



ANNUAL REPORT

AUGUST 2015-2016



ABOUT US

Euromaidan Press is a public initiative that, in line with the spirit of Maidan, provides reliable and accurate information on developments in Ukraine

OUR VISION

We believe in a democratic and united Ukraine that is free from foreign pressure or coercion, with a government that is accountable to its people and where on basis of the rule of law a society is created and maintained that provides its citizens of all ethnic backgrounds with equal rights and possibilities to build their futures, free from want, corruption and political oppression.

OUR MISSION

We provide truthful, reliable and accurate information on developments in Ukraine, as well as on issues that relate to Ukraine both as a state entity and a multi-ethnic free society, by developing and maintaining media, information and analytical sources that are non-partisan, non-religious and non-aligned, and that counter disinformation that is detrimental to Ukraine and Ukrainian society.

We wish to be an independent voice of Ukraine and provide a bridge between Ukraine and the Ukrainian communities living abroad. We strive to inform the world public opinion about the country's history, political and social developments as well as of the opportunities the country offers for business and tourism. We support all honest initiatives that help the country to realize the ideals and values that formed the basis of the Maidan movement in Ukraine.

We support initiatives both regarding independent media and other democratic initiatives that focus on fraternal societies and that are in accordance with the spirit of Maidan.



OUR ACTIVITIES

We run the site euromaidanpress.com, where we translate news and views on Ukraine, analyze and write articles, create videos and graphic materials about Ukraine in English, as well as social networks ([facebook](#), [twitter](#)). We release a quasi-weekly newsletters of news from the [Friends of Ukraine network](#) (projects in support of Ukraine). We publish articles analyzing authoritarian movements in Ukraine, Europe, and beyond in the [Reft&light](#) project. Jointly with Euromaidan SOS, we launched and run the site letmypeoplego.org.ua and social networks in two languages (Facebook ([English](#), [Ukrainian](#)), Twitter ([English](#), [Ukrainian](#)), informing about the #LetMyPeopleGo campaign to free Ukrainian hostages of the Kremlin imprisoned on political reasons.

ACTIVITIES OVER AUGUST 2015-2016

Over August 2015-August 2016, we published 497 articles on topics related to Ukraine. While we are interested in a broad variety of topics, our main themes concerned acute social-political issues in Ukraine:

- Russian aggression against Ukraine
- Human rights violations, Ukrainian political prisoners illegally held by Russia
- Ukrainian reforms
- Russian propaganda
- Ukrainian and Crimean Tatar culture and history
- Social topics
- Human interest stories
- The Dutch referendum on the EU-Ukraine Association Agreement

Our website got 1,872,880 views over the last year (4,000-7,000 daily), with around 54,000 unique visitors. Our facebook followers increased by 46% - from 45,000 to 66,000, and our twitter followers - by 59% - from 7,900 to 12,600. Our average weekly reach in facebook was 350,000.



Our materials were cited by world opinion making outlets such as [New York Times](#), [bbc.com](#), [washingtonpost.com](#), [foreignpolicy.com](#), [rferl.org](#), [Aljazeera](#), [Atlanticcouncil.org](#), [spectator.co.uk](#), [newsweek.com](#), [brookings.edu](#) and others.

We were also cited by influential national outlets such as [Ukraine Today](#), [KyivPost.com](#), [stopfake.org](#).

Key experts on Eastern Europe, Russia, and Ukraine such as Judy Dempsey, Yuri Bender, Leonid Bershidsky, Aaron Korewa, Alexander Motyl, Josh Chen, Mark Galeotti, Brian Whitmore, Andrew E. Kramer and others referred to our materials. The topics which were cited most concerned Ukraine reforms and EU integration, War in Donbas, Russia, Russian propaganda, Crimea and Crimean Tatars, Ukrainian history, Political, Ukraine-world relations.



FEATURED ACTIVITIES

#DUTCHINUA

what is EU-Ukraine Association Agreement (AA)?

is? **AA IS ABOUT:**

- Trade (shopping cart icon)
- Education (graduation cap icon)
- Justice (scales icon)
- Environment (sun and leaf icon)
- Healthcare (stethoscope icon)
- Cooperation (handshake icon)
- Nature (leaf icon)

is not? **THIS AGREEMENT IS:**

- Not a trade agreement (EU flag icon with slash)
- Not a political agreement (dollar sign icon with slash)
- Not a security agreement (two people icon with slash)
- Not a military agreement (military helmet icon with slash)

Prior to the referendum on the ratification of the EU-Ukraine Association Agreement that was held in The Netherlands on 16 April 2016, we launched a joint initiative with Ukraine Today exploring economic benefits of the Association Agreement for Dutch entrepreneurs. The result was a series of [interviews](#) and an interactive [longread](#).

