

DOI: <https://doi.org/10.32839/2304-5809/2025-2-133-23>

UDC 316.4:061.1EC:37+001+796(477)

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INTEGRATION OF EUROPEAN VALUES INTO EDUCATION, SCIENCE AND SPORTS: UKRAINIAN DIMENSION THROUGH THE PRISM OF THE EVUESS PROJECT

Summary. The article analyzes the mechanisms for implementing European values in the Ukrainian educational, scientific, and sports space, as well as the types of impact of the implemented project (EVUESS). The results of a sociological survey are presented, revealing an insufficient awareness of the target groups about the values of the European Union. In order to disseminate the project results, various activities are being carried out to promote EU values in Ukraine, particularly through participation in thematic lectures, discussions, conferences, and winter and summer schools. Such activities are essential for shaping values and raising European consciousness among young people. The topic's relevance is driven by the need to strengthen the democratic potential of Ukrainian society in the face of current challenges and threats.

Keywords: European values, integration, education, science, sports, EVUESS.

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ІНТЕГРАЦІЯ ЄВРОПЕЙСЬКИХ ЦІННОСТЕЙ В ОСВІТУ, НАУКУ ТА СПОРТ: УКРАЇНСЬКИЙ ВИМІР ЧЕРЕЗ ПРИЗМУ ПРОЄКТУ EVUESS

Анотація. У статті розглядаються механізми впровадження ціннісних орієнтирів Європейського Союзу в національний освітньо-науковий та спортивний простір, визначаються типи впливу реалізованого проєкту (науковий, суспільний, економічний/технологічний). Координатором проєкту «Інтеграція європейських цінностей до української освіти, науки та спорту» (EVUESS), є Чернівецький національний університет імені Юрія Федьковича. Який реалізується як модуль Жана Моне та співфінансується Європейським Союзом. У дослідженні узагальнюються результати соціального опитування щодо сприйняття європейських цінностей. Результати соціального опитування свідчать про те, що питання інтеграції європейських цінностей у сфері освіти, науки та спорту є актуальними, однак рівень обізнаності залишається недостатнім. Зокрема, лише 38,7 % респондентів вказали, що добре обізнані зі змістом базових європейських цінностей, тоді як 44,2 % мають лише загальне уявлення, а 17,1 % – зовсім не знайомі з цими поняттями. Отримані дані підкреслюють необхідність розширення освітньо-просвітницьких заходів, спрямованих на глибше розуміння ціннісних засад Європейського Союзу та їх практичного втілення в освітньому і спортивному середовищі України. Особлива увага приділяється заходам і активностям, спрямованим на підвищення обізнаності молоді щодо європейських цінностей, зокрема проведенню тематичних лекцій, дискусійних платформ, інформаційних кампаній, а також зимових і літніх шкіл. Останні виступають як ефективний інструмент міждисциплінарного формування ціннісних орієнтирів у сфері освіти, науки та спорту. У сучасних умовах суспільно-політичних трансформацій та зовнішніх викликів дана тематика набуває особливої актуальності для української системи освіти, наукової спільноти та спортивного середовища як чинник європейської інтеграції та зміцнення демократичного потенціалу. Проведення цільових заходів для представників академічного, освітнього та спортивного середовищ є важливим інструментом для пізнання, осмислення та популяризації цінностей Європейського Союзу в українському суспільстві.

Ключові слова: європейські цінності, інтеграція, освіта, наука, спорт, EVUESS.

Formulation of problem. The Revolution of Dignity in 2014 undoubtedly demonstrated the desire of Ukrainian society to return to the European community [10; 15]. In 2014, Ukraine made a strategic breakthrough towards European integration by signing the Association Agreement with the European Union, which laid the foundation for political association and economic integration. In the same year, the Agreement was simultaneously ratified by the Verkhovna Rada of Ukraine and the European Parliament, giving it legal force. In February 2022, Ukraine officially applied to join the European Union, demonstrating a clear political intention to become part of the European community. In June 2022, the European Council granted Ukraine the status of a candidate

country for EU membership. In 2023, the European Commission recommended starting accession negotiations. In June 2024, the negotiation process between Ukraine and the EU was officially opened, marking a new stage in implementing the state's European integration course [6; 9]. Article 2 of the Treaty on European Union (EU) is founded on the values of respect for human dignity, freedom, democracy, equality, the rule of law, and respect for human rights, in particular, those of persons belonging to minorities [8; 9]. These values are common to all member states in a society where non-discrimination, tolerance, justice, solidarity, and equality between women and men prevail [4; 7].

