



# HIGHLIGHTS OF THE YEAR, ANALYSIS AND PLANS FOR 2024

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Authors: CES

# KEY ACHIEVEMENTS IN 2023 AND CES PLANS FOR 2024

# KEY FIGURES FOR 2023



29 analytical reports **+70%**  
(17 in 2022, 26 in 2021, 15 in 2020)



32 events organised events **+45%**  
(22 in 2022, 24 each in 2021 and 2020)



6,830 event registrations **+51%**  
(4,500 in 2022, 1,400 in 2021)



4,650 people on the mailing list **+25%**  
(3,700 in 2022)



40 columns **-2%**  
(41 in 2022, 45 in 2021, 60 in 2020)



2.7 million reached via our own media **+60%**  
(1.8 million in 2022, 1.5 million in 2021 and 0.9 million in 2020)



79 million reached in external media **-21%**  
(101 million in 2022, 32.9 million in 2021 and 11.3 million in 2020)

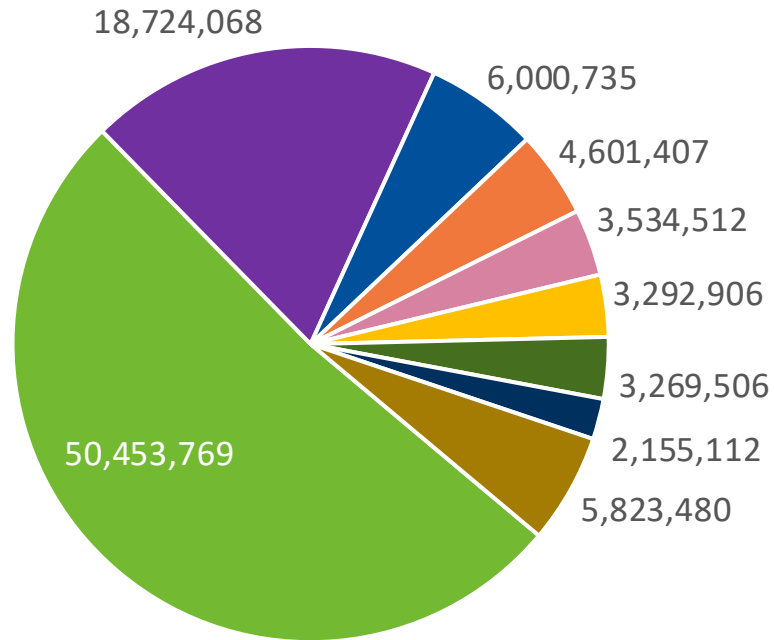


71,000 podcast listens **+36%**  
(52,000 in 2022, 29,000 in 2021 and 8,000 in 2020)

# FINANCIAL RESULTS FOR 2023 AND THE BUDGET FOR 2024

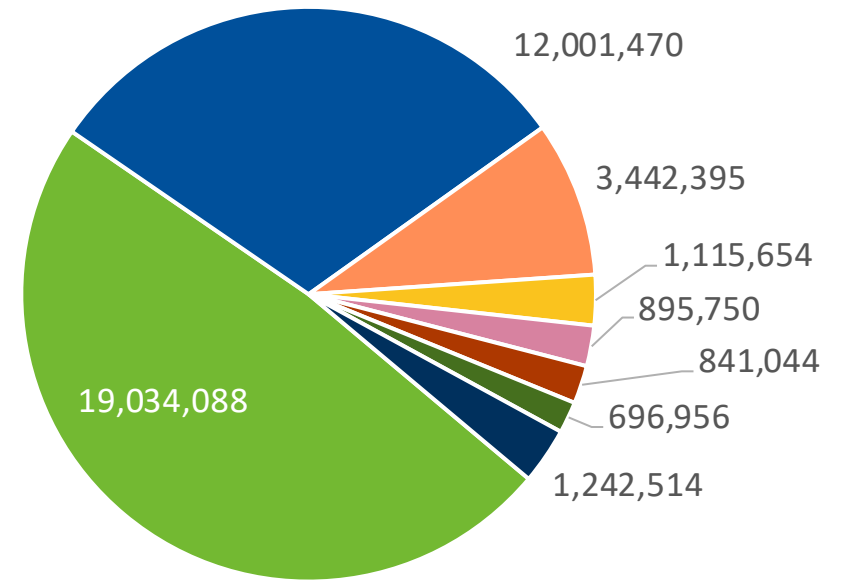
# REVENUE IN 2023 AND 2022

**2023: 97,855,496 UAH**



- ABT Britain
- European Commission
- Embassy of the Kingdom of the Netherlands
- International Renaissance Foundation
- GIZ
- NGO "ALI"
- Interest on temporarily available funds
- CIPE
- other

