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# UKRAINE OF THE FUTURE:

EU ACCESSION, POST-WAR  
RECONSTRUCTION, ENVIRONMENTAL  
CHALLENGES, AND ENERGY  
INDEPENDENCE THROUGH THE EYES  
OF AVERAGE UKRAINIANS

Policy Brief based on a nationwide public opinion survey

February 2024





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This policy brief offers the analysis of the findings of the public opinion survey of Ukrainian citizens on post-war green recovery, attitudes towards environmental and energy issues in times of war, and accession to the EU.

The brief identifies the main trends in Ukrainians' attitude to the environment, energy, accession to the EU during the war, as well as a vision of Ukraine's future. It contains some comparisons with the data of the nationwide public opinion poll carried out in 2023.

This publication was prepared with the financial support of the European Union within the framework of the project «Mainstreaming sustainable development in Ukraine in line with the European Green Deal». The project is implemented by consortium of civil society organizations: DiXi Group (coordinator), Resource and Analysis Center «Society and Environment», Energy Efficient Cities of Ukraine (EECU) Association, Ukrainian Leadership Academy, Women's Energy Club of Ukraine, DZYGA, PLATO.

Public opinion survey was made possible with the support of the Federal Ministry of Foreign Affairs of Germany within the framework of the project «Ukraine in Europe – German-Ukrainian Parliamentary Dialogue, Strengthening Ukraine Competence in Germany and Promoting Ukraine's European Integration», implemented in partnership with the Center for Liberal Modernity (Zentrum Liberale Moderne).

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## SUMMARY

(Key Conclusions and Recommendations)

The 2024 public opinion survey reveals two key trends for most respondents:

**A growing impact of the war on public opinions, even on matters directly not related to the war.**

**Low citizens' awareness of many pertinent issues (both about the post-war reconstruction and Ukraine's future EU accession).**

**Ukrainians realize the significance of environmental problems during the war: no environmental problem from the list offered was rated less than 26%.** The “leaders” of environmental problems during the war are the landmining of territories (80.5%) and war waste (rubble of destroyed buildings, remnants of military equipment, etc.) (71.8%). Compared to the findings of a public opinion survey conducted in early 2023, the number of people concerned about almost all the proposed environmental problems has increased. The largest increase is observed in matters of land mines, where the share grew from 40.4% to 80.5%. The share of those concerned about the issue of possible radioactive contamination has increased compared to 2023 (34.8%), but the number of citizens who consider it a serious problem remains lower compared to other problems.

**Ukrainians understand the seriousness of the damage caused to the environment of Ukraine as a result of Russian aggression, but Ukrainian people are not inclined to use the money (from possible compensation of environmental losses by Russia) to restore the environment.** The use of funds for environmental purposes (cleaning of water bodies and rivers, restoration of forests, reserves, and other natural areas) is supported by 31.8% of respondents. According to respondents, there are three priorities where funds for compensation for environmental damage should be used for: support and development of the army (61.6%), restoration of housing and infrastructure (57.1%), and compensation to people affected by hostilities (55.6%).

**Energy independence and affordable prices for gas, electricity and heating remain important (as in 2023). They continue to be top policy priorities for Ukrainians – supported by 50% and 59% of respondents, respectively.** We observe an alarming trend regarding the measures related to greening and decarbonization of the energy sector: their support is decreasing. In 2024, there's a decrease in the share of those who support the transition to clean energy sources (from 30.4% in 2023 to 25.4%) and the reduction of harmful effects on the environment (from 35.1% to 14.7%). Despite the high level of support for energy independence, 48% of respondents are not ready for any additional costs or efforts to achieve it.

**Ukrainians believe that the post-war reconstruction and development of Ukraine needs to begin with the rebuilding of housing and infrastructure facilities.** This is supported by 46.6% of respondents. The tough fight with corruption in using reconstruction funds have been a top priority for Ukrainian people for two years now, when it comes to post-war recovery of Ukraine. Moreover, the share of respondents supporting this principle has grown: 68.9% in 2024 vs 43.1% in 2023. Next top three priorities are national security, including energy and defense (41.3%), “build back better” (39.4%), and creating conditions for people to return home (38.3%). Green reconstruction (development of energy efficiency, renewables, eco-transport, and environment protection) is prioritized by only 22.6%.

**Ukrainian people do not receive enough information on Ukraine's future EU membership. Furthermore, awareness levels have dropped compared to the 2023 survey results.** Only 32.1% of respondents have some idea about the impact of EU integration reforms on them personally, while 33.4% are aware of the requirements that Ukraine must meet.

**Respondents have little information about post-war reconstruction tools and energy efficiency programs.** Ukrainians have hardly used any government programs for energy efficiency or restoration of buildings since the outbreak of full-scale invasion of Russia against Ukraine (89.3%). 6.1% of respondents are not aware of such programs at all. 64.2% of respondents are not aware of any of the reconstruction planning processes. They are the least aware of the DREAM digital restoration ecosystem for accountable management (3.7%).

**Workforce (55.3%), land (black soil, forests) (53.2%) and raw materials (42%) are the most important benefits that, according to Ukrainians, the EU would gain from Ukraine's accession.** On the other hand, Ukrainians believe that the key benefit for Ukraine from EU membership is an increase in investment (39.6%). The second and third rated benefits are reduced corruption and increased transparency of government (35.4%), as well as economic growth and new jobs (33.8%), respectively. As for the delegation of important decisions to the European Union level, respondents take this perspective neutrally (28.29%), or rather positively (23.81%), and positively (22.95%). In other words, more than half of Ukrainians approve of the fact that certain decisions in the future will be made at the EU level, rather than at the national level.

**One of the key recommendations for all stakeholders involved in informing the population on important issues is the need to increase both the awareness of the post-war reconstruction of Ukraine and the understanding of the process and consequences of EU membership.**

It is necessary to convey to citizens more information about the reconstruction tools which they could use directly.

An important aspect is also informing about the green reconstruction, as well as the restoration of the environment after the war, including the direct impact of the war on the citizens' environmental quality of life.

Every reform that brings us to full EU membership should be clearly articulated and communicated. The positive aspects of joining the EU for the life of Ukrainian people should be promoted among the population: they will be more protected in their rights, they will have more chances for development, higher living standards and confidence in the future. This is more relevant than ever, given the war with Russia and its aggressive information policy that Russia deliberately pursues to discredit the current Ukrainian government and the country's foreign policy as a whole.

The survey results reveal the need to improve the information campaign on European integration, taking into account the specific impact on the personal lives of citizens and providing details on the way to joining the EU. It is essential to develop communication tools and provide accessible and understandable information resources to ensure better public awareness and contribute to supporting European integration efforts.

An important message for civil society comes from the willingness of many respondents to join the public or volunteer movements, which indicates the potential for increasing the involvement of citizens in various areas of public life, including environmental.

## INTRODUCTION

Ukraine continues to suffer from Russia's armed aggression against our country: people die every day, critical infrastructure, housing, industrial facilities are destroyed, and the environment suffers huge damage. However, Ukrainians believe in victory and plan their post-war life today, and look to the future with hope.

In order to plan the post-war reconstruction and recovery of Ukraine, as well as to take the necessary steps for Ukraine's early accession to the EU, it is essential to know the opinion of Ukrainian citizens. We need to understand what they think about environmental and energy issues during the war, how they see Ukraine of the future and its post-war reconstruction, what they prioritize and what can be postponed until later, and whether they are ready to join the EU.

We tried to analyze the answers to these and related questions in a policy paper developed on results of a national public opinion survey conducted by the FAMA Sociological Agency in early 2024. Some questions have been compared with the findings of the 2023 public opinion poll.<sup>1</sup>

The survey was conducted by face-to-face interviews. In total, 2,000 residents of Ukraine aged 18+ were interviewed. For safety reasons, the survey was not conducted in the Donetsk, Luhansk, Kherson, Zaporizhzhia regions, and the Autonomous Republic of Crimea. The survey was conducted within the framework of the project «Mainstreaming sustainable development in Ukraine in line with the European Green Deal» with the financial support of the European Union, as well as the project «Ukraine in Europe – German-Ukrainian Parliamentary Dialogue, Strengthening Ukraine Competence in Germany and Promoting Ukraine's European Integration» implemented by DiXi Group in partnership with the Center for Liberal Modernity (Zentrum Liberale Moderne) with the financial support of the Federal Ministry of Foreign Affairs of Germany.

The objective of this policy brief is to identify key trends and opinions of Ukrainian people on post-war reconstruction of Ukraine, their attitudes to environmental problems and energy reforms during the war, and on Ukraine's EU accession. Our additional objective was to offer recommendations on awareness raising and addressing the challenges.

The paper includes three main sections:

- I. Environment and energy sector during the war. The section analyzes the results of the survey on such issues as the relevance of environmental problems during the war, the seriousness of the damage caused to Ukraine's environment, the most important measures in Ukraine's policy in the field of energy, what Ukrainians are ready for in order to achieve energy independence, on the participation of Ukrainians in state energy efficiency programs and restoration of buildings, as well as on the involvement of Ukrainians in public and volunteer activities.
- II. Ukraine of the future: post-war reconstruction and green topics. This section analyzes the support to principles of post-war recovery and reconstruction of Ukraine (comparison with 2023 is also provided), awareness of the processes of post-war reconstruction in Ukraine, what the compensations for environmental damage should be used for, where to start green recovery and development, and the vision of the future of Ukraine and its cities.

