



Demystifying Land Reform in Ukraine by Improving Public Awareness

Agriculture and Rural Development Support Project

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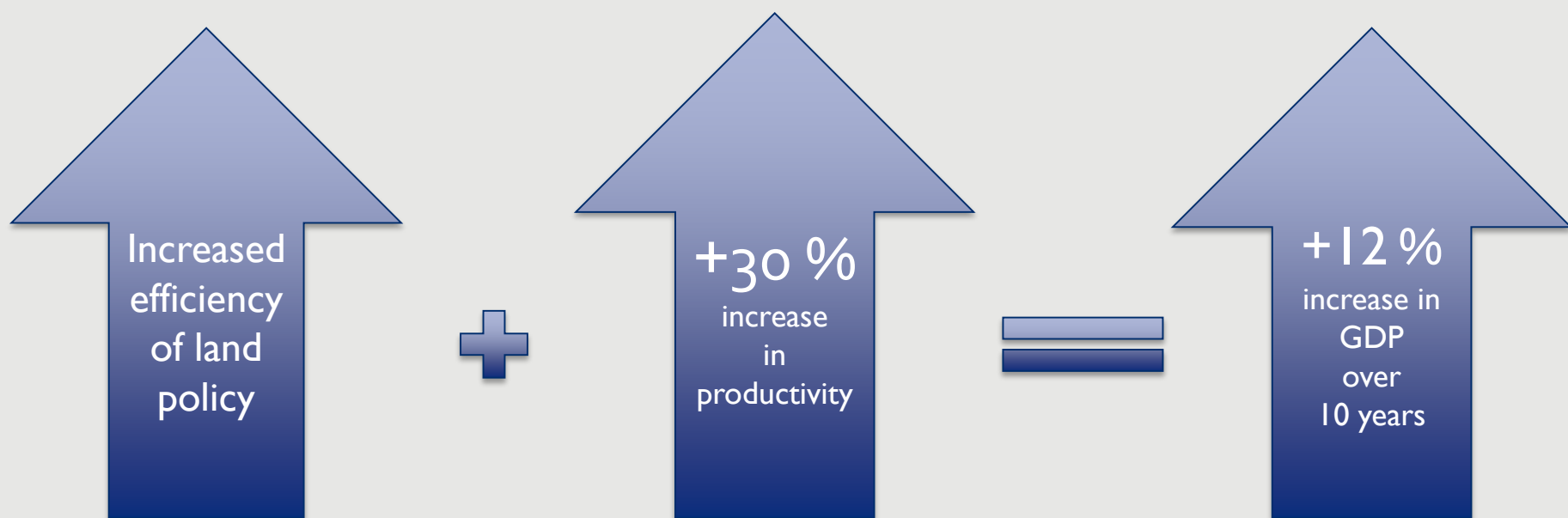
History of the moratorium: effectively no farmland market since independence

- Most agricultural land was in state and collective ownership prior to 2001
 - Moratorium introduced as of January 1, 2002 for 4 years
 - Survived 8 extensions
 - Covers 90% of agricultural land in Ukraine (27 mln private + 10.5 mln ha state-owned)

Moratorium/absence of land market is currently the most important issue of agricultural policy in Ukraine



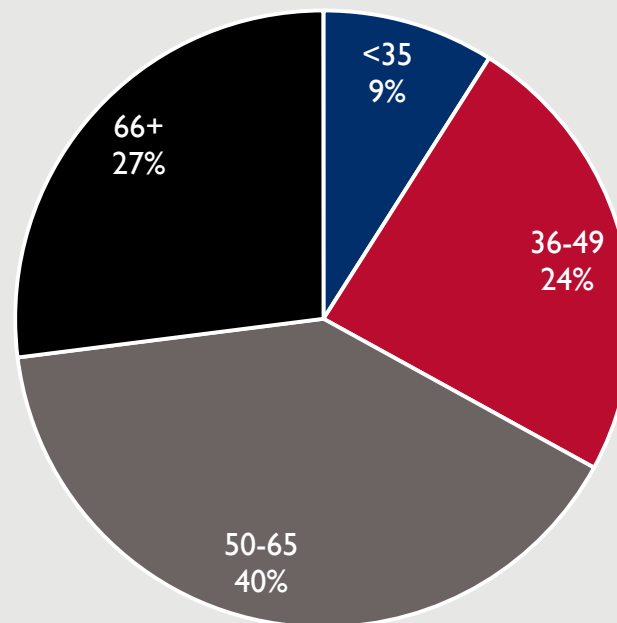
What will Ukraine gain if the moratorium is lifted?



