

State
Tax Service
of Ukraine

SURVEY RESULTS OF PUBLIC OPINION AND BUSINESS' ATTITUDE TO THE STS

ЗВІТ
ДОСЛІДЖЕННЯ ГРОМАДСЬКОЇ ДУМКИ ТА
СТАВЛЕННЯ БІЗНЕСУ ДО УКРАЇНСЬКИХ
УСТАНОВ ДЕРЖАВНИХ ФІНАНСІВ ТА
РЕКОМЕНДАЦІЇ ДЛЯ КОМУНІКАЦІЙ

Литовсько-британська компанія "Baltic-Surveys", Раса Алішаускейне
Міжнародні експерти: Жевіль Навіскайте-Бабкін



EU

ABOUT SURVEY

May
2020

STS changed Mission

Fully transparent, modern and technological Tax service, which provides quality and convenient services to taxpayers, effectively administers taxes, levies, charges and shows intolerance towards corruption

May
2021

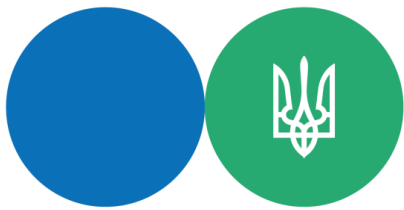
Lithuanian-British company “Baltic-Surveys” conducted a nationwide representative survey of public opinion and opinion of Ukrainian business representatives

INDIVIDUAL KEY QUESTIONS:

- Experience
- Assessment of the STS’s work and image

July
2021

The United States Treasury Technical Assistance Office conducted focus groups with stakeholders regarding work of the STS’s Contact Center



