

Dear friends and partners of Ukraine,

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

This month, our team continued to work on designing our future projects and focused on the events celebrated in Ukraine. We also traditionally closely followed news coverage and mentions of Ukraine in the global media.

In August, **Ukraine celebrated its 32nd anniversary of independence**. Our team prepared a **special newsletter**, presenting insightful materials about Ukraine's rich history.

We also introduced the **concept of "Volia"** for our foreign followers — Ukrainian life philosophy, which helps us to protect our freedom, dignity, independence, values and remain strong in the fight against the aggressor every day.

The BRAND UKRAINE team, scaled up by the new colleagues, participated in the **strategy session** in the Carpathian Mountains, which allowed us to revise our goals and priority areas for the next year and a half.

Finally, we want to share pleasant news about our **cooperation with Ukrzaliznytsia**. **#WhatWeAreFightingFor** video by Ukraine.ua was launched on all Intercity and Intercity+ trains with domestic and international connections.

This video is a part of the comprehensive international communication campaign **#WhatWeAreFightingFor** that promotes the principles of peace, integrated into the President's Peace Formula. It also explains the values of Ukrainians shared with the world's nations and celebrates the diversity of Ukrainian regions.

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

Sincerely,
 Maria Lypiatka
 Head of BRAND UKRAINE

UKRAINE IN WORLD MEDIA AND GLOBAL SEARCH

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

THE DEATH OF YEVGENY PRIGOZHIN, THE LEADER OF THE WAGNER PMC

The New York Times

Leaderless and Exposed, Russia's Wagner Faces an Uncertain Future

What we know — and don't — about the Russian crash that possibly killed Prigozhin

