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September 5, 2014

Will They Stop Putin?



French President Francois Hollande, Ukrainian President Petro Poroshenko, US President Barack Obama, British Prime Minister David Cameron, German Chancellor Angela Merkel and Italian Prime Minister Matteo Renzi hold a meeting on the situation in Ukraine at the Celtic Manor Resort during the 2014 NATO Summit, in Newport, Wales, on Sept. 4. (AFP)

KYIV POST

Ukraine was high on the agenda when the NATO summit started in Wales on Sept. 4, with leaders of the 28-nation alliance looking for ways to bolster

Ukraine and punish Russia for its aggression.

"The leaders reiterated their condemnation of Russia's continued flagrant violation of Ukraine's sovereignty and territorial integrity, and agreed on

the need for Russia to face increased costs for its actions," U.S. Deputy National Security Advisor Ben Rhodes said. "The leaders also expressed their strong support for President (Petro) Poroshenko's efforts to achieve a

peaceful resolution to the conflict."

However, as Poroshenko welcomed the news that France was suspending the delivery of the first of two naval assault Mistral helicopter carriers to Russia, the strategic Azov Sea port city

of Mariupol faced artillery barrages by Kremlin-led forces.

Stopping short of promising to send weapons that Ukraine wants, NATO chief Anders Fogh Rasmussen noted that individual nations can → 9

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How to help Ukraine's army

BY OLENA GONCHAROVA
GONCHAROVA@KYIVPOST.COM

A variety of homegrown initiatives led by civic groups, locals and expatriates have sprung up to help supply Ukrainian servicemen with much-needed aid, ranging from safety gear to battlefield first aid kits. Russia's unprovoked war in Luhansk and Donetsk oblasts has killed more than 900 servicemen as well as some 2,000 civilians.

Nations have also provided non-lethal aid. The latest assistance came on Sept. 3 when Lithuania delivered six tons of non-lethal aid, including medical equipment.

Following are the Kyiv Post picks of some trusted sources that help the Ukrainian military.

Wings of Phoenix

www.wings-phoenix.org.ua/en

Mykolayiv native entrepreneur Yuriy Biryukov founded the Wings of the Phoenix Facebook page and non-profit organization to purchase protective gear. He and his team of nearly 30 volunteers have raised more than \$10 million all over the world, which they use to buy bulletproof vests, helmets and ballistic eyewear. Fundraising efforts also went towards repairing a damaged AN-26 transport plane and to build a warehouse to store technical equipment in Mykolayiv. Six months into the Russian war against Ukraine, Biryukov was named as presidential adviser for his "consistent and efficient volunteer work."

How to donate:

PayPal: fenix@mykola.org (one should write "advertising" in the description field of the transaction)
Bank transfer via SWIFT (dollar account):
Beneficiary: biryukov iurii
Account: 5167987204531228
Bank of beneficiary: privatbank
Swift code: pbanua2x
Intermediary bank: jp morgan chase bank
Swift code: chasus33
Correspondent account: 0011000080

Come Back Alive

http://www.savlife.in.ua/

Kyiv native Vitaliy Deyneha started this fundraising project in late June.

The team focused mostly on assisting the 95th airmobile brigade and the 80th Airborne Brigade because "these are the units that carry out the most demanding tasks and are located in the maximum-risk zone," reads the group's description. Money raised has been used to buy thermal imagers, night vision goggles, bulletproof vests, and blood-clotting medicine. The initiative regularly updates donors on how and where money is spent.

How to donate:

PayPal: zxsx@hotmail.com
Western Union: Vitaliy Deynega +38050-4444-336.
Bank transfer via SWIFT (dollar account)
Beneficiary: Romah Tatyana Sergeevna
Account: 5168757256199292
Bank of beneficiary: privatbank
Swift code: pbanua2x
Intermediary bank: Commerzbank AG Frankfurt am Main Germany
SWIFTcode: CHASUS33
Correspondent account: 001 100 008 0
Iban: UA673052990005168757256199292

Bulava

http://bulava.org.ua/en/

Bulava group provides equipment to a number of battalions, including 11th Territorial Defense Battalion Kyivska Rus, 30th Separate Mechanized Brigade and 128th Separate Guards Mechanized Brigade. Olha Lebedieva, the group's coordinator, now spends most of her time helping out soldiers. "I know what they need and we all deliver the equipment ourselves, so we can be sure they have everything," Lebedieva explains. The group includes around 20 volunteers. Currently, money is needed to buy military portable radio and headsets, binoculars, monoculars and night vision devices.

How to donate:

PayPal (Ukraine) unique.ua@gmail.com
PayPal (Europe) olyavera@gmail.com

Army SOS

www.armyos.com.ua

Facebook group Army SOS provides Ukrainian servicemen with binoculars, bulletproof vests, medicine and offer photographic reports of how money

is spent. The team includes Ukraine-based volunteers as well as American, British and Lithuanian citizens.

How to donate:

Western Union, recipient Oleksii Savchenko, Kyiv, Ukraine, passport EE321055, armia.sos@gmail.com.
MoneyGram, recipient Oleksii Savchenko, Kyiv, Ukraine, passport EE321055, armia.sos@gmail.com.
LiqPay transfer to the card 4149 4978 0480 1324, recipient Oleksii Savchenko

ATO Sister of Mercy/ Kharkiv

www.facebook.com/pages/Сестра-милосердя-АТО-Харьков

The heart and soul of the project, Kharkiv resident Yaryna Chagovets, launched the initiative to help Ukraine's soldiers who had been wounded during the six-month war in the country's east. Chagovets was a EuroMaidan Revolution volunteer in Kharkiv and now spends most of her time collecting clothes, medicine and food for the injured in the city's hospitals. The group's Facebook page is regularly updated with the changing needs of the effort. According to the latest reports, mobile phones and fresh clothing are among the most needed items.

How to donate:

PayPal: yaguara@ukr.net
Bank transfer via SWIFT (dollar account)
Beneficiary: Yaryna Chagovets
Individual text number: 2892802169
Account number: 26250008838294
Beneficiary's bank: Public Joint Stock Company "UkrSibbank"
SWIFT code: KHABUA2K
BNP PARIBAS U.S.A – New York Branch
New York, USA
SWIFT: BNPAUS3N

Azov Battalion

https://www.facebook.com/azov.batalion/timeline

Azov Battalion is a part of police troops. Based in southern Donetsk Oblast, it is mostly engaged in the fight for Mariupol.

How to donate:

MoneyGram or Western Union: Moskalets Evgen, +38 063 198 35 79

Donbas Battalion

https://www.facebook.com/teroboronaDonbass?ref=ts

Donbas Battalion is special unit of the police that takes active part in Ukraine's anti-terrorist operation. The volunteers supporting the battalion keep the donors up to date with the needs of the fighters on their Facebook page.

How to donate:

Privat Bank account: 4405885822253933

EuroArmyMaydan

www.ukrarmy.org

The charity fund EuroArmyMaydan has over 6,000 volunteers across Ukraine. Created in March after the first signs of Russia's invasion of Crimea, the initiative says over 100 various projects have been implemented. Ammunition, portable radios, bulletproof vests, tents, and medicine have been purchased, according to the group. Team members also helped Ukrainian military families leave Russia-occupied Crimea.

"The assistance must be timely, targeted and high-quality. Sometimes our tasks are very complicated, sometimes they are almost impossible. But God has no other hands except our own," reads the description of the group.

How to donate:

Bank transfer via SWIFT (dollar account)
Account: 26004052734648 (USD)
Beneficiary: Charitable fund HELP THE ARMY OF UKRAINE
Beneficiary's bank: COMMERCIAL BANK PRIVATBANK
Swift: PBANUA2X
Iban: UA683007110000026004052734648
Bank-correspondent: JP MORGAN CHASE BANK
Swift: CHASUS33
Corr. account: 001-1-000080

Ukrainian Freedom Fund

www.ukrfreedomfund.org/

Ukrainian and international businesspeople joined efforts and created Ukraine the Freedom Fund to provide non-lethal aid to the war zone. One of the group's co-founders, Andrew Bain, who served with the U.S. → 3

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Helping the war effort in the east

→2 Marines in Iraq as a liaison to an Ukrainian army unit, said his friends from the Ukrainian military "lacked the most basic things."

It was a signal to launch the initiative. "Also my friends from the business community were asking how to help and whom to donate," Bain explained. The group has raised around Hr 217,614 since April for army supplies as of Sept. 1.

It also has received more than \$170,000 in donations worldwide to purchase body armor, medicine, helmets, and first aid kits for Ukrainian military units. UFF is endorsed by the National Security and Defense Council as well as the U.S. Ukraine Business Council and the EU Ukraine Business Council.

How to donate:
 Bank transfer via SWIFT (dollar account)
 # 2600 8 008096 011
 Branch "CIB" PJSC «CREDIT AGRICOLE BANK», Kyiv, Code of Bank 300379
 SWIFT code: AGRUAUKCIB
 Bank's address: 23a, Volodymyrska St., Kyiv, 01001, Ukraine
 Correspondent bank of CBU: JPMorganChaseBank, N.A., SWIFTcode: CHASUS33
 Acc. No.: 464651053
 # 2600 0 008096 901

Kyiv Post staff writer Olena Goncharova can be reached at goncharova@kyivpost.com



Russia made substantial gains over the week, taking control over much of southeastern Luhansk Oblast, breaking the encirclement of Donetsk, and advancing upon the coastal city of Mariupol, a strategic port city on the Azov Sea whose takeover may enable Russia to create a land corridor to Crimea, the peninsula that it annexed in March. (www.mediarnbo.org)

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Editorials

Price of peace

In a bizarre bit of diplomacy, Ukrainian President Petro Poroshenko and Russian President Vladimir Putin on Sept. 3 supposedly discussed peace at 5 a.m., but could not agree on what they agreed on. So the fighting continued, with Russia's invasion of Ukraine growing ever stronger, with mounting deaths on both sides.

