



# End of Project Technical Report



## **EAA's Ukraine Emergency Education Program – Internet Free Education Resource Bank**

Reporting Period: 1 September 2022 to 31 Jan 2024  
(With Extension)



## Final Technical Report

<b>Implementing Partner</b>	Think Equal USA Inc
<b>Project Title</b>	TV Series Education Program for Ukrainian Refugees
<b>Project Period (From to To)</b>	1 June 2022- 31 Jan 2024
<b>Country</b>	Poland and Ukraine
<b>Geographical Coverage</b>	Eastern Europe
<b>Project Goal/Outcome</b>	Meet the urgent educational and psychosocial needs of Ukrainian citizens and refugees impacted by the ongoing war
<b>Project Objectives/Purpose</b>	The TV series offers free, evidence-based and tailored educational content for Ukrainian citizens, internally displaced persons and refugees of all ages to equip them with key coping skills to process, regulate and overcome their trauma
<b>Key Performance Indicators/Milestones</b>	<ul style="list-style-type: none"> <li>• Creation and delivery of 10 hour-long episodes for Series 1</li> <li>• Creation and delivery of 40 20-minute episodes for Series 2</li> <li>• Creation and delivery of 10 20-minute episodes for Series 3</li> <li>• Program viewership</li> <li>• MEL baseline and endline quantitative and qualitative data for all three series</li> </ul>
<b>Project Beneficiaries</b>	<p><b>Direct beneficiaries:</b> Ukrainian Children (0-18); Ukrainian Adults (18+)</p> <p><b>Indirect beneficiaries:</b> Actors working in the warzone; Non-professional support workers in refugee and IDP settings; Families hosting refugees outside of Ukraine.</p>
<b>Project Partner(s)</b>	<p><b>Main delivery partner:</b> Think Equal USA Inc</p> <p><b>MEL partner:</b> Positive Economic Institute (PEI)</p> <p><b>Content partners:</b> Yale University's Centre for Emotional Intelligence and The Children and War Foundation</p>
<b>Total Project Funding (amount and %)</b>	<p><b>EAA : \$694,499 (including In kind contribution)</b></p> <p><b>Partner Name: THINK EQUAL USA Inc. \$ 184,917 (including In kind contribution)</b></p>
<b>Project Funding received from EAA as of end of reporting period</b>	<p><b>\$552,496 (1<sup>st</sup> instalment)</b></p> <p><b>Final payment to be received after approval of this report.</b></p>
<b>Total Expenditures as of end of reporting period</b>	<p>Give separate financial Expenditures for both shares if applicable</p> <p><b>EAA : \$676,386</b></p> <p><b>THINK EQUAL USA Inc. \$ 165,638</b></p>



## Table of Contents

<b>Section 1: Executive summary</b>
<b>Section 2: Project implementation</b> Achievement of Project outputs Progress made towards outcomes/Milestones
<b>Section 3: Changes/Variations</b>
<b>Section 4: Explanation of project strategies</b>
<b>Section 5: Monitoring and Evaluation Overview</b>
<b>Section 6: Established Partnerships/Stakeholders</b>
<b>Section 7: Knowledge products/Content developed</b>
<b>Section 8: Project sustainability</b>
<b>Section 9: Visibility and Media Coverage</b>
<b>Section 10: Challenges encountered and actions taken</b>
<b>Section 11: Lessons Learnt</b>
<b>Section 12: Key plans for the next reporting period</b>
<b>Section 13: Expenditures and Resource utilization</b>
<b>Section 14: Report endorsements/Acknowledgement</b>
<b>Section 15: Annexes</b> Annex I: Work Plan Tracking Tool Annex II: M&E Tracking Tool Annex III: Human Interest Story Annex IV: Financial Summary



## 1. **Executive Summary:**

Think Equal and EAA have worked together to develop three TV series in the Ukrainian language to support Ukrainian citizens, refugees and IDP's of all ages to develop psychosocial, emotional and coping skills to process, regulate and overcome trauma. The three series were developed to target Ukrainians aged 3 to 16 years and older, split into three distinct beneficiary groups. The series was made for digital distribution and TV and has been, and will continue to be, made freely available to all TV broadcasters in the region, as well as to non-profits and humanitarian organisations to overcome barriers to access and reach.

