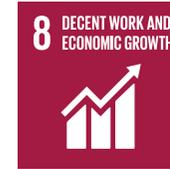
We implemented 6 of these goals in our projects:



**GOAL 3.** Good health and well being



**GOAL 5.** Gender equality



**GOAL 8.** Decent work and economic growth



**GOAL 11.** Sustainable cities and communities



**GOAL 12.** Responsible Consumption



**GOAL 16.** Peace, justice and strong institution

We believe that the success of the ambitious 2030 Sustainable Development Agenda and the achievement of the SDGs are key in creating and maintaining a safe, sustainable and equitable world for everyone. They need to become a common language for government, businesses and NGOs to communicate and to unite their efforts and to make real

changes. We are eager to use every opportunity to develop a better society with the focus on health, equal access to decent work and economic growth, creating sustainable cities and communities where people care about nature and climate challenges, and cooperating to reach peace, justice and sustainable development.

# STRATEGIC FOCUS AREAS

Our five focus areas are built upon UN Sustainable Development Goals and reflect our vision, mission and core values. They guide us in achieving new capabilities and building new partnerships to create stronger social and societal impact that will bring the Ukrainian population to a new level of the common good.



- Domestic business & talents through social economy
- Gender equality & human rights
- Sustainable health
- Climate change & Food security
- Ukrainian heritage: culture, art and history

Impact Force's top priority is increasing our impact by strengthening capabilities of our team, engaging more local and international partners and allies into our ecosystem, selecting, initiating and facilitating projects with the potential to deliver significant and lasting social impact. We focus on projects in the above-mentioned areas, and we are open to new initiatives and collaborations if they engage people and communities to create positive changes and correspond with our mission and values.



## DOMESTIC BUSINESS & TALENTS THROUGH SOCIAL ECONOMY

We identify and support Ukrainian organizations and individuals with innovative solutions to society's most pressing social, cultural, and environmental challenges. We believe that social economy development, where entrepreneurs pursue not only their own profit but also address key societal needs and challenges, is offering new ways of systems-level change required to create a more equitable society and prosperous Ukraine.



## GENDER EQUALITY & HUMAN RIGHTS

We believe that gender equality is a fundamental human right. It is essential for the creation of peaceful societies, where everyone could thrive and realize their full potential. It is the only way to accelerate sustainable economic development rooted in respect for life and nature. It has been shown that empowering women spurs productivity and economic growth. We focus on initiatives that aim to achieve gender equality, promote gender justice and foster an inclusive society.



## SUSTAINABLE HEALTH

A healthy nation is the key to economic and social prosperity. That is why it is vital for us to develop projects that increase the longevity and quality of life of Ukrainians by promoting healthy lifestyle and sports. We recognize that prevalence of anxiety and depression has been on the rise over the past years, in particular exacerbated by the global COVID-19 pandemic, and we place particular emphasis on mental health projects that help to reduce stress levels and aggression in Ukrainian society.



## CLIMATE CHANGE & FOOD SECURITY

Climate change is one of the most urgent and complex challenges that the world has ever faced. Some of its root causes can be found in the industrial food and farming systems that globally contribute up to 30% of greenhouse gas emissions. We believe that one way to prevent further climate change is to move away from industrial agriculture and towards diversified agro-ecological food systems. We develop and support projects focused on strengthening local food systems and small-scale productions, which help to facilitate local access to food and preserve agrobiodiversity.



## UKRAINIAN HERITAGE: CULTURE, ART AND HISTORY

Culture is central to the individual and collective identity and sense of belonging of every person; it influences how people think and act. Ukrainian art, culture and history provide the social fabric that bonds communities and families; and is imperative to social cohesion and sustainable livelihoods. As such, Ukrainian cultural code is necessary not only for the confidence, creativity and happiness of Ukrainian people and communities but for their survival. We support projects that strengthen the unique voice of Ukraine in the modern world and give Ukrainians, through art and culture, the power to fight and overcome the challenges they face.

