

WHOLE CITY AWARDS 2012
SUBMITTED BY CHERKASY CITY COUNCIL

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**POSITION: MAIN SPECIALIST, DEPARTMENT OF ECONOMY AND
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CHERKASY

2012

Dear Sirs!

I am pleased to present the city of Cherkasy. Cherkasy is the administrative center of the Cherkas'ka Oblast. Located on the picturesque bank of the Dnieper, 286,000 people inhabit the city's 7,759 hectares of land.

Located at the intersection of the main thoroughfares of the country, Cherkasy serves as a transportation hub, and accordingly, it has a railway station, a river port for both cargo and passengers, a bus station, and an airport. The city's close proximity to the nation's capital, Kiev, makes Cherkasy a convenient place for businessmen as well as for tourist. Located along the Kremenchug reservoir, the city has a coastline which stretches for 17 kilometers and is lined with a variety of pristine beaches, parks, pine forests, and scenic views; this makes Cherkasy a wonderful place for a variety of outdoor excursions. Cherkasy has ten hotels in addition to four year-round resorts.



Victory Park

Cherkasy is proud to be part of the oblast's first historical tourism program, "Zolota Pidkova Cherkashchyny" ("The Golden Horseshoe of Cherkasy Region"). The program offers the opportunity to enjoy excursions from Cherkasy to the historical towns of Chygyryn, Subotiv, Kholodnyi Yar, Korsun-Shevchenkivskiyi, Kamianka, Uman, and Kaniv, as well as to the hometown of national poet Taras Shevchenko.

Whether visiting the quaint old churches, castles, and Cossack residences of Chygyryn, stepping back in time to the turn of the 19th century in Uman's beautiful "Sofiivka Park", or enjoying the Cherkasy National Zoo, one cannot help but have a lovely time touring the Cherkas'ka Oblast.

Founded in the year 1286, the city of Cherkasy has a architectural heritage; The Wedding Palace, The Center for Creative Youth, The Mykola Lysenko Musical School,

The Uksotsbank Building, The Samoylovska Gymnasium, and The Kobzar Museum all provide wonderful examples of Cherkasy's finest antiquated architectural styles.

The Wedding Palace was built in 1892 in the "neo-renaissance" style. It served as a home to the well-known excavator Zakharii during the turn of the 20th century and later, it was reconstructed to serve as a Children's Palace during the 1930s. Since 1983, the building has been the city's hub for weddings.



The Wedding Palace

The Uksotsbank Building was formerly the "Slovyanskyi Hotel". Still retaining its original architecture, this building was erected in a "modern style" that features Gothic elements at the end of the 19th century.



Uksotsbank, former hotel "Slovyanskyi"

Saint Michael's Cathedral was built in 2002 in "Pershotravnevyi" Park. The Cathedral was built in the Byzantine style and is the biggest cathedral in Ukraine at a length of 58 m, a width of 53 m, and a height of 72 m.



St. Michael's Cathedral

Cherkasy is also home to Ukraine's only temple, "The White Lotus Temple", which sits high atop the banks of the Dnieper. Built in the 1990s, the temple is the replica of a famous Laotian temple, and it is guarded by two Tibetan sculptures of ancient warriors.



Temple of "White Lotus"

In the center of the city stand monuments honoring Taras Shevchenko and Bogdan Khmelnytsky, who were prominent in influencing not only the history of the Cherkasy region, but that of the entire nation.

1. Enhancement of the Natural and Built Landscapes

Cherkasy has always been a gloriously green city. The combination of the calming waters of the Dnieper River and the fresh pine air of the city's forests make our city unique and special. Our duty is not just save it for future inhabitants of the city, but also to maintain the status of Cherkasy as one of the greenest, most blossoming cities in Ukraine. For this reason, the Cherkasy City Council together with the citizens of Cherkasy continually strive to improve the landscaping and infrastructure of the city.

Cherkasy is famous for its well-kept parks. There are seven parks in the city. Nationally noted for its aesthetic beauty, Cherkasy's "50th Anniversary of the October Revolution Park" was constructed in 1967. Located in an old forest, the park spans 30 hectares and has many artificial lakes and waterfalls, as well as groves and ornamental trees. The park has been recently reconstructed.