**2022: 39,269,871 UAH**



- ABT Britain
- Embassy of the Kingdom of the Netherlands
- International Renaissance Foundation
- NGO "ALI"

# ANALYSIS OF COMMUNICATION CHANNELS AND MEDIA MENTIONS FOR 2023

## THE MOST INFLUENTIAL PRODUCTS OF 2023

# COMMUNICATION METRICS FOR 2023 | MEDIA

Reach in traditional media declined due to fewer broadcasts. However, the number of mentions increased by 27%



# COMMUNICATION METRICS FOR 2023 | PODCASTS

Подкасти

**52K**  
кількість прослуховувань

**66%**  
сер. тривалість прослуховування

2022  
2023

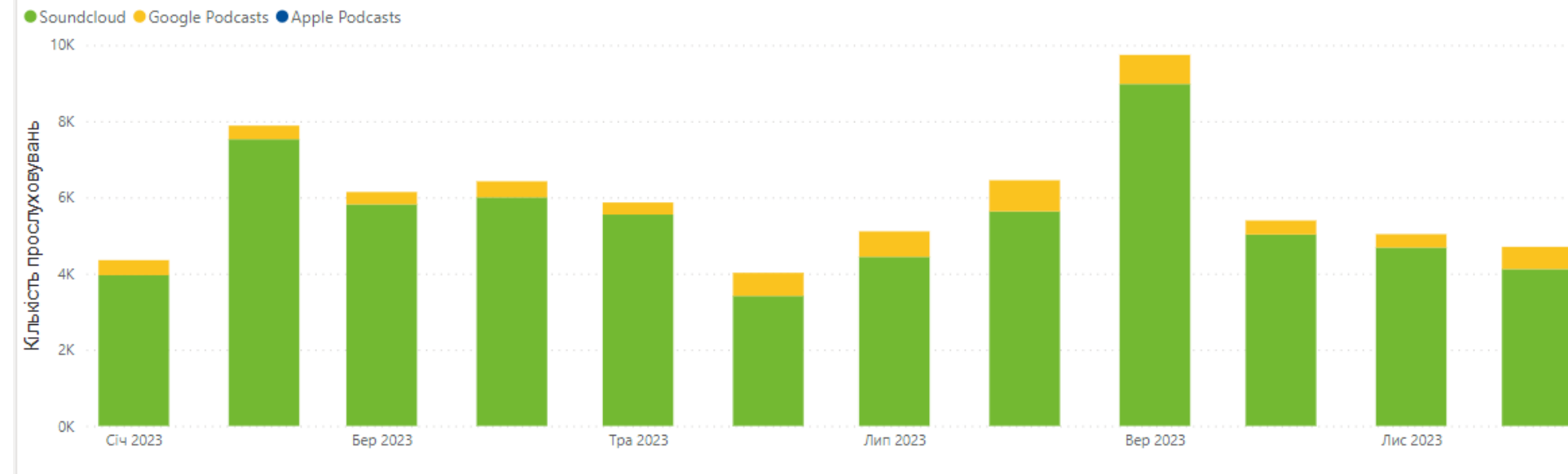
**71K**  
кількість прослуховувань

**65%**  
сер. тривалість прослуховування

Podcast listening on streaming platforms has increased by 36%.

Including radio, the audience for a single episode is up to 10,000 listens.