"The first task is peace," Poroshenko said on Sept. 3. "There is no denying that people must stop dying."

He followed up on the sidelines at the NATO summit in the U.K. by telling reporters on Sept 4 that he will call a ceasefire the next day if talks in Minsk yield peace for both sides.

We agree that peace should start and the loss of life should stop, but the peace should not come at any cost – and not on Putin's terms, which are to keep eastern Luhansk and Donetsk oblasts, home to 15 percent of Ukraine's population, as more post-Soviet "frozen conflicts," just like Moldova's Russian-controlled Transnistria region and Georgia's Russian-controlled Abkhazia and South Ossetia regions. Moreover, returning the Crimean peninsula to its rightful place as part of Ukraine is off the table.

Such concessions would not bring a lasting peace or unity among Ukrainians. While we acknowledge sentiment for cutting loose Luhansk and Donetsk oblasts. It would only whet Putin's appetite for more conquest.

Signaling that such a ceasefire is unacceptable with Russian troops on Ukrainian soil, Prime Minister Arseniy Yatsenyuk rightly said that "the best plan for ending Russia's war against Ukraine has only one single element – for Russia to withdraw its troops, its mercenaries, and its terrorists from Ukrainian territory."

We agree. For this to happen, the West will have to get serious about imposing crushing sanctions against Putin's Russia and arming Ukraine with money, weapons, military intelligence and training.

Regarding sanctions, the best news of the week came from France, whose President Francois Hollande came to his senses and said that Russia would not get two Mistral attack ships that it had ordered in a longlasting agreement. We hope the EU follows up with sanctions against all Russian economic sectors.

Militarily, we are heartened by the growing support in the U.S. to arm Ukraine. In the last week alone, senators Carl Levin, Robert Menendez, and John McCain, in Kyiv this week, called for arming Ukraine.

"Freedom is indivisible for everyone or it becomes negotiable everywhere," McCain told a news conference in Kyiv on Sept. 4. "I have come to Kyiv to show America's support for Ukraine's struggle and urge my government to provide more support, defensive weapons, intelligence and other assistance that can help Ukrainians."

Thanks, senator. We hope you are successful.

Whose agent?

This week in the space of a few days, we have been accused of being the government's mouthpiece; of running anti-President Petro Poroshenko propaganda; of being a tool of Kremlin propaganda – and that's on top of the enduring myth that we're a CIA creation.

Every one of these accusations has come after stories we have written, exposing unkept promises or informing the public about lies, half-truths and other misdeeds.

One of the most blatant accusations came from the nation's Defense Ministry after we ran a story online, saying that Chancellor Angela Merkel's commitment to take 20 most critically wounded soldiers for treatment in Germany, was not fully met. German doctors decided against some of the really badly injured patients in favor of those who would require shorter rehabilitation periods in military hospitals. Out of 22 soldiers, Ukraine had suggested they accepted five, and picked out 15 others based on their own criteria.

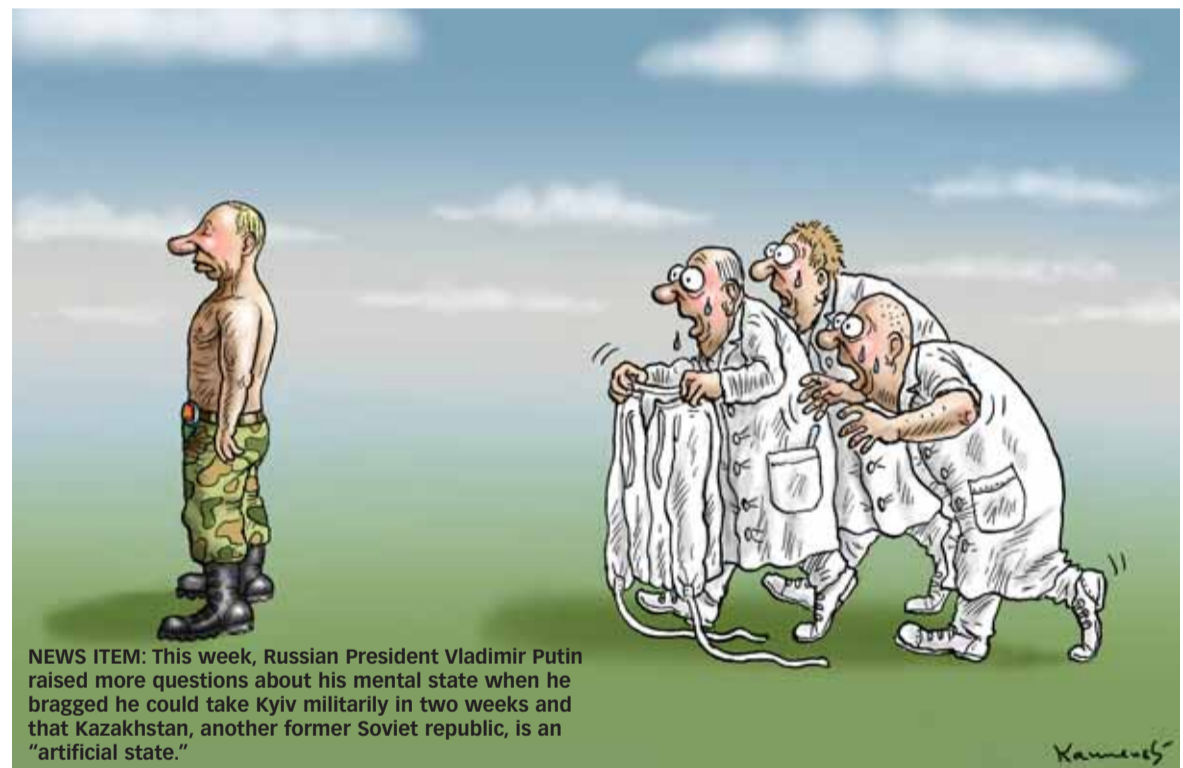
We talked to several German doctors who said they selected soldiers who required shorter rehabilitation periods. They also said that cost effectiveness of treatment was also a factor in their choice. We reported all this, and made multiple attempts to reach Merkel's office to hear their own account of this important event.

As a result, we have been accused of twisting and under-reporting, of being ungrateful for sincere help of the German government. Ukraine's Defense Ministry even released a statement, accusing the Kyiv Post of being a tool of the Kremlin propaganda and an agent in the media wars. That is preposterous to anybody who has read the Kyiv Post. We have been exposing Vladimir Putin's lies for years.

We want to set the record straight. We are extremely grateful for Germany taking Ukrainian soldiers for treatment and realize that all those selected were in grave condition. But we reported the sentiment we heard from our sources: that certain commitments were not met. We do it every time we stumble upon inconsistencies and inaccuracies. We do it regardless of which side is flawed. So yes, we're an agent – an agent of truth, to the best of our abilities, without fear or favor, because our readers deserve honesty, not more spin.



NEWS ITEM: The cartoon is a takeoff of a famous advertisements in American comic books in which bodybuilder Charles Atlas promises to help a 98-pound weakling on the beach who gets sand kicked in his face by a bully. There's a lot of people who think U.S. President Barack Obama is simply too weak in foreign affairs, including his response to Russia's war against Ukraine.



NEWS ITEM: This week, Russian President Vladimir Putin raised more questions about his mental state when he bragged he could take Kyiv militarily in two weeks and that Kazakhstan, another former Soviet republic, is an "artificial state."



NEWS ITEM: The Ice Bucket Challenge, a viral activity to promote charitable causes, has sometimes been criticized for being a pointless exercise since many participants simply pour cold water on themselves only for fun. At the same time, Western leaders like U.S. President Barack Obama and German Chancellor Angela Merkel are taking strong criticism for not doing more to stop Russia's war against Ukraine.

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Ukrainian fighters from the Azov Battalion stand guard at a checkpoint on the outskirts of Mariupol on Sept. 2. (Kostyantyn Chernichkin)

Battling for truth



YEVHEN FEDCHENKO

The war is here. The military warfare of David and Goliath – and also the enormous information war of the same scale waged against Ukraine. The first is very dramatic and tense, but with local impact and less visibility beyond eastern Ukraine. The second one is much more important because its influences can be felt everywhere in the world.

Russia understands the importance of the propaganda war and heavily invests with money and human talent into RT (Russia Today), The Voice of Russia, Ruptly and other sources of propaganda, fakes and falsifications – from Western pundits like Stephen F. Cohen to European members of parliament to possibly thousands of anonymous trolls busy on news websites explaining why the war against Ukraine is right and legitimate.

Ukraine does not have state propaganda and should not have, because truth will always win at the end of the day and you cannot battle one lie with another.

We are fighting back with a few grassroots initiatives like Euromaidan PR, the Ukrainian Crisis Media Center, military blogger Dmytro Tymchuk's think tank and Ukraine Today, an English-language satellite TV channel.

