THE ROLE OF 'PEOPLE OF ACTION' IN ENHANCING UKRAINE'S SOFT POWER AND CONTRIBUTING TO ITS SUCCESS IN THE ONGOING CONFLICT WITH RUSSIA

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GLOBAL SOFT POWER INDEX 2023

Ukraine: Score 37, Up 14

Since February 24th, how has the Ukrainian population transformed into a critical component of Ukraines soft power, and how have they altered how the rest of the world views Ukraines capabilities?
Mobilization of Civil Society

Common Sense of Purpose

Immigration

Instagram Pages Created by Regular People:

- Ukraine: 180K
- Ukraine: 397K
- Ukraine: 1.1M

Unissued Diplomas' Exhibits

Ukrainians Sing Carol of the Bells at Carnegie Hall

#ukraine - 36.9M Posts
- "I NEED AMMUNITION NOT A RIDE"

- 563 VIDEOS:
  "OUR" - 4400
  "UKRAINE" - 956
  "LIFE" - 586

- GOVERNMENT-RUN PLATFORM TO RAISE MONEY

- GRATITUDE AND RECOGNITION OF PEOPLE
THE POWER OF SOFT POWER:

- Recognizing the agency of people
- Valuing cultural diversity
- Engaging with civil society
- Supporting grassroots initiatives
- Leveraging digital platforms