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<sup>1</sup> How the war changed Ukrainians: public opinion poll about the war, environment, post-war reconstruction, and EU accession. Policy brief. Resume. – Resource and Analysis Center “Society and Environment” (2023). // <https://www.rac.org.ua/uploads/content/674/files/summaryhow-the-war-changed-ukrainiansfinaleng.pdf>

- III. Ukraine's accession to the EU. The section analyzes the issues of awareness by Ukrainians about the EU accession process, particularly the negotiation process, the necessary reforms, and the requirements for Ukraine. It also offers information on respondents' vision of benefits for Ukrainians and for EU citizens from Ukraine's future membership. We also analyzed the attitudes towards delegating important decisions from the Verkhovna Rada or the Government of Ukraine to the EU level.

The paper may be of interest to representatives of public authorities, local authorities, NGOs, think tanks, donors and international organizations, and to experts dealing with the post-war reconstruction of Ukraine, the implementation of reforms in the areas of the European Green Deal, European integration of Ukraine, and raising the environmental awareness of Ukrainian citizens.

## CHAPTER I.

# ENVIRONMENT AND ENERGY SECTORS DURING THE WAR

Ukrainian people understand the relevance of environmental challenges during the war: all of the suggested environmental problems received 26% or more of support by the respondents.

The major environmental problem related to Russia's armed aggression against Ukraine is the land mining of territories. It is the opinion of 80% of surveyed Ukrainian citizens. This number has doubled compared to 2023.

More Ukrainians are concerned about the possible radioactive contamination of Ukraine but the share is low compared to other environmental problems during the war.

73.4% of respondents believe that the damage caused to Ukraine's environment by Russian aggression is exceptionally severe.

59% of Ukrainians think that ensuring affordable tariffs on natural gas, electricity, and heating for people is the most important objective of Ukraine's national energy policy. 50% believe the most important objective is energy independence.

39% of Ukrainians believe the efforts should focus on combatting monopolies, in particular to be able to choose electricity or gas suppliers. 25% of respondents think that state energy policy shall focus on transition to clean energy sources, whereas energy efficiency is an important priority for as few as 19%.

Since the beginning of Russia's full-scale invasion of Ukraine, only 4.6% of Ukrainians have benefited from state energy efficiency or building reconstruction programs.

Only 2.1% of Ukrainians surveyed were members or volunteers of non-governmental or charitable organizations. Since Russia's full-scale invasion of Ukraine, another 6.6% of respondents have joined the cause. At the same time, 15% are ready to join the activities of NGOs.

Respondents were offered to choose from a list of environmental problems the options they considered the most critical during the war. Only 0.8% of Ukrainians surveyed are not concerned about any problem. The vast majority of environmental problems (except for lack of access to drinking water, destruction of nature reserves and wildlife, possible radiation contamination and air pollution) scored more than 50%, which implies that **Ukrainians are concerned about the impact of the environment on their lives and health during the war.**

**The top selected environmental problems during the war are land mines (80.5%) and war waste (rubble of destroyed buildings, wreckage of military machinery, etc.) (71.8%).** Other environmental problems (such as soil contamination; spread of poisonous (hazardous) substances due to the shelling of oil refineries, gas depositories, and chemical facilities; pollution of rivers and other water bodies; destruction of forests) are equally important for Ukrainians (from 52.2% to 55.5%).

**The destruction of nature is also a concern for Ukrainians:** 42.1% of surveyed Ukrainians believe that the damage to nature reserves and wildlife is the gravest environmental challenge, and 55.5% prioritized destruction of forests.

Only 26.3% of Ukrainians surveyed consider the **lack of access to drinking water** to be the most critical environmental problem, despite the difficulties with access to drinking water supply



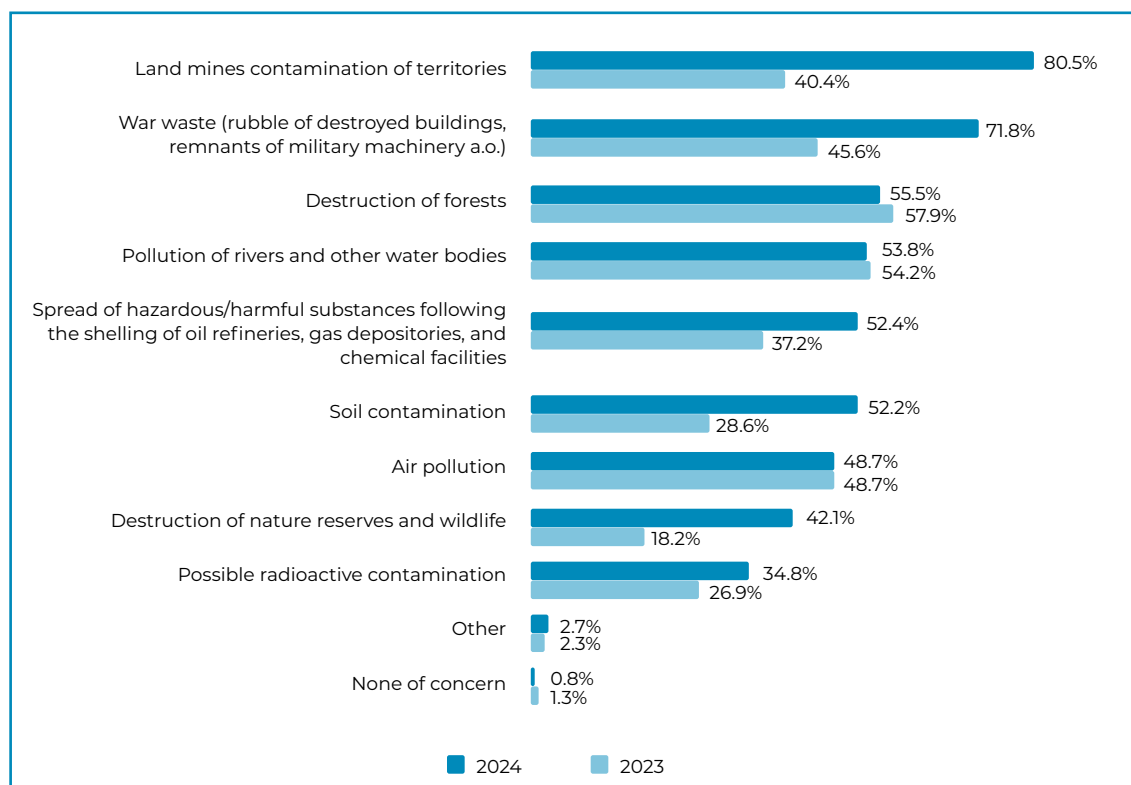
after the explosion of the Kakhovka HPP in the summer of 2023. This may indicate a proper response to this problem on the part of the authorities and volunteers who helped with the evacuation of people and meeting the urgent needs of the victims.

**The share of those who are concerned about possible radioactive contamination** has increased compared to 2023 (34.8%), but the number of citizens who consider this problem severe remains lower compared to other concerns. This can be explained by low awareness of people and insignificant media coverage of this problem for ordinary Ukrainians because the threats to radiation safety remain high during the war in connection with russia's occupation of the Zaporizhzhia NPP.

Compared to the findings of a public opinion survey conducted in early 2023, the number of people concerned about almost all the proposed environmental problems has increased. **The largest increase is observed regarding the land mining of territories, where the share increased from 40.4% to 80.5%, as well as the war waste (from 45.6% to 71.8%).** There is an increase in the number of people concerned about pollution with harmful substances (from 37.2% to 52.4%), soil contamination (from 29.6% to 52.2%), and destruction of nature reserves and wildlife (from 18.2% to 42.1%).

**It should also be noted that none of the environmental problems from the proposed list became of less concern to Ukrainians compared to 2023.** This may indicate that residents feel the increased pressure of the war on the environmental quality of their lives, as well as increased awareness of the environmental problems that arise in connection with russia's armed aggression against Ukraine.

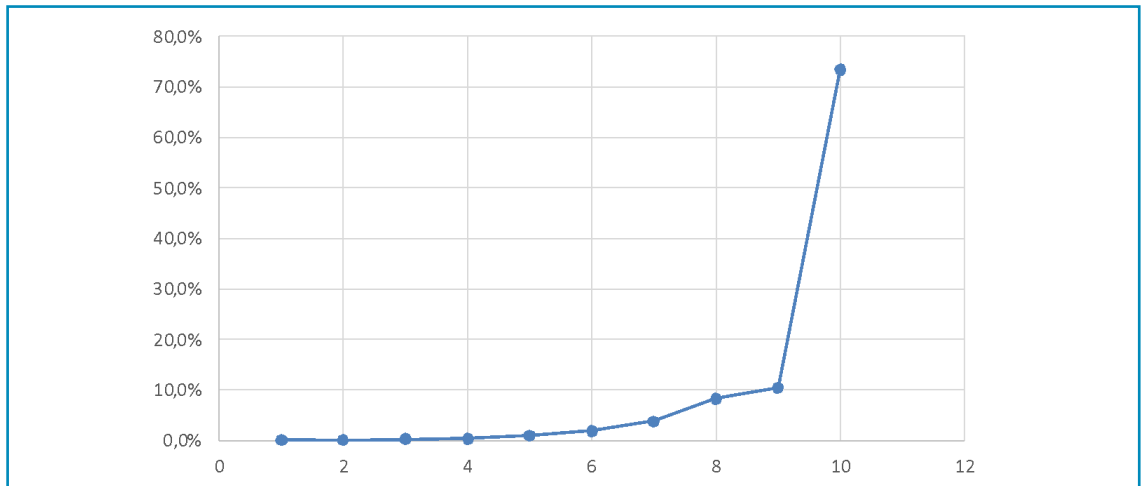
#### Most Serious Environmental Problems During the War



Source: Nationwide public opinion survey, 2023, 2024, FAMA sociological agency.

