

ANNUAL REPORT 2022



iF IMPACT
FORCE

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OUR

PHILOSOPHY

ABOUT

IMPACT FORCE is a Ukrainian NGO focusing on social behavior change, lasting social impact, creating economic opportunities and taking action for the common good.

We united world leaders, transnational corporations, international NGOs and best-in-class education practices from the world's leading institutions in order to create a powerful community and an effective ecosystem to help build a prosperous, modern democracy in Ukraine.

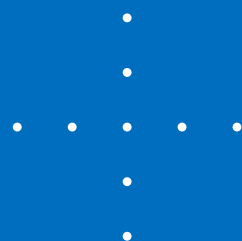
Our goal is to enable, develop and strengthen the voice of Ukraine around the world and contribute to a more sustainable, inclusive and equitable economic recovery within Ukraine.

VISION

Prosperous Ukraine with a strong voice in the modern safe world built on the impact mindset and the principles of the United Nations Sustainable Development Goals.

MISSION

We unite global leaders, innovators, and experts in impact ecosystem to solve the biggest world challenges by empowering the next generation of Ukrainian changemakers.





Olga Diakova,
Member
of Executive
board of
Impact Force

Nina Levchuk,
Member
of Executive
board of
Impact Force

Impact Force, an organization aiming to create lasting social impact and equitable economic opportunities in Ukraine, was born out of the inspiration of a group of strong women. However, the outbreak of war shattered our dreams, causing widespread pain, suffering, and economic destruction. Despite these challenges, we remain steadfast in our commitment to our mission.

Impact Force adopted a systematic approach that united various actors in an efficient way, inviting them to joint efforts and providing them with coordination mechanisms to amplify our impact. The ecosystem that we built before the war empowered us to quickly connect private and public sector actors and address the most pressing needs of Ukrainian people, business and communities in the war-time.

We have united numerous NGOs, tech companies, and communication experts. Their synergy resulted in diverse projects that support our key focus areas: Sustainable and impact economy, Healthy & purpose-driven society, Emergency Relief, Strong governance and collaboration.

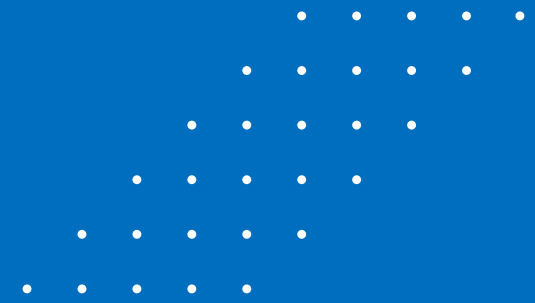
Through these projects we are addressing the mental health challenges of Ukrainians impacted by the war, enabling entrepreneurs to cultivate a social impact economy in post-war Ukraine to both fuel economic recovery and ensure that this recovery is inclusive of all social groups, and are establishing strong governance on the national and regional level.

We have made significant progress, but there is still much work to be done. We remain committed to our mission and look forward to continuing our efforts to create a better future for Ukraine.

WE IMPLEMENTED 6 OF THESE GOALS IN OUR PROJECTS:

<p>GOAL 3 Good health and well being</p> 	<p>GOAL 5 Gender equality</p> 	<p>GOAL 8 Decent work and economic grow</p> 
<p>GOAL 11 Sustainable cities and communities</p> 	<p>GOAL 12 Responsible Consumption</p> 	<p>GOAL 16 Peace, justice and strong institution</p> 

We believe that the success of the ambitious 2030 Sustainable Development Agenda and the achievement of the SDGs are key in creating and maintaining a safe, sustainable and equitable world for everyone. They need to become a common language for government, businesses and NGOs to communicate and to unite their efforts and to make real changes. We are eager to use every opportunity to develop a better society with the focus on health, equal access to decent work and economic growth, creating sustainable cities and communities where people care about nature and climate challenges. and cooperating to reach peace, justice and sustainable development.



STRATEGIC FOCUS AREAS

OVERVIEW



Russia's unjustified and unprovoked war against Ukraine has affected millions of people and our capacity to implement peacetime impact projects at the scale we wanted to. In response, we have restructured our efforts and focused on addressing the most pressing issues and challenges that have arisen from the war. Despite this, we remain fully committed to the United Nations Sustainable Development Goals, which reflect our vision, mission, and core values. These goals guide us in selecting our projects, gaining new capabilities and forging new partnerships that can help us create a stronger social and societal impact, one that will aid the Ukrainian population in surviving the war and rebuilding the country with a renewed sense of the common good.



**SUSTAINABLE
AND IMPACT
ECONOMY**



**STRONG
GOVERNANCE AND
COLLABORATION**



**HEALTHY &
PURPOSE-DRIVEN
SOCIETY**



**EMERGENCY
RELIEF**

At Impact Force, our top priority is to amplify our impact by strengthening our team’s capabilities and engaging more local and international partners and allies within our ecosystem

We meticulously select, initiate, and facilitate projects that we believe have the potential to address the current needs in Ukraine and deliver significant and long-lasting social impact, with a particular focus on supporting impact businesses, addressing mental health challenges and preserving the biodiversity of Ukraine . We remain committed to these areas, and we are open to new initiatives and collaborations that engage people and communities in creating positive changes that are aligned with our mission and values.