The Guardian

Patriot, traitor, martyr ... legacy of Prigozhin is still unwritten

The Washington Post

EUROPE

Russia's elite draws one lesson from downed plane: Cross Putin and die

DRONE ATTACKS IN RUSSIA

The Guardian

Dozens injured in explosion at factory near Moscow said to hold fireworks

NEW YORK POST

Ukrainian drone damages building in Moscow disrupting air traffic, Russia says

NEWS

Massive explosion hits plant near Moscow, injuring dozens

UKRAINIAN COUNTEROFFENSIVE

The New York Times

Ukraine Recaptures a Small Village as Russian Forces Retreat

The Washington Post

EUROPE

Ukraine running out of options to retake significant territory

The Guardian

Ukraine forces have retaken land near Bakhmut from Russia, Kyiv says

RUSSIAN MISSILE ATTACKS ON UKRAINE

The Washington Post

EUROPE

Ukraine running out of options to retake significant territory

BBC

Ukraine war: Seven killed in Russian missile strike on eastern town of Pokrovsk

NEW YORK POST

At least 4 killed, 19 injured in Russian rocket attacks on western Ukraine

TRENDING UKRAINE-RELATED TOPICS ON GOOGLE IN AUGUST

ROBOTYNE, UROZHAINIE

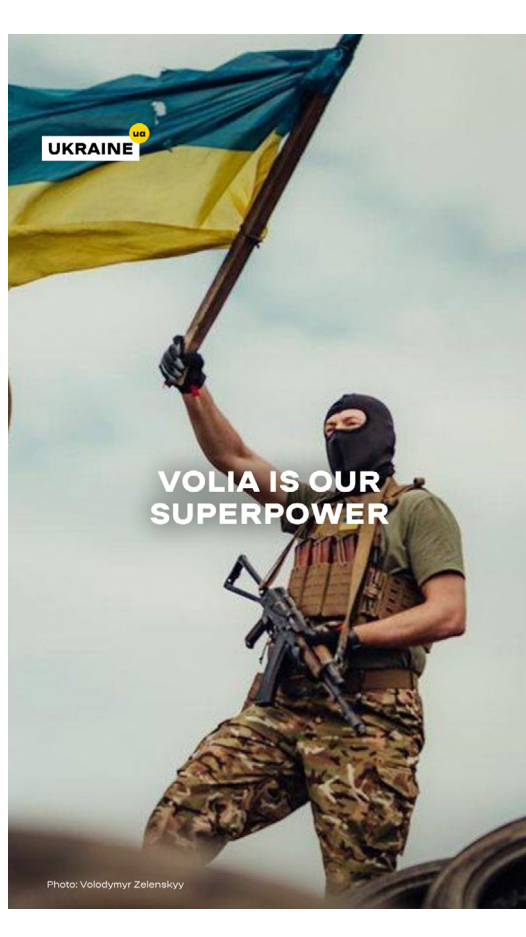
INDEPENDENCE DAY OF UKRAINE

GAME4UKRAINE

F-16

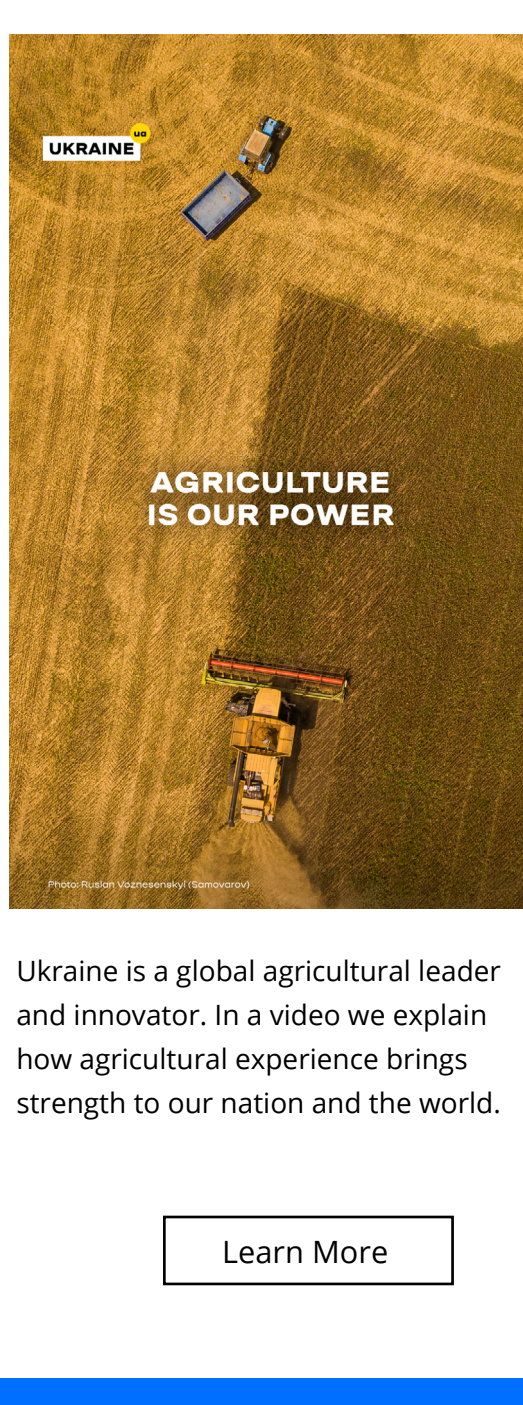
UKRAINE.UA SOCIAL MEDIA: IN TREND

UKRAINE



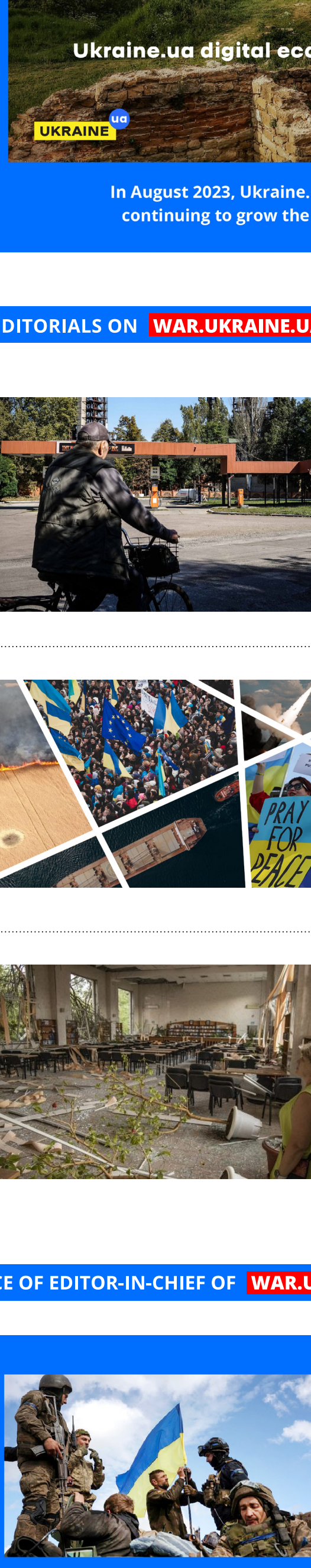
Ahead of the Third Summit of First Ladies and Gentlemen, organized in Ukraine on September 6, we share stories about first ladies who made decisive actions to benefit their societies.