Analysis of recent research and publications. Scholars argue [2; 12] that integrating European

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values into various social spheres is becoming increasingly important as a key factor in forming a democratic society, strengthening social cohesion, and ensuring national security [1; 13; 15].

Identification of previously unsolved parts of the overall problem. To successfully implement European values in education, science, and sports in Ukraine, several problems need to be addressed: 1) the public is prejudiced against European values and is unaware of their benefits; 2) there is a lack of specialists to train professionals with European values; 3) there is a lack of understanding of what steps are necessary to develop European values; 4) there is a lack of systemic state policy and interagency coordination in the area of implementation of European values.

One of the key problems identified in integrating European values into Ukrainian education, science, and sports is the lack of systemic coordination, insufficient public awareness, and a lack of specialized training programs. The project "Integration of European Values in the fields of Ukrainian Education, Science, and Sports" (EVUESS), coordinated by Yuriy Fedkovych Chernivtsi National University, implemented as a Jean Monnet module and co-funded by the European Union, aims to address these gaps by developing institutional strategies, teaching and learning materials and professional development tools that will promote the sustainable implementation of European values in these areas [14].

The purpose of the article is to provide a comprehensive analysis of the process of integrating European values into the Ukrainian educational, scientific, and sports space by studying the mechanisms of their implementation, types of influence, assessing the level of their perception among representatives of target groups, and describing the practical measures implemented as part of the EVUESS project.

Presentation of the main research material. European values are universal principles and norms of human life, society, and the state [5; 9]. It is important that European life respects and aims for full compliance with these values. European values are not only a general abstract concept but also have a specific practical expression in the form of legal norms glorified in a number of basic documents of the Council of Europe and

the European Union [9]. The fundamental basis of European values is the rights and freedoms of every person and the equality of all before the law. The EVUESS project focuses on the six fundamental values of the European Union, which form the foundation of European society (Figure 1).

The EU is not resting on its laurels; it is constantly improving the space of freedom, security, and justice provided to its citizens.

The European Union has a significant experience of successful implementation of European values in various spheres of public life, which can be found in the following documents:

- Universal Declaration of Human Rights (1948);
- European Convention on Human Rights (1950);
- The Treaty on European Union (1992, as amended by the Lisbon Treaty of 2007);
- UNESCO Declaration and Integrated Framework of Action on Education for Peace, Human Rights and Democracy (1995);
- Charter of Fundamental Rights of the European Union (2000);
- Council of Europe White Paper on Intercultural Dialogue (2008);
- European Charter on Education for Democratic Citizenship and Human Rights Education (2010);
- The Erasmus+ program as a mechanism for the implementation of European values through education, youth and sports (in force since 2014) [11];
- Paris Declaration on the Promotion of Citizenship and the Shared Values of Freedom, Tolerance and Non-Discrimination through Education (2015);
- European Youth Strategy (EU Youth Strategy 2019-2027) [9].

The EVUESS project aims to study the European experience of implementing EU values and their integration into Ukrainian education, science, and sports. The project combines research, educational, and practical components and aims to create a knowledge base, recommendations for government agencies, and training of specialists capable of implementing European values in the relevant areas (Figure 2).

An important step in the implementation and dissemination of the project's results was the creation of an official website that informs

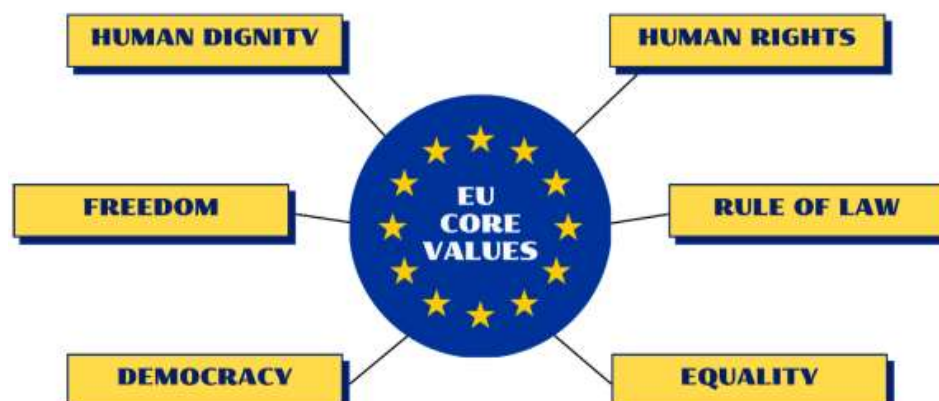


Figure 1. Core values of the European Union: human dignity, freedom, democracy, equality, rule of law and human rights



Figure 2. Logo of the Jean Monnet Module "Integration of European Values in the fields of Ukrainian Education, Science, and Sports" (EVUESS), co-funded by the European Union

target audiences about key events, materials, and achievements. The advantage of the resource is that it is fully bilingual - in Ukrainian and English, which facilitates its accessibility to both the domestic and international community (Figure 3).

