



BUSINESS GUIDE

UKRAINE HUMANITARIAN CRISIS

REVISED APRIL 2022

Photo: OCHA/Amnon Gutman



AFFECTED POPULATION
ACROSS THE COUNTRY

24M



INTERNALLY DISPLACED
PERSONS (IDPS)

7.7M



REGIONAL REFUGEE
RESPONSE PLAN

REFUGEES
(AS OF 23 APRIL)

5.2M



PEOPLE
IN NEED

15.7M



FLASH APPEAL

PEOPLE
TARGETED

8.7M

OVERVIEW OF THE CRISIS

The war in Ukraine, which began on 24 February, has caused death and suffering on a dramatic scale and left at least 15.7 million people in urgent need of humanitarian assistance and protection.

The conflict has caused the world's fastest growing displacement crisis since World War II, with nearly 13 million people uprooted in less than two months. Over a quarter of Ukraine's population have fled their homes, including more than 7.7 million people now estimated to be internally displaced and over 5.2 million people who have crossed borders to seek security and safety in other countries, most of them women and children. Nearly two-thirds of the children in Ukraine have been displaced.

Massive devastation in urban centres, and the destruction of civilian infrastructure, have made life unbearable for millions of people and severely disrupted critical services, especially healthcare. In besieged areas, people have lived for weeks without access to food, water and heat, while under the constant threat of bombardment.

The war is impacting women and men in different ways and is exacerbating pre-existing inequalities, according to a Rapid Gender

Analysis by UN Women and CARE. Ukraine's population has a distinctly gendered profile, with 54 per cent women and 46 per cent men, including a particularly large population of older females. Prior to the escalation of the war, 71 per cent of the heads of households in Government-controlled areas were female. Women from groups in vulnerable situations are being left behind and disproportionately affected by disruptions caused by war, while the displacement and refugee flow is largely gendered-based violence—including conflict-related sexual violence, sexual exploitation and abuse (SEA) and trafficking.

The armed conflict may prevent farmers from accessing their fields, harvesting, and marketing current crops, planting new crops, or sustaining livestock production. Between 20 and 30 per cent of

areas under winter cereal, maize and sunflower production will remain unharvested in July/August, or not be planted this spring, according to the Government and FAO. About half of winter wheat and a third of rye due to be harvested in July–August 2022 are currently in war-affected areas. There are also concerns over damage to standing crops and risk of mines and unexploded ordnance impacting the ability to harvest in the period ahead.

The war has also devastated Ukraine's economy. The Prime Minister of Ukraine, Denys Shmyhal, has said that economic losses due to the ongoing military offensive may exceed \$1 trillion, while some 53 per cent of employed Ukrainians have lost their jobs since the war began, according to a nation-wide survey conducted by the Rating Group in March.

HOW THE PRIVATE SECTOR CAN HELP

1

ALIGN SUPPORT ACTIVITIES WITH THE UKRAINE FLASH APPEAL AND REGIONAL REFUGEE RESPONSE PLAN

Financial contributions to reputable aid agencies and coordinated response funds are one of the most valuable and effective forms of response in humanitarian emergencies. The private sector can contribute to the **Ukraine Flash Appeal** and the inter-agency **Regional Refugee Response Plan** by supporting organizations and projects included in these documents and engaging in joint advocacy.

The **Ukraine Flash Appeal** provides an overview of the situation, lists the major humanitarian needs and outlines the response strategy. The Appeal has three strategic objectives:

- Provide principled and timely life-saving multi-sectoral assistance to people affected by the war.
- Protect conflict-affected people and civilian infrastructure, and advocate for parties to the conflict to uphold their obligations under international humanitarian law.
- Support provision of essential and gender responsive services both in areas impacted by the conflict and in locations hosting displaced people.

The **Ukraine Flash Appeal** complements national efforts and aims to address the most pressing needs of the affected population helping them get back on their feet. Needs and requirements presented in the FA are until end of August 2022 because of the volatile nature of the crisis. A further review will take place to inform requirement beyond August 2022. **You can access the Appeal [here](#).**

The **Regional Refugee Response Plan (RRP)** responds to the needs of people who seek refuge in countries neighbouring Ukraine including Belarus, Hungary, Moldova, Poland, Romania, Poland and Slovakia **until the end of December 2022**. Its strategic objectives include:

- Support host countries to ensure that all refugees from Ukraine have access to safety and international protection, in line with their situation, and in compliance with the principle of non-refoulement.¹
- Support host countries to provide timely and life-saving humanitarian assistance for refugees, including third country nationals having left Ukraine, of whom a sizeable number are in need of international protection, with a specific focus on the most vulnerable.
- Facilitate the search for appropriate solutions for all and the promotion of social and economic opportunities while ensuring conducive and equal conditions for the refugees from Ukraine through a whole-of-society approach.
- Ensure effective coordination of partners at country and regional level in support of hosting countries' efforts.

