



Kyiv, 21 August, 2022

‘Together, We Are Europe’ – The European Union launches an all-Ukrainian Communication Campaign

On 21 August 2022, the European Union Delegation to Ukraine launched the all-Ukrainian communication campaign ‘Together - We Are Europe’. Its purpose is to speak to the broadest audience of Ukrainians about the European Union’s unwavering support, solidarity and assistance, which has been provided to Ukraine since the start of the full-scale Russian invasion and will continue in the future.

During the launch event on 21 August, under the Arch of Freedom of the Ukrainian People in Kyiv, a mobile exhibition called ‘Together, We Are Europe’ has kicked off. It presents the unique view of Ukrainian illustrators on the war as well as on EU assistance to Ukraine during these times. Furthermore, at the opening ceremony, visitors, including European diplomats, were able to sign a branded postcard and send it to Ukrainian defenders.

Due to the security situation, the exhibition will be closed to visitors from August, 22 to August, 25. But already from August, 26 its work will be resumed, and it will remain open until 21 September, 2022.

The all-Ukrainian communication campaign ‘Together, We Are Europe’ will launch awareness-raising, educational, cultural and artistic events, with significant interactive elements, online and offline (security conditions permitting).

“In this campaign, we speak about hope - hope, as Ukraine moves towards victory, hope as the world salutes and admires Ukraine’s resilience, hope, as the country celebrates its first Independence Day as candidate for EU membership, and as the EU continues to stand by Ukraine not only word, but in action. Because together, we are Europe”, said Ambassador **Matti Maasikas, Head of the EU Delegation to Ukraine, during the press conference.**

Since the beginning of Russia's full-scale invasion, the EU has been channelling resources to support the defenders of Ukraine and to provide holistic support in the financial, trade, emergency, humanitarian and civil protection domains. This assistance is provided in a consolidated and expedite manner and has already had a significant impact on the everyday life of Ukrainians.

In particular, the focus has been on alleviating the financial pressure on the Ukrainian state, so that it can continue priority expenditures such as salaries and pensions, security, business support, reconstruction, services, support to energy, transport and education projects; on support to Ukrainians who escaped the Russian aggression within Ukraine and to EU Member States; on humanitarian assistance inside the country; and on support for the military. Thus, together with granting Ukraine the candidate status for EU membership, Europeans have been demonstrating their solidarity and unity with Ukraine as it defends its sovereignty and territorial integrity, as well as democratic values, which are the cornerstone of a united Europe.

“We will soon celebrate the 31st anniversary of Ukraine's Independence. We are going to celebrate our European and democratic development path in the face of full-scale war waged by Russia, which seeks to destroy our independence. However, there is no way! Today we are strong, our true friends stand together with us, and the European future of Ukraine is legally committed by the decision to grant the candidate status for EU membership. Every day, the Ukrainian nation deters the brutal aggressor with massive effort losing its best ones. Therefore, continued support and tougher sanctions are critically important. We are grateful to the European Union for being with us since the first days of the



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Delegation of the European Union to Ukraine

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The European Union is made up of 27 Member States who have decided to gradually link together their know-how, resources and destinies. Together, during a period of enlargement of 50 years, they have built a zone of stability, democracy and sustainable development whilst maintaining cultural diversity, tolerance and individual freedoms. The European Union is committed to sharing its achievements and its values with countries and peoples beyond its borders.



*invasion. EU opened its borders for Ukrainians fleeing from Russian missiles and continues to provide financial and military assistance. For the first time in history, the Temporary Protection Mechanism has been engaged. A thousand Ukrainians were evacuated to the EU and Norway for treatment, tens of thousands of tons of humanitarian aid has been delivered to Ukraine. We are strong, as we are together", added **Olha Stefanishyna, Vice Prime Minister for European and Euro-Atlantic Integration of Ukraine.***

The campaign will leverage different formats – public discussions, open lectures, radio and online quizzes for young people, special media projects with national and regional mass media.

On the Day of the National Flag of Ukraine, 23 August, Instagram users will be able to download a specially designed GIF-sticker for their stories. And on 24 August, Ukraine's Independence Day, the audience will be invited to put on a virtual mask on Instagram to share their own stories of a European Ukraine.

Furthermore, on 24 August, everyone will be invited to enjoy a unique musical celebration imbued by Ukrainian artists – the virtual concert 'Together, We Are Europe'. The broadcast will be available on the Facebook page of the [EU Delegation to Ukraine](#) and [Suspilne Kultura](#) TV channel and its digital platforms. Contributors to the concert will include 'BEZ OBMEZHEN' band and defender of Ukraine, blogger and singer Pavlo Vyshebab, who will join the performance from the frontline. Furthermore, the audience will be entertained by Svitlana Tarabarova, B&B Project band, Marichka Burmaka, Arsen Mirzoyan, Nina and Tonya Matviyenko. Anatoly Anatolich will be the host of the online concert.

To learn more about the events within the communication campaign check out <https://eu4ukraine.eu/>, also follow the EU Delegation to Ukraine on [Facebook](#), [Instagram](#) and [Twitter](#).

More information:

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Background

The EU is united in its steadfast support for Ukraine in the face of the Russian Federation's unprovoked and unjustified full-scale invasion. The European Union has increased its political, humanitarian, financial and military assistance to Ukraine and is introducing unprecedented sanctions against Russia and Belarus.

Since the start of the Russian full-scale invasion, the EU has mobilised almost EUR 7 billion in emergency assistance (grants and loans) for Ukraine. EUR 2,5 billion in military assistance under the European Peace Facility to support Ukrainian Armed Forces was mobilised.

The EU Civil Protection mechanism delivers aid to Ukraine within the largest and most complex operation of the structure in its entire history. Support comes from all 27 EU Member States, as well as from Norway, Turkey, North Macedonia and the European Commission's rescEU reserve stockpiles. It amounted to 66,000 tonnes worth EUR 425 million as of 11 August 2022. EUR 348 million has been allocated for the humanitarian needs of people affected by the full-scale invasion (including 13 mln. for Moldova to help Ukrainian refugees)

The EU cooperates with Member States agencies, international and civil society organisations to deliver dedicated support. Strong support is provided for Ukrainians who were forced to leave Ukraine escaping the war and now stay in EU countries via the Temporary Protection Mechanism.



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