Learn More



We are stronger when we are united. And this unity was shown again with a joint congratulation post with the official tourism Instagram account of Great Britain on Ukraine's Independence Day.

Learn More



In all fights for our independence, we found strength in volia (воля) — a Ukrainian life philosophy, an unbreakable will, a choice to be free. Here is how we understand our volia.

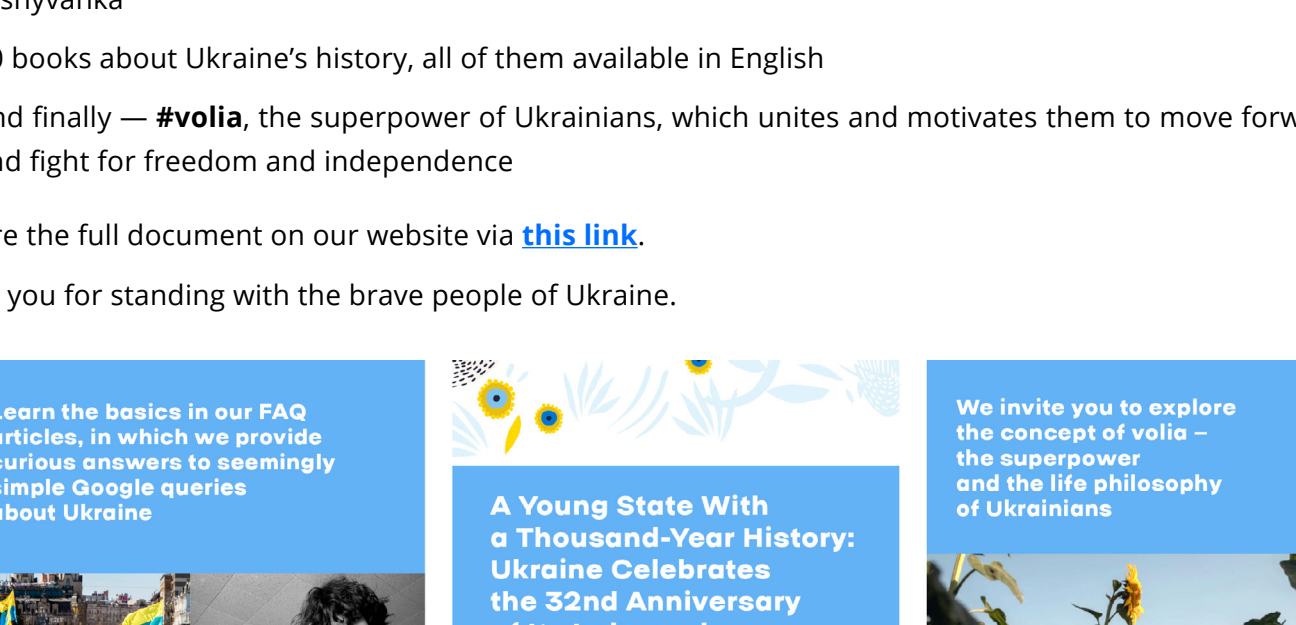
Learn More



Ukraine is a global agricultural leader and innovator. In a video we explain how agricultural experience brings strength to our nation and the world.

