

Dear friends and partners of Ukraine,

I am glad to share with you the latest issue of our monthly digest.

In September, the BRAND UKRAINE team helped with the organisation of the Third Summit of First Ladies and Gentlemen as part of our work to support the government's strategic communications capacity. We participated in program development, preparation of speakers and moderators, and also provided expert support with a sociological study of the mental health topic in 11 countries.

I invite you to read more about our activities below in this digest. As always, we remain open to partnerships and collaborations.

Sincerely,

Maria Lypiatska
Head of BRAND UKRAINE

UKRAINE IN WORLD MEDIA AND GLOBAL SEARCH

TRENDING UKRAINE-RELATED TOPICS IN WORLD'S TOP ONLINE NEWS MEDIA IN SEPTEMBER:

VOLODYMYR ZELENSKY'S VISIT TO USA

NEW YORK POST
Volodymyr Zelensky visits wounded Ukrainian soldiers at NYC hospital ahead of UN General Assembly

Evil cannot be trusted, says Zelensky in speech to UN

EXPRESS
Zelensky's jet lands in New York City ahead of crunch chat with Kevin McCarthy

KIM JONG UN'S VISIT TO RUSSIA

AP
Kim Jong Un's trip to Russia provides window into unique North Korean and Russian media coverage

Armored train carrying North Korea's Kim Jong Un crosses into Russia ahead of Putin meeting

The New York Times
Kim Jong-un and Putin Plan to Meet in Russia to Discuss Weapons

UKRAINIAN COUNTEROFFENSIVE

The Guardian
'Everything is ahead of us': Ukraine breaks Russian stronghold's first line of defence

After a frontline breakthrough, Ukraine appears optimistic it can further breach Russian defenses

AP
Russians press Ukraine in the northeast to distract from more important battles in counteroffensive

MISSILE ATTACKS ON UKRAINE (KYIV, KOSTIANTYNIVKA, LVIV, ODESA, AND PORTS OF RENI AND IZMAIL)

INDEPENDENT
Explosions shake Lviv as western Ukraine under air raid alerts for Russian drone strikes

BBC
Ukraine war: 15 killed during attack on market in 'peaceful city'

Russia strikes Ukrainian ports near NATO border ahead of talks to resume grain deal

The Washington Post
Russia attacks Odessa port, in latest assault on Ukrainian grain

TRENDING UKRAINE-RELATED TOPICS ON GOOGLE IN SEPTEMBER

UKRAINE-ENGLAND FOOTBALL MATCH

SEVASTOPOL

ELON MUSK AND STARLINK FOR UKRAINE

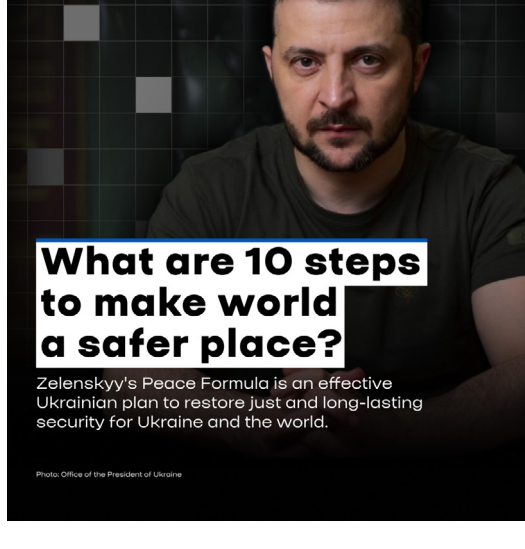
ATACMS

UKRAINE.UA SOCIAL MEDIA: IN TREND



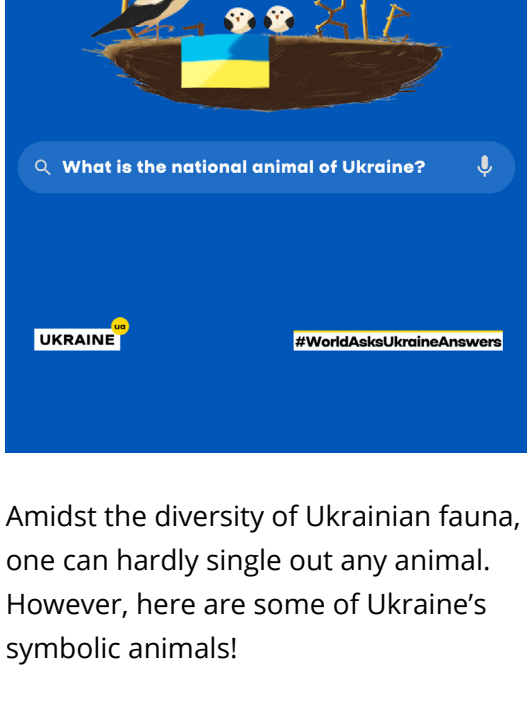
Lysychansk resisted Russian occupation in 2014 and fought hard from the first day of Russia's full-scale war but was occupied in July 2022. Learn more about Lysychansk's reality.