Динаміка кількості прослуховувань подкастів



## PODCASTS | THE MOST POPULAR EPISODES ON STREAMING PLATFORMS



**«Інституції не догнали суспільство» – Євген Глібовицький про економіку в часи Незалежності**

2,195



**"Гроші придуть, але їх не буде куди інвестувати". Сергій Будкін про банки та інвестиції**

1,611



**Діагностика банків, зняття "воєнних" обмежень: що чекати від НБУ цього року? Катерина Рожкова**

1,468



**Жорсткий контроль та підготовка до членства: що передбачає програма ЄС на 50 млрд євро? Марія Репко**

1,423



**Як виникли і впливали на економіку України медіа олігархів? Роман Романюк і Дмитро Горюнов**

1,410



**Генератори не вихід: як справитися з енергетичною кризою? Експерт з енергетики Олексій Хабатюк**

1,349

# CES IN THE INTERNATIONAL MEDIA

Over 600 mentions in 2023



Macro Matters

## Ukraine economy heads for tough 2024 as Western aid concerns grow

The New York Times

Ukraine War > | Photos | At 'Hell's Gate' on the Front | Ukraine's Combat Medics | How Russia :

### *The War Has Reined In Ukraine's Oligarchs, at Least for Now*

Bloomberg

Politics

## More Ukrainians Who Fled War May Never Return, Study Shows

- As many as 3.3 million may stay abroad, according to CES
- Impact on Ukraine could amount to 6.9% of future GDP per year

# FINANCIAL TIMES

FT Podcast Rachman Review

+ Add to myFT

## Ukraine's other battleground: the economy

What are the prospects for 'building back better' once the war is over?



FT

The Rachman Review

BUSINESS

## Ukraine needs money from the US and Europe to keep its economy running. Will the aid come?

# PUBLIC EVENTS 2023

## High-level representation at events.

We have invited top-level speakers from government and business to our events, including:

**Yulia Svyrydenko**, First Deputy Prime Minister and Minister of Economy; **Serhiy Marchenko**, Minister of Finance; **Serhiy Nikolaychuk**, Deputy Governor of the National Bank of Ukraine; **Danylo Getmantsev**, Chair of the Parliamentary Committee on Finance, Tax and Customs Policy.



# THE MOST SIGNIFICANT STUDIES OF 2023

# BREAKDOWN OF RESEARCH AND MAIN TOPICS

## 1. Ukrainian refugees abroad.

We have calculated how many Ukrainian refugees there are, how many of them will return, and how this affects the economy.

## 2. Constructive capital

We determined how much of the business sector in Ukraine is constructive, and how to increase this figure.

## 3. Monthly economic reviews

We analysed the state of the Ukrainian economy during the war on a monthly basis

4. **Research into macroeconomic stability issues** for the Ministry of Finance, the Ministry of Social Policy, and the Verkhovna Rada Committee on Finance, Taxation and Customs Policy



# SPECIAL FEATURE: THE UPDATED TRACKER AND MONTHLY ECONOMIC REVIEWS

In January 2023, we relaunched the Ukrainian Economy Tracker page, which previously focused on post-Covid recovery and now focuses on the economy during the war.

## Трекер економіки України під час війни



МАКСИМ  
САМОЙЛЮК

ЕКОНОМІКА ПІД ЧАС  
ВІЙНИ

15 Січня 2024

ПОДІЛИТИСЬ

У якому стані знаходиться українська економіка? Трекер економіки з інтерактивними графіками та коментарями. Найважливіша інформація зрозумілою мовою. Оновлюємо регулярно.

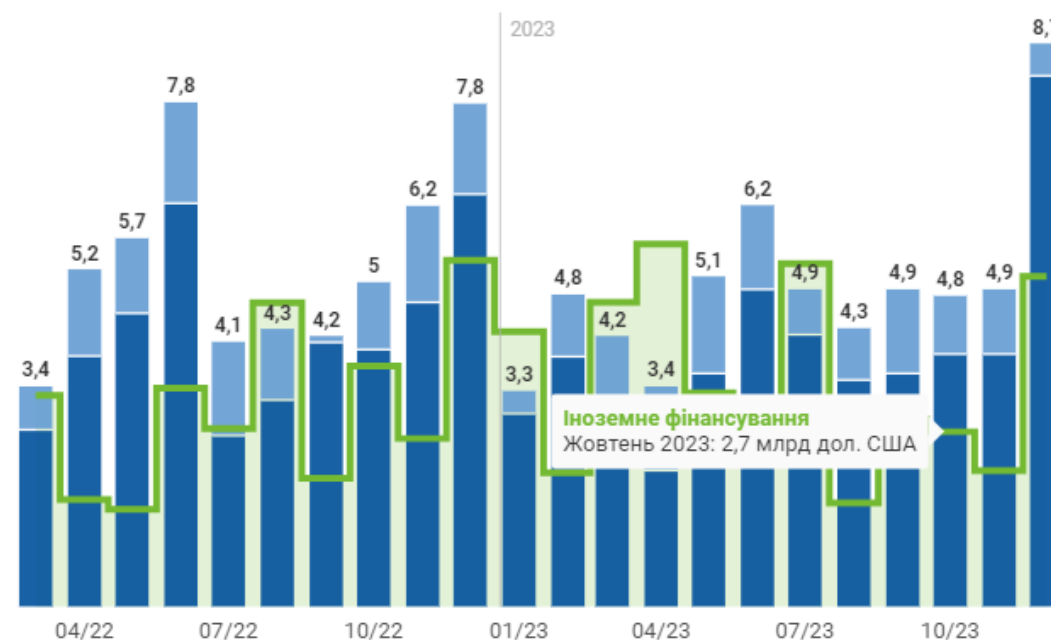
Натисніть на назву розділа, щоб перейти до нього:

1. Ринок праці
2. Очікування бізнесу та громадян
3. Іноземна фінансова допомога
4. Зовнішня торгівля
5. Енергетика
6. Металургія
7. Сільське господарство
8. Монетарна політика та інфляція
9. Банківський сектор
10. ВВП
11. Фіскальна політика

### Рекордний дефіцит бюджету у грудні 2023

млрд дол. США. Натисніть на назву категорії, щоб відфільтрувати:

■ Дефіцит бюджету ■ Погашення боргів ■ Іноземне фінансування

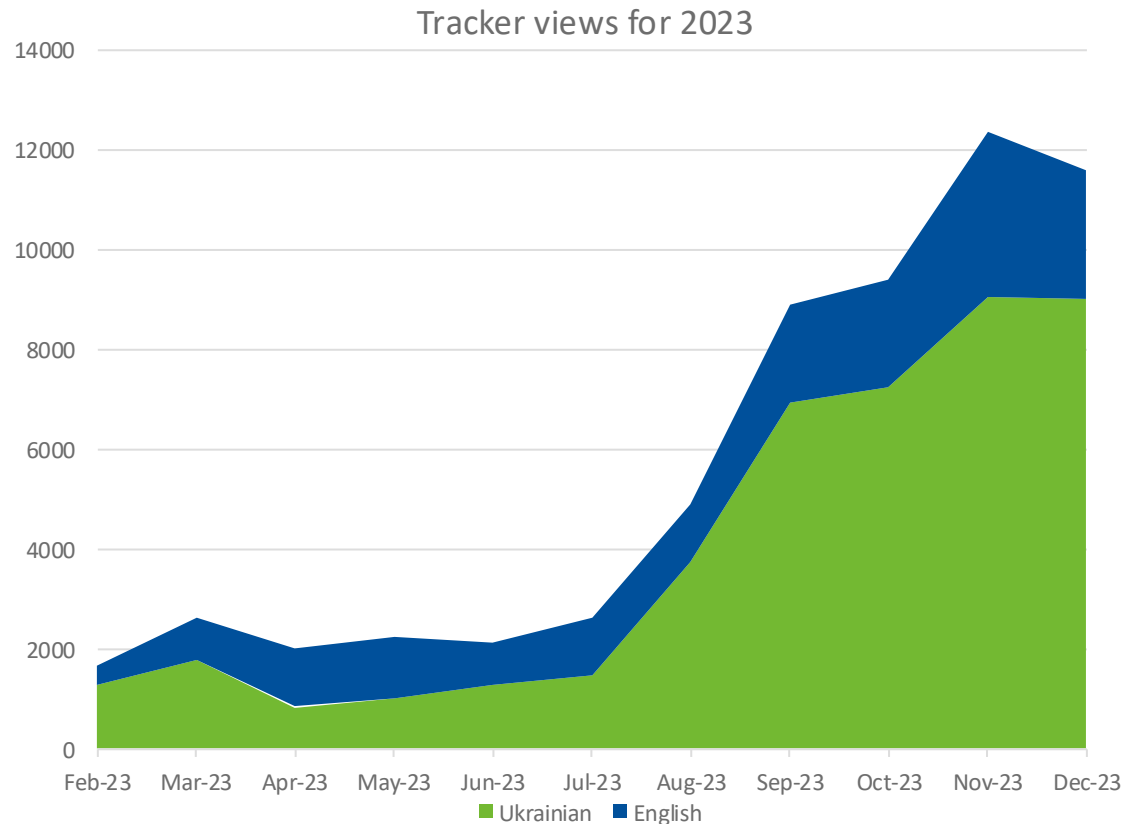


Джерела: НБУ, Міністерство фінансів • Іноземна фінансова допомога і дефіцит державного бюджету та погашення боргів

# TRACKER

Over the past year, Tracker has had over 60,000 views. More than 1,200 users have subscribed to the newsletter.

We have received enquiries from foreign media (Wall Street Journal, Alternatives Economiques, Belsat), experts (The Brookings Institution) and embassies (Embassy of South Korea)



## THE WALL STREET JOURNAL.

WORLD | RUSSIA

### Here's How the Russian and Ukrainian War Efforts Compare, in 10 Charts

Vladimir Putin is wagering he can outlast Western support for Ukraine—if he can keep Russia's war machine running

