



THE UKRAINIAN MINDSETMAP

HISTORICAL INSIGHT

- 9th century: Founding of the Kyivan Rus Slavic empire for a time the largest in Europe
- 12th century: Kyivan Rus empire overwhelmed by Mongols
- Late 17th century: Russia and Poland divide Ukraine between them
- 1932-33: Stalinist policies lead to the starvation of 5 million Ukrainians
- April 1986: Chernobyl nuclear power plant disaster
- December 1991: Ukrainian independence declared
- 2014: Maidan Revolution ousts pro-Kremlin government over stalled European Union association deal. Russia subsequently seizes Crimean peninsula and launches insurgency to occupy parts of eastern Ukraine
- 2019: Volodymyr Zelensky, a comedian and actor with no previous experience in politics, wins presidential election run-off in a landslide victory

PRIMARY BELIEF SYSTEMS

- Majority of population belong the Eastern Christian Orthodox churches
- Some Roman Catholics
- Over 38% say they follow no religion at all
- Superstition still important part of belief system
- Pagan elements interwoven with many religious festivals, like Easter

GEOGRAPHICAL INFLUENCES

- Capital - Kyiv
- Diverse landscape of fertile plains, plateaus, marshes and forests
- Rich in minerals, petroleum and gas
- Bread basket of former Soviet Union

ECONOMIC & POLITICAL CONDITIONS

- Parliamentary democracy with a large number of political parties
- Rich base of agricultural and mineral resources
- 2016 -EU - Ukraine Association Agreement signed
- Labor force 17.99 million
- Main export market - Russia
- Important part of the pipeline transit route for Russian gas exports to Europe
- Unemployment 9.5%
- Ukraine's top export is steel - vulnerable to financial turmoil
- 2014 - IMF assistance package of \$14-18 billion



LIFE STYLE ASPIRATIONS

- Strong ties to family and friends
- Deep religious faith
- Marked motivation to gain a good education and job and to improve lifestyle
- Desire to be 'European' among those in the West
- Practical and materialistic

CHARACTERISTICS OF SOCIETY

- Life continues to be a struggle for many Ukrainians
- Religion a dominant force in society
- Attempts to re-establish a distinct Ukrainian cultural life and identity
- Many Ukrainians have emigrated since independence
- Education and progress are key drivers

UKRAINIAN MINDSET

- Resilient and stoic
- Proud of roots but reticent about recent past
- Patient but determined
- Strong religious convictions
- Industrious
- United by struggle for survival
- Open to change and innovation

LANGUAGE

- Ukrainian the official language
- Russian also spoken by many - particularly in the south and east
- Ukrainians and Russians can understand one another