But while RT reaches 600 million viewers and set a record of 1 billion views on YouTube. By comparison, Ukrainian projects like StopFake.org have had six million visitors during its six months of existence.

When faculty and alumni of the Mohyla School of Journalism started StopFake.org in March, we did not expect this project would last beyond coverage of Russia's invasion of Crimea. Debunking Russian propaganda became our main goal and we do not see an end to a very professional, Kremlin-run expensive war with global outreach and tremendous impact.

A group of seven volunteers at StopFake is busy every day debunking stories from Russian state and private media, social networks, from very primitive, easy-to-check photos from Iraq, Syria, former Yugoslavia to very elaborate stories like the Russian reporting of the July 17 downing of Malaysia Airlines flight MH17, killing 298 people.

Fact-checking and verification became our main weapon against fake stories. As Russian was initially one of the languages of the project (along with English), we not only reached out to Russian-speaking eastern and southern Ukraine (40 percent of the audience is Ukrainian), but also found a huge but unexpected audience in Russia (27 percent of the audience). Next are followers from the United States and Germany, with also growing interest in Belarus, Moldova and Kazakhstan.

Our project is supported through donations. One in three comes from Russia.

Another big surprise is the shift in Ukrainian preferences of social networks. With more than 115,000, we see a growing shift to Facebook and Twitter

and away from Russian-controlled vKontakte and Odnoklassniki.

Also, almost one in six visitors to the website came from an English-speaking country.

The growing audience down's mean the information war is being won. But Ukraine is holding its own because the Russian government is constantly flip-flopping and Russian media are lying and twisting facts.

Also, Ukraine has greatly benefited from favorable coverage by Western journalists who are sympathetic to the EuroMaidan Revolution, then to Ukraine's loss of Crimea and now Russia's aggression in the east. New sites like Vice, Mashable, BuzzFeed generate big traffic and a strong presence in social media.

But this might not last long. The Western audience is geographically and emotionally distant and there are many other conflicts in the world. So Ukraine needs to intensify its information warfare efforts and bolster its image abroad.

All journalists working in the east should have full access to events on the ground, speakers and information. The military should stop preventing journalists from working freely in anti-terrorist zone or hampering their activities. National Security and Defense Council briefings should again become the platform for open questions. Journalists are on a truth-finding mission and they are our biggest allies.

All government agencies should boost their presence in social media – more tweets in English, more pro-active messages, more engagement.

All Ukrainian embassies should explain why we fight this war, using social media, because it costs little. They should reach out to different audiences. They should battle Russian propaganda by showing photos and videos of the Russian military occupying Ukraine.

Ukrainian diaspora should take more decisive stand. We should finally realize that there are no ultimately pro-Russian or pro-Ukrainian governments. There are governments that stand for their national interests. And Ukraine is not one of them. So we should move from demonstrations to more systematic activities to lobby Ukrainian interests among political parties and policymakers, push them to adopt more pro-Ukrainian stance and provide more support, including military support and monitor more aggressively anti-Ukrainian activities.

Every Ukrainian can also find a way to contribute to this information war. Do not consume propaganda. Think critically. Speak up. Or do what the Israeli government asked students to do in 2013 - go and write comments to materials on Israel. When the war is here, all ideas are priceless.

Yevhen Fedchenko, is director of the Mohyla School of Journalism (Kyiv Mohyla Academy) and co-founder of StopFake.org.



NEWS ITEM: On Sept. 4, NATO leaders agreed that Russia should face more severe sanctions for its war against Ukraine. Meanwhile, the European Union is expected on Sept. 5 to also take tougher action.



VOX
populi

WITH IRYNA MATVIYISHYN

Do you think NATO's increased presence in the Baltic countries and its military aid for Ukraine will lead to World War III?



Daria Lee,
lawyer

"I think NATO troops might be a hint for Vladimir Putin that what he is doing is enough. It will allow us to

show him that the world is on our side; that if half the world thinks he's not right, then, maybe, he is the problem?"



Stoyana
Zaichuk,
vendor

"Who destroyed Serbia, wasn't it NATO? Wasn't it NATO that destroyed

the cradle of civilization, NATO is the death of civilization. If it enters Ukraine, Russian missiles will be here."



Lesya
Torova,
singer

"NATO backing is necessary, otherwise we won't beat Russia. WWII has already start-

ed, and I don't see any other solution. We don't the means to resist Russia, so Ukraine needs NATO's help. But everything depends on Putin's behavior. If he stops in time, there won't be WWII."



Oleksandr
Melny-
chenko,
builder

"If the moron goes further, we will have WWII. Ukraine has to immediately join NATO.

Whatever happens, NATO is the only salvation for us. Even our 'doing nothing' may lead to a global catastrophe."



Kateryna
Romanenko,
student

"In the framework of logic and adequacy, this shouldn't lead to WWII. However, from the point of Putin's

reaction, I don't think it's necessary to keep NATO forces away from Ukraine and the Baltic countries in order to deter Russia's aggression. We contemplated similar events before WWII, so I don't think we need to ban NATO's presence just to not make Russia furious."

Travel agency helps foreigners get in touch with their roots

BY IANA KORETSKA
KORETSKA@KYIVPOST.COM

JC-Travel Ukraine, a Kharkiv-based company, has a new service to help foreigners with Ukrainian roots get a better sense of their heritage, including searching for long-lost relatives. Given that the country has experienced four waves of emigration since the late 19th century, the world has plenty of curious tourists of Ukrainian origin.

"The number of foreigners with family roots in Ukraine who want to visit the country to have a better sense of where they come from increases each year," according to the company's news release. While definitely a niche service, the travel bureau has catered to more than a dozen lineage-seeking clients already.

Its first client, Paul Kuprionas, visited in 2011. He traveled from the U.S. to Chernivtsi, a western Ukrainian city where his great-grandparents are from. All he knew was the name of the city, which is also the birthplace of Mila Kunis, an American actress. "Since then we began to ask all our foreign clients about the purpose of their visit to see if they're just visiting or in search of their family roots," said Yulia Kulyk, co-owner of JC-Travel.

A five-day package, which includes an interpreter, transportation and accommodations, starts at \$500, but prices vary based on duration of stay and traveler preferences.

Meanwhile, an 11-day tour to Kyiv, Odesa, Poltava and other cities for first time visitors runs as much as \$1,400 per person. An eight-day trip to western Ukraine goes for \$925. By comparison, the local market price for a modest 10-day vacation in the Carpathian Mountains costs \$240 per person.

Clients from the U.S. and Canada are the substance of the company's client base where some two million members of the world's Ukrainian diaspora of six and a half million people is located. It is the world's fifth largest migrant group, according to the International



Argentinean Sergio Porter during his roots-tracing trip to Ukraine in March sitting at the base of a sculpture devoted to over-sized dumplings called *halushky* in the city of Poltava. (Courtesy)

→ Many foreigners of Ukrainian origin know little about hometowns of their ancestors

Organization for Migration.

However, in March the travel bureau serviced its first Latin American client – Sergio Porter, president and CEO of IT College in Argentina's Buenos Aires. "The recent events on Maidan

certainly made quite a big impression on me. The rage about the lifestyle of (ex-President Viktor) Yanukovich was also huge," he says. "But I liked the people, they are very friendly. I loved their country much despite the difficult

times."

Porter didn't know much about his family. He knew that his relatives originally lived in Dnipropetrovsk, a city in central Ukraine formerly called Ekaterinoslav in Tsarist Russia, and immigrated to Argentina in the early 1900's. Possessing the address of the family house and the names of relatives, he decided it would be a good idea to smell Dnipropetrovsk's air. "I wanted to have a personal experience about the country and the people, and I got it," Porter said.

"People were very dedicated. We spent countless hours talking about a wide range of subjects, which was crucial for creating a feeling of closeness

to Ukraine that exceeded my expectations," he added.

While members of the Ukrainian diaspora come to see the places where their relatives once lived, tourists from Germany and the Netherlands visit to learn more about their descendants who died here during World War II. Leo Hoeks of the Netherlands came to find more about his uncle Hendrik Hoeks, who was a Waffen SS soldier in the German army and who was killed on Ukrainian territory at the age of 22.

"We have found out almost everything – the place where he was wounded, the village where he stayed in a hospital, where he was taken by (Soviet) soldiers, where he was buried and reburied. His story was filmed in a documentary," JC-Travel Ukraine's Kulyk said.

Hoeks says he could never get enough information about his uncle from his family members. "We actually never talked about that," he said.

Now he had a chance to bring flowers to his relative's grave in Krysin, a village in Kharkiv Oblast. "My uncle who was killed was a Dutchman who opted for the German army. Wrong choice at that time," the nephew admits.

"There are many more people in the Netherlands who lost their relatives in Ukraine during World War II and now recently after the MH17 accident," Hoeks added.

Kyle and Becky Fortney from Wisconsin adopted a 1-year old Ukrainian girl in 2004 and later came to Ukraine with the assistance of JC Travel to find their daughter's brothers and sisters. Moreover, the child they adopted was severely wounded after her birth in an accidental fire, so they wanted to learn more.

"They received a lot of information about the girl's life in Ukraine and organized a lot of meetings with people from the orphanage, with her relatives. It was too emotional for me," Kulyk said with a sigh.

Kyiv Post staff writer Iana Koretska can be reached at koretska@kyivpost.com.