SUSTAINABLE AND IMPACT ECONOMY

We are dedicated to supporting Ukrainian business in developing innovative solutions to address some of the most pressing social, cultural, and environmental challenges facing our society today. We firmly believe that promoting the development of the social impact economy is crucial for creating systems-level change that will help build a more equitable and prosperous Ukraine. Ultimately, we strive to drive forward the growth of social impact businesses in Ukraine and support their efforts to create positive change in their communities and beyond.

STRONG GOVERNANCE AND COLLABORATION

Effective collaboration requires system-minded leadership — public and private sector, governments, civil society and individual activists all contribute to the creation of a prosperous, independent, sustainable and inclusive Ukraine. Strong working relationships between partners to develop shared objectives and ensure their delivery will be pivotal in achieving this mission. It must be underpinned by organisational and individual behaviours that create the right environment for collaborative change. Ukrainian institutions must adopt transparent, accountable, and ethical practices to ensure that they operate efficiently and effectively and transform Ukraine in line with the European governance principles.





HEALTHY & PURPOSE-DRIVEN SOCIETY

A healthy nation is fundamental to achieving economic prosperity and social cohesion. This is why we prioritize projects that aim to promote healthy lifestyles and increase the longevity and quality of life of Ukrainians. Globally we see a rise in the prevalence of anxiety, depression and other mental health disorders, which have been further exacerbated by the ongoing war in Ukraine. That's why our organization recognizes that improving the mental health of the population is essential for building a stronger and more resilient nation, which starts by reducing the levels of stigma associated with mental health in Ukraine

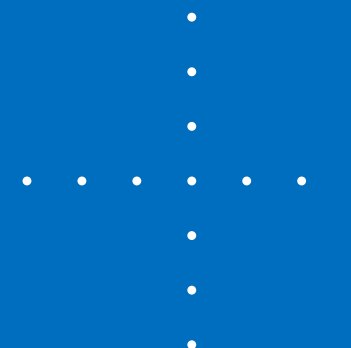
EMERGENCY RELIEF

The ongoing war in Ukraine has had a devastating impact on families across the country. Recognizing the urgent needs of Ukrainians, our organization is partnering with global allies to provide prompt and effective support for the functioning and development of Ukrainian small businesses and sustainable agriculture during wartime.





TEAM



EXECUTIVE BOARD



Nina Levchuk



Olga Diakova

ADVISORY BOARD



**Mathreyi
Seetharaman**



**Ekaterina
Jalliffier-Merlon**



**Alina
Nosenko**



**Svitlana
Kovalchuk**



**Andriy
Futey**

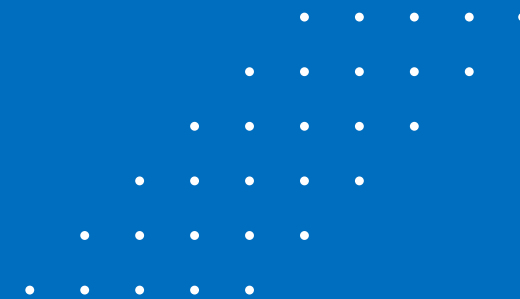


**Anna
Ogrenchuk**



**Kateryna
Spivakova**

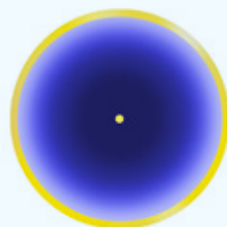
LEADERSHIP TEAM**Olga Danko****Nataliya Kozak
Klaverstijn****Galina
Sondergaard****Roman Avramenko****Tatiana
Pokhomova****VOLUNTEERS****Viktor Matsyshin****Yuliia Pitenko****Olena Parfonova****Alesya
Stokovskaya****Valeria Chernysh****Artem Savushkin**



KYIV CITY STATE
ADMINISTRATION



Slow Food in Ukraine



DAVID LYNCH FOUNDATION



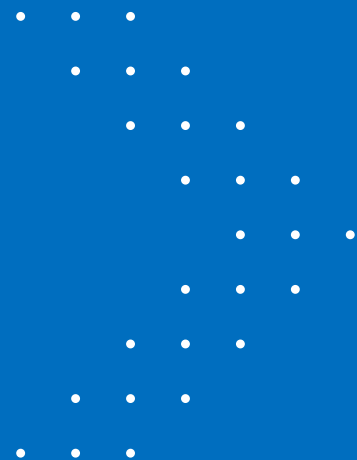
MEANINGFUL
COMMUNICATION



THE GLOBAL UNION
OF SCIENTISTS FOR PEACE



COMMUNICATION AT IMPACT FORCE





SOCIAL MEDIA

Nowadays, when most information is just a click away, we understand the importance of social media and pay special attention to developing our social media strategies and approaches in order to connect with our supporters and partners, raise awareness about the work that we do and causes that we strive to address, recruit volunteers, invite donors and encourage societal changes.



