



# **Leveraging the Urban Environment in Below-Threshold Operations: from Lviv to Kyiv, Kharkiv and Odessa**

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Task Force Commander – Operation UNIFIER Rotation 7 (April – October 2019)



# Agenda

- Operation UNIFIER At-a-Glance
- The Operating Environment
- Leveraging the Urban Environment
- Results
- Risks

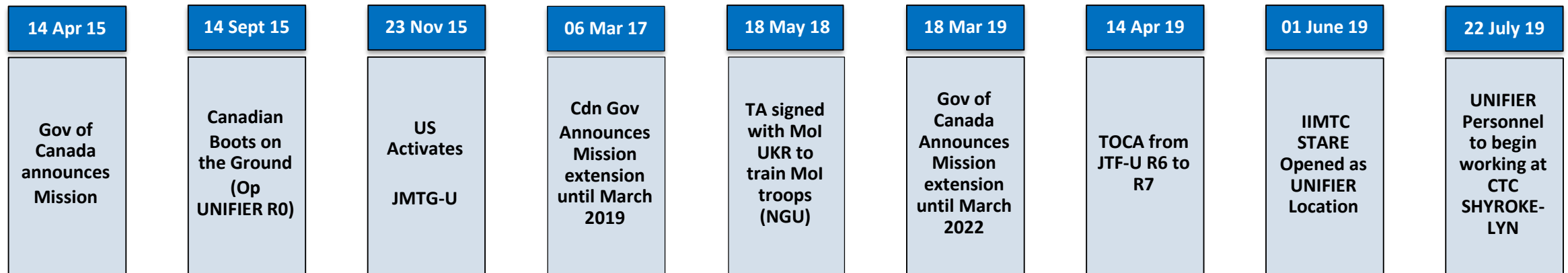


# Operation UNIFIER



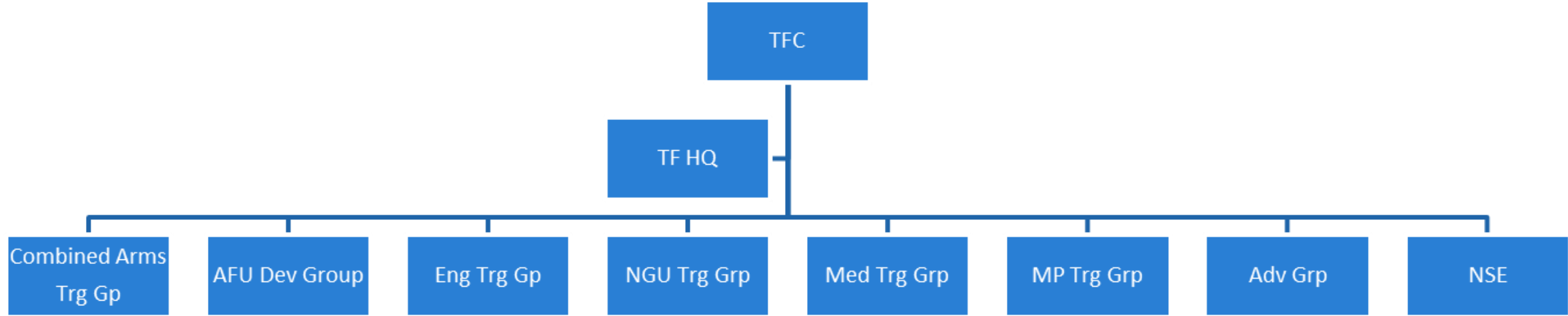
# Mission Evolution

Canada launched Operation UNIFIER at the request of the Government of Ukraine. The intent is to support the sovereignty, security and stability of the country through the security forces capacity building.





