



Date: 31.01.2025  
Authors: CES

# ACHIEVEMENTS AND ANALYSIS OF 2024

CES annual report presentation



# PRESENTATION AGENDA

1. Key performance results in 2024
2. Financial results in 2024
3. Analysis of communication channels and media mentions for 2024

# KEY PERFORMANCE RESULTS IN 2024 AND CES PLANS FOR 2025

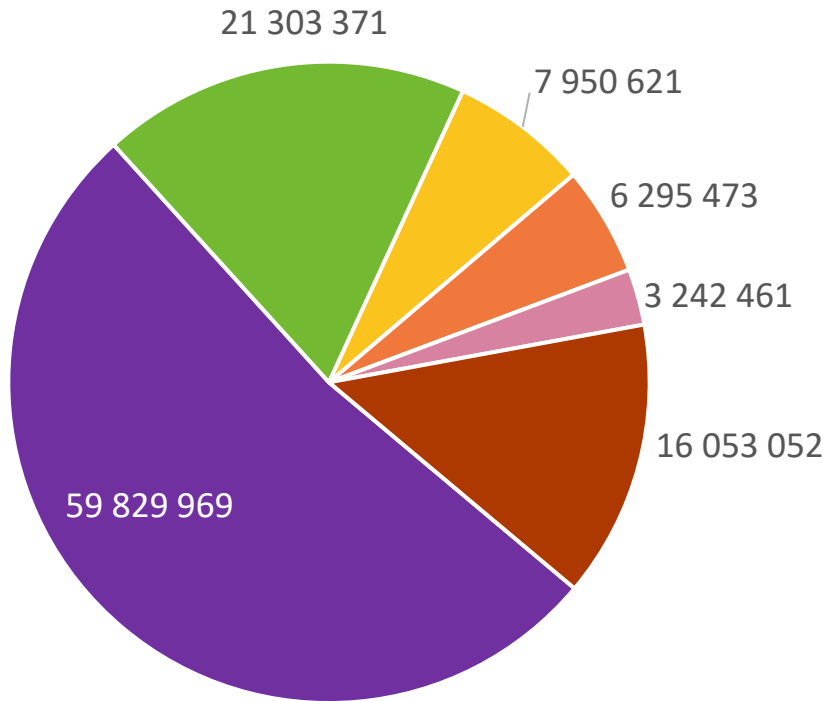


## REACHING THE AUDIENCE

- Almost doubled our reach on our own channels (launched Instagram, doubled our reach on Telegram)
- Digitised Cessie and made her a mascot for Instagram and corporate newsletters
- Engaged the support of PrivatBank for podcasts and the Economy Tracker during the war
- Spoke on the Ukrainian economy for the largest foreign audiences: The Economist, Politico, FT, The New York Times, and The Washington Post.
- We appeared more often in online media, but less on TV.
- Audited and redesigned the website and updated the analytics tool.
- Finalised and optimised the CRM system for newsletters and invitations

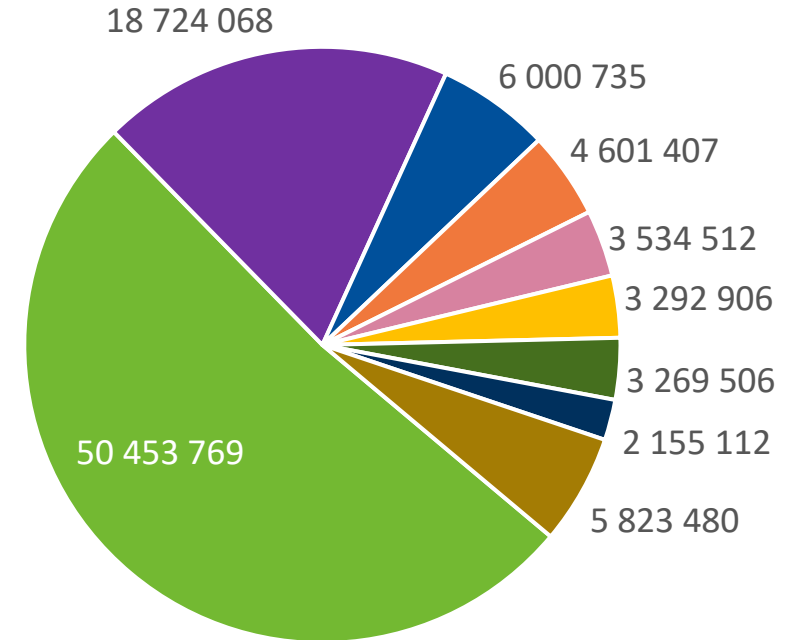
# INCOME IN 2024 AND 2023

**2024: 114 674 948 UAH**



- European Commission
- ABT Britain Limited
- UMAEF
- International Renaissance Foundation
- Interest on the balance of temporarily available funds
- Other

