

'Free Misha': Imprisonment of Saakashvili damages Georgia, Ukraine relations

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Shady Sales

Will Oct. 27 Bilshovyk auction be the latest in a long line of sham privatizations?

Volodymyr Petrov



See story on page 5

A drone picture shows an aerial view of the Kyiv machine building plant Bilshovyk on Oct. 20, 2021. The 35-hectare property, owned by the state, was highly coveted by developers until it became clear that legal disputes over the sale of five buildings on the property seem to favor one presumed bidder in particular, tycoon Vasyl Khmelnytsky. The State Property Fund will put the plant up for sale for a minimum bid of \$51 million on Oct. 27. But many investors dropped out of the running before the Oct. 20 deadline, fearing they would be enmeshed in years of legal disputes if they won the auction. Some of the potential investors, including Kyiv Post owner Adnan Kivan, said the property could sell for double or triple the minimum bid in an open and transparent auction. Kivan was among those who dropped out of the competition, citing the encumbrances on the property.

In sales of state assets, a long history of scams



Opinion

Sergii Leshchenko
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In Ukraine, state property became the foundation on which all oligarchic clans built their wealth and political influence. They didn't launch start-ups or start their business in a garage. They simply went to high-profile officials and "shopped" for the best conditions possible.

Ukraine's history of privatization over the last 30 years is mostly a story of losses sprinkled with only a few remarkable victories. The most successful case to date was the sale of the largest Ukrainian steel mill, Kryvorizhstal, in 2005 for a record \$4.8 billion. But its success won't likely be repeated because the state simply no longer has assets of similar scale.

Bilshovyk property

The privatization of the state-owned Bilshovyk plant is coming up soon. The biggest advantage

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Georgians rally to demand the libera-
tion of the jailed ex-president and op-
position leader Mikheil Saakashvili in
Tbilisi on Oct. 14, 2021.

'Free Misha' is rallying cry in Kyiv & Tbilisi to Georgian authorities

By **Oleksiy Sorokin**
sorokin@kyivpost.com

Georgia has long been one of Ukraine's top allies, sharing many of the same struggles.

Two post-Soviet republics, with substantial chunks of land occupied by Russia, have long united their voices in an attempt to join the European Union and part ways with their warmongering neighbor.

However, Georgia's arrest of its former president, Mikheil Saakashvili, now a Ukrainian citizen imprisoned by Tbilisi, has strained relations between the two partners.

Saakashvili, who led Georgia from 2004 until 2013 with a brief intermission, was arrested upon arrival on Oct. 1. In Georgia, Saakashvili has been sentenced to six years on abuse of office charges, which the ex-president says are politically motivated.

Despite being wanted by Georgian authorities, Saakashvili maintained influence over Georgian politics from abroad. Saakashvili leads the United National Movement, the largest opposition party in the country.

His return to Georgia and subsequent arrest took place amidst ongoing local elections, pivotal for the country's political future.

The decision to go after and eventually lock up Saakashvili has been gradually deteriorating Ukrainian-Georgian bilateral relations.

President Volodymyr Zelensky said Ukraine will demand the immediate release of Saakashvili, who was granted Ukrainian citizenship while helping the Ukrainian government after the pro-Western EuroMaidan Revolution ended the presidency of Kremlin-backed Victor Yanukovich in 2014.

"As the president of Ukraine, I am constantly engaged in the process of returning Ukrainian citizens. Saakashvili is a Ukrainian citizen,"

Zelensky said on Oct. 3.

Meanwhile, tens of thousands took to the streets of Tbilisi on Oct. 14 to demand Saakashvili's release. Saakashvili remains in prison and has been on a hunger strike since Oct. 3.

"Ukraine will have to act accordingly," said Hanna Shelest, security studies program director at Ukraine Prism think tank. "He (Saakashvili) has an official post; he is considered to be part of Zelensky's team."

Saakashvili's rise & fall

Ukraine's fruitful partnership with Georgia was reached under Saakashvili.

After years of corruption, nepotism and economic mismanagement, Georgians took to the streets in 2003. Following the Rose Revolution, Saakashvili won the presidential elections with an astonishing 97% electoral support.

His United National Movement won the majority of seats in parliament during the 2004 elections, completing the transition of power to a pro-Western, pro-reform government.

Less than a year after the Georgian Rose Revolution, Ukraine witnessed the Orange Revolution, triggered by a fraudulent presidential election. The uprising succeeded and the pro-Western candidate Viktor Yushchenko won the re-vote.

Saakashvili and Yushchenko had a personal connection, effectively deepening Ukraine-Georgian cooperation. Bilateral trade increased annually, a free trade agreement was implemented, and Saakashvili was a regular guest in Ukraine.

Ukraine also actively supported Saakashvili during the 2008 Russian-Georgian war, in which Russia took full control of the break-away Abkhazia and South Ossetia regions.

Both Ukraine and Georgia were

denied a NATO membership action plan the same year.

In 2012, Saakashvili's United National Movement lost the parliamentary elections to the newly established Georgian Dream party which capitalized on Saakashvili's shortcomings and promoted closer relations with Russia. Videos of torture in Georgian prisons were among the primary forces leading to Saakashvili's demise.

After Saakashvili's term ended, legal cases began piling up. Saakashvili was charged with multiple counts of abuse of office and embezzlement.

He was sentenced to three years for pardoning ex-Interior Ministry officials and six years for covering up the beating of a Georgian lawmaker in 2005.

Saakashvili, his supporters and a number of European politicians accused the governing Georgian Dream party and its founder and ex-Prime Minister Bidzina Ivanishvili, the country's richest person, of being behind the attacks on the ex-president.

Meanwhile, Saakashvili took shelter in Ukraine. He supported the pro-western EuroMaidan Revolution and was soon appointed governor

of Odesa Oblast. Ukraine denied Georgia's request to extradite Saakashvili in 2015. But Saakashvili had a falling out with Petro Poroshenko, leaving his governor's post after accusing the then-president of obstruction reforms. By 2018, Poroshenko forcibly deported Saakashvili, who returned only after Zelensky's election in 2019. He became the chair of the executive committee of the National Reforms Council in 2020 and a Kyiv Post columnist as well.

The arrest

With Interpol refusing to put Saakashvili on red notice, the ex-president was safe abroad.

However, the ongoing political crisis in Georgia and the possibility of taking back control in his native country brought Saakashvili back home.

The 2020 Georgian parliamentary elections were once again won by the Georgian Dream party which gained 90 seats out of 150.

However, Georgian opposition boycotted the elections' second round citing fraud. As a result, Georgian Dream won all 30 sin-

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Suspilne's position on the refusal of lawmakers of the Servant of the People faction to participate in the talk show Countdown

Editor's Note: The following is an Oct. 20 statement issued by Ukraine's public TV station, alleging pressure on the news outlet by President Volodymyr Zelensky's administration, which denies the charges.

Suspilne is the largest independent media company in Ukraine, independent of oligarchs and politicians, and does not serve any state bodies or political structures. Suspilne works exclusively in the interests of all citizens of our country and is accountable only to civil society.

The editorial policy of the Suspilne in general and the socio-political talk show Countdown in particular is based solely on these principles. That is why the editorial team of the talk show regularly (the program is broadcast every Monday) invites both government officials and representatives of the parliamentary opposition to participate in the broadcast.

The absence of representatives of the Servant of the People party on the Oct. 18 program is not a decision of the editorial board of the Countdown talk show, but a decision of representatives of the parliamentary faction. Lawmakers from the Servant of the People faction are regularly invited and invited to participate in the talk show on Oct. 18.

We draw your attention that the editorial policy of the Suspilne is formed by non-interference of the authorities, business, non-governmental and public organizations, which is guaranteed by part two of Article 3 of the Law of Ukraine "On Public Television and Radio Broadcasting of Ukraine". The editorial board of the talk show Countdown always chooses the topics independently and invites the participants to the studio.

Therefore, we consider it unacceptable when representatives of any political force try to directly or indirectly influence the composition of the list of participants of the talk show. The composition of the participants is formed on the principle of observance of journalistic standards of impartiality, balance and presentation of positions of all parties of public discussion on a certain topic.

From the moment of its foundation until today, the Suspilne provides the society with the most balanced, impartial, relevant and socially important information about Ukraine and the world.

In case of any questions about the content of the Suspilne in general and in particular the Countdown program, we invite all concerned citizens and interested politicians to contact the Editorial Board of the Suspilne, which operates to assess compliance with the relevant editorial policies set out in the editorial charter.

TV hosts of the UA: Pershyi Myroslava Barchuk and Pavlo Kazarin on the air of the talk show Countdown on Feb. 26, 2021.



Suspilne

Zelensky and his top aides accused of putting pressure on TV talk shows

By Victoria Petryk
petryk@kyivpost.com

Two television channels, UA: Pershyi and Pryamyi, on Oct. 20 accused President Volodymyr Zelensky and his party of heavy-handed political pressure.

Both channels said that the President's Office sent them demands on whom to include and exclude from their political talk

shows. If they did not comply, the President's Office allegedly retaliated by blocking the ruling Servant of the People party members from participating.

Zelensky's office denied the accusations.

"I don't understand what the President's Office or I have to do with this but I understand that this is hype. We don't approve anything, there are no lists. Especially for the

public television channel," Interfax-Ukraine quoted Zelensky. "As for lawmakers, they can go or not go to any program. It seems to me that they're free people."

In an Oct. 20 Facebook post, Myroslava Barchuk, the host of UA: Pershyi public channel's talk show Countdown, said that all appearances by Servant of the People

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Advertisement

Bringg has officially opened the first office in Ukraine



About Bringg

Our vision is to connect people and brands through innovative delivery and fulfillment that is accessible, usable and valuable to everyone. We do this with our innovative cloud platform that connects, automates and orchestrates supply chain technology, people and providers.

We believe that retailers and logistics providers facing today's new digital reality need to differentiate and scale their services to gain market share. Using data-led analytics and machine learning technology, we rapidly enable new fulfillment and delivery models that maximize customer experience, optimize operations and scale up the business.

The team of Bringgsters is passionate about solving complex problems at a high scale. They are smart, innovative, creative, and push the product forward and make a real impact in the industry.

Why Ukraine?

On the search for high-quality engineers that will be able to scale with the company's and product's growth, Bringg Identified the potential in the IT Ukraine industry, quality and experience of Software Engineers. This led Bringg to establish a new group that was quickly ramped up, becoming pro-

ductive, operating independently yet as an integral part of Bringg's R&D.

Since starting the Ukraine initiative in January, Bringg quickly and successfully expanded to 26 employees that are operating as 6 teams in 2 locations (Kyiv and Lviv), promoting strategic initiatives that support Bringg's growth.

"My major goal is to deliver, but it has to happen with joy, smiling people, and friendships" says **Shlomi Sasson, Ukraine Engineering Group manager**. "Six years ago I decided to go out of my comfort zone, and to hire remotely. It was quite a hard decision for someone that used to have his teams around and a whiteboard in the palm of his hand, but as time passed I got a deeper understanding of remote management, that forces you of being more organized, make people more independent with a large toolbox to manage their work and be exposed to better knowledge."