Together with the Institute of World Policy we created an [infographic](#) showing the benefits of the Association Agreement for The Netherlands.

INFOGRAPHICS

Seven strategies of domestic Russian propaganda
How Russian authorities use war to influence contemporary society in Russia

- To emphasize the consolidation of society on the face of a military threat**
The war is the end and a great threat that has stopped war against Russia, society must consolidate to withstand the aggression. "No higher national duty!"
- To create an image of the country as a Russian empire**
In Russian propaganda, the enemy is the EU and its cultural "American project" engineered with the intention of undermining and ending with the world of Moscow and Eastern Europe.
- To link all internal problems to external factors**
Poverty, bad roads and infrastructure, corruption, and bad living conditions are explained by the work of Russian enemies. "The general well-being of the population is compromised by an invasion of investment in historic events and a link to the abstractor called 'Russia'."
- To emphasize the inevitability of "wartime"**
The danger of imminent war (including nuclear war) will make people accept any price and sacrifice to avoid war. "Wartime" is a sacrifice that must be made to avoid war. "Wartime" is a sacrifice that must be made to avoid war.
- To create an image of Vladimir Putin as the only leader capable of withstanding the military threat**
The war is generally considered Russian Putin as the only leader capable of withstanding the military threat that Russia is facing.
- To prepare for the inevitable hardships of "wartime"**
The danger of imminent war (including nuclear war) will make people accept any price and sacrifice to avoid war. "Wartime" is a sacrifice that must be made to avoid war. "Wartime" is a sacrifice that must be made to avoid war.
- To create an image for the West of a united Russia ready for war**
The goal is to make Russia appear a larger military threat than it actually is.

A key part of our work is creating original graphics or translating Ukrainian or Russian graphics. Here are some that we created last year: [A timeline of Russia's Crimean "terror" games | Infographics](#), [Russia and PACE resolutions: a checklist \(ANIMATION\)](#), [Seven strategies of domestic Russian propaganda | Infographic](#)

[Ukrainians overwhelmingly support European Integration | Infographics](#)
[Know your refutations: 5 myths that are used to promote Russia's war in Ukraine | Infographic](#)



[Ukraine had no reason to close its airspace above 10 000 m before MH17 disaster | Infographic](#)

[The most comprehensive guide ever to MH17 conspiracies](#)

[Seven Russian vetoes in the UNSC that covered up mass atrocities in own interests | Infographic](#)

[How Ukraine rebuilt Crimea from ruins in 1954 | Infographic](#)

[Kremlin hybrid war tactics in Georgia, 2008, and Ukraine, 2014-2015 | Infographic](#)

["Donbosses": "rebel" leaders in control of Donetsk's economy \(infographic\)](#)

[One year later, what do we know about the MH17 tragedy?](#)

[Holodomor: Stalin's genocidal famine of 1932-1933 | Infographic](#)

UKRAINIAN CULTURE AND HISTORY



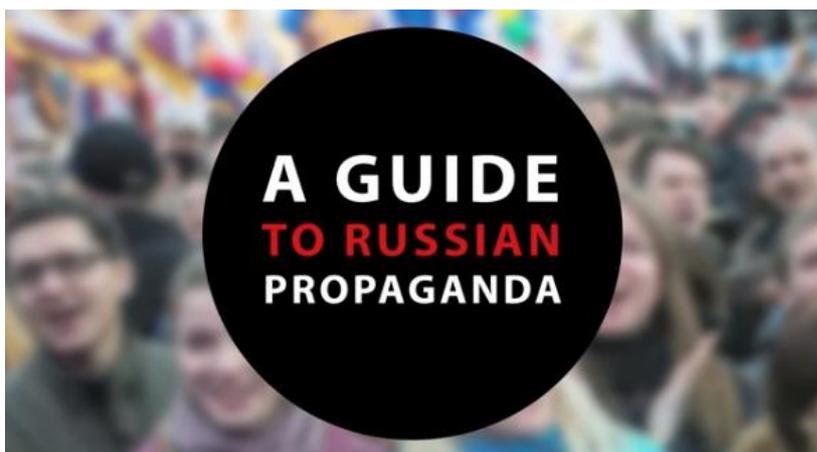
Our [gif](#) about Ukrainian traditional costumes got over 34,000 shares in facebook and even became a trendsetter - see this [gif](#) about Belorussian traditional costumes by Radio Liberty.

We created 12 graphics for the [#AmazingUkraine](#).

We published in-depth analysis on Ukrainian [history](#), especially the Holodomor and second World War.



RUSSIAN PROPAGANDA



covered soon.