## FOUNDERS BOARD



Olga Diakova



Olga Danko

## ADVISORY BOARD



Coleen McNally



Jung Suh



Nina Levchuk



Svitlana Kovalchuk



Andriy Futey



Kateryna Spivakova



Anna Ogrenchuk

# TEAM VOLUNTEERS



Yuliia Pitenko



Roman Avramenko



Tatiana Pokhomova



Galina Sondergaard



Olena Parfonova



Artem Savushkin



Kyrylo Yaroshenko



Viktor Matsyshin

# COMMUNICATION AT IMPACT FORCE

## SOCIAL MEDIA



Nowadays, when most information is just a click away, we understand the importance of social media and pay special attention to developing our social media strategies and approaches in order to connect with our supporters and partners, raise awareness about the work that we do and causes that we strive to address, recruit volunteers, invite donors and encourage societal changes.



## MEDIA



Press and media plays an essential role in changing social behavior. Understanding this, we intentionally invest into building long-term strategic relationships with Ukrainian and international top media outlets to help scale our ideas and projects.

## TOP ARTICLES

Press and media plays an essential role in changing social behavior. Understanding this, we intentionally invest into building long-term strategic relationships with Ukrainian and international top media outlets to help scale our ideas and projects.



[Social entrepreneurship: how to make money and do good](#)



[How not to lose your common sense and avoid making mistakes](#)



[How to preserve Ukrainian culinary traditions](#)



[Human rights: when ignorance is a crime](#)



[The issue of gender inequality is no longer limited to debates about whether women should work or take care of a family](#)



[Kyiv Investment Forum has become an international investment platform where to present achievements of cities, to share experience in tackling global challenges, discuss sustainable development of cities](#)

# PROJECTS

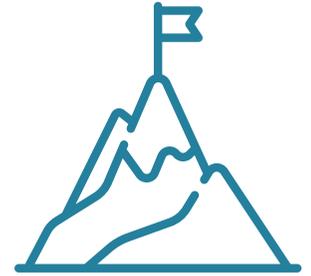
## DOMESTIC BUSINESS & TALENTS THROUGH SOCIAL ECONOMY / KYIV INVESTMENT FORUM 2021

In partnership with Kyiv State Administration & OIIPR

### PROBLEM STATEMENT

Cities are hubs for ideas, commerce, culture, science, productivity, social, human and economic development. Urban planning, transport systems, water, sanitation, waste management, disaster risk reduction, access to information, education and capacity-building are all relevant topics for sustainable urban development.

COVID reality has forced us to rethink the way we live in the city, the symbiosis between the capital and its residents and the role of physical and virtual public spaces. Kyiv must review their development priorities and find effective ways to focus on sustainable transformation that will allow the Kyiv agglomeration to become safer, more eco-friendly, more inclusive and more resistant to future risks.



### MISSION

The development of a successful and sustainable agglomeration under UN Sustainable Development Goal #11 through the open dialogue and a platform that facilitates the establishment of win-win collaboration between cities and communities, and attracts investments and resources for the implementation of strategic projects with potential for a significant social and societal impact.

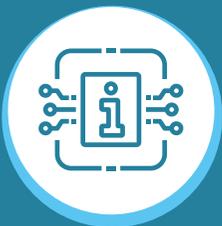
## GOALS



Discuss the vision and strategy for the sustainable development of the Kyiv agglomeration



Attract investments in specific large infrastructure and high potential local impact projects



Raise awareness among residents and nonresidents of Kyiv agglomeration about the advantages of living, working, doing business, investing and tourism in the city of Kyiv



Create a platform for open communication and effective cooperation to enable implementation of projects aimed at sustainable development of the city/agglomeration, improving the health of the community, eradicating the problems of inequality, reducing the negative impact on the environment, preserving cultural heritage, and increasing the economic and tourism potential



Present investment opportunities and increase interest in the capital region among international and Ukrainian investors