**2023: 97 855 496 UAH**



- ABT Britain
- European Commission
- Embassy of the Netherlands
- International Renaissance Foundation
- GIZ
- Agency for Legislative Initiatives
- Interest on the cash balance of temporarily available funds
- CIPE
- Other

# CES'S IMPACT ON GOVERNMENT DECISIONS



## IMPACT: FISCAL POLICY

- Analytical support and advocacy for the adoption of the draft law on the reboot of the Bureau of Economic Security (BES).
- Analytical support and communication support of the adopted draft law for more effective gambling business regulation.
- Successful advocacy against the introduction of excise duty privileges for liquefied gas.
- Analytical support for the specialised Temporary Investigation Commission, contributing to a 66% increase in tax revenues from gambling compared to 2023.
- Becoming a member of the BES Council of Public Control by online voting to ensure transparency and efficiency of the institution's operation.
- Developing recommendations for the restoration of the reverse subsidy mechanism.

# IMPACT: PEOPLE, BUSINESS, EU

## Human capital policies:

- We provided support for the preparation of the Strategy of Demographic Development of Ukraine until 2040, based on our quantitative assessments

## Business support:

- We have presented recommendations to the Ministry of Economy to support businesses in areas close to the frontline. Some recommendations are already being implemented.

## Eurointegration:

- CES analysts were included in 14 out of 36 negotiating groups on Ukraine's accession to the EU.

# ANALYSIS OF COMMUNICATION CHANNELS AND MEDIA MENTIONS FOR 2024

# KEY FIGURES FOR 2024



47 policy briefs

**+43%**

(29 in 2023, 17 in 2022, 26 in 2021, 15 in 2020)



37 organised events

**+15,5%**

(32 in 2023, 22 in 2022, 24 in 2021 and 2020)



7500 registrations for events **+10%**

(6830 in 2023, 4500 in 2022)



4990 subscribers in the mailing list **+7,5%**, with 62 300 email openings **+10,5%**

(4650 subscribers and 56 400 openings in 2023)



27 published columns **-32%**

(40, in 2023, 41 in 2022, 45 in 2021, 60 in 2020)



4.5 mln reached in our own media **+66%**

(2,7 in 2023, 1,8 in 2022, 1,5 in 2021 and 0,9 in 2020)



22 mln reached in external media **-34%**

(33,4 in 2023, 101 in 2022, 32,9 in 2021 and 11,3 in 2020)



129 ths. of podcast listens **+30%**

(99 in 2023, 52 in 2022, 29 in 2021 and 8 in 2020)

# TELEGRAM



Telegram is our largest communication channel, and our goal is to provide users with relevant and easy-to-read content, attracting a new audience.

The most popular post for the year was a position on tax increases with 65,000 reach.

Що з економікою?

## Підвищення податків було невідворотнім

Але зараз тягар покладають на білий бізнес та офіційно оформлених працівників.



позиція ЦЕС



Підвищення податків було невідворотнім. Але зараз весь тягар покладають на «білий» бізнес та офіційно оформлених працівників.

Позиція ЦЕС у дописі нашого податкового експерта Юрія Гайдая.

«Сьогодні на потреби оборони бракує 500 млрд грн, близько \$12 млрд — це щоб профінансувати зовсім базові потреби армії»

# FACEBOOK

Year coverage 846 thousand (-5%), readers 10,300 (+1300 or +13%)

 **Центр економічної стратегії / Centre for Economic Strategy** · 3 дн. ·  ...

✓ **Минулого року інфляція перетнула прогнози і пришвидшилась до 12% у грудні**

Тож НБУ підняв облікову ставку до 14,5%. ... **Більше**

## Теплокарта інфляції

Як змінювалися споживчі ціни на товари та послуги за категоріями



Зміна рік до року -10%  45%



 **Центр економічної стратегії / Centre for Economic Strategy** · 23 січень о 18:20 · 

Економічний форум в Давосі розділився на два світи: війна в Україні та штучний інтелект