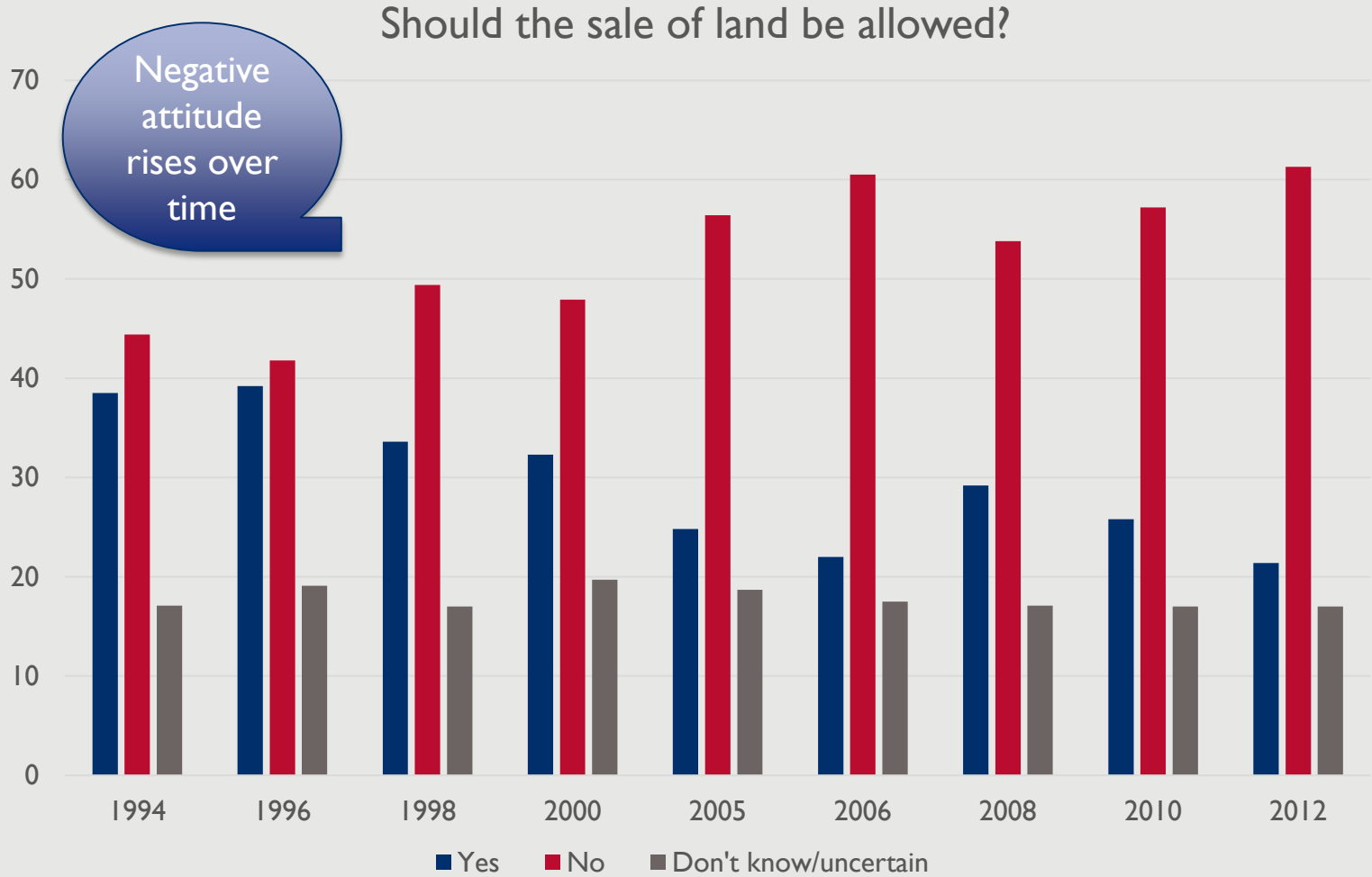
Private land owners: who are they?