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Smoking popularity drops as government hikes taxes

BY IVAN VERSTYUK
VERSTYUK@KYIVPOST.COM

Cigarettes for smokers are “an important punctuation mark in the long sentence of a day on the road,” Francis Scott Fitzgerald wrote in a 1936 short story that *The New Yorker* published 76 years later.

What the World Bank categorizes as one of mankind’s four leading causes of death, puffing on the cancer-causing sticks is becoming less popular in Ukraine. There is currently an estimated 8.1 million regular smokers, some two million less than in 2008.

Oddly, tobacco production in Ukraine is growing four percent this year as cigarette companies attempt to flood the market with cheap cigarettes, many of them getting smuggled illegally abroad.

“Smoking is not in vogue in Ukraine anymore,” says Andriy Skipalsky, head of Zhyttya, a Kyiv-based anti-tobacco group inspired by billionaire philanthropist Michael Bloomberg, the former mayor of New York. “Only those with significant smoking experience keep the habit, while the youth is not attracted to it as much as they used to be.”

Smokers are much costlier to employers than non-smokers, which is another strong anti-tobacco force, he adds.

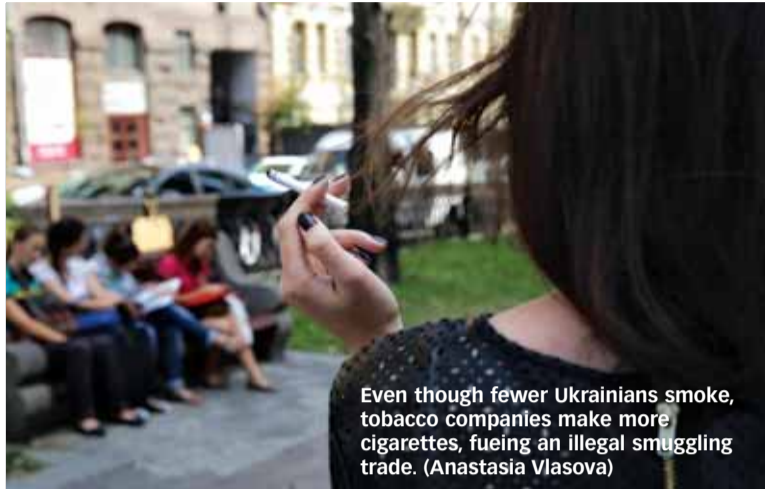
The nation’s \$3.1 billion tobacco market filled state coffers with \$2 billion last year, although the figure could have been \$230 million bigger, according to global audit firm EY, if not for an underground market that absorbs 15 percent of cigarette sales.

This year’s tobacco-related budget revenue could grow even higher, since on Sept. 1 the cigarette excise tax rose by five percentage points to 55 percent. Still, Ukraine has among the cheapest cigarettes in Europe.

Skipalsky, moreover, says the shadow tobacco market could be even larger, since a quarter of the 80 billion cigarette sticks produced in Ukraine enters the European Union illegally.

Natalya Mykolaenko, spokeswoman for Imperial Tobacco, a cigarette producer, acknowledged that the nation’s illegal cigarette market continues to grow.

The Kyiv Post easily discovered at least three public selling points where individual cigarettes are illegally sold in a city of 3 million: near Khreshchatyk,



Lva Tolstoho, Universytet and Zhytomyrska metro stations. There are more. Yet the non-regulated, secondary market for tobacco was essentially bigger a decade ago.

Philip Morris, which together with Imperial Tobacco control half the market, refused to comment on the issue. An industry lobbyist, Ukrtyutyun, followed suit. Meanwhile, Lev Myrmysky, a member of parliament who has advocated for smokers’ rights, called questions about the tobacco market “unimportant” in a telephone interview with the Kyiv Post.

However, Myrmysky’s colleagues – Vitaliy Homutynnik, Oleksandra Kuzhel and Sergiy Teryokhin – still take a pro-tobacco stance, says Zhyttya’s Skipalsky. When asked about this by the Kyiv Post, Teryokhin said he never lobbied anything that would go against public interest. Meanwhile, the other two deputies didn’t answer the Kyiv Post’s request for a comment. Moreover, fugitive former Prime Minister Mykola Azarov, a devoted smoker himself, blocked many anti-tobacco initiatives that activists led by lawmaker Lesya Orobets tried pushing forward.

Borys Kolesnikov, another member of parliament who was a member of Azarov’s Cabinet of Ministers, controls Hamadey, a small Donetsk-based cigarette maker, according to an investigation by Tetyana Chornovol. As a Cabinet member, Kolesnikov opposed anti-tobacco policies too. However, he denied any relation to Hamadey: “I don’t know such a company at all. Four years ago, Tanya Chornovol wrote

that I have some relation to Hamadey, because I opposed the additional (anti-smoking) stickers on the tobacco products during a Cabinet meeting...”

Since advertising tobacco products is illegal, marketing firms provide “gray” ad services to producers that are ready to pay as much as \$700 to retailers for the exclusive right to rearrange packs of cigarettes in a window case to give certain brands more visibility, according to information provided by Zhyttya.

Yuriy Rybachuk, 40, a Rivne-born writer on cultural affairs, has been smoking for the past 10 years. He pays \$1.60 for a package of Parliament Aqua Blue and admits smoking is nasty. “My first cigarette brought me an excitement close to sexual, but I don’t feel anything even close to it anymore,” he says. “Each smoked cigarette brings several minutes of psychological relief. I smoke a lot while working.”

Rybachuk belongs to the 45 percent share of Ukraine’s men who seek “psychological relief” through smoking, while only 11 percent of women smoke for the same reason, most of whom in urban areas. This puts Ukraine in the global top-30 club of most smoking nations.

Poland, a rather successful European Union country that serves as a comparison base for many Ukrainian development figures, is not in the club. The share of smokers in both sexes is equal there and barely exceeds 25 percent.

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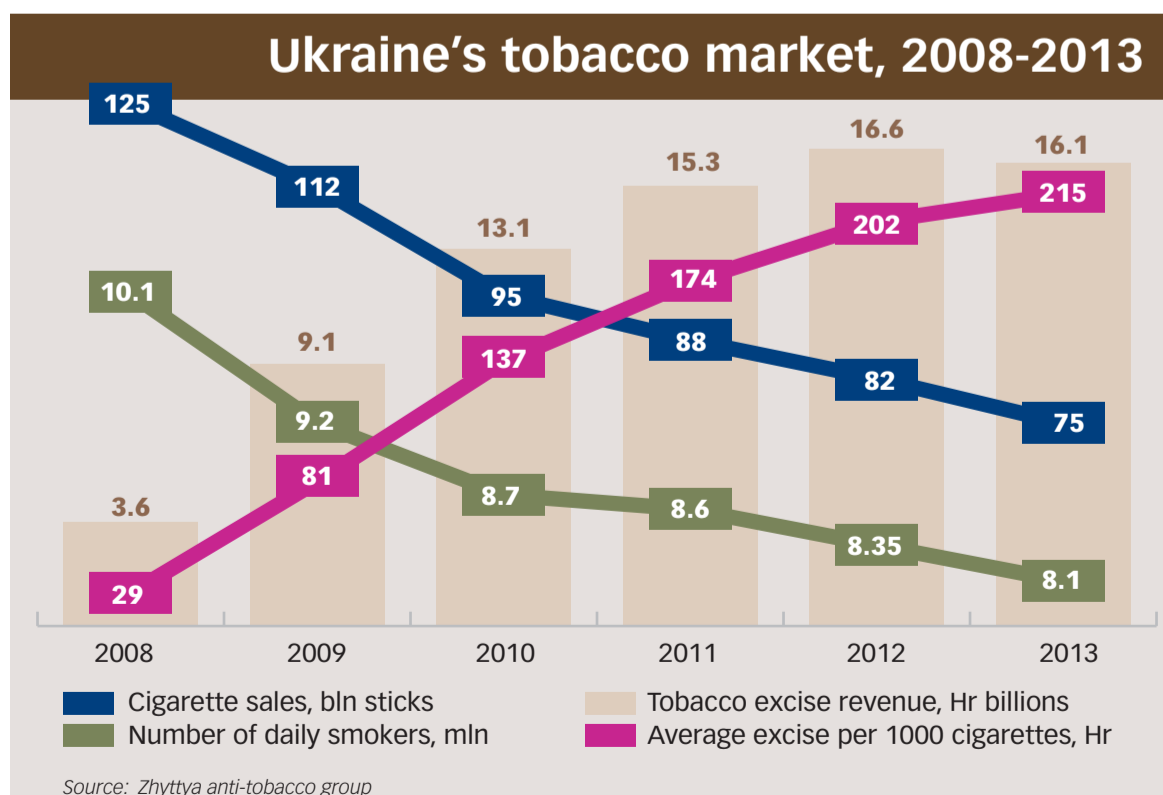
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The number regular smokers and cigarette sales have steadily dropped in Ukraine since 2008 when the excise tax rose from Hr 29 per 1,000 cigarettes to Hr 215 last year. (Zhyttya anti-tobacco group)

Ukrainian startups chosen for Web Summit in Dublin

BY ANDRII DEGELER
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To stand out among a crowd of budding technology companies, three Ukrainian companies first had to loom above a field of one in five applicants. Three did. Hopeful startups, Izzly, Publicfast, and Settle had their exhibition fees waived to attend a conference in Dublin on Nov. 4-6 where 20,000 entrepreneurs, journalists, and venture fund managers meet and greet, and sometimes make deals.

