



UKRAINE. BY US

NGO "UKRAINE. BY US"

A nationwide civic initiative

The Architecture of Ukraine's Shared Future

We ask people what gives Ukraine meaning and what must endure — then turn their own words into a rigorously tested map of shared meanings.

WHAT DO WE STAND TOGETHER FOR?

How the project works

A system for openly collecting and validating what Ukraine means to people and what endures in it: from individual voices to a shared social framework.

01 PEOPLE SPEAK

in their own words — without predefined answers

02 WE IDENTIFY MEANINGS

principles, personal reasons, enduring foundations and expressions in daily life

03 WE BUILD THE MAP

voices are structured without separating conclusions from source responses

04 WE VALIDATE

a separate representative sample tests how widespread the clusters are

05 WE TURN IT INTO A FRAMEWORK

the result becomes usable for strategies, policies and programs

OUTCOME: a map of Ukraine's shared meanings; a common core only if supported by the data.

How is “UKRAINE. BY US” different from conventional opinion research?

Both study society. The difference is who defines the initial framework of questions and meanings.

CONVENTIONAL OPINION POLL

- 01 Researchers formulate the questions and answer options.
- 02 People choose within a predefined frame.
- 03 The outcome measures the distribution of predefined positions.

UKRAINE. BY US

- 01 People articulate the meaning themselves, in their own words.
- 02 Researchers analyse meanings and their underlying logic.
- 03 An independent study then tests how widely those meanings are shared.

The key distinction: meanings are generated by people themselves. A representative study tests their prevalence — it does not invent them.

Korea — scale. Wales — institutionalization.

“Ukraine. By Us.” brings both approaches together — while starting from society, from the bottom up.

SOUTH KOREA

Gwanghwamun 1st Street

INITIATOR

President Moon Jae-in's administration

WHY

open a direct channel for citizens' proposals into the new government's policy

SCALE

180,705 proposals / 49 days

OUTCOME

some proposals entered government plans

WALES

The Wales We Want

INITIATOR

Welsh Government + Commissioner for Sustainable Futures

WHY

define the country's long-term priorities together with citizens

SCALE

6,474 participants / 100+ conversations

OUTCOME

contributed to the Well-being of Future Generations Act 2015

UKRAINE. BY US.

ARCHITECTURE OF A SHARED FUTURE

INITIATOR

an independent nationwide civic initiative

PURPOSE

to turn citizens' own meanings into a shared framework for Ukraine's future

SCALE

7,000 valid responses in the first national cycle: 6,000 in Ukraine + 1,000 abroad

OUTCOME

Meaning Map → independent validation → a framework for decisions

For Ukraine, the task is not only to collect voices, but to create a path: voice → framework → use.

What we ask — and what each question reveals

3+1 format: principle, personal reason and enduring foundation are required; expression in daily life is optional.

01 For me, the most important thing is that in Ukraine...

PRINCIPLE · REQUIRED

what a person considers most important in Ukraine

02 This is important to me because...

PERSONAL REASON · REQUIRED

why it matters; one of the layers used to identify a core

03 What must never change, even after the war?

ENDURING FOUNDATION · REQUIRED

enduring meanings beyond the conditions of wartime

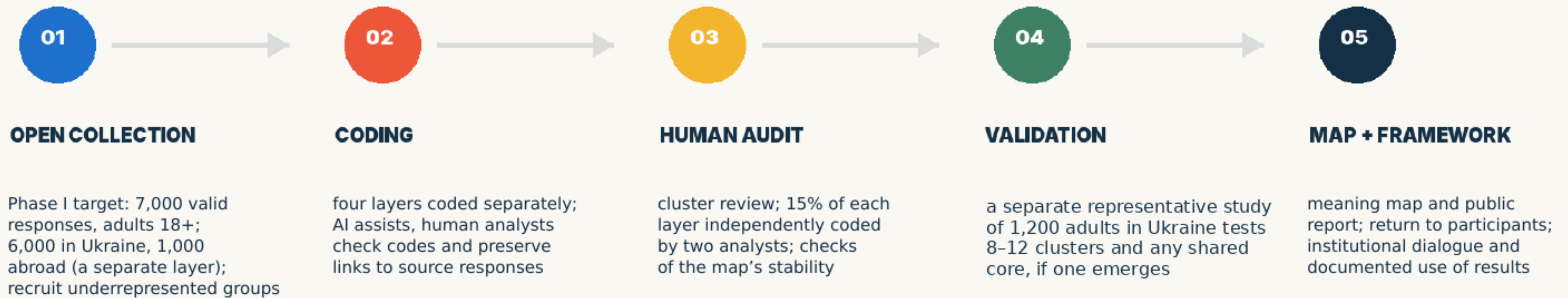
04 What concrete change would you notice in your own life?

