

## War in Ukraine: What Can Business Do for Children and their Families?

The war in Ukraine poses an immediate and growing threat to the lives and well-being of the country's 7.5 million children. Children have been killed. Children have been wounded. Homes, schools, orphanages, and hospitals have all come under attack. Civilian infrastructure like water and sanitation facilities have been hit, leaving millions without access to safe water. Hundreds of thousands of people are on the move – many torn from their families and loved ones. As of 8 March 2022, at least one million people are estimated to be displaced within Ukraine, and over 2 million people have so far crossed into Poland, Romania, Moldova and other neighbouring countries. Hundreds of thousands of them are children. Children are in shock, and desperate for safety. Unaccompanied children face tremendous risks. Women and girls travelling on their own are especially at risk of gender-based violence.

The operating environment in Ukraine has become extremely complex, and humanitarian needs are rapidly multiplying both inside Ukraine and in refugee hosting countries. Access constraints, clashes, shelling and air strikes and rapidly changing front lines are affecting civilians and damaging civilian infrastructure and posing significant challenges to UNICEF and partners are working around the clock to provide vital humanitarian supplies, and to reach vulnerable children and families with essential services, including health, education, protection, water and sanitation. UNICEF is also coordinating with refugee hosting countries to prepare and respond to the humanitarian needs emerging from population movements.

Support from the international community is urgently needed to provide:

- **Child protection services, psychosocial support and the creation of 'Blue Dot' safe spaces** for mothers and children for critical support to children and families on the move.
- **Cash transfers** to support vulnerable households with children, and to meet a broad range of financial needs.
- **Provision of water and sanitation facilities** in shelters and re-establish water trucking where infrastructure is damaged.
- **Resume learning for displaced children**, and children on the move and support temporary enrolment of children in local education facilities and within safe learning spaces.
- **Resumption of health and nutrition services** in local health facilities, including primary healthcare in communities and through mobile health teams. Additional support will include the provision of health supplies and procurement and safe delivery of essential vaccines.

**Business can support the critical needs of the most vulnerable by:**

# 1 Providing financial support to meet the most critical needs



**UNICEF** is calling for \$349 million to scale up its efforts to respond to the growing humanitarian needs across Ukraine and surrounding countries. Providing financial contributions is the most effective way in which business can enable the rapid provision of life-saving products and services for affected children and their families.

**Examples for how companies are giving:**

- **Mobilize your customers:** Companies can support UNICEF by mobilizing their customer base. Apple and UNICEF launched a global appeal for the children of Ukraine reaching millions of customers on [Apple's homepage](#), Apple TV, Apple Music, Apple Books, the App Store, Podcasts, and online news sites.
- **Engage your staff:** Companies can unite employees during crisis by engaging them in giving programmes, which can also be matched by the company. UNICEF has a mechanism to set up a company Global Giving Page for employees all over the world to support UNICEF's response in Ukraine and neighboring countries.
- **Direct company grant:** Grants are the fastest way to accelerate UNICEF's emergency efforts. Recent examples include [the LEGO Foundation](#) and [Pandora](#) that made public announcements on their decision to take action and support UNICEF. Depending on the level of support, UNICEF offers a variety of recognition opportunities.
- **Logistics support:** Support the large scale up of operations through logistics support such as trucking, bonded warehousing in Poland or in-kind air transport of relief supplies.

## 2 Raising awareness and advocating for an end to the conflict and support for families



Businesses can play a key role in raising awareness on the need to protect children at all times, and call for peers to support efforts to provide critical services for children and their families. Companies and business leaders can use their influence, reach, networks and channels to promote the following messages on social media and internal and external websites to rally the business community to take action for women and children:

- The war in Ukraine poses an immediate and growing threat to the lives and wellbeing of the country's 7.5 million children. Families on the move in and outside of Ukraine are in need of urgent support.
- We join UNICEF in calling for an immediate cease-fire and reminds all parties of their international obligations to protect children from harm, and to ensure that humanitarian actors can safely and quickly reach children in need.
- Civilians and civilian objects including water and sanitation, education and medical facilities should not be a target and must always be protected.
- Support UNICEF to scale up life-saving humanitarian support for children and their families and to prevent a further deterioration of the welfare of children in Ukraine and neighboring countries

Find the latest articles and social media [here](#) and high resolution [photos/videos content here](#), such as this video on [how children are being impacted and how UNICEF and partners are responding](#).

## 3 Support employees and suppliers and their families in Ukraine and surrounding countries



Businesses that have an operational presence in the conflicted areas can provide direct support for their employees, suppliers and their families by:

- Checking that staff and their families are safe and move them to safety, if possible.
- Sending relief assistance to employees and their families, prioritizing the children of the most affected employees.
- Proactively share available mental health resources to your employees
- Continuing to pay salaries so that employees' children do not become vulnerable.
- Sharing [available](#) mental health resources to your employees.
- Where and when possible, ensuring market availability and accessibility of essential goods.
- Maintaining affordable prices of products and services despite a shortage of supply, to not deprive families from accessing products that are essential for their well-being.



**Find out more on the latest on the situation and how UNICEF is responding [here](#)**

For more information on partnering with UNICEF, please contact [corporate-partnerships@unicef.org](mailto:corporate-partnerships@unicef.org).

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