

TYPES OF INTERACTION WITH THE CIVIL SOCIETY



Development of Ukraine as a democratic European government puts on the agenda the issue of openness and transparency of power institutions, equal partnership and engagement of citizens in the formulation and implementation of the government policy.

Interaction with civil society is a key matter in the Association Agreement between Ukraine and the European Union, which governments stress that interaction between the government and the civil society on the basis of partnership is necessary for development of Ukraine as a legal, democratic and social state.

The model of effective interaction of government authorities with the civil society must meet the modern democratic requirements, ensure the strengthening of institutional and political role of the civil society, strengthen the monitoring and expert component in activities by non-governmental organisations in order to ensure their active participation in democratic transformations.

Central to the state governance is the establishment of feedback mechanisms between the public and the private sectors, creating opportunities for a free and impartial coverage of all social and political processes in mass media, maintaining a permanent dialogue with all social groups of citizens, which will enable the government authorities to respond to trends in development of social processes, and therefore – to adjust the government policy with account to social needs, and the population — to manifest civil initiative and understand the significance of their participation and ability to influence decision-making processes.

regulatory framework

An important structural component for a responsible and transparent system of civil service is the introduction of a new administrative culture, since public servants must realize their responsibility for ensuring citizens' full participation in managing the state affairs. An important task is the establishment of a complex of communication with civil society both within a government agency, and in the system of executive power in general, which will enable adequate and consistent representation of the authorities' actions to the population and contribute to establishing a systematic feedback.

This task requires proper competences of specialists at government authorities in matters of establishing interaction with civil society, in particular, regarding preparation and holding of an information campaign with account to the information needs of the society, including those using new technologies, establishment of in-house communications and control over official information flows, consultations with civil society in the process of European integration reforms and implementation of provisions of the EU legislation.

The purpose of professional training of civil servants is to master a system of knowledge and skills that will ensure their ability to establish an effective interaction with civil society. The key knowledge and skills are as follows:

- regulatory framework, mechanisms and technologies to engage civil society in the process of formation and implementation of the government policy
- mechanisms to carry out explanatory work regarding the content, objectives and ways of implementation of the government policy; technologies, tools and means to inform civil society and to establish interaction with the mass media

information and communication strategy

coordination of official information flow

organisational support for the implementation of the total of public relations functions by bodies of power

organisation of activities by press services at government authorities

use of modern information technologies

- the essence of the government policy for promoting development of the civil society and the principles of ensuring democratic governance

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NATIONAL AGENCY OF UKRAINE
ON CIVIL SERVICE



CENTER FOR ADAPTATION OF THE CIVIL SERVICE
TO THE STANDARDS OF THE EUROPEAN UNION

INTERACTION BETWEEN THE GOVERNMENT AUTHORITIES AND THE CIVIL SOCIETY in the process of European integration

- publicity of activities by government authorities and improvement of public awareness on the results of the European integration reforms
- organisation of a public discussion and effective cooperation with civil society, expert community and mass media
- training on matters of establishing interaction with civil society

 **EASTERN PARTNERSHIP**

BRINGING EASTERN EUROPEAN PARTNERS CLOSER TO THE EU



VALUES AND PRINCIPLES OF INTERACTION BETWEEN THE GOVERNMENT AUTHORITIES AND CIVIL SOCIETY

openness – a mechanism of approval of policies by government authorities must envisage public access at the decision preparation stage

transparency – unimpeded access to information produced and held by government authorities; organisation of regular reporting on activities by state institutions, explanation of the essence of policy by a government authorities

responsibility – providing civil society with timely, complete and accurate information about events and activities that involve government authorities; monitoring and publication of information on the distribution and use of budgetary funds and achievement of stated objectives

competence – adherence to the appropriate standards of professionalism, deep knowledge of sectoral matters and ability to make informed rational decisions that solve specific problems in the best manner

professionalism – staff at information and communication departments at the government authorities must have the ability, knowledge and skills that are necessary for performance of their professional duties, as well as communication skills

impartiality – a tolerant attitude to representatives of different political views and social groups; demonstrating adequate tolerant behaviour aimed at conflict prevention

support of two-way communication – striving to develop a dialogue with different groups of society

consistency – planning cooperation focusing on long-term strategic objectives; compliance with the norms and agreed principles and methods of interaction

integrity – adherence to ethical norms and legal requirements

accuracy – providing different social groups with specific information in a clear way, ensuring the best results in response to inquiries