- **Series 1 (Rebuilding Ukraine)** targets adults and youth, aged 16 and above. It aims to educate viewers of the series about PTSD and post-conflict stress, equipping them with tools and strategies to cope with and process trauma in its various manifestations.
- **Series 2 (Kindness Garden)** targets children aged 3-8 years old. It aims to deliver trauma-informed social and emotional learning through live action animation, helping children deal with trauma by establishing a foundation in relationship building, emotional literacy, emotion regulation, resilience, problem solving, and empathy.
- **Series 3 (Living Together, Learning Together)** is aimed at young people aged 8-14 years old. It aims to deliver content that helps Ukrainian refugee youth to develop their sense of agency and resilience, enabling them to cope with the urgent and critical traumas that they are facing in host communities that are unfamiliar to them.

The three series are currently available on the **Think Equal website** and the viewership experience is being captured through integrated optional one-click surveys, which allow viewers at the end of each episode to provide optional feedback and rate their experience through emojis: happy (good), straight face (average), or sad (poor). Viewership is continuously growing and sat at **1227 as of January 31st, 2023**. One-click survey data from Think Equal's platform was positive overall, with Series 1 gaining 32 'happy' and only two 'sad' emojis, while Series 2 gained 47 'happy', 2 'average', and 2 'sad' emojis. Series 3 responses were limited because the MEL pilot started before the public website went up (until then the evaluation with the sample was being done through direct links instead of the platform as the website was being developed), although it still gained 4 'happy' emojis.

Series 1 was also broadcasted by Inter Media on their channel, MEGA, in Ukraine, which had an estimated **annual viewership of 1.14 million in 2023**. MEGA's estimated **viewership for series 1 was 775,000**. This means that the overwhelming majority (68%) of the Broadcaster's media share was taken up with viewership of this one series. In broadcasting terms that is a massive success. The Broadcaster has informed Think Equal on 2nd January 2024 that it will be starting a rerun of the series in or around March 2024, which is expected to perform nearly as well. Series 2 is expected to start airing in or about February 2024. Series 3 has clocked in 143,793 viewers as of 12 March 2024.

This means that there have been **776,227 total views of the content to-date**, with the potential for the viewership to still rise substantially. Additionally, the series were distributed and **shared with over 50 NGOs in Ukraine including organisations like** the Association of Preschool Teachers (Refer Annex V). The Ministry of Education and Science, and



UNICEF were also approached to host series 2 and 3 on their distance learning platform and this is still being considered by the 2 bodies.

As part of the third-party evaluation of the three series, quantitative and qualitative project data was collected from a **sample of 150 participants** who watched the series. Participants shared their experience through tailored surveys and focus groups at the beginning and end of viewing the series to establish quantitative baseline and endline data (Refer MEL reports in Annex I-III). Follow up surveys were also conducted with facilitators to gather qualitative data on the assessment.

Despite the challenging context in which the assessment was done, the MEL data from the 150 participants, their families, and facilitators have shown that **the three series have contributed to significant positive changes for participants, families, and facilitators.**

Series 1 enabled adults to acquire practical skills related to managing challenging emotional states and had positive impacts on mental health, with reported descriptions of “good” or better mental health in one surveyed group moving from **37% before the program to 60% after**. This was reflected in **increased participation by the group in moderate physical activities and activities that brought joy**, as well as facilitator survey feedback which highlighted the positive transformation and increased confidence seen in participants.

Children assessed as part of Series 2 gained increased problem solving and frustration handling skills because of the series and exhibited heightened perseverance, particularly in tackling challenging tasks. Emotional and social development also saw significant improvements. For example, **when assessing anger control the number of children never or rarely controlling their anger after the screenings decreased by 50%**. When testing cooperation with others, **the percentage of children who said they "never" or "rarely" cooperated with others plummeted from 100% to zero**. This success was further evidenced by parents, who witnessed **substantial changes in their children's intellectual development**, and by facilitators, who witnessed **significant transformation in the children's behaviour and attitudes**.

The assessment for Series 3 similarly revealed a significant difference between the young peoples' responses before and after watching the videos, with **significant improvements in knowledge across all areas assessed. 95% of parents surveyed believed that the series was relevant to their children's lives**, highlighting the perceived alignment between the content and the daily experiences of the children and **100% approved of their child's progress through the series**, suggesting a positive perception of the educational impact. Feedback from facilitators through surveys further reinforces the notion that **the series effectively resonated with the audience and was relevant to their lives**.

