

Osvitoria

annual report

2021



The All-Ukrainian Online School

- Students from **123 countries** of the world watch enjoy the Platform
- 2200 lessons** are available for Ukrainian students and teachers anywhere and anytime.
- Every **5th middle** and high school teacher uses the Platform

iLearn

- In **2021**, the number of iLearn users increased by **30%**.

Global Teacher Prize Ukraine

- In 5 years of the project's activity, we received a total of **11,721** applications from proactive teachers

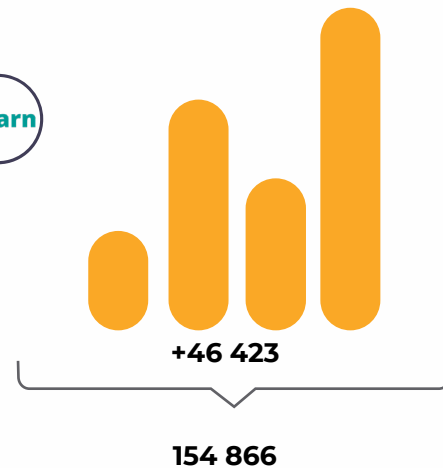
The Map of Nominations GTPU 2021



- Media coverage totalled **110 million** contacts
- Only **5.5%** of Ukrainians consider the profession of teacher desirable for their child
- The number of Ukrainians who consider teaching important increased by **46%** since the launch of the **Global Teacher Prize Ukraine**

The Scholarship Program

- Due to the Scholarship Program, **30 talented children** received grants for free education in the innovative Novopechorska school



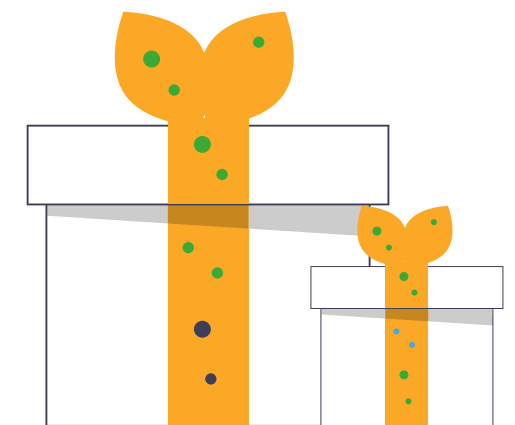
The First Profession

12 oblasts

25 orphan boarding schools

50 professional classes

650 children



The School Tech Boost

- 2157** applicant schools from all over Ukraine
- 15 schools** got their technological boost with high-tech equipment

Osvitoria.media

- Our expert articles got **3.5 million** unique readers in 2021
- More than **190,000 subscribers** follow us on Facebook

Teacher Training Center

- 25 courses** for teaching toolkit
- In **2021**, **21555 teachers** improved their skills with us

New STEM-School in Unit.City

- Will open its doors in **2023**
- 740 students**
- location **2ha**

Osvitoria Hub

- 700 events**



PR&Communications

- Media coverage in the external media has reached
130 000 000 contacts
67 stories on national TV-channels
328 publications in national media

- Cooperation with the most powerful media

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2021: Challenges and Achievements

Zoiia Lytvyn, Head of Osvitoria NGO

Our mission is to change the country through quality education projects. We create innovative schools and programs, help teachers to study, and make quality education accessible to children from low-income families.

In 2021, Ukraine entered the second turnaround of the pandemics and quarantine restrictions. It meant a struggle for quality and accessibility in education. I am pleased that Osvitoria team was prepared for these challenges and set out to implement The All-Ukrainian School Online, an ambitious and so much required state project. At present, the Platform includes 250,000 users from more than a half of all schools in the country, with this number growing.

The teacher profession prestige is a pressing issue at all times. The Global Teacher Prize Ukraine has been active for many years, and the social recognition of the teacher importance has grown by 46%. However, only 5% of parents would like their children to choose this profession. This is our utmost challenge and the major motivation at the same time: to raise the bar for our "Teacher's Nobel Prize". This year's record figures and media coverage is a reward for our team!