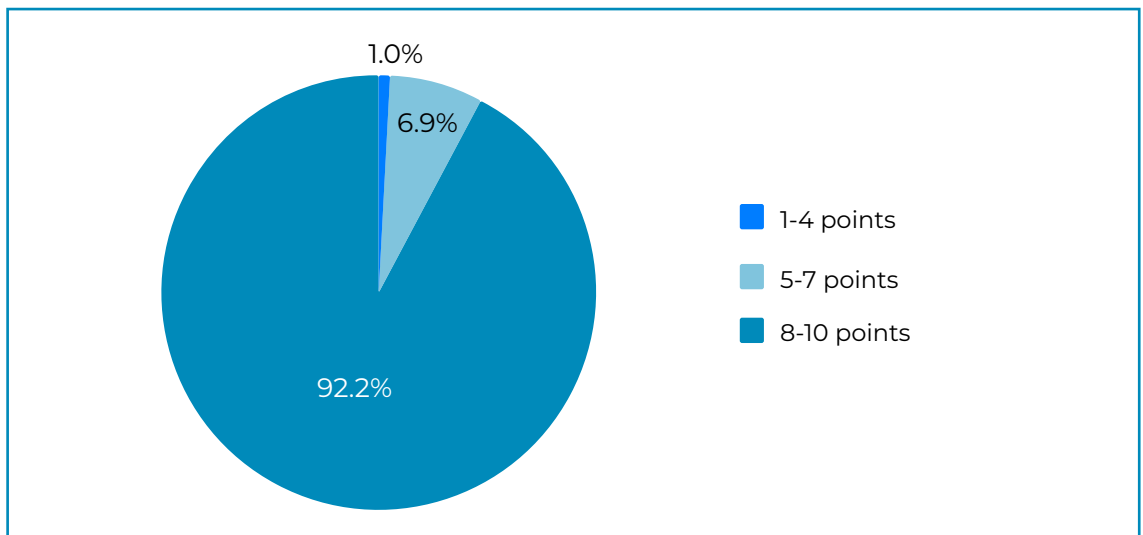
**Ukrainians personally feel the impact of the war on the environment. They also understand the severity of the damage caused to Ukraine's environment by the russian aggression.** When asked to assess the severity of environmental damage on a ten-point scale (where 1 is a minor problem and 10 is a huge problem), **73.4% of Ukrainians chose the maximum score in assessing the problem, and 92.2% of respondents chose a score of 8 or higher.**

### Severity of environmental damage in Ukraine caused by Russian aggression



Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

### Assessment of severity of environmental damage



Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

The number of respondents who determined the severity of environmental damage at the level of 1 – 6 points ranges from 0.1 to 1.9%. There are some differences in the assessment given by men and women. Thus, 77% of the surveyed women and 69.1% of the surveyed men tend to give the maximum score to the severity of the damage. However, if we look at the total number of those who gave scores of «10» and «9», this difference is offset by the score of «9», which 9.3% of women and 11.9% of men tend to give.

In the context of threats to Ukraine’s energy security, the destruction of energy infrastructure during the war and the intentions of our state to decarbonize the energy sector, the opinion of citizens on the importance of specific measures of energy policy is especially important.

**Two rather contradicting activities ranked the highest support from the proposed list: “affordable prices for gas, electricity, and heating for the population” was chosen by 59.0% of respondents, and “energy independence” was chosen by 50.0%.** The following measures received the lowest support from the residents of Ukraine: the development of small installations for the production of electricity for the sake of decentralization (13.4%), the transformation of Ukraine into an energy exporter (13.0%), and the reduction of harmful effects on the environment (14.7%).

A quarter of respondents support the transition to clean energy sources (sun, wind, bioenergy), and 39.1% of respondents support the fight against monopolies. Energy efficiency is not a popular measure, which was chosen by as few as 19.3% of respondents.

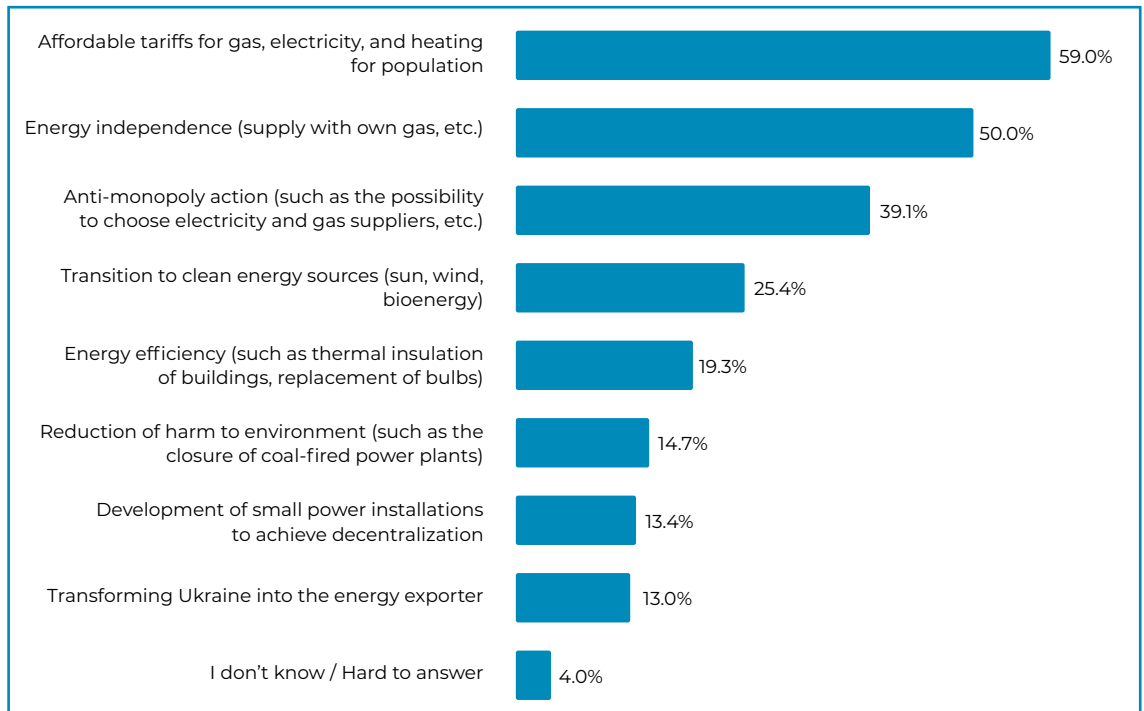
Compared to the data of the all-Ukrainian survey in 2023, we can see certain changes in the attitudes of average Ukrainian citizens towards the importance of measures in the field of energy.

**In particular, we observe a disturbing trend regarding measures related to greening and decarbonization of the energy sector: their support is decreasing.** This may be due to the lack of information and awareness-raising about the importance of strengthening the green component of energy sector, particularly to achieve Ukraine’s energy independence. Besides, it may indicate the aggravation of situation with energy poverty among the population, when price reduction measures prevail.

**In 2024, the share of respondents supporting the transition to clean energy sources decreased.** While in 2023 30.4% respondents were in favor of this measure, in 2024 there share dropped to 25.4%. **An even more critical situation is observed with the reduction of adverse effects on the environment: 35.1% in 2023 and 14.7% in 2024.** Nevertheless, **support for energy efficiency has slightly increased, from 14.6% in 2023 to 19.3% in 2024,** which in the current situation in the energy sector cannot be considered a significant breakthrough.

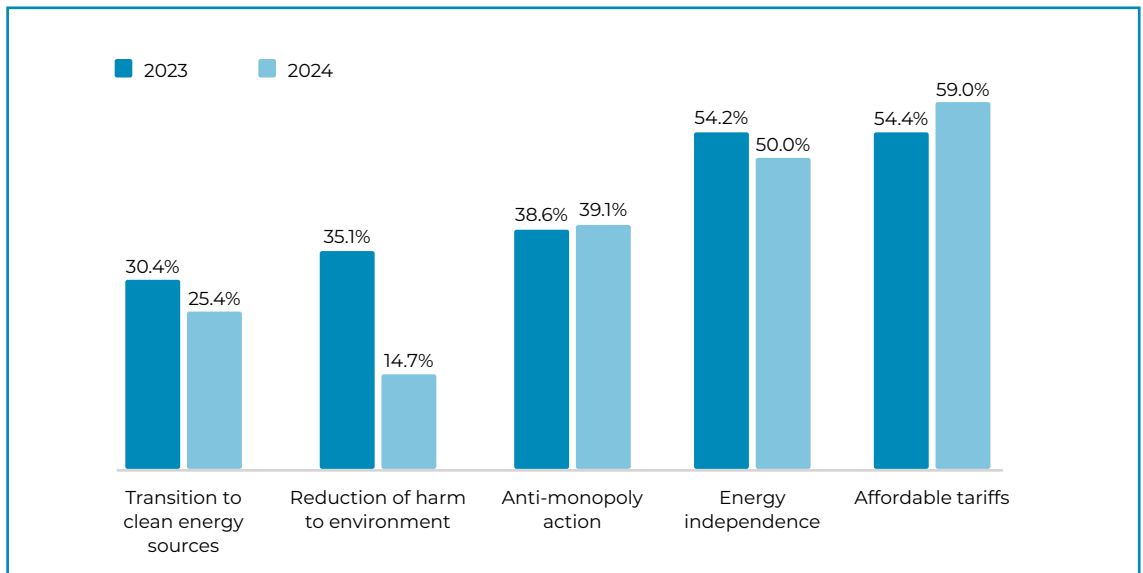
**Attitudes towards energy independence and affordable prices for gas, electricity, and heating for the population have not changed much compared to 2023. These activities are still favored by the majority of Ukrainians.**

The most important activities in Ukraine's public policy in energy field



Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

Which of the following activities in Ukraine's energy policy are the most important?

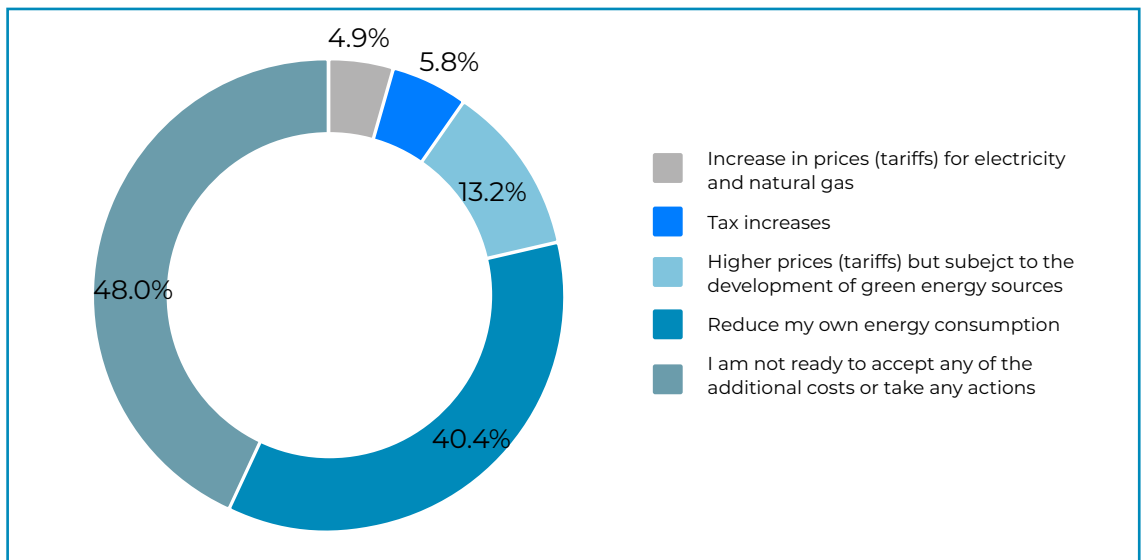


Source: Nationwide public opinion survey, 2023, 2024, FAMA sociological agency.

Since energy independence was highly important for Ukrainians in 2023, we asked Ukrainian citizens what they were ready for to achieve energy independence. The answers are disappointing: **48% of respondents are unwilling to incur any additional costs or take any extra action to achieve energy independence.**

Interestingly, 40.4% of the surveyed citizens are ready to reduce their electricity consumption. In the first place, this figure can be explained by the desire of Ukrainians to reduce their electricity bill. 13.2% of citizens are ready for price increases, but subject to the development of green energy sources. 5.8% of respondents may accept the increase in taxes, and the increase in prices for electricity and natural gas is supported by even a lower share – 4.9%.

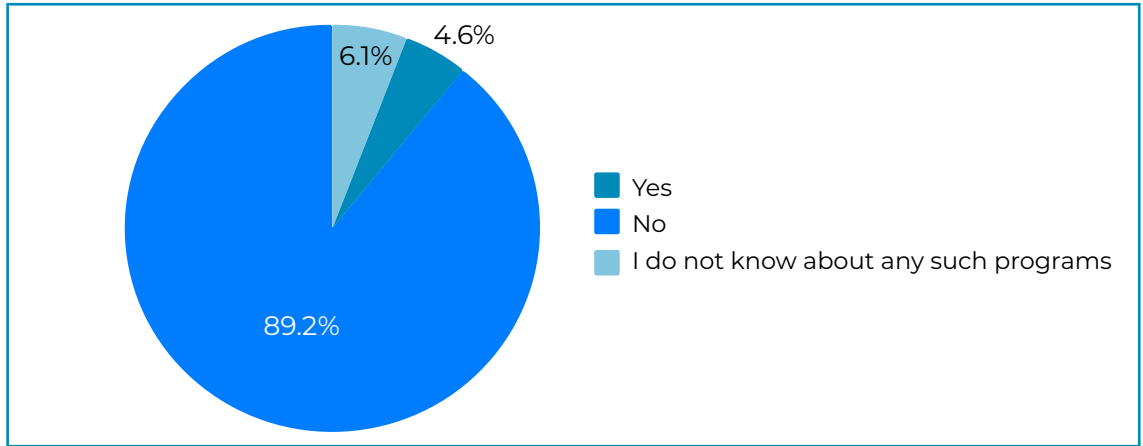
What are you ready to accept for the sake of energy independence of Ukraine?



Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

**Since the beginning of the full-scale invasion of Russia against Ukraine, residents of Ukraine have hardly used any government programs for energy efficiency or the restoration of buildings (89.3%).** 6.1% of respondents are not aware of any such programs at all.

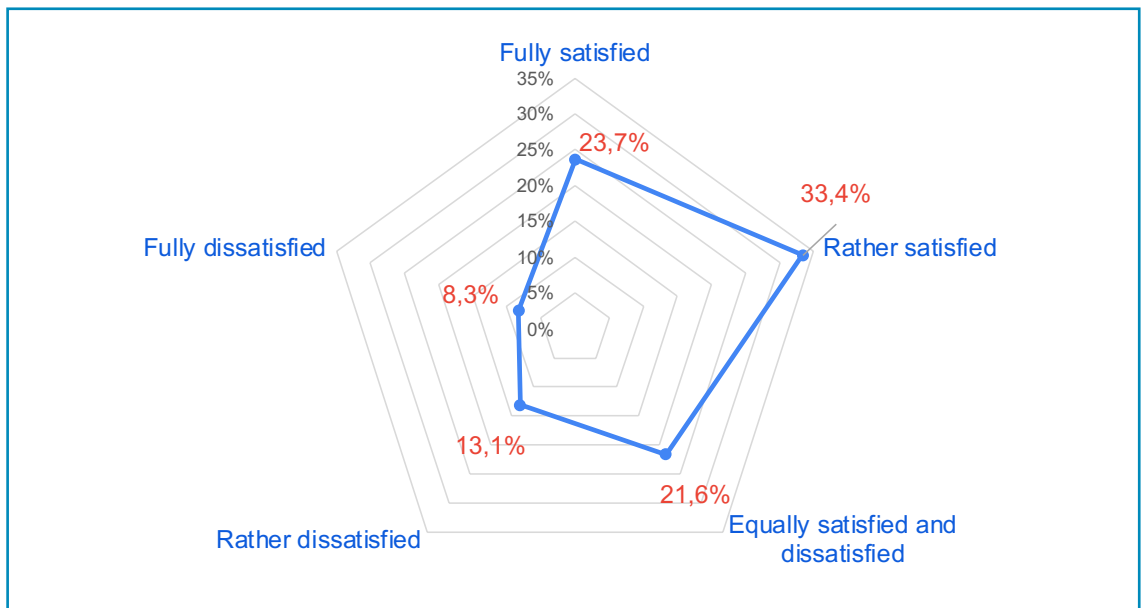
Have you participated in government programs for energy efficiency or renovation of buildings after 24.02.2022?



Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

Of the 4.6% of Ukrainians who used energy efficiency or building restoration programs, 8.3% were totally unsatisfied with them, but 57.1% were quite satisfied or rather satisfied.