[Learn More](#)

MEDIA

Press and media plays an essential role in changing social behavior. Understanding this, we intentionally invest into building long-term strategic relationships with Ukrainian and international top media outlets to help scale our ideas and projects.



[Learn More](#)



TOP ARTICLES

Why the social economy is key to rebuilding Ukraine



Learn More

Bet on impact business: how it will help Ukraine survive the war and win on the economic front



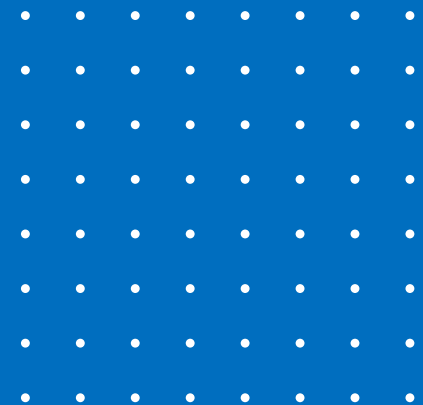
Learn More

The Capital Of The European Union Welcomes Kyiv Investment Forum 2022



Learn More

PROJECTS
SUSTAINABLE
AND IMPACT
ECONOMY





[Learn More](#)

IMPACT BUSINESS ACCELERATION PROGRAM

PROBLEM STATEMENT

The Ukrainian economy has been severely impacted by the war, but there are indications of a slight recovery. The scale of the destruction and adverse impact however is so severe that governments and NGOs alone won't be able to deliver full recovery fast enough. Social entrepreneurs and social enterprises are critical in helping Ukraine survive the war and rebuild in both the social and economic domains. Impact businesses balance social impact and profitability; they still seek commercial success and therefore develop more scalable market solutions, yet they also continue to address broader societal challenges at a local and global levels.

To create a resilient society and economy, Ukraine must promote the social economy by building a powerful social impact ecosystem that leverages human potential, technology and innovation. Social entrepreneurs and impact businesses have the potential to be agents of change, bringing a deep understanding of the needs of local communities and offering effective solutions enabled by solid business models.

Impact Business is a comprehensive acceleration program designed for active businesses registered in Ukraine that will contribute to the post-war recovery of Ukraine and create positive and sustainable social impact. The program aims to increase Ukraine's GDP by \$250+ million over five years.





MISSION

Our mission is to establish a robust ecosystem that encourages businesses to operate with an impact mission, embed it into their strategy and effectively measure the impact they generate, and to create a favorable external environment to promote social impact economy in post-war Ukraine on a large scale.

GOALS:



Nurture changemakers and inspire more Ukrainian businesses to become impact oriented. create a new breed of entrepreneurs and innovators who will fuel the economic recovery and rebuild sustainable and equitable Ukraine in line with the United Nations Sustainable Development Goals



Accelerate the growth of the social impact ecosystem by creating a business acceleration program for Ukrainian entrepreneurs who are committed to recovery efforts in the most affected areas of Ukraine's economy.



Develop an in-depth acceleration program that focuses on incorporating social impact as part of business strategies of Ukrainian companies.



Launch the Impact Business Acceleration Program, which will provide Ukrainian businesses with the necessary mentorship, financial and technological resources, and as the result contributing to the post-war recovery of Ukraine and creating positive and sustainable social impact.



Upskill 100 entrepreneurs in Year 1; 4,000 in Year 5. Help them define social impact vision, incorporate it into business strategy and build capabilities to deliver and measure it. Entrepreneurs support social impact causes and work on addressing social challenges in post-war Ukraine.



Graduates contribute \$10M to the GDP of Ukraine in Year 1, \$250M in Year 5. 4M+ beneficiaries after 12 months, 15M+ after 5 years either directly through products developed by program participants or indirectly through impact programs supported by participants. Post-war social cohesion increases. Various social groups, including military veterans, are included in the economic growth.

SOLUTION

Design and launch Impact Business, an intensive acceleration program, created for Ukrainian registered businesses that want to contribute to the post-war recovery of Ukraine and solve some of the most pressing social problems.

TWO-STAGE PROJECT

Stage 1 (2022): We focus on designing the project, developing the acceleration program, and searching for suitable partners.

Stage 2 (2023): We launch the business acceleration program and run the pilot program.

CORE PROGRAM BENEFITS:

Virtual Business Program

A comprehensive eight-month, equity-free suite of benefits and experiences

Top Global Resources

Free access to global financial and tech resources

Business Mentorship

Minimum 30 hours of dedicated time with experienced business leaders

Professional Coaches

Hundreds of experts and coaches from leading international companies and successful start-ups

Monthly Pitch Clinics

Guided pitch clinics from experienced international mentors and coaches to develop effective communication and presentation skills.

