



September 15, 2011

Press Release

## The Second All-Ukrainian Contest “What’s Yours Is More Reliable!” Starts

The Second All-Ukrainian Contest “What’s Yours Is More Reliable!” for local mass media on the best story about the accumulation pension system in Ukraine starts on September 15, 2011. This year, the contest is organized by 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 of the contest are: the Pension Reserve Administrator Pension Fund Administrator and the National Reserve Asset Management Company.

The contest aims to raise public awareness of the benefits of the accumulation pension system, fill the information gap about pension reform, highlight challenges in the accumulation pension system, promote the implementation of the mandatory accumulation pension system and improvement of the private pension system, and, most importantly, to give citizens the opportunity to say through mass media what they think of the accumulation pension system, tell real-life stories, ask questions of professionals, and receive explanations.

Participation in the contest is open to regional, city, city district, and district mass media of any ownership type. Winners to be determined by a competent panel will be awarded with: a notebook for the first place; a digital camera for the second place, a digital dictaphone for the third place.

In determining winners, the panel will give preference 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, materials that contain opinions of ordinary citizens employers, government officials, activists of non-governmental organizations, and trade unions on the accumulation pension system, requirements and expectations from the implementation of the mandatory accumulation pension system and requirements for private pensions. The contest panel will accept video- and audio recordings, materials published in printed and internet media.

The Pension Reform Academy, as a co-organizer of the contest, will provide mass media representatives with various informational materials, consulting assistance in pension reform and private pension issues.

The contest will last until April 15, 2012. To be considered for the contest, materials must be received by the Pension Reform Academy before this date. The contest results will be announced by June 15, 2012 at the summary press conference where winners and laureates will be awarded.

For more information about the topics of the contest, please visit the co-organizers’ websites: [www.pension-academy.kiev.ua](http://www.pension-academy.kiev.ua) and [www.pension.kiev.ua](http://www.pension.kiev.ua).

For your information: based on results of the First All-Ukrainian Contest for local mass media for the best story on the accumulation pension system in Ukraine “Pension Reform Steps”, the first place and the prize - notebook were awarded to Olexandra Tuvishva, staff reporter of the Zarya Prysivashia (Jankoi), the second place and the prize – camera were awarded to Kateryna Romanik from the Rivne Regional State Broadcasting Company. The third place and the prize – dictaphone were awarded to the editorial board of the *Suspilstvo i sotsialna polityka* magazine (Society and Social Policy Magazine).