# Joint Task Force - Ukraine



TO&E	Total	OFF	NCO	NCM	Other	Unfilled
TF NCE	52	19	8	22	0	3
PME	21	6	10	5	0	0
IT	26	7	11	8	0	0
ET	17	2	7	8	0	0
CT	37	12	12	10	1	0
SSG	29	2	5	22	0	0
MTG	7	1	4	2	0	0
LIAISON	31	15	2	9	3	0





# My D & G...

**« Op UNIFIER is Canada's number one reputational asset in Ukraine. »**

- Canadian Ambassador Roman Washchuk

**« I need you in the East and South of Ukraine. »**

- Deputy Head of the Presidential Office Anna Kovalenko

**« Disagree that the TF can look more toward strat level. I need that LCol corralling tactical actors. »**

- Comd CJOC, 4 Apr 19

**« Bring your people back better than when they got to Ukraine. Don't go in there thinking you have to win the Medal of Honour. »**

- Comd CJOC, Feb 19

**« Look for coherence among multinational partners. »**

- Comd CJOC, Feb 19

**« Be seen! »**

- Ukrainian Ambassador to Canada Shevchenko

## MISSION

JTF-U will deliver training, mentorship and advice to the SFU IOT  
foster proactive relationships with multinational partners and  
support Government of Ukraine plans for Security Sector Reform

CAN UNCLASSIFIED

## MN PARTNERS



Increased  
professionalism of the  
SFU exposed



MN cooperation  
promoted.

Ukrainians convinced  
of the  
effectiveness of the  
NATO-inspired  
approach to training

COORD

## SECURITY FORCE



EXPOSE

SUPPORT

EXPLOIT

EXPOSE

EXPOSE

EXPOSE

EXPOSE

## SUPPORT

- Individual Tgn
- Collective Tgn
- Small Training Teams
- Ponctual Engagements
- Small Tgn Exchange

## COORD

- Vertical Alignment
- Support to MCC

## EXPOSE

- Ukr Population
- SFU Leadership
- Canadian Population

## EXPLOIT

- CJOC PIR
- SFU LL
- SFU Partners Matrix

PUBLIC RELEASE





# The Operating Environment



# The Security Forces of Ukraine

- Seeking to achieve NATO interoperability
- Large, state-owned Defence industry (2.5% of GDP)
- Soviet legacy in spite of reforms
- Strong training support from NATO countries (bi-lateral)
- Mix of professional and conscript force

Source: Congressional Research Service, 23 June 2021, <https://crsreports.congress.gov/product/pdf/IF/IF11862> (Consulted on 7 December 2021)