Matching Program

Connection to top international investors and impact funds

Grant Funding

Two companies will have a chance to win up to €20,000 grant provided by Ukrainian Social Venture Fund under the “Collaborate for Impact” project, funded by the European Union and implemented in partnership with EVPA



PARTNERS

SiLab Ukraine, Ministry of Digital Transformation of Ukraine, Entrepreneurship and Export Promotion Office, Diia Business, World Economic Forum, Schwab Foundation for Social Entrepreneurship, MovingWorlds, Tech To The Rescue, Netguru, PHINEO gAG, LCF, Ukrainian Social Venture Fund

PROGRAM PARTICIPANTS

Our program is designed for Ukrainian small to mid-sized enterprises, including start-ups, entrepreneurs and private businesses.

USER JOURNEY OF PROJECT PARTICIPANTS



Learn about
the business
acceleration program



Apply to join
the program



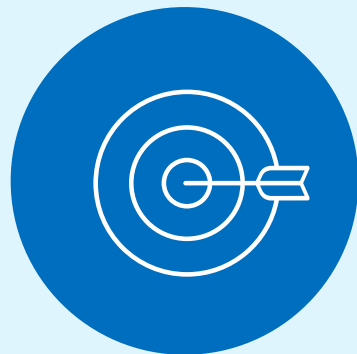
Participate
in the selection
process for shortlisted
applicants



If selected,
join the acceleration
program



Go through the
eight-month
business program



Set and achieve
their business
goals and needs



Incorporate social
impact into
their business
strategy



Pitch their business
to investors
and potential partners
at DemoDay



Apply for grant
support



STAGE 1 PROJECT CHALLENGES

- Complex partner search and coordination to ensure win-win communication and common goals that benefit all involved parties
- Time pressure and tight deadlines to complete the project within a short timeframe
- Fostering transparency and accountability while mobilizing resources efficiently and effectively
- Developing an all-around engagement strategy and successful government relations
- Overcoming challenges caused by the war

STAGE 1 PROJECT RESULTS

SUCCESSFULLY LAUNCH THE IMPACT BUSINESS ACCELERATION PROGRAM

at the World Economic Forum in Davos in 2023

Engaged more than
10 international
and Ukrainian partners

**TO SUPPORT
THE PROJECT**

Engaged more than

100 **EXPERTS
AND
MENTORS**

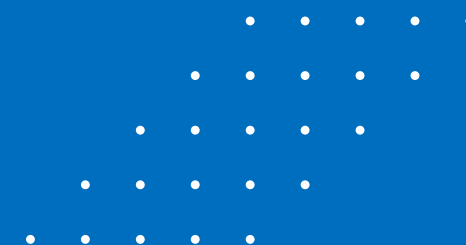
to support program
participants

DEVELOPED A BUSINESS CURRICULUM

of 12 modules focused on key business topics,
impact economy and the theory
of change, with accompanying homework
assignments, workshops, Q&A sessions

SECURED CASH GRANTS

to support participating
businesses



INSIGHT



Nina Levchuk

co-founder at Impact Force NGO

“We strive to nurture changemakers and build an ecosystem that is passionate about a brighter future for Ukraine. By launching Impact Business we want to empower a new breed of entrepreneurs in Ukraine, foster social entrepreneurship and help social innovators navigate the challenges and make their impact louder and more visible”



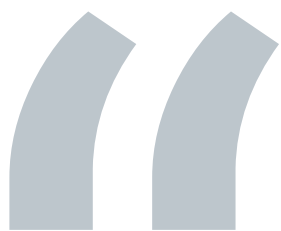
Alena Kalibaba

Co-founder SILab Ukraine & CEO Ukrainian Social Venture Fund (USVF)

“Full-scale Russian invasion of Ukraine has changed our vision of the role of business in society. It is already clear that the business cannot work according to the old rules: I sell a product and make a profit. Ukraine needs recovery, and therefore business must become responsible and not only generate profit, but also bring qualitative changes. Social influence should be one of the key indicators of the development of every business. The recovery of Ukraine in various fields will require quick innovative solutions with a large social impact. That is why an important component of the acceleration program will be a focus on social impact, technologies for its formation and measurement”



INSIGHT

**Valeriya Ionan**

Deputy Minister for Eurointegration at Ministry of Digital Transformation of Ukraine

“Support of business development in Ukraine is one of the priorities for the Ministry of Digital Transformation. A full-scale russian invasion to Ukraine greatly affected the usual course of development of businesses, and therefore it has major impact on the economy of the entire country. In the Ministry, we implement many initiatives to support entrepreneurs, provide them with resources, knowledge, inspiration and opportunities to start and scale their own business, despite all the circumstances. We believe that the Impact Business acceleration program will strengthen the position of entrepreneurs in the market in these times of unprecedented challenges and will be a part of a positive impact on the post-war economy”