It's the busy autumn conference season, when tech companies with brilliant ideas search for investors who believe in their mostly untested products at such events as TechCrunch's Disrupt Europe in London and Webit in Istanbul.

As in Dublin, the events take pride in providing vast networking opportunities. Awards are often given out for the best startup, and the three Ukrainian companies are looking to walk away with €75,000 in Ireland for that honor.

Each went through a competitive process for the nearly free ride to Dublin. Izzly and Pulicfast tracked through the event's Alpha program for early-stage beginners, while Settle applied in a more mature-stage category.

Izzly: Speak naturally

Izzly is a seed-stage startup founded by Anatolii Stepaniuk and Artem Norba of Kyiv. The service allows users to

search for rental properties or houses that are on sale using their voice and natural language.

It plans to make money by sharing commissions with real estate agents for each closed deal. In order to stay afloat, the project will need to have at least 500 deals a month, said Stepaniuk.

Izzly's team is currently working on an alpha version of the engine, which will use third-party voice recognition software and Izzly's own algorithms to connect people looking to rent a flat or a house with the best offers. It will be available on both Android and iOS, as well as on desktops as a web application. The team plans to enter the public beta stage in a year or so, starting with users in Arizona and then gradually expand into the other states. In an exchange with the Kyiv Post, Izzly's Stepaniuk stated that he expects most of the revenue to come from the U.S.

Going to Dublin, Izzly expects to showcase its prototype and, most importantly, to investors. The startup is currently looking for a seed funding round of \$500,000 to boost product development.

Publicfast: Influence key

Publicfast (<https://www.publicfast.com/en>) is a young Ukrainian project founded by Kostyantyn Ryabov and Vitaliy Malets. Its website is meant to be a place where brands and opinion leaders meet and collaborate.

The idea of marketing through opinion leaders is that brands find

social media influencers, be it professional bloggers or just people popular with a relevant audience, and promote a brand through word-of-mouth. The startup claims to have developed a "unique algorithm" that assigns those who register as opinion leaders an influence score from 0 to 100, which can be used by clients to determine how much they want to pay. Publicfast will first operate in Ukraine, but has plans to expand to Europe. In Dublin, the startup wants show that "Ukrainian startups are no worse than their European and American counterparts," Ryabov said. "Secondly, we are negotiating with several European potential partners and want to show off our product to them. And last but not least, we are raising Round A (first significant investment)."

Settle: Smarter paying

Unlike the first two startups, the payment platform Settle (<http://hellosettle.com/>) was considered too mature for the Alpha program at the Web Summit, but young enough for another program called Start, explained Settle's founder Stas Matviyenko, who also is an advisor to Publicfast. "This year Start will showcase 150 of the world's highest potential young companies," Matviyenko added. "We got \$1.5 million of investments from venture fund Life.SREDA – it was the factor, which helped us to become participants of (this) program."

Settle, which was officially launched



Startups showcase their products at the Web Summit in Dublin in November 2013. (Web Summit)

in early August in Kyiv, wants to speed up the service at restaurants and cafés – particularly when settling a bill. Users can register their bank card in the mobile application, and pay for orders and leave tips quickly just by using their smartphones. Currently there's only one venue in Kyiv that uses Settle, Chashka Espresso Bar. The startup, however, wants to go beyond hotels, restaurants and cafes eventually. It sees potential for the application to be used at gas stations and in taxis as well, Matviyenko said.

The startup's founder already has a positive track record. He is the

co-founder of the mobile loyalty program Advice Wallet. Launched in 2013, Advice Wallet has raised \$300,000 in funding and is valued at \$2.5 million by Russian venture fund Imperious Group. "We hope to attract a new round of investment, we expect to get many new useful contacts, and we are looking for partnerships with European banks," stated Matviyenko.

Andrii Degeler is the Kyiv Post's information technology reporting fellow. His fellowship is sponsored by Aventures, Ciklum and Fison. He can be found on Twitter (@shlema) and reached at shlema@gmail.com.

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Ukraine's IT world set to leap into brighter future



ANDRII DEGELER

National unity has spread across Ukraine in recent months. The public, businesses, government and pretty much everyone and everything have come together. The reason for this change in attitude is obvious. A common enemy is at the doorstep, and is too close for us to separate.

That's also the prevailing spirit in the Ukrainian information technology venture business today. Granted, this community has never been too big, and therefore its members were never too isolated from each other – however, these mark the peak of bonding.

The feeling of solidarity among Ukrainian tech market players became especially clear to me this week, after I came from the United Kingdom to Kyiv to cover the local IT market for Kyiv Post. Indeed, the news and posts in social networks while living abroad give a general impression, but looking at the situation from the inside brings it to a totally different level.

In the first few days after my plane landed in Boryspil Airport, I met several people representing different players on the market, and didn't sense any kind of rivalry or animosity towards the others. Five years ago, when I lived in

the Ukrainian capital and wrote for the Kompyuternoe Obozrenie magazine (the community was even smaller than it is now at that time), I couldn't say that the whole industry was united the way it is now.

It is actually quite interesting to look deep into the metamorphoses of the industry not every day but once in five years to glean the most important changes. This makes me hope that I will be able to pinpoint and show them to the Kyiv Post readers in the following months.

Another interesting thing is to compare the Ukrainian startup ecosystem and tech industry in general to those in other Eastern European countries, our closest neighbors. Having written for a few years about tech in Central and Eastern Europe among other things, I'm even more fascinated by how Ukrainian tech venture market players support each other and the community in general. It's important that with the tech venture market in Ukraine going through a tough time, a sound infrastructure is forming, not just pieces scattered here and there.

Formally, the uniting process has manifested into organizations being created within the tight knit community. UAngel, an association of Ukrainian business angels, was founded back in June, while the Ukrainian Venture Capital and Private Equity Association, which brings together investors and other infrastructure players, was founded in August. Although they aren't the first efforts to formally unite the

market, these two initiatives do look healthy enough to make it through the turmoil in which we've all been caught.

A great addition to the list of initiatives is the conference U.T.Gem in San Francisco taking place in two weeks, which I'll do my best to cover on the ground. Despite all the issues, the time is ripe to showcase Ukrainian tech talent, from software developers to entrepreneurs to researchers, and ensure they get the recognition they deserve.

Last but not least, it is clearly recognizable that people in the tech industry are entering government. Some that come to mind are Microsoft Ukraine's former CEO Dmitry Shymkiv, former Bionic Hill president Victor Halasyuk, and the well-known Internet business professional Aleksandr Olshanskiy.

Thus, what is happening in the Ukrainian tech community is really great. If there is something positive for the tech venture industry that happened in the past months, it is the unprecedented spirit of unity shared by most if not all key people and businesses. Likewise, if there's anything important to keep after the world ceases to resemble a mad kaleidoscope – it's this spirit, too.

Andrii Degeler is the Kyiv Post's information technology reporting fellow. Degeler has been covering the IT business in Ukraine and internationally since 2009. His fellowship is sponsored by Aventures, Ciklum and Fison. He can be reached on Twitter (@shlema) or shlema@gmail.com.

As war's death toll mounts, West plots its next response

→ **1** make their own decisions about arming Kyiv.

British Prime Minister David Cameron and others promised to ramp up sanctions on Russia if it continues to escalate the situation. NATO says there are more than 3,000 Russian troops as well as military hardware as part of the Kremlin's invasion of eastern Ukraine.

A meeting of European Union ambassadors is expected on Sept. 5 to punish Russia's energy, finance and defense sectors.

"What counts is what is actually happening on the ground," Rasmussen said on Sept. 4. "And we are still witnessing, unfortunately, Russian involvement in destabilizing the situation in eastern Ukraine. So we continue to call on Russia to pull back its troops from Ukrainian borders, stop the flow of weapons and fighters into Ukraine, stop the support for armed militants in Ukraine and engage in a constructive political process."

Russia continues denying its military is involved in the conflict that has killed nearly 3,000 people, wounded another 3,044 wounded and sent 1 million residents fleeing their homes since mid-April, according to official data.

Still, hopes for peace were also on the table, with Poroshenko saying he expects a document to be signed in Minsk on Sept. 5 outlining a stage-by-stage peace plan for Ukraine. He indicated that he will order a ceasefire the same morning if that meeting is confirmed.

Speaking in Moscow, Russian Foreign Minister Sergei Lavrov said that Russia was ready to take practical steps to de-escalate the crisis. The Kremlin's plan includes the "end of active offensive positions" on both sides, in reference to Ukraine's military and the forces President Vladimir Putin denies are of Russian origin.

Poroshenko, in turn, called for the withdrawal of foreign troops and for a buffer zone to be established on the border. Ukraine has lost control of huge swaths of its eastern border with Russia because of heavy cross-border shelling and attacks by Kremlin forces inside Ukrainian territory.

Both sides have also expressed readiness for international monitoring and a prisoners' exchange, AP reported.

Ukrainian Prime Minister Arseniy Yatseniuk took a different tone on Sept. 3, stating that "peace we must attain through battle," suggesting his opposition to an agreement that would create a frozen conflict in Luhansk and Donetsk oblasts akin to Transnistria, South Ossetia or Abkhazia.

"What Russian President Vladimir Putin is doing constitutes an invasion," said U.S. Senator John McCain on Sept. 4 in Kyiv at the Ukraine Crisis Media Center.

Loss of human life

The mothers of Russian soldiers and mercenaries are beginning to learn that more of their sons are fighting and dying in Ukraine.

