



## BUSINESS GUIDE

# UKRAINE HUMANITARIAN CRISIS

MARCH 2022

Photo Credit: Photo: OCHA/Yevhen Maloletka



AFFECTED POPULATION  
ACROSS THE COUNTRY

18M



INTERNALLY DISPLACED  
PERSONS (IDPS)

6.7M

REGIONAL REFUGEE  
RESPONSE PLAN



REFUGEES  
(AS OF 1 MARCH)

520K

FLASH APPEAL



PEOPLE  
IN NEED

12M



PEOPLE  
TARGETED

6M

## OVERVIEW OF THE CRISIS

The security situation in Ukraine deteriorated rapidly following the launch of a Russian Federation military offensive on 24 February 2022.

The armed violence escalated rapidly in at least eight oblasts (regions), including Kyivska oblast and the capital city of Kyiv, as well as the Eastern oblasts of Donetsk and Luhanska which were already affected by conflict.

The intense military escalation has resulted in loss of life, injuries and mass movement of the civilian population throughout Ukraine and to neighbouring countries, as well as severe destruction and damage to civilian infrastructure and residential housing. Public service provision - water, electricity, heating and emergency health

and social services - is under severe pressure, and people's access to health care is limited by insecurity. Primary services such as banking, social transfers and transport have been affected, as have basic services, such as health, water, and electricity, and local administration. With the continuation of the military operation and mounting insecurity, supply chains are likely to be disrupted for a prolonged period of time. The ability of local authorities to sustain a minimum level of services has also been severely hampered, as employees have fled or can no longer access their workplace.

**The ongoing armed violence and rapidly deteriorating security environment throughout the country has put hundreds of thousands of people's lives at risk.** The expansion of the conflict is projected to deepen and expand humanitarian needs among millions of Ukrainians. It is also exacerbating human suffering in eastern Ukraine, an area which has already been exposed to eight years of armed conflict, isolation of communities, deteriorating infrastructure, multiple movement restrictions, high levels of landmine and unexploded ordnance-contamination, and the impact of COVID-19. In these conflict-affected oblasts, some 2.9 million people were already in need of humanitarian assistance prior to the latest escalation in violence.<sup>1</sup>

**The humanitarian community has prepared for and is rapidly adapting to the unfolding situation,** based on an Inter-Agency Contingency Plan that was updated in early 2022 ahead of the onset

of the current crisis. As anticipated in a worst-case scenario, the violence has prompted a steep escalation in needs and a significant expansion of the areas in which humanitarian assistance is required compared to what was projected in the 2022 Humanitarian Response Plan (HRP). The type of needs and humanitarian activities required in Donetsk and Luhansk oblasts have also shifted as a result of the extent of new hostilities.

**For a rapid scale-up of principled and effective humanitarian response in existing and new areas of Ukraine for a duration of three months from March to May 2022, humanitarian partners require US\$1.1 billion to help more than 6 million people in need.**

Immediate and urgent funding will be crucial for meeting existing and new humanitarian needs of millions of civilians caught in the middle of escalated hostilities. The funding currently available for humanitarian operations in Ukraine is extremely limited, with the 2022 HRP funded with less than \$18 million (9.2 per cent of requirements as of 26 February 2022).

---

1. [Ukraine Humanitarian Needs Overview 2022](#)

## 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 also contribute to the Ukraine Flash Appeal and 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, including sector-specific plans for priority areas. Each sector plan has designated a focal point who can be contacted for additional information. The Appeal has three strategic objectives:

- Provide timely lifesaving multisectoral assistance to displaced and non-displaced persons, who are affected by the escalation of hostilities.
- Protect conflict-affected people and civilian infrastructure, with due regard to international humanitarian law, norms and standards.
- Support provision of basic services in areas impacted by the escalation of hostilities.

The Appeal complements national efforts and aims to address the most pressing needs of the affected population, helping them get back on their feet. **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. The RRP targets 2.4 million of the estimated 4 million in need. It focuses on humanitarian needs for the next six months, 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. **You can access the RRP [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. **You can support their work by contributing to the Ukraine Humanitarian Fund (UHF) at <https://crisisrelief.un.org/ukraine-crisis>.**

## 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 encouraged to send financial/cash donations rather than in-kind donations. However, for businesses wishing to contribute in-kind goods or services, please reach out to United Nations Office for the Coordination of Humanitarian Affairs (OCHA) with as much detail as possible, including what you wish to donate and how much, 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](mailto: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](http://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, and independence**.
- 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](mailto: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](https://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 Gabriela Ocampo, UN Relations & Policy, [ukrainecrisisresponse@unglobalcompact.org](mailto: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](https://connectingbusiness.org).

