

PROJECT

Consumer Society and Citizen Networks

UPDATED LOGICAL FRAMEWORK MATRIX

	Intervention logic	Objectively identifiable indicators	Sources of verification	Risks and Assumptions
Overall objective	To enhance the role of the civil society in sound economic governance in Ukraine according to EU standards			
Project specific objectives	1. To raise the competence of relevant target groups in consumer issues.	<ul style="list-style-type: none"> • Consumer satisfaction measurement methodology introduced and is used for advocacy purposes to protect consumer interests; • Number of materials on consumer affairs are published in the media; • Consumer issues are higher in the government's agenda; • Resolutions of court cases are more favorable for consumers; • CSO provide consumers with better services in terms of range and 	Training evaluation reports; Monitoring and project assessment reports; Government documents; Surveys of CSOs; Universities curricula; Surveys of secondary schools.	Level of support accorded by the Ministry of Economy and European Integration, other counterpart, including relevant local administrations

		<p>quality.</p> <ul style="list-style-type: none"> • A course on consumer affairs is included in the standard mandatory curriculum in economics; • Secondary schools are providing pupils and parents with information on product safety issues. 		
	2. To enhance the citizens' access to information on goods' and services' safety and quality and to supply them with tools for exchanging such information.	<ul style="list-style-type: none"> • Consumers are better informed on product safety issues and on safety and quality of specific products and services, as evidenced by surveys' results. • Products' safety is moved higher in the hierarchy of criteria for consumers' choice. • Consumers are better equipped to resolve their disputes with the sellers and service providers. 	Sample surveys of consumers' behavior;	Level of support accorded by the Ministry of Economy and European Integration, other counterpart, including relevant local administrations
Results	<u>For Specific Objective 1:</u>			
	1. Capacity building programme for consumer protection CSOs delivered, covering: service package for consumers, independent comparative testing of products, consumer satisfaction measurement, training for CSOs' lawyers.	<ul style="list-style-type: none"> • Service package for consumers is available according to the best EU models • Consumer satisfaction measurement introduced and is used for advocacy 	Project reports; CS measurement reports; Publications in the press on test results; List of conducted tests on the web-	Partnership with the relevant State institutions and CSOs; Availability

		<p>purposes to protect consumer interests</p> <ul style="list-style-type: none"> • Capacity building for testing provided; • Number of tests increased; • Number of laboratories involved increased; • Awareness about test results increased; • Information exchange in the lawyers network • Number of cases on class actions 	<p>site; Guidebooks on consumer services, independent testing, class actions developed;</p>	<p>of expertise Willing of state laboratories to cooperate</p>
	<p>2. Optional course on product safety issues is introduced in secondary schools: 2.1 Teachers' handbooks 2.2 Textbooks 2.3 Trainers trained</p>	<ul style="list-style-type: none"> • Number of trainers trained by the project; • Number of teachers trained by trainers; • Training and methodology materials (textbooks and handbooks) published and disseminated; 	<p>Documents of the Ministry of Education and Science; Project reports; Lists of distribution of the textbooks;</p>	<p>Partnership with the Ministry of Education and Science</p>
	<p>3. Mandatory course on consumer affairs is introduced in the BA curriculum in Economics in Ukrainian Universities</p>	<ul style="list-style-type: none"> • Course' syllabus approved; • Training and methodology materials (textbooks and handbooks) published and disseminated; • Number of Universities delivering the course 	<p>Universities curricula; Lists of distribution of the textbooks; Project reports;</p>	<p>Partnership with the Ministry of Education and Science</p>

	4. Capacity building programme for media, focusing on how to reflect the issues of product safety and execution of consumer rights	<ul style="list-style-type: none"> • Number and coverage of events held for media 	Training reports; Articles in the press; Monitoring reports;	Partnership with stakeholders
	5. Capacity building programme for judiciary on hearing and ruling cases on consumer rights violation: 5.1 Analysis and publication of current courts' practices; 5.2 Consolidation and dissemination of best advocacy practices; 5.3 Handbook for judges published and disseminated through the Ukrainian judiciary system.	<ul style="list-style-type: none"> • Number and circulation of publications; • Feedback from judges. 	Poll of judges; Project monitoring report;	Partnership with stakeholders
	6. Promotion of consumer friendly business practices.	<ul style="list-style-type: none"> • Feedback from business associations • Samples of trilateral agreements offered 		Partnership with stakeholders
	<u>For Specific Objective 2:</u>			
	7. Sustainable consultative, information, resource both physical and on-line, for citizens, other consumer protection CSOs, entrepreneurs and public administration bodies. Active in, <u>but not limited to</u> the following areas: development and maintenance of Web resource; independent testing of products, delivery of training to various categories of audiences, implementation of information campaigns on consumer issues.	<ul style="list-style-type: none"> • Services delivered by centre to different categories of users – first of all citizens, but also to other CSOs and public administration entities. • Number of independent tests (and range of products covered by them) conducted, which results are widely disseminated to the public. 	CSO's statute and registration documents, financial and activity reports. Surveys of users' feedback.	Consensus among main stakeholders as for the outline of the centre
	8. Consumers' information Web resource created and functioning in a sustainable and continuously developing manner.	<ul style="list-style-type: none"> • Consumer web-portal is functioning and enhancing both in terms of volume of information published and the 	Results of site's periodic testing; Site's statistics.	Use of Internet by Ukrainian