**Mark Horoszowski**

Co-founder & CEO,
MovingWorlds.org

“The research is clear: When social businesses thrive, communities thrive. When communities thrive, nations can thrive. We are honored to be supporting these future heroes of recovery efforts that are choosing the arduous – yet rewarding – journey of building businesses that support economic recovery while equally prioritizing social good and environmental sustainability”



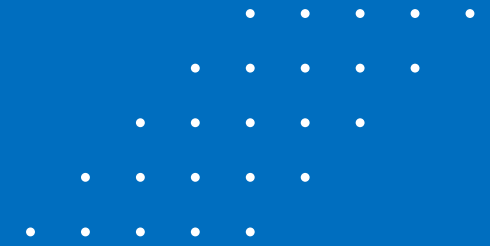
INSIGHT



Daniel DiGiusto
Co-founder of Tech
To The Rescue

“Bringing Impact Force together with powerful tech and government partners is a clear sign that collaborations are critical – both for recovery efforts in Ukraine and for future responses to global crises. As Tech To The Rescue, we are proud to have supported the Impact Force project along with 115 other initiatives to leverage technology for humanitarian response. With nearly 700 tech companies still willing to engage in pro bono projects for Ukraine, we continue our mission to forge even more impactful collaborations”





PROJECTS

STRONG GOVERNANCE

AND COLLABORATION



KYIV INVESTMENT FORUM 2022

In partnership with Kyiv City State Administration, Brussels City Hall



PROBLEM STATEMENT

Russia's aggression against Ukraine caused a humanitarian catastrophe and had a disastrous impact on the country's economy. Kyiv and surrounding Ukrainian cities were hit the hardest by the Russian attacks and require urgent support to survive and become resilient to enormous challenges caused by the war.

War conflicts destroy urban agglomerations, disrupting critical urban systems and services such as power supply, housing, transportation, and healthcare.

Investing in cities today is the key for a resilient future.

As the international communities stand together to support Ukraine and Greater Kyiv, it is vital to take a people-centered and place-based integrated approach by investing in both place and people, embedding key principles of inclusivity into the planning, reconstruction and recovery efforts, while focusing on improving the overall urban resilience of the affected cities.



MISSION

The development of a vibrant and thriving agglomeration under UN Sustainable Development Goal #11 through the open dialogue and a platform that facilitates the establishment of win-win collaboration between cities and communities, and attracts investments and resources for the implementation of strategic projects with potential for a significant social and societal impact.

GOALS



To unite allies supporting Ukraine and Greater Kyiv in its fight against Russian aggression. To strengthen cooperation with European cities, international donors and investors rooted in the best practices of digitization, sustainable urban development and EU integration



To raise capital for specific large infrastructure and high potential local impact projects that meet current needs and contribute towards faster post-war reconstruction



To create a platform for open communication and effective collaboration in order to foster implementation of investment projects



To demonstrate advantages of social economy and innovation for a broader public good and boost the impact business ecosystem in Ukraine, which we believe is a critical component of the successful revival of the Kyiv metropolitan area.



To facilitate regional development within Ukraine and scale ideas and solutions to other cities and regions of Ukraine



SOLUTION

Design and deliver an open platform to foster collaboration among our target audiences and raise funding to support sustainable rebuilding and revival of Greater Kyiv in a one-day event. Reached 350 attendees, among them 16 Mayors' delegations, 26 Ambassadors and Heads of foreign diplomatic missions accredited in Belgium, 7 partner organizations and international institutions, 21 media, 54 business representatives, industry associations, non-profit organizations, and think tanks.. Nearly €1,1 billion of investment committed to faster post-war reconstruction of Ukrainian capital.

AGENDA

Traditionally, the Forum takes place in Kyiv in autumn, but due to the ongoing war in Ukraine, Mr Philippe Close, Mayor of the city of Brussels, graciously offered to host it in Brussels this year, making it a first-ever shared event between Kyiv State Administrations and Brussels City Hall.

Key session and 4 panel discussions of the Kyiv Investment Forum: 'Resilience. Innovation. Sustainability' focused on urgent needs to survive the winter, address the most pressing challenges for Greater Kyiv and set the pathway to rebuilding and strengthening the Kyiv metropolitan area based on the principles of digitization, sustainable urban development and EU integration.





PANEL DISCUSSION #1 FUTURE OF URBAN ENDURANCE

Discussion of the mayors of European cities about the evolution of urban endurance, challenges for modern cities and particular needs of Kyiv. The speakers focused on how to make Greater Kyiv more resistant to impacts and risks of the war. Lastly, the esteemed speakers addressed the development of resilient, intelligent, sustainable, and equitable cities by strengthening local ecosystems and fostering citizen participation to create citizen-centred solutions.