Thus, the overall goal of the project is to study the EU's experience in implementing European values in education, science, and sports. Based on this, winter and summer schools are held, and recommendations are prepared for the Ministry of Education and Science of Ukraine and the Ministry of Youth and Sports of Ukraine (Figure 4).

In 2023 and early 2025, a number of events were held for the project's target groups, including an international conference, the celebration of Europe Day in Ukraine (creation of the largest painting of the EU flag), a roundtable dedicated to the European Sports Week, the opening of a thematic cabinet, and the laying of the Jean Monnet Alley (Figure 5).

Three blocks dedicated to the integration of European values in education, science, and sports are also taught. The participants of the activities are mainly first-level (bachelor's) students studying at the Faculty of Physical Culture, Sports

and Rehabilitation of Yuriy Fedkovych Chernivtsi National University, as well as famous athletes, scientists, and the public to share experiences and results on European values in education, science, and sports. The project also involves a multi-level database with materials on European values in education, science, and sports. It includes four indicators: 1) the number of participants; 2) the number of institutions that have expressed interest in schools; 3) the level of knowledge acquired on European integration and European values; 4) the level of skills acquired in working with the database of materials on European values.

The following blocks are taught: "European values in Ukrainian education: Best Practices," "European Values in Ukrainian Science: Best Practices," and "European values in the field of physical education and sports in Ukraine: Best Practices."

The task of the project team is to promote the dissemination of EU experience in European values in education, science, and sports, as well as recommendations for harmonizing Ukrainian legislation in the field of European values. It is also necessary to ensure that the public is informed

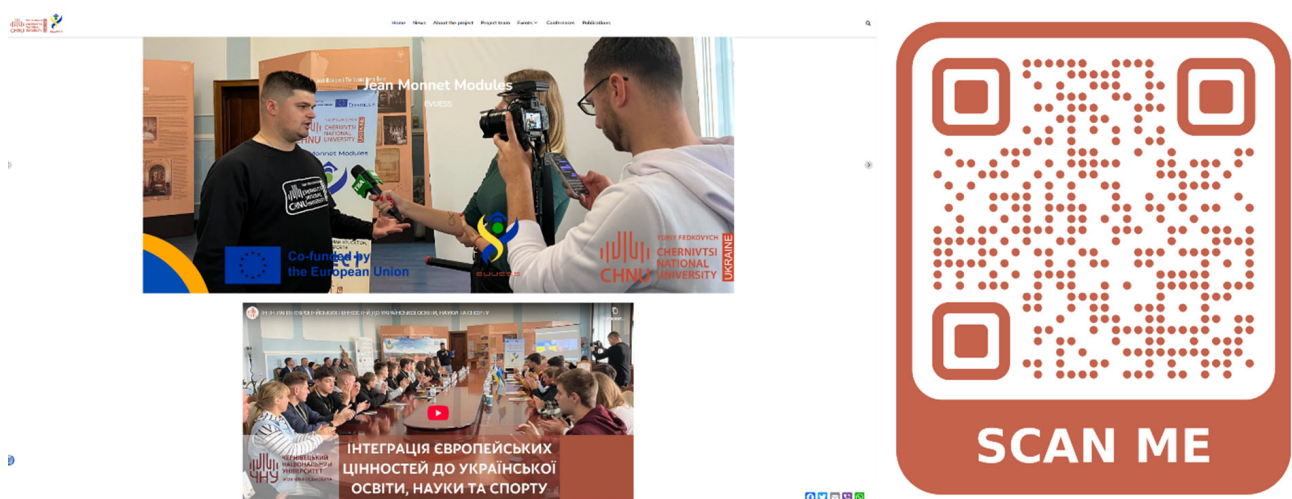


Figure 3. Official website of the Jean Monnet Module "Integration of European Values in the fields of Ukrainian Education, Science, and Sports" (EVUESS), available in both Ukrainian and English languages



**Figure 4. Winter and summer schools within the Jean Monnet module
“Integration of European Values in the fields of Ukrainian Education, Science, and Sports” (EVUESS)**



Figure 5. Activities within the EVUESS project

about the EU's positive attitude to European values in education, science, and sports.

As part of the project, a survey was executed among target groups on integrating European values in education, science, and sports. The survey, conducted in the academic year 2024, involved 50 respondents, including civil servants, scientists, educators, athletes, and students. It consisted of five blocks of questions related to different areas of European values.