50th October Revolution Anniversary Park



Victory Park

“Arboretum Park of the National University of Bohdan Khmelnytsky,” the “Central Children's Park,” “Victory Park,” “Regional Hospital Park,” the Bohdan Khmelnytsky Public Gardens,” and “Chemists’ Park” all proudly display forms of landscape art, and recently, eight fountains equipped with lights and music were placed in many of the city’s parks.



Victory Park

One of the most popular green areas Cherkasy's inhabitants enjoy visiting is the park, "Valley of the Roses." From spring until autumn, this park displays an abundance of colorful flower beds full of blooming roses. Also, recently, two fountains, an artificial irrigation system, and tiled walkways were added to the "Valley of the Roses."



Celebration of City Day in the Valley of Roses

Futhermore, a new bird-shaped sundial has been given a home in the "Valley of the Roses." The face of the sundial clock is constructed by twelve numbered chairs.



Sundial

Also, last year's "City Day," a facewall monument titled, "We are Cherkasy!" was constructed in the "Valley of the Roses"; the bottom of the mosaic monument displays the Dnieper, while the top shows silhouettes of Cherkasy's buildings. The middle of the large mosaic is lined with 4,000 10x10 cm. plates, each plate revealing the portrait of a citizen of the city. The purpose of this project was to enhance the sense of community within Cherkasy. From a distance, the images on the plates form the words, "We are Cherkasy!".



Facewall "We are Cherkasy!"

Each year, the Cherkasy City Council organizes a citywide contest called, "Surround Yourself with Beauty," instigated by Mayor Sergiy Odarych to unite Cherkasy citizens in making a common effort to keep the city beautiful and clean. A variety of residents, businesses, hospitals, and municipal facilities participate in the contest, and winners are selected in the following categories: "Best Decoration of Balcony or Windows," "Best Home Landscaping", "Best Landscaping for Multi-storied Buildings," and "Best Landscaping of Businesses or Public Premises". Among the main prizes are modern playgrounds, various household and office equipment, and landscaping items.



Category: “Best Home Landscaping”



Category: “Best Home Landscaping”

Promotion of making the city greener has become a tradition in Cherkasy. Recently, Cherkasy City Council deputies, along with residents of the city planted 120 arrow-wood bushes, which are one of the most beloved symbols of Ukraine.



Planting Arrow-Wood Trees

Also, 200 Birch trees were planted in the Dahnivka district of Cherkasy and additionally, about 1,000 other trees were planted throughout Cherkasy thanks to the joined efforts of local residents, public utilities and ecologists.

Another “green project” was implemented by Cherkasy School № 3, when the area around the school was transformed into an “Eco-Valley”. The boring grass that used to cover the property was transformed into a lovely plot full of typical Ukrainian plants, so the children can learn about the beauty of their native land while they also learn to appreciate working hard to keep the earth beautiful. In the near future, more environmental projects such as this are to be implemented at each school in Cherkasy.

City authorities and city residents take care to maintain the cleanness of their town. Cherkasy joined the nationwide project, "Let's Make Ukraine Clean," and on April 28, 2012 Cherkasy residents got together for a community workday, united by the motto, “Let's Do It!” This initiative brought together a large number of citizens who collected garbage in the streets. Workdays are not uncommon in the community even when not established by a nationwide project, and it is typical to have neighborhood workdays during the last Saturday of March in honor of Earth Day and Easter.



Community workday, united by the motto, “Let's Do It!”

In recent years, a large number of playgrounds have been installed in courtyards of apartment complexes, in parks, and in city squares.



Playgrounds

2. Art, Culture and Heritage

The city of Cherkasy is famous for its rich culture. Every year during Christmas time, the main square features a festival of themed ice sculptures called, “Kryzhtal.” This year's festival theme was the continental football championship "Euro-2012." Ice-embodied mascots and logos covered the square. An avenue of cartoons is traditionally created for the youngest residents of Cherkasy and for couples, there are always romantic sculptures. Last year's romantic highlight was the three-meter tall Eiffel Tower.

Every spring, Cherkasy becomes a hub for jazz music. Annually the festival "Cherkasky Jazz Days" takes place in our city. This is the biggest festival in Ukraine, and Cherkasy has hosted it for nearly 25 years.



The Festival of ice sculptures "Kryzhtal"

At the end of March, on International Theater Day there is a grand presentation of European theater. The Cherkasy Theater recently added the opera, "The Gypsy Baron," the play, "Taras," and the play, "Lenin Love, Stalin Love" to its repertoire. Every year, the festival “Scene of Humanity,” which features the best theater crews of Ukraine and Europe, graces the city.

Easter festivities begin in April. Every year, special workshops on painting Easter eggs are held and are attended by artists from all over Ukraine.

In 2012, Cherkasy became a member of the Ukrainian project, “Parade of Embroidered Shirts and Blouses.”

“Dyvopysanka” (“Marvellous Painted Easter egg”) was a project in which a large Easter egg, 26 sq. m., was painted in decorative regional symbols and was displayed in Soborna Square in the center of the city.



“Dyvopysanka”

Each year the first weekend of June the city celebrates “City Day,” during which concerts, sports competitions, an annual strawberry-themed culinary competition, and a fireworks display take place.



Strawberry festival—the longest strawberry jelly

Cherkasy residents and guests have the opportunity to enjoy themselves in Cherkasy's wonderful city parks. Beginning in May, the 50th Anniversary of the October Revolution Park holds youth festivals featuring alternative music. Also, the city festival "Drevlyandiya" takes place in the Children's Park each June. Each year, themes according to a theme, wooden characters come to life in giant carved sculptures.



City festival "Drevlyandiya"

In the Valley of Roses one can admire the beautiful waters of the Dnieper and elegant scenery of its pine forested islands. City squares beckon with new fountains equipped with bright light and melodic accompaniment.

Each year, Cherkasy's residents wait for the arrival of August, because it brings the stone sculpture festival and Independence Day. On Independence Day, a cooking parade takes place in the center. Cherkasy restaurants, cafes, and catering walk along the city streets in national costumes. In the park called Valley of the Roses, a culinary festival takes place. All who wish can enjoy culinary delights, taking part in various competitions and participating in workshops. The festival finishes with singing, dancing and fireworks.



Independence Day Celebration

Cherkasy and festivals have now become inseparable concepts. In addition to the body art festivals, Cherkasy hosts a festival of contemporary art, called “Junior Eurovision.”

The city authorities successfully implement projects which preserve historical landmarks for present and future generations. Since early 2010, the Cherkasy Chamber of Commerce and Industry in cooperation with the Executive Committee of the Cherkasy City Council take part in the international project, “Energy Efficiency and Urban Development Planning,” funded by the European Union. This project is part of a program called, “Co-operation and Dialogue in the Development of Cities.” The project lasts two and a half years.

The main theme of the project is to disseminate information on energy saving measures, to consider city planning questions associated with the reconstruction and restoration of historical buildings, and to the apply new energy saving technology.

Last year, the facade of the Wedding Palace was renovated, and its courtyard was restored.



The Wedding Palace

3. Environmental Best Practices

Implementation of energy efficiency measures is a very important step on the way to land ecology saving and prevention of the environment pollution. For the city of Cherkassy question of the rational use of energy resources has been the key point long ago.

Local authority applies a lot of efforts in order to ensure that residents of the city live comfortably in Cherkassy. One of the priorities is to improve the ecological condition of Cherkassy.

Recently, Cherkassy City Council approved the Concept of implementation of energy saving measures and attraction of investments in projects, directed towards increasing of energy efficiency of the budgetary buildings. The main objective of the Concept is to reduce the consumption of thermal energy by the establishments of health protection, culture, sport, school and preschool establishments, and also to cut the emissions of greenhouse gases from incineration plants in the atmosphere of the region.

This year the city of Cherkassy signed a "Covenant of Mayors" initiative of the European Commission, which aims to unite the European local authorities (municipalities) in voluntary movement for the joint fight against global warming.

Having signed the Covenant of Mayors Cherkassy has taken on a voluntary commitment to fulfill all-European requirements of EU concerning reducing CO₂ emissions by at least 20% by 2020 through implementation of energy saving measures

and introduction renewable energy. In order to achieve this goal, local authorities undertake to:

- Conduct inventory of baseline of CO2 emissions in its territory;
- Prepare and submit Sustainable Energy Action Plan (SEAP), approved by the city council, during a year after joining the Covenant of Mayors, in which should be described consecutive and realistic steps that they intend to implement for achievement of the Covenant goal;
- After approval of the Action Plan prepare every second year, a report on the current condition of its implementation and achieved intermediate results;
- Promote the idea of sustainable energy development among the local community, through the Local Energy Days holding in cities;
- Spread the ideas of Covenant of Mayors in particular by encouraging other local authorities to sign the Covenant and participating in all activities under the aegis of the Covenant of Mayors.

May 15, 2012 Cherkasy city council together with the Association "Energy Efficient Cities of Ukraine" held in Cherkasy an international conference "Implementation of the Covenant of Mayors: The path to Ukraine's energy security", which was attended by mayors of Ukrainian cities, representatives of the Ukrainian government, foreign guests and representatives of foreign countries embassies in Ukraine. At the conference, the mayor of Cherkasy Sergiy Odarych shared positive experiences of Cherkasy in implementation of energy efficiency technologies.

Cherkasy set a goal: refuse maximum from the use of gas for heating dwelling houses and budgetary institutions and come to alternative sources of energy.

The city has introduced the systems of energy consumption measuring in public institutions. From the 1 of January 2012 a total amount of water, heat, and electricity use for all public institutions is being accounted. It is approximately 280 municipal buildings. Mere control led to reducing the use of resources. Comparing to winter months in 2011 and 2012, the introduction of daily accounting resulted in a reduction of water, electricity and heat use by 30%, 49% and 6% respectively.

Individual Heat Points (IHP) were installed in 15 schools and kindergartens of Cherkasy in order to save warmth. Alongside with the installation of IHP, old windows in 28 public institutions (schools, kindergartens, hospitals) were replaced with the new ones, facades of buildings were provided with heat insulation. This comprehensive approach allows to reduce energy use up to 40%.

Last year, Cherkasy City Council together with the Communal Enterprise (CE) "Cherkasyteplokomunenerho" started to implement the project of energy saving. It is funded through a loan of European Bank for Reconstruction and Development. CE "Cherkasyteplokomunenerho" entered into an agreement with EBRD on a loan for more than 11 million euros. These funds are aimed at the modernization of heat supply in Cherkasy. The main objective is to reduce the use of expensive natural gas by 20-30%. This year we are going to install Individual Heat Points in 107 living houses with EBRD cooperation.

Last year a bio boiler was installed in the microdistrict Sosnivka. The boiler does not work on gas, it works on wood residues. It heats public institutions—hospitals, clinics in this area. In general a bio boiler purchase, installation, construction of storage

for chips cost 9 million hryvnias. The equipment at the current price of gas will be compensated already in 2-3 years. The bio boiler allows to reduce twice the cost of heat, that is produced by this boiler house. Economic efficiency of the bio boiler a year is 4 millions hryvnias.

Energy-saving modern boilers were also installed on two boiler houses. These boilers allow to save about 15-20% of the gas. Modernization of three more boiler houses and installation of Individual Heat Points in 100 multistoried buildings of Cherkasy is the next step in the EBRD loan project realization. IHP will allow to reduce heat consumption by 20%.

CE "Cherkasyvodokanal" received a loan of more than 10 million dollars from the World Bank for implementation of investment project "Modernization of water and sewage pumping stations". Modernization of water and sewage pumping stations, replacement of old pumps with efficiency of 50-60% on the new ones, which will be done in frames of the project, will save electricity.