Learn More

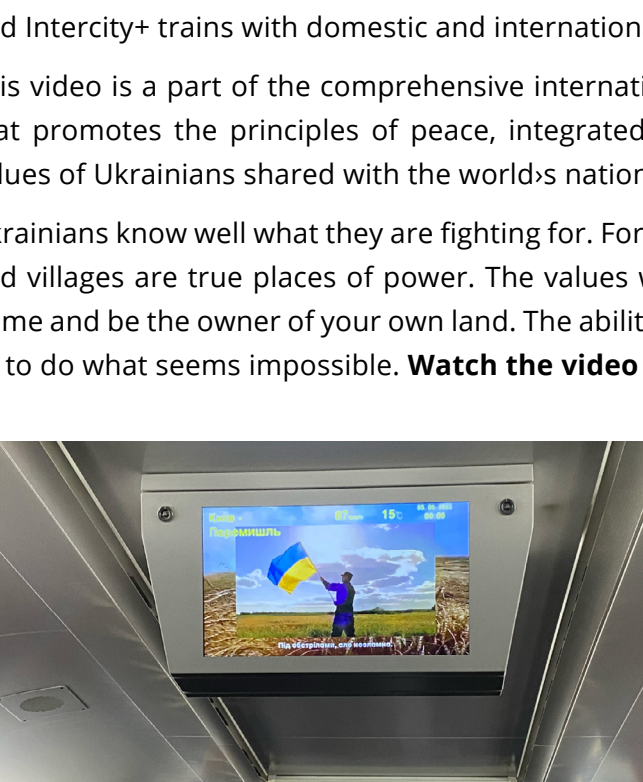
DIGITAL ECOSYSTEM OUTREACH



In August 2023, Ukraine.ua reached over 46 million digital contacts, continuing to grow the regular community across our platforms.