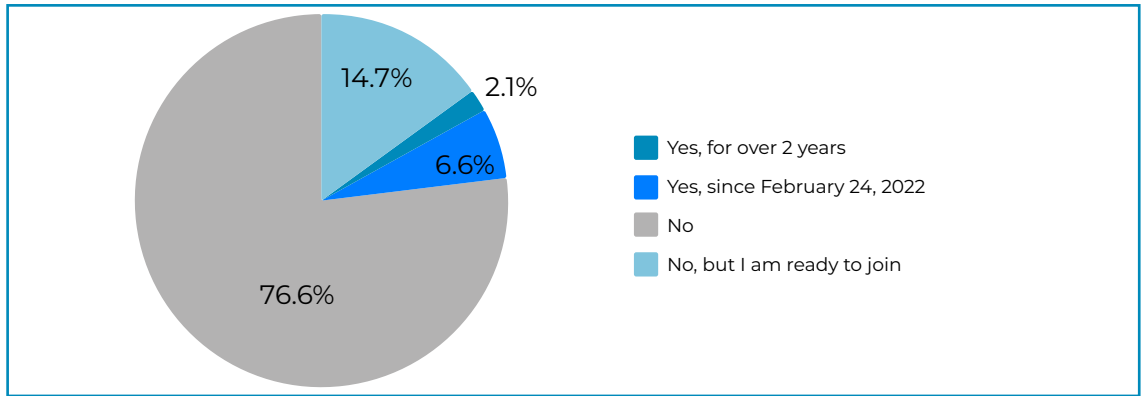
To what extent citizens are satisfied with the participation in governmental programs for energy efficiency or reconstruction of buildings



Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

Since Russia's full-scale invasion of Ukraine 6.6% of the surveyed citizens have joined a NGO or a charitable organization. **Although, in general, the civic engagement of citizens is very low: 76.6% do not participate in any community or volunteer activities.** Nevertheless, 14.7% of respondents said that they were ready to join such activities, which creates the potential for the development of NGO and charity sectors.

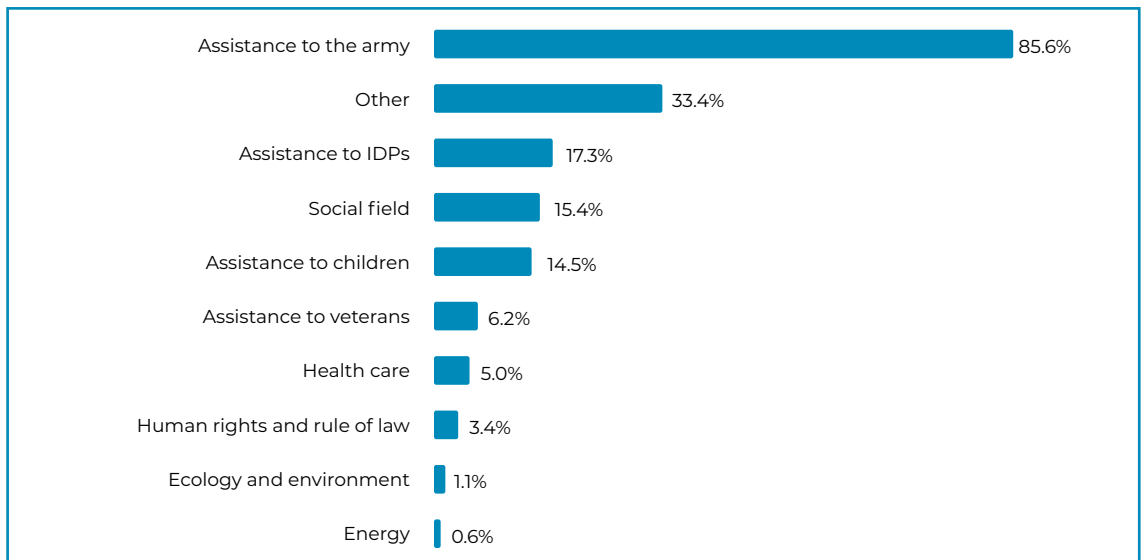
Are you a member or a volunteer of an NGO/charity?



Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

The majority of the interviewed residents of Ukraine who are members of NGO or charitable organizations help the army (85.6%), work in the social assistance field (15.4%), help children (14.5%) or internally displaced persons (17.3%).

What association are you a member of?



Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

## CHAPTER II.

# UKRAINE OF THE FUTURE: POST-WAR RECONSTRUCTION AND GREEN ISSUES

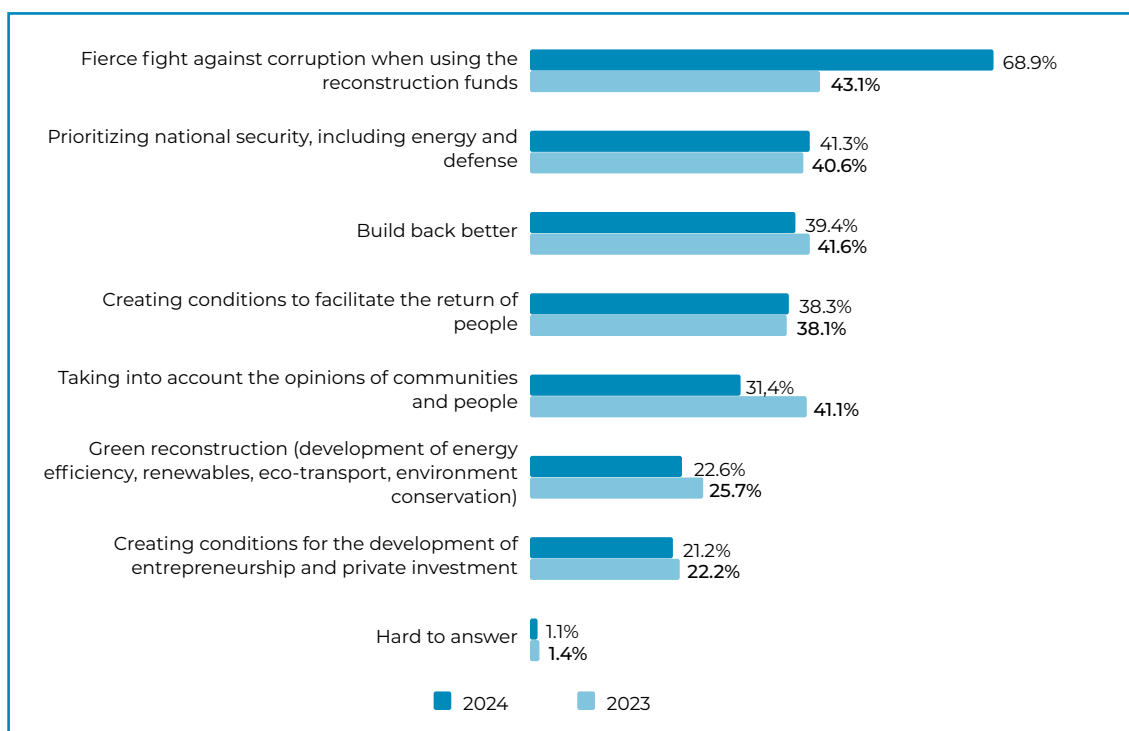
Ukraine is actively planning its post-war recovery and reconstruction. Many initiatives are already being implemented. For effective reconstruction, it is crucial to understand what ordinary residents think about the recovery and reconstruction processes.

**According to 68.9% of Ukrainians, the main principle to underpin the post-war reconstruction of Ukraine should be a fierce fight against corruption when using reconstruction funds.**

The text three top priority principles are national security, including energy and defense (41.3%), the “build back better” approach (39.4%), and creating conditions for people to return home (38.3%). Respondents do not link the task of creating conditions to facilitate the return with building environment for the development of entrepreneurship and private investment, which were the least supported.

**Green reconstruction (development of energy efficiency, renewable energy, environmentally friendly transport, and environmental protection) is a priority for just 22.6% of respondents.**

Principles of post-war reconstruction



Source: nationwide sociological survey, 2024, FAMA sociological agency.

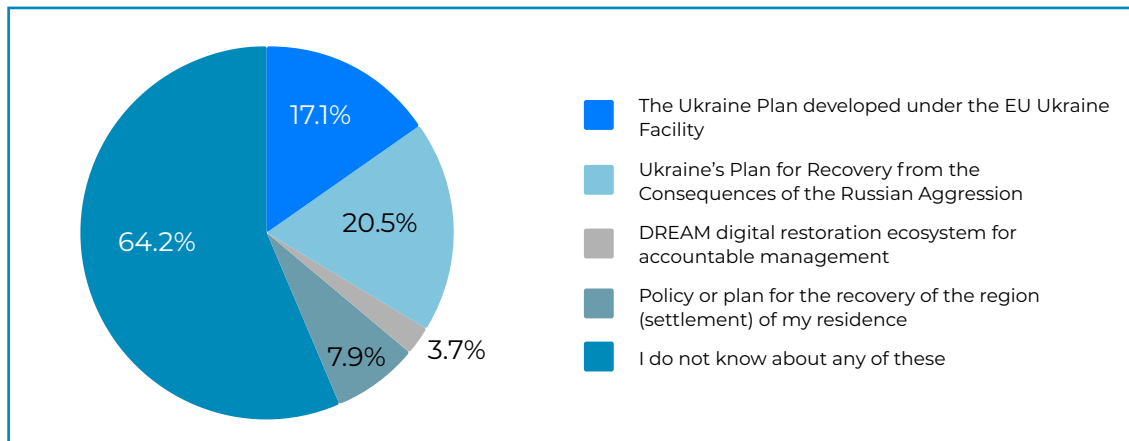
**Comparison of the findings of the 2024 survey with the results of 2023 reveals certain differences. In particular, the support has grown for a persistent fight against corruption in the use of reconstruction funds.** This number increased from 43.1% in 2023 to 68.9% in 2024. The attitudes to such principles as “build back better” remained almost the same (41.6% in 2023 and 39.4% in 2024), the priority of national security (40.6% in 2023 and 41.3% in 2024), creating conditions for entrepreneurship (22.2% in 2023 and 21.2% in 2024), as well as on facilitating the return for the refugees (38.1% in 2023 and 38.3% in 2024).

