



## Milk Communities UKRAINE

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## Objectives

- Identify the cultural and historical levers which determine the community impact expectation
- Identify gaps between community expectation and reality, and explain those gaps
- Highlight the community project contributors' role and interaction between project actors
- Understand how local actors adapt the project to their own experience

## Methodology

### Qualitative approach based on:

- Analysis of existing academic work on area culture and history that could be relevant for study
- Conduct first set of interviews, use to finalize the study framework
- Conduct larger set of in-depth interviews (61 interviews)
- Analyze interviews according to study framework

## Some Learnings

### ▪ In-depth understanding of cultural context:

A deep understanding of cultural context is essential to understanding how localized initiatives will be perceived. Projects can avoid undesirable historical baggage by being sensitive to local legacies.

### ▪ Leadership selection:

It is essential to find leaders that are sympathetic to local business initiatives and to local villager beneficiary/value co-creators. If leaders are partial only to one or the other side, efforts fail.

### ▪ Socio-cultural conditions of contracts:

Bringing in standard contracts to a distinct socio-cultural context is risky because even with skilled translation, so much of the assumptions about promises and conditions are unspoken, and therefore uncommunicated. Extra plentiful discussion, even (and especially) of obvious factors, is important to unearth hidden assumptions behind what is being promised/perceived as being promised.

### ▪ Milk and money:

Quality assessment and bonus calculation, with simple and transparent calculations help engender trust, and thus may be more important than precision or fairness. Guidance may be necessary to streamline business processes. Skilled farmers are not always skilled business managers.