In 2021, we relaunched the teachers training center, as well as introduced new training programs for teachers and education managers. Our programs helped children to get prepared for the External Independent Evaluation (EIE), gain quality knowledge and first profession, and assisted schools become more technologically advanced. We worked a lot on our internal processes, we communicated a lot, and we made big plans for the future.

This report is not just a list of projects we were engaged in or the results we achieved. It represents our values, our priorities, and our dreams, dreams about the education that will make Ukraine a super state.

We keep on working to make these dreams come true!

STEM-School in UNIT.City

Osvitoria creates innovative schools and programs. In 2021, we completed the foundation and two floors of a new school in the UNIT.City innovation park. The school will be STEM (Science, Technology, Engineering and Mathematics) oriented and will focus on teaching exact and natural sciences, technologies, engineering, and mathematics.

"Ukraine possesses an important scientific potential which is to be preserved and implemented, therefore we are building this school. It will be the territory of the future. From engineering solutions and design of premises to education programs and methodology, we are shaping an innovation space for the quality Ukrainian STEM education."

Zoiia Lytvyn, Head of Osvitoria

The premises of the new school will be conceptualized as a space which teaches and interacts with children: museum expositions and experimenting areas in classrooms and halls, a greenhouse, modern observatory, and open air classroom area. In addition, the school will house laboratories for elementary, secondary, and high school classes in Technologies, Design, Chemistry, Biology, and Robotics.

The training methodology will be based on the schooling systems of the countries regularly demonstrating high education quality scoring under PISA in Mathematics and Natural Sciences. The school's founders, the Osvitoria experts, will apply the experience of Singapore, United Kingdom, Germany, Canada, and the USA in the new school.

The new school for 740 children will start its work on September 1, 2023, and after 13 years the first graduates of a new school will open the time capsule our team has laid.

Strategy and Foundation

Anna Sydoruk, Executive Director of Osvitoria

Our strategy for the turbulent 2021 has turned out to be highly ambitious!

We strengthened our current projects, implemented one of the major educational projects of the state, created synergy, and totally rebooted the training center for teachers.

We fruitfully worked to reinforce the foundation of the organization: we improved its operational efficiency, and we diligently learned all year long. This was the first year we launched a corporate training program for our team, and we will definitely keep it going in the coming year.

The personnel is our most valuable asset.

Strategic goals 2021

Strengthen
operational
sustainability

Increase the
value of the
ongoing projects

Relaunch the
training center for
teachers

"The All-Ukrainian School Online is my immense challenge of the year! The synergy of everyone who was involved in this super crucial project impressed me above all. Teachers, methodology developers, inclusion experts, language editors, state education experts, project managers, operators, programmers, directors, and designers... Absolutely all of them worked to achieve the unique mutual result. A single telephone call helped to attract big mobile communication corporations to land traffic on the school platform and its cell phone application. The only inquiry to look through our visual presentation got Bulanov Bureau, one of the best design agencies, to develop a visual design for us free of charge. We collected endless gratitude and an absolute support from everywhere. I have never felt anything like that!

Only such synergy can give origin to genuinely important things."

Anna Sydoruk, Executive Director of Osvitoria

The All-Ukrainian School Online

The All-Ukrainian School Online is the project that saved schools during the quarantine and became an essential part of schooling routine after the quarantine ended. It is called to make quality education accessible anywhere and anytime. This is the first single nationwide platform for mixed and remote education that was created by Osvitoria under the order of the Ministry of Education and Science, the Ministry of Digital Transformation, and the Ukrainian Institute for Education Development.

The All-Ukrainian School Online is convenience and quality. It offers video lessons, tests, and tasks for independent work for the students of 5 to 11 grades, as well as methodical recommendations for teachers on how to use lesson materials under the conditions of blended and remote education with a convenient set of functions. The progress and fulfillment of tasks can be followed in a student and teacher's personal account (virtual classroom). Cell phone applications are available for all operating systems.