The main challenges for the implementation of the assessment included unforeseeable delays to funding timelines and concomitant delays in the post-production process, which meant that the evaluation of the Series was unable to take place within the pre-agreed project timetables. To accommodate the new timelines, the project agreement was altered to be valid until 31st of January 2024 or until the completion of the Project as determined by EAA. This allowed for rigorous assessment of the 3 Series and delivery of the final evaluation report. In addition, the coinciding of the school holidays and the new project



timelines meant that MEL activities for Series 2 had to be delayed, in order to protect the integrity of the evaluation. To deal with this challenge it was agreed to show more episodes per week to make up for lost time and ensure timely completion of the MEL.

## 2. Project Implementation:

### 2.1 Achievements of Outputs

**Outcome/Objective 1:** Develop free and engaging educational content to promote psychosocial competencies among Ukrainians and Ukrainian refugees of all ages.

**Output 1.1:** The creation and delivery of three TV series targeted for Ukrainians and Ukrainian refugees and IDP's.

**Output 1.2:** The development of evidence-based and trauma informed content in partnership with EAA, Yale University and The Children and War Foundation.

**Output 1.3:** The translation of the series into the Ukrainian language for beneficiaries.

**Outcome/Objective 2:** Equip Ukrainians and Ukrainian refugees with key coping skills to process, regulate and overcome trauma.

**Output 2.1:** MEL data from Series 1 for the effects of the series on surveyed adults and youth (aged 16+), as well as facilitator feedback.

**Output 2.2:** MEL data from Series 2 for the effects of the series on surveyed children (aged 3-7), as well as facilitator feedback.

**Output 2.3:** MEL data from Series 3 for the effects of the series on surveyed young people (aged 6-14), as well as facilitator feedback.

**Outcome/Objective 3:** Ensure easily available and open access content that is able to reach large audiences through TV broadcasts.

**Output 3.1:** An agreement with Inter Media Group for broadcast of the three series on their TV channel 'Mega', which had a reported total viewership of 1.4 million over a 10 week period during 2023.

**Output 3.2:** Development of a new website to host the three series, with the ability to collect one-click survey data on viewership.

**Output 3.3:** The dissemination of the series and trailers through relevant civil society organizations in Ukraine for wider distribution.

### 2.2. Project beneficiaries.

Description of direct beneficiaries	Planned (for this year)	Target achievement in this reporting period	Cumulative Achievement as of end of this reporting period	Achievement % (against this year targets)
<b>Outcome/Objective 1: Develop free and engaging educational content to promote psychosocial competencies among Ukrainian refugees of all ages</b>				
Ukrainian adults and children	<b>Output 1.1:</b> Creation and delivery three series for Ukrainian adults and children	Successfully deliver all three series	The three series have been delivered	100%





Ukrainian adults and children	<b>Output 1.2:</b> Creation of content that is evidence-based and trauma informed	Successfully develop impactful and relevant content for Ukrainian adults and children	Content was successfully developed in partnership with EAA, Yale University and The Children and War Foundation, leading to positive outcomes as demonstrated by MEL data	100%
Ukrainian adults and children	<b>Output 1.3:</b> Translation of series in Ukrainian language for beneficiaries.	Translate the series in Ukrainian	Translation and dubbing of series into Ukrainian were completed prior to screening	100%
<b>Outcome/Objective 2: Equip Ukrainian citizens and Ukrainian refugees with key coping skills to process, regulate and overcome trauma</b>				
Ukrainian adults	<b>Output 2.1:</b> MEL data from Series 1 for the effects of the series on surveyed adults and youth, as well as facilitator feedback.	Educate viewers of the series about PTSD and post-conflict stress, equipping them with tools and strategies to cope with and process trauma.	There was an <b>increase from 37% to 60%</b> in participants reporting “good” or better mental health after seeing the Series, as well as an increase in the willingness of participants to employ coping strategies such as mindfulness, which went from <b>63% to 88% of respondents</b> saying they would sometimes, often, or always employ the technique.	100%
Ukrainian Children	<b>Output 2.2:</b> MEL data from Series 2 for the effects of the series on surveyed children, as well as facilitator feedback.	Deliver trauma-informed social and emotional learning through live action animation, helping children deal with trauma by establishing a foundation in relationships, emotional literacy, emotion	Personal skills that have an important impact on child’s mental health and wellbeing were positively impacted by Series 2. Emotional regulation, empathy, and relationships saw significant improvements. For example, in anger control, where the number of children never or rarely controlling their anger after the screenings decreased by 50% and the number of parents reporting that their	100%