The future

After achieving the Unicorn title, the next phase is to keep growing further, which inter alia, requires a lot of effort on the product development side, more generic features, more industry use-cases, and more capabilities for enterprise clients. All of this depends on a massive investment in product and engineering to make sure Bringg has the top-tier HR to fulfill that vision.

Following Bringg's success with the Ukraine R&D Center with almost 30 team members, they are already planning the 2022 strategy to increase the team to 50 employees.

"My role is to make sure the site has a positive atmosphere and keep people busy with interesting activities at high delivery standards while everything surrounding them is superb", says **Ivan Matvieiev, Ukraine Site manager at Bringg**.



"The employee experience starts from the hiring process which is optimized to respect the candidate time and encourages to share knowledge rather than being under a negative pressure, followed by a smooth onboarding with a quality welcome-box, top-level IT equipment, home-office budget and finally with clear and lean work processes."

Side to side with the Headcount growth, Bringg is also increasing its investment in employee experience, creating unit pride, increasing engagement, building growth plans for the employees, empowering managers and tightening the connection with the Israeli Dev Center.

"This is the most important part from my standpoint, hire a new employee is a short term process, for the long term, it is our responsibility to make sure the employees are indeed doing valuable work, fulfilling their potential, coming back home happy, and can't wait to see their coworking friends at the day after," says **Shlomi**.

The Ukraine IT industry is soon to see Bringg more presence in the space, which includes plenty of activities for both internal employees and brand awareness, a brand new office opened in Kyiv at the Creative States of Arsenal. An additional one is about to open in Lviv soon.

To visit Bringg's website:



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EDITORIALS

Stop the sale

And the winning bid is from tycoon and ex-President Viktor Yanukovich ally Vasyl Khmelnytsky's firm, whose offer of the minimum price of roughly \$51 million was enough to develop a prime 35-hectare parcel close to the city's center.

That's not a hard prediction to make about the coming Oct. 27 sale of the Bilshovyk state machinery plant and land by the State Property Fund. The sale should be stopped until the state clearly has legal title to all of the property. Otherwise, the taxpayers to whom it belongs could be out \$100 million or more as Khmelnytsky or another bidder reaps an undeserved windfall.

The crumbling 140-year-old machine-building plant barely makes ends meet, yet its massive size and great location had investors salivating and some saying they were willing to pay double or triple the minimum bid.

But investors' dreams turned into a nightmare after they dug into the details. Many pulled out before the Oct. 20 deadline, when a court mysteriously ruled that the State Property Fund had clear rights to sell it.

So what looks to be coming is, at best, an opaque sale, and at worst, a rigged one. Riddled with debt, the plant is embroiled in judicial issues likely designed to make a transaction complicated for anyone but Khmelnytsky.

A few years ago, companies linked to Khmelnytsky acquired pieces of the property, meaning that anyone who bought Bilshovyk will face clogged up prospects of development in court cases for years. Khmelnytsky did not respond to requests for comment before deadline.

It's the same old story. The State Property Fund wittingly or unwittingly sells a dirty asset before the legal dust has cleared. Meanwhile, shrewd and favored insiders have seen to it that they (and an allied second bidder, needed for the sale to be valid) will get an asset at rock-bottom price.

It looks to be a steal, in every sense of the word. When President Volodymyr Zelensky announced that large-scale privatization would resume after his election in 2019, investors rubbed their hands. Two years later, the privatizations take place, but in the same old shady manner.

When the iconic Dnipro Hotel was sold in 2020, the secrecy surrounding its buyer led to speculation about Russian involvement, so much so that that export entrepreneur Alexander Kokhanovskyy was pushed to admit he was behind the sale. Nothing good comes out of these non-transparent practices.

Full disclosure of the Kyiv Post's big conflict of interest: The newspaper's publisher, Adnan Kivan, was interested in buying the property, he said, but pulled out because buying it would be "a ticket to war" with years of entangling litigation. But there were many other investors who also wanted in. If the sale goes ahead on Oct. 27, we'll be very surprised if we're wrong if Khmelnytsky comes out the winner at a price barely above the minimum bid with a losing bid coming close.

The Bilshovyk plant is not only a lucrative asset, it's also a symbol of today's Ukraine, whose leaders continue to do their utmost in deterring fresh investors in a nation starved for it, and in keeping the spoils to the chosen insiders.

Leave journalists alone

President Volodymyr Zelensky is nowhere near as bad as ex-President Leonid Kuchma in throttling the media. Kuchma's system of media control, during his rule from 1994-2005, was so extensive that every oblast capital seemed to have an official "minder" who brought the full weight of an authoritarian government down on journalists who dared to be independent and critical.

When the brave Georgiy Gongadze blazed the internet trail, still a new technology in 2000, Kuchma was caught on tape expressing his profane disgust towards the Ukrainska Pravda's founder and ordering his top aides to silence the journalist. Gongadze was kidnapped and killed on Sept. 16, 2000, and the evidence trail leads to Kuchma, who denied any involvement.

Zelensky is also nowhere near as bad as ex-President Viktor Yanukovich, who tried to make libel a criminal offense defined as offending the dignity of a public official.

Neither Kuchma nor Yanukovich were shy about deploying tax inspectors or prosecutors against the nettlesome press.

But Zelensky and his administration are going down the wrong path, all the same, in taking on journalists who don't roll over for him. He is fearful for his political future because of his failures to battle corruption or attract fresh investment since his 2019 election. And his administration acts like a bunch of frustrated journalists, with their insistence on controlling how the messengers craft the message.

Three TV stations this week publicly pushed back and called out Zelensky, accusing him of heavy-handed tactics.

First UA: Pershyi and Pryamyi came out on Oct. 20 to accuse Zelensky's minions of demanding who should be included and excluded from their political talk shows. They were threatened with a boycott by ruling Servant of the People party members. It appears that Zelensky adviser Mykhailo Podolyak is the enforcer. Zelensky denied the accusations, which he dismissed as hype.

But then Savik Shuster, who hosts the popular Friday night talk show Freedom of Speech, came out on Oct. 21 to say that Podolyak blocked two ruling Servant of the People members from appearing. Podolyak denied.

Based on the experience of the Kyiv Post and other media outlets, the allegations are believable. Many in this administration are vain, arrogant and thin-skinned.

While Shuster and Pryamyi don't have spotless reputations, shall we say, it's hard to accuse the public TV station of overt bias. Journalists in Ukraine have been murdered, targeted for violence and subjected to lawsuits all because of their profession. Sometimes, aggrieved authorities bypass journalists and vent their rage at owners of media outlets, also unacceptable.

One TV station may be a fluke, two looks bad, three is when it starts to look like a policy, one that must be reversed. Hopefully their bravery in coming forward will make the Zelensky administration decide if it wants to lead a democracy or revert to the ways of its authoritarian predecessors.



See these features online at Kyivpost.com

Ukraine's Friend & Foe Of The Week



Lloyd Austin, U.S. secretary of defense
The Oct. 19 visit to Kyiv by Austin offered timely reassurance to Ukraine of America's continuing support as the nation nears the eight-year mark of Russia's war. The Kremlin still controls 7% of Ukrainian territory. The U.S. has provided more than \$2 billion in security aid since 2014.

Friend



Dmitry Peskov, Kremlin press secretary
Vladimir Putin's shill responded to Austin's visit by repeating Russia's imperial ambitions over Ukraine. He said that Kyiv's potential NATO membership is "the worst-case scenario crossing the red lines of Russia's national interests."

Foe

Feel strongly about an issue? Agree or disagree with editorial positions in this newspaper?

The Kyiv Post welcomes letters to the editors and opinion pieces, usually 800 to 1,000 words in length. Please email all correspondence to chief editor Brian Bonner, at bonner@kyivpost.com. All correspondence must include an email address and contact phone number for verification.

Bilshovyk plant privatization threatened by shady practices

By Natalia Datskevych
datskevych@kyivpost.com

The Bilshovyk machinery plant makes developers drool and it's about to be sold. However, the property may be more trouble than it's worth.

The State Property Fund will put the plant up for auction at a starting price of \$51 million on Oct. 27. The plant now barely operates and is \$25 million in debt.

Yet, standing on 35 hectares at the crossroads of busy transport arteries leading to Kyiv's main street Kreshchatyk, the real estate looks promising.

The 650,000–750,000 square meter area can be used to build residential property, offices, hotels, hospitals or a fitness center, according to Olexander Nosachenko, CEO of real estate consultancy Colliers.

But as the date of the auction approaches, tensions are running high. Potential buyers dream of the valuable land, but the plot seems to deter investors rather than attract them.

The State Property Fund reported that more than 15 potential investors showed interest in this asset, but experts believe the actual number has dwindled to less than a handful.

Those who gave up on the auction all have one great fear: being stuck in courtrooms for many years, struggling with the “poison pills” injected into the asset several years ago.

“Nobody knows what they are buying and with whom they are going into war,” said Brian Best, head of the investment banking department at Dragon Capital. “It's not worth it.”

The scheme

In 2019, five workshops in the property, taking up 6,300 square meters, were illegally sold to some private companies and leased out until 2035.



The view of one of the workshops of the Kyiv's machinery building plant Bilshovyk in Kyiv on Feb. 17, 2021. The State Property Fund announced the starting price of the object located on 35 hectares at \$51 million at the auction, which will take place on Oct. 27.

Those companies are linked to tycoon and former politician Vasyl Khmelnytsky and his business partner Andriy Ivanov, business publication Liga reported.

The workshops are not in one place but scattered throughout the territory, making it impossible to build contiguously.

Khmelnytsky did not reply to the Kyiv Post's request for comment by publication time.

The Supreme Court ruled in February that the sale of these workshops was illegal.

A lower court then ruled to return these workshops to state control. But on Oct. 12, the Court of Appeals overturned this ruling. This scared off potential buyers, making it almost impossible to sell the plant at

its actual market price.

“I don't know of a single investor who could easily spend such an amount of money and get unresolved issues,” Nosachenko said. He predicts that the price will not exceed \$65 million, an estimated half of what he thinks the property can be sold for.

Oleksiy Feliv, a managing partner at the law firm Integrites agreed: “It's a distressed asset, which will be sold at a lower price.”

On Oct. 20, the Court of Appeals reversed its decision, curiously claiming that “new circumstances” have arisen. Oct. 20 was also the last day for potential buyers to apply to participate in the auction.

This decision means too little, too late, experts said.

“This fundamentally does not change anything,” said Nosachenko. “For the auction to work, the fund first has to clean up the legal part of the issue, go through appeals and cassation and secure a final legal victory. Only after that can the auction be held.”

Nosachenko added that he was surprised how the “country's top officials did not pay any attention to this process,” knowing Bilshovyk's strategic location in Kyiv.