The All-Ukrainian School Online is synergy: synergy of state, public sector, and responsible business. The state acted as a customer and a chief expert for quality, and Osvitoria as a service provider, while UNICEF provided expert follow-on and training of the teachers on inclusion issues. Three mobile operators, Vodafone, Lifecell, and Kyivstar, provided a free-of-charge mobile traffic for using the web-based version of the Platform and the cell phone applications, and Creative States city space and Novopecherska School provided premises for shooting. The "Teacher's Account" function and cell phone applications were made possible thanks to the support from International Renaissance Foundation. Bulanov Bureau designed the corporate style and identity for the school.

The All-Ukrainian School Online is influence. It has over 250 thousand users. Every fifth teacher and 50% of schools are using the Platform. It has 2,200 lessons accessible anywhere and anytime. The lessons are viewed by students from 123 countries of the world, as well as by the school children in the temporarily occupied territories who have access to the quality Ukrainian educational contents.

The All-Ukrainian School Online is one of the greatest challenges we have coped with and this is the project our country is proud of!

The Platform [has become](#) one of the TOP-30 most outstanding projects during Ukraine's Independence, together with such benchmarks in Ukrainian history as the construction of Shelter facility at the Chernobyl Nuclear Power Plant and the introduction of visa-free travels, according to publishing house Liga.net and international organization Project Management Institute.

The UN global agreement in Ukraine recognized the Platform as the best project of 2021 in the Society category.

The most valuable award for us is gratitude of its users and the trust of the state, and in 2022 we are going to keep on working on the platform and completely finalize the annual high school program.

Teacher Training Domain

Olha Nahorniuk, Project Manager

This year, the teacher training domain was rebooted, strengthened with a new team, and formed the baseline for a more powerful support to education professionals in 2022.

The world's situation is showing that the future belongs to by blended solutions and lifelong learning. Therefore, Osvitoria's training center is going to launch an online training platform for education professionals in 2022. The platform will add to the portfolio of the current training center products and help involve teachers from all over Ukraine in training and improving their qualification.

Another important part of our work now is supporting teachers on implementing New Ukrainian School (NUS) principles in high school, which will become a major challenge for the majority of schools in 2022. In this sphere, we, together with many stakeholders, are developing a comprehensive course for training teachers of 5 and 6 grades.

Besides, we keep on developing the Education Management School jointly with the business school of the Kyiv-Mohyla Academy, a program for the managerial personnel of education institutions and education organizations.

"This year, we attended #osvitura, the trip around Ukraine targeted at interaction among education professionals from various regions as part of the GTPU program. The variety of contexts was astonishing: every single region has its individual problems and identity, but in every region there are teachers who contribute their energy and efforts to the new generation of Ukrainians. We want such teachers to be known, heard, and supported. The prestige of teacher's profession and its value are a big challenge for Ukraine and the world, and we are also actively working on and will keep on working on increasing it in the future."

School of Education Managers

This is a training program for the directors of state-owned and private schools, the managerial personnel of education departments, and the initiators of educational start-ups or projects who, together with their teams, strive to modify the education systems within their communities. In 2021, we rebooted the School of Education Managers, supplemented the course, and taught the second group of 28 directors and deputy directors of studies, managers of education departments, and new education change-makers who successfully finished the course. At present, the third admission is underway.

Osvitoria Training Center: Let the Teachers Decide How to Study!

Yaroslava Mozhova, Head of Osvitoria Training Center

This year, the Osvitoria Training Center was relaunched with one thing unchanged: the principles and powerful expert circle, since this is the place for the Ukrainian teachers to study and improve!

We added 10 new programs this year, and now teachers' qualifications can be advanced in 25 specialties at the training center, including composition assessment, Ukrainian Language and Literature in the New Ukrainian school, modern neuroscience for the purposes of effective teaching to elementary school students, decision-oriented approach for teachers and education management, fundamentals of psychology for the purposes of effective and creative teaching activities, remote and blended education, integrated education in elementary school, inclusion, critical thinking, creative pedagogical strategies, etc.

The best education experts of Ukraine, Inna Bolshakova, Ihor Khvorostianyi, Maryna Prystinska, Yurii Haiduchenko, Kateryna Holtsberh, cooperate with us.

In 2021, 21,555 Ukrainian teachers took part in our training events! The online marathon dedicated to the Teacher's Day gathered over 20 thousand participants. This year, we have also hosted the first Forum for School Managers that has gathered over 80 directors from various parts of Ukraine and demonstrated a considerable interest in education managerial personnel training.