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ACTIVITY EVALUATION

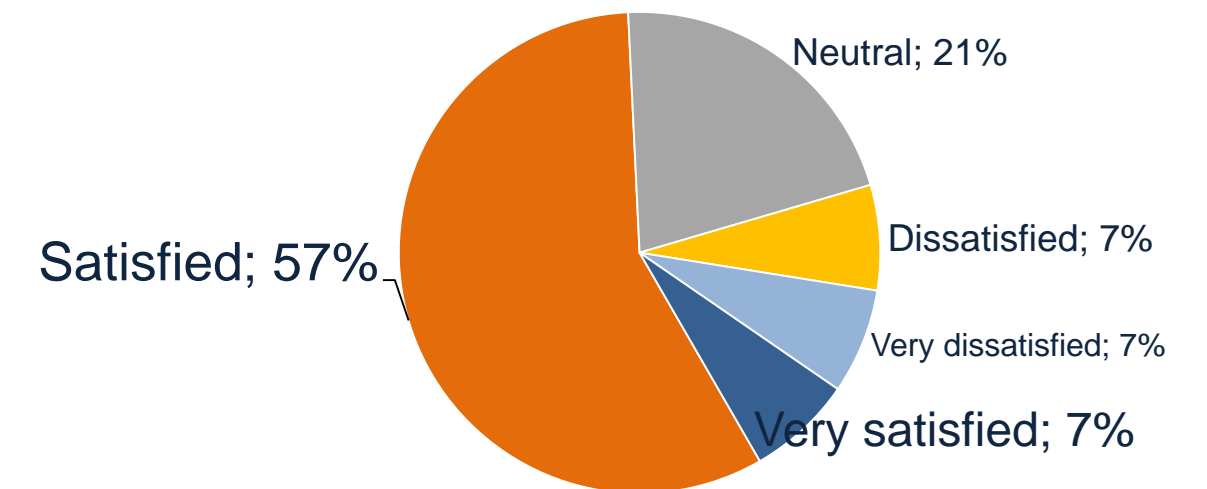
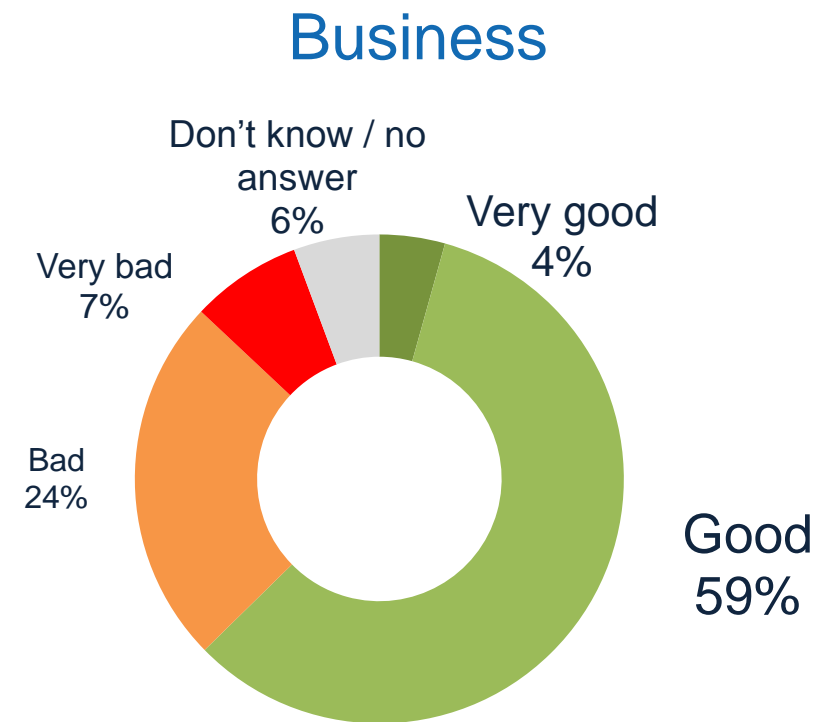
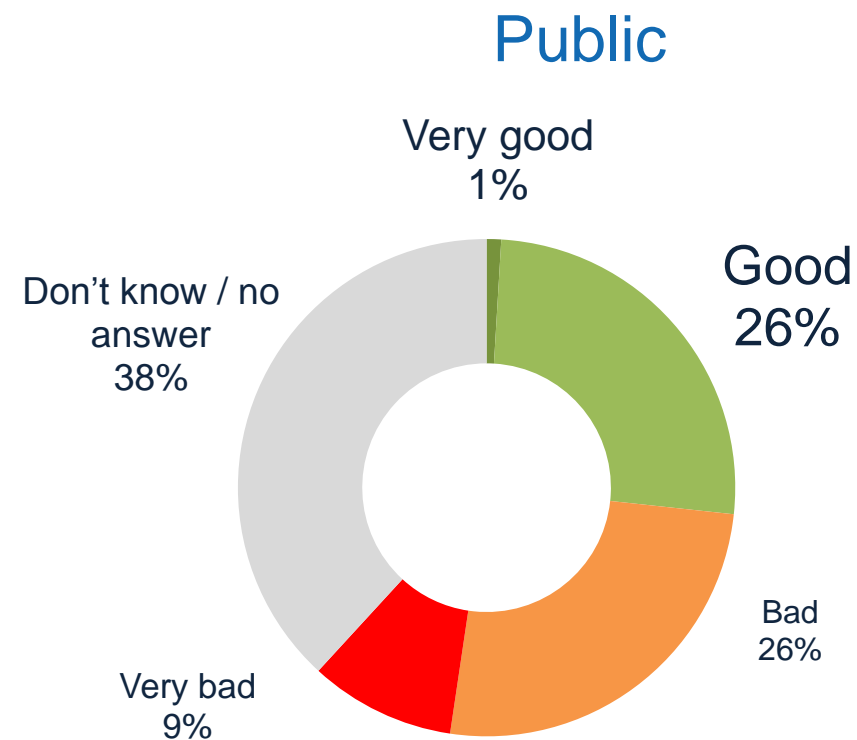
EU4PFM
EU Public Finance Management
Support Programme for Ukraine

Business representatives evaluate activities of the State Tax Service better than the public



Representatives of the taxpayers' associations note high level of general satisfaction

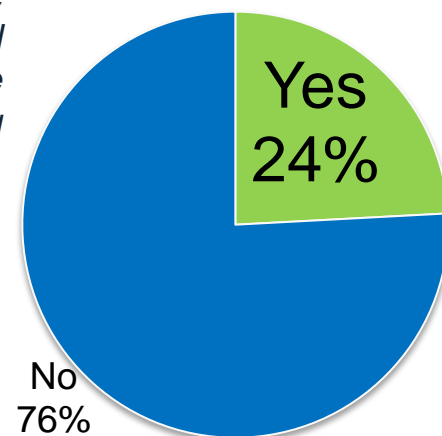
General satisfaction rate is 64%, 14% is dissatisfied and 21% – neutral



Have you been in contact with the following Ukrainian state financial institutions during the last three years (interaction, obtaining information) (%)

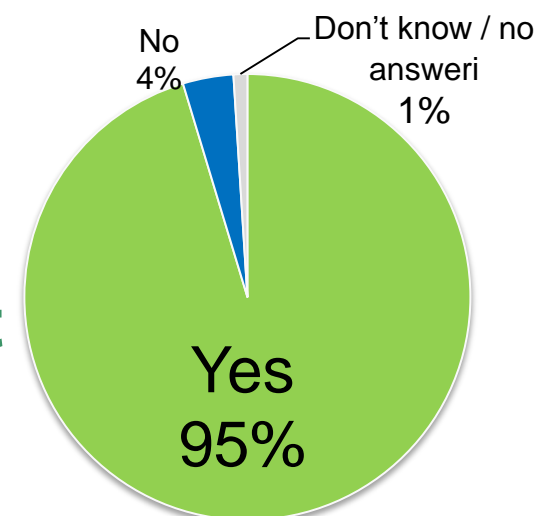
State Tax Service of Ukraine

Public



Data is running, not people!

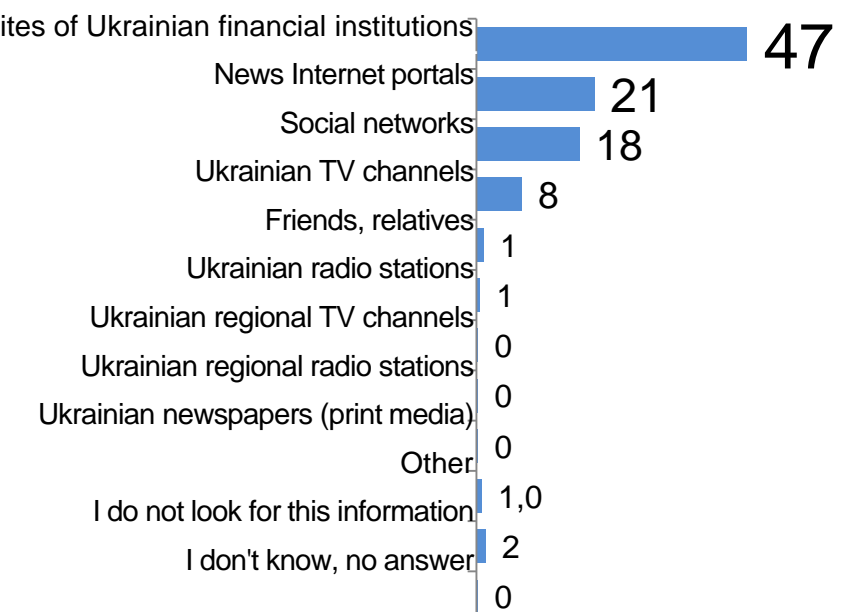
Business



Public



Business

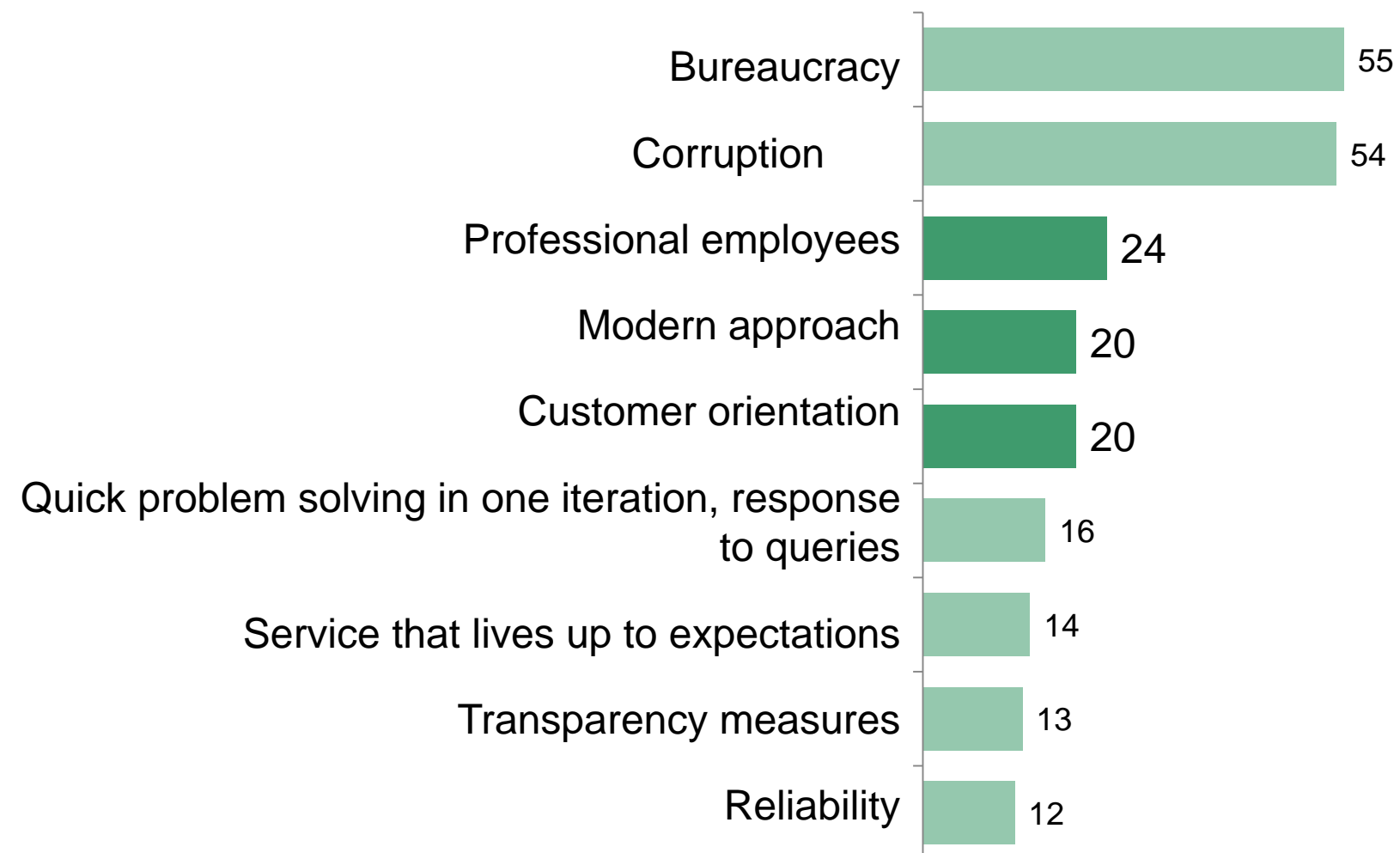


Survey measured 9 characteristics used to describe respondents in terms of whether they apply to any of the surveyed institutions.