		<p>number of users.</p> <ul style="list-style-type: none"> • Users' activity - Number of discussions/forums initiated by users. • Range of products and services covered by the site. • Number of on-line libraries and articles published. • On-line training courses functioning. • On-line system of prompt alert on dangerous or low quality products identified by site' users. • Number of regular users – both CSOs and individual citizens. • Number of links established to similar resources in the EU and other countries. • Materials from similar international web resources translated and published at the web site. 	<p>Project monitoring reports; Site content;</p>	<p>population might not be sufficient for sustainable web-portal development</p>
	<p>9. Baseline and end-of-project surveys of consumers' behaviour carried out and their results published.</p>	<ul style="list-style-type: none"> • Baseline study of consumer behavior carried out • End-of-project study of consumer behavior carried out • Results are published and presented to the public 	<p>Reports published;</p>	<p>Access to reliable data available</p>
	<p>10. Comprehensive information campaign on products'</p>	<ul style="list-style-type: none"> • Number of publications in 	<p>Periodic reports on</p>	<p>Media are</p>

	safety delivered.	<p>different media;</p> <ul style="list-style-type: none"> • Number of seminars/round table organized for different audience. • Number of public debates organized. 	the implementation of campaign. Project reports;	willing to spread consumer oriented messages
Activities		Inputs	Sources of verification	Risks and Assumptions
	<i>Result 1.</i>			
	1.1. Development and testing of methodology for consumer satisfaction index (CSI) measurement.	Expert work and research	Report	Availability of expertise
	1.2. Development, delivery and evaluation of training in application of CSI measurement for CSOs (possibly also to public administration bodies).	Publication and seminars	Publications and level of public awareness about the index	Availability of expertise
	1.3. Development of a tip library, a guidebook covering class actions, information exchange for Consumer CSO's lawyers.	Publication and seminars	Report Guidebook on class actions;	Availability of expertise
	1.4. Transfer of best practices in independent consumers' testing to Ukrainian CSOs from the EU ones.	Expert work, publications, seminars, study tour	Report, publications Guidebook on independent testing,	Availability of expertise; Availability of institutions to visit in the country of destination
	1.5. Twinning between EU and Ukrainian consumers' CSOs.	Expert work, study tour	Database available on the web-site Number of contacts established	Readiness of counterpart to cooperate

	Result 2.			
	2.1. Development of concept of the training course, discussion with relevant authorities (Ministry of Education)	Expert work, working meetings	Report	Availability of expertise; partnership with stakeholders
	2.2. Development of a detailed course framework.	Expert work, publications	Publication	Availability of expertise
	2.3. Development of methodic recommendations (handbook) for teachers.	Expert work, publications	Handbook publication	Availability of expertise
	2.4. Development of textbooks.	Expert work, publication	Report, textbook published	Availability of expertise
	2.5. Securing course approval by relevant authorities (Ministry of Education, possibly local authorities in the regions).	Working meetings	Report	Educational standards provide for such program implementation
	2.6. Training of trainers as the first step of cascade training of schools' teachers throughout the country.	Expert work, trainings for teachers, publications	Report, publication of training materials	Availability of specialists to provide teaching on the module
	Result 3.			
	3.1. Development of concept of the training course, discussion universities and the Ministry of Education.	Expert work, working meeting	Report	Availability of expertise
	3.2 Development of a detailed course syllabus.	Expert work, publications	Report	Availability of expertise
	3.3. Development of methodic recommendations for teachers.	Expert work, publications	Report	Availability of expertise