		regulation, and empathy.	children never or rarely cooperated with others fell from 22% to 0%.	
Ukrainian Young People	<b>Output 2.3:</b> MEL data from Series 3 for the effects of the series on surveyed young people, as well as parental and facilitator feedback.	Deliver content that helps Ukrainian youth to cope with the urgent and critical traumas that they are facing.	<b>95% of parents</b> surveyed believed that the series was relevant to their children's lives, highlighting the perceived alignment between the content and the daily experiences of the children and <b>100% approved of their child's progress through the series</b> , suggesting a positive perception of the educational impact. Feedback from facilitators further reinforces the notion that the series effectively resonated with the audience and was relevant to their lives.	100%
<b>Outcome/Objective 3: Ensure easily available and open access content that can reach large audiences through TV broadcasts</b>				
Ukrainian TV viewers	<b>Output 3.1:</b> Agreement with Inter Media to broadcast the three series	Target viewership of 2 million (combined with website)	<b>TOTAL: 920,200 and counting</b>  <b>Series 1:</b> Aired on Mega: 775,000 + <b>Re-run of the series to be done this year</b>  <b>Series 2: To be aired this year</b>  <b>Series 3:</b> Aired on Mega: 143,973  <b>Website Viewership:</b> 1227	46%  (Note: this figure will undoubtedly increase, potentially almost doubling since a repeat of series 1 is in process.)
Ukrainian children and adults	Output 3.2: Development of a new website to host the three series, with the ability to collect optional	A fully-functional website with all the series	Website: <a href="https://ukrainetv.thinkequal.org/">https://ukrainetv.thinkequal.org/</a>	100%





	one-click survey data on viewership.	hosted in Ukrainian and English'.	One Click Survey Data: Series 1 gained <b>32 'happy'</b> , zero 'average', and only two 'sad' emojis in the one-click surveys. Series 2 gained <b>47 'happy'</b> , 2 'average', and 2 'sad' emojis. Series 3 gained <b>4 'happy'</b> and zero 'average' or 'sad' emojis.	
Ukrainian children and adults	Output 3.3: The dissemination of the series and trailers with relevant civil society organizations in Ukraine for wider publication.	To disseminate the series and trailers to over 50 NGOs in Ukraine	The series were given to <b>over 50 NGOs</b> in Ukraine to disseminate in their networks. The Ministry of Education and UNICEF are still considering distributing the series on their distance learning platforms.	100%

### 2.3 Progress Made Towards Milestones/KPIs

Milestones/KPIs	Progress description
Creation and delivery of 10 episodes for Series 1	Series 1 content was successfully delivered for broadcast, online viewers, and for the purposes of MEL for the Series. <a href="https://ukrainetv.thinkequal.org/en/rebuilding-ukraine/">https://ukrainetv.thinkequal.org/en/rebuilding-ukraine/</a> 
Creation and delivery of 40 episodes for Series 2	Series 2 content was successfully delivered to InterMedia, and for online viewers and for the purposes of MEL for the Series. <a href="https://ukrainetv.thinkequal.org/en/the-kindness-garden/">https://ukrainetv.thinkequal.org/en/the-kindness-garden/</a>

<p><b>Creation and delivery of 10 episodes for Series 3</b></p>	<p>Series 3 content was successfully delivered to InterMedia and for online viewers, and for the purposes of MEL for the Series.</p> <p><a href="https://ukrainetv.thinkequal.org/en/living-together-learning-together/">https://ukrainetv.thinkequal.org/en/living-together-learning-together/</a></p>
<p><b>Program viewership</b></p>	<p>The Series was viewed a total of <b>1227 times on the website</b>. It is difficult to estimate the exact number of viewers for a TV broadcast on InterMedia due to the material situation in Ukraine, which was communicated by the TV broadcasters and addressed in the justification letter. However, Series 1 was broadcasted on MEGA TV which had an overall viewership of <b>1.14 million viewers for the period it was aired, and was confidently reported by the channel to have been viewed by 775,000 viewers</b>. Series 3 had a viewership of 143,973 and Series 2 is planned to be aired in Spring 2024.</p>
<p><b>MEL</b></p>	<p><b>150 children, youth, and adults</b> saw the three series and received support from facilitators to comprehend it. Quantitative baseline and endline assessments were completed before and after the series was screened for participants by PEI, the MEL partner, with <b>results written up for each series in separate reports that can be found in the Annex (I-III)</b>.</p>