Last year City Council introduced a new approach to the collection and pickup of garbage in the private sector. Each container has a unique number and is appointed to a house under the contract with its citizens. This system of garbage collection from the private sector operates in Europe, USA and Canada. By implementing this system, the City Council pursues several objectives: organize rubbish collection mechanism, improve the sanitary condition of the city, reduce the number of unauthorized dumps.



4. Community Participation and Empowerment

Since 2009, the support civil society department has begun to work in Cherkassy City Council, which was created in order to cooperate with community self-organization bodies, social formations, non-governmental, political, and religious organizations to support local initiatives.

Now the city is divided into 19 neighborhoods, in each of them operates community self-organization body representing the interests of residents of the

community in the executive branch. In 2012, 766.8 thousand grn.were provided in the city budget for the support of the program of community self-organization bodies' system development.

A resource center for support of local initiatives was created in the city. City Council provided free accommodation for forums, meetings of initiative groups, press conferences.

In the first half of 2012 community self-organization committees held:

1. Restoration of streets lighting, sanitary clearing of trees in the squares and streets, landscaping of gardens, new benches, arranged flowerbeds.

2. On some streets and courtyards were established Christmas trees, involved pupils to homemade toy contest, given gifts to the most active children. Massive celebrations were organized involving choirs, karaoke, quizzes, organized a competition for the best pancakes and dumplings.

3. Organized assistance to needy families through the Public Association "Club of 1000 friends."

4. Organized working group "Health" for the elderly people.

5. Organized Resource Center, in which the following specialists work: psychologist, specialist in real estate, a specialist in life insurance, a specialist in life planning.

6 A competition "drawing on the asphalt", a concert for children, "HOLIDAY of LANGUAGES" in the Children's Place "Fairy Tale" were held on the Children's Day.

7. Organized heating posts for homeless people.

8. Organized humanitarian aid to needy families. Collected items transferred to the charitable organization "Ukrainian family".

The assistance and financial supporting program for tenants, there Societies of co-owners of multistoried buildings were formed, have been working for 5 years in Cherkasy. According to data, on the 26 of July 2012 in Cherkasy were formed 126 SCMB. The city budget provides financial assistance for just created SCMB and to those that work more than one year. This year's program includes 2 million UAH for major repairs of housing, including the repairing of intra-building engineering systems, roofs, elevators, entrances, replacement of windows and doors, facade insulation and ornaments. So complex jobs on energy saving are carried out, energysaving is up to 50%.

5. Healthy Lifestyle

Being a healthy community is one of the main priorities of Cherkasy. Maintining a healthy lifestyle means being well physically, mentally, socially and spiritually. From 2012 to 2016, the Cherkasy City Council has approved a program for physical education, which aims to attract the general public to being involved with physical activity, to promote healthy habits, and to encourage teamwork among youth.

In 2011, Cherkasy held 18 competitions of national and international level, including competitions in:

1. Orienteering Among the Deaf, sponsored by FIFA and featuring 150 participants from 15 countries



Competition: Orienteering Among the Deaf

2. Archery



Archery competition

3. Tournament in chess, darts, tennis, basketball, billiards, football, and volleyball for members of the city council's department of sports



Basketball tournament for city council's officials

4. "Athlete of the Year", a city-wide review of the best athletes in town

Cherkasy is proud of the healthy lifestyle encouragement provided by its basketball team, the "Cherkassy Monkeys," whose achievements are known beyond Ukrainian borders. Additionally, Cherkasy has a great main stadium, with new spotlights, goal posts, walls, and locker rooms.



Pride of Cherkasy—basketball team "Cherkassy Monkeys"

In order to encourage young people and residents to exercise, the city administration has constructed a number of street training equipment, located namely in the Valley of the Roses and the Children's Park. A variety of sporting grounds can be discovered across the city for playing football, basketball, and volleyball outside at any time.



Sporting grounds



Street training equipment

Last year, the sports complex “Budivelnyk” took third place in Ukraine for best complex housing activities other than field sports. This institution hosts the largest number of sporting competitions in the region.

This year, the organization “Youth of Cherkasy” sponsored the 5th annual “Race for a Healthy Lifestyle,” during which the community is provided with information about unhealthy habits. Also, as part of “World Health Day,” on April 7th, 2012, Cherkasy hosted a festival dedicated to sobriety, which featured a flashmob, a concert, a martial arts show, and handicrafts workshops.