#### Ukraine foreign financing gap

■ Budget deficit & debt repayment needs ■ Foreign financing



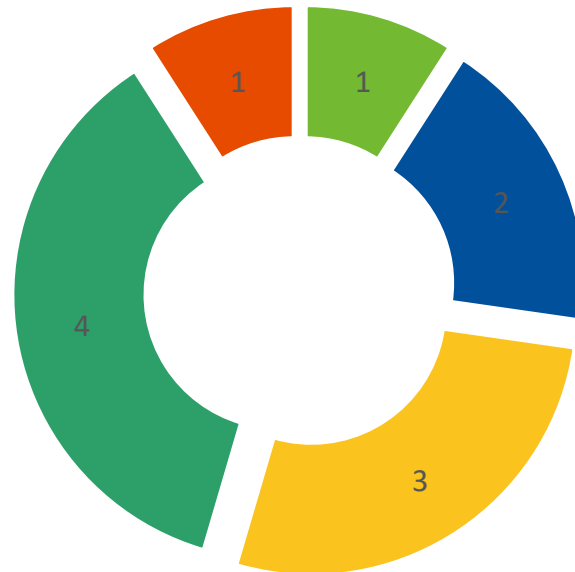
Source: Center for Economic Strategy

# TRACKER EVENTS

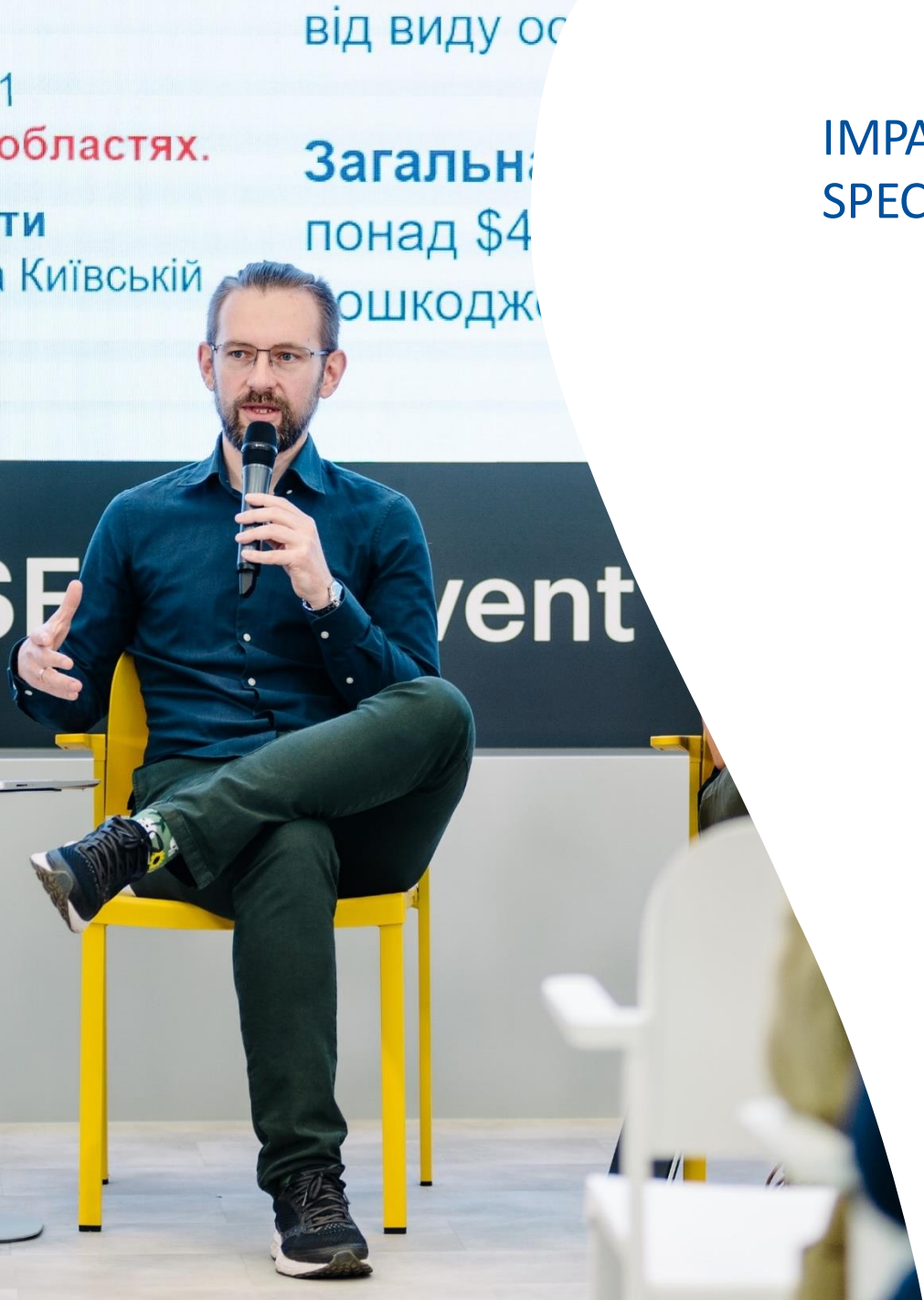
Some of the Tracker's interactive charts are presented during a public event dedicated to the monthly economic review.

Over the year, there were nearly 3,000 event registrations. Each month features a special topic with analysis.

- European integration
- Monetary policy
- Business
- Budget
- Recovery



# DIRECT INFLUENCE ON POLICY



## IMPACT | WORKING WITH THE TEMPORARY SPECIAL COMMISSION ON ECONOMIC SECURITY

In 2023, we provided analytical and communications support to the Temporary Special Commission on Economic Security, which resulted in:

- abolishing the 2% preferential tax rate for the gambling industry,
- rectifying loopholes in the law that allowed online casinos to avoid income tax and manipulate personal income tax rules on winnings
- registering draft laws on black market exports and schemes for the production of illegal fuel

As a result, the state budget received an additional  $\approx 15$  billion UAH in revenue.

## IMPACT | INSURANCE AGAINST WAR RISKS

Since 2021, the CES has recommended that the government consider the possibility of war risks insurance for businesses at risk of physical loss of assets due to the war.

Details are set out in the Economic Development Strategy for the Donetsk and Luhansk Regions, which the CES developed for the Ministry of Reintegration of the Temporarily Occupied Territories.

Since the start of the full-scale invasion, the issue of risk insurance has become one of the priorities of the Ministry of Economy.

In 2023, MIGA insured the first investment projects to be implemented in Ukraine against war risks.

Last year, the government also established a mechanism to insure vessels exporting to and importing from Ukraine by sea

## IMPACT | SIMPLIFIED TAX SYSTEM

In 2021, the CES conducted a study on potential abuses of the simplified taxation system.

The recommendations from the study were incorporated into the National Revenue Strategy up to 2030.

In particular, regarding:

- narrowing the scope of the simplified taxation system with a refocus on small businesses by excluding legal entities
- the exclusion of certain high-margin activities and an increase in differentiated VAT rates
- mandatory fiscalisation of the new consolidated group under the simplified taxation system
- the application of a mandatory VAT registration threshold for all users of the simplified system