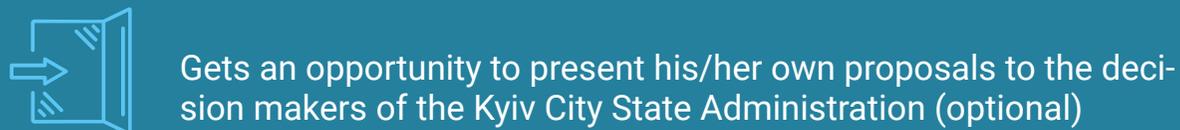
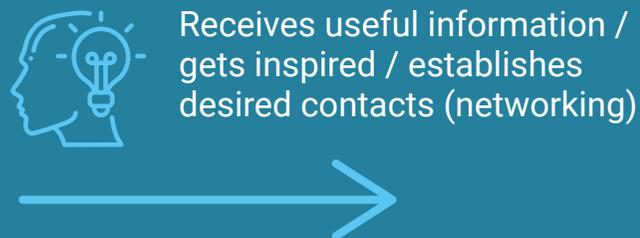
Scale ideas and solutions to other cities and regions of Ukraine

## WHO ARE THE PARTICIPANTS

- Private business • Investors • Representatives of municipalities and communities
- Ukrainian and international partners • Civil society • Media



## USER JOURNEY OF PROJECT PARTICIPANTS



## PROJECT CHALLENGES



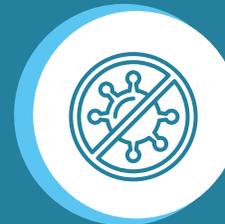
Large scale with over **3000 members**



**Organization of effective interaction** between representatives of the city government, private business, investors and public



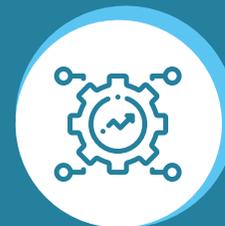
**Multiformat** that combines in-person and digital experiences



**Need to comply with restrictions** related to the Covid-19 pandemic



**Timely execution and coordination of a complex event program** that consists of panel discussions, interactive exhibition area, side events, meetings with the top management of the Kyiv City State Administration and networking sessions



**Development of the forum's agenda** and presentation of sustainable development tools relevant for implementation in other cities and communities of Ukraine



Concluded  
**two memorandums**  
of large-scale international  
cooperation **20 pre-**  
**selected social**  
**entrepreneurship**  
**startups** pitched  
their ideas to  
investors

**13M**  
**total reach**  
through **200+**  
media  
publications

**1,000**  
in-person &  
**2,000+**  
online  
participants

## PROJECT RESULTS

**40** speakers  
from  
**14** countries

## INSIGHT

All 5 focus areas of Impact Force were integrated into the forum's agenda as part of 5 panel discussions and a number of side-events.

*Panel discussion 1. New opportunities in sectors that appeal to investors: a leap through COVID-reality. Global best practices. Narratives of Greater Kyiv*

Analysis of the economic and social consequences of the Covid-19 pandemic, the search for priority development and investment areas in accordance with the global trends and local identity, redefining approaches to the sustainable urban development of megacities and the Kyiv agglomeration.

*Panel discussion 2. Tools for attracting investment in Greater Kyiv projects*

How to increase investment attractiveness of the capital region in the context of increasing competition for capital in the global financial markets, analysis of opportunities and the search for alternative funding sources, the use of innovative tools for attracting investments in Greater Kyiv projects.

*Panel discussion 3. Adapting to climate change: rapid urban development and environmental protection*

Discussion of environmental challenges faced by Greater Kyiv and ways to overcome them, the search for eco-friendly investment growth opportunities, ideas for the sustainable development of the Kyiv region and how Kyiv could regain its status as one of the greenest cities in Europe.



#### **Panel discussion 4. Sustainable community health**

Implications of the COVID-19 pandemic for the healthcare sector, evolution of priorities of the population of Greater Kyiv, steps and investments required to modernize and further develop the city's medical and sports infrastructure, and ways to encourage residents of the capital to lead a healthier lifestyle.

#### **Panel discussion 5. Creative transformation: codes of a new reality**

The role of creative industries in shaping the economic success of a modern city, the main trends, success factors and ways to increase competitiveness of the sector.

## **SIDE EVENTS**

### **Presentation of the film "Fading City"**

Doku-Art-style film about Kyiv and Kyiv's current challenges. This is a film-dialogue, a reflection, an appeal that encourages a viewer to search for answers to the difficult questions: What is a city? Is it just an item on the map? Is it a place of mass residence for people? Or is it something more?