On Aug. 20, Elena Tumanova in Russia's Mari El Republic, received a sealed coffin with the body of her 20-year-old son Anton. The death certificate, issued in Rostov-on-Don on Aug. 13, stated that his death occurred at "the place of temporary deployment of the military unit 27777." The cause of death is "concomitant injury. Multiple shrapnel wounds of the lower extremities with damage to major



Germany's Chancellor Angela Merkel (R) talks with Ukraine's President Petro Poroshenko during a working session on Ukraine on the first day of the NATO 2014 summit at the Celtic Manor Hotel in Newport, South Wales, on Sept. 4. The NATO summit, billed as the most important since the Cold War, got under way with calls to stand up to Russia over Ukraine and confront Islamic State extremists. (AFP)

blood vessels. Acute massive blood loss."

"His legs were torn off, obviously. The guys (from his unit) told me. But I sensed it anyway that it wasn't all of him in that coffin," Tumanova told Russia's Novaya Gazeta.

She said her son, a trained soldier, could get no job in his hometown and decided to go to the army as a contractor instead to earn just over \$800, brushing off the possibility that he would be sent to war in Ukraine.

During his first mission to Ukraine, his unit was disguised as insurgents, he told his mother. On the night of Aug. 12, he was sent in the second time, as a part of a column of 1,200 soldiers to Snizhne, a town 15 kilometers from the border. Later on that day, the column was shelled by rockets from Grad launching systems. "The boys told me that 120 men out of 1,200 died, and 450 were wounded. My Anton was at the front. No trenches or any protection. They panicked and tried to get out," Tumanova says.

The woman told the Russian Novaya Gazeta that she craves to know who gave the order for her son's unit to go to Ukraine. She thinks it could only have been given from Moscow.

"If I saw Putin standing next to me, I would ask him: 'Did you give that order? Answer honestly.' I thought there were no Russian soldiers there. And the boys say it's not going to be over any time soon. Why does anyone have to go there? Let them work it out on their own."

An official from Ukraine's Defense Ministry has estimated that some 2,000 Russian soldiers have lost their lives on Ukraine's territory. The ministry created anonymous hotlines for the mothers of Russian soldiers who may be looking for their sons if they suspect they are serving in Ukraine. Their numbers are +380800501482 and +380968878094.

The Russian service of Radio Free Europe/Radio Liberty said on Sept. 4 that wounded Russian servicemen are now being flown to the military hospital in St. Petersburg "because

military hospitals in Rostov-on-Don and other cities in the south of Russia are overflowed."

Elena Vasilieva, coordinator of Inter-Regional Coordination Center "Forgotten Regiment," a non-governmental organization created by and for former service men and women, said that on Sept. 2 alone 14 or 15 Kamaz trucks filled with dead soldiers crossed the border from Ukraine to Russia.

Russian authorities continue to insist that there are no Russian soldiers on Ukraine's territory. Kremlin spokesman Dmitri Peskov said on Sept. 3 that "Russia is not a party of the conflict in Ukraine."

Russia's Defense Ministry spokesman even ridiculed the NATO satellite images that proved the presence of Russian troops in Ukraine. "The phrase 'NATO published satellite shots of Russian troops' presence in Ukraine' has become as common in recent months as the famous 'British scientists have discovered,'" Russian news agencies quoted spokesman Igor Konashenkov said.

Despite the denial, the presence of Russian troops in Ukraine is causing anxiety among the population. Soldiers' parents are planning a demonstration on the Red Square on Sept. 12, Vasilieva said.

EU sanctions

Meanwhile, European Union ambassadors on Sept. 4 debated scaling up existing sanctions on Russia. Some of the proposals, obtained by the Kyiv Post, stem from an Aug. 30 emergency session of the European Council, and includes the possibility of suspending the 2018 World Cup in Russia and states the objective of also "strengthening the ban on investment in Crimea."

It favors deepening existing measures that were adopted in late July for the sake of expediency and impact in lieu of expanding their scope to new sectors.

"It reinforces the point that EU sanctions are directed at promoting a change of course in Russia's action in Ukraine and are not a tit-for-tat against

portation of oil and oil products and in which the Russian state is the majority shareholder or holds a controlling stake." Bond maturities are also reduced from 90 to 30 days for Russian banks on European markets.

The EU capital markets restrictions effectively catch up with what the U.S. has done when it included Rosneft, Russia's largest oil producer, on its sanctions list.

In defense, a retroactive clause would be presumably included related to the import and export of arms to Russia. Current measures only apply to new defense contracts. "This inconsistency could be remedied in the revision of the texts," the proposals state.

France already went ahead on Sept. 3 to halt delivery of the first of two \$1.6 billion helicopter carriers that Russia had ordered, one of which is to be stationed in occupied Crimea.

Also in defense, any Russian buyer would now be banned from purchasing certain dual-use goods – products that have both civilian and military purposes. At present, the restrictions ban EU exports "for military use of for a military end-user." New categories include: "special materials, quantum key distribution systems, some machine tools, and high-performance computers and electronics."

Sensitive technologies, especially on cutting-edge oil exploration projects would be prohibited. Earlier sanctions require "prior authorization for the sale, supply, transfer or export to entities established in Russia" for deep-water oil exploration and production, Arctic oil exploration and production or shale oil projects in Russia.

The proposals also recommend coordinating efforts with G7 nations to suspend Russia's "high-profile international, cultural, economic or sports events (Formula 1 races, UEFA football competitions, 2018 World Cup, etc.)."

It concludes by leaving the option open on widening the scope of and deepening existing sanctions "in the event of major escalation."

KEYS to the map

- 1 **Hotel Evropyevsky**
149 Dniprova str.
- 2 **Intercontinental Kyiv**
29 Yelykha Zhytomiryska str.
- 3 **Kidney Restaurant**
8th km Boryspil Road.
In 5 minutes from the Boryspil airport
- 4 **Massimo Restaurant**
15 Saksahanskoho str.
- 5 **Queen Bakery**
102 Saksahanskoho str.
- 6 **Sanskriti**
7D Lesi Ukrainki Boulevard (A-section)
- 7 **Sofyiskiy fitness center**
6 Ryvskiy Ln.



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'Russian-style' ceasefire includes lots of shelling

BY OKSANA GRYSSENKO
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SOPYNE, Ukraine – The day after Ukrainian and Russian leaders talked peace, Russian forces shelled the village of Shyrokyne in Donetsk Oblast, starting fires, according to eyewitnesses. There were reports of fatalities.

Black smoke was seen on Sept. 4 from the nearby village of Sopyne, where a highway connects Mariupol with Novoazovsk, which has been under control of Russian troops for nearly a week.

Three soldiers were leaving the battlefield on foot. Two of them were foreign fighters of the Azov Battalion – one from Croatia, another from France. Slightly wounded, they said they were bombarded by artillery and saw armored vehicles shelling them. They were sure the attack was done by Russian troops, not rebels. "They were too good," one of them told the Kyiv Post, asking anonymity because of safety fears.

Olena, a 59-year-old worker at a water purifying plant located near Shyrokyne, said heavy shelling started there at about 11 am and lasted for

several hours with few stoppages. "The village is now burning," she said, fearing to give her last name.

Visiting Shyrokyne on Sept. 3 the Kyiv Post saw numerous fortifications of Ukrainian troops there. The residents feared that their houses could suffer if the hostilities start. Village head Oleksandr Luchenko said the villages didn't have any special bomb shelters and were preparing their cellars in case of attack.

Olena said many Ukrainian military vehicles showed up in Shyrokyne just days before the village was shelled. Now she was planning to leave Mariupol along with her granddaughter. "But where is it now safe to go?!" she said.

Later a woman received a call from a colleague who said that Shyrokyne was still controlled by Ukrainian troops.

Serhiy Taruta, the governor of Donetsk Oblast who is now based in Mariupol, tried to placate city residents by reporting that no more than four tanks and some 40 Russian soldiers rushed to Shyrokyne from Novoazovsk. It was no more than "combat reconnaissance," Taruta said.

Andriy Lysenko, Ukraine's military spokesman, said the Russian artillery



A Ukrainian soldier allows a truck to pass belonging to the volunteer Azov battalion at a check-point of Ukrainian troops at the east end of Mariupol on the road leading to Novoazovsk, a city which came under Russian control on Sept. 2. (Kostyantyn Chernichkin)

shelled fortifications in Shyrokyne from the village of Bezimenne, located 34 kilometers from Mariupol.

People in Mariupol were worried. Dozen of cars queued at petrol stations. Nevertheless, hundreds rallied in the evening in the city center to hail the initiation of fighters of the Mariupol Battalion, organized to defend the city of nearly 500,000 people.

The Mariupol hospitals were busy with wounded fighters. A medic soldier of Azov Battalion with the nickname Bartek brought one fighter wounded in the stomach and was waiting for results of his surgery. Azov commander Andriy Biletsky reported that his

battalion had some people killed but didn't specify the number of victims.

Then two soldiers brought his comrade, whose face was wounded by shrapnel. They were border guards who were trapped under the shelling near Shyrokyne.

"There were tanks, armored vehi-

cles and we had nothing apart from Kalashnikovs," one of them said.

"That's how a 'Russian-style' ceasefire looks like," Bartek from the Azov Battalion told him in response.