Our legendary online courses jointly worked out with Ed.Era have reached a number of participants:

- Online course for elementary school teachers – 272 237;
- Get and do! – 53 740;
- Get and do 2.0. Mixed and remote education – 26 486.

Next year we will work on a fully functional online platform for training and development of teachers and the elaboration of the NUS course for the secondary school, and make the rest of our programs more advanced and profound.

Global Teacher Prize Ukraine 2021

What was this year's anniversary of "Teachers' Nobel Prize" about? The results and achievements of thirty years of Independence of Ukraine were backed by the teachers of Ukraine. We were translating this important message to the country for seven months while running the campaign.

This year, volunteer assessment centers were hosted in five cities and online involving over 200 volunteers. We collected the record-beating 3,273 questionnaires and obtained 1,870 nominations from thankful Ukrainians, and the media campaign coverage reached 110 million contacts.

- An anti-lesson of gratitude to teachers "Generation Alpha Superhero Teacher: Gratitude Edition" was held: 20 ambassadors were involved, and 27 lessons were held in the schools of Ukraine!
- #Osvitur around Ukraine: the team held meetings with education professionals in Chernihiv, Uzhhorod, Kherson, Mariupol and produced the first documentary film titled "Teachers of Ukraine."
- The GTPU ceremony was broadcasted on 24 Suspilne regional channels, and hence became available for millions of viewers all around Ukraine.
- An exhibition dedicated to the history of Ukrainian education, now cruising around Kyiv, was opened in Sofiiska square in cooperation with the Pedagogical Museum (Teacher's House) of Ukraine.
- Special projects with all the Ukraine's three leading media: UP, NV, and LIGA.

Two more value nominations were added at the same time in 2021: a "Front Line Teacher" nomination for the teachers from Donetsk and Luhansk regions with writer Serhii Zhadan to become its ambassador. This award for the teachers from front line towns and villages was introduced as a gratitude for their work, on the educational and cultural front line, in hostile conditions. An "Teacher as a Contemporary of the Independence" nomination for young teachers together with the international youth organization AIESEC were striving to encourage young pedagogical professionals to keep on their development in the profession. Apart from the principal winner, Global Teacher Prize Ukraine 2021 revealed other 10 education stars in a variety of nominations.

Artur Proidakov, the winner of GTPU 2021

Due to his "kind Ukrainization", but thanks to his innovative approaches in teaching, Artur has become a true opinion leader for the educational community. He also demonstrated to the public that cultural bridges can and need to be built between the West and the East of Ukraine and building these bridges has to begin at school

"Today's teacher's mission No. 1 is to perfect individuality of every child, inspire and create a productive dialog with students, both within and outside the school. Every day, I look for new ways of getting children interested in learning and promoting modern Ukrainian culture in every lesson."

Quality Education Accessible to All Children

Olha Yurchyshyn, Educational Project Manager

iLearn

iLearn is a free-of-charge game-based platform to get prepared for the External Independent Evaluation (EIT) and state attestation. The platform houses the courses of baseline subjects elaborated with application of the best micro-education methods by the country's leading teachers, tests, and EIT simulator, and provides weekly webinars.

In 2021, the number of its registered users reached almost 155,000, which is more than 30% of an increment. Every year, over 15% of graduates succeed in passing the EIT with iLearn.

A new product, Ukrainian Language and Literature web quest, was launched on the platform this year, and iLearn now displays official clarification regarding EIT-2021. Traditionally, we started a new series of webinars at the beginning of a new academic year. Chemistry and Geography were added to the subject list this year.

To make the iLearn more user-friendly, we plan to launch a cell phone application and actively work with the YouTube community, which grew up to over 80 thousand subscribers. The audience research showed that rural school children are most often left unattended during their preparation for the EIT. Therefore, we want to focus on a better accessibility of and awareness about iLearn in villages and small towns. We also plan to update the basic education courses and be the first to help graduates understand the specifics of EIT-2022 and apply to higher education institutions of their dream.