### **Presentation of Ganna Kryvolap's exposition "Horizons"**

Incredibly bold and colorful landscape impressions that allow the audiences to see familiar landscapes and to feel the city's atmosphere in a different way. The series began in the city of Kyiv and now includes other cities: New York, Istanbul, Frankfurt, Rome, Sarajevo.



Daily challenges make us stronger, more experienced and more effective. In our work, in the transformations that we implement together with the people of Kyiv and private business. Kyiv is changing, it is becoming more comfortable and beautiful. We do everything to improve living standards.

The capital of Ukraine and its region is a financial and investment center with a great potential and a high level of development of innovations and technologies. But the greatest value of our city is its people.

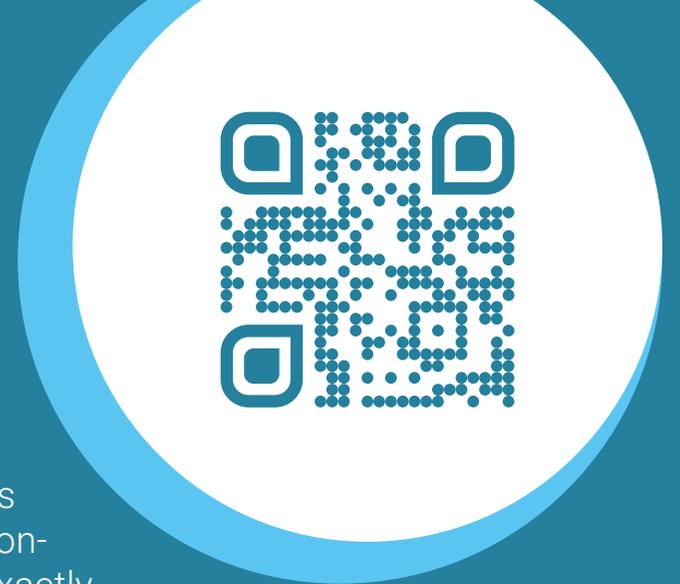
**VITALI  
KLITSCHKO**  
mayor  
of Kyiv





In the conditions of global urbanization, the development of the Kyiv agglomeration is necessary and promising. Therefore, our shared goal today is developing infrastructure and uniting Greater Kyiv's communities. Creation of a powerful metropolis with comfortable conditions for its residents. Conditions for work and recreation. Conditions for professional development. And we will make Kyiv and its agglomeration exactly like that!

We have many plans, exciting and promising projects that are profitable for investors. Kyiv is open to business initiatives that help the capital develop dynamically. Therefore, join us! Increase the beauty and comfort of European Kyiv and increase your success!



# SUSTAINABLE HEALTH / PRIORITIZING MENTAL HEALTH IN THE TRAINING OF YOUNG ATHLETES



In partnerships with Ukrainian Gymnastics Federation

## PROBLEM STATEMENT

In sports, young athletes often face intense pressure from parents and coaches, which can negatively affect their mental health. Increasing the effectiveness of training young athletes without harming their mental wellbeing is becoming increasingly challenging for sports school.

## MISSION

To reduce the number of young athletes who quit sports due to psychological stress.

## GOALS



Educate coaches and parents of athletes about the main principles of sustaining mental balance and protecting mental health during the training of athletes.



Improve conflict management skills of coaches and parents.

# WHO ARE THE PARTICIPANTS

Coaches • Parents of young athletes



## USER JOURNEY OF PROJECT PARTICIPANTS



Finds out about the project



Registers to participate



Undergoes series of trainings



Passes exam



Gets the certificate



Applies knowledge in practice



Encourages others to take the course and advocates for nonviolent communication in the training of young athletes

## COURSE STRUCTURE



### Workshop 2.

“Injury prevention through physical and mental recovery”. Speaker – **Ihor Oleksenko**, sports medicine physician of the highest category, PhD in Medicine, member of the FIG medical commission.

### Workshop 1.

Topic №2: “BULLYING or CONFLICT: thin lines or clear frames?”. Speaker – **Olena Parfenova**, co-chair of the NGO “Batky SOS”, one of the developers of the law on comprehensive general secondary education (working group under the Ministry of Education and Culture and working group under the education committee of the Verkhovna Rada).