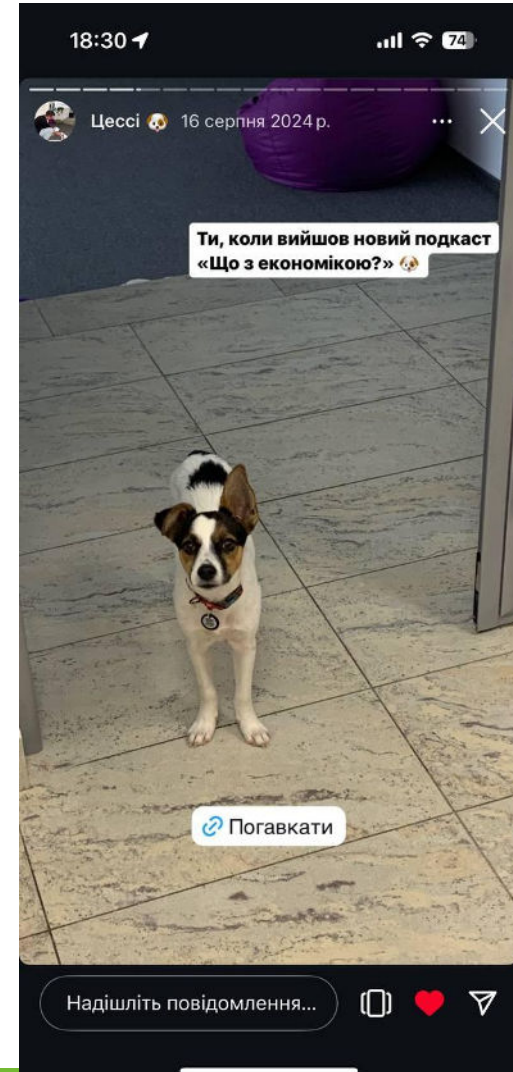
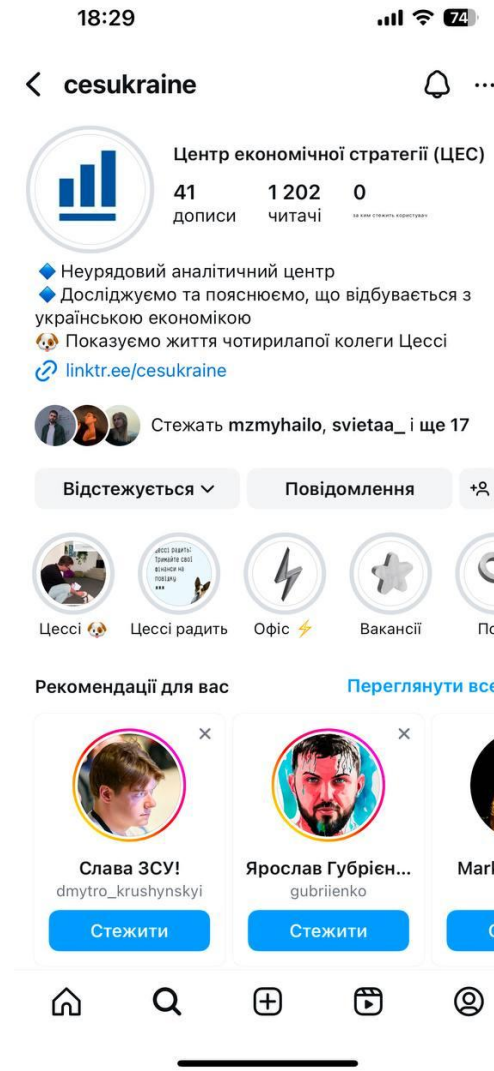
Насправді ці теми є ключовими в Давосі вже другий рік поспіль. Початок форуму відбувся в один день з інавгурацією Трампа. Тому політичні лідери, економісти та бізнес обг... **Більше**



# INSTAGRAM

The CES Instagram page was launched in July, Since then, 1,200 people have followed it, reaching more than 200,000 users.

Our goals at Instagram are to engage a new audience, advertise CES products through Cessie, and develop the reels content to increase the page's popularity.