PANEL DISCUSSION #2 INVESTMENTS IN RECOVERY AND DEVELOPMENT OF GREATER KYIV

Discussion on public-private solutions in the field of prosperity and restoration of the Ukrainian capital and cities around Kyiv. The recovery plan for Ukraine and Greater Kyiv: possible strategies, financing, and resources. The synergy of foreign and domestic investments in the development of Kyiv.



PANEL DISCUSSION #3 SOCIAL ECONOMY AS A DRIVER FOR KYIV'S REVIVAL

The advantages of the social impact economy and innovation compared to the more traditional pure profit-focused business models. Global learnings about the positive effects of social economy on regional communities and inclusive economic growth. The role of businesses in driving positive societal changes and rebuilding of Ukraine. Potential of social impact business model in accelerating restoration of Ukraine and enabling more effective EU integration.

PANEL DISCUSSION #4 EMERGING TECHNOLOGIES TO REFORM GREATER KYIV

Smart solutions to build the basis for a safe, educated, healthy, and sustainable society, and search for funding resources in this field. Case study example of the role of gov-tech in supporting local communities and citizens.

SIDE-EVENT | WORKSHOP “KYIV AGGLOMERATION SUSTAINABLE REBUILDING”

The main program of the Kyiv Investment Forum was extended with a side event organized by EUROCITIES association to discuss restoring and rebuilding of settlements in the Kyiv region and potential collaboration of European cities.

City experts representing metropolitan areas of Prague, Amsterdam, Lille, Lyon, Oslo, and other cities shared their experience of establishing cooperation and governing the metropolitan areas. The session participants shared their areas of expertise that they believe could contribute to the rebuilding of Kyiv and the Kyiv region.





WHO ARE THE PARTICIPANTS

- City leaders
- European policymakers
- International public and private financial companies and organizations
- Private business
- Investors

PROJECT CHALLENGES

- Large-scale, multiformat, time-sensitive event
- Drafting, finalization and approval of agreements, declarations and memorandums between multiple actors
- Development of up-to-date trending agenda that combines current needs and post-war development goals of Kyiv metropolitan area
- Complex matching and event management including organization of effective interaction between representatives of the city administration, private business, investors and public
- Logistical difficulties caused by the ongoing war in Ukraine



PROJECT RESULTS

The city of Kyiv, and thirteen European cities (Brussels, Paris, Rome, Helsinki, Poznań, Podgorica, Berlin, Lyon, Riga, Sarajevo, Bergamo, Vilnius and Dublin) signed a joint declaration of understanding to support the recovery and sustainable development of the Ukrainian capital and its surrounding territories. Signed the Twinning Agreement between the cities of Kyiv and Dublin, the Memorandum of Understanding between the cities of Kyiv and Helsinki, as well as the Agreement on Establishment of friendship relations between the cities of Kyiv and Sarajevo

Nearly

€1,1 BLN

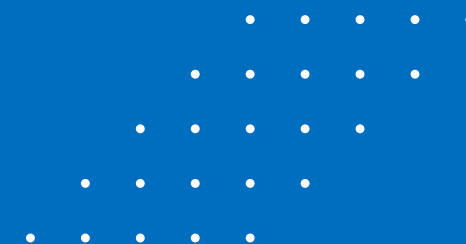
of investment committed to strengthening the resilience and contributing towards faster post-war reconstruction of Ukrainian capital

12 investment projects pitched to international investors

OVER 1500 people watched KIF's live stream

Nearly
40
SPEAKERS

350 ATTENDEES, among them 16 Mayors' delegations, 26 Ambassadors and Heads of foreign diplomatic missions accredited in Belgium, 7 partner organizations and international institutions, 21 media, 54 business representatives, industry associations, non-profit organizations, and think tanks.



INSIGHT

“



Vitali Klitschko
Mayor of Kyiv

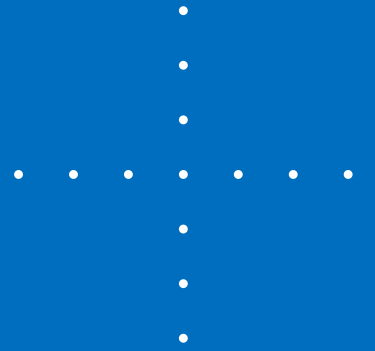
“For the first time in its history, the Kyiv Investment Forum took place outside Ukraine’s capital. It’s very symbolic that it is hosted in the city of Brussels, the heart of Europe, because today we are defending our European choice in a brutal war. We are defending European values, peace and stability of the entire continent. Supporting Ukraine is vital for both the EU and the civilized world. We need your investment, your know-how and your assistance to be victorious over the aggressor and for the post-war recovery. We hope that we can rely on your help. I’m convinced that together we will win, and that we will be stronger”



Philippe Close
Mayor of the City of Brussels

“My main message today is straightforward: we must continue to assist Ukraine and help it recover. I encourage you all to be an active participant in Ukraine’s renewal. Today is about the future of Ukraine, the future of Kyiv. Together with the different cities of Europe we can create a task force for Ukraine, to help with all their needs”

”



PROJECTS HEALTHY & PURPOSE-DRIVEN SOCIETY



PTSD AND WAR TRAUMA: RESHAPING MENTAL HEALTH IN UKRAINE

In cooperation with the State Institution of Science of Ukraine, the Global Union of Scientists for Peace and David Lynch Foundation in Eastern Europe

PROBLEM STATEMENT

Clinically significant Post-traumatic Stress Disorder (PTSD) symptoms affect Ukraine armed forces personnel and veterans due to ongoing conditions in the country. In addition to impaired quality of life, depression and other comorbid conditions commonly co-occur with PTSD. Current strategies and options are inadequate, and there is a compelling need for new and effective ways to reduce PTSD.