	3.4. Development of textbooks for students.	Expert work, publications	Report, publication of textbook	Availability of expertise
	3.5. Securing course approval by the Ministry of Education.	Expert work, working meeting	Report	Educational standards provide for such program implementation
	<i>Result 4</i>			
	4.1. Development of the programme for monthly training events for media, to be conducted in Kiev and in all oblasts' capitals.	Expert work	Report	Availability of expertise
	4.2. Delivery and evaluation of the programme.	Expert work, trainings	Report; Number of journalists participated; Number of publications	
	<i>Result 5</i>			
	5.1. Analysis, consolidation, publication and presentation of current court practices in consumer issues.	Expert work, publications, seminars	Report, publication on court practices analysis; number of copies distributed	Availability of expertise; partnership with corresponding state partners
	5.2 Preparation and dissemination of publication on best advocacy practices.	Expert work, publication	Publication on best advocacy practices, number of copies distributed	Availability of expertise
	5.3 Development of a handbook for judges on hearing and	Expert work, publication	Report, publication	Availability

	ruling cases on consumer rights violation.		of handbook; number of copies distributed	of expertise
	5.4 Discussion of the handbook with the Supreme Court of Ukraine and other organizations and experts representing Ukrainian judiciary system.	Seminar	Report	
	5.5 Dissemination of the handbook through the Ukrainian judiciary system.	Direct mail	Report; number of copies distributed	
	Result 6.			
	6.1. Organisation of round tables on consumer-friendly business practices.	Expert work, seminars	Report; number of participants	Partnership with stakeholders
	6.2. Publication on consumer-friendly business practices.	Expert work, publication	Publications	
	Result 7.			
	7.1. Development of mission and strategy of the consumer information centre	Expert work, seminars	Report; strategy developed	Partnership with key stakeholders
	7.2. Development of constituent documents	Expert work, seminars	Report, constituent documents published	
	7.3. Sustainability and resource strategy development	Expert work	Report; documents issued and endorsed by the stakeholders	
	7.4. Preparation of the development plan, action plan and financial plan	Expert work, seminars	Report	
	7.5. Development of the structure and organigram for the centre	Expert work, seminars	Report; staff recruited	
	7.6. Implementation of the organisation's action plans, covering <u>but not limited to</u>: <ul style="list-style-type: none"> • Public awareness mass actions and campaigns; • Resource centre for other consumer protection NGOs; 	Expert work, publications, seminars	Report; activities implemented according to action plan	

	<ul style="list-style-type: none"> • Maintenance and development of web portal; • Selection of products for independent testing, implementation of such testing and dissemination of results. 			
	Result 8			
	8.1. Development and testing of the concept of the web resource.	Expert work, contractual service of web-development company	Report; web-site concept available	
	8.2. Development and testing of the prototype.	Expert work, contractual service of web-development company	Web-site existence and functioning	
	8.3 Official launch of the web site.	Press-conference	Report; press-release	
	8.4. Promotion of the site.	Publications, seminars	Report; publication; seminars	
	8.5. Periodic quarterly testing of site's perception by users.	Expert work	Report	
	8.6. Establishment of links to other consumer CSO's sites.	Expert work	Web-site information and statistics	CSO's technical capacity is good enough
	8.7. Establishment of links to similar international web resources.	Expert work	Web-site statistics	
	8.8. Translation and publication of materials from similar international resources.	Services of translation company, expert work	Web-site information and statistics	
	8.9. Development of on-line libraries.	Expert work	Web-site information and statistics	Availability of expertise
	8.10. Development of on-line information and consultative centres for citizens and for consumer CSOs.	Expert work	Web-site information and statistics; moderated web-forums	
	8.11. Publication of results of independent testing.	Expert work	Web-site	

			information and statistics; number of tests published	
	8.12. Preparation and publication of articles on products and consumer rights enforcement.	Expert work	Web-site information and statistics; number of articles published	
	8.13. Development and running of users' forums.	Expert work	Web-site statistics, number of users registered and active	
	8.14. Development and maintenance of an on-line system of rapid dissemination of information on dangerous goods identified by citizens and consumer CSOs.	Expert work, seminars	Web-site information and statistics	Availability of expertise; availability of
	8.15. Development of on-line training courses.	Expert work, seminars	Web-site information and statistics; number of users taking corresponding courses	Availability of expertise
	Result 9			
	9.1. Design of surveys, establishment of samples.	Expert work, seminars	Monitoring Guideline	Availability of expertise
	9.2. Implementation of surveys.	Expert work	Report	
	9.3. Analysis and publication of results.	Expert work, publication	Report, publication of the survey results	
	Result 10			
	10.1. Development and discussion of campaign's concept, selection of most effective media channels using the results of the survey above	Expert work, seminar	Report; campaign brief	Companies are interested to

				participate in the competition
	10.2. Implementation of the campaign	Services of the selected PR/strategic communication agencies	Project report	Willingness of media partners to cooperate
	10.3. Publication of project's periodic information bulletins	Expert work, publications	Issues of the bulletins; number of copies distributed	
	10.4. Organization of public debates on products safety and nutrition	Expert work, publications, public hearings	Report; number publications and copies distributed	Stakeholders readiness to cooperate
	10.5. Production and dissemination of brochures/leaflets on various consumer issues	Expert work, publications	Report; number publications and copies distributed	