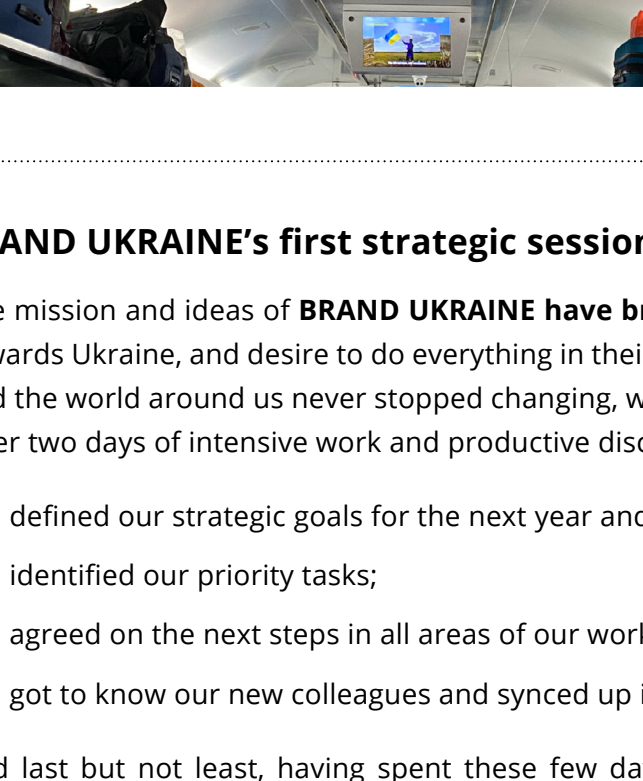
NEW EDITORIALS ON WAR.UKRAINE.UA

WAR.UKRAINE.UA



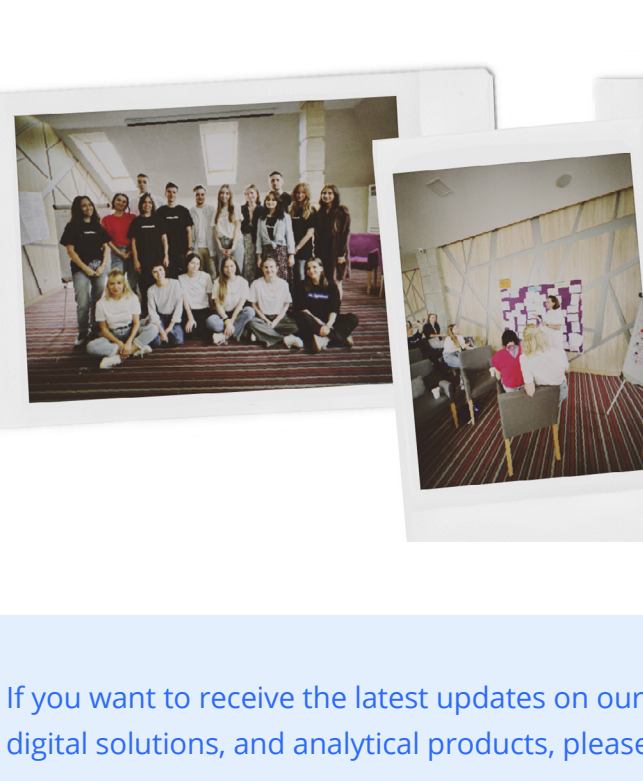
HOW DOES UKRAINIAN NEW YORK LIVE: A NAMESAKE AT THE FRONTLINE

The war has dramatically changed the lives of the town and its residents, but it has not ruined their hopes of seeing thousands of tourists here one day.



7 LIES ABOUT UKRAINE THAT RUSSIAN PROPAGANDA SPREADS IN AFRICAN COUNTRIES

Proxy war, racism, and not your business: let's examine seven fakes Russia has targeted at African countries, and explain why the Ukrainian reality is rather different.



LIVE TO TEACH: 4 STORIES ABOUT DEDICATION AND RESILIENCE OF UKRAINIAN TEACHERS DURING WARTIME

In the face of the extreme circumstances of the full-scale war, Ukrainian education carried on thanks to the unwavering commitment of Ukrainian teachers. Here are their stories.

CHOICE OF EDITOR-IN-CHIEF OF WAR.UKRAINE.UA

WAR.UKRAINE.UA

WHAT IS VOLIA, THE UKRAINIAN SUPERPOWER THAT KEEPS US GOING?

"Volia" can be translated as "will" or "freedom", but it is so much more: the way of living and the internal driving power to overcome all obstacles.

WHAT IS ZELENSKY'S 10-POINT PEACE PLAN?

The peace formula proposed by the Ukrainian President remains the only way to restore just and long-lasting peace for Ukraine. What steps does it involve?

BRAND UKRAINE TEAM NEWS

BRAND UKRAINE

On August 24, Ukraine celebrated its 32nd anniversary of independence

Our team prepared a special newsletter, presenting captivating materials to offer deeper insights into Ukraine's rich history. The following selection of materials will help you better understand Ukrainians and **#WhatWeAreFightingFor**:

- ◆ Ukraine's symbols of statehood and the path towards democratic society with European values
- ◆ Blue and yellow flag that became a symbol of bravery and Ukraine's traditional embroidered shirt — vyshyvanka
- ◆ 10 books about Ukraine's history, all of them available in English
- ◆ And finally — **#volia**, the superpower of Ukrainians, which unites and motivates them to move forward and fight for freedom and independence

Explore the full document on our website via [this link](#).

Thank you for standing with the brave people of Ukraine.