Kyiv Post staff writer Oksana Grytsenko can be reached at grytsenko@kyivpost.com

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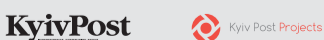
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Street food festivals gaining in popularity



Cooks make and serve Italian food at the first Street Food Festival in Kyiv on Aug. 3, 2013. The outdoor events have become a frequent occurrence and have grown in size and scope offering a variety of fares ranging from Thai, Mexican, to Italian and American. (Anastasia Vlasova)

BY BOZHENA SHEREMETA
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Restaurants on the streets – also known as outdoor food festivals – are finally catching on in Kyiv, long after they started flourishing in many capitals of the world.

While Kyiv has had street food vendors for a long time, restaurateur Roman Tugashev organized the first Street Food Festival in August 2013. More than a year later, Tugashev has eight successful festivals behind him.

Now others are getting into the act – the more the better, for food fans.

Tugashev's Street Food Festival is typically a two-day outdoor gathering where food is cooked in front of customers and sold from booths and vans. The menu includes grilled sausages and cheese, fried meat, fish, vegetables, burgers, salads.

Tugashev says he got the idea on a trip to Western Europe.

"In Europe the street food culture implies great taste, good value for money and an interesting idea. So we

decided to bring all these attributes to Kyiv," Tugashev says.

The festival takes place approximately once a month. It's been changing locations, but lately it has been in the parking lot of Darynok marketplace in the Kyiv left-bank Lisovy neighborhood.

The last festival on Aug. 30-31 had some 60 vendors, selected from among 250 applicants. The standard fee is Hr 3,000, according to Tugashev. But the most interesting food startups can get in for free or a very small fee.

"We try to combine the presence of such 'big' guys as Aroma Espresso Bar, Barkas, Chichapuri and the 'small' ones, like pop-up restaurants and vans. It is a good chance for the new guys to learn 'how to do it right,'" Tugashev explains.

He says he hasn't made any money yet, but hopes to start next year.

Tugashev is, however, not alone on the market.

Dima Borisov, who runs six restaurants in Kyiv, has been holding an outdoor food event of his own, the Crab's Burger → **13**

On the Road



WITH DARYNA SHEVCHENKO
SHEVCHENKO@KYIVPOST.COM

A cheap sea paradise is found in Odesa Oblast

Most people I know do not believe that the Black Sea shore can be crystal clear. And they have reasons. Popular sea resorts are overcrowded and, therefore, quite dirty. But there are still some perfectly clean secluded places. And Katranka is one of them.

A tiny resort in the south of Odesa Oblast, close to the Romania border, the village of Katranka was founded in Soviet times. Part of a bigger Lyman village, Katranka offers little tourist infrastructure, but its wonderful nature is a generous compensation.

When going to Katranka, prepare to see pelicans flying over one's head like pigeons. Pelicans, as well as herons, wild ducks and swans are the inhabitants of the firth that separates Katranka from the sea shore.

Getting to the beach means having to cross the firth every day using one of two bridges. The bridges are old and wonky but it's easy to forget about it when watching beautiful bird flocks and sunsets at the firth.

The beach is another gem of Katranka. It is wide and long, and most importantly, there are very few beachgoers present. It's easy to find a spot where there is no one but seagulls at least 70 meters around.

At the beach observing nature continues with dolphins that often pop up to the sea surface. According to locals, sometimes the mammals come closer and play with the swimmers. It never happened to me though.

Unfortunately, huge violet jellyfishes were more frequent guests. Their presence makes swimming in Katranka a bit adventurous, as they can sting when touched.

Even though the resort is rather quiet, one can still get some classic water entertainments on the beach like banana boating or jet skiing. But on top of all - the place is a real paradise for fishermen. Any season and any time of the day the firth and the sea are full of fish. So bringing a fishing rod to Katranka is a good idea.

One of the best advantages of Katranka is its cheapness. It is cheap even on Ukrainian level.

A "luxury" suite, which is actually a normal room with a bathroom, a fridge and AC, goes for \$20 per night. At the very end of August we paid some \$15 per night for one of such at Chaika hotel because the season was at its end. The price for the simplest rooms begins at \$4 per night; but low price means using common bathroom. → **13**

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Mrs. America pageant takes event to Crimea

BY BOZHENA SHEREMETA
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While the civilized world is shunning Russian-annexed Crimea, organizers of the Mrs. America beauty pageant are so enraptured with the Kremlin's land grab that they have decided to move the pageant there.

While choosing the Mrs. America 2014 on Aug. 29 in Tucson, Arizona, the organizers announced that the next year's pageant will take place in "Sevastopol, Russia." Sevastopol is Crimea's biggest city. The pageant will take place jointly with the Mrs. Russia contest.

Such decision came as strikingly strange since it was taken amid extreme tension in the relationship of Russia and the western world.

Mrs. America, an annual beauty pageant meant for young married women, was first organized in 1977. It should not be confused with the much more famous Miss America pageant. However, the Crimea announcement will surely drive some new attention to the contest.

"If you missed it here it is... Mrs. America goes to Russia. The Crowning of Mrs. America and Mrs. Russia in Sevastopol, Russia!" says the recent post on the official Facebook page of the pageant.

The announcement caused shock. While the U.S. government and the

international community has not recognized the annexation of the Crimea, the pageant organizers made their message clear.

The official website of the pageant says that "Mrs. America-Russia" pageant will be held in Sevastopol in September of 2015.

Organizer of the Mrs. Russia pageant, Aleksey Kuznetsov, and Mrs. World 2006 winner from Russia, Sofya Skya, came to the stage of the Mrs. America 2014 on Aug. 29 to announce the joint project for next year.

The comments under the Facebook post say it all.

"I wonder for how many rubles did the Mrs. America organizers sell their souls for. I'm sure this pageant will be great propaganda material for the state media while Russia continues with its ethnic and cultural cleansing of the peninsula. You people are disgusting," Serhiy Vernei, living in Indiana, comments.

Some commenters ironically suggest Mrs. America should organize the contest in Iraq or North Korea as the next step.

"You must be kidding me. Sevastopol is Ukraine. Americans are notoriously bad in geography," concludes Jacques de Gaulle from Palo Alto, California.

Kyiv Post staff writer Bozhena Sheremeta can be reached at sheremeta.bozhena@gmail.com.



Beaches in Katranka in Odesa Oblast are secluded, and the Black Sea water is crystal clean, as budget-conscious traveler and Kyiv Post staff writer Daryna Shevchenko discovered. (Courtesy)

World Traveler: Budget beach fun in Katranka

→ **12** Wondering about the cons of Katranka? There is one - finding dinner.

There are no real cafes here. The closest to it are the street vendors who sell beer and dried fish, but can fry some meat to order.

A good option is to pay for the three times meals in the hotel. Chaika charged only Hr 26 per day for breakfast and dinner. Both included one dish, tea and a modest dessert (like a couple of cookies with jam or butter). And Hr 50 for lunch, which included a bowl of soup, some meat or fish with a side dish and a drink.

Unfortunately, there is no such thing as choosing what to eat - one just has to go with what is offered today.

Cooking is an alternative. That's what most of people here do, so every little hotel has a kitchen. Local markets and grocery stores don't provide good supply of fresh fruits, greens and meat.

The beauty of Katranka is that no matter what, a trip here is going to be very, very cheap. It simply doesn't offer anything to spend extra money on. We went to the place by car and stayed for a week. The whole trip,

including housing and food for a week at Katranka and the gas we needed to get there and come back to Kyiv cost us less than 350\$. Not too much for a quiet vacation near a beautiful sea, right?

Kyiv Post staff writer Daryna Shevchenko can be reached at shevchenko@kyivpost.com.

Katranka trip budget

\$100 for car fuel from Kyiv and back (630 kilometers)
\$95 for seven nights in a hotel
\$140 for food



Participants of Mrs. America 2013 congratulate the winner.

More food festivals on Kyiv's streets

→ **12** Open Air, since May. This weekend's gathering serves as a test of his new restaurant's menu. The Crab's Burger restaurant will open in Vozdvyzhenka neighborhood, where Borisov now has his weekend crab picnics.

Borisov claims that his Crab's Burger Open Air differs from a normal street food festival by offering "luxury food" like lobster and king prawn, burgers with crab meat and black marble beef burgers. The average price people pay at Crab's Burger Open Air is around Hr 90 per serving. While more expensive than Kyivans are accustomed to, the cost is "twice or even thrice cheaper than the price one would pay for the same quality seafood in Europe," according to Borisov.

There are even nasty words among competitors Borisov and Tugashev. Tugashev accuses Borisov of copy-

ing one of his planned events. He claims that Borisov's Big Food Festival, planned for Sept. 6-7, is a copy of his City Food Festival, which will take place on Oct. 12-14. Both events plan to bring together famous chefs to cook and give master classes.

Borisov responds by saying that this type of event has been held for at least five years, even in former Soviet republics. "Tugashev just copied the format of the Russian street food festivals. Even the name was not changed," Borisov says.

Borisov says he aims for high-quality events, akin to the Taste of London festival, "which is a great example of a true professionalism we all should strive to."

Kyiv Post staff writer Bozhena Sheremeta can be reached at sheremeta.bozhena@gmail.com.

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Sept. 11-21

Gogolfest

An essential event in early autumn, Gogolfest is an annual modern art festival. Contemporary art pieces from Ukraine and abroad will be on display during the 10-day event. The festival has a single interactive space that will unite visual art exhibition, theater performances, live music, movie screenings, lectures and master classes.