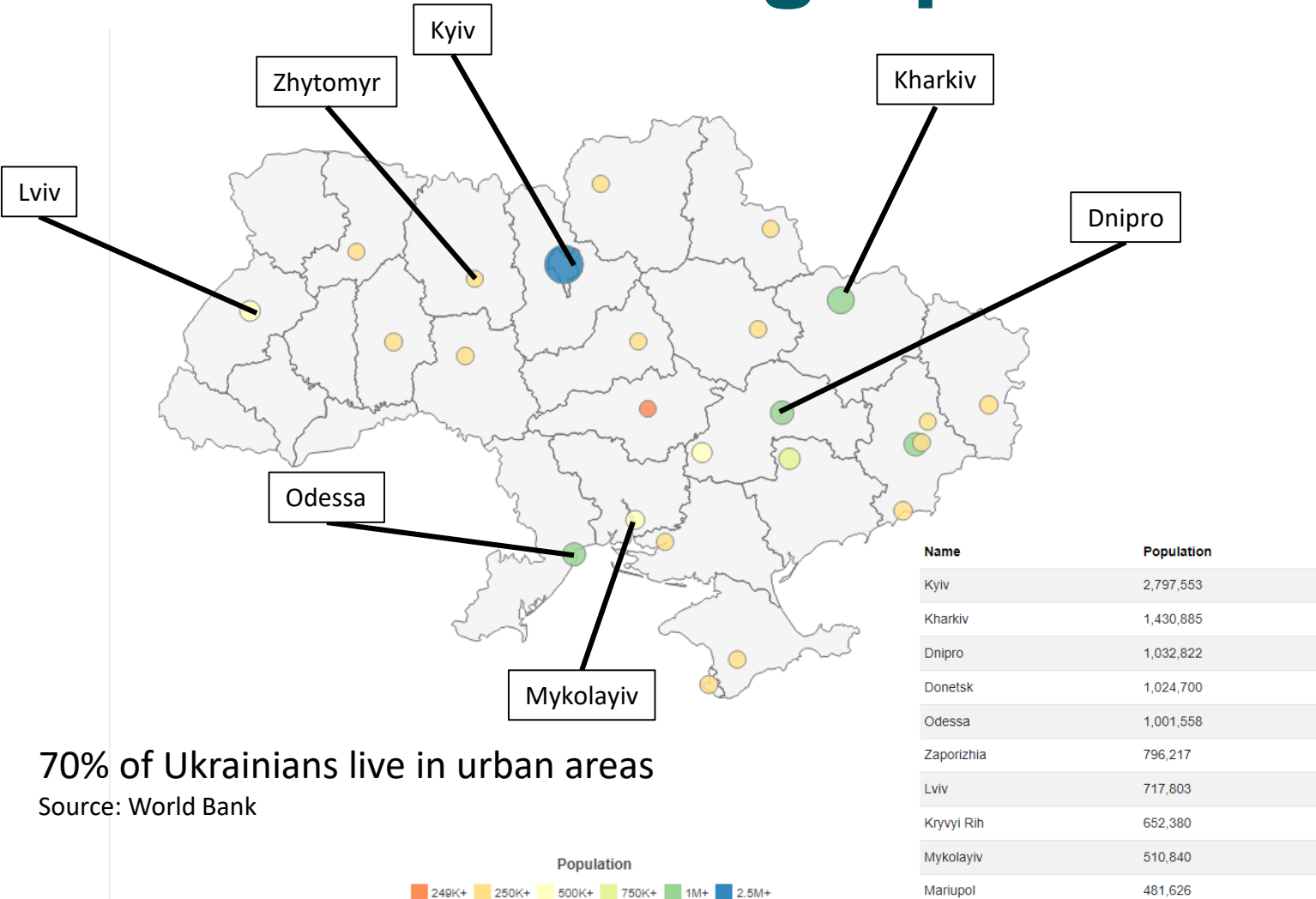


# The Security Forces of Ukraine (cont'd)





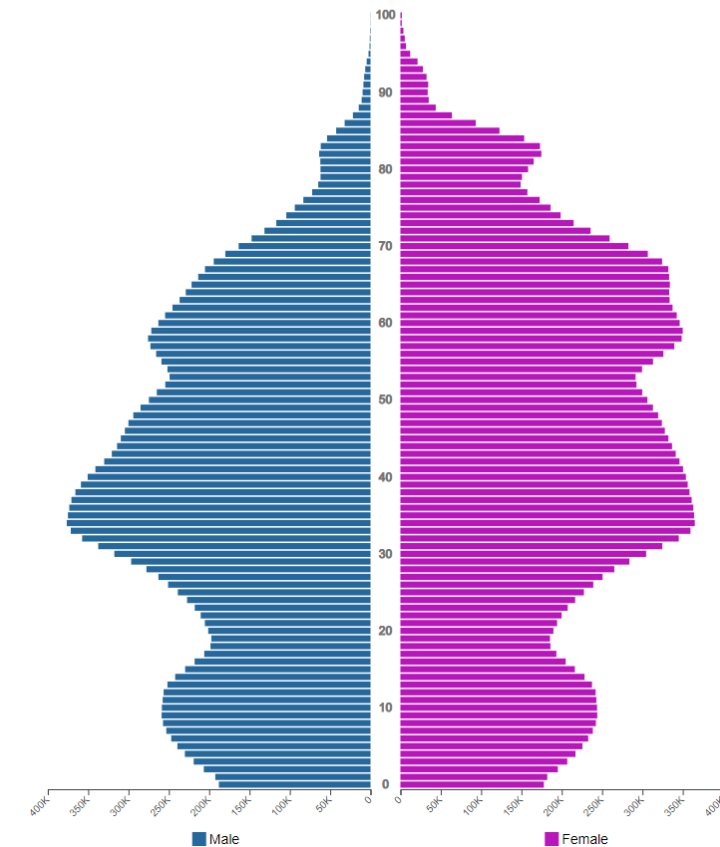
# Ukraine Demographics



70% of Ukrainians live in urban areas

Source: World Bank

Ukraine Population Pyramid 2021



Ukraine Median Age

