



School of Civic Diplomacy of the Eastern Ukraine

Identifying and formulating Project's directions:  
Strategic directions: Information Center of the  
Association of European Border Regions & School of  
Civic Diplomacy of the Eastern Ukraine

11.00 – 12.00 17 April 2020



# Strategic directions: Information Center of the Association of European Border Regions & School of Civic Diplomacy of the Eastern Ukraine



Eduard Syromolot,  
Head of AEBR Information  
Center at Simon Kuznets KhNUE



Caitriona Mullan,  
expert of AEBR  
on spatial development  
and strategic change





## Strategic directions: Information Center of the Association of European Border Regions

- A.** Promoting the development of cross-border cooperation and Euro regions' activities in Ukraine;
  - A 1.** Creating and organizing the Assembly of Ukrainian Border Regions and Euro regions;
  - A 2.** Promoting and organizing the Cross-Border Dialogue «Ukraine-EU»;
  - A 3.** Developing civil diplomacy in the field of cross-border cooperation development (rural development, culture, alternative energy, public health, education and science, youth policies, inter-municipal cooperation, etc.);
  - A 4.** Identifying and formulating Project's directions.



## Project identification and formulation School of Civic Diplomacy of the Eastern Ukraine

### **Tasks to conduct:**

1. Identifying and formulating Project's strategic priorities to develop Slobozhansky border sub-region (Lugansk, Donetsk, Kharkov and Sumy regions).
2. Developing cooperation between Ukrainian border sub-region of Slobozhanshchina and Ukrainian border regions, Euroregions.
3. Preparing theme, program and organizational issues to develop Cross-Border Dialogue "Ukraine – EU" between Assembly of Ukrainian border regions and Euroregions.
4. Preparing information and analytical materials to develop cross-border cooperation and activities with Euroregions.
5. Building a partner network of civil diplomacy in Ukraine in the field of cross-border cooperation.



## Project identification and formulation: School of Civic Diplomacy of the Eastern Ukraine



**Natalia Boyko,**  
executive director of Lugansk branch of the  
Association of Ukrainian Cities

### **Priority N 1.** Inter-municipal inter-regional cooperation Slobozhansky sub-region:

- Present the history of cooperation between Lugansk and Kharkiv regions to implement cluster and sub-regional initiatives,
- Present local authorities of the Eastern Ukraine who take part in the project
- Present Project "Cross-Border Interregional Association of Territorial Cooperation "Slobozhanschina"



# Agro-tourism cluster «Seversky Donets»

**The purpose** is to create agro-tourism cluster “Seversky Donets” aimed at:

- 1) creating an innovative, investment-attractive and competitive economy model for rural and urban areas,
- 2) developing inter-municipal cooperation between “Slobozhanshchyna” communities in Kharkiv, Lugansk, Donetsk and Sumy regions, where there are unifying natural objects, namely Seversky Donets and its shores, as a unique flora and fauna ecosystem.



## School of Civic Diplomacy of the Eastern Ukraine

Project "Cross-Border Inter-regional Association of Territorial Cooperation" Slobozhanschina» is a communicative platform of civil diplomacy, for inter-regional, inter-sectoral cooperation and cluster development for local authorities and communities in the East of Ukraine (Kharkiv, Lugansk, Donetsk, Sumy regions). It is aimed to establish and deepen economic, social, scientific, technical, environmental, cultural and other relations between territorial authorities of the Ukrainian border sub-region "Slobozhanschina" (the Ukrainian side of the Euro-regions Donbass, Slobozhanschina and Yaroslavna) and the Ukrainian border regions, Euro-regions, European Union Institutions.



## Project identification and formulation :School of Civic Diplomacy in the East of Ukraine.



***Nataliya Gutorova,***

Head of the Laboratory in Public Health Security,  
Head of the Board of the Association of Medical and  
Pharmaceutical Law,

### Priority N 2. Public Health Security

- ***Project goal*** – reducing threats to public health in European Border Regions by preventing the spread of falsified medical products .
- ***Project relevance*** – spread of falsified medical products, both manufactured in Ukraine and transported through Ukraine, poses a significant danger to human life and health. This threat is particularly relevant during the period of the pandemic infectious diseases currently taking place in the world in connection with the spread of COVID-19.





# Public Health Security

## ***Create and implement an effective mechanism to combat the spread of falsified medical products in European Border Regions***

- *use a tool to prevent the falsification of medical products under the Medicrime Convention;*
- *step-up the activities of law enforcement agencies to combat these crimes, including border guards, customs officers, and police;*
- *conduct skills training for medical professionals, including pharmacists, in identifying falsified medical products, the algorithm of actions in case of detection of such products, as well as responsibility for its spread;*
- *carry out large-scale outreach to the population of border regions on the dangers of falsified medical products, as well as ways to identify them;*
- *develop and implement the training program on the platform of the Council of Europe HELP*



## Project identification and formulation: School of Civic Diplomacy of the Eastern Ukraine



**Valentina Holodok,**

the director of the Regional Municipal Institution “Kharkiv Organizational and Methodological Tourism Center” of Kharkiv Regional Council

E-mail: [tic\\_kh@ukr.net](mailto:tic_kh@ukr.net), [hvd\\_kult@ukr.net](mailto:hvd_kult@ukr.net)

<http://tourcenter.kh.ua/en> - **Official web-site**  
«Kharkiv Regional Tourist-information center»

- **Priority N 3. Tourism**



## Project identification and formulation: School of Civil Diplomacy of the Eastern Ukraine



**Larysa Savytska,**

Associate Professor

PhD in Philology

Head of the Department of Foreign Languages and Cross-  
Cultural Communication

Simon Kuznets Kharkiv National University of Economics  
(Ukraine)

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- **Priority N 4. Cross-cultural communication**



## Project identification and formulation: School of Civic Diplomacy of the Eastern Ukraine



**Zablodskaya Inna,**

Director of the Lugansk branch of the Institute of Economics and Legal Research  
of the National Academy of Sciences of Ukraine

Doctor of Economics, Professor

**Priority N 5.**

**Legislative activity in the field of development  
of cross-border cooperation**



## Project identification and formulation: School of Civic Diplomacy of the Eastern Ukraine



**Yevgen Mykhalchenko,**

Head of the Supervisory Board of the East  
European Association for the Development of the  
Hydrogen Economy "Hydrogen Bridge"

- **Priority N 6. Renewable Energy :**  
Cooperation between Eastern European Association to develop  
Hydrogen Economy "Hydrogen Bridge" and AEBR Information Center



## Project identification and formulation: School of Civic Diplomacy of the Eastern Ukraine



**Viktor Kurtev,**

General Director, Group of Companies «Metropolia»

- **Priority N 7. Cooperation between AEBR Information Center and public organization "Bessarabia Development Center»**
  - organizing Assembly of Ukrainian border regions in Izmail
  - cooperation on strategic planning Bessarabia Development



## Project identification and formulation: School of Civic Diplomacy of the Eastern Ukraine

### Next steps:

- planning School sessions,
- identifying extra priorities,
- posting information on the AEBR website.

Next meeting – April, 29 2020