### 3 Changes /variation:

Due to several unforeseeable delays, the project, particularly the MEL and dissemination components of the contract, would not have been able to be completed to the highest standard by the initial contract date. Therefore a no cost extension was sought and granted. Several factors have resulted in these delays and changes to the project timelines:

- Through May of 2022, our application to EAA for this project was finessed and fully finalised (including the delivery deadlines) before being submitted for decision. As a small to medium sized not-for-profit charity, we are unable to start any project until funding is actually received, and this was of course communicated to EAA. As the project was formally approved on the 12th of June, we anticipated being able to start pre-production by the end of July. However, our finalised contract was only received on the 8th of August, signed by the EAA CEO on the 1st of September, and funds were only received on the 20th of September. This effectively meant that we were precluded by our Board regulations from starting to identify and offer positions to staff until 1st September and from entering into fully binding financial commitments until the 21st of September. We did inquire with our partners at EAA whether we ought to revise the delivery deadlines, but after discussion it was agreed that we would not do so as that might mean more delay and since we were providing important psychosocial and learning support to Ukrainians in the context of the war, time was of the essence.

- Due to the 4-5 month period of time between application submission and the receipt of payment, the contractual timelines (which were incorporated directly from our May application) inevitably had to be pushed back by 4-5 months.

- We also experienced further unforeseen delays during the filming and post-production processes of the project, We filmed over 50 hours of footage in Ukrainian, which then had to be transcribed, translated, assembled and subtitled into English before we could begin editing. This process was lengthy and added a month longer than estimated to the post-production timeline.

- We experienced difficulty in hiring Ukrainian-speaking dubbing editors based in London to work on the dubbing process. Also, to avoid repetition of voices, we had to expand our search for Ukrainian actors to the UK, Poland and Ukraine and the process of sending and receiving files was extremely lengthy. This added 4-5 weeks to the post-production timeline.

- After a longer than anticipated script writing process with EAA, the filming of Series 3 was completed in the first week of December. This, coupled with the fact that we only had one Ukrainian editor working on Series 3, had also played its part in pushing the project completion back by the aforementioned 4-5 months.

- With the initial project timelines, all three TV series would have been completed in time for MEL baselines to begin in January of 2023. However, due to the 4-5 month contractual delays & further aforementioned delays, the MEL timelines on Series 1 and 3 shifted by 3-4 months. As far as Series 2 is concerned, since it was to be tested with young children who would probably be travelling to Ukraine during the summer and may not have returned to Poland after the summer, our MEL partners in Poland, PEI, highly recommended that we should not start the evaluation process until September 2023 (after the summer break). It was to take at least 2 months to show the episodes to the children, and evaluation analysis and reports would have to commence in December 2023. Under these circumstances, to have the adequate time to coordinate, collect and analyse MEL data with methodological integrity, the completion of MEL for series 1 and 3 had to be delayed until 28 August with report writing



commencing in Sep 2023, and Series 2 report writing commencing and being completed in January 2024.

- The final challenge, was one we could do nothing about without compromising quality and this was the primary reason why we sought the contract extension. We were informed by our local partners in Poland, PEI, who carried out the MEL project that if we ran the longer series (Series 2 which comprises 40 episodes) before the summer break, we would run a storing risk of compromising the integrity of the evaluation. This is because it would be extremely unlikely that they could expect continuity of subjects for the MEAL if we had a break in the viewing over the summer holidays. Thus, in order to not compromise the MEL element of the project, we had to delay the evaluation of Series 2 to after the summer break.

The variations to the validity of broadcast data by TV channels was only made aware to us after the series were in development. Ukrainian TV channels are not collecting accurate and real-time broadcast data due to the war, and we have had to rely on overall data and projected data as a result. Despite this huge challenge, we were nonetheless able to collect viewership figures from Mega.

These changes and variations in the project are documented in detail in the approved justification letter shared in 2023.

#### 4 **Project strategies:** Describe strategies to deliver each component of the project.

##### **Series Development**

It should be understood that a 10-hour (10 x 1 hr) TV series (without any particularly complicating factors), would normally take at least a year to develop, shoot and complete to delivery. In this partnership, we created 3 series (one of 10 one-hour episodes; 1 of 20 x 20 minutes, and a third of 10 x 20 minutes) in the course of just one and a half years, in a foreign language which placed a huge burden on the team.