Moreover, according to WHO, one in five (22%) people who have experienced war or other conflict in the previous 10 years, will develop depression, anxiety or post-traumatic stress disorder (PTSD). In applying these estimates to Ukraine, it is expected that approximately 9.6 million people in Ukraine (including 60% of Ukrainian military personnel) may develop a mental health condition in the coming months. Current treatment protocol adopted across the globe includes medication, talking therapy or a combination of both. However we increasingly see that it is ineffective. Reliving traumatic events often leads to more trauma for the survivors making them reluctant to seek treatment. Excessive reliance on medication could lead to other long-term challenges.





Our hypothesis is that through alternative, breathing-centered techniques we can develop a more effective treatment for mental health disorders, mitigating negative effects of talking therapies and medicated approaches

MISSION

To effectively combat stress-induced disorders (incl PTSD) among those currently impacted by them and to prevent development of mental health issues through easy early identification. To provide Ukrainians affected by trauma and war related stresses with the tools and support they need to heal, recover, and positively contribute to the post-war recovery of Ukraine. Make a positive impact on the mental health and well-being of the entire country.

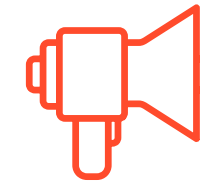




GOALS



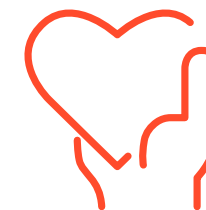
To raise awareness of new post-traumatic stress disorder (PTSD) interventions and mental techniques that proved to be effective



To highlight the current state of PTSD and war trauma in Ukraine and discuss challenges and opportunities in implementing new interventions



To prepare the ground for conducting a clinical trial in Ukraine and updating treatment protocol with the most effective drug-free therapy method



To avert PTSD catastrophe and significantly reduce societal stress in Ukraine

SOLUTION

Influence medical community in Ukraine to update existing treatment protocols for PTSD and introduce an innovative non-medicated treatment solution. Plan and conduct the roundtable discussion “PTSD and War Trauma: How to Rebuild Mentally Healthy Society in Ukraine”, held on August, 8, 2022. The session focused on the practical application of a profound extensively researched mental technique (transcendental meditation) that brings deep relief from even the most acute stress. It also has a wide range of additional side benefits for both the individual and the society. Transcendental meditation is the first meditative practice to receive serious attention and support from the medical community in the USA and across the world. Kicked off collaboration with the Global Union of Scientists for Peace in order to prepare a clinical trial to test this hypothesis in Ukraine in 2023.



WHO ARE THE PARTICIPANTS

- Psychologists and therapy specialists
- Healthcare providers
- Policymakers

USER JOURNEY OF PROJECT PARTICIPANTS



Learns about the roundtable



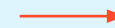
Confirms participation



Takes part in discussion



Learns new PTSD interventions and relaxation techniques



Uses them when treating patients with PTSD and other war related mental trauma

PROJECT CHALLENGES

- Engrained stigma associated with PTSD and mental health challenges among Ukrainian population, in particular in the military
- Ensuring a diverse and representative group of participants at the roundtable discussion
- Overcoming skepticism about alternative treatment methods outside of widely used talking therapy or medicated approaches
- Complex government authorities follow-up and stakeholders management

PROJECT RESULTS

40+

experts
joined the
roundtable
discussion

DEVELOPED ACTION PLAN

to conduct a clinical trial in Ukraine
and to supplement the treatment
protocols with the most effective
drug-free therapy methods

CREATED IMPACT HEALTH PROGRAM

based on drug-free intervention techniques to remedy
PTSD and other war-related stresses in order to provide
comprehensive and accessible mental health support to
all Ukrainians in need, including military personnel in 2023

INSIGHT

“

**Mykola Boychuk**

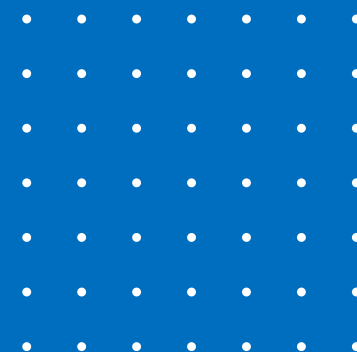
PhD, the representative
of Territorial Defense of Ukraine