EFFECTIVE COMMUNICATION

- determining objective communication goals
- identifying target audiences
- coordinating the key messages
- selection of method and form to present information and feedback mechanisms

COMMUNICATION OBJECTIVES

- provision of information
- raising awareness
- encouraging action
- reaching consensus
- behaviour change
- encouraging community participation
- conflict resolution

COMMUNICATION TOOLS

- communication events
- newsletters
- media, including press conferences, broadcasts on television and radio
- official websites
- focus groups
- public hearings
- public participation meetings
- social monitoring
- social media, e.g. YouTube, Facebook, Twitter
- work of advisory bodies
- establishment of working and expert groups, advisory portals and other platforms for communication regularly engaging experts
- public promotion

conveyance of reliable information on the European values

forming broad public interest to the European integration, promotion of the demand for information about the European integration process

public debate promotion

COMMUNICATION ON MATTERS OF EUROPEAN INTEGRATION

- provision of information about the advantages and opportunities associated with the process of European integration
- popularisation of European integration
- provision, in a simple and understandable language, of objective, easily accessible and complete information to civil society (particularly at the regional level) on matters related to the process of the country's European integration
- Raising awareness about the European integration process in academic and business communities and in the civil society (scientific and academic institutions, non-governmental organisations, media, trade unions and associations)
- provision of information to the entire society and to specific target groups regarding initiatives in the legislative sphere that are related to the European integration
- prevention of formation of the wrong clichés and attitudes in the society about the European integration process, and unrealistic expectations among the population
- expansion of the citizens' participation in the European integration process and provision of regular feedback
- provision of objective and comprehensive information on part of the state regarding progress in implementation of the commitments taken within the framework of the European integration process
- training of civil servants on matters of the European integration processes

STRATEGY FOR SUSTAINABLE DEVELOPMENT "UKRAINE – 2020"

approved by Decree of the President of Ukraine of January 12, 2015, №5/2015

The main prerequisite for implementation of the Strategy is the social contract between the government authorities, business and the civil society, where each party has its own area of responsibility.

Responsibility of the bodies of power - to carry out reforms, to ensure a balance of interests between the civil society, the government and business, simply work transparently and efficiently, following new approaches, to guarantee observance of human rights.

Responsibility of business - to support and develop the state, business environment and civil society; faithfully pay taxes, exercise effective investment in the economy of the country; adhere to the principles of honest labour and competition.

The responsibility of civil society - to control the government authorities, to live according to the principles of dignity and strictly abide by the Constitution and laws of Ukraine.

The goal of state governance reform is building a transparent system of state governance, creation of a professional institute of civil service, ensuring its effectiveness. The reform implementation must result in creation of an efficient, transparent, open and flexible structure of public administration with the use of the latest information and communication technologies (e-government), able to produce and implement an integral national policy aimed at sustainable social development and adequate response to internal and external challenges.

PRINCIPLES OF ORGANISATION OF PUBLIC PARTICIPATION IN THE FORMATION AND IMPLEMENTATION OF THE GOVERNMENT POLICY

- existence of a specific goal
- creating conditions for feedback
- availability of alternative options
- creating conditions for active public participation in preparation of management decisions
- engaging the largest possible number of interested participants in discussion and approval of management decisions
- providing adequate open and complete information
- openness and accountability of civil society participation process; the ability to formulate realistic goals only
- the use of qualitative methodology foundation to organise the process and monitor its results
- professional skills for the organisation of public interaction