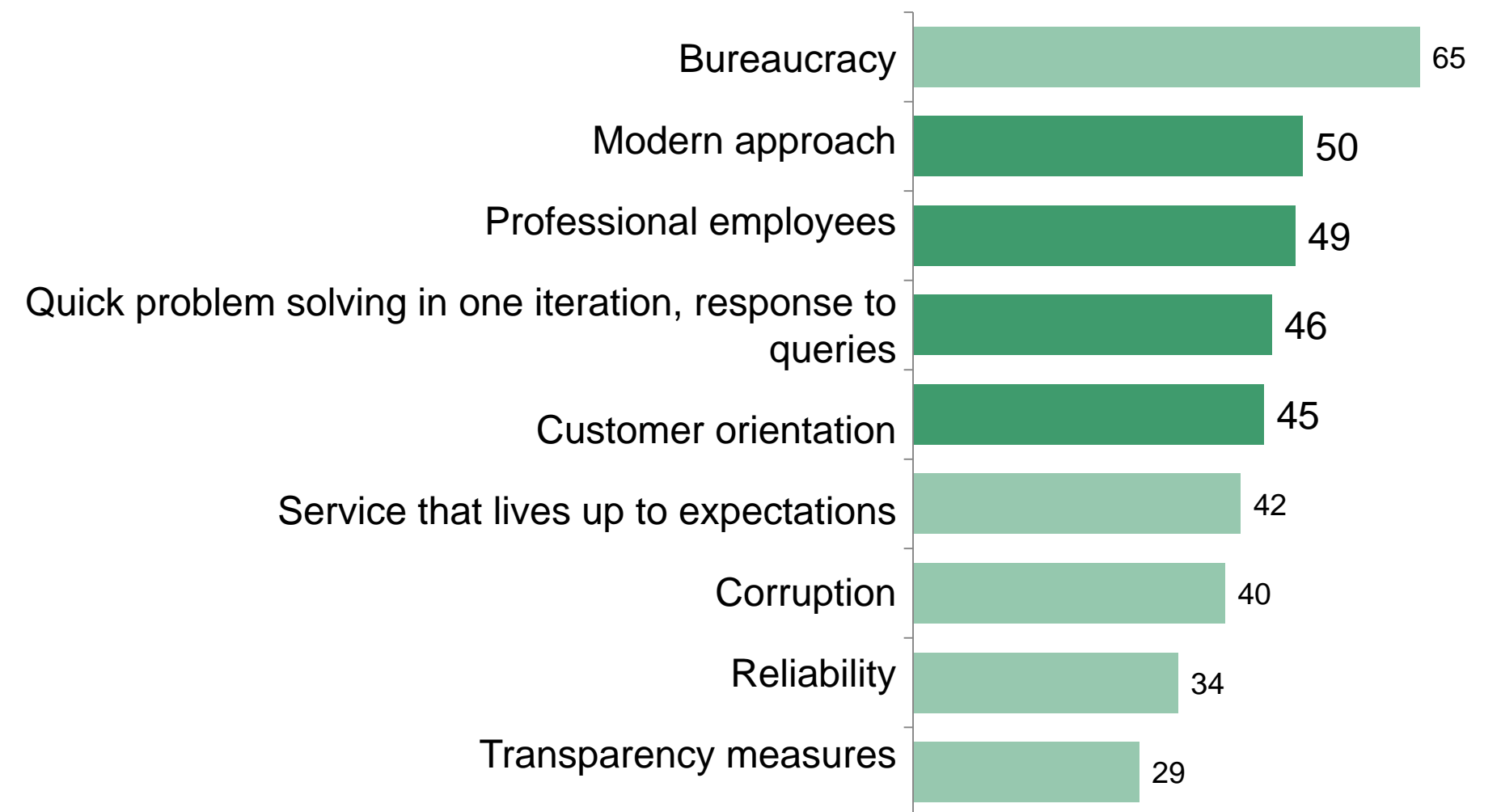
The weakest image points for the public are bureaucracy and corruption, the strongest positive – professional team of employees, modern approach and customer orientation



