UKRAINIAN SCIENCE DIASPORA

EXTENDED BRAND STRATEGY
FOR THE UKRAINIAN SCIENCE DIASPORA

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1. Strategic Brand Core

A platform that transforms the global presence of Ukrainian scholars into a systematic intellectual resource for Ukraine.

This means it is:

- not merely a contact database
- not merely a network of Ukrainian scholars
- not merely an NGO

but an infrastructure for engaging Ukrainian scholars in Ukraine's recovery and reconstruction

The brand should be perceived as a platform for scientific collaboration that connects people, builds trust and turns expertise into practical contributions.

2. Brand Purpose

Statement

To unite the efforts of Ukrainian scholars around the world for the recovery of Ukraine.

The purpose should resonate across three dimensions:

For researchers

"I gain access to a network, opportunities and relevant people."

For Ukraine

"Ukrainian science worldwide becomes a resource for the country's development."

For international partners

"There is a clear point of access to Ukrainian scientific expertise."

3. Strategic Role of the Brand

1. The brand as connection infrastructure (Connection Platform).

The platform should address the following core needs:

1. **researcher ↔ researcher** - building professional connections among Ukrainian scholars across countries, disciplines and research schools;
2. **partner diaspora organisations ↔ partner diaspora organisations** - coordinating interaction among regional hubs of the Ukrainian scientific diaspora to exchange experience, launch joint initiatives and scale effective practices;

3. **country ↔ country** - advancing international scientific cooperation through a network of Ukrainian scholars in different countries;

4. **diaspora ↔ Ukraine** - establishing a sustainable channel for integrating global Ukrainian scientific expertise into Ukraine's research, education and institutional landscape, and vice versa;

5. **researcher ↔ institution** - providing direct access to the resources of universities, research centres, foundations, international programmes and partner institutions.

Strategic rationale:

The platform should bring Ukrainian scholars around the world closer together and make collaboration faster, more visible and institutionally feasible.

2. The brand as a visibility system (Visibility Platform).

The platform should showcase those who are open to collaboration:

1. who is already part of the global network of Ukrainian scholars - including their geographic distribution, research areas and institutional affiliations;

2. which Ukrainian scholars (or research hubs) have international expertise and recognition - through individual profiles;

3. where international partnerships have already been established - including collaboration with universities, research centres, foundations and international organisations.

Principle: Making results visible strengthens trust, encourages more Ukrainian scholars to join and supports the development of partnerships.

To strengthen trust in the platform and demonstrate its practical value, it is important to consistently communicate the **tangible outcomes of collaboration among Ukrainian scholars**: joint projects, partnerships, expertise mobilised, initiatives delivered and their contribution to Ukraine's development and recovery. Partner diaspora organisations can actively contribute to creating and sharing these stories.

Strategic rationale:

The visibility of tangible results builds trust in the platform, strengthens engagement among participants and partner diaspora organisations, and demonstrates its effectiveness internationally.

3. The brand as an access-to-opportunities system (Opportunity Platform).

One of the platform's key functions is to provide Ukrainian scholars with access to relevant international opportunities:

- grants;
- academic mobility;
- visiting research positions;
- conferences and scientific events;
- calls for applications and open positions (including employment opportunities);
- joint international projects.

A dedicated digital module has been developed to put this function into practice and provide personalised access to relevant opportunities.

Personalisation should be based on the following criteria:

- research discipline;
- country of residence or intended collaboration;
- stage of academic career.

Strategic rationale:

The platform should be perceived not merely as a source of information, but as a practical gateway to the international research ecosystem.

4. The brand's highest strategic role (Impact Platform).

At the highest level, the platform should demonstrate how the engagement of Ukrainian scholars translates into a tangible contribution to the country's development.

The central strategic question:

What tangible contribution does the Ukrainian scientific diaspora make to Ukraine's future?

- advancing science diplomacy;
- contributing expertise to policy development and decision-making;
- transferring knowledge, best research practices and academic values;
- transferring research equipment to Ukraine;
- providing access to global research infrastructure;
- developing Ukraine's educational and research environment.

Strategic rationale:

The platform should turn the potential of Ukrainian scholars in the diaspora into concrete actions and initiatives that contribute to the country's development.

4. Vision

To build a strong, visible and interconnected global network of Ukrainian scholars that transforms international research experience into a long-term resource for Ukraine's recovery and reconstruction.

5. Mission

To unite the efforts of Ukrainian scholars from different migration waves for the reconstruction and development of Ukraine, as well as for a more effective integration of Ukrainian scholars into the global research community.

6. Brand Values

- *Responsibility*

Responsibility means recognising that scientific expertise can and should contribute to the country's development, strengthen Ukraine's international presence and support long-term transformation.

- *Collaboration*

The platform is not a hierarchical structure but a network connecting scholars, institutions, partner diaspora organisations and international partners. Its strength lies in its ability to create the conditions for joint work, combine competencies and foster horizontal professional relationships.

Collaboration means:

• openness to partnership;
• mutual strengthening of expertise;
• readiness to work across disciplines and in international environments.

- *Trust*

For a global research network, trust is a fundamental condition for engagement and long-term development.

That is why the platform's brand must be:

• transparent — clear in its goals, operating mechanisms and principles of interaction;

• consistent and predictable — ensuring stable rules and a reliable quality of interaction;

• accessible and flexible — focused on delivering practical value to users.

Trust is built through ease of access, quality communication and visible results.

- *Openness*

The platform operates in an international environment; openness to different research cultures, institutional practices and formats of collaboration is therefore one of its defining characteristics.

Openness means:

• the ability to work across different academic traditions;

• readiness to embrace new formats of international interaction;

• openness to new participants, ideas and partnerships.

- *Contribution to Ukraine's Future*

A key foundation of the brand is its commitment to making a long-term contribution to the country's development.

The platform should demonstrate that the Ukrainian scientific diaspora is not merely an international network, but a tangible resource for:

• the advancement of science;

• the country's recovery and reconstruction;

• institutional renewal;

• creating new opportunities for future generations.

This dimension gives the brand its deeper rationale and explains its significance for society.

7. Brand Personality

Brand personality defines the voice the platform uses to communicate with its audiences, the impression it creates internationally and the image of the contemporary Ukrainian scholar it represents.

For the Ukrainian scientific diaspora platform, the brand should speak with a confident, open and coherent professional voice representing contemporary Ukrainian scholarship.

Core brand archetype

The platform should reflect the image of a contemporary Ukrainian researcher who is integrated into the international academic environment while remaining connected to Ukraine's development.

Key characteristics of the contemporary scholar:

• **intellectual** - the brand speaks the language of knowledge;
• **global** - naturally operating within an international academic context;
• **quietly confident** - demonstrating confidence without excessive declarations;
• **evidence-based** - grounded in facts, results and professional expertise;
• **open** - ready for new connections, collaborative formats and diverse perspectives;
• **non-confrontational** - bringing people together rather than creating divisions;
• **systemic** - thinking in long-term and institutional terms.

How the brand should NOT sound

• like activist-oriented NGO communications alone;
• like formal government bureaucracy;
• like emotionally nostalgic rhetoric without practical substance.

How the brand SHOULD sound — contemporary scientific leadership

This means communication that combines:

• intellectual substance;
• international clarity;
• professional openness;
• practical value.

Brand personality should position the platform as a natural professional environment for contemporary Ukrainian scholars who:

• work globally;
• think strategically;
• are ready to collaborate;
• see their expertise as a resource for Ukraine's development.

Strategic rationale:

The brand should sound like a contemporary research ecosystem in which professionalism, openness and international trust form the basis of interaction.

8. Tone of Voice

Tone of voice defines the style in which the platform communicates with its audiences, builds trust and positions itself within the international academic environment.

For the Ukrainian scientific diaspora platform, the tone of voice should reflect a contemporary research ecosystem: professional, clear, internationally relevant and, at the same time, human.

Key tone-of-voice characteristics:

Clear

Communication should be easy to understand, well-structured and meaningful. Complex ideas should be explained clearly, without unnecessary complication.

International

The platform's language should be accessible to both Ukrainian audiences and international partners, without being constrained by local stylistic conventions.

Precise

Communication should be factual, use terminology accurately and maintain conceptual discipline.

Unpretentious

The platform should avoid excessive declarations, emotional overload and rhetoric unsupported by substance.

Professional

Every message should reinforce perceptions of the platform's quality, competence and trustworthiness.

Human, without emotional overload

Communication should remain open, friendly and accessible while maintaining professional boundaries.

calm intelligence + practical usefulness + strategic dignity

This formula means that the brand should communicate with calm intellectual confidence, demonstrate practical value and maintain strategic dignity across every communication format.

How this translates into communication

The platform communicates:

• through facts and tangible results;
• through examples of collaboration;
• by making opportunities visible;
• through well-founded professional arguments.

The platform avoids:

• excessively bureaucratic language;
• emotionally overloaded wording;
• abstract statements without practical substance.

Strategic rationale:

The tone of voice should convey professional strength, international clarity and the platform's practical value.

9. One-line Strategic Slogan

The platform's final strategic slogan

Where Ukrainian Science Connects Globally.

This slogan highlights the platform's key role as a channel through which Ukrainian science becomes visible, interconnected and integrated into the international academic landscape.

It reflects three core brand functions:

• connecting Ukrainian scholars around the world;
• building international research links;
• strengthening the international positioning of Ukrainian scholars.

The slogan is:

• concise;
• clear to international audiences;
• institutionally strong;
• suitable for digital communications, international presentations, events and partner materials.

The slogan can serve as the brand's primary English-language key message:

• on the website homepage;
• in LinkedIn, YouTube and Facebook communications;

• in presentations;
• in materials featuring the brand identity;
• at international events.

Strategic rationale:

The slogan positions the platform as a space that brings Ukrainian scholars together, regardless of where they are based.

10. Key Brand Promise

We help connect Ukrainian scholars in Ukraine and around the world, support their international integration, create opportunities for professional collaboration and engage the expertise of the Ukrainian research community in Ukraine's recovery and development.

Strategic meaning of the brand promise

The promise establishes the core expectation of the platform and explains its practical value to the research community. It brings together three key dimensions that define the platform's role:

- *Global Connectivity*

The platform creates the conditions for sustained professional connections among Ukrainian scholars across countries, partner diaspora organisations, institutions and international partners.

- *Professional Visibility*

The platform helps increase the visibility of Ukrainian scholars, their expertise, research and achievements within the international academic environment.

- *Impact on Ukraine's Future*

The platform provides mechanisms through which the global presence of Ukrainian scholarship is transformed into a tangible contribution to the development of science, education, innovation and the country's strategic transformation.

11. Communication Pillars

1. **Showcase. Increase the international visibility of Ukrainian science.**

Systematically showcase Ukrainian scholars, universities, research teams, their expertise, research achievements and potential for international collaboration.

Key actions:

- Showcase Ukrainian scholars and their professional competencies.
- Promote research findings and scientific achievements.
- Demonstrate the research capacity of Ukrainian universities and research institutions.
- Showcase the activities of partner Ukrainian scientific diaspora organisations.
- Promote Ukrainian science across international academic platforms.

2. **Connect. Build and develop international research links.**

Connect Ukrainian scholars, universities, research institutions, diaspora organisations and international partners to foster professional interaction and joint activities.

Key actions:

- Connect researchers with potential research partners.
- Facilitate partnerships between Ukrainian and international universities.
- Develop international research networks and communities of shared interest.
- Organise professional meetings, networking events and matchmaking sessions.
- Facilitate the formation of international research teams and consortia.

3. **Enable. Provide tools for professional development and international integration.**

Give Ukrainian scholars and universities access to practical tools, resources and opportunities required to integrate into the international research landscape.

Key actions:

- Provide information on international grants, funding programmes and academic mobility.
- Develop individual and group mentoring programmes.
- Facilitate the participation of Ukrainian researchers in international projects and consortia.
- Help universities identify international partners and develop institutional cooperation.
- Share practical knowledge and tools for international research collaboration.
- Provide access to international research expertise and infrastructure.

4. **Mobilise. Engage the global Ukrainian research community in Ukraine's development and recovery.**

Turn the international presence, professional connections and scientific expertise of Ukrainians worldwide into concrete initiatives, joint projects and practical outcomes for Ukraine.

Key actions:

- Engage Ukrainian scholars abroad in the development and recovery of Ukraine's research system.
- Facilitate the transfer of scientific knowledge, technologies, equipment and research practices.
- Advance science diplomacy and the international representation of Ukrainian science.
- Engage international expertise in developing recommendations and shaping science policy.
- Support the implementation of joint international projects aimed at Ukraine's development.

12. Functional Platform Products and Brand

- Mentorship

A tool for professional interaction between experienced Ukrainian scholars and early-career researchers, supporting career development, international integration and knowledge transfer.

- Global Map of Ukrainian Scholars (Scientists Map)

A digital tool for finding partners and visualising the global presence of Ukrainian scholars by country, research area and institutional affiliation.

- AI-powered Search (AI Search)

A service for identifying relevant expertise, contacts, research areas and opportunities through intelligent navigation within the platform.

- Grant Opportunities (Grants)

A dedicated functional area providing access to international calls, funding programmes and academic resources.

- Petitions and Initiatives (Petitions)

A mechanism for collectively shaping positions, supporting initiatives and representing the research community's interests at institutional level.

- Analytical documents and the development of recommendations for shaping policies on cooperation with the scientific diaspora.

- Knowledge hub on science diplomacy and scientific diaspora activities (Knowledge Hub)

13. Brand Communication Ecosystem (Communication Matrix)

For the Ukrainian Science Diaspora platform, communication should operate as an integrated, multi-channel system in which each channel serves a distinct strategic function: building trust, increasing professional visibility and international presence, attracting new participants and supporting active interaction within the community.

The platform already has an established multi-channel digital presence, enabling it to engage several audiences simultaneously: diaspora researchers, scholars in Ukraine, institutions, international partners and policy actors.

Official Website as the Central Institutional Platform

The official website is the platform's core institutional environment, bringing together its main services and products. It is the primary channel through which the platform is first perceived as an intellectual infrastructure.

The website provides:

• access to the platform's digital services;
• the Global Map of Ukrainian Scholars;
• navigation to grant opportunities;
• access to mentoring programmes;
• expert search;
• a knowledge base on diaspora cooperation with Ukraine;
• showcases of international initiatives and partnerships.

Strategic role of the website:

The website should answer the user's key question: What can I access here right now, and how can this platform be useful to me?

It is advisable to develop a dedicated "Impact Stories" section featuring:

• completed projects and case studies;
• international research projects;
• grants awarded and funding secured;

• mentoring and professional development outcomes;
• successful examples of research collaboration.

LinkedIn as the Primary Channel for International Professional Visibility

LinkedIn is the platform's key channel for international reputation-building and positioning.

It is where the Ukrainian Science Diaspora is perceived as a contemporary international contributor to the global research community.

LinkedIn should consistently showcase:

• Ukrainian scholars around the world;
• international partnerships;
• participation in global scientific events;
• expert initiatives;
• science diplomacy initiatives.

Strategic role of LinkedIn:

Build professional trust, international visibility and the platform's institutional standing.

Primary content formats:

- profiles and stories of Ukrainian scholars;
- stories of collaboration and partnerships;
- grants and professional opportunities;
- achievements of research institutions.

Facebook as a Space for Community Support

Facebook serves as a community communication channel, enabling regular interaction, information exchange and the maintenance of connections among network members.

Facebook is well suited to highlighting:

• the activities of partner diaspora organisations;
• local initiatives;
• events;
• stories of community members;
• community activities.

Strategic role of Facebook:

Maintain a sense of a vibrant community and ensure the brand's regular presence.

YouTube as a Space for Intellectual Visibility

YouTube has the potential to become a long-term repository of research content and a channel for international expert visibility.

The platform should be developed systematically through:

• interviews with Ukrainian scholars;
• lectures;
• international dialogues;
• discussions on science diplomacy;
• recordings of strategic events.

Strategic role of YouTube:

Build an open archive of the global voice of Ukrainian science.

Telegram as a Channel for Timely, Practical Information

Telegram provides quick access to information of immediate practical relevance.

Telegram should be used to share:

• grant opportunities;
• calls and competitions;
• events;
• employment opportunities.

Strategic role of Telegram:

Serve as a source of everyday practical value for active platform users.

Overall strategic logic of the channels:

Website — infrastructure
LinkedIn — international trust
Facebook — community
YouTube — intellectual visibility
Telegram — timely practical value

Strategic rationale:

Each digital platform should serve a distinct function while contributing to a coherent and strong international perception of the Ukrainian Science Diaspora brand.

14. Brand Differentiators

A key condition for building a strong brand is a clear understanding of how the platform fundamentally differs from other research networks, diaspora initiatives, professional communities and civil society platforms.

For the **Ukrainian Science Diaspora**, differentiation lies not only in its focus on Ukrainian science, but also in how it organises global expertise as a long-term intellectual resource for Ukraine.

Unlike many research networks that focus primarily on maintaining connections within a community, this platform is designed to turn the global presence of Ukrainian scholars into a tangible resource for the country's development.

This means that international expertise is viewed as a resource for:

- the advancement of science;
- educational transformation;
- expert contributions to decision-making;
- international cooperation;
- Ukraine's recovery and reconstruction.

The platform operates not merely as a community, but as an intellectual ecosystem. Its brand is built not around symbolic affiliation with a community, but around a system of functional tools that deliver practical value.

Unlike traditional Ukrainian diaspora initiatives, which place the community itself at the centre, this platform views the network of Ukrainian scholars as an effective instrument for international research collaboration.

Strategic rationale:

Not simply a network connecting Ukrainian scholars abroad, but effective infrastructure for the internationalisation of Ukrainian science — at the level of individual researchers, entire universities and Ukraine's research system as a whole.

The brand's key differentiator:

The Ukrainian Science Diaspora is a global intellectual infrastructure that transforms the potential of Ukrainian scholars worldwide into systematic international cooperation and a tangible resource for Ukraine's development, recovery and reconstruction.

15. Strategic Development Priorities (2026–2027)

1. Developing the Science Diplomacy Network

One of the key priorities will be the implementation of a project to establish and develop a network of Ukrainian science diplomats. We aim to strengthen the capacity of Ukrainian scholars abroad to represent Ukrainian science within their universities, professional associations, research networks and international organisations. Science diplomacy will be approached within the framework of the European Framework for Science Diplomacy, as a practical tool for building partnerships, mobilising resources, opening up opportunities for Ukrainian researchers and integrating Ukraine into global research processes.

2. Strengthening the International Visibility of Ukrainian Scientific Diaspora Organisations

Our role is to create the conditions for local leadership to grow: increase the visibility of organisations, highlight their teams, projects and achievements, help them gain recognition within their academic and broader communities, and open access to shared international opportunities, partnerships and knowledge exchange. In 2026–2027, the organisation will work to strengthen the digital visibility of local chapters, including by supporting their websites on the Ministry of Education and Science platform. We also aim to support the emergence of new local leaders and chapters wherever active communities of Ukrainian researchers already exist. At the same time, each chapter will independently determine its own development model and activities. The Ukrainian Science Diaspora model is therefore based on distributed leadership: science diplomats represent Ukrainian science within their professional environments; autonomous local organisations develop their own initiatives and partnerships; and the NGO Ukrainian Science Diaspora connects them within a global network, strengthens their visibility and creates opportunities for collaboration — without interfering in their operational autonomy.

3. Diaspora-led Internationalisation Tools

A separate strategic priority will be the development of practical tools for the internationalisation of Ukrainian universities and research institutions through the potential of the scientific diaspora. This includes engaging researchers abroad in mentoring programmes and professional matchmaking events. The goal is to make the scientific diaspora a permanent channel for the international integration of Ukrainian science, rather than a resource used only on an ad hoc basis.

4. **International Coalition on Science, Research and Innovation for Ukraine**

Participation in the International Coalition on Science, Research and Innovation for Ukraine and engagement in its Community of Interest "Diaspora Engagement and Science Diplomacy" will be an important international platform for the organisation's work. Through this platform, the Ukrainian Science Diaspora will help coordinate international initiatives aimed at engaging Ukrainian scholars abroad in Ukraine's recovery and fostering cooperation among the Coalition's various Communities of Interest.

5. **Group Mentoring Programmes**

The organisation will continue its mentoring programmes for Ukrainian researchers, particularly early-career scholars, and pilot a format built around "one diaspora mentor — one research group (one research hub)". This format will focus on delivering a concrete joint outcome: preparing a research article, conference application, grant proposal or research project, or establishing a long-term international team. In this way, mentoring will gradually move beyond consultation towards the joint production of research outcomes.

6. **Developing the Digital Map and Mapping Activities**

Mapping Ukrainian scholars abroad and developing the Ukrainian Science Diaspora digital map will continue. A particular focus in 2026–2027 will be expanding representation in North America, primarily the United States and Canada, by specifically engaging Ukrainian researchers working at universities, laboratories and research centres in these countries. In parallel, the Ukrainian component of the map will be expanded to include research hubs, laboratories, centres, research groups and project teams in Ukraine that are open to international collaboration. In cooperation with the Ministry of Education and Science of Ukraine, universities and research institutions will be encouraged to register these teams. Ultimately, the map should become not merely a directory, but a tool for finding partners and building international research collaborations.

7. Digital Tools for Mobilisation and Advocacy

The organisation will develop digital mechanisms for collective engagement within the research community. The existing digital petition tool will be promoted among Ukrainian scholars abroad, with guidance on how it can be used for collective appeals, advocacy campaigns and mobilising the community around issues of importance to Ukrainian science.

8. Mobilising Research Equipment through the Diaspora

In cooperation with the relevant Coalition Community of Interest, a mechanism will be developed to engage the scientific diaspora in identifying research equipment that universities and research institutions abroad are willing to transfer to Ukrainian partners. The initiative is expected to include the preparation of an official request from the Ministry of Education and Science of Ukraine, which diaspora scholars can use when communicating with the leadership of their universities, laboratories and research centres about the possible transfer of equipment that is no longer in use or is being replaced. In this model, the diaspora helps identify opportunities and open institutional doors, while the subsequent needs assessment, coordination and transfer logistics are handled by the relevant partners.

9. Developing International Partnerships

The organisation will systematically expand its partnership network with Ukrainian scientific organisations abroad, international academic associations, universities and research centres, foundations, donors, researcher-support organisations and public institutions. Particular attention will be paid not only to identifying new partners, but also to creating joint initiatives among existing Ukrainian research networks and local chapters in different countries.

10. Increasing the International Visibility of Ukrainian Science

The Ukrainian Science Diaspora and Ukrainian science will continue to be represented at international conferences, forums and academic platforms. These engagements will be used to present Ukraine’s research potential, develop partnerships and attract new members to the network. Particular emphasis will be placed on strengthening the network’s presence in North American academic circles, including by presenting its activities and achievements at MIT and other leading universities.