The RRP focuses on humanitarian needs, including emergency shelter and core relief items, cash assistance (especially for the most vulnerable individuals), and protection including access to territory, reception and registration, psychosocial support and gender-based violence services. The RRP will be revised and adjusted based on developments to the context and needs. **You can access the RRP [here](#).**

In addition, the **International Federation of the Red Cross and Red Crescent Societies (IFRC)**, along with its member National Societies, has launched a Federation-wide Emergency Appeal for Ukraine and impacted countries along three main pillars: health and care including water, sanitation, and hygiene services (WASH); integrated assistance (Shelter, Livelihoods and Multi-purpose Cash) and protection and prevention. **You can access the Emergency Appeal [here](#).**

2 MAKE A FINANCIAL CONTRIBUTION

The United Nations and global and local humanitarian partners are committed to staying and delivering assistance and protection to the people of Ukraine. Companies are encouraged to consider making financial contributions directly to organizations included in the Flash Appeal and/or the Regional Refugee Response Plan.

You can also support the work of trusted humanitarian organizations by contributing to the **Ukraine Humanitarian Fund (UHF)** by visiting crisisrelief.un.org/ukraine-crisis. Donations to the UHF are collected into a single fund and made available locally to a range of carefully vetted and trusted relief partners on the ground and at the front lines of the response, closest to people in need.

TRACKING PRIVATE SECTOR CONTRIBUTIONS TO THE UKRAINE RESPONSE

The OCHA/UNDP Connecting Business initiative is tracking private sector contributions to support the humanitarian response in Ukraine. If your company has made a donation or pledged to make a donation, please consider reporting your donation by emailing connectingbusiness@un.org. To view the current list of donations, visit bit.ly/Biz4UkraineTracker.

3 MAKE AN IN-KIND CONTRIBUTION OF GOODS OR SERVICES

While humanitarian aid is needed urgently, **OCHA urges companies to refrain from sending unsolicited donations that may not correspond to identified needs or meet international quality standards.** Donors are highly encouraged to send cash rather than in-kind donations. Donations-in-kind are useful when they meet a pre-identified need on the ground for which supply through other means (procurement, prepositioned stock) is not available. In other circumstances they may not fit needs, can potentially be administratively burdensome (placing demands on thinly stretched emergency personnel), and may undermine local markets (where local supply is available).

1. Non-refoulement is a principle of international law that forbids a country receiving asylum seekers from returning them to a country in which they would be in likely danger of persecution based on "race, religion, nationality, membership of a particular social group or political opinion.

For more information on how you can contribute to the following sectors please contact the following organizations:

CHILDREN'S HEALTH/EDUCATION/PROTECTION/WATER AND SANITATION:

The [United Nations Children's Fund \(UNICEF\)](#)'s established, respected partnerships with the Government of Ukraine, key hromadas (municipalities) and humanitarian partners (non-government and civil society organisations) has allowed it to scale up humanitarian response and ensure sustained delivery of water, sanitation and hygiene (WASH); immunisation and health care; education; child protection and humanitarian cash assistance to the most vulnerable population – women and children – despite impeded access caused by security constraints. In neighbouring countries, UNICEF is supporting Ukrainian refugees through the Safe Space, Protection and Support Hubs, ensuring that vulnerable children and adults crossing into Ukraine's neighbouring countries have clean water, sanitation and hygiene facilities, healthcare and first aid, mental health and psychosocial support including trauma counselling, and specialist protection and legal support. More information on UNICEF's corporate partnerships can be found [here](#).

DISPLACEMENT/REFUGEES/PROTECTION:

The [UN Refugee Agency \(UNHCR\)](#): As the leading UN agency supporting people forced to flee, UNHCR is working hand in hand with authorities, humanitarian partners and displaced communities themselves to assess and address the most pressing humanitarian needs inside Ukraine and in the wider region. In addition to life-saving humanitarian assistance through shelter support and core relief items, UNHCR has launched an extensive cash assistance programme to help families meet their most urgent needs with dignity. UNHCR has also rapidly increased its long-standing presence on the ground to coordinate and deliver a range of protection interventions such as specialist care for the most vulnerable, protection from sexual abuse and exploitation, psychosocial support, and legal aid, including at Children and Family Protection Support Hubs ('Blue Dots') in neighbouring countries. Financial support and offers of in-kind contributions from private sector companies are greatly valued; for more details of the types of goods and services that are most needed to support people forced to flee, please contact privatesectorpartnership@unhcr.org.

FOOD/LOGISTICS:

The [World Food Programme \(WFP\)](#) advises that the most impactful way to support WFP's work to provide food assistance to those most in need in Ukraine is through financial contributions. Since Ukraine is a 'food surplus' country, producing more food (cereals, meat, vegetable oil, and bread, among others) than it needs to feed its population, WFP is aiming to buy as much food as possible from within Ukraine for food assistance operations in Ukraine, to sustainably support local suppliers and communities across the country. Please contact wfp.ukraine.inkind@wfp.org for further information.