Public



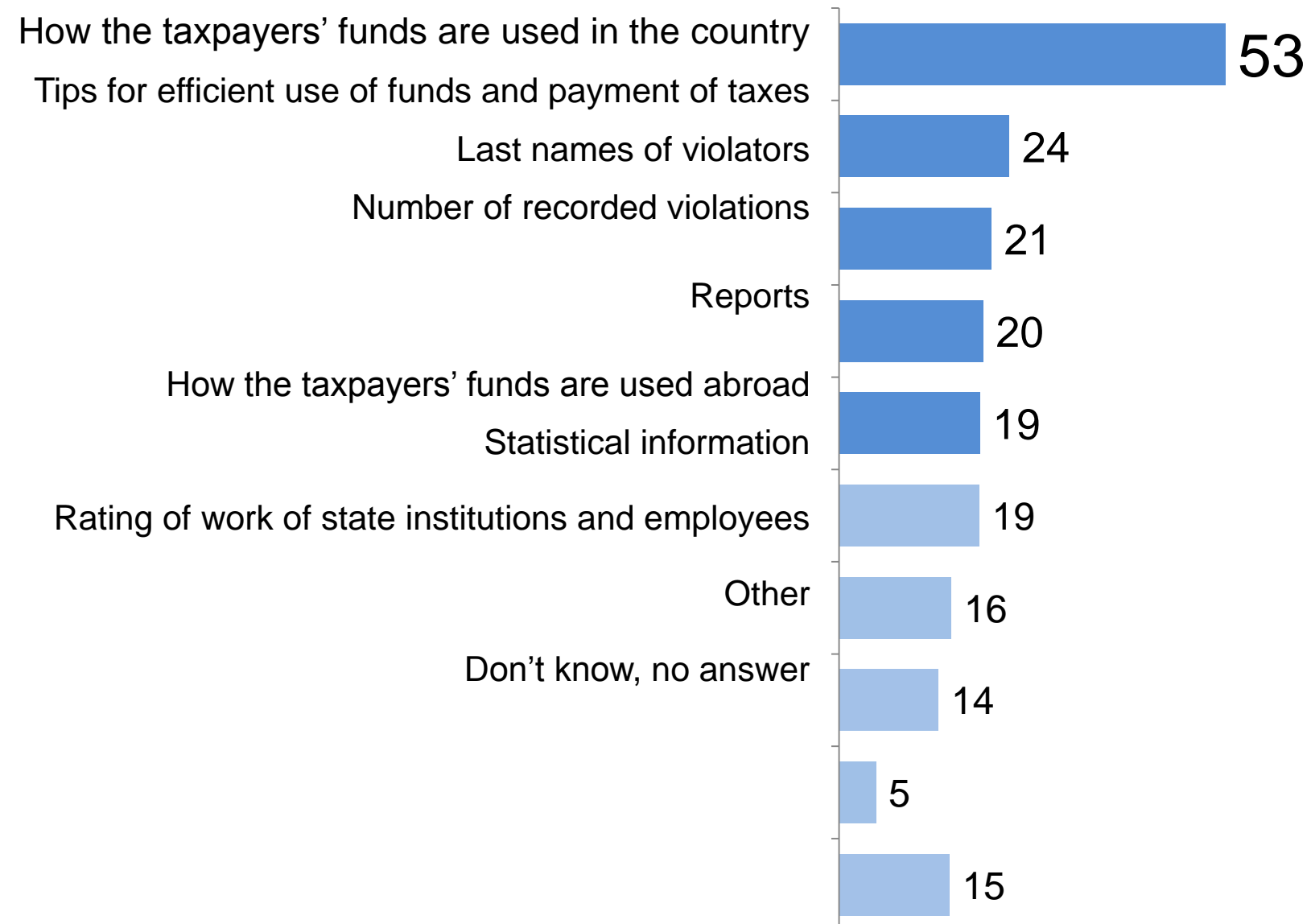
Business



Information on how the taxpayers' funds are used is the most interesting topic regarding activities of Ukrainian institutions in the public finances sphere (53%)

Public

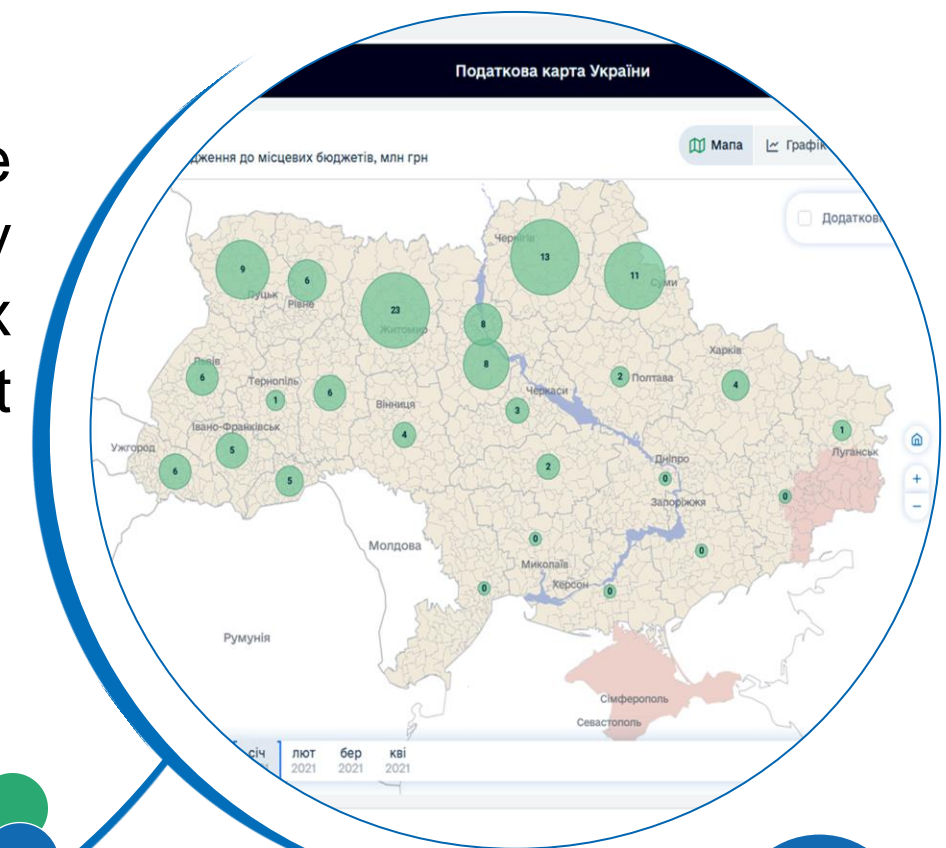
WHAT INFORMATION ABOUT / FROM UKRAINIAN INSTITUTIONS IN THE PUBLIC FINANCE SPHERE WOULD YOU LIKE TO RECEIVE THE MOST? (%)



