

Gabriel Al-Salem Foundation



International Award for Excellence in Consulting
“Consulting Without Borders”

February 1, 2021



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International Award for Excellence in Consulting

Category: "Post-conflict Issues and Social Reform"

Social project: "The ability to fly on the ground"

Project Mission:

Building partnerships between socially responsible enterprises and the Pokryshkin Sevastopol Tactical Aviation Brigade, helping the military to adapt after redeployment following conflict. Project partners were the Brigade, the Lutsk Engine Repair Plant "Motor", Ukraine's largest textile form "Edelvika" and consultants ShiStrategies



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Project goals and activities:

- The project consisted of two stages and the communication social project "Future in embroidered shirts" was directed to of social adaptation of military pilots.*
- The first stage of "Opportunities to fly on the ground" was dedicated to women officers and military personnel who left Crimea. The project participants were 12 military women. The second stage was for the families of the military had who left the Crimea, and the best labor dynasties of the "Motor" plant.*



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2018 – 2019 Project Partners and Beneficiaries

204th Tactical Air Brigade
Members and families



Lutsk Repair Plant “Motor”
<http://www.motor-lutsk.com.ua/>



Edelvika Enterprise
<https://www.linkedin.com/company/edelvika/about/>





RESULTS ACHIEVED:

The objectives of the project have been achieved. Indicators of good work of the project team were: - high involvement of managers and employees of partner enterprises in the project; - improving the quality of external and internal communications in participating organizations, the presence of direct communication between the management of the plant and the command staff of the Sevastopol brigade, solving several problematic issues in the interaction of units; - motivational impact of the project, understanding by the personnel of the criteria for participation in the project, competition for the right to participate in the project; - high interest in the enterprises participating in the project from the public (including representatives of the Ukrainian diaspora); - drawing the attention of the project stakeholders and the public to the theme of the creative heritage of Lesya Ukrainka, whose 150th anniversary is celebrated on February 25, 2021; - high interest in publications about the project participants in social networks and the media (more than 500 thousand views of the first story within a week); - the presence of positive thematic content, positive feedback, increasing the interest of the authorities and the public both in the Sevastopol brigade and in the project partner enterprises.