Learn More



The Peace Formula proposed by Ukrainian President Volodymyr Zelenskyy is the only way to restore just and long-lasting peace for Ukraine. Discover its points in our explainer.

Learn More



Amidst the diversity of Ukrainian fauna, one can hardly single out any animal. However, here are some of Ukraine's symbolic animals!

Learn More



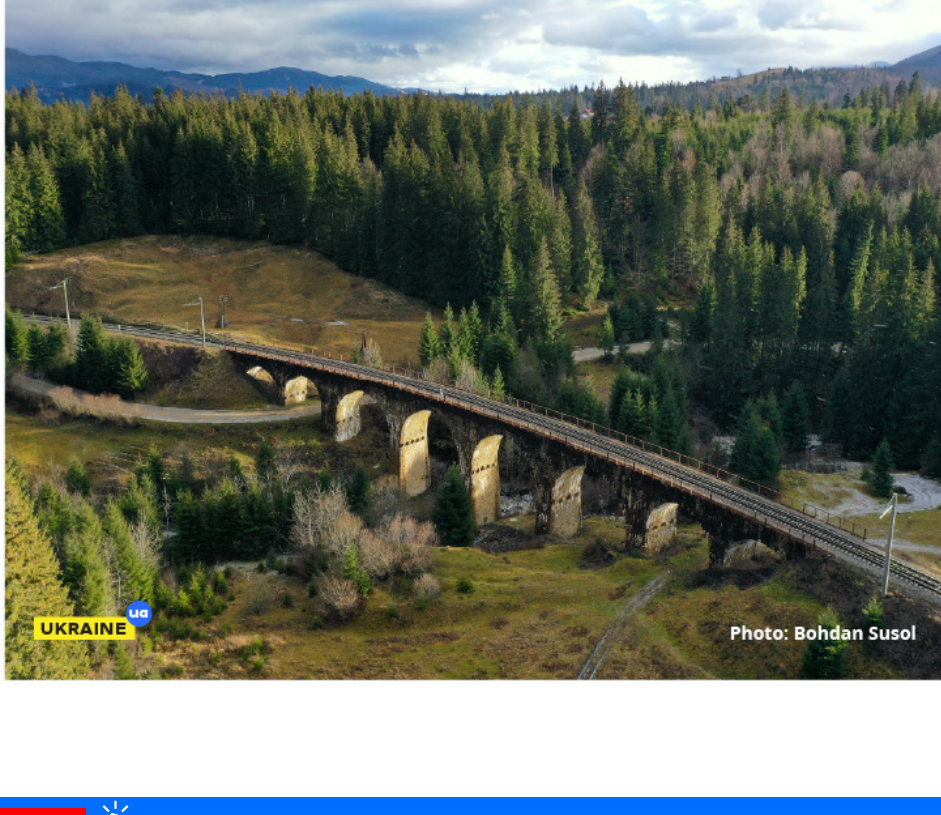
Mental health care is vital for all, so we are happy to share our resilience with the world by telling how to manage stress & help others.