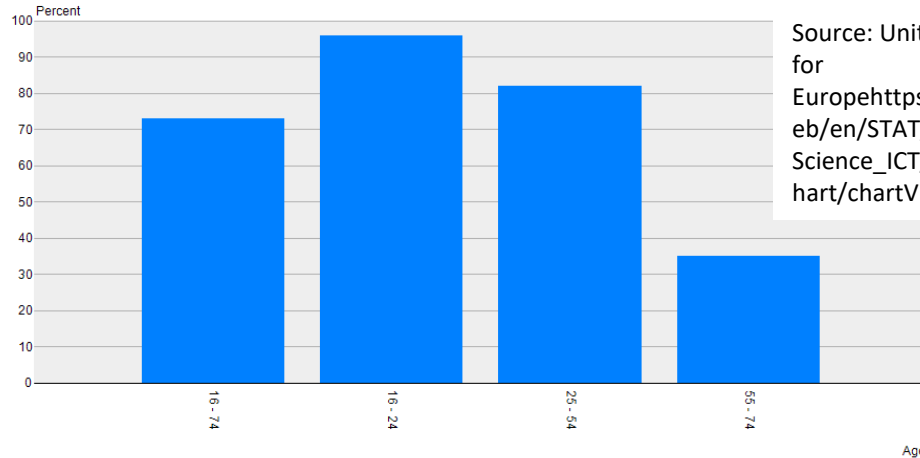
40.6 37.4 43.7





# Ukraine's Information Environment

Percentage of Population Using Internet by Age. Both sexes, Weekly users of Internet, Ukraine, 2019.



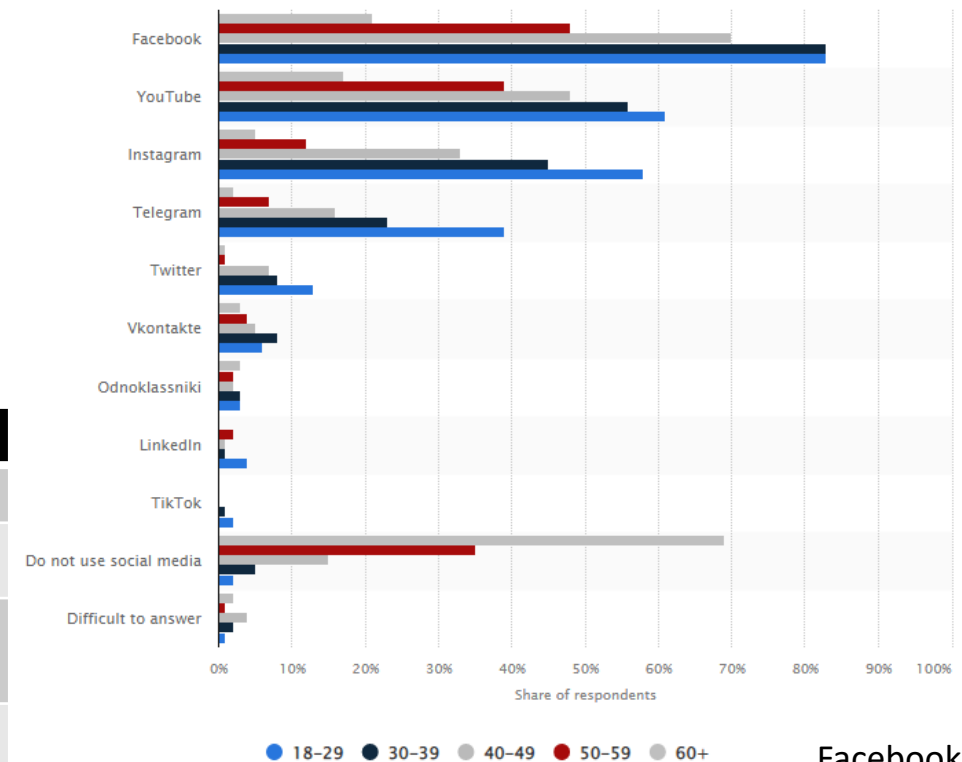
Source: United Nations Economic Commission for Europe [https://w3.unece.org/PXWeb2015/pxweb/en/STAT/STAT\\_\\_30-GE\\_\\_09-Science\\_ICT/02\\_en\\_GEICT\\_InternetUse\\_r.px/chart/chartViewColumn/](https://w3.unece.org/PXWeb2015/pxweb/en/STAT/STAT__30-GE__09-Science_ICT/02_en_GEICT_InternetUse_r.px/chart/chartViewColumn/) (7 Dec 21)