Dmytro Sennychenko, head of the State Property Fund, does not see any serious legal issues with the Bilshovyk plant as the Supreme Court already issued its verdict, and the auction will take place on time.

“We are saying to all potential pri-

vate investors that there is nothing to be afraid of,” Sennychenko said. “The one who wins the auction will calmly bring these court cases to their logical conclusion.”

However, the state ownership registry shows that those problematic workshops do not officially belong to the fund, according to Feliv.

“It raises questions from potential buyers,” he said.

Feliv believes the fund has two options: to sell the property as fast as possible at a low price or sell it later at a higher one.

“They need to weigh this decision,” he said.

'Ticket to war'

Industry experts concurred: only one market player can benefit from this manufactured chaos — a Khmelnytsky-Ivanov duet.

A source close to the deal, who asked not to be named to avoid retaliation, told the Kyiv Post that, in reality, there is not a single real participant in the upcoming auction.

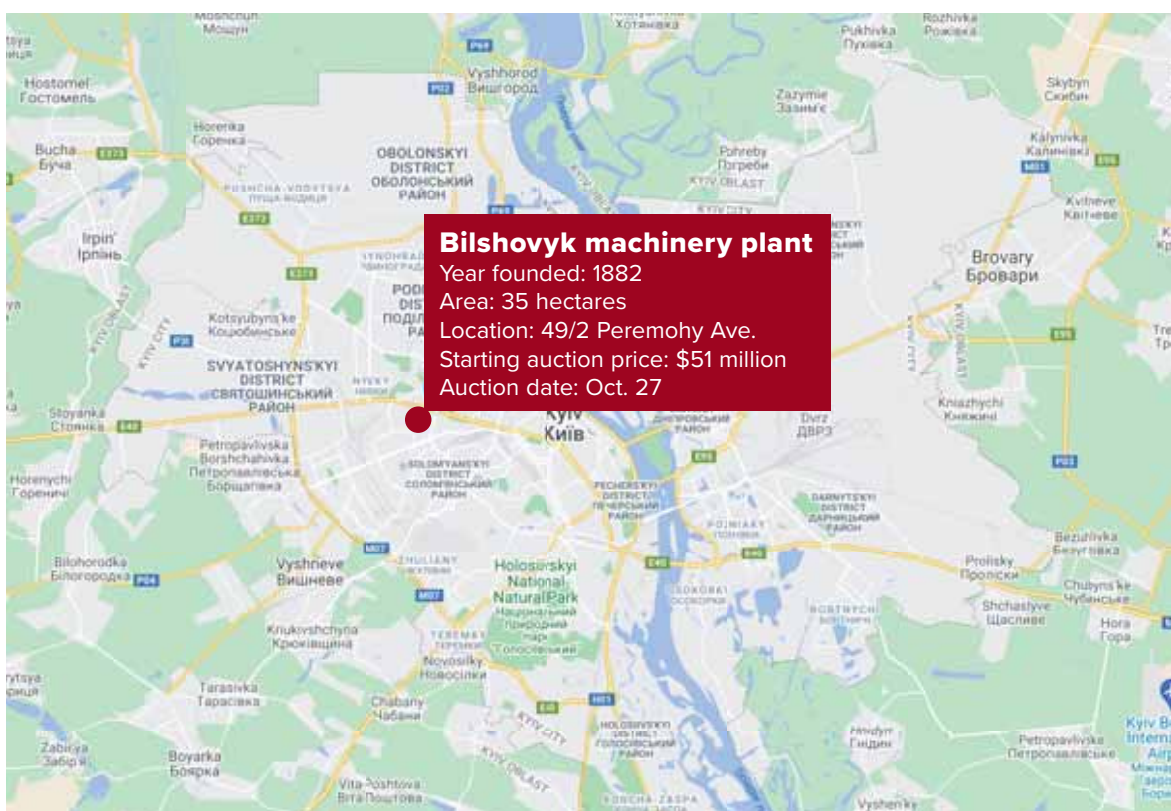
“They either are companies related directly to Khmelnytsky and Ivanov or have close business relations with them,” the source said.

Big Kyiv developers, including IntergalBud, Saga development, or DIM, refused to comment on the Bilshovyk privatization. Another big Kyiv market player, KAN development, said it was “not even interested in the plant due to its location.”

Kyiv Post owner Adnan Kivan, whose construction company Kadorr was among potential investors planning to pour into the project up to \$740 million after the auction, also decided to step out of the auction.

“We can't buy and then spend years in courts. This will be a ticket to a war,” he said. “The state must clean this object before putting it into the auction.”

“Otherwise, it's not an auction, but rather a dishonest business,” he said. ☹️



Investors say a 35-hectare property near the center of Kyiv could fetch more than \$150 million in a fair and competitive auction. But key investors pulled out of the running for the Bilshovyk property, which will be sold on Oct. 27 by the State Property Fund, because they say it appears to be rigged for a group led by Vasyl Khmelnytsky for the minimum price of just more than \$50 million.

Advertisement

ON THE MOVE



Vasile Tofan

Horizon Capital is pleased to announce the promotion of Vasile Tofan to Senior Partner and Member of the Investment Committee.

Vasile Tofan joined Horizon Capital in August 2012, following a career in both management consulting as well as industry. He was promoted to Partner in June 2015. Over the years, Vasile has contributed his considerable experience in the consumer goods and technology sectors, playing a significant role in Horizon Capital's shift to later-stage tech investing.

Prior to joining the firm, Vasile was a consultant with Monitor (now Monitor Deloitte) and a Senior Manager at Philips, in the Corporate Strategy and M&A team, both in Amsterdam. During his MBA, he founded and led Ovuline (now Ovia Health, acquired by LabCorp), a Boston-based start-up which grew to become a leading player in the digital health space.

Vasile received an MBA, with distinction, from Harvard Business School and holds a Masters and Bachelors in Public Management from Erasmus University Rotterdam.



Horizon Capital

Recycling & Waste Management

In partnership with **L'ORÉAL FOR THE FUTURE**

Recycling becomes easier with these helpful services in Kyiv

By Artur Kornienko
kornienko@kyivpost.com

Recycling can be complicated in a country like Ukraine, where there is almost no public infrastructure for it.

Thankfully, nongovernmental organizations are taking the lead to make recycling easier for households, at least in Kyiv.

It's a commendable effort. In 2020, out of 10.7 million tons of waste, only 4.3% was recycled and 1.6% burned for energy in Ukraine, according to the Ministry of Communities and Territories Development. The remaining 10.1 million tons ended up at 6,000 landfills with a total area of almost 90 square kilometers, which is larger than the microstate of San Marino.

In Kyiv, the numbers are a little better: out of 2 million tons of its waste, 5.5% was recycled and 8.3% burned for energy in 2020. The remaining 1.7 million tons will poison land and groundwater at landfills for dozens or hundreds of years. In the long run, it will poison whole ecosystems.

Ukraine has a lot to learn from the European Union. In 2019, EU countries plus Switzerland, Norway and the U.K. recycled 48% of their



People sort waste at the recycling station of No Waste Ukraine on Nov. 11, 2020 in Kyiv. This nongovernmental organization accepts over 40 types of waste on the outskirts of Kyiv.

waste, turned 27% into energy and sent 24% to landfills, according to Eurostat. The leader is Germany, where 67% of waste got recycled, 33% turned into energy and only

1% ended up in landfills.

Clearly, authorities on all levels have to transform how waste is managed in Ukraine. But consumers can push the government – not just

by rallying, but by showing that they are ready to do their part by sorting waste and bringing it to recycling containers or the sparse but important recycling stations.

How to start

Forming a few habits is the hardest part. First, you have to get used to washing recyclables to remove food and liquid residues. A quick rinse is usually enough, after which you have to dry it. A small spot by the sink or elsewhere will be perfect for this.

But you will also need more space for at least three separate bins for organic waste, recyclable plastics and unrecyclable materials that can only be burned like plastic bags, some colored bottles and wrappers.

Four more smaller bins or boxes are preferable: for paper, glass, plastic caps and metal. The metal one can also be used to sort electronics, batteries and lightbulbs. Don't forget to compress the waste to save space.

Where to bring

Some lucky few have recycling containers right in their courtyards – installed by their housing cooperatives. Otherwise, you will have to search for containers and sorting stations closest to you, or order a pick-up.

Ecola is probably Ukraine's most convenient recycling service because besides having a couple of sorting stations, it offers pick-up in Kyiv. It's free on the weekends for recyclables

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SUSTAINABILITY IN ACTION

Advertisement



L'Oréal believes that a company's success depends on its positive contribution to society and its ability to respond to today's global environmental issues.

L'Oréal launched the sustainability program 'L'Oréal For the future' in 2020 to reduce the company's impact on the environment by 2030. The initiative helps the firm's suppliers provide sustainable products to consumers. The initiative engages suppliers as well as consumers to make their contribution for the better future.

SUSTAINABLE PRODUCTS

96% of L'Oréal products created and renovated in 2020 have improved their social and environmental footprint.

L'Oréal products include innovative eco-friendly products like La Roche Posay and Vichy paper tubes, Fructis super food shampoo biodegradable formula, Garnier zero plastic waste solid shampoo to Kiehl's doypack and Redken shampoo bottle with 12% less weight of packaging.

Yves Saint Laurent launched a new range of reloadable skincare called Pure Shots in 2019. The bottle and lid are thus designed to be conserved, while a plastic refill containing the formula is replaced after use.

This design helps saving a significant amount of water and reduces the carbon footprint of the product.

Elseve bottles by L'Oréal Paris are entirely made from recycled plastic, saving 7,000 tonnes of plastic globally every year.

The MY WAY fragrance bottle, by Giorgio Armani, was designed to be reused thanks to a refillable system which enables reductions of glass by 77% and plastic by 64%.

SUSTAINABLE PACKAGING

Since 2007, L'Oréal has implemented a responsible packaging policy based on three pillars known as the "three Rs": Respect, Reduce and Replace.

The company uses a global and systematic eco-design process that includes the product, the packaging of finished products and the packaging used during transportation.

Together with biochemistry company Carbios, L'Oréal has created the world's first bottle for Bio-therm cosmetic products made from 100% biologically processed plastic.

In the future, patented Carbios technology will allow companies to endlessly process polyethylene terephthalate (PET), one of the most common types of plastic.

L'Oréal also collaborates with: Albéa, a world leader in the development and production of packaging for cosmetic products, with which the first cosmetic tube made of FSC-certified cardboard was developed;

Purecycle – a project for the development of packaging obtained from recycled polypropylene (PP) solvolysis; LanzaTech and Total, with which, in October 2020, L'Oréal announced the world's first production of a polyethylene (PE) bottle for cosmetics made from recycled industrial carbon emissions.

Six L'Oréal brands, including Garnier, Kiehl's, NYX Professional makeup, Vichy, La Roche-Posay and CeraVe, have launched a sorting initiative to help consumers take part in waste management. Thanks to these brands, sorting bins were installed at shops alongside guidelines to reduce waste.