24.08.2021

STS with assistance of Office of the National Security and Defense Council of Ukraine introduced the Interactive Tax Map of Ukraine

● Main goal is to provide citizens and business community online with relevant tax information at any time without contacting the STS



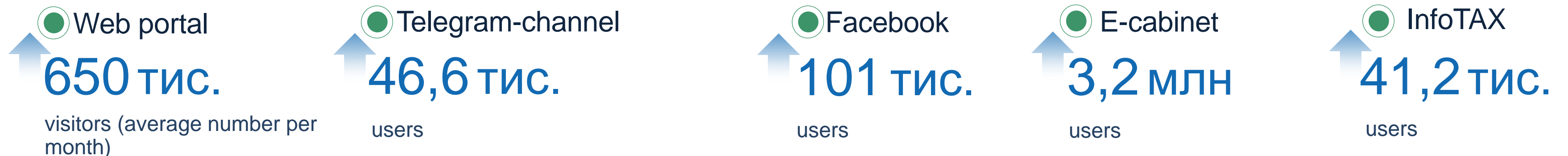
Explanation of tax legislation in simple language

1st step – online training (online lessons, information and presentation materials on e-services) has been launched in order to raise taxpayers' tax awareness, so that communication between business and citizens with tax authorities is as convenient and transparent as possible, subsequently paying taxes is easy.

2nd step – creation of a knowledge management system – a single reference book of concepts, terms and algorithms for formation of indicators. Introduction of the knowledge management system will make it possible to achieve unity and consistency of indicators, introduce analytical and risk-oriented system in the STS, reduce probable errors in the formation of reporting and analytical materials, provide rapid training.

Official web portal is one of the main information resources

STS focused on development of the official web portal and improvement of communication with public and business community through social networks



High level of trust to foreign financial experts demonstrates the need for close cooperation with international institutions and implementation of joint activities

Main implementation results of the Strategy during 2021-2022 can be measured by the following indicators:

- Positive working assessment of institutions in the public finance sphere + 5%

Changes in indicators of institutions in the public finance sphere:

- Bureaucracy -5 %
 - Corruption -5 %
 - Customer orientation +5 %
 - Transparency +5 %
- Public education:
 - Those who understand that taxes are payment for the state's functioning +5 %
 - Those who understand that people receive state services in exchange for state taxes +5 %

EXPERT EVALUATION



“The most interesting result of the survey was the fact that Ukrainians pleasantly surprised us by breaking some stereotypes. Almost half of the respondents disagreed with statement that Ukraine is tolerant to tax evasion”

Jurgita DOMEIKIENE
Team Leader of the
EU4PFM



Experts from the US Treasury Office of Technical Assistance (Ferris Fink, Phil Brand and Don Mainworing) noted significant progress made by the STS in creating effective change management program and implementing measures to create a single legal entity. This provided a basis for transformational reforms of both the organizational structure of the State Tax Service and business processes in the service.

Ferris FINK, Phil BRAND and Don MAINWORNING
The US Treasury Office of Technical Assistance

STATE TAX SERVICE OF UKRAINE

thanks for the trust, support and assistance in joint building of strong,
efficient and transparent service:
professional and experienced international advisers,
taxpayers

leadership of the state and the Ministry of Finance of Ukraine,
team of the STS

**EMBODY CHANGES
TOGETHER!**



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