Together with the mayor of Lviv, Cherkasy’s mayor signed an appeal to Ukrainian mayors requesting that sales of alcohol and tobacco be limited at night and that these products not be sold to teenagers; this initiative is meant to improve health as well as to decrease crime. Cherkasy is one of the first cities in Ukraine to make such a great attempt to combat excessive use of alcohol and tobacco. Within two months of limiting alcohol sales at night, the crime rate fell by 30%, and local militia received less calls about disorderly conduct at night.

Together with USAID and the NGO "Return" Cherkasy participated in the project, "Want to be Modern, all Healthy," which aimed to promote a healthy lifestyle among youth by distributing several informative telecasts and facilitating discussions about health. Additionally, according to guidelines established by UNICEF and WHO, Cherkasy executed the program “Healthy Child-Happy Family,” during which the city formed a council that coordinates programs for healthy lifestyles among young and pregnant women. The program was broadcasted on the radio and television. Also, in order to introduce a modern approach to providing medical and social assistance to youth, the project “Youth-friendly Clinic” was implemented, which distributed informational materials about healthy habits.

The city also actively promotes events that raise awareness about breast cancer. The Cherkasy Health Department has its own website, which provides continual information about healthy lifestyles, and promotes a smoke-free community.

6. Strategic Planning

Terms of progressive and sustainable development of society require to increase efficiency and predictability of local policy. One of the priorities of this issue is the introduction of modern methods, models and mechanisms for local decision-making with active involvement of people in it.

One of the examples of taking into account public opinion while important decisions making, is a process for reviewing and approving of the city master plan. In course of it the active public discussions in several stages were provided. Public opinions were taken into consideration. In 2011 the general city plan was approved.

Active community participation in city development is ensured in adoption of other regulations that affect other areas of community life. Coordinating meetings for Entrepreneurship that are held in Cherkasy City Council, whose members represent public organizations and entrepreneurs, discuss local projects in the regulation of economic relations. Representatives of the executive council and entrepreneurs discuss problem issues of business areas and identify ways to solve them at local, regional and national levels.

In order to ensure an active dialogue between authorities and the public, the Executive Committee created:

social dialogue council, the Board of Directors of enterprises, associations of community self-organization.

At the local level hierarchy of strategic planning is provided by forming a comprehensive program of social and economic development, which in its turn is the basis for forming the city budget.

Programme of social, economic and cultural development of Cherkasy through the goals and objectives determines ways to achieve the priorities of the city development, defines final results and indicators of their fulfilment, reflects the acquisition and use of resources.

Today the Programme of social, economic and cultural development of Cherkasy includes development of the city in 5 priority areas:

Priority 1 “Comfort—creating of comfortable living conditions in Cherkasy, development of Cherkasy as a good, clean and safe city for its citizens, visitors and future generations”;

Priority 2 “Citizen—all-round development of the community through cultural development, education, physical education and sport, public participation in the management of the city. Education of local patriotism”;

Priority 3 “Job—growth of community welfare through business development, investment attraction, job creation”;

Priority 4 “Health—care of community health and provision with quality medical care”;

Priority 5 “Resources—effective use of resources (own and involved) for diversification, increasing the revenue base budget, cost optimization”.

The format of the program Priority – Goal—Objective –Action—The indicator of performance - Responsible Executor–Financial provision in conjunction with a schedule of every action provides an effective mechanism for monitoring the implementation of the Program. Information on the program implementation by results of the year is issued and presented by each department and also given into deputies’ consideration.

Nowadays the city continues to implement measures on a strategic plan of the local community development. Measures are aimed at the audit of the city and determination of the strategic directions of sustainable, economic and social development of the city, effective use of natural, labour, material and financial resources.

A comprehensive diagnosis of the current state of the city, citizens’ opinions is being carried out. According to the results, working group will ensure coordination with city community concerning the priority sectors of the city development, a city development long-term strategy project for the further approval by Cherkasy City Council will be created and presented.