### Workshop 3.

“General basics of rational nutrition. Development of correct eating habits in young athletes”, speaker – **Iryna Syvash**, Associate Professor of the Department of History and Theory of Olympic Sports of the National University of Physical Education and Sports of Ukraine, PhD in Physical Education and Sports.

## PROJECT CHALLENGES

1. Break through the stigma of discussing mental health challenges in Ukrainian society.
2. Ability to hold participants' attention during online training.
3. Creating a trusting environment and engaging participants in a conversation in an online format.

**>3,500**  
parents of young athletes completed the course and received a certificate

**>1,500**  
coaches completed the course and received a certificate

**45,000+**  
young athletes will be affected by the results of this course



## PROJECT RESULTS

## YULIYA LAKHMAN

FIG brevet judge, Head coach  
of sport-school SPORTLIKO

### INSIGHT

In sports it is not only physical training but also the psychological environment that is important. Every athlete faces a number of challenges from time to time: adaptation, fear of injury, problematic relationships in the team, fear of public speaking and much more. All this affects the inner state of the athlete.

It is well-known that coaches often pressure their players to improve their results. And it is vital to recognize when and how to avoid crossing the line when “motivation and verbal encouragement” turn into bullying and do not bring any benefit. Moreover, it is necessary to assess a young athlete’s condition in a timely manner and take care of his/her mental health. Coaches and parents could often harm the child’s mental state and health due to their own ambitions.

Physical and psychological pressure must be correctly designed, and training must consider the child’s physical data, mental characteristics and desires. In addition, the coach must be able to constructively address conflicts and find a win-win way out of the situation, and not “solve problems” by simply raising his voice.

**Workshops organized by Impact Force provided coaches with practical tools for maintaining mental health and reminded us about the most important thing: the coach is a key figure in children’s sports. It’s up to the coach whether a child will play sports with pleasure. The coach must set an example and be able to establish contact; he/she needs to ensure that his trainees develop harmoniously, grow stronger, do not feel undermined, retain strong health and acquire useful lifelong skills.**

A good coach is not the one with the most champions but the one with the most happy trainees. After all, you must remember that sports are for the child, not the other way around!



# CLIMATE CHANGE & FOOD SECURITY

## UKRAINIAN ARK OF TASTE

In partnership with Slow Food International

### MISSION

To save and protect food products & flavors that belong to the culture and traditions of Ukraine and are at risk of disappearing by raising awareness of these products, and encouraging everyone to safeguard them: search for these products, purchase them, eat them, share their stories, support producers of these products, and, in some cases when the products are wild species at risk of extinction encourage their repopulation.

### GOALS

#### Stage 1 (2021)

- Identify food products and flavors that are at risk of disappearing.
- Catalog these disappearing products & flavors in the Ukrainian Ark of Taste and Global Ark of Taste initiatives.

#### Stage 2 (2022)

- Rediscover these products by raising awareness and demand for them.
- Support production or repopulation through fundraising on behalf of the partners working with these products.
- Lead transformational discussions with Ukrainian policy-makers and small-scale producers about safeguarding Ukrainian Ark of Taste Products and agree on a specific set of actions each party could take.

