



## **OPERATING PROCEDURES** **of the All-Ukrainian Contest “What’s Yours Is More Reliable!”** **for Local Mass Media for the Best Story on the Accumulation Pension System in Ukraine**

**Organizers:** the National Commission that regulates financial services markets, the USAID Financial Sector Development Project (FINREP), the Journalist Foundation of Ukraine and the Pension Reform Academy

**Partners:** the Pension Reserve Administrator Pension Fund Administrator and the National Reserve Asset Management Company.

### **2. Objectives:**

- Raise public awareness of the pension reform framework in Ukraine;
- Highlight specific features and benefits of the accumulation pension system;
- Promote best practices of the use of the accumulation pension system to improve financial well-being in the old age;
- Improve economic and financial culture of the public, facilitate gaining an understanding of accumulation administrator selection criteria;
- Provide the opportunity to express through mass media one’s thoughts on the accumulation pension system, ask questions of professionals and receive essential explanations that will be of interest to a wide readership.

### **3. Conditions of the Contest:**

**Timeframe:** September 15, 2011–April 15, 2012.

#### **Contest participants:**

Participation in the contest is open to regional, city, city district, and district mass media of any ownership type.

Considered for the contest will be videos and audio recordings, materials published in printed and Internet mass media **after September 15, 2011** on the following topics:

- The course of pension reform with respect to the implementation of the mandatory accumulation pension system;
- Prospects of the implementation and operation of the mandatory accumulation pension system;
- Ensuring safety of pension accumulations;
- Services of non-state pension funds to the public;
- Managing pension assets for the benefit of the accumulation pension system participants;
- Quality of the administration of non-state pension funds;
- Interaction of non-state pension funds and other accumulation pension system participants with the public (awareness and promotion efforts, quality of services provided to non-state pension funds participants);
- Questions and answers, real-life stories, selections of letters from readers about the mandatory accumulation pension system and private pension system.

In assessing contest materials, the preference will be given to a systemic approach to the topic coverage, maintaining regular columns, involving the general public in the discussion, analyzing the current status of pension reform in the region, criticizing drawbacks and promoting best practices, highlighting different viewpoints, practical experience and real-life situations related to pension accumulations.

It is preferable to have highlights of opinions of ordinary citizens, employers, government officials, activists of non-governmental organizations, and trade unions on the mandatory accumulation pension system,

requirements and expectations from its implementation and requirements for private pensions.

When contest materials are published, it is **required** that they contain a reference to the contest.

Materials that do not cover one of the topics mentioned above will not be considered.

The Pension Reform Academy stands ready to provide contest participants with various materials and consultations for a comprehensive coverage of contest topics.

#### **Form of presentation:**

Copies of newspapers, video-, audio-, CD records with contest materials should be sent to the Pension Reform Academy together with the submission from the editorial board with the following information:

- Full name, address, contact telephone/fax numbers, e-mail of the editorial board;
- List of printed materials attached;
- Organizational events held by the editorial board, actions, relevant projects implemented; names and positions of the staff participated in the program sent to the contest.

Materials with a cover letter should be sent or delivered to the Pension Reform Academy (12π Heroyiv Stalingradu Street, Kyiv, 04210) **by April 15, 2012** with a note: Contest “What’s Yours Is More Reliable!”.

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#### **4. Panel:**

To assess contest materials, the organizing committee will form a panel of at least five people:

- a representative of the National Commission that regulates financial services markets;
- a representative of the Journalist Foundation of Ukraine;
- an expert from the USAID Financial Sector Development Project (FINREP);
- an expert from the Pension Reform Academy;
- leading journalists from local mass media.

#### **5. Prizes:**

- First place – notebook;
- Second place – digital camera;
- Third place – digital dictaphone.

In addition, the panel can give personal awards to some editors and journalists.

#### **6. Determining contest winners:**

During the period from May 1 through May 15, 2012, the panel studies copies of the materials submitted for the contest. The contest winners shall be determined by a simple majority vote of panel members. In the event of a tie vote, those who sent more materials for the contest or sent them earlier before the deadline will have an advantage.

If many materials are submitted for the contest, the selection will consist of two phases:

Phase 1: from May 1 through May 15, 2012 – top 15 contenders will be selected;

Phase 2: from May 15 through May 20, 2012 – 3 winners will be determined.

#### **7. Announcing contest results:**

The contest results will be made public by June 15, 2012, at the summary press conference where the award ceremony will take place.

**ORGANIZING COMMITTEE**