Scholarship Program

The scholarship Program is a grant for a free studies at Novopechrska school, one of the TOP-100 most innovative schools of the world. Despite the quarantine and red zones, the program is working and the school got 8 more education stars in 2021. Since it was launched, the Scholarship Program involved a total of 30 talented 7 to 10 grade students! We are working on creating the conditions for involving children not only from Kyiv and Kyiv Oblast, but from other cities to study under the Scholarship Program.

The School Tech Boost

It is a joint project of Osvitoria and Deltahost company on helping schools to become more technologically advanced. Any school may submit an application and obtain the equipment necessary for its operation. We choose a school that needs it most on a monthly basis. Two computers, one smart-board, or a total of 5 tablet PCs is not much for the country, but this makes a real instant change in the quality of education in many schools.

At present, 2,157 schools from all around Ukraine have submitted their applications for the participation in the project, and that means that every seventh school of the country is participating! As many as 15 schools have already become the owners of the technological gifts.

First Profession

Iryna Pleshakova, Manager of Charity Projects and Programs of Osvitoria, First Profession Project Manager

It is important for me to make stable projects that with meaning. First Profession is my favorite one. In 5 years, the project has grown up from 1 interest group to 50 groups, and the program now embraces 25 different institutions in 12 regions of Ukraine in 10 spheres: dress-making, shoe making, culinary, makeup design, manicure, construction, car mechanics, woodwork, leather work, and majorette-sports. Over 650 children are now mastering the skills in their first professions, and these skills will undoubtedly turn out to be useful even if these children chose not to continue their studies in these subjects.

This project does not offer a fish, but a fishing rod instead. It changes the children's consumer attitude to proactive attitude. Moreover, we demonstrate to children that work on self-improvement stands behind every success no matter the starting conditions. We arrange for charity fairs every year where children sell their produce or services. Just imagine, they take almost a whole year to get prepared for the following fair by mastering their skills! Our dream is to start interest groups at every institution, for every child in hard life conditions. We are definitely not going to stop!

First Profession is a good example of true and stable charity. We are happy to have more and more partners trusting us. People unite, search for new approaches for charity, and are ready to share both experience and money, and propose internships for these children or teach them online.

This year, the prestigious hairdressing Academy ERTEQOOB offered a study grant to an orphan girl. She is going to master the hairdressing profession for 8 months. Our partners from MAMAPAPA FORUM donate 50 UAH from every sold ticket. Our partners buy goodness dolls as corporate gifts. These dolls are made by children from 5 different institutions: boys attending woodworking interest groups cut the bases, and dress-maker girls sew the dresses for these dolls. Not only are the dolls beautiful (the dresses are designed by EtnoDim), but they represent warmth. Everything in this project is the result of many people's efforts and care.

Communications: Speaking Up About Important Things

Zhanna Dufina, Director for PR and Communications

I keep on insisting that at least 50% of work in the public sector is communication. Not a single most advanced product has sense unless it is known to users. If a product is social changes, your voice has to sound even louder.

This year, we worked closely with mass media and increased our media awareness. Our annual external media coverage embraces around 130 million contacts, almost 110 million of which is our most sound campaign for the Global Teacher Prize Ukraine. In addition to the digital world, it is important that quality and long-lasting partnerships are being formed. They show us, they talk to us, they write about us, and what is the most important is that we are trusted as experts by the country's leading media.

This year, we made special projects with the leading media of the country: NV, LIGA, and UP.

Our cooperation with opinion leaders allows us to address various audiences in the most efficient way. Our communications were supported by:

- Svitlana Roiz, Children's Family Psychologist and Writer
- Solomiia Vitvitska, Journalist, TV Presenter at 1+1
- Olha Rudnieva, Director of Olena Pinchuk Foundation
- Dmytro Voloshyn, International Preply Start-Up Co-Founder
- Yurko Fyliuk, Businessman, Urban Space and Promprylad Founder
- Nata Zhyzhchenko, ONUKA Frontwoman
- Masha Yefrosinina, TV Presenter
- Yevhen Dykyi, Scientist and Head of the National Antarctic Scientific Center of Ukraine
- Nataliia Moseichuk, Journalist, TV Presenter at 1+1
- Kateryna Pavlenko, Go_A Frontwoman
- Stanislav Horuna, Bronze Prize Winner of Tokyo XXXII Olympic Games, Ukrainian Karate Fighter
- Nariman Aliiev, Director and Screenplay Writer
- Yevhen Klopotenko, Culinary Expert
- Serhii Zhadan, Writer and Singer