The first block of questions was devoted to assessing respondents' awareness of European values. According to the survey, most respondents considered European values in education, science, and sports positive. In particular, 23 people (46.7 %) consider it good, 9 people (17.9 %) – very good, 14 people (28.3 %) – satisfactory, and 4 people (7.1 %) – unsatisfactory. None of the respondents chose the option "not aware at all," indicating a general availability of basic knowledge of European values among the survey participants.

Within the survey, 53.6 % of respondents strongly agree that European values are significant for the development of Ukrainian society in the fields of education, science, and sports, while 46.4 % of participants just agree with this statement. None of the respondents chose the options of neutral, disagree, or strongly disagree, which indicates unequivocal support for this idea among respondents.

Respondents had the opportunity to choose several answers, which allowed them to identify the priority European values for Ukrainian education, science, and sports. The most important value is respect for human rights – this option was chosen by 46 people (92.9 %). Freedom was mentioned as a key value by 41 people (82.1 %), democracy by 34 people (67.9 %), and the rule of law by 18 people (35.7 %). The results demonstrate the general orientation of the respondents to the fundamental principles of the European legal and humanistic space.

The next section of the questionnaire was devoted to assessing the processes of integrating European values into key areas of Ukrainian society, such as education, science, and sports.

When assessing the current level of integration of European values into the Ukrainian education system, respondents provided the following answers: a very high level of integration was noted by 2 people (3.6 %), a high level – by 23 people (46.4 %), an average level – by 21 people (42.9 %), and a low level – by 4 people (7.1 %). No respondent chose the option “very low,” which indicates a general positive trend in the perception of integration processes in education (Figure 6a).

As part of the assessment of the level of implementation of European values in scientific activities in Ukraine, the respondents (50 people) provided the following answers: a very high level

was noted by 4 people (7.1 %), a high level – by 28 people (57.2 %), and an average level – by 18 people (35.7 %). None of the participants chose the options “low” or “very low”, which indicates a predominantly positive perception of integration processes in the scientific sphere (Figure 6b).

In response to the question about the level of implementation of European values in the field of sports in Ukraine, the respondents indicated the following: a very high level of implementation was noted by 7 people (14.3 %), a high level – by 25 people (50.1 %), and an average level – by 18 people (35.6 %). None of the participants chose the options “low” and “very low”, which indicates a positive attitude towards the integration of European values into the sports environment (Figure 6c).

The next block of the questionnaire was practical and aimed to find out the respondents' personal experience of participating in programs related to implementing European values and assess the level of their involvement and effectiveness of such programs.

According to the survey, the majority of participants – 41 people (82.1 %) – indicated that they had experience of participating in relevant programs, while 9 people (17.9 %) had no such experience. Among those who had participated, 8 people (17.9 %) rated the programs as very useful, 27 people (64.3 %) as useful, and 6 people (17.8 %) as partially useful. No respondent chose the option “not useful,” which indicates a generally positive perception of such initiatives.

When estimating the approval for European values in the scientific and educational environment of Ukraine, respondents provided the following answers: very high support – 9 people (17.9 %), high support – 34 people (67.8 %), and medium support – 7 people (14.3 %). The options “low” and “very low” were not selected, which indicates a generally positive assessment of support for European values among respondents.

In the fourth block, “Suggestions and Ideas,” respondents were asked to name the European values they believe should be more actively implemented in the Ukrainian education system. The responses received demonstrated a high level of attention to human rights, freedom, democracy,

tolerance, inclusion, and other key principles, which are summarized in the form of a word cloud in the figure below (Figure 7).

Based on the respondents' answers to the open-ended question, “What specific measures do you propose for more effective implementation of European values in science?” several key areas can be identified that are repeated in different wording. The respondents' answers show a clear focus on the need to reform education content and develop research programs in the European context.

Particular attention was paid to academic integrity, professional development of scientists, partnerships with European institutions, and practical participation of students through internships, mobility, and involvement in real projects. There were also ideas to support young researchers and ensure stable working conditions, which would help motivate them to stay in the Ukrainian scientific environment, integrated with the European one.

Based on the open answers to the question, “What, in your opinion, prevents the full implementation of European values in the Ukrainian sports sector?” the main groups of barriers can be identified. An analysis of the respondents' answers shows that some systemic, social, and foreign policy factors impede the full implementation of European values in the sports sector of Ukraine. The most frequently mentioned obstacles are the war in Ukraine (the most common answer), insufficient funding for sports infrastructure and programs, and the low level of grassroots sports development.