Fewer respondents are now supporting the need to take into account the opinions of communities and people (a drop from 41.1% in 2023 to 31.4% in 2024).

Unfortunately, even a previously small share of green reconstruction supporters has decreased. In 2023, the share of such respondents was 25.7% but in 2024 – 22.6%.

**Residents of Ukraine are poorly informed about the processes and tools of post-war reconstruction of Ukraine: 64.2% of respondents are unaware of any of the reconstruction planning processes.** The DREAM digital restoration ecosystem for accountable management has the lowest awareness score (3.7%). Although the government is trying to communicate about the reconstruction processes, including DREAM, it is certainly not enough for ordinary Ukrainians to properly understand the processes.

What post-war recovery processes are you aware of?

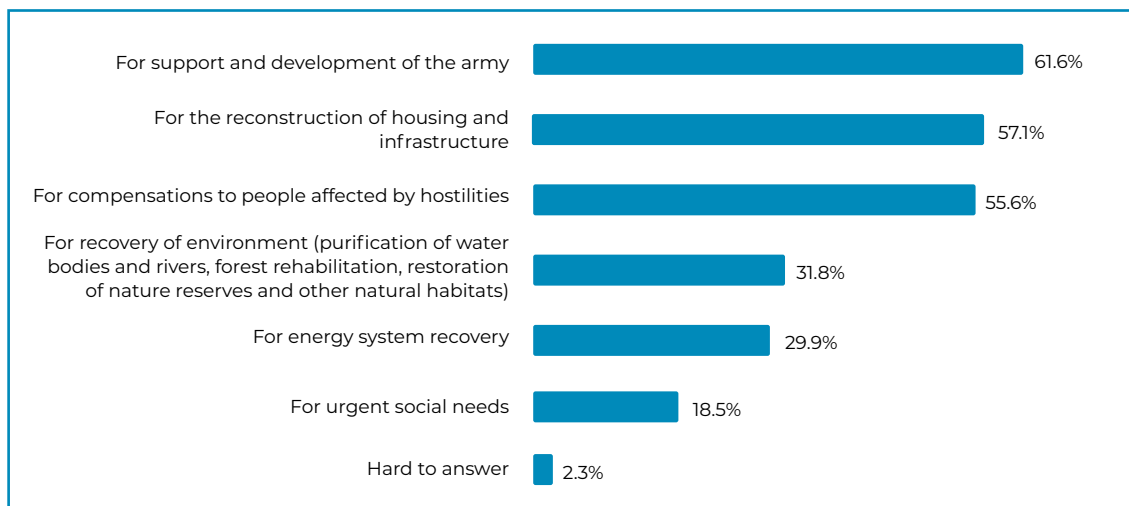


Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

According to the latest government estimates the damages caused to the environment by Russian aggression amount to UAH 146 billion. We asked the survey participants about their vision for the distribution of compensation for environmental losses if Ukraine receives it from russia. **Despite the fact that we are talking about compensation for environmental damage, residents are not inclined to allocate it for the recovery of the environment (cleaning of water bodies and rivers, rehabilitation of forests, nature reserves and other natural habitats).** Only 31.8% of respondents expressed their support for such funds to be used for environmental purposes.

According to respondents, there are three priorities where funds from environmental compensation should be used: support and development of the army (61.6%), restoration of housing and infrastructure (57.1%), and compensation to people affected by hostilities (55.6%). Social needs (18.5%) and energy recovery (29.9%) have the lowest support.

Allocation of money from the compensation of environmental damage



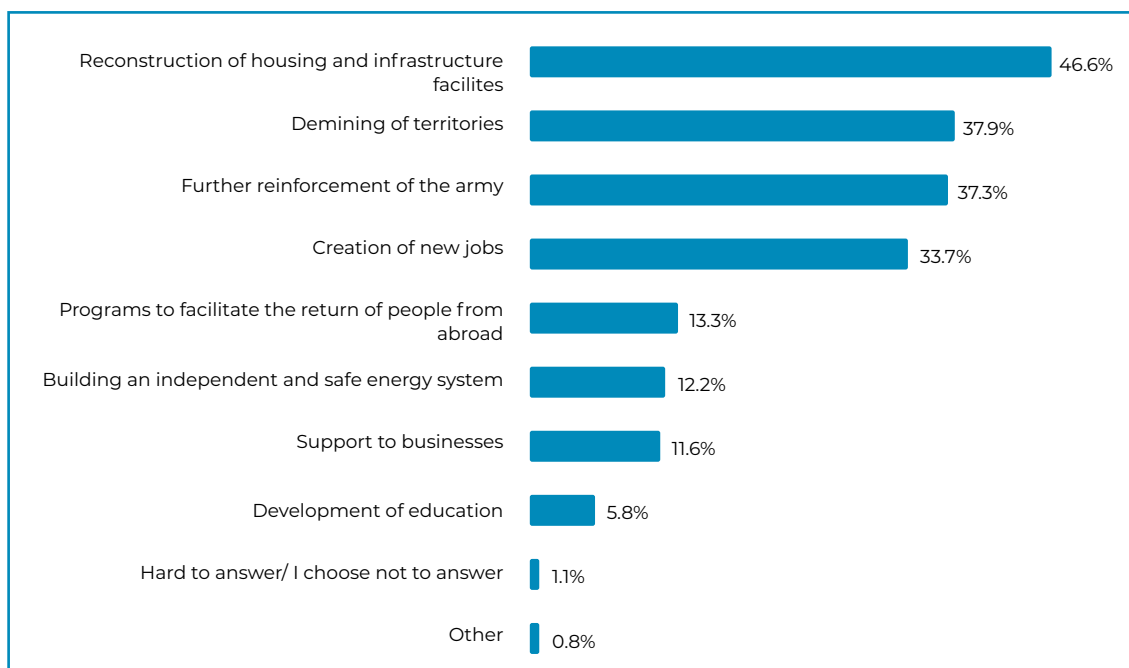
Source: Nationwide public opinion survey, 2024, FAMA sociological agency.



**The surveyed Ukrainians believe that the post-war reconstruction and development of Ukraine should begin with the reconstruction of buildings and infrastructure facilities.** This is the opinion of 46.6% of respondents. Other areas are demining of territories (37.9%), further reinforcement of the army (37.3%), and creation of new jobs (33.7%). Nevertheless, respondents do not link job creation with business support (11.6%) or the development of education (5.8%). **In fact, the development of education system gained the lowest support as a possible focus in post-war reconstruction and development of Ukraine, although it is a prerequisite for job creation and business development.**

A low level of support is also observed for the creation of an independent and protected energy system (12.2%) and programs for the return of people from abroad (13.3%).

#### What shall the post-war recovery and development start from?

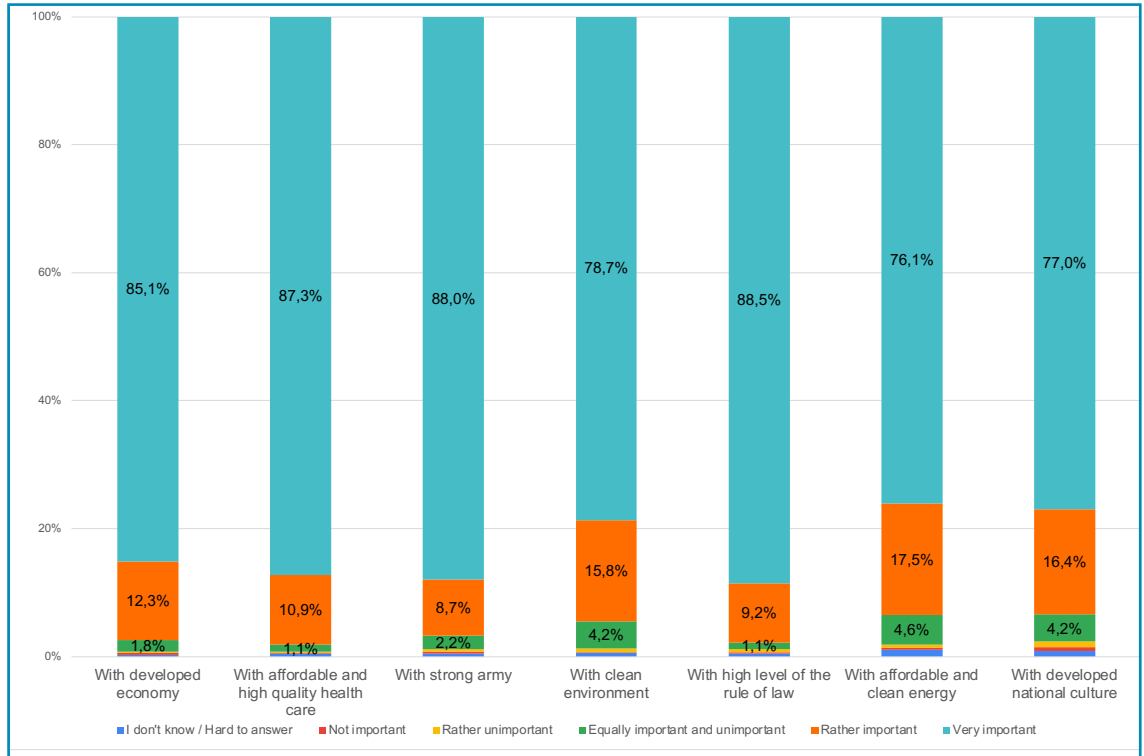


Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

We also asked respondents about their vision of Ukraine's future. We asked them to assess (from «very important» to «not important») the importance of the following sectors: economic development, affordable and high-quality medicine, a strong army, a clean environment, a high level of the rule of law, affordable and clean energy, and a developed national culture. All the proposed characteristics of the future Ukraine have been assessed as important, none of them scored less than 77% («very important»). More than 80% has been gained by the following sectors: economic development, health care, army, and rule of law. Environment, energy, and culture scored from 76% to 78%. If we combine the two ratings of «very important» and «important,» then each category received at least 93% of support.

