



2014

Trend of the Year: Belarusization

Belarusian language free courses have become a new hit in 2014. [Mova Nanova/ Language in a New Way](#) has spread to eight Belarusian cities with about 1,000 students and got state registration. The largest Belarus web portal [TUT.by](#) launched free Belarusian lessons. The courses titled as [Movaveda](#) attracted a public attention due to their promotional videos based on the known movies. In September, Minsk hosted a first-ever Belarusian-language sports festival [Mova Cup](#) organized by stars of Belarusian sports. Belarus' top leadership, including president [Alexander Lukashenka](#) and prime minister [Mikhail Myasnikovich](#) spoke Belarusian in public. In addition, "mass" enthusiasm was shown for national [embroidered shirt/vyshyvanka](#) in Belarus. Several companies offer both authentic costumes and modern fashionable clothes with elements of national ornament. Two Vyshyvanka Days – on [October 5](#) and [December 13](#) – were held as a Festival of national culture and gathered up to 5 thousand people. This year the central October Square in Minsk is decorated with [New Year Tree in traditional style](#) with embroidery ornaments.

Event of the Year: [Kastychny Economic Forum \(KEF\)](#)

On November 5, 2014 KEF gathered about 160 Belarusian and international experts for professional dialogue on Belarus' private sector potential. The annual economic forum was [opened by the Minister of Economy](#) and attended by leadership of World Bank in Belarus, Moody's Investors Service, IFC Belarus Office among others. KEF is organized for the second time by the Research Center of the Institute for Privatization and Management in association with the Belarus Economic Research and Outreach Center (BEROC) and CASE Belarus.

Local Fundraising of the Year: [MaeSens project](#)

Tree time in row Pact sees the MaeSens project as the most successful local fundraising initiative. The main reason is in its stability: launched in October 2011, a social Internet platform MaeSens.by has collected to the moment about \$320 thousand of private donations for charity. Moreover, MaeSens continues to organize a contest of grassroots ideas [Social Weekend](#). The recent Social Weekend-4 gathered more than 200 applications; nine of them received financial support from local business.

Lobbying of the Year: [Antimak campaign](#)

On January 15, 2014, president Alexander Lukashenka signed a decree 'On certain issues regarding state regulation of poppy seeds turnover'. According to [Alexander Shpakouski](#), the Aktualnaja Konseptsyia non-profit institution leader, the decree "practically liquidates conditions for organization of drug business on poppy seeds materials in Belarus". After more than three year of the Antimak public campaign, adoption of the above decree is the major indicator of its success.

Award of the Year: [Via Bona CSR Award](#)

The first ever award in the field of corporate social responsibility (CSR) in Belarus was established by Fond of Ideas. In March 2014, the best CSR projects of Belarusian business were awarded in seven categories, for example, the mobile company Velcom got the prize for the best cooperation with the local community (the project VELOCITY).

Community Initiative of the Year: [Local Hrushauka Festival](#)

In May 2014, the first ever local community Festival was organized in Hrushauka Minsk district. The event was initiated by a single activist, joined by some organized groups and gathered up to 1,000 local

residents. Most notably, Hrushauka Fest was fully self-funded and inspired a number of similar initiatives in Minsk (similar Fests were planned in Uruchcha, Malinovka and Slepynka city districts) and across the country.

Monitoring of the Year: [Barrier-free environment of IIHF World Championship](#)

Before the start of the IIHF World Championship in Minsk, the Office for the Rights of Persons with Disabilities held an accessibility monitoring of facilities of IIHF World Championship 2014 in Minsk. The monitoring studied about 50 different facilities including railway stations, sports complexes, hotels, shops and other places of the service sector and concluded their unsatisfactory degree of accessibility.

Survey of the Year: [BISS poll on attitude to reforms](#)

The Belarusian Institute for Strategic Studies (BISS) public poll under the REFORUM project reveals the general attitude of [ordinary citizens](#) as well as representatives of [civil society and political opposition](#) to reforms and identifying high-priority areas. Thus, 75.6% of Belarusians consider reforms necessary and wants reforms in health sector while representatives of civil society believe the key area of reform a political system.

Education Program of the Year: [Golden Age University in Grodno](#)

Golden Age University was voted as such at the [5th Festival of Non-Formal Festival](#) in December 2014. According to the people's voting and professional jury decision, the Grodno-based Golden Age University (GAU) was recognized the best educational event. Starting from 2010, GAU is improving the quality of life of Grodno elderly by increasing their participation in different fields of life and creating conditions for them to contribute to both civil society and local community.

AND NOW FOR SOMETHING COMPLETELY DIFFERENT:

The phrase of the year: [Что-то не так!](#) ([Something's Wrong](#))

The film 'Abel' financed by the Ministry of Culture includes the reconstruction of political events of the presidential elections in Belarus in 2010. While filming the Ploscha events of December 2010, the actors of mass scenes shouted slogans 'We are not satisfied' and 'Something's wrong' (in Russian – «[Что-то не так!](#)»). Actually, there were no such slogans at the true Ploscha of December 19, 2010 which [anniversary](#) is marked these days.

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