In the fifth block, respondents demonstrated a generally positive view of the situation as part of assessing the level of support for European values. In particular, a very high level of support was noted by 7 people (14.3 %), a high level – by 27 people (53.5 %), an average level – by 14 people (28.6 %), and a low level – by only 2 people (3.6 %). The option “very low” was not chosen by any respondent, which indicates a generally favorable atmosphere of support for European values in the scientific and educational environment.

Respondents mostly expressed high support for such cooperation when asked to assess the importance of international educational programs for implementing European values in Ukraine.

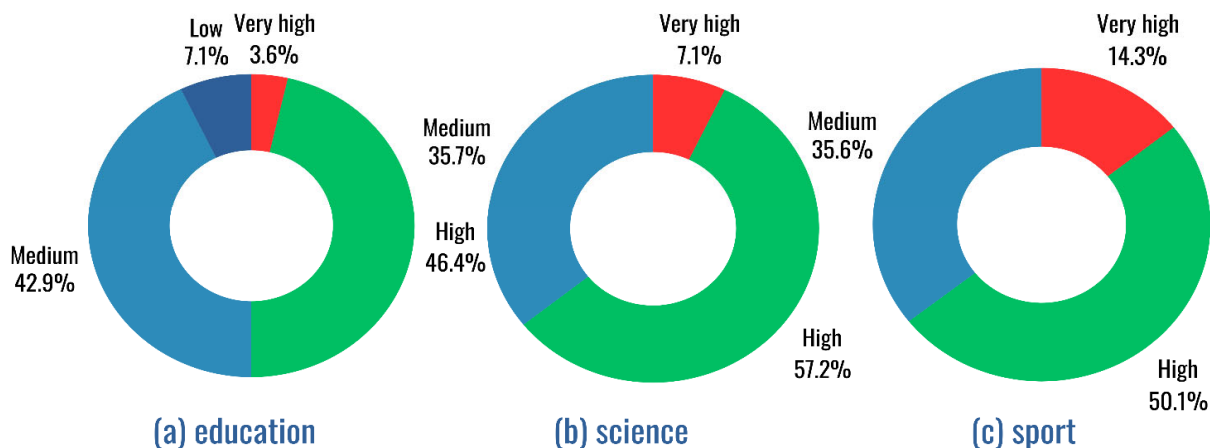


Figure 6. Respondents' assessment of the level of integration of European values into Ukrainian education, science and sports



Figure 7. Word cloud: European values suggested by respondents for wider integration into the Ukrainian education system (based on the results of an open-ended question)

In particular, 18 people (35.7 %) consider these programs critical, and another 30 people (60.7 %) rated them as important. Only 2 people (3.6 %) chose the unimportant option, while no respondents indicated that international programs are unimportant. These results confirm the general understanding of the role of international cooperation as a key tool for implementing European values in Ukrainian education.

According to the respondents, the key obstacle to integrating European values into education, science, and sports in Ukraine is the lack of financial resources, which was mentioned by 27 people (53.6 %). The low awareness of European values was also mentioned by 11 people (21.4 %), the lack of support at the legislative level by 7 people (14.3 %), and resistance from individual institutions by 4 people (7.1 %). Only 1 respondent (3.6 %) indicated another reason. The findings indicate an overwhelming need for financial support and awareness raising as the main factors for the successful integration of European values.

Among other barriers, respondents mentioned bureaucracy, corruption, Soviet heritage (mentality, stereotypes), lack of gender equality, low level of inclusion, and the impact of doping and unfair practices in sports. Some responses also pointed to public fatigue, apathy, or distrust of change, which also complicates the adoption of European standards.

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Thus, the results of the respondents' answers also indicate a biased attitude of the society towards European values. The majority of participants expressed an opinion on the problems that impede the full implementation of European values in the sports sector of Ukraine. Among them, the most significant were the war in Ukraine, the post-Soviet mentality of people, insufficient access to information about European values, and the financial challenges our country is currently facing. We believe that the lack of awareness is the most significant gap in Ukrainian society regarding European values, which necessitates developing and creating educational programs to promote European values among the target audience.

Conclusions. The survey results demonstrate the high level of curiosity and support for integrating European values in education, science, and sports in Ukraine. Despite existing challenges, such as inadequate funding, the impact of the war, and lack of awareness, the vast majority of respondents consider this area extremely important. It is necessary to continue active work in this area, particularly through educational and scientific events, training, conferences, and winter and summer schools. It is also important to involve well-known teachers, scientists, athletes, and civil society representatives in this work to promote European values and form a new culture of interaction in Ukrainian society.

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