It is the only question in the survey where regional differences can be observed: residents of the west of Ukraine are more restrained in giving high scores compared to residents of other regions.

### Vision for Ukraine of the Future



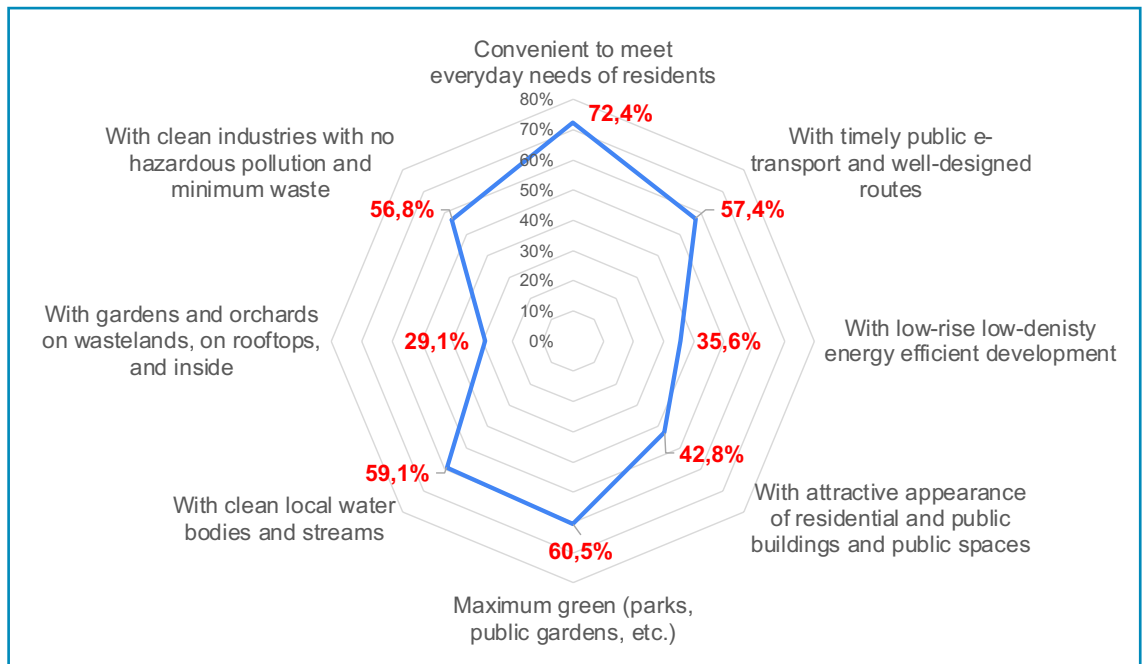
Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

We asked Ukrainians about their vision of the future of cities, particularly about the features they find important. **Comfort is a top priority: 72.4% chose convenience to meet the daily needs of residents.** The following top four qualities that gained almost the same level of support were: green areas (60.5%), clean local water bodies (59.1%), timely public electric transport with well-planned routes (57.4%), industries without harmful emissions and with minimal waste (56.8%).

City gardens and orchards on wastelands, rooftops, and indoors received the least support (29.1%).

**Overall, the high share of selected options regarding the vision of the cities of the future indicates that all the proposed features are essential for modern urban residents.**

### Features of Ukrainian Cities of the Future



Source: Nationwide public Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

## CHAPTER III.

### UKRAINE'S ACCESSION TO THE EU

Ukrainians do not receive enough information about future EU membership. Moreover, awareness levels have decreased compared to the results of the 2023 survey.

Only 32.1% of the respondents have some idea about the impact of European integration reforms on people, and 33.4% have some idea about the accession requirements for Ukraine.

Workforce (55.3%), land (black soil, forests) (53.2%), and raw materials (42%) are the most important benefits that the EU will receive from Ukraine's accession, according to Ukrainians.

Only 32.7% of respondents identified the market for European goods and services as an essential aspect in the context of the benefits that the EU will receive from Ukraine's accession.

Ukrainians consider Ukraine's cultural heritage to be the smallest benefit from Ukraine's accession to the EU (7.4%).

Ukrainians believe that the main benefit for Ukraine from membership in the European Union is an increase in investment (39.6%). The second and third places in the ranking are reduced corruption and increased government transparency (35.4%), as well as economic growth and job creation (33.8%), respectively.

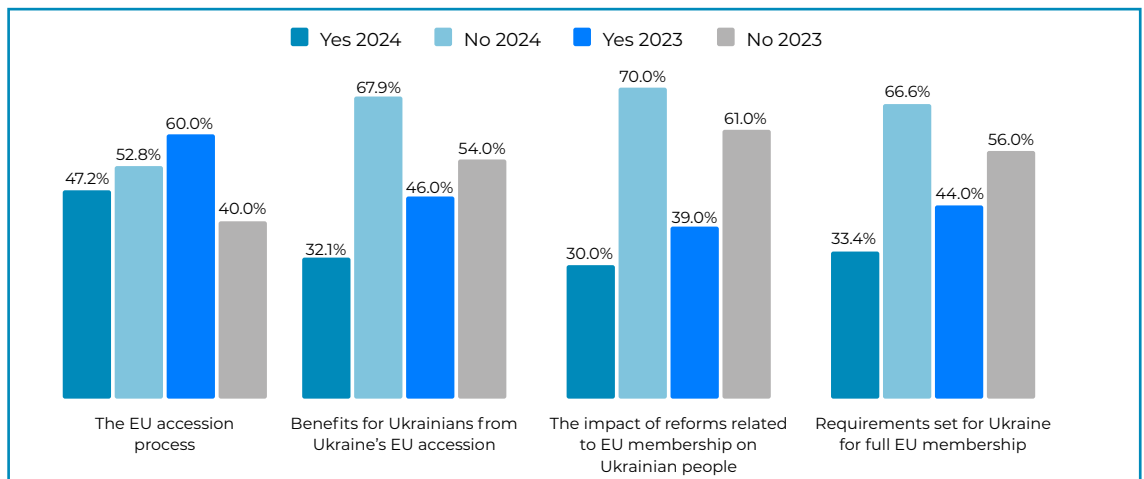
According to the survey, Ukrainians are neutral (28.29%), rather positive (23.81%), or positive (22.95%) about the delegation of important decisions to the European Union.

Since Ukraine received the EU candidate status and expects the negotiations to open in the near future, it is important to know what Ukrainians think about the future of Ukraine in the European Union and how much they are informed about the ongoing processes.

**Most respondents believe that they do not receive enough information about the process of Ukraine's accession to the EU (52.8%).** Only 32.1% have some idea of what benefits Ukrainians will have from joining the EU. Only 33.4% of respondents know what the requirements are for Ukraine to become a full EU member.

**The awareness of the impact of reforms related to EU accession on Ukrainians is particularly notable. Only 30% of Ukrainians participating in the survey are aware of such impacts.**

Do you get enough information about the following?



Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

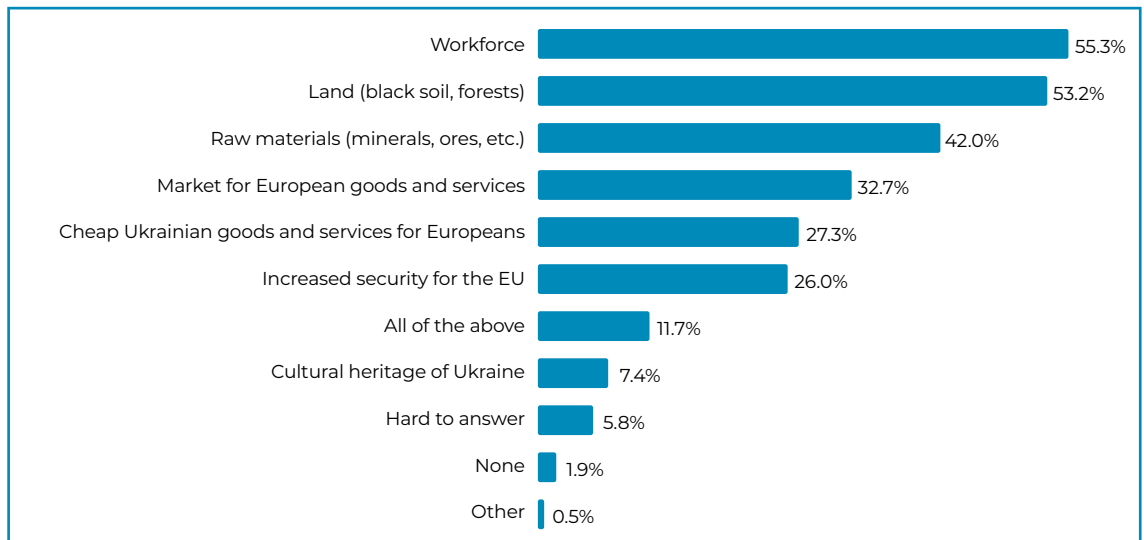
Comparing the results of the 2024 survey with the results of 2023, we see some changes in citizens' awareness of EU accession, but not for the better. **Unfortunately, the level of awareness has decreased regarding all the suggested options about the process of Ukraine's EU accession. It is especially indicative regarding the impact of reforms, where the share of people who feel they have insufficient information increased from 61% to 70%.**

A similar situation can also be seen regarding the EU accession process. In 2023, 60% of respondents had sufficient information on this matter. In 2024, their share decreased to 47.2%. While in 2023, 46% of Ukrainians were aware of the benefits of joining the EU, in 2024, their share decreased by 13.9%.