Over 220 thousand readers have become our subscribers throughout social media, and our total coverage or views is over 56 million. Our e-mail digests reach various faraway places of the world: the USA, United Kingdom, Italy, the Netherlands, Sweden, France, Germany, Moldova, Austria, and the average opening rate is 18.6%. Our great responsibility and our readers' trust stand behind every figure and fact.

The next year's priority is social media and gathering quality and active communities of teachers, students, and all those supportive of Ukrainian education.

Osvitoria.Media: Millions Reading

Kateryna Kyselova, Editor in Chief at Osvitoria.Media

Osvitoria.Media is about education and mentoring written in a vivid manner. Our editorial motto is writing about education so that readers want to study and teach. I see Osvitoria.Media as an “educational emergency aid” to teachers and parents since we broadcast the most important education news, translate the most telling studies on human brain and education, share best teaching techniques, and inspire teachers to create small miracles at every lesson every day.

Teacher’s Puzzle column introduced this year is devoted to such everyday miracles. In this column, the coolest professionals of Ukraine share their most courageous and creative exercises for various parts of lessons so that every teacher can build his/her own unique lesson from the bricks of ideas in an instant.

Osvitoria.Media is actively promoting a lifelong learning, therefore this year we offered an absolutely novel media product, More Action, a funny Ukrainian podcast for teachers. In this podcast, we unveil the most vital public education issues: from the problems the internally displaced individuals are facing to environmental initiatives and volunteering which the school children can join.

A child’s success is a partnership between a teacher and the parents. The New Ukrainian School is impossible without this principle. Our everlasting NUS Vocabulary column is our support to the education reform in Ukraine. In this column, we explain to parents the innovations, the change of teaching paradigm, and basic elements of the New Ukrainian School, using simple vocabulary.

Parents make up an important part of our target audience. We write on the most disturbing topics to parents: how to praise a child correctly, how to spot early signs of depression in a teenager, and how to motivate for studying. Parenthood is hundreds of such “how to’s.” Osvitoria.Media invites the most authoritative experts, psychologists, and teachers to give parents advice on these difficult issues. Using our best parents’ materials, we have compiled a book this year, “How Not To Go Crazy From Parenthood”, that has become Vivat Publishing House’s bestseller during the Book Arsenal and has already been republished.

Osvitoria.Media in figures 2021:

Over 3 million 600 thousand site users

Over 7 million 700 thousand views

Top materials of the year:

[Average salary in the sphere of education in 2021: Do you get this amount?](#) (over 200 thousand views)

[15 grammar mistakes worth getting rid of long time ago](#) (over 150 thousand views)

[Squid game: the dangers the new series bring to children?](#) (over 140 thousand views)

[Teachers’ toxic phrases: Check if your communication with students is green](#) (over 70 thousand views)

[30 years of the Independence: Topical lesson for 1 to 11 grades](#) (over 60 thousand views)

Osvitoria Hub – Educational Silicon Valley

Mariia Smerechuk, Director of Osvitoria Hub

Osvitoria Hub is a space for work, study, development, and inspiration in the very heart of Kyiv. We have been working for more than two years, but we have managed to build a powerful education community.

In 2021, Osvitoria Hub held 700 events! We are happy that people come to study, hold strategic sessions, expert round table meetings, parties, and ceremonies, and to brainstorm.

All Hub seats and offices are 100% occupied, and a very cool and robust community has been created here. We are proud of our residents, each of them emitting a unique educational vibe! We are pleased to have such change-making organizations as Aspen Institute, Ukrainian Leadership Academy, UN General Agreement in Ukraine, Kyiv International Economic Forum, ATOM Institute, Apex.education, etc. working under our roof.

Every resident and every guest of Osvitoria Hub contributes to synergy!