- 60 years old
- 81.5% live in rural areas
- 60% female / 40% male
- Owning on average 4 ha
- 1 mln have passed away leaving ~ 1 mln ha uninherited
- 88% lease their land to farming enterprises
- For \$40 per ha annually

Age of landowners

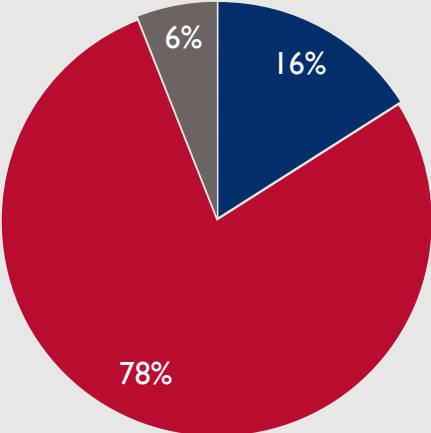


Attitude towards the moratorium



Attitude towards the moratorium

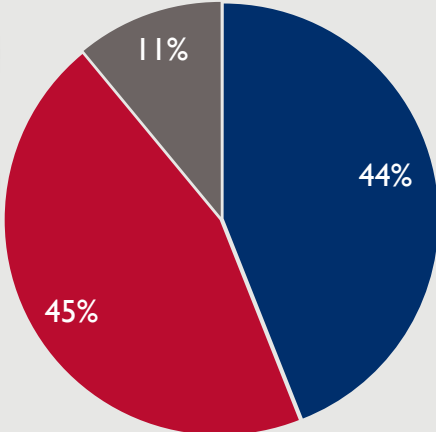
Do you support lifting moratorium?



- Support
- Don't support
- Don't know

Ukrainians want to sell land but don't support lifting moratorium

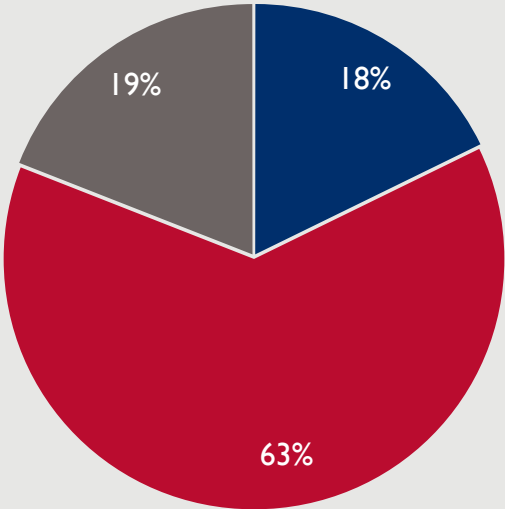
Do you want to freely dispose your land?