**Therefore, we can see a very low level of awareness among ordinary Ukrainians about Ukraine's accession to the EU and the associated benefits, requirements, and reforms.** The lack of awareness can be explained by the poor information policy in Ukrainian society: citizens receive only facts, without explaining details or specificities. A lack of awareness may make Ukrainians an easy target for future manipulations and anti-European campaigns, including those coming from Russia.

**According to Ukrainians, the three most important benefits that the EU will receive from Ukraine's accession are labor (55.3%), land (black soil, forests) (53.2%), and raw materials (42%).** The following two benefits of Ukraine's accession to the EU for Europeans are associated with the market of goods and services: 32.7% of Ukrainians said that the EU will receive a market for the sale of European goods and services in Ukraine, and 27.3% mentioned Ukrainian cheap goods and services becoming available for the European market. The next benefit, which received 26% of support, is rather associated with Russia's armed aggression against Ukraine: strengthening EU security.

**In your opinion, what are the benefits for the EU from Ukraine's membership?**



Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

**The lowest share of support (7.4%) was given to the benefit related to the cultural heritage of Ukraine, which means that Ukrainians are more likely to perceive the issue of benefits in material terms than in terms of values.**

**Nevertheless, 1 in 10 Ukrainians believe that all of the above statements can be considered the benefits that the EU will receive from Ukraine's accession.** We also noticed a rather high share of Ukrainians who found it difficult to answer this question (5.8%).

**The key benefit from EU membership, according to the citizens of Ukraine, is an increase in investments (39.6%).** It suggests that Ukrainians see the EU as a potential strategic partner that can contribute to economic development and create new opportunities for the country, especially regarding the needs of Ukraine’s post-war reconstruction.

Top-3 benefits from EU membership for Ukraine

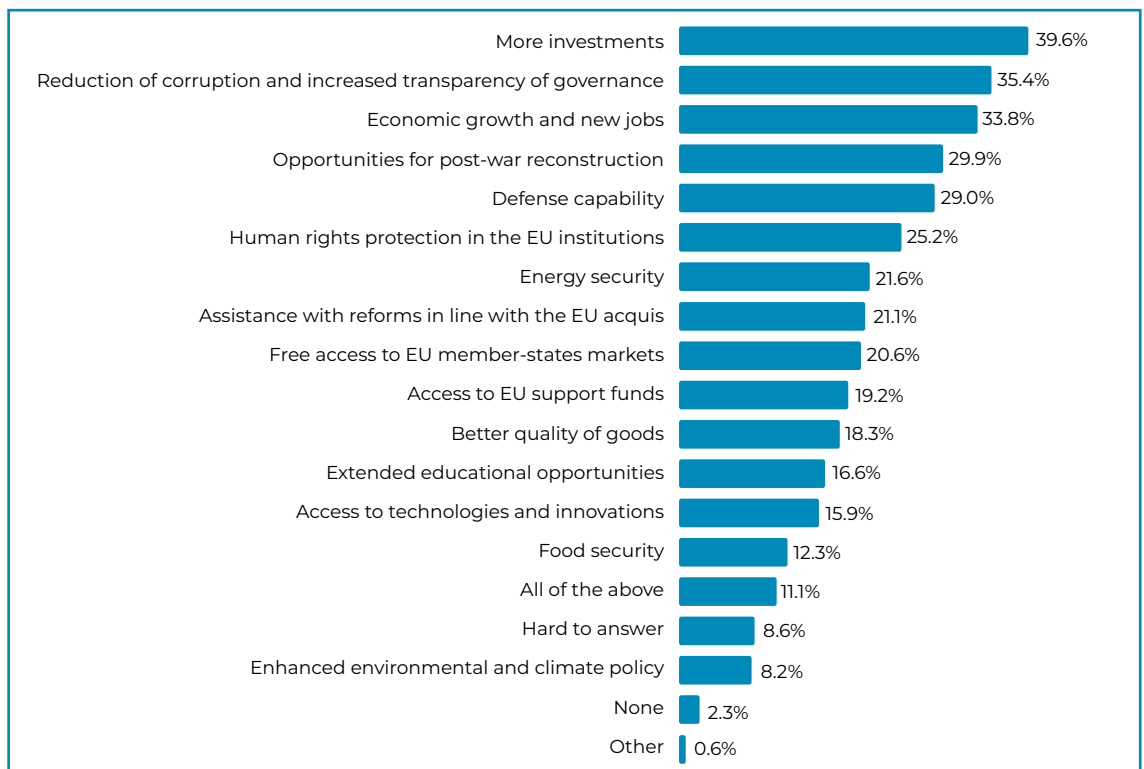


Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

**The second and third places in the ranking took reduced corruption and increased government transparency (35.4%), and economic growth and job creation (33.8%), respectively.** It implies that the citizens of Ukraine hope that EU membership will bring structural changes in combatting corruption and shortcomings in public authorities. The growth of the economy and the creation of new jobs are identified as key factors to improve living standards and contribute to the country’s sustainable economic development.

These citizens’ priorities indicate that EU membership is seen not only as a formal association but also as a tool to address Ukraine’s major domestic problems. In particular, they reflect citizens’ hopes for the positive impact of the European Union on key sectors of the economy, governance, and anti-corruption efforts in Ukraine.

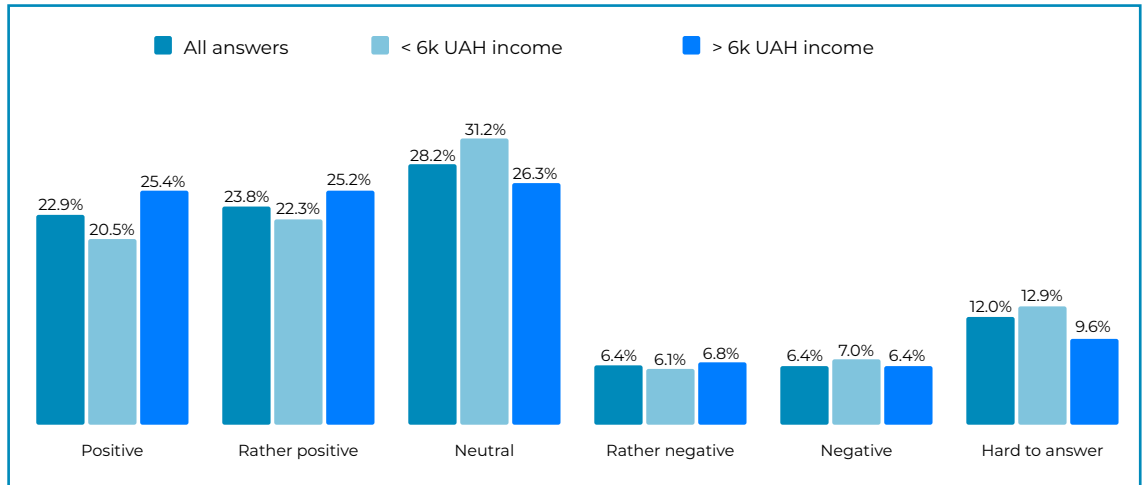
In your opinion, what benefits will Ukraine gain from EU membership?



Source: Nationwide public opinion survey, 2024, FAMA sociological agency.

**Only 11.1% of Ukrainians chose all the proposed options as Ukraine’s benefits from joining the EU. It should be underscored that 8.6% of respondents could not answer this question.** In other words, 1 in 10 Ukrainians does not understand the range of benefits that may come from Ukraine’s EU accession. This again supports the need for awareness-raising among the citizens of Ukraine.

**What is your attitude to the fact that after Ukraine’s EU accession some critical decisions will be made on the EU level?**



Source: nationwide sociological survey, 2024, FAMA sociological agency.

**It must be emphasized that the survey showed that Ukrainian people have a rather neutral attitude to delegating critical decision-making on the EU level (28.29%), rather positive (23.81%), or positive (22.95%). In other words, more than half of Ukrainians support the fact that certain decisions will be taken on the EU level in the future, rather than nationally.** The findings may signal certain conclusions about trust levels of Ukrainians to the EU institutions, as well as their willingness to delegate important decision-making from Ukrainian national authorities to the EU.