GogolFest. Sept. 11-21. 7 p.m. Vydubychi Art Cluster (7B Inzhenerna St.) Hr 50



(Lviv Publishers Forum/Facebook)

Sept. 8-14

Lviv Publishers Forum

The largest book fair in Ukraine opens its doors to bookworms and publishers alike. This year's Lviv Publishers Forum brings together some 300 writers, poets, artists and translators. More than 800 events in 69 different locations will be held during the festival, including presentations, forums, lectures, book signings, round tables, seminars, meetings with authors, literary readings. The schedule is available at www.bookforum.ua/event/39/1688.html.

Lviv Publishers Forum. Sept. 8-14. Lviv. Free

Football game for peace

Quite an unusual charitable football game in support of the Ukrainian army takes place on Sept. 6 at Dynamo stadium. Ukrainian celebrities, musicians, actors and businessmen are going to face high-ranked servicemen from Ukraine's armed forces. This highly anticipated amateur game is a good chance to entertain oneself on Saturday evening and to make a contribution to a worthwhile cause.

Amateur charitable football game. Sept. 6. 4 p.m. Dynamo Stadium (3 Hrushevskoho St.). Free (donation of one's choice)



(Facebook/FC Maestros)

Sept. 6

Run Under Chestnuts

An annual sports charity event, the Run Under Chestnuts is a charity race held to help children with heart diseases. Some 15,000 runners are expected to participate this year. The race owes its name to the chestnut trees, hallmarks of Kyiv. It usually includes several races for various categories of participants: children, athletes, participants in wheelchairs and benefactors.

Run Under Chestnuts charity race. Sept. 7. 8:30 a.m. Maidan Nezalezhnosti. Hr 50



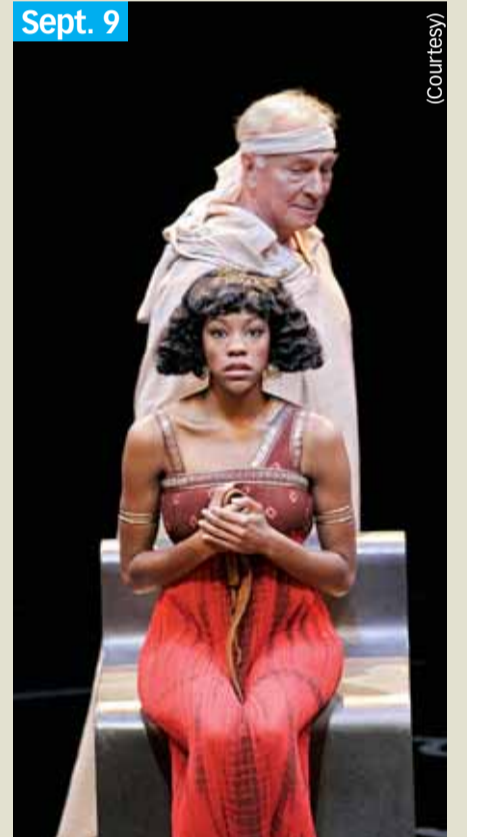
(chestnut)

Sept. 7

'Caesar and Cleopatra' by Shaw

British Theatre Festival, presented by the British Council Ukraine, features screened versions of theater performances. The next screening in Kyiv is George Bernard Shaw's "Caesar and Cleopatra" as performed at the Stratford Festival stage from Canada. It is a comedy about the relationship between a Roman emperor and an Egyptian queen, starring Christopher Plummer and Nikki James. The screening is in English with Ukrainian subtitles.

"Caesar and Cleopatra" by Shaw. Sept. 9. 7 p.m. Kyiv (19 Chervonoarmiyska St.). Hr 120



Sept. 9

(Courtesy)



Sept 11-14

(Koktebel Jazz Fest. via Facebook)

Jazz Koktebel 2014

Due to political reasons, the international musical festival Jazz Koktebel moved from Crimea to Belgrad-Dnestrovsky in Odessa Oblast. On the second weekend of September, the new location will welcome jazz lovers at Black Sea beaches. One of Ukraine's biggest music festivals, with a 12-year history, will have three stages - Nu Jazz, Open and Special. The line-up includes Belleruche, Get the blessing, Brazzaville, Jamala, Druga Rika, Zdob Si Zdub and others. Festival guests will be invited to visit Akkerman fortress, a local attraction and a symbol of this year's festival.

Jazz Koktebel 2014. Sept 11-14. Belgrad-Dnestrovsky (Odessa Oblast). Hr 299-699



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**Introduction of Energy Management System Standard in Ukrainian Industry
Project Management Unit Positivons, Kiev**

UNIDO is establishing a Project Management Unit (PMU) in Kiev for implementation of the project "Introduction of Energy Management System Standard in Ukrainian Industry". The project aims at contributing to a sustainable transformation of industrial energy usage practices in Ukraine, by putting in place Energy Management Systems (EnMS) and the methodology of Energy Systems Optimization (ESO), along with the introduction and promotion of the Energy Management Standard ISO50001. The project is funded by the Global Environmental Facility and will be implemented over the period 2014 to 2019. The duties of the PMU will include: planning, coordinating and monitoring project implementation activities as well as reporting to UNIDO Headquarters in Vienna, Austria. The PMU will consist of five persons, each with a specific area of specialized expertise. The position required for the PMU and national project implementation are:

A. National Project Coordinator:

Day-to-day management of the project implementation, regular monitoring and reporting. Planning and coordination of the PMU activities including recruitment and procurement processes, provision of effective guidance and feedback to the PMU Team and other national experts. Coordination of stakeholder engagement, in particular with regard to the Project Steering Committee, national executing partners and beneficiaries. Identification, provision and record of the co-financing for all project components. Generation of project visibility and fostering support with government and industry in Ukraine.

B. Administrative Assistant and Translator, whose duties will include:

Project assistance related to the administration, finance and logistics to be provided to the PMU Team and the national project counterparts. Translation and interpretation services. Preparation of presentations, reports, documentation, publications, updating databases and project website. Planning and assistance in the project related national and international events, trainings and travels.

C. Policy and Institutional Capacity Building Specialist:

Development and coordination of all aspects of the project's work related to establishment of a policy and regulatory framework that will promote the adoption of EnMS and ESO and the uptake of a Ukrainian ISO50001 compatible energy management standard. Designing and implementation of: a national ISO50001 accreditation and certification scheme; and energy efficiency performance and monitoring and verification schemes. Support and coordination of the project's training programme in collaboration with the Skill Development Expert. Identification and securing of training course host plants as well as pilot plants.

D. Technical and Financial Capacity Building Specialist:

Development and coordination of all aspects of the project's work related to design, launching, joint administration and monitoring of a financial mechanism (e.g. a revolving fund) that will continuously support the development and implementation of energy efficiency projects. Support and coordination of the project's training programme in collaboration with the Skill Development Expert. Coordination and leading the project's EnMS implementation and ESO piloting programme, including securing a number of companies as pilots. Designing an industry awareness campaign, establishing a network group to support peer to peer sharing of technical information and experiences. Developing EnMS and ESO case studies on the project pilot enterprises and their contained projects.

E. EnMS and ESO Skills Development Expert:

Preparation, execution and monitoring of the project's EnMS and ESO training programmes, ensuring that the EnMS and ESO training course are properly package structured. Ensuring all EnMS and ESO courses are detailed for both professional and eventually vocational Ukrainian course accreditation. Coordination of the training related activities within the PMU, among the national project counterparts, in particular with the Kyiv Polytechnic Institute, as well as with EnMS and ESO international trainers.

Qualified persons interested in the above-mentioned positions are invited to register and create their Candidate Profile at: <http://www.unido.org/en/overview/employment/unido-talent-pool.html>, after which suitable candidates will be contacted.

Deadline for registration is 10 September 2014.

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REQUIRED QUALIFICATIONS:

- University Degree in Law;
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- Level IV (fluent) in English and Ukrainian; level III (good working knowledge) in Russian. The incumbent must be able to interpret/translate from one language to the other as required;
- Excellent understanding of the Ukrainian legal and criminal justice systems as well as American and/or European legal systems.

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At least 900 soldiers killed in Russia's war against Ukraine

BY OLENA GONCHAROVA
GONCHAROVA@KYIVPOST.COM

As world awaits the results of NATO summit in Wales that started Sept. 4 with a focus on Ukraine crisis, nation's army keep fighting local insurgents backed by Russian regular army in Ukraine's east. Recently the alliance reported about 3,000 Russian combat troops and hundreds of armoured vehicles inside Ukraine.

The bloodiest day for Ukrainian army came on Aug. 29 when more than 100 people, mostly the members of volunteer battalions, were killed in corridor offered by Russian troops near Ilovaisk in Donetsk Oblast.

Some 837 Ukrainian servicemen have been killed and 3,044 wounded during the start of Russian invasion in mid-April, according to official figures. The Kyiv Post count is higher and goes for 900 killed Ukrainian troopers.



Artur Fihurskiy

Serhiy Pryimak

Serhiy Onchurov

Kostyantyn Lukianyuk

Andriy Eremenko

Casualty count in Russia's war against Ukraine, through Sept. 4

Civilians killed	2,593
Soldiers killed	900
Soldiers wounded	3,044
Displaced people from Donetsk, Luhansk oblasts and Crimea	1,628,260

Sources: Ukrainian Health Ministry, Defence Ministry Medical Service, Defence Ministry, United Nations, anti-terrorist operation spokesman Andriy Lysenko, United Nations High Commissioner for Refugees



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