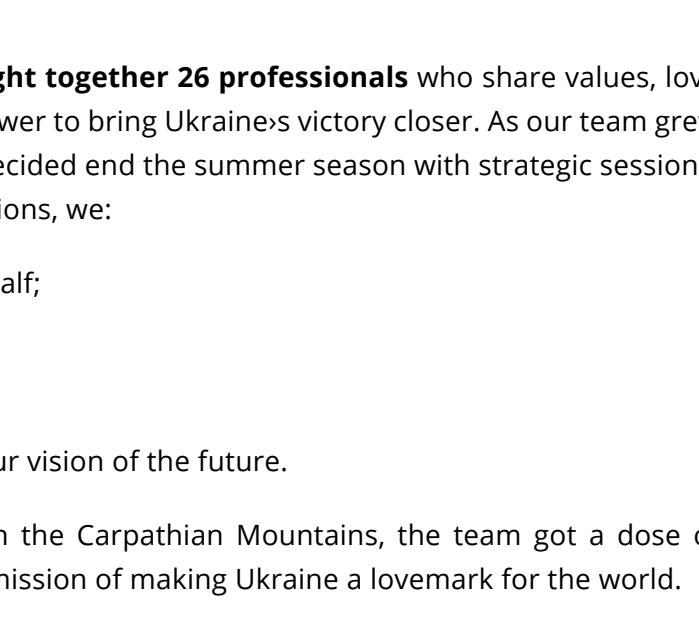
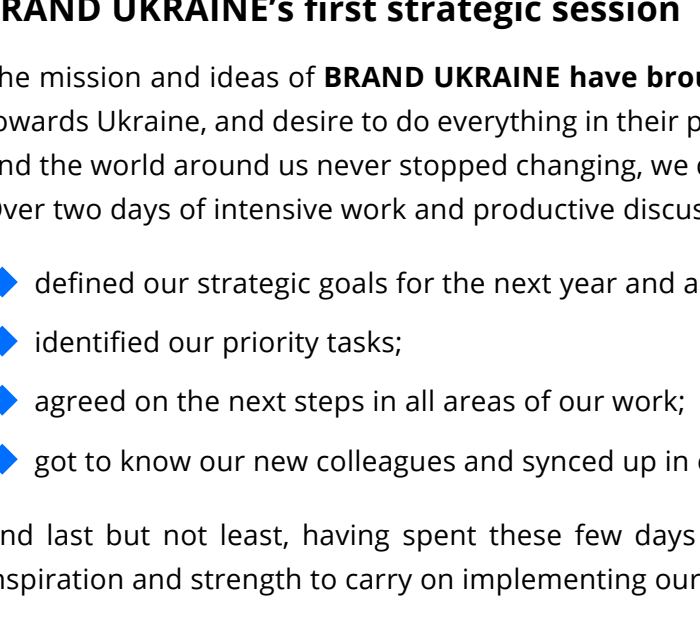


Ukrzaliznytsia & BRAND UKRAINE: #WhatWeAreFightingFor video launched on Intercity trains

In cooperation with Ukrzaliznytsia, **#WhatWeAreFightingFor** video by Ukraine.ua was launched on all Intercity and Intercity+ trains with domestic and international connections by the end of this year.

This video is a part of the comprehensive international communication campaign **#WhatWeAreFightingFor** that promotes the principles of peace, integrated into the President's Peace Formula. It also explains the values of Ukrainians shared with the world's nations and celebrates the diversity of Ukrainian regions.

Ukrainians know well what they are fighting for. For the people we love and for those who inspire us. The cities and villages are true places of power. The values worth fighting for against the enemy. The ability to live at home and be the owner of your own land. The ability to build a future we want. For something that encourages us to do what seems impossible. **Watch the video here.**



BRAND UKRAINE's first strategic session

The mission and ideas of **BRAND UKRAINE** have brought together **26 professionals** who share values, love towards Ukraine, and desire to do everything in their power to bring Ukraine's victory closer. As our team grew and the world around us never stopped changing, we decided end the summer season with strategic sessions. Over two days of intensive work and productive discussions, we:

- ◆ defined our strategic goals for the next year and a half;
- ◆ identified our priority tasks;
- ◆ agreed on the next steps in all areas of our work;
- ◆ got to know our new colleagues and synced up in our vision of the future.

And last but not least, having spent these few days in the Carpathian Mountains, the team got a dose of inspiration and strength to carry on implementing our mission of making Ukraine a lovemark for the world.



If you want to receive the latest updates on our international projects, communication campaigns, digital solutions, and analytical products, please subscribe to BRAND UKRAINE newsletter.

SUBSCRIBE HERE

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 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](#).

Follow us on social media: [Facebook](#), [Linkedin](#).

MORE ON WAR.UKRAINE.UA