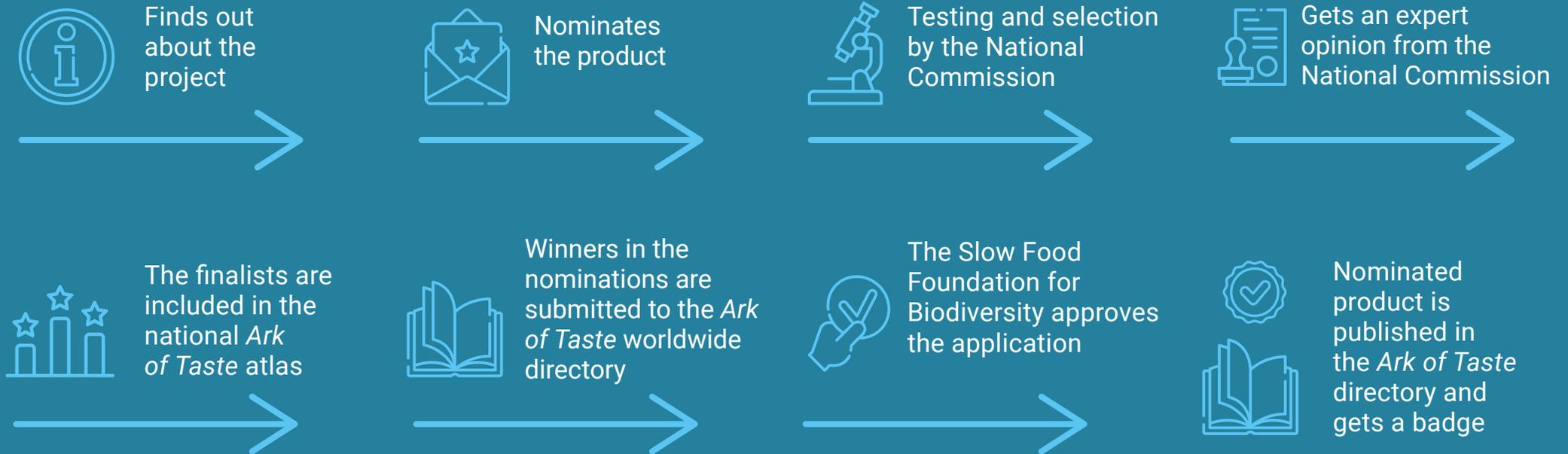


## WHO ARE THE PARTICIPANTS

Local small-scale food producers and farmers • Gastro experts & chefs • Ethnographers



## USER JOURNEY OF PROJECT PARTICIPANTS. STAGE 1



## USER JOURNEY OF PROJECT PARTICIPANTS. STAGE 2\*



Participates in an information campaign that increases awareness of products listed in the Ark of Taste directory and highlights the need to preserve them.



Participates in promotional campaigns aimed at increasing demand for these products (in cooperation with restaurants and grocery stores).



Receives protection at the state level and assistance in registering a geographical name – Geography Identification (GI) (if necessary).



Receives funds for product development and promotion.

\*The implementation of Stage 2 has been postponed due to Russian full-scale military aggression.

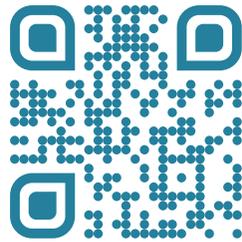
## PROJECT CHALLENGES

1. Creation of the Ukrainian Ark of Taste National Commission and alignment on clear criteria for the selection process for products and flavors.
2. Scientific description of candidate products in line with the international standards of the global Ark of Taste.
3. The full-scale military invasion led to a delay of the second phase of the project.

Created Ukrainian  
**Ark of Taste**  
National  
Commission

**234**

products were  
nominated and studied  
by the Ukrainian Ark  
of Taste National  
Commission



## PROJECT RESULTS



**21**

Ukrainian food products  
& flavors cataloged and  
received a global Ark of  
Taste recognition

**60**

products were  
included in the  
Ukrainian Ark of  
Taste atlas

## NATALIA REZNIKOVA

leading researcher of the red breed breeding  
laboratory of the M.V. Zubets Institute of  
Animal Breeding and Genetics

### INSIGHT

The Ukrainian Gray breed of cattle is a living monument of an entire era. There are references that our ancestors bred this type of cattle back in the time of Trypillia culture. This breed evolved together with the people of Ukraine. Chumaks “walked” for salt with these animals. The Ukrainian Gray breed of cattle is said to come from wild aurochs and according to their craniological features, it belongs to *Bos taurus primigenius*.

The Ukrainian Gray is not just adapted to the climate conditions of the steppe, this breed is among the most sturdy and reliable work cattle breeds in Ukraine and worldwide. There is an understandable and strong interest in this breed from several European countries because it is representative and possibly an ancestor of the Podolian group of cattle.

**The Ark of Taste, in which the Ukrainian Gray took its prominent place, is, first of all, the recognition and the promotion, that will help Ukrainians learn about their history through the lens of livestock development, preserve the gene pool and biodiversity of cattle species in Ukraine.**

The Ukrainian Gray is a national treasure, a brand that should become a business card of Ukraine, just like Nizhyn cucumbers or Chicken Kyiv.





 [impactforce.com.ua](https://impactforce.com.ua)

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