PWC ABOUT LIFE CYCLE ASSESSMENT

Environmental issues have sky-rocketed in the past decades.

It has led to tougher government regulation, and bigger pressure on companies, from consumers and partners demanding more eco-friendly products.

"Life Cycle Assessment (LCA) is an effective tool to address these tasks. It is an analysis technique assessing multi-criteria environmental impacts associated with all the stages of a product's life from raw material extraction through manufacture, packaging and distribution up to the end of its useful life.

This approach is known as cradle-to-grave. This approach can be used to calculate the Product Environmental Footprint (PEF), the framework supported by the European Commission to develop a single market for green products.

This measure is already widespread in the construction industry across the EU.

Such standardized labelling is expected to be used

in other sectors, primarily in production of clothing/textile and packaging, in the nearest future" – noted Ksenia Vardzelova, senior associate at PwC Ukraine.

SPOT AND PIL TOOLS BY L'ORÉAL

Convening a panel of 11 international experts, L'Oréal created the internal tool SPOT (Sustainable Product Optimization Tool) in 2017 to calculate the social impact of cosmetics across all its brands. It quantifies the environmental and social performance of all L'Oréal's products in every aspect of the product life cycle, including packaging, the footprint of the formula, the sourcing of the ingredients and the social benefit of the product.

Sustainability is now fully integrated into the design process of the Group's new products, from the earliest stages.

In order to provide consumers with clear and useful information, L'Oréal launched the PIL Product Impact Labeling tool which includes a score on a scale from A to E, with an "A" product considered as "best in class" in terms of its environmental impact.

By 2022, this labelling system will apply to all the Group's rinse-off products.

The score will give an accurate vision of the impact of a L'Oréal product by taking into account 14 planetary impact factors such as greenhouse gas emissions, water scarcity, ocean acidification or impact on biodiversity, measured at every stage of a product's life cycle.

L'ORÉAL FOR THE FUTURE

Courtesy



Aerial view of the grounds of the Prydniprovsky Chemical Plant in Kamianske, Ukraine. Between 1947-1972, almost 65% of all Soviet uranium ore was processed at this site.

A neglected uranium ore plant poses threat to environment in Kamianske

By Dylan Carter
carter@kyivpost.com

On the outskirts of Kamianske, a city of 236,000 people 450 kilometers southeast of Kyiv, lies the ruin of one of the Soviet Union's largest uranium processing centers, the Prydniprovsky Chemical Factory.

Kamianske residents live next to the vast 135,000 square meter patch of land littered with ominous signs warning of high radiation levels.

Little has changed since the first project to decontaminate the site began 18 years ago. Despite more than \$12 million in foreign aid injected into a rehabilitation program and local activism, pollution lingers.

Despite repeated declarations of support for decontamination by the government, fresh new management on the ground and foreign investment, work on the site remains at a standstill. This inaction may prove environmentally disastrous.

State-owned DP Barrier undertakes monitoring, decontamination, and rehabilitation of staggering 42 million tons of uranium processing waste on a shoestring budget.

The company hasn't received any viable funding from the government since 2018, and the project ground to a halt following a 2016 Cabinet of Ministers decree which prohibits the funding of new state programs.

DP Barrier is currently over \$1.2 million in debt and subject to 158 open legal cases, most of which relate to unpaid employee wages. Most employees are working without salaries or have left the company.

These debts have crippled DP Barrier's ability to do its job. Newly-appointed DP Barrier director, Yuriy Rets, told the Kyiv Post that his company had given up on waiting for funds.

"We no longer hope for additional funding. As of today, the enterprise cannot receive the allocated funding determined in the state program due to arrested accounts," Rets wrote.

Lack of responsibility

At the peak of the plant's production, between 1947-1972, almost

65% of all Soviet uranium ore was processed at this site.

Studies show that uranium and radium have penetrated the soil, and if nothing is done, radiation will enter neighboring bodies of water, carrying pollution all the way to Ukraine's most vital lifeline – the Dnipro River.

Norwegian environmental consultancy Bellona recorded up to 4.4 microsieverts per hour on the factory ground in 2020, enough to cause severe radiation sickness.

The Ministry of Environmental Protection, the Ministry of Energy, and the State Nuclear Regulatory all refused to comment or simply delegated responsibility to other ministries.

Bellona's 2020 report notes that the government's current programs completely overlook the main tool for decontamination, DP Barrier.

Olexi Pasyuk, deputy director of ecological nonprofit EcoAction, stated the government had "no feeling of emergency" when budgeting for these projects.

"In terms of financing, I think the state regularly underfunds these issues," Pasyuk added.

Dangerous underfunding

According to the director, 84% of the company's debts relate to land tax arrears, which they ought to be exempt from as a radioactive disaster area. Chronic underfunding has made it impossible for the company to meet its minimum requirements, Rets said.

Tatiana Lavrova, the former coordinator and executor of the implementation of radiation monitoring programs at the site in 2005-2012 and 2016-2017 noted that the project's current status is 'unsatisfactory.'

"At the moment, the state-owned enterprise Barrier, the operator of the site, is in an egregious financial condition," Lavrova wrote.

DP Barrier does not have the money or staff to create observation wells to monitor the impact of uranium objects on the environment, despite what the company's reports describe as "a halo of radiation emitting from the site."

While work on the project may

have stopped, the risk of pollution has not.

DP Barrier's report published in 2021 said that it cannot monitor the impact of radiation on the health of the local population. According to DP Barrier's reports and Rets, a lack of an action at the site is likely to lead to increased public health risks.

Without funding, Rets says that the site "remains an area of increased danger" to the public.

Rets says that the most considerable risk to residents comes from radioactive dust from the site's most radioactive tailing areas.

The locals aren't the only ones in danger. The Dnipro tailing dumps, which contain nearly 12 million tons of industrial waste containing radioactive material, sit on the bank of the Dnipro River, Rets said.

Natural disasters caused by global warming risk overcoming the man-made barriers at the site, washing waste into the river and spreading it to a much wider area, Rets said.

This means that the company and the government cannot fully understand the impact of radiation from the former grounds of the factory on the local population.

The project survives thanks to funding from a three-phased rehabilitation plan with the European Commission's Instrument for Nuclear Safety Cooperation (INSC).

The European Commission spent almost \$6 million on the first two phases of a European Union support program and envisaged providing a further \$6.77 million towards a third phase of the project.

According to the European Commission, European funds were intended to provide "institutional support" for DP Barrier, but it's not enough, according to Rets and Pasyuk.

Pasyuk said the Prydniprovsky plant is just the tip of the pollution iceberg in the nuclear waste industry, and deplored the lack of attention around the site, compared to Chernobyl, the site of the worst nuclear accident in mankind's history.

"Priority and funding always go to Chernobyl," Pasyuk said. ☹️

BUSINESS ADVISER

Advertisement

Evolution of the truest coffee from WOG



Hennadiy Karlinskiy,
Marketing Director at WOG

The most unexpected things can sometimes drive changes. In 2014 WOG, whose key business is wholesale and retail trade of oil products, started a real revolution in coffee consumption in the retail market in Ukraine. We were the first to launch a coffee project focused on delivering top quality products and customer experience. We employ professional equipment from Franke, the top coffee equipment manufacturer in the world, we source coffee beans from J.J. Darboven, a long-time German coffee family business, and use quality control systems for our coffee beans and water.

We offered our customers not just to switch from instant coffee, which dominated the market at the time, but to take a quantum leap, raising the bar for flavor, choice and quality to an unattainable level. This was a global change that impacted WOG's business processes and the retail market in general. Our company started not only an entirely new coffee culture, but also formulated an entirely new mission for visiting gas stations. Today, consumers consider coffee at WOG not just a beverage, but rather a ritual and a nice habit.

Coffee consumption has transformed into a convenient and quality service that the customers expect "by default". The culture of consumption transformed as well, pushing other brands to change and follow the trends started by our gas station chain. 'Live' coffee appeared at other gas station chains, at food retail chains and even at many supermarkets and grocery stores. Today, a good choice of quality coffee drinks is an absolute must have.

After the introduction of the new coffee consumption standards, our next step was changing the cups. Nobody remembers now whether there were simple paper cups or thin plastic disposable cups before. WOG introduced multi-wall cups for hot drinks that keep your drink warm for a long time without burning your hands.

With time, however, delicious coffee alone was no longer enough. A demand for an entirely different customer experience emerged – the customers wanted to not only experience the product, but also the process of selection and consumption.

Today, coffee at WOG has become a ritual with its own story for the customers. And every story needs a continuation. Consumers see the additional services and meanings that make their daily coffee something more than just a drink.

Therefore, we continue to improve ourselves, provide customers with a different experience of using the service, teach them not to stop, instead always wishing for a better option. Therefore, WOG is filling coffee with different meanings – the Road of Kindness charity initiative targeted at helping with the medical treatment of children. In addition, WOG is promoting responsible consumption within the framework of the Treating Nature with Kindness, a WOG environmental platform. The company's other activities also involve providing support to the Ukrainian environmental startup companies and so on.

Every year, we produce a limited collection of violet charity cups with a special print of the Road of Kindness promo. Thanks to every customer who chose to drink their beverage from the violet cup, we raised over UAH 23 million over more than 10 years to purchase and repair expensive medical equipment for the medical institutions all across the country.

We filled out coffee with yet another important meaning, and that's responsible consumption and recycling. After all, taking care of people, we also have to care about nature. It is our personal responsibility to future generations.

Every month, over 2 million coffee drinks are sold at WOG. Therefore, in partnership with Blue Ocean Solution, a Ukrainian environmentally friendly company, we launched a project for recycling used coffee grounds. Used coffee grounds and part of waste paper from the chain's gas stations and facilities are collected for recycling and then returned to the gas stations in the form of convenient environmentally friendly cup holders. We also offer our customers an alternative to plastic straws – any customer can choose an eco-straw that is absolutely safe for the environment.

Customer feedback and their comments on social media inspire us to move even faster towards promoting responsible consumption. Therefore, in partnership with Paper-Cups, WOG launched production of eco bamboo fiber cups. Bamboo has a high rate of recovery – it grows over 30 cm per day, while a regular tree requires several years. Therefore, by using bamboo as the raw material for disposable cutlery (cups?) we are saving our forests. To make the new cups even more environmentally friendly, we decided not to whiten the materials, since the process involves chlorine and other substances that are dangerous for the atmosphere.

We are especially proud to involve Ukrainian startup companies, domestic small and medium enterprises in the implementation of our environmental initiatives.

These, of course, are only the first environmental pilot projects of the company. Modern business thrives in an extremely competitive environment. This applies also to innovation, including in the field of environment protection. Therefore, when we implement a pilot and get positive feedback, we expand the project across our chain nationwide in a matter of months.

The truest WOG coffee is not just a message. It is a step up – towards higher requirements for convenience and taste, more meanings and added value.



Food giant Nestle rethinks packaging amid backlash

By Asami Terajima
terajima@kyivpost.com

International food giant Nestle is one of the most polluting brands on the planet.