As far as process is concerned, The TV series (particularly 20 episodes of Series 2, and the 10 episodes of Series 3) had to be written from scratch, with at least 3 reviews on series 3 and 2 on series 2b. Series 1 was easier in this respect, being a documentary, which therefore did not require a script. Given the team was seriously motivated to deliver the support to the Ukrainians who were suffering in so many ways as a result of the invasion and continuing war by Russia, everyone soldiered on and just worked much harder to achieve a swift delivery.

Once the script was essentially agreed (in second draft form) we could then go ahead and cast it, while the third draft was being written. We had to crew and film Series 3 in Poland, and Series 1 and 2 in the UK and the Ukraine.

After the filming, we had to then deal with the language issues and oversight by expert psychologists before we were able to edit and complete the series. Series 1 and 2 were shot wholly in Ukrainian, We hired a Ukrainian editor but the Producer and Director did not speak Ukrainian, All the original material (scores of hours) had to be transcribed and translated into English, then a 'paper edit' had to be conducted, and subtitles in English put onto the reduced footage which was at this stage still about double to triple the length of the actual finished footage, Then the editing continued with the whole post-production team (editors, producers, directors, composers, sound editors etc) now able to understand the material. Series 2 had to undergo the opposite process. It was shot in English (to complete Series 1a (20 episodes which had already been shot in English), It was then edited in English and thereafter dubbed into Ukrainian. Again, an enormously labour-intensive and challenging process.



### Series Delivery

**Series 1:** Delivered in ten 60-minute episodes and designed for parents, caregivers, young adults, and adults. Each episode delivers a therapy workshop format session with a specialist/expert and different individual with mental health challenges. The series is intended to air one full-length episode per-week, with frequent repeats.

**Series 2:** Delivered in 40 episodes of 20 minutes each to be aired 2 episodes per week with frequent repeats. The episodes are in live action animation format for 2–7-year-olds with a focus on over 25 social and emotional outcomes.

**Series 3:** EAA Ukraine Refugee Education Modules converted to live action series in Polish and Ukrainian for 7–10-year-olds. Each episode is designed to focus on intercultural understanding, literacy, numeracy and play based modules. The series consists of 10 episodes of 20 minutes each, with one episode aired per week with additional resources available for facilitators and learners.

### Series Distribution

**Think Equal Website:** All three series are hosted on a newly developed Think Equal website which includes an optional one-click survey to collect viewer feedback. The platform also collected overall viewership data and geographic location data (both included in this report)

**Broadcast Media:** The three series are intended for TV to ensure dissemination at scale. TV partnerships have been in place with Inter Media, a leading media network in Ukraine, to broadcast shows to all Ukrainians. Broadcaster viewership data will be used to understand series reach at the end of the airing period. This strategy is also being extended to other broadcast networks and channels that cater to Ukrainian children and adults.

**Direct Dissemination:** To boost viewership and reach of the series, a local staff has been employed in Ukraine to meticulously develop a list of over 50 civil society organizations, nonprofits and government agencies and connect with them to share the series directly within their networks (Refer Annex V)

### Monitoring and Evaluation

A third-party evaluation was undertaken to sample 150 participants in Ukraine and Poland to engage with the three series to understand changes observed in their social and emotional competencies because of the three series. To achieve this, the following tools were used as part of a wider evaluation framework:

- Pre and Post surveys to assess SEL and coping skills through academically validated measures.
- Focus groups with children and adults to understand the qualitative experiences of engaging with the series on their lives.
- Pre-post caregiver surveys for series 2 to understand changes in social, emotional and physical competencies in children participating in the study.
- Follow-up surveys with facilitators for series 1 and 2 to validate findings from surveys and the impact of the experience on their lives.
- Detailed series specific reporting have been developed to analyse these findings within the appropriate context (MEL reports attached to this report).