In our series "[A guide to Russian propaganda](#)" we created two popular videos outlining two major Russian propaganda techniques: "Propaganda prepares Russia for war" and "Whataboutism," illustrating them with examples. More techniques are to be

#LETMYPEOPLEGO



We launched a [site](#) for Ukrainian political prisoners illegally held by Russia jointly with Euromaidan SOS and participate in maintaining it and its social media accounts. We regularly create graphics and publications on the topic of Ukrainian political

prisoners, as well as hold campaigns in their support - for example, this campaign to send them Christmas cards (bit.ly/LMPG_cards), or #FreeSavchenko twitter storms. Our banner depicting the 28 prisoners on the list was hung on the rostrum of the Ukrainian parliament.

Over the last year, three Ukrainian political prisoners returned home from Russia: Nadiya Savchenko, Gennadiy Afanasyev, Yuriy Soloshenko. One escaped - Yuriy Ilchenko. We're happy to have been part of the efforts to free them!



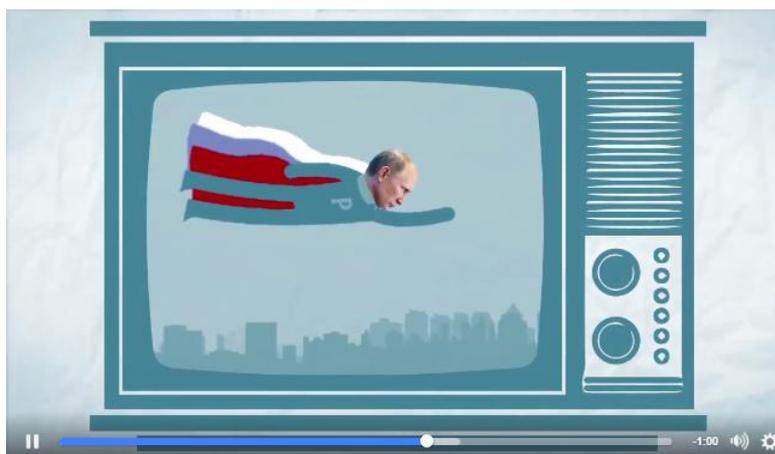
FRIENDS OF UKRAINE



We gathered various pro-Ukrainian initiatives abroad on one interactive [map](#), shared their news in 37 newsletters, promoted their events, and campaigned to make the Oxford and Larousse publishing houses correct their atlases showing Crimea as part of Russia.

Thanks to the joint efforts of Ukrainian diplomats and the global community, the campaign [succeeded](#) and Crimea was shown as territory illegally annexed by Russia.

RESONANCE AND AWARDS



Our [video](#) about the Syria-Ukraine connection was selected as a finalist at the Rokit digital communication conference-2016 in Chisinau. #LetMyPeopleGo received second place at [The Bobs](#) contest of social blogs.



TEAM

Euromaidan Press is governed by a board chaired by an elected Head. The organization has a small permanent editorial staff (4 people) in Ukraine and contributors and volunteers around the world. If you would like to contribute to Euromaidan Press, please see [here](#).

PARTNERS

Euromaidan Press is a partner of Euromaidan SOS in the #LetMyPeopleGo campaign. It is also a partner organization of [Eurozine](#)'s "Beyond Conflict Stories" project and part of the [Digital Communication Network](#) and Ukraine World initiative.



FINANCES

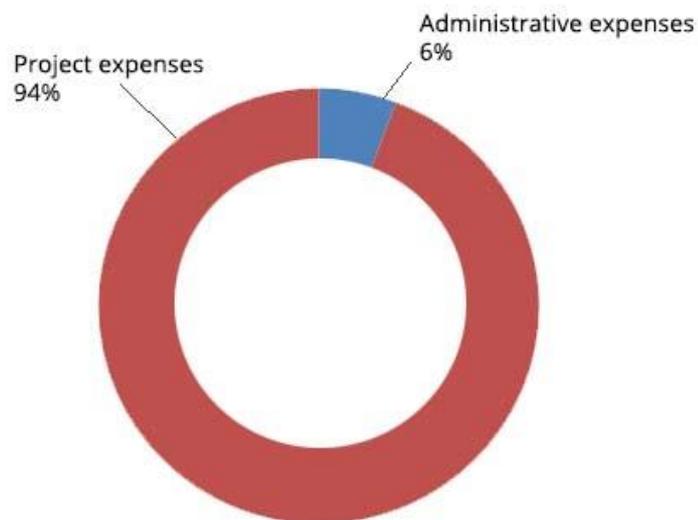
Euromaidan Press is supported by the International Renaissance Foundation and by donations from its readers. We prioritize our activities and keep project overheads low.



INCOME



SPENDING





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