- Rather support
- Rather don't support
- Don't know

Attitude towards the moratorium

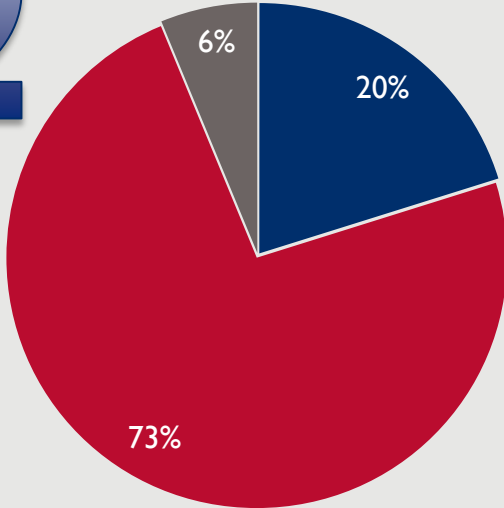
General population



- Support
- Don't support
- Don't know

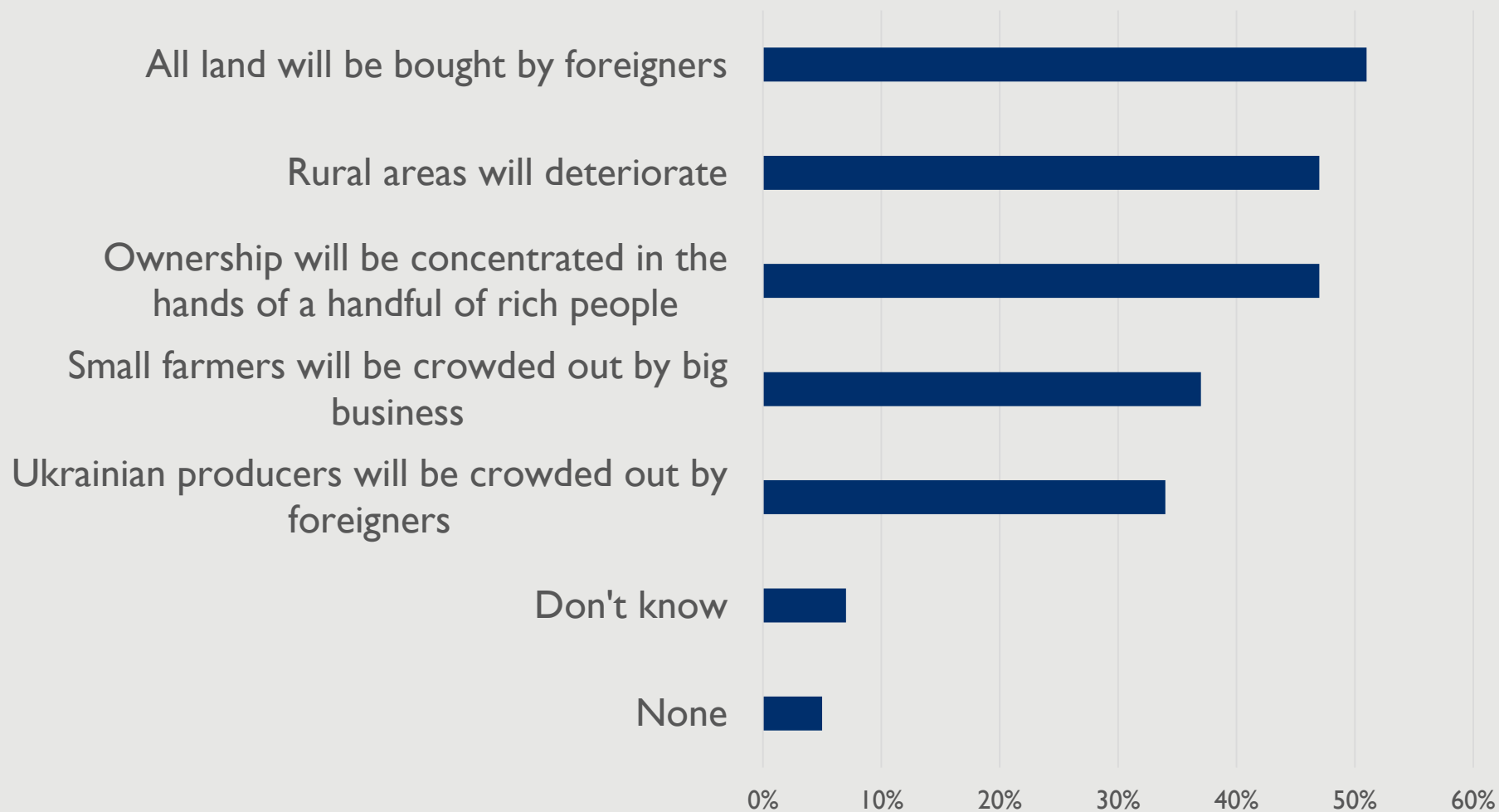
Farmers are even more pessimistic

Farmers

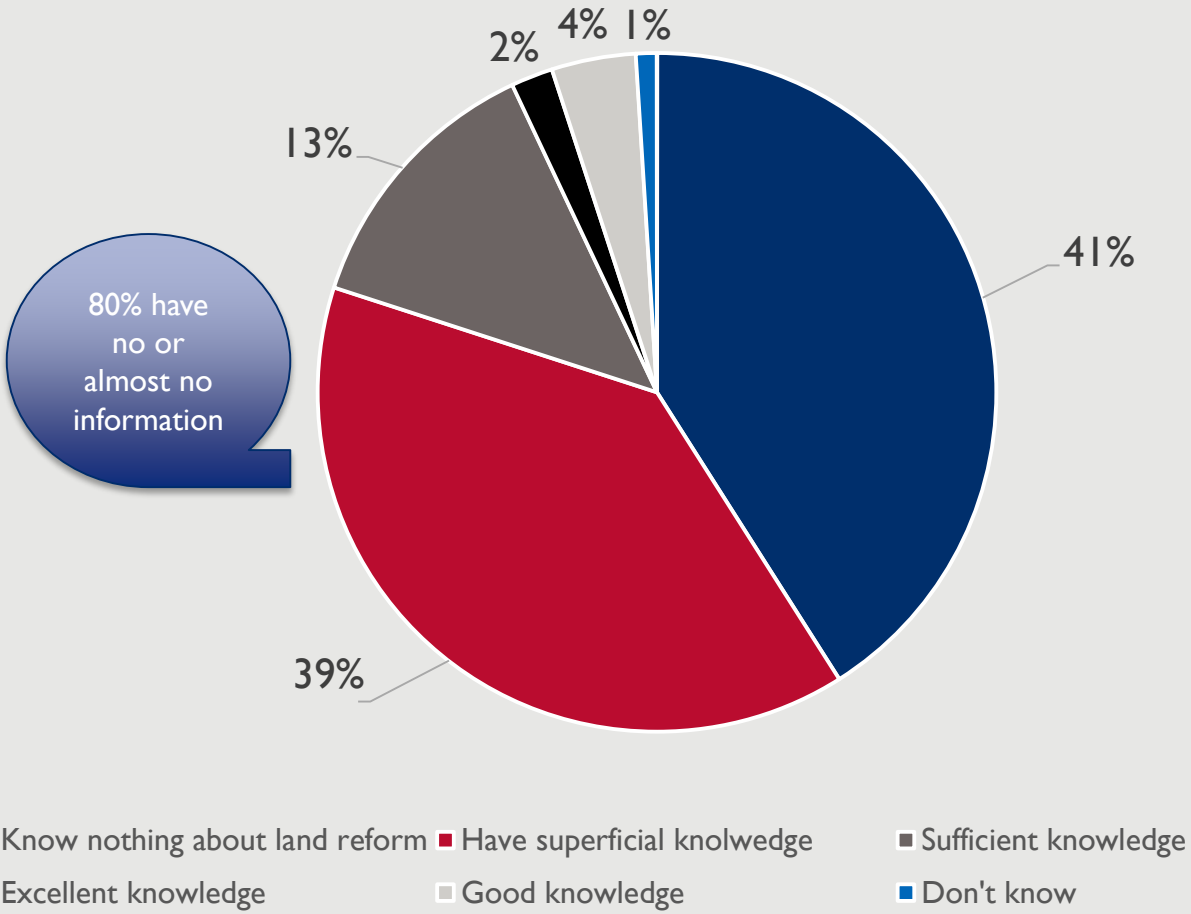


- Support
- Don't support
- Don't know

Main fears/risks



Are they informed?



Why awareness campaign is needed?

22%

- of population support lifting of the moratorium

80%

- know nothing or almost nothing about land reform

57%

- of aware respondents versus 18% of unaware support lifting the moratorium → low level of awareness correlates with the level of negative attitude

66%

- support lifting the moratorium if the question is formulated as "Would you like to have the right to freely buy an →?"
strong correlation between low level of support and poor awareness

Main myths

- Land will be purchased from farmers at below true market value
- Foreigners will buy most of the land and will use it inefficiently
- Most land will be bought by large farming enterprises (agroholdings)
- The economy needs to be stabilized/Ukrainians need to get rich first
- Fields will be broken into smaller plots that can't be farmed efficiently

- Two categories of opponents:
 - NEVER
 - NOT NOW

What can be done:

- Design the reform (market characteristics)
 - Safeguards are needed
 - Sequencing is important
 - Support to small (family) farms to get access to land (financing)
 - Land reform is not only about lifting the moratorium
 - decentralization and capacity to manage land at the local level,
 - land with unclear legal status,
 - permanent use by farmers – inherit or buy at beneficial terms,
 - state-owned land,
 - efficient transactions/simplify procedures
- Communicate effectively to all stakeholders
 - understanding
 - support
- Building trust is important

What do we propose

Land Reform Advocacy / Awareness Campaign

- **Theme: Equal Rights to Land and Possibility to Exercise Them Ensure Economic Growth and Improve Wellbeing**
- **Objectives:**
 - provide information support and advocate for moving land reforms forward
 - streamline land relations
 - build trust, prepare for open and transparent land market
- Broader context: **not only the moratorium**
- Campaign elements:
 - Lobbying/advocacy campaign
 - Awareness/trust-building campaign

Land Reform Advocacy & Awareness Raising Campaign

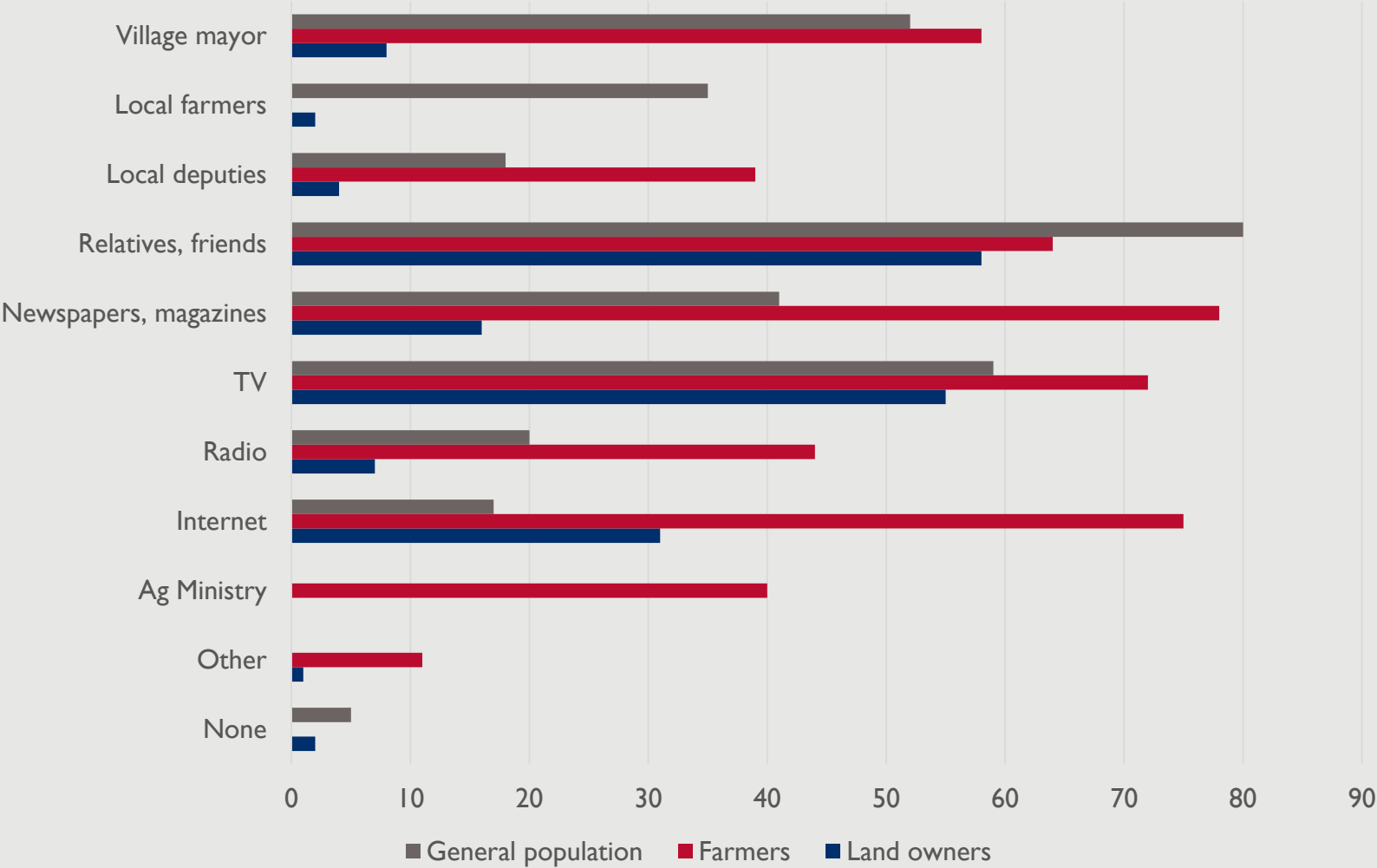
Lobbying/advocacy campaign

- Develop a neutral and credible platform for debate
- Engage best experts and reputable opinion leaders to elaborate, discuss and promote reforms
- Develop strong case for policy-makers to ensure understanding
- Ensure that the land reform process reflects the priorities of stakeholders, including SMEs
- Help policy-makers make sure that the reform:
 - is based on a thoroughly designed national framework
 - incorporates persuasive safeguards to address concerns of stakeholders

Awareness-raising campaign

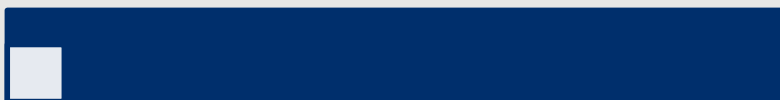
- Build awareness of:
 - land reform
 - merits of open agricultural land market
 - land rights and instruments to protect land rights
- Build capacity of local populations/institutions to manage land, make informed decisions, protect land rights
- Empower leaders of communities to help them become trustful resource on land administration issues and rural development;
- Build trust for the upcoming reforms
- Help rural citizens be confident that the land market will be beneficial for them and communities.

Where do they get information



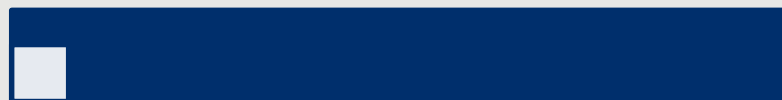
Tools & channels

Communications



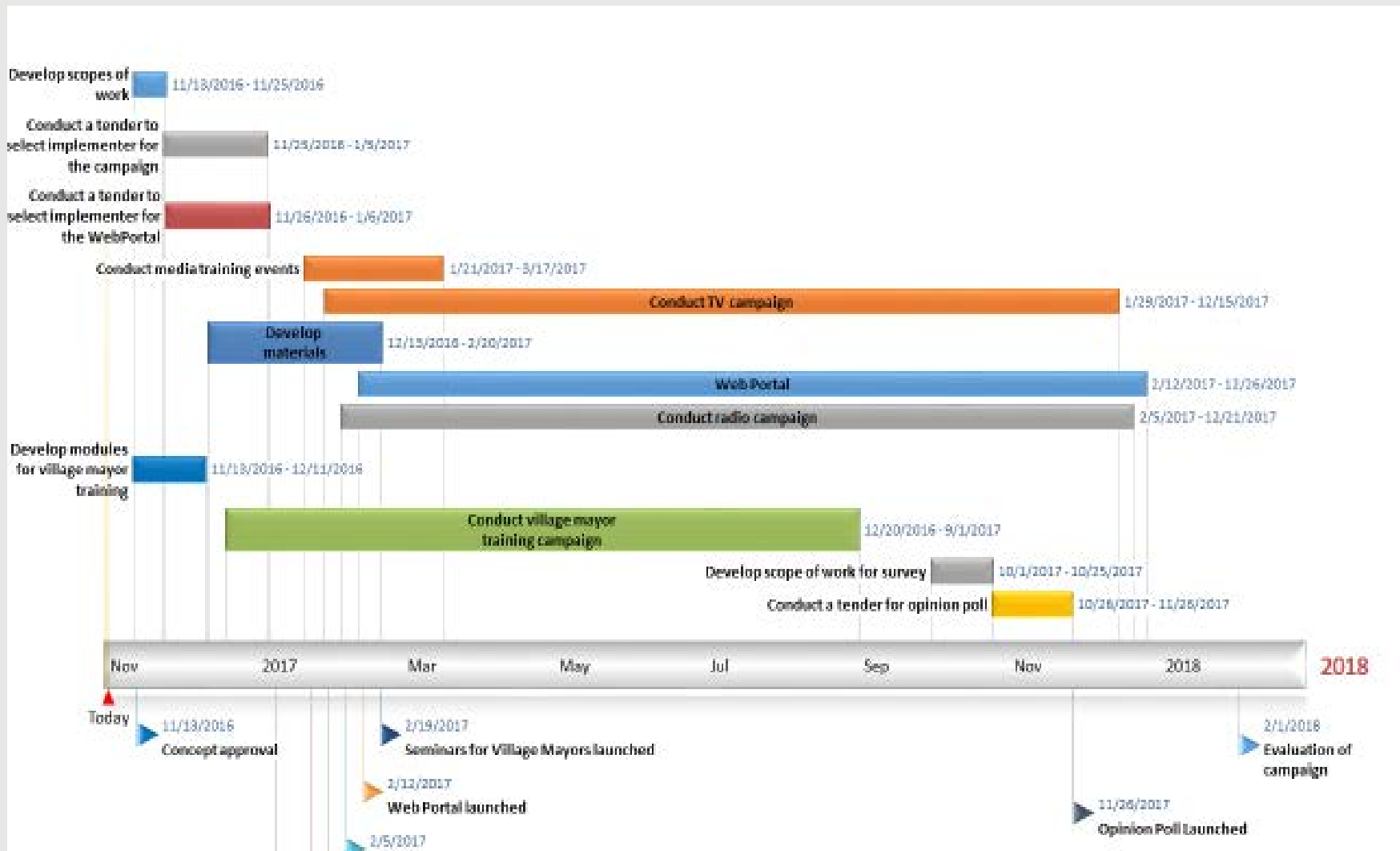
- TV, radio
- Publications in electronic and paper media
- Web-portal
- Social media
- Posters

Discussions



- Round tables
- Press conferences
- Training for journalists
- Briefings for activists (e.g. village mayors)
- Community-level discussion

Timeline of the campaign





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Thank you!

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