EXPRESSION IN DAILY LIFE · OPTIONAL

how meaning shows up in life; displayed after the three required answers have been saved

From open voices to validated findings

DISCOVER → DIVERSIFY → VALIDATE: open collection, broader inclusion, independent validation.



TRUST PRINCIPLE

The open dataset is not representative. A common core must be supported by data. "Ukraine is..." may be a derivative of the map, rather than its purpose.

From the first national cycle to nationwide scale

7,000 responses form the first national cycle. From there, the model can scale.

STAGE 1

FIRST NATIONAL CYCLE

- 7,000 valid responses
- 6,000 in Ukraine + 1,000 abroad
- Ukraine's Meaning Map
- Independent representative validation

STAGE 2

NATIONAL SCALE-UP

- Much broader participation across Ukraine
- Stronger safeguards for participation integrity
- Expansion and refinement of the Meaning Map
- A nationwide public and expert conversation

Diia / BankID may be considered for Stage 2 only through separate agreements.

How the results can enter institutional practice

We do not promise adoption. We create a credible route to formal consideration and a documented response.

01

DEMAND

Communities and partners formally confirm their interest in the findings and their potential use.

02

CONSIDERATION

The findings are presented to institutions for professional discussion and assessment within their mandate.

03

RESPONSE

We document the official response: where the findings are considered, used, or not taken forward.

People articulate the meanings independently. Institutions receive a validated public evidence base for their own decisions.

Anonymity without sacrificing reliability

We protect open participation from bots and repeat submissions — without identifying the individual.

01

OPEN DIGITAL

website • media • social platforms

The main mass channel: anonymous sessions, bot protection and safeguards against repeat submissions.

02

PARTNER NETWORK

communities • NGOs • universities

Dedicated source IDs / QR links for each channel. Partners distribute invitations but never see individual responses.

03

TARGETED DIVERSIFY

offline • facilitators

We deliberately reach underrepresented settings — rural communities, older age groups and other coverage gaps.

Anonymity without sacrificing reliability: one-time QR codes/tokens, protection against bots and repeat submissions, plus technical and content-based checks — without collecting names, phone numbers or e-mail addresses.

The Meaning Map is not the end point. It is a starting point for decisions.

Three practical pathways for use.

01 A SHARED PUBLIC FRAMEWORK

What genuinely unites us? Where do real differences lie? Around what kind of future could a public compact be built?

02 INPUT FOR POLICY & STRATEGY

for public institutions, communities and independent analytical centres

A validated public mandate can inform strategic reports, recommendations, recovery programmes and public-policy documents.

03 A PUBLIC MANDATE FOR THE POLITICAL PROCESS

for the future political process

Society articulates the Ukraine it wants to build. Political actors then offer competing ways to get there.



UKRAINE. BY US

NGO "UKRAINE. BY US"

Sergii Logvynenko

PhD in Political Science; doctoral researcher at the Department of Global and National Security, Educational and Scientific Institute of Public Administration and Civil Service, Taras Shevchenko National University of Kyiv

WEBSITE

ukrainebyus.org

E-MAIL

ukrainebyus@gmail.com

PHONE

+380 63 253 66 66

First, the country articulates a shared direction. Then, together, we find the path forward.