# WEBSITE

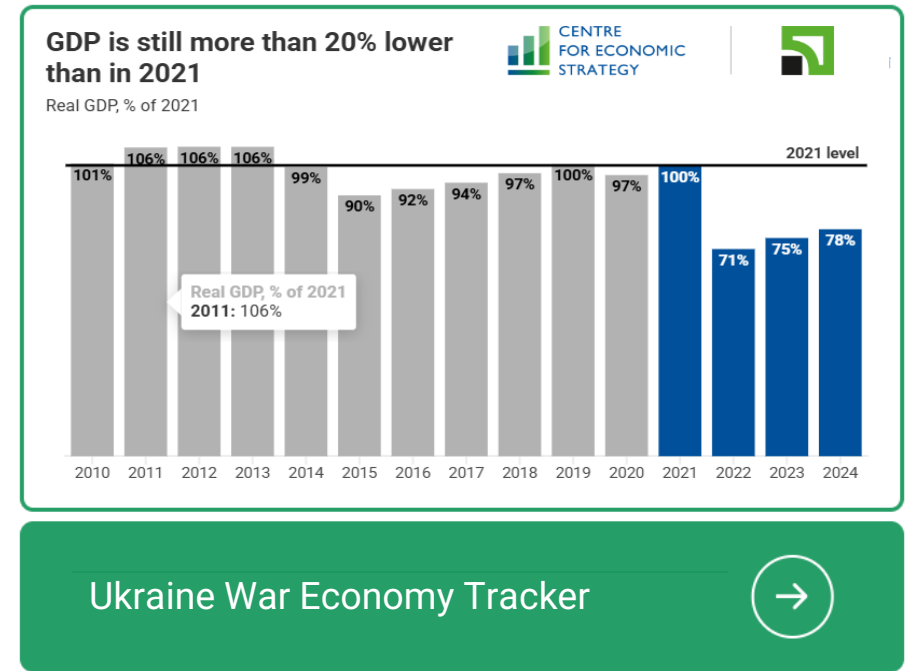
During the year, the site was visited by 136,000 users (+42%).

After an audit of the site, we updated and redesigned it almost completely and switched to a new analytics tool.

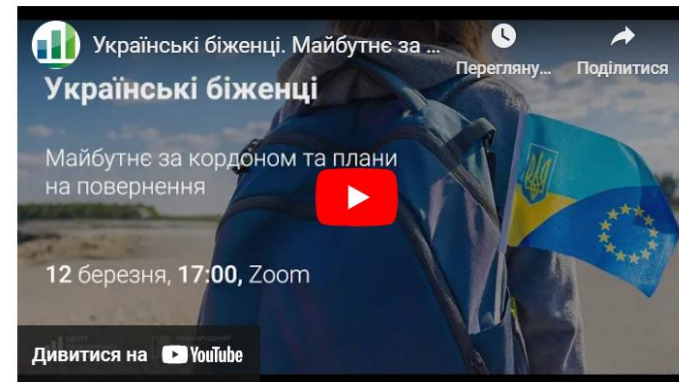
Our nearest plans include SEO optimisation and the use of GoogleAds for NGOs.

The most popular page (apart from the home page) is the Wartime Economic Recovery Tracker, which is published with the support of PrivatBank.

The second place goes to the third wave of research on Ukrainian refugees.



## Ukrainian refugees: future abroad and plans to come back



# COMMUNICATION INDICATORS FOR 2024 | PODCASTS

## Podcasts

**99K**

number of  
listens

2023

2024

**129K**

number of  
listens

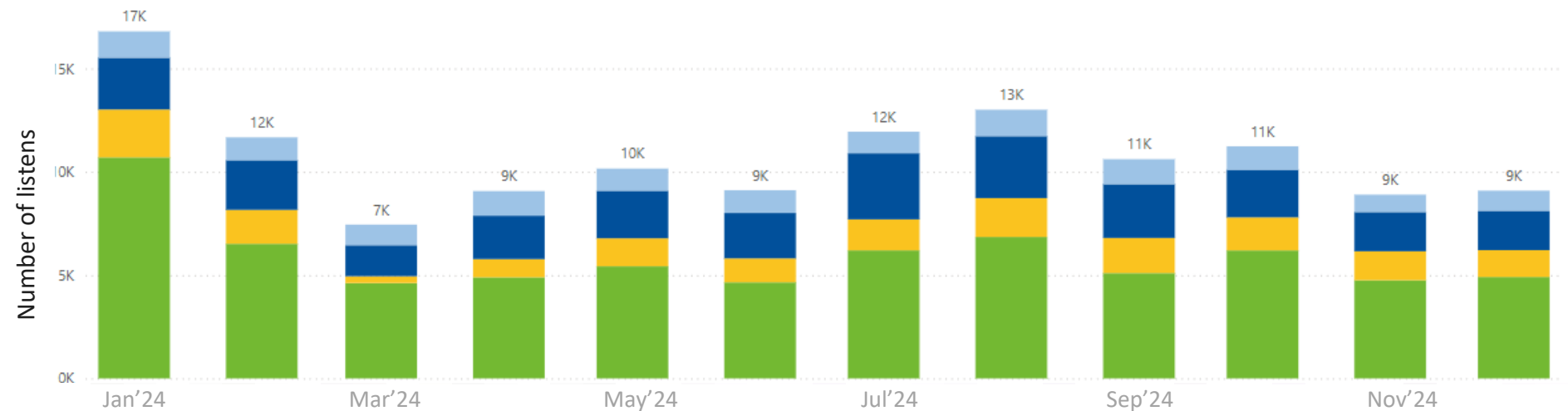
Podcasts on streaming platforms have been growing by more than 30% for the second year in a row.