Learn More

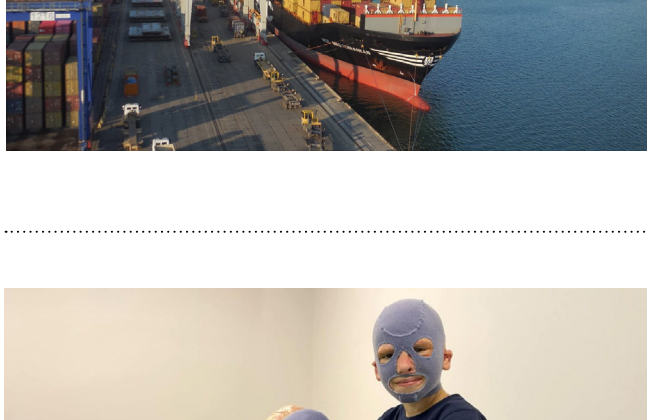
DIGITAL ECOSYSTEM OUTREACH

>20 million

Ukraine.ua digital ecosystem's outreach in September 2023

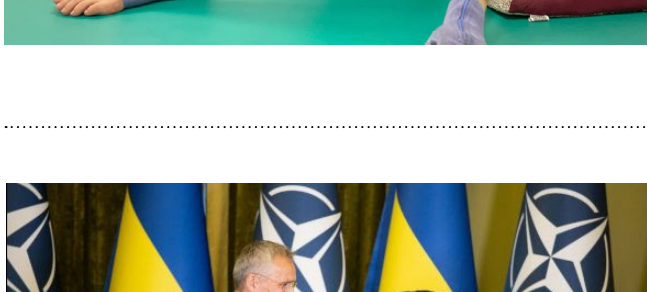


NEW EDITORIALS ON WAR.UKRAINE.UA



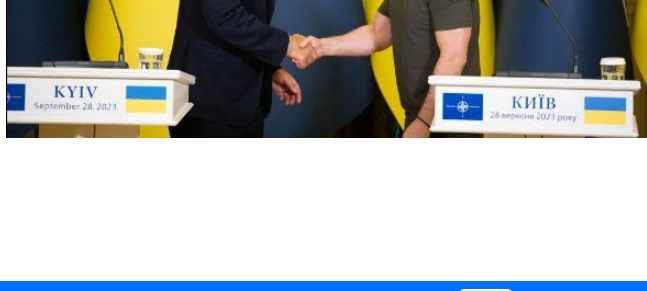
MORE THAN GRAIN: WHAT DOES UKRAINE EXPORT?

Ukraine is a key player in the global market, particularly with agricultural products, but Ukrainian exports are not limited to grain. The country is also known for its metallurgical complex, mineral products, transportation services, unique IT services, and even honey.



ROMAN SUFFERED 45% BURNS TO HIS BODY IN A RUSSIAN MISSILE STRIKE. HERE IS THE STORY OF HIS REHABILITATION

Roman Oleksiv returned to Ukraine from Germany, where he had been rehabilitating in Dresden. His recovery will continue in Lviv, where Ukrainian medics fought for his life in the first weeks after the injury.



IT TAKES TWO TO TANGO: UKRAINIAN PATH TO NATO

No matter how you look at it, the only really working option to guarantee Ukraine's long-term security has always been and remains its full-fledged membership in NATO.

BRAND UKRAINE TEAM NEWS

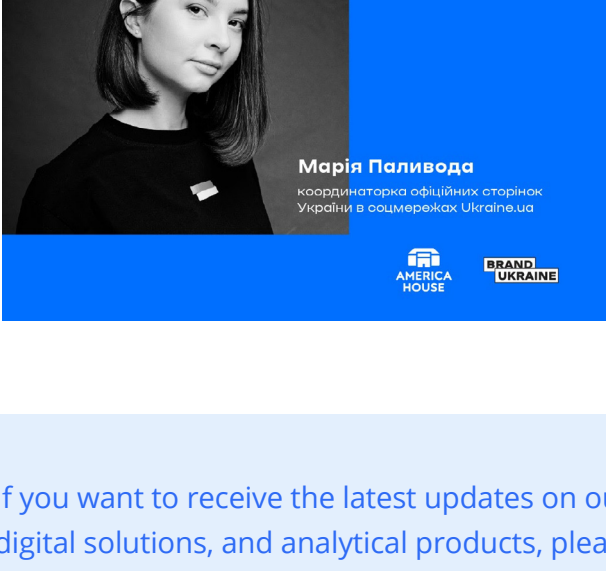
BRAND UKRAINE supported the Third Summit of First Ladies and Gentlemen

The BRAND UKRAINE team supported the organisation of the Summit in program development and training of speakers and moderators while also providing expert support in conducting and interpreting the results of a sociological study of the mental health topic in 11 countries.



Lecture on creative thinking for participants of the Point of Youth program at America House Kyiv

Maria Palyvoda, the coordinator of Ukraine.ua social media pages, held a lecture on creative thinking for the participants of the Point of Youth program organised by America House Kyiv. She spoke about the creative digital approaches of the BRAND UKRAINE team and shared with the young people exercises that will help develop creative thinking.



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DO YOU WANT TO BECOME OUR PARTNER?

We in BRAND UKRAINE organisation highly value partnerships. We believe in strong relationships based on mutual trust, respect, and effective collaboration, while working together to develop shared success. We look forward to welcoming new partners to build game-changing projects. Please, feel free to contact Sofiya Dzhurynska at sofiya.dzhurynska@brandukraine.org.ua

BRAND UKRAINE

BRAND UKRAINE is a non-governmental organisation that brings together like-minded people and experts in strategic communications and international projects. Our team helps develop a strong and sustainable brand of Ukraine in the world, form its positive image and agency by developing lovemark projects and campaigns, digital solutions, and analytical products.

Read more on BRAND UKRAINE's [website](#).

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