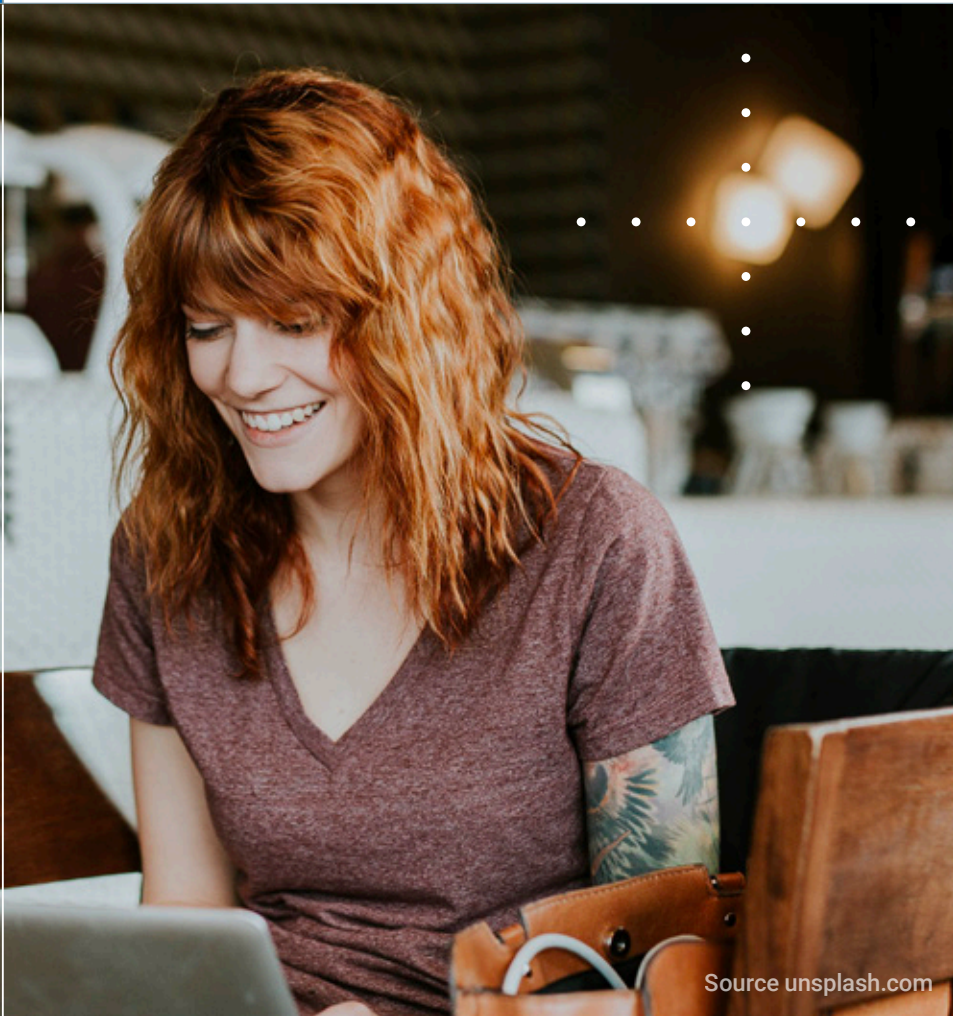
“Scientists and doctors should unite and jointly search for all effective and advanced forms of treatment that are available in the USA, Israel, and Great Britain. Guys at the front line urgently need and are waiting for the implementation of practices that will help them become stronger. Both physically and mentally. Such techniques are needed for victory no less than Javelins, HIMARS and other modern weapons”

”

PROJECTS

EMERGENCY RELIEF





Source unsplash.com



Source unsplash.com

BE BRAVE – STUDY!

In partnership with HP Inc, Microsoft, Global Business Coalition for Education, STEM is FEM, PHINEO, United Way, WE AID



PROBLEM STATEMENT

The brutal Russian invasion of Ukraine forced one-third of its population to flee their homes: more than 8 mln refugees from Ukraine are recorded across Europe, while at least 4.6 mln people are displaced within the country. In addition, 2,700+ educational institutions have been destroyed and hit by bombs or shelling, and millions of Ukrainian students are learning remotely inside and outside the country.

Although distance learning had resumed two weeks after the full-scale invasion began, many young people struggled to access remote education options due to a shortage of devices and, increasingly, Russia's strikes against civilian infrastructure.

To enable Ukrainian children to continue their education despite the war gripping their country, HP Inc and the Global Business Coalition for Education have launched a joint \$30 mln Digital Equity for Ukraine initiative to provide displaced Ukrainians with technology, hardware, and learning materials.

MISSION

to support education for Ukrainian youth suffered from the war

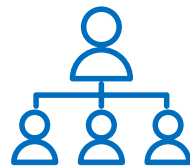
SOLUTION

to equip displaced Ukrainian girls with laptops, