

AMAZE STAR AWARDS
PARTNER HIGHLIGHT SERIES
JANUARY 2025



STOPSEXTING UKRAINE

<https://amaze.org/ukrainian/>



About StopSexting

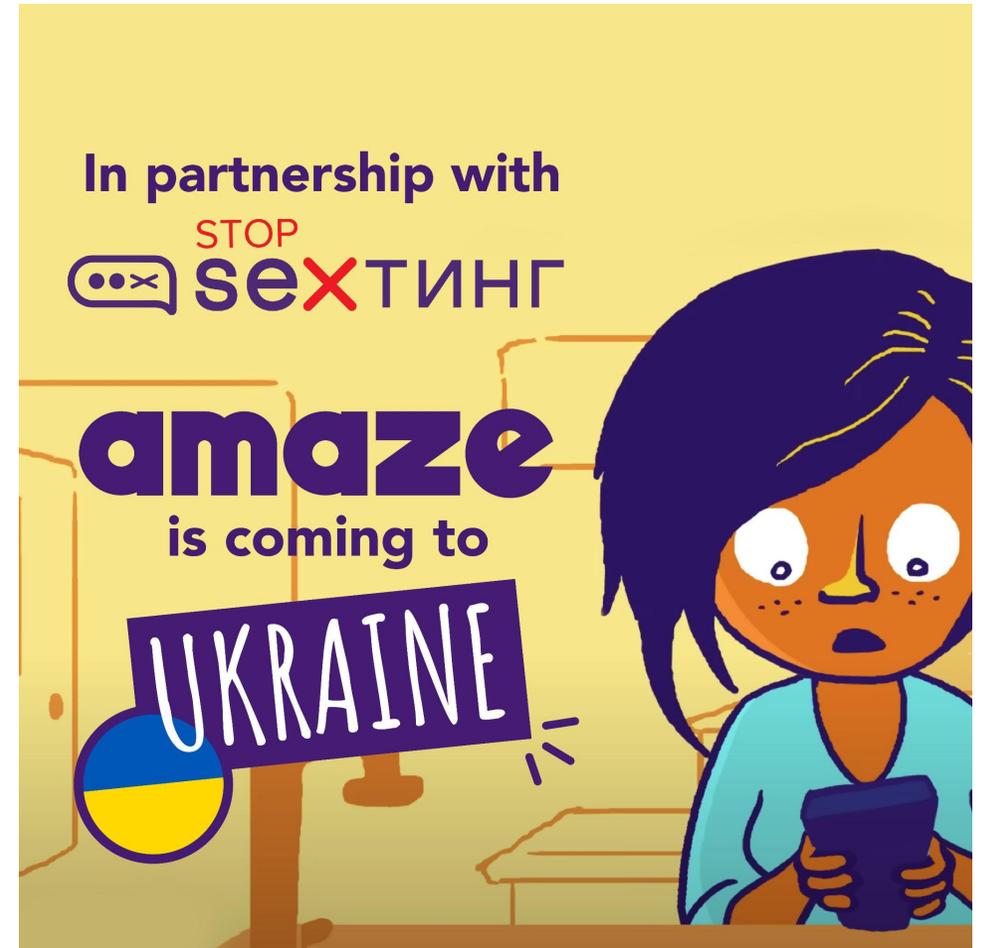
StopSexting is the largest NGO in Ukraine on the protection of children on the Internet. They have taught over 800,000 children, parents and educators on the topic of online safety. As a result of their work, they have won the UN's Global Compact Award. StopSexting established the country's first Internet Safety Helpline providing support for specialists, children, and parents on the topic of online risk reduction.



About StopSexting

“We are incredibly proud of our cooperation with AMAZE because, with joint effort, we can achieve synergy and exchange knowledge and experiences for one global goal – protecting children on the Internet.”

-Anastasiya Dzyakava, Founder



СЕКСТИНГ:

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РОБИТИ?



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Partnership with AMAZE

Objective 1: Translation and adaptation of videos

Activities:

1. Adapted and dubbed six videos
2. Creation of YouTube Playlist
3. Placement of videos on other Ukrainian multimedia platforms (Megogo and Kyivstar TV).



Partnership with AMAZE

Objective 2: Information campaign

Activities:

1. Creation of campaign materials for each each video
2. Email newsletter campaign targeting teachers and parents
3. Publishing posts on social networks and boost with targeted advertising
4. Publish Press Releases

Українська

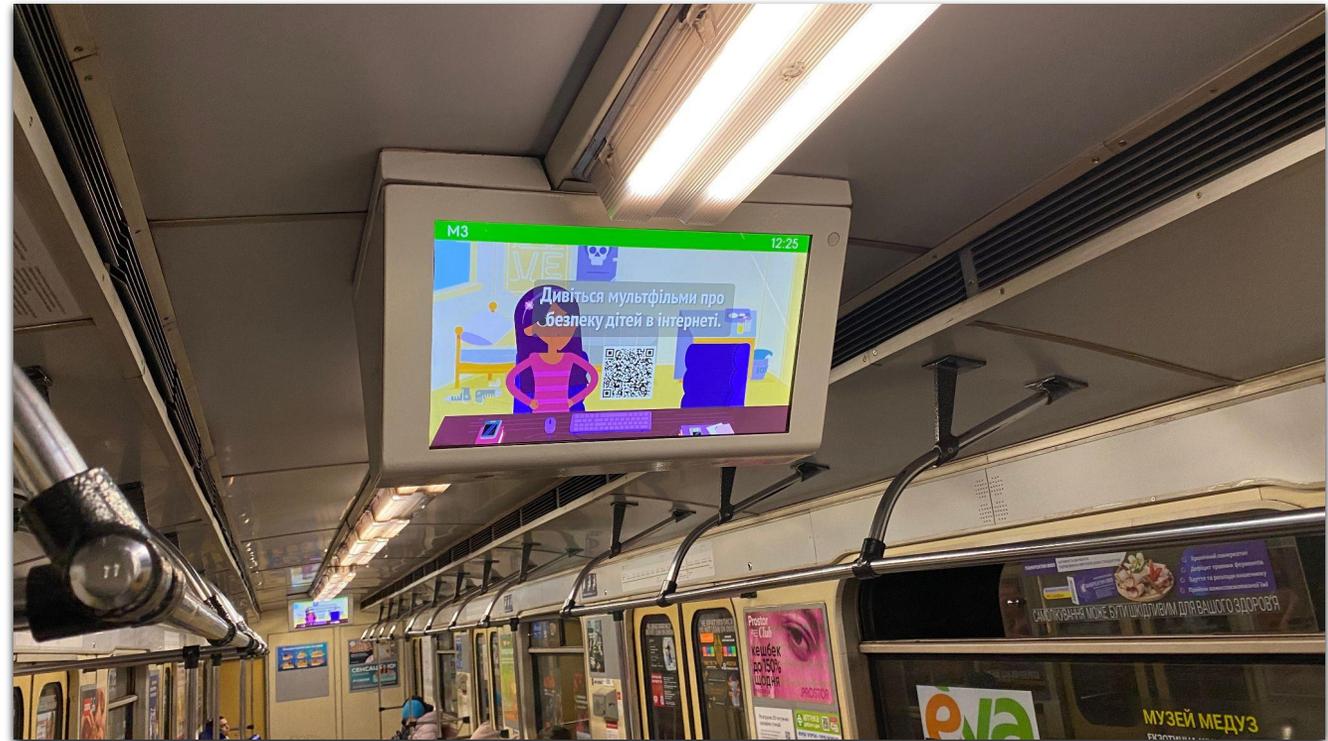


Partnership with AMAZE

Objective 3: Promotional Campaign

Activities:

1. Creation of promotional images
2. Train Station Campaign with static posters in waiting areas



Successes

- Reached 397,300 across Facebook, Instagram and YouTube (86.4% viewed from Ukraine)
- Reached an estimated 21.9 million people by showing videos throughout the Kyiv Metro network (daily ridership of 700,000 people)
- Print and television press (inclusion in multiple newsletters)



Successes

- Launched AMAZE dubbed videos on Megogo, the largest entertainment service in Eastern Europe, with over 55 million users. Five Ukrainian-language videos are also now available on Kyivstar TV, the second most popular streaming service in Ukraine.
- Abstract “Cyber Safe: Empowering Ukrainian Youth in Online Safety” highlighting AMAZE partnership will be presented at RightsCon 2025.