## Media Audience Concentration

Media	Concentration	Rating	Remarks
Television	76.25%	High	Top four media groups owned by Ukrainian oligarchs
Radio	92.23%	High	Top four radio groups own the 18 stations with the biggest market share
Print Media	18.6%	Low	Three of the four top owners display pro-Russian positions
Internet	17.56%	Low	Online market not regulated in Ukraine

Source: Media Ownership Monitor – Ukraine, *Reporters Without Borders*, <http://ukraine.mom-rsf.org/en/findings/indicators/#lc52f062c62d85adccb383a70d5340d95> (7 Dec 2021)

## Share of Social Media Users in Ukraine (Jan-Feb 2021) by age group



Source: Statista, <https://www.statista.com/statistics/1256255/most-popular-social-media-by-age-ukraine/> (7 Dec 21)

Facebook: 59.2%  
Instagram: 9.27%  
Twitter: 5.22%



# Leveraging the Urban Environment



HELPING TO DELIVER NATO COMPATIBLE UKRAINIAN SOLUTIONS



# Going Public



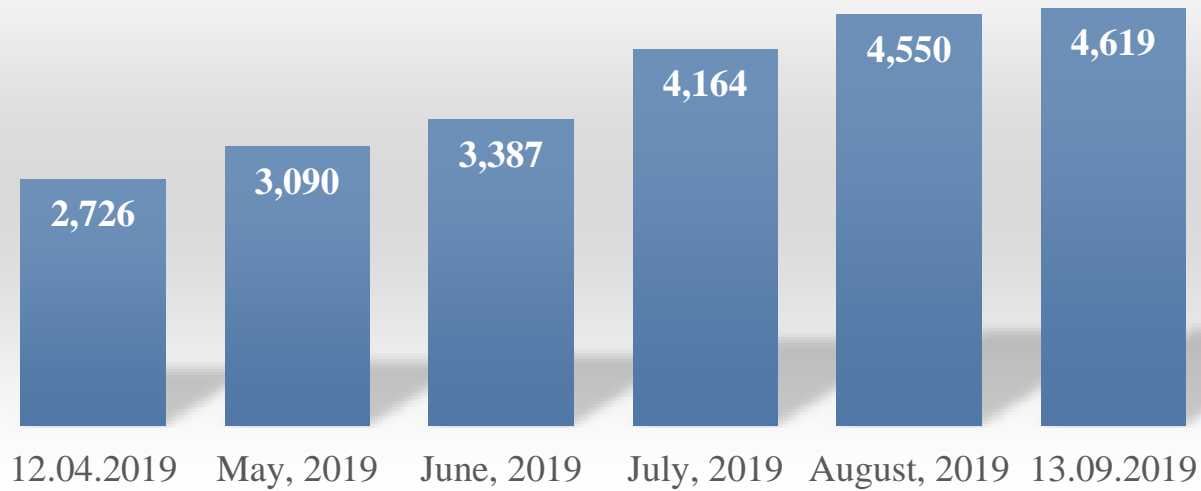
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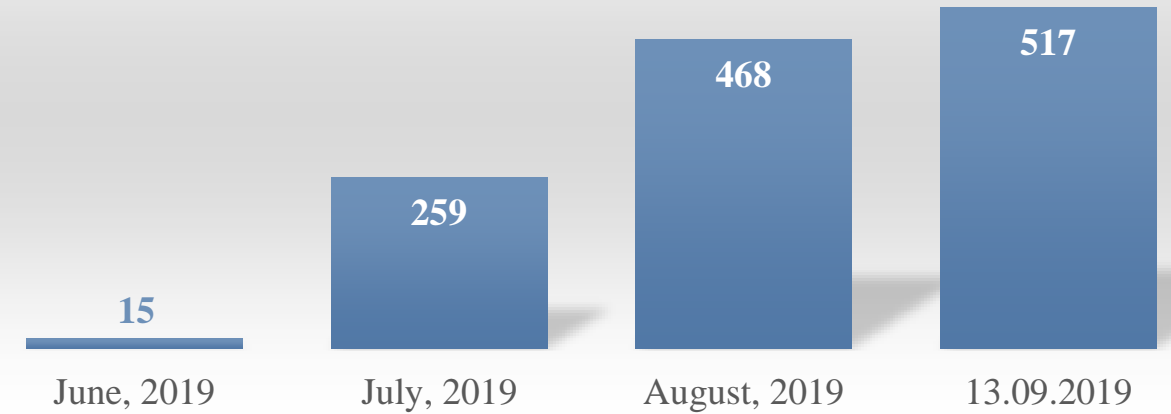


# Social Media Presence

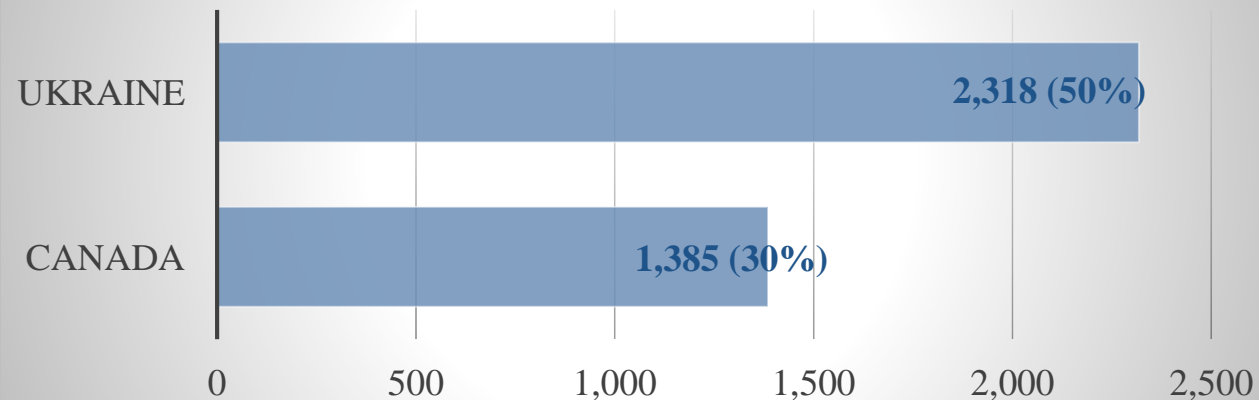
## Facebook followers growth (ENG/UKR)