Including the coverage of Hromadske Radio, the audience of one episode is up to 10,000 listeners.

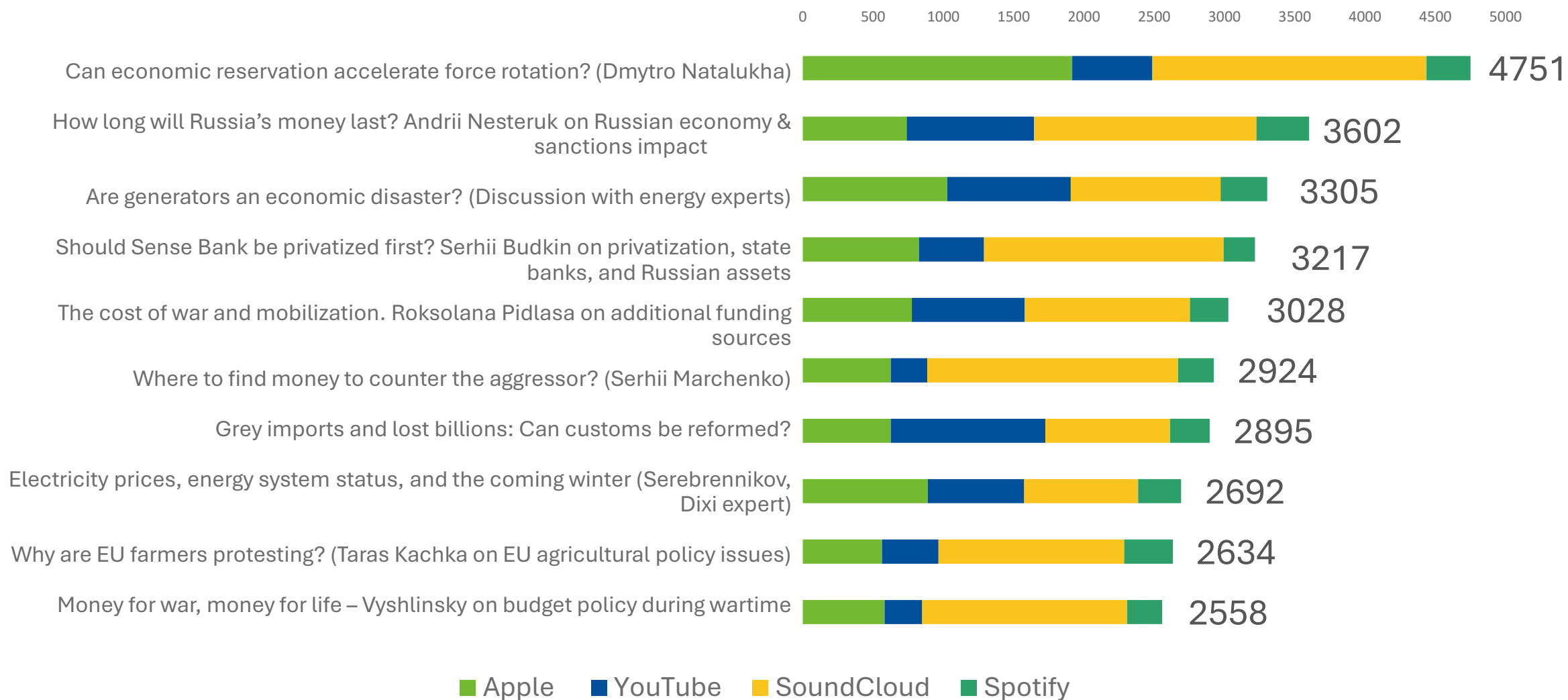
Since autumn 2024, the podcast is supported by PrivatBank.

Trends in the number of podcast listens

● Soundcloud ● YouTube Podcasts ● Apple Podcasts ● Spotify



# PODCASTS | THE MOST POPULAR EPISODES ON STREAMING PLATFORMS\*



\*Podcasts are available in Ukrainian

THANK YOU FOR YOUR ATTENTION