HEALTH/MEDICAL SUPPLIES:

The [World Health Organization \(WHO\)](#)'s priority is to supply critically needed items in a manner that is safe, secure, and responsive to the environment in which we are operating. Based on communications with the Ukrainian Ministry of Health, WHO will continuously revise and publish a list of critically needed medical supplies against which WHO requests support. The current list and general terms can be found [here](#). For donations or questions, please contact Michael Griffin at hqoslquality@who.int.

INTERNALLY DISPLACED POPULATIONS, THIRD COUNTRY NATIONALS AND HOST COMMUNITIES:

The [International Organization for Migration \(IOM\)](#) is providing humanitarian assistance to displaced populations within Ukraine and in neighbouring countries where Ukrainian refugees and Third-Country Nationals have sought safe haven. As the humanitarian situation and corresponding priorities evolve on the ground, IOM endeavours to maintain an updated itemized list of needs in close collaboration with national authorities. Please find a list of needed items [here](#). For further information on in-kind contributions to IOM, please contact drdpsl@iom.int.

SEXUAL AND REPRODUCTIVE HEALTH/GENDER-BASED VIOLENCE:

The [United Nations Population Fund \(UNFPA\)](#), together with partners, is focusing on sexual and reproductive health, including maternal and new-born health; and protection from sexual and gender-based violence, predominately for women and girls and the most vulnerable. As the UN sexual and reproductive health agency, UNFPA is repurposing its existing health and protection programmes in Ukraine and surrounding countries to provide emergency response services to meet urgent needs. For more information on the types of in-kind contributions needed, please contact Chan Ju Park at cpark@unfpa.org.

OTHER:

For any additional questions about in-kind donations, please reach out to OCHA with as much detail as possible, including what you wish to donate and how much, the estimated market value, your time frame for delivery, details on shipping and any other conditions. We will then guide you to the most appropriate recipient organization(s). Companies with employees, suppliers, or customers in the country or region, or those with existing agreements with responding humanitarian organizations should aim to provide support directly to these groups. **For more information, please contact Karen Smith, OCHA's Private Sector Engagement Advisor, at ocha-ers-ps@un.org.**

4 ADVOCATE FOR AN END TO THE CRISIS

Lend your voice and advocate for the fighting to stop and all hostilities to end. Amplify the message of the United Nations, calling on all parties to uphold their obligations to allow safe, rapid and unimpeded humanitarian aid to civilians in need and ensure the freedom of movement of humanitarians.

5 MAKE A COMMERCIAL OFFER

If your offer is commercial in nature, please refer to the UN Global Marketplace at ungm.org.

CRITICAL REMINDERS

- The UN Secretary-General encourages companies to coordinate their response efforts with the United Nations and the humanitarian coordination system to ensure **coherence with priority needs and to minimize gaps and duplications with the other responders**.
- All response activities should be guided by the humanitarian principles of **humanity, impartiality, neutrality, independence and Do No Harm**. For more information, see the [Guidance Note: Conflict Sensitivity in Private Sector Disaster Management](#).

**HUMANITY**

Protecting life and health while ensuring respect for human beings

**NEUTRALITY**

Actors must not take sides in hostilities or engage in controversies

**IMPARTIALITY**

Action must be carried out based on needs alone with no distinction to social classes

**INDEPENDENCE**

Action must be carried out autonomously from the objectives of other actors

- Business contributions to UN response efforts must comply with the [Guidelines on Cooperation between the UN and Business Sector](#).
- It is important to ensure that donated items meet [Sphere Standards](#) and reflect priority needs.
- Affected people must be at the centre of any humanitarian response, for their increased engagement and empowerment in decision-making to address their specific needs, and to ensure that international response remains accountable to them. In particular, people in need of humanitarian assistance **must be protected from sexual exploitation and abuse (SEA)** and have access to channels to report it and have it addressed. Further guidance for the private sector is available [here](#).
- The **risk of transmitting COVID-19** implies specific access requirements and biosafety measures protocols must be followed.

WE ARE HERE TO HELP

For more information on how businesses can help, please contact **Karen Smith**, OCHA's Private Sector Engagement Advisor, at ocha-ers-ps@un.org or +41 76 691 1182.

WHERE TO FIND THE LATEST INFORMATION

- For an updated list of maps, situation reports, and other information please visit <https://reliefweb.int/country/ukr>.
- OCHA coordinates humanitarian action to ensure crisis-affected people receive the assistance and protection they need. OCHA works to overcome obstacles that impede humanitarian assistance from reaching people affected by crises and provides leadership in mobilizing assistance and resources on behalf of the humanitarian system. Learn more at unocha.org/ukraine.
- The UN Global Compact is the world's largest corporate sustainability initiative gathering over 15,000 companies from over 165 countries with 69 Local Networks around the world including in Poland and Ukraine. The role of the UN Global Compact is to amplify the messaging of the Ukrainian Flash Appeal and Regional Refugee Response Plan within the business community around the world through its Global Compact Local Networks. For more information please contact Joe Sadallah, UN Relations & Policy, ukrainecrisisresponse@unglobalcompact.org
- For more information about the role of the private sector in preparing for, responding to, and recovering from disasters, please visit the OCHA/UNDP Connecting Business initiative (CBI) online at connectingbusiness.org.