## 5 Monitoring and evaluation overview:

### MEL Implementation and Timeline





Deliverable	Completed	Activity Summary
Develop and finalize MEL framework with evaluation partner PEI	April 2023	Tailored evaluation framework for series 1 and 2 was developed with experts and series 3 MEL framework and methodology was provided by EAA for implementation. The overall methodology included participant pre-post surveys, focus groups, and follow-up surveys to understand the impact of the programme on beneficiaries.
Selection of sample and location	May 2023	150 participants were selected through a convenience sampling approach to view the three series at sites across Ukraine and Poland. Gender and age considerations were also undertaken to develop a robust sample. Due to the ongoing conflict decreasing the number of males available for survey, the majority of viewers for series 1 were female.
Series MEL Implementation	May 2023	To accommodate the 4–5-month contractual delays and other delays in post-production, the MEL timelines on Series 1 and 3 were shifted by 3-4 months in agreement with EAA. Summer school holidays also caused delays for series 2 as participants were not available for viewings. As a result, the following timeline was observed for MEL. Series 1: June-Aug 2023 Series 2: Sep- Oct 2023 Series 3: May-Jun 2023
MEL Analysis: Series 1, 2, and 3	October 2023	To mitigate the delays caused by the school summer break in Poland, the delivery of the MEL reports was staggered, with series 1 and 3 analysis being made available by September 2023 and analysis for series 2 being delivered later to accommodate the school holidays.
Final MEL Report	December 2023	Following the delivery of the MEL, 3 detailed final reports were shared with EAA including data from all MEL activities. The MEL data alongside broadcast platforms has been analysed to compile this final report as agreed.

## Viewership data and location

Location	Viewership (Jan to Dec 2023)
Ukraine (digital)	619
Poland (digital)	38
Other locations (digital)	570
Ukraine (TV Viewership)	775,000 (Series 1 only)
<b>Total</b>	<b>776,227</b>

## 6 Partnerships established:





As part of the series development delivery and evaluation, the following partnerships were brokered:

- Yale University's Centre for Emotional Intelligence – contributed expertise on emotional literacy and emotion regulation; their 2 co-directors and founder (Dr Marc Brackett and Dr Robin Stern) have contributed to an hour-long episode of Series 1, working in therapy sessions with 2 Ukrainian refugees. Yale directors also waived fees amounting to \$2,000 and gave their time for free.
- The Children and War Foundation – Professor Bill Yule, arguably the world's leading expert on PTSD as a result of conflict, advised on Series 1 from a psychological therapeutic point of view.
- Positive Economic Institute (PEI)- conducted the Evaluation of the series.
- Classroom teachers in Poland and Ukraine as well as children and adults, viewed the series and yielded to evaluation thereafter.
- InterMedia TV Network – Broadcast Series 1 so far and others to follow (including a repeat of Series 1), across Ukraine.
- Local NGOs and associations in Ukraine- sent out promotions and the links to the series to their databases in order to amplify the reach of the series.
- Ukrainian Ministry of Education and Science – were to broadcast the series on their education channels. They have not passed on the opportunity but have not yet committed to broadcasting it.

## 7 Knowledge products/content created:

As a result of the partnership the project produced:

- Three series.
- Think Equal website to host the three series and collect one-click survey data
- Three trailers and supporting resources.
- Three MEL reports with quantitative and qualitative data from 150 viewers (Refer Annex I-III)

## 8 Project sustainability:

The availability of tailored content for TV and website positions this project to reach at scale over a long period of time, with the number of viewership growing as the three series increases its lifetime on TV and the website.

- The three series will be available open access for any organisation, individual, or country with Ukrainian refugees to use beyond the lifetime of the project through the Think Equal Website made specifically for this: <https://ukrainetv.thinkequal.org/>
- Think Equal has contracts with Mega TV in Ukraine to broadcast the series. Further channels can be explored along with those in other host countries with Ukrainian refugees to broadcast the series.
- The series can also be dubbed and translated in other languages to have wider application in other contexts as well.