The brand's packaging results in lots of plastic waste, which gives the company a bad name. But Nestle is determined to reduce its reliance on single-use plastics, Alessandro Zanelli, CEO of Nestle Ukraine and Moldova, told the Kyiv Post.

The company wants to make all its packages either recyclable or reusable by 2025, which could help reduce its impact on the environment while still allowing business to grow.

"Consumers clearly understand that a good company is a company that is good for the planet," Zanelli said.

Green activists, however, remain skeptical about whether Nestle can become a sustainable brand.

Eggshell

For the third year in a row, big brands like Coca Cola, PepsiCo and Nestle have been accused of making "zero progress" on reducing plastic waste.

The Swiss brand Nestle ranked third among the world's plastic polluters, according to an annual audit published by the Break Free From Plastic movement in December 2020.

Plastic packaging offers a lightweight storage option that helps manufacturers control their food quality and safety. Single-use plastic bottles have also brought convenience to the world.

However, they went from miracle containers to hated garbage. Nestle alone is responsible for 95,000 tons of plastic per year worldwide, enough to cover 15 full-size football pitches every day,

Kosyanyan Chernichkin



Alessandro Zanelli, CEO of Nestle Ukraine and Moldova, talks about the importance of reducing plastic waste in an interview with the Kyiv Post at the company's office in Kyiv, on Oct. 13, 2021.

the NGO Tearfund's report shows.

Nestle began as a dairy food production company in 1866. The business expanded beyond the kitchen and soon started dominating the global food industry, with more than 2,000 brands including global icons like Nescafe and Nespresso under its name, spreading plastic pollution with its single-use products.

Zanelli said the company is thinking about new ways to tackle this issue, beginning with recyclable plastic. The products may not be as attractive because they are less glossy compared to the ones made of single-use plastic, but it's a much-needed step forward.

"In order to make all-natural (and) fully recyclable products, you lose the glossiness of the packaging," he told the Kyiv Post. "It is a mindset change and we need to do it with the consumers."

"The perfect packaging is an eggshell," Zanelli said, because it's recyclable, biodegradable and can be stored on a shelf for a long time.

Educating consumers

Since its arrival in Ukraine in 1994, Nestle acquired three local companies along with their production facilities, which include confectionery factory Svitoch, the Torchyn factory that pro-

duces sauces and noodle factory Mivina.

The Swiss brand spent about \$40 million in 2021 so far to improve production facilities and make them more efficient while also focusing on sustainability, Zanelli said.

He explained that the factories in Ukraine are ranked high among all Nestle factories worldwide, exporting a lot of goods to other countries including those in the European Union.

"We are really committed to Ukraine," Zanelli said. "We have been here for 26 years and we really enjoy doing business here."

It also means developing an eco-friendly and sustainable policy, he said. "To be a good company, you need to be focused beyond business."

In 2020, Nestle launched a project with the waste management company Veolia to improve access to recycling infrastructure. This project, which operates in three towns on the outskirts of Kyiv, entails the placement of 222 special containers for collecting paper, glass, metal and

plastic packaging waste.

Through this project, Nestle tests out a new system to hold producers accountable for the whole packaging cycle, which Zanelli hopes other companies will adopt.

"It is very encouraging to see how we can really recycle products that would be otherwise wasted and put in a landfill somewhere," he said.

The company also plans to reduce the quantity of paper and plastic used in its packages, making them thinner and smaller, Zanelli said.

Nestle has a long way to go. The company still uses multilayer aluminum-laminated plastics, which are difficult to recycle.

The promise to switch to recyclable packaging is an important step, said Eugeniya Aratovksa, founder and CEO of recycling movement No Waste Ukraine.

"Manufacturers, the government, consumers and recycling companies are all part of one big mission to make sure that the plastic doesn't get left behind in the environment," she said.

At the same time, changing packaging is not enough. Ensuring that waste is properly recycled is also critical, according to Aratovksa. Unfortunately, many recyclable materials are getting tossed in the garbage instead of a recycling bin in Ukraine, which defeats their purpose, she said. At the end of the day, it's also the consumer's responsibility to take care of waste.

The non-profit estimates that "less than 10% or even 5% of the whole population recycles regularly," which is far less than other European nations like Germany where approximately 66% of the population recycles according to data gathered from self-reported surveys.

Consumers started to blame manufacturers of products so businesses saw the need to help society preserve the environment before it's too late.

"It eventually led to a situation where companies had to solve problems (of waste management) for the government," she told the Kyiv Post.

"It's not a normal situation (because) companies would usually be engaged in their business rather than educating people." ❖

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Workers pack famous waffles into a box at Lviv-based Ukrainian confectionary manufacturer Svitoch's factory owned by Nestlé in August 2021.

Courtesy of Nestle

Ukraine's environment suffers as only 4% of waste is recycled

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packed in transparent bags of at least 120 liters, while during workdays it costs Hr 129. For Hr 149, Ecola can also pick up unrecyclable plastics for burning. Orders are made through a Telegram messenger bot. Find out more at www.ecolaglobal.com.

No Waste Ukraine (Ukraina bez smittia) – Ukraine's most comprehensive recycling non-profit – has a sorting station that accepts over 40 types of waste in Kyiv, including organic waste. It is located on the city's outskirts, at 25 Saperno-Slobidska St. in Holosiivskyi district, but it also offers paid pick-up service. Read more at www.nowaste.com.ua.

Kyivkomunservis municipal company has installed thousands of bell-shaped recycling containers for plastic, glass and paper in all of Kyiv districts in 2019. It also has over 130 special orange containers for dangerous waste, such as batteries, energy-saving lamps and mercury thermometers. Find their locations at www.kks.kiev.ua/dislokacii and www.kks.kiev.ua/nebezpechni-vidhodi.

Kyivmiskvtorresursy is one of the oldest recycling companies in Kyiv with several collection stations around Kyiv. They accept most plastics, paper, glass, aluminum cans,

Oleg Petrasjuk



About 20 tons of used batteries collected by Batareyky, zdavaytesia! in Ukraine departed for recycling from Kyiv to Romania on March 11, 2020. This nongovernmental organization has collection boxes in many businesses in Kyiv.

tires, some textile and other recyclables. A map with locations can be found at www.facebook.com/kgvr.com.ua.

Batareyky zdavaytesia is a non-profit that collects electric batteries in boxes placed at hundreds of businesses around Kyiv and sends them

for recycling to a plant in Romania. These boxes can be most commonly found at Silpo and Novus supermarkets, KLO and WOG gas stations, and Comfy, Jysk and Epicenter stores. See the map at www.batareyky.in.ua.

Plastic Club is a new recycling

station. Besides plastics, it accepts paper, glass, metal and some waste for burning. It works only on the weekends from 11 a.m. to 6 p.m. at 3 Lypynskoho St. Find more info at www.instagram.com/plastic.club.

A few organizations also accept clothes in decent condition. These are

Laska charity store (3 Lypynskoho St. and 15 Malopidvalna St., www.laskastore.com), **Red Cross Ukraine** (30 Pushkinska St., www.redcross.org.ua) and **Kengurush** for children's clothing (15A Myru Ave., www.kengurush.org.ua).

Helpful services

Keeping tabs on what is recyclable and where it should be deposited can be confusing, especially in the beginning. But there are handy services that can bring clarity to recycling in Ukraine.

The Sortui app helps determine what is recyclable and how it should be utilized in a few easy steps. By default, it follows universal recycling guidelines for Ukraine, but can also be configured to the requirements of specific organizations. It also has an interactive map of recycling stations by Ecola, No Waste Ukraine, Kyivmiskvtorresursy and others. Sortui is available at App Store and Google Play.

Recycle Map is a website that maps out most recycling stations in Kyiv and Ukraine, including some private pop-up stations. The map is interactive, allowing users to filter locations by 24 types of recyclables accepted there. It also includes information on working hours and contacts. Browse at www.recyclemap.org.

Advertisement

Making livestock waste into a source of income



Dmytro Anufriev
CEO Recycling Solutions
Member of board UMG Investments

What's the biggest producer of greenhouse gases, the transport sector, or agriculture?

Believe it or not, agriculture, including livestock breeding, affects the environment almost twice as much as the transportation industry. According to reports of the Intergovernmental Panel on Climate Change, the livestock industry produces 24 percent of all greenhouse gas emissions.

Moreover, in view of the expected growth of the world's population from 7.7 billion to 9.7 billion people by 2050 according to the United Nations projections, the impact of agriculture will increase by 25 percent. And considering the growth of meat and milk consumption in countries with rising incomes, the environmental damage caused by livestock could grow even faster than that.

So the world economy faces three challenges in the further development of agriculture, and specifically livestock farming:

- the first is to feed the world's growing population;
- the second is to minimize the negative impact agriculture on the environment;
- the third is to maintain sustainable economic growth.

In this context, the transition from a linear model of the economy, including in the agriculture sector, to a circular one, is a global-level issue. In a circular economy, the waste from core production itself becomes a raw material for making other products. In the case of agriculture, waste can be harnessed to produce organic fertilizers, biogas, biofuels, bio-additives for traditional fuels (petroleum and diesel), as well as high-protein additives for animal feed.

Ukraine is only at the beginning of the process of switching to a circular economy.

Every year about 100 million tons of waste are generated by the country's agro-industrial complex, but only a small part is recycled or repurposed. For instance, the installed capacity for producing electricity from biomass and biogas is 267 MW, which is only about 3 percent of the total generating capacity of the country's renewable energy producers. In 2020, about 750,000 MW/h of electricity was produced from biomass and biogas, which is a mere 1.5 percent of industrial consumption in Ukraine, and only about 1 percent of the agriculture waste was used to generate this amount.

But Ukraine could make much more of its waste: according to reports of the IFC and Bioenergy Association of Ukraine, more than 20 percent of agro-industrial complex's waste could be used more efficiently.

Animal feed production

Energy is not the only thing that can be generated from agricultural waste. As noted, in addition to energy, agricultural waste can also be used to produce fertilizers, components for animal feed, and biofuels.

A smaller but no less important segment is waste from slaughterhouses. In Ukraine, the amount of poultry stands at 234 million, cattle at 3 million and pigs at 6 million. The raw material potential of the waste from this industry is about 1 million tons per year.

Major chicken producers generate 270,000 tons of livestock waste. Some of these companies have already installed equipment and are recycling their own waste. But another 200,000 tons of waste generated by household farms goes unrecorded. In addition, small and medium-sized producers, and small poultry farms also produce such waste.

This kind of raw material is generated when animals are slaughtered for meat. It is a valuable component for the production of protein-based feed additives, as well as for the production of animal fats, which are used as bio-additives to diesel fuel to reduce harmful emissions.

Today, soybean meal is a leader among feed proteins, and is also a pricing driver for protein-based

feed in Ukraine and in the world. However, the price of 1 ton of meat and bone meal in protein equivalent is 30-40 percent lower than that of soybean flour. In addition, global demand for protein feed is increasing – imports into Asia from 2009 to 2018 doubled from 1 million tons per year to 2 million tons per year.