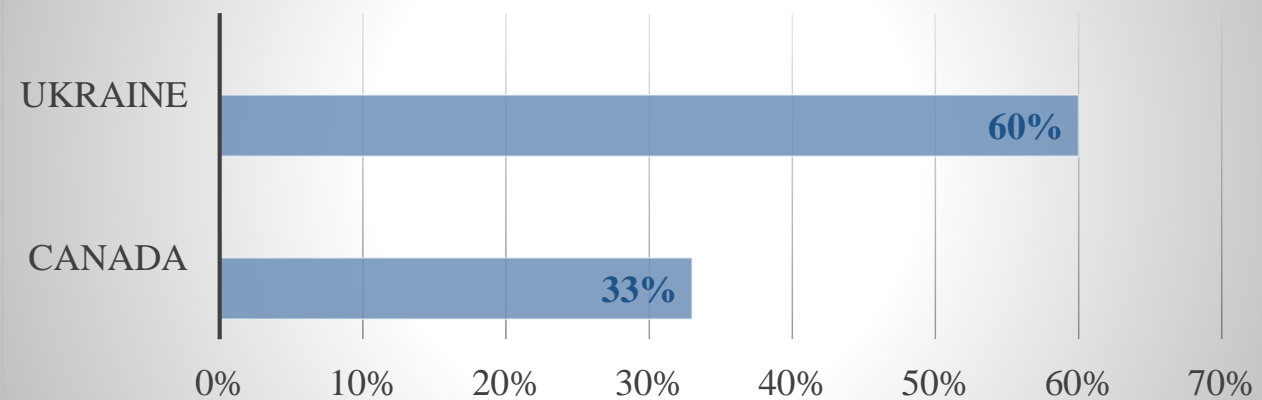
## Instagram followers growth (ENG/UKR/FR)



## Facebook followers by country (ENG/UKR)



## Instagram followers by country (ENG/UKR)





# The Results



# Showcasing Canada's Contribution in Ukraine and Beyond

"Ukrainian Minister of Defence Stepan Poltorak met with a Canadian delegation headed by Canada's Ambassador to Ukraine on the Canadian frigate HMCS Toronto... **He also stressed the importance and effectiveness of the UNIFIER training operation for the further integration of Ukraine's Armed Forces into NATO.** "

-WEB - UNIAN (Daily5) - Kyiv, 07/07/2019 - NEWS, 1/8 page, 3rd, Ukrainian

"The leading role in the development and validation of the qualification standard of the Basic Leadership Course was made by CAF specialists from operation UNIFIER. Thanks to their help it became possible to bring the basic training of NCO's of the Armed Forces of Ukraine to a new quality level."

-Lieutenant-General Sergii Naev, Commander of the Joint Forces Operation, Тиждень.ua , Aug 30, 2019

" We implement this project with constant expert support from the Allied advisers in Kyiv, primarily from US and UK. But recently, the Canada-led operation UNIFIER became the key element of the thorough reform of the NGU Academy, assisting the Department through PDP or bi-laterally ... The devotion of the Op UNIFIER team in Ukraine is commendable, and PDP is lucky to enjoy this level of genuine international collaboration within the project."

-Oleksandr Lapko, Project Officer of the NLO before the NATO PDP Steering Committee in Brussels, 17 July 19

« You Canadians are doing a lot and you have a lot of good examples, from which I would like to learn ... »

-LTC Tomas Matulevicius, Comd Lithuanian Military Training Mission 8 August 19

"Op UNIFIER have the biggest involvement in AFU NCO Corps progress... Without [it, the NRO] would be only stuck with fancy presentations to AFU and NATO senior officials."

- SGM (OR-9) Alvydas Kuprusevicius (LTU), 23 Sep 19



# What Made it Possible

- Elimination of « no-face-no-name » policy
- Aggressive presence on Social Media
- Tactical level freedom of movement
- Strategic and Interagency level engagement



# The Risk



NATIONAL POST

# Canadian officials honour Nazi collaborators in Ukraine, angering Jewish groups

*'It's like putting a monument to killers on the top of the graves of their victims,' said an official from the Ukrainian Jewish Committee based in Kiev*

David Pugliese • Ottawa Citizen

Sep 16, 2019 • Last Updated 1 year ago • 3 minute read





# Conclusion