## 9 Challenges & actions taken:

Challenges/Risks	Corrective/Mitigating measures
Due to unforeseeable delays to do with funding timelines and delays in the post-production process, the Series were unable to stick to pre agreed project timetables.	In order to accommodate the new timelines, the project agreement was altered to be valid until 31 <sup>st</sup> of January 2024 or until the completion of the Project as determined by EAA. This allowed for rigorous assessment of the 3 Series and also delivery of the final evaluation report.
The coinciding of the school holidays and the new project timelines meant that MEL activities for Series 2 had to be delayed protecting the integrity of the evaluation.	To deal with this challenge it was agreed to show more episodes per week to make up for lost time and ensure timely completion of the MEL.
Broadcast data was not obtainable from Ukrainian TV channels as operations have been suspended due to war or been delayed.	To estimate potential reach of the series, past viewership data of comparable programs in the Ukrainian channels was used, as well as alternate data sources to estimate the reach of the series, namely data and analytics from a YouTube platform where the series will be hosted.
At the time of final reporting, website views and TV viewership data is not at the targeted levels due to the delays highlighted above affecting the availability of the show to amass more views	To mitigate the need for increased viewership, Think Equal team have built relationships with Inter Media to air the series which did not receive airtime in 2023 the following year. Additionally, to increase viewership on the website, the three series have been shared with over 50 NGOs and civil society associations in Ukraine such as TV marathon, Ukrainian Institute of Education development, Association of Preschool Teachers etc.(refer Annex V).
The Think Equal website was only made available after the beginning of the MEL for Series 3, meaning there was less time available to gather one-click survey data than for the other two series.	Data on the website will continue to be monitored beyond scope of this project to assess the effectiveness of the Series.

## 10 Lessons learned: Include information about any overarching lessons learned and/or innovations that resulted in a significant strengthening of project implementation

Area	Lesson learnt
Distribution	In a war situation, normal operation of TV channels and associated mechanisms of viewership figure analysis which are 'normally' available

	<p>become suspended. More research will be conducted in future in unusual situations under disrupted circumstances.</p> <p>As far as dissemination of the series is concerned, in retrospect we believe a PR position should be included within the budget to work through the process, positing on social media throughout the filming and post-production. Sites Ukrainians use could have been targeted a lot earlier and with build-up, creating a viewership base, anticipating the programme and encouraging them to share the links to the series. We could also have engaged in some creative PR activities. This perhaps should have been foreseen as a need earlier and included in the budget.</p>
Budgeting and Timelines	<p>We should also bear in mind that we achieved very high quality, through a highly professionalised team of filmmakers working on much reduced costs because their heart was in the work. A producer (whom we paid approximately \$30,000 per series to) would normally earn well in excess of \$100,000 for a series). We need to learn the lesson that we should budget much higher figures in future, and not rely on good will.</p> <p>Finally, timelines should account for rapidly changing contexts in emergency situations. This is especially true for Series 3 where we had to return to the drawing board a number of times as the series evolved from being about integration for refugees in host countries, to building resilience in Ukrainians no matter where they are.</p>
Working in a foreign language	<p>A great deal more time (as much as 30-50% more time) is required than is normally the case for all the processes envisaged in production, when the prime language of shooting has to be an original language which is not shared by the filmmakers. All material has to be transcribed into the original language (Ukrainian), then translated into English. Then the English translation has to be subtitled onto the film footage, so that the post-production team can work on it.</p>



**11 Expenditures:** Include information about high-level figures about budget utilization and burnout percentage for EAA financial contribution.

<b>Project Number and burnout %</b>	<b>Project Total Allocation (EAA share)</b>	<b>Fund received as of end of reporting period</b>	<b>Fund utilized as of end of reporting period</b>	<b>Remaining to be paid</b>
EAA-IDD-CT-022-2022	Approved Amount in USD (EAA Portion Only) 708,732 (690,620 in-Cash and	552,496	676,386	123,890

	18,113 in Kind)			
%	100%	80% (Against total allocation)		

12 **Report endorsement:** This section should be signed both by representatives of the partner and IDD technical lead with dates.

Upon agreeing on a final version of the report with the country manager, please print, sign this page, and send it with the final version of the report as **PDF**.

<b>Project Title:</b>				
<b>Reporting Period:</b>		From:	To:	
<b>Implementing Partner:</b>				
<b>Report prepared by:</b>	<b>Name</b>	<b>Title</b>	<b>Signature</b>	<b>Date</b>
	Leslee Udwin	Founder and President		April 17, 2024
<b>IDD:</b>				
<b>Report reviewed by:</b>	<b>Name</b>	<b>Title</b>	<b>Signature</b>	<b>Date</b>
	Leena Zaher	Education Senior Specialist		March 20, 2024

### 15. ANNEX:

Annex I: <a href="#">Final MEL Report Series 1</a>	
Annex II: <a href="#">Final MEL Report Series 2</a>	
Annex III: <a href="#">Final MEL Report Series 3</a>	
Annex IV: <a href="#">Project Testimonials and Photo Documentation</a>	
Annex V: <a href="#">List of Organizations Contacted for Series Dissemination</a>	