So clearly there is a lot of potential for livestock waste recycling in the domestic agro-industrial complex. Harnessing that potential will not only make Ukraine's economy greener, but also attract investments which, if properly managed, will yield a good profit.

First signs

Taking into account the market situation and the obvious surplus of raw materials in Ukraine, our company, Recycling Solutions, deals with strategic by-product management and has already become a co-investor in the construction of the Feednova Plant for recycling livestock waste into animal feed. It is a modern company, based on the principles of circular economy, producing high protein feed additives for livestock and domestic animals, and producing animal fats for bio-additives to diesel fuel.

The company collects, transports, prepares and recycles livestock byproducts not for human consumption. Importantly, the company buys raw materials (waste) from small and medium-sized livestock producers. We make recycling as convenient as possible for small and medium-sized businesses, and ecologically safe for local communities. And in doing so, we raise the level of economic culture in Ukraine.

Feednova is an example for Ukraine of European-style effective management of livestock waste. The plant's raw materials capacity is 70,000 tons per year. We just need several more such enterprises at the domestic level. There are enough raw materials available to meet demand both in the domestic market, and abroad.

What's next?

State support and the digitalization of the sector are also needed to further develop agricultural raw material recycling in Ukraine. And we need further harmonization of Ukrainian legislation with EU laws and regulations.

Today a policy to improve environmental friendliness has been declared at the state level. A national economic strategy has been adopted, which sets the goal of creating an environmentally neutral economy by 2060 in Ukraine through implementing the EU's green policies. At the same time, the infrastructure for livestock waste recycling is not yet well developed. Of the 18 enterprises of the state animal waste utilization concern Ukrvetsanzavod, six are not operating.

What is needed to fix the situation is private investment – both Ukrainian and foreign. The Feednova plant is a prime example. The company is working on four to five potential investment projects for agricultural waste recycling, and other players are also developing in this area. A digital platform containing a comprehensive database on the generation, current availability, volume and location of such waste is needed for further progress – the reliability and availability of such information is a crucial necessity for potential investors.

The Ministry of Digital Transformation of Ukraine is working to create a digital platform intended to help solve this problem. The cooperation of farmers, processing companies, Ukrainian and foreign investors, combined with support from the state and the active participation of local communities in this process, will ultimately generate a synergistic effect, which will be translated into considerable added value, GDP growth, new jobs and additional revenues for the budget.

Moreover, a systematic solution to the recycling problem and the transition to a green, circular economy doesn't stop at agricultural raw materials. Every year more than 400 million tons of waste are generated by Ukrainian industry as a whole. Only 20-30 percent of this is recycled or repurposed.

So there is plenty of room for improvement in the response to this challenge, as well as to the challenge of CO2 emissions in general in the digital age. The European integration of Ukraine's country's economy and the country's participation in the Fourth Industrial (Technological) Revolution will be one of the ways to meet these challenges.

Ukrainian startup Bioc tackles plastic pollution with corn starch

By Max Hunder
hunder@kyivpost.com

Ukraine is the sixth-largest corn producer in the world. Growing more than 35 million tons of the crop yearly, the country leaves a massive amount of corn starch behind.

A Ukrainian startup called Bioc designed a technology using this resource to tackle the plastic waste plaguing the country.

The company, launched in 2019, produces bioplastic granules made from over 50% corn starch. They say the material is 100% biodegradable. It can be used to produce bioplastic bags and cutlery.

The company's marketing director Oleksiy Pantelev joined his father's venture. Valeriy Pantelev, a former head of plastics at the Zaporizhia Automobile Factory, co-founded Bioc and is now the company's operations director.

"When I found out that my father and his friend could make plastic from corn starch, I gave up my business and moved to Kyiv (to help them)," Pantelev told the Kyiv Post.

Versatile material

Bioc produces a few tons of bioplastic granules a year, but the company wants to push that number up to 30,000.

"We currently have one small production line (in Kyiv Oblast), but

thanks to it we have been able to show our product to the market, and they are satisfied with its quality," Pantelev said.

According to Pantelev, the material is best used for supermarket bags and cutlery but can also hold water "up to a point."

"It will be possible to use the material to make cups for hot liquids if we run more tests and adjust the makeup of the composite," he said.

The venture has received four grants so far, including one from the United Nations Industrial Development Organization.

According to Pantelev, there is plenty of demand, but the company's limited facilities can't yet produce enough bioplastic to sign regular delivery contracts with customers.

That might soon change, as Bioc wants to expand its operations. The company plans to build two plants, one in Kyiv Oblast and one in Dnipropetrovsk Oblast.

"It's even possible in the future that we will build production lines in other countries."

Plastic crisis

Given the amount of plastic bag consumption in Ukraine, the startup might need to heavily ramp up its production.

In 2020, Ukrainians threw out



A bulldozer moves garbage around a landfill in Pidhirsia, Kyiv Oblast. Biodegradable plastics such as those made by Bioc could reduce the amount of waste at landfills.

Kostyantyn Chernichkin

over 10 million tons of household garbage. According to the parliamentary papers, up to 40% of it is plastic, of which only 5% is recycled. The recycling rate is eight times lower than the European Union average.

The average plastic bag takes 20 years to biodegrade, while a plastic straw takes 200 years and a disposable plastic cup takes 450 years, according to the World Wildlife Fund. Eighty three percent of the marine litter in the Black Sea is plastic, the Cousteau Society, a marine exploration and conservation group, reported.

Plastic recycling, touted for decades as an eventual solution, is still expensive and inefficient because melting down and mixing different plastic products leads to significant material degradation.

However, a solution may be found in bioplastics made from natural materials such as Bioc's corn plastic, which decomposes in months rather than decades.

While bioplastics might seem to be a straightforward solution to the global plastic crisis, the reality is more nuanced, according to Sofia Sydorenko, head of recycling campaign group Zero Waste Alliance Ukraine.

"It's extremely important to differentiate plastics based on natural products, plastics which are biodegradable, and plastics which can be composted," Sydorenko said.

According to her, bioplastics should not be seen as a solution on their own, and the first step in any waste reduction strategy should be to cut down on single-use materials.

Bioplastics can help tackle plastic pollution, but they should be part of a coherent recycling system that includes sorting centers and garbage collection to replace oil-based plastics.

Otherwise, bioplastic products will end up in landfills just like their oil-based counterparts, Sydorenko said. Only 6% of plastic bags in Ukraine are recycled and the rest pile up in landfills, according to the parliament's papers.

"Ukraine needs to take this step (of promoting bioplastics) in a measured and intelligent way. It is not worth taking quick and easy decisions which could pose risks in the long term," she said.

Choosing markets

The majority of Bioc's sales are exported abroad, especially to west-

ern Europe where the demand for such products has been growing over the past decade.

However, the start-up could soon reap benefits from the Ukrainian market on the back of a recent law banning single-use plastic bags in shops, following the EU's footsteps.

In June, the Verkhovna Rada voted in a new law that forbids non-biodegradable bags for Ukraine's shops and food vendors. The law will come into effect in 2022, banning stores from distributing thin and ultra-thin plastic bags.

The bill also prohibits oxo-degradable bags, which are designed to fall apart into tiny particles over time. Thin plastic bags used to wrap raw meat, fish and other products, will be exempt from the ban until 2023.

"Every year, every Ukrainian uses about 500 plastic bags, while this figure reaches 90 bags on average in the EU," the law's explanatory note read.

Yet, despite Ukraine's progress on the matter, Pantelev still sees European export markets as a more reliable bet for the future.

"Of course, sales in Ukraine will grow after the law is implemented, but our main market will still be Europe," he said. 🇺🇦



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NATO & Ukraine:

How Ukraine's participation in peacekeeping missions advances nation's readiness for NATO membership



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Illia Yehorov
Land Forces Command, Training Command, Mechanized and Tank Units Training Department, Deputy Chief



Oleksandr Kosynskiy
The most senior non-commissioned officer of Ukraine's Armed Forces, veteran of peacekeeping missions in Sierra Leone and Iraq



Taras Chmut
Marine veteran, head of Come Back Alive charity, chief editor of Ukrainian Military Portal website



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Sergii Leshchenko: A sad history of state-run sales

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of a 140-year-old machine-building plant that barely makes ends meet today is its size and location. It is close to the Kyiv city center, making it a prime location for new development. During Viktor Yanukovich's regime, a similar factory – the Kyiv Motorcycle Plant – was obtained by developer Vasyl Khmelnytsky, who demolished all the buildings and turned the former plant into an industrial park for tech people called UNIT.City.

Now Khmelnytsky is often named as the main contender for Bilshovyk, which will likely be demolished and turned into a mixed-use development.

I might be wrong, but I see the risk that there will be no serious bids for this object, and the best price will not be paid.

After all, a few years ago, as a result of the use of corrupt schemes, five buildings on the territory of the plant were stripped away from the state. It's not clear who bought them, but no one should be surprised if the purchasing firms are affiliated with Khmelnytsky. In any case, the buildings created the obstacles to a clean sale.

After the change, a carousel of court disputes began. This means that for any other owner, buying the shares of the plant at auction is actually buying a ticket to a war.

Sad history

This is a typical scheme in Ukrainian privatization. Ukraine lost its iron ore plants in a similar way.

Under ex-President Leonid Kuchma 18 years ago, the privatization of mining and processing plants did not ensure open access to public bidding. Instead, the state limited the number of participants only to those who already had minority stakes. To do this, they even passed a special law.

The lucky ones included a limited circle of oligarchs led by Rinat Akhmetov. As a result, iron ore assets fell into his hands and became a key commodity for sale on the world market. The ore not only made Akhmetov a billionaire but also enabled him to gradually



Odesa Mayor Hennady Trukhanov (C) holds a meeting with hospital directors on Oct. 4, 2021 in Odesa.

acquire other metallurgical plants whose owners did not have access to iron ore and experienced a constant shortage of raw materials.

Illegal seizure of state assets not only created oligarchic clans but deprived citizens of fair compensation for lost assets.

Rigged sales in Odesa

One of the recent examples of a large-scale seizure was committed by a criminal group in Odesa which was exposed this October by the National Anti-Corruption Bureau of Ukraine (NABU) and the Specialized Anti-Corruption Prosecutor's Office (SAPO).

The most public figure in the gang is Odesa Mayor Hennady Trukhanov. But he was only the tip of the iceberg and not at the heart of this 10-person criminal organization. According to NABU and SAPO,

that role belongs to local oligarch Vladimir Galanternik.

Journalist Yuriy Butusov describes him as "the chief mobster of Odesa": "A man without a position, who controls security officers, bandits and financial flows in the region. Galanternik's influence in the city is immense as it is he who makes all the key decisions, including about land ownership."

Galanternik supposedly has even deeper roots – he is connected to Odesa's top criminal leader Aleksandr "the Angel" Angert, and the latter, in turn, is connected with Leonid Minin, an international drugs and arms trafficker. When a notice of suspicion was issued to Galanternik, he was outside Ukraine as can be deduced from social media. The unofficial owner of Odesa lives in London with his family.

Trukhanov and Galanternik de-

facto turned Odesa into their private fiefdom, awarding the most lucrative land and municipal contracts to their own companies.

Valuable Odesa land was given to predetermined companies, bypassing competition using a mechanism established by the criminal. This deprived the people of Odesa of economic benefits. The price difference was distributed as bribes around the circle, and in return, the Odesa City Council ensured the adoption of the "necessary" decisions to lease the land.

The total amount of damages caused by the scheme is an astronomical Hr 689 million (\$26 million). There was one particularly cynical example. The Odesa authorities, to seize the lands of the recreational fund, bought a plot of land for the expansion of a cemetery for Hr 131 million (\$4.9 million) from the budget. But after obtaining the property rights the concept changed, and instead of a cemetery, they decided to build something else.

Justice delayed

The Trukhanov-Galanternik criminal organization has been under the "protection" of law enforcement for years, particularly provided by the former prosecutor of Odesa Oblast, Oleg Zhuchenko.

Zhuchenko's career skyrocketed during the era of former President Petro Poroshenko and former Prosecutor General Yuriy Lutsenko. Zhuchenko's tenure in Odesa was marked by turning a blind eye to the abuses of Trukhanov and Galanternik. Maybe, in return, he received apartments for himself and other prosecutors?

The recent case into the Odesa

schemes is not the first high-profile corruption investigation involving Trukhanov. In 2018, NABU charged Trukhanov with alleged involvement in embezzlement through the purchase of the old Krayan factory building. The city council bought the factory building for Hr 185 million in 2016, after it had been purchased earlier that year by another firm for only Hr 4 million.

During Poroshenko's time, Trukhanov managed to avoid responsibility. Soon after Poroshenko was out of office, in July 2019, a court in Odesa found him not guilty. But this year in February, the Supreme Anti-Corruption Court finally overturned this decision. The case was remanded to the first anti-corruption court.

It appears that Trukhanov, who should no longer be mayor as he faces such charges, is now trying to prolong the case as much as possible. He still has no second-instance verdict.

In the case of the new high-profile revelation of the Trukhanov-Galanternik's gang, we will have to wait for the verdict for more than a year.

Law enforcement has to serve justice in these property scams. Otherwise, it will further generate impunity when it comes to selling and buying state assets – something Ukraine can't afford as it moves on with ambitious privatization plans.

Sergii Leshchenko, the former deputy chief editor of Ukrainska Pravda, was a member of Ukraine's parliament, serving from October 2014 as part of ex-President Petro Poroshenko's Bloc. He lost his re-election bid in the July 21, 2019, parliamentary race. He started writing columns for the Kyiv Post in October 2019.



Vasyl Khmelnytsky



Vladimir Galanternik



Oleg Zhuchenko

AFP



This screen grab made from a hand-out video released by Georgia's Interior Ministry shows former Georgia's President Mikheil Saakashvili escorted by police officer as he was detained in Tbilisi on Oct. 1, 2021, following his arrest upon his return from exile ahead of local elections in the Caucasus country gripped by a protracted political crisis.

Kyiv Post columnist is still in Georgian jail

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gle-member constituencies.

Georgian opposition, led by Saakashvili's United National Movement, boycotted parliament leaving their seats vacant.

To find a peaceful solution, the government and opposition signed an agreement fostered by European Council President Charles Michel.

According to the plan, snap parliament elections would be called in early 2022 if the Georgian Dream party gains less than 43% of the vote during the two-round October local elections.

Georgian Dream soon said the agreement was null and void, while the opposition continued to abide by it.

Saakashvili arrived in Tbilisi in an attempt to build up support for the opposition. During the first round, held on Oct. 2, Georgian Dream gained 46% of the vote, with the largest Georgian cities awaiting a mayoral run-off on Oct. 30.

A day after, imprisoned Saakashvili began a hunger strike. On Oct. 14, over 50,000 people, according to the Associated Press, marched through Tbilisi's central Rustaveli Avenue to demand Saakashvili's release.

Bilateral stalemate

According to Shelest, Saakashvili's arrest will affect bilateral relations between Ukraine and Georgia, which still need to find common ground on key bilateral issues such as trade and Euro-Atlantic integration.

"This is not the first crisis sparked by Saakashvili," Shelest says. "Ukraine and Georgia found how to work past them in the past."

Ukraine-Georgian bilateral relations in 2020 were a clear example of this statement.

Last year, Ukraine backed Georgia in the United Nations, co-authored a resolution on human rights in Abkhazia and demanded the de-occupation of the two Russian-occupied regions of Georgia. In

turn, Georgia co-authored UN resolutions concerning the deteriorating human rights situation in Russian-occupied Crimea.

Bilateral trade amounted to \$500 million.

Meanwhile, in May 2020, Georgia recalled its ambassador to Ukraine, Teymuraz Sharashenidze, as a response to Saakashvili's appointment as the head of Ukraine's reform council. The ambassador was returned almost a year later.

After Saakashvili began his hunger strike, Ukraine called new Georgian Ambassador Giorgi Zakarashvili for questioning on Oct. 4.

"Saakashvili is a factor that you can't close your eyes to," said Shelest. "Fortunately, the Georgian and Ukrainian sides were able to separate in the past the problems concerning Saakashvili from bilateral relations."

Yet, with Saakashvili in prison with deteriorating health, the ongoing crisis can prove to be the most severe. ☹️

Centuries later, Russia still claims Ukraine's cultural, scientific heritage

By Daria Shulzhenko
shulzhenko@kyivpost.com

At first glance, there was nothing unusual about the September presentation of the logo for the 2023 Ice Hockey World Championship planned to be held in Russia: Several top officials of the Russian Ice Hockey Federation entered the stage a moment before the bright red curtain opened and the audience could see the new emblem for the first time.

"The logo of the 2023 Championship was created as a tribute to the glorious Russian traditions in art and ice hockey," the event's host said. "It was inspired by the Russian avant-garde."

Except it wasn't.

The team used a fragment from the "Sportsmen" painting by Kazimir Malevich, the iconic Kyiv-born artist of Ukrainian and Polish origin.

"A man who was born in Ukraine and had a vast amount of his artworks and activities done

in Ukrainian cultural context," Ihor Chornyi, the spokesperson of the Ukrainian Institute of National Remembrance, told the Kyiv Post.

Calling Malevich Russian was not an honest mistake but another display of Russia's propaganda based on its centuries-long myth that Ukrainians, Russians and Belarusians are one nation, centered in Moscow. The myth has been used to entrench Russian imperialism, while undermining and weakening other national identities.

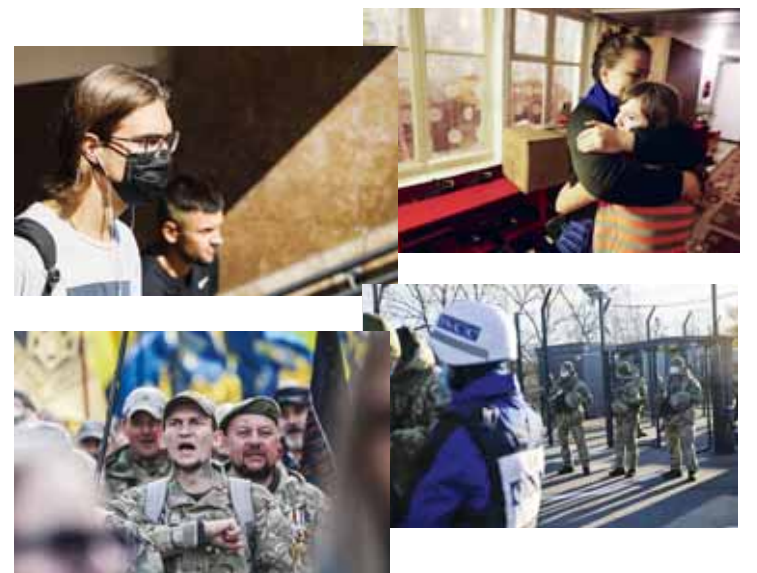
Countless achievements and products of Ukraine's cultural and scientific heritage have been falsely credited to Russia. Malevich is just one of them.

"They want to show that the countries around them have no important value in terms of arts, science, sports and other spheres, and can only exist as part of this Russian Empire," Chornyi said.

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Russia strengthens imperialism by appropriating achievements

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Empire of oppression

The theory of unified “Russian” people, which is still being used by the Kremlin, traces back to the 17th century’s political maneuver that was initially designed to save Ukraine from Polish domination but ended up binding Ukraine to Russia for centuries.

It was the 1654 Treaty of Pereyaslav that placed Ukraine’s eastern and southern portions under Russian sway, being named Little Russia (Malorossia) and New Russia (Novorossiya).

Ukrainian Hetman Bohdan Khmelnytsky wanted to use the alliance to strengthen the Zaporizhian Cossacks. But Russia had its own hidden plans for the Ukrainian territories — it needed them to build an empire.

After the Russian Empire was eventually proclaimed in 1721, it sought to stamp out the Ukrainian identity by cracking down on the Ukrainian language and culture. The empire soon banned Ukrainian as a subject and a language of instruction in schools and closed the most prominent center of Ukrainian culture, Kyiv Mohyla Academy.

So, it’s no surprise that Malevich had to travel to Moscow to study art there, Chornyi said. For that, and for the fact that he was born in the Russian Empire, Kremlin propaganda would later label Malevich as their heritage, constantly calling him a “great Russian painter.”

They keep conveniently ignoring Malevich’s strong ties to Ukraine. According to Chornyi, Malevich returned to Ukraine after his studies to work at the Kyiv Art Institute, where his creativity influenced another renowned Ukrainian painter Fedir Krychevsky.

“He called himself Ukrainian, he was writing letters in Ukrainian, and often the colors that he used for his earlier paintings were inspired by colors of that traditional Ukrainian embroidery,” Chornyi said.

The same happened to iconic Ukrainian novelist Nikolai Gogol, who was born in 1809 in Sorochyntsi village, now Poltava Oblast, but had to move to Saint Petersburg to make a career. Gogol’s novels, however, are best known for portraying the everyday life of the Ukrainian village, incorporating Ukrainian folklore and traditions. The museum of Gogol in Moscow says he was a “great Russian writer.”

“It is a part of any empire’s existence when it takes away resources, both material and cultural, from those whom it has colonized and conquered,” Chornyi said.

After the Russian Empire collapsed in 1917, the Russian imperial narrative hadn’t disappeared. The Soviet Union has also introduced the concept of the single “Soviet people,” which was similar to the Russian Empire’s “one people” myth. Although Soviet authorities did not deny the existence of Ukrainians as a people, they denied Ukraine’s right to be a nation, said Ukrainian historian Yaroslav Hrytsak.



Russian President Vladimir Putin presents a monument of the Kyivan Rus Prince Volodymyr the Great in Moscow on Nov. 4, 2016. The prince introduced Christianity to Kyivan Rus in 988. His giant statue was set up in front of the Kremlin, in line with Putin’s propaganda that the Kyivan Rus’s historical legacy is Russian.

“Because the nation must have its own culture, its own science and also politics,” Hrytsak told the Kyiv Post.

Hence Serhiy Korolev, a Soviet space program’s chief designer, a Ukrainian from the provincial capital of Zhytomyr, who was crystal clear about his identity — in a student inquiry form dated 1925, the future great engineer answered his ethnicity as Ukrainian — was still falsely claimed by Russia.

“The Soviet Union was the world’s last empire,” Hrytsak said, adding that most former empires do not claim their former colonies and their heritage anymore. “Except for Russia.”

Putin’s propaganda

The modern Russian Federation follows the historic tradition of both the Russian Empire and the Soviet Union, spreading a similar imperial narrative, according to Chornyi. Through more than two decades of Russian President Vladimir Putin’s rule, the country has greatly strengthened its anti-Ukrainian propaganda to devalue Ukraine and bring it back under the Russian rule.

“The more they convince us and the world that our famous historical figures belong to them, the more rights they will have to politically claim certain territories and countries,” Chornyi said.

Putin’s latest letter is another example of how the Kremlin falsifies Ukraine’s history: Published in Ukrainian and Russian, the article starts with the statement that “Ukrainians and Russians are one people, one whole.” Putin twists the history of Ukraine, from the times of the Kyivan Rus, the federation of Slavic states, to the modern times.

“It is an outrageous cynicism,” Hrytsak said. “In this sense, Putin went even further than the Russian Empire and the Soviet Union.”

In 2016, Putin unveiled a giant statue of the Kyivan Rus Grand Prince Volodymyr the Great, the

father of Yaroslav the Wise, in front of the Kremlin.

Volodymyr, an Orthodox Christian saint, introduced Christianity to Kyivan Rus in 988. But there are no direct links between Moscow and the prince, given that Moscow was founded more than a century after his death.

In 2018, during his visit to Versailles for a joint press conference with French President Emmanuel Macron, Putin called Anna of Kyiv, the daughter of Yaroslav the Wise, as the “Russian Anna, Queen of France” thus claiming that both Anna and Yaroslav the Wise were Russian royalty.

The Kremlin uses such propaganda to justify its occupation of Ukraine’s Crimean Peninsula and the war in the Ukrainian Donbas, historians say.

Another aim of this propaganda is to strengthen Russia’s image as a state accomplished at science, engineering, the arts and more.

Thanks to Korolev, for instance, the Soviets declared many firsts in the Space Race.

To spread its propaganda, Russia distributes its messages via a large number of channels including state-owned media, various conferences, publications, studies and more.

In March, the Russian Federal Agency for the Commonwealth of Independent States Affairs, also known as Rossotrudnichestvo, announced a teleconference with the Russian House in Kyiv, on the day of remembrance of “Russian-Ukrainian poet Taras Shevchenko.”

Shevchenko is not only a prominent Ukrainian writer, but a figure so iconic, he is considered one of the national heroes. In his literary works, Shevchenko was vocal about Russia’s blatant imperialism and oppression of Ukraine.

“When the propaganda rushes forward, it is already difficult to control and stop it,” Chornyi said.

But no matter how ridiculous it sometimes is, Russian propaganda

works. Today many of the notable Ukrainian artists and scientists are known abroad as Russian.

The Museum of Modern Art History in New York, for instance, identifies Malevich as a Russian painter, though also stating he was born in Ukraine.

“Of course, this affects the image and recognizability of Ukraine in the world,” Chornyi said.

Negative image

The world’s perception of Ukraine is still largely based on negative narratives of corruption, war and poverty. The country is often viewed through the prism of such tragedies as the Chernobyl nuclear disaster and Russia’s ongoing war in the east.

Hrytsak says that Ukraine’s negative image is also a result of Russian

propaganda that claimed so much of the positive events and people that Ukraine could have been famous for internationally. Hrytsak says that British historian Norman Davies best described this technique: Ukrainians were called Russians when they did something good and only then called Ukrainians when they did something bad.

“Malevich is Russian but Stepan Bandera (Ukrainian nationalist leader who is accused of collaborating with Nazi) is Ukrainian,” Hrytsak said.

Another example of such unfortunate fame is the massive explosion at the Chernobyl nuclear power plant in Ukraine. Although it happened in the Soviet times, in 1986, Russia considers it to be a Ukrainian catastrophe.

The mission of bringing the first human into outer space — when Russian pilot Yuriy Gagarin orbited the Earth and landed safely in southwest Russia in 1961 — they consider to be a Russian accomplishment, despite the fact that Ukrainian Korolyov was the mastermind behind this triumph.

Chornyi believes that to change the world’s perception, Ukraine’s message should be stronger than the one of Russia. The country needs to invest in preserving and “claiming” back its cultural heritage, he says.

Hrytsak said that even small steps like making a better movie about fictional Cossack Taras Bulba — the 2009 Russian historical drama film based on Gogol’s novel of the same name — would be a small victory for Ukraine.

But it also depends on Ukraine’s success in reforms.

“As long as we can build an economy and a strong and legal state, then recognizability increases sharply,” Hrytsak said.

“And the goal is not so far away.”

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Zelensky and his top aides accused of putting pressure on TV talk shows

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members must be approved by the contact person of Zelensky's advisor, Mykhailo Podolyak. She also accused the President's Office of issuing ultimatums.

For example, on Oct. 11, Countdown received an ultimatum to invite to its show about energy security two Servant of the People members who are not energy experts, or else it would get none of the party representatives, Barchuk wrote. "We decided not to accept ultimatums."

She added that a week later, on Oct. 18, the President's Office said that it would only allow two Servant of the People members to attend the program if it disinvited Geo Leros, a lawmaker who got kicked out of Servant of the People last year for criticizing Zelensky.

After the show refused to cancel Leros' appearance, the President's Office accused Countdown of not giving sufficient airtime to the ruling party.

Following UA: Pershyi's announcement, Pryamyi, a channel that belongs to Zelensky's political opponent, former President Petro Poroshenko, published its own accu-



Savik Shuster, the host of the popular Shuster Live political talk show, speaks with the guests on Oct. 18, 2021.

sations against Zelensky's team. Pryamyi stated that it, too, rejected ultimatums from the President's Office, which punished its journalists by refusing them accreditation to Zelensky's events.

In September, the President's Office "gave direct orders to completely ignore the Pryamyi channel," the TV station wrote.

Daria Tarasova, editor-in-chief of the talk show Savik Shuster's Freedom of Speech, also joined in accusing the President's Office of political pressure. The show is aired on Ukraine 24, a channel owned by oligarch Rinat Akhmetov.

Tarasova said that two Servant of the People members refused to participate in the program in October on Podolyak's initiative.

In a comment to publication Novoye Vremya, Podolyak denied that the President's Office pressures the media, calling it "absolute nonsense."

He appeared to have indirectly criticized the channels, saying that "society wants unbiased moderation on the air, where all parties to the dialogue have equal opportunities and journalists do not abuse their political positions."

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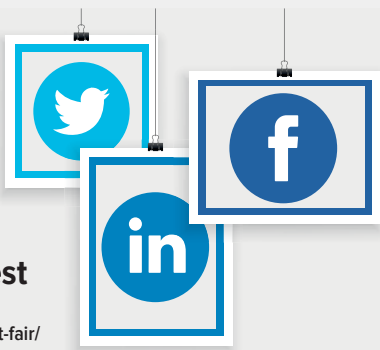


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Deputy Chief Editor/Digital News

This person will oversee our news coverage across all platforms and languages, as well as the expanding digital team (programmers, marketing specialists, social media editors) and move the Kyiv Post to the cutting edge of digital news by helping us select vendors, designers, finding better content management systems, adopting analytical tools and AI (artificial intelligence) products (such as voiced stories, archive search, smart layout, etc.) The person will line edit in at least one of our two major languages (Ukrainian or English), as well as write occasional high-profile stories and contribute editorials & opinions. A premium will be placed on smart news judgment and overseeing a team for digital spot news & longer pieces aimed at the weekly print edition.

Deputy Chief Editor/Enterprise

This person will keep an eye on the big picture to ensure that we are devoting resources to high-quality exclusive stories and investigative stories, journalism that rises about the day-to-day events, including analytical pieces, explainers and "big interview" that will set us apart from competitors in any language. This person will also oversee our attempts to secure grants for journalism and ensure that the coverage for which we have received grants meets the standards of the donors. This person will also take the lead role in sustaining our existing media partnerships and developing new ones. This person will line edit in at least one of our two major languages (Ukrainian or English), and contribute editorials & opinions.

Deputy Chief Editor/Multimedia

This person will devise our video, graphics and podcast coverage, maximizing integration and relationships with print and online journalists. This person will also oversee the development of our Kyiv Post studio. The position will explore both editorial and commercial options for taking full advantage of our multimedia resources. The Kyiv Post will put an emphasis on great videos (news, feature, investigative, documentary) on demand to reflect changing viewership habits and work to make our coverage and products accessible to English and Ukrainian language audiences.

Deputy Chief Editor/Ukrainian-language content

This person, who must have a conversational command of the English language, will carry out the strategy for bringing Kyiv Post-quality content into the Ukrainian language. This person must understand how to drive readership among non-English reading Ukrainians and bring high-level editing skills to the job. This person will play a major role in supervising and assembling a Ukrainian-language content team, one that works with all other employees, but especially the other deputy chief editors, assignment editors, the commercial department and the chief editor.

Motion/Graphic Designer

The Motion/Graphic Designer plays a key role in producing Kyiv Post's multimedia products and reports to both the Multimedia Head and Digital Head. The Motion/Graphic Designer designs and produces high quality motion and graphics to be used in videos, webinars, presentations, marketing and social media materials. This role also conceptualizes, designs and executes the production of video and visual content and other digital products.

Please email your resume and/or CV to malloy@kyivpost.com to apply for this position. The Kyiv Post will review all applications and contact shortlisted candidates.

For more information, contact Brian Bonner, executive director/chief editor at bonner@kyivpost.com

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Kyiv Post Digital

Most of the Kyiv Post's content is online. Here are some samples of the great journalism that readers will find daily at kyivpost.com

UKRAINE

US secretary of defense: No third country can veto Ukraine's NATO membership



Bihus.info: Simplified procurement for COVID-19 led to \$15.5 million in misappropriation



Kyiv court throws out labor union's complaint against PrivatBank



BUSINESS

Parliament passes law to strengthen central bank's independence



Plants owned by billionaires Akhmetov, Mittal among top polluters in Ukraine



TECHNOLOGY

2 Ukrainian esports players win The International, millions of dollars



PHOTOS

Real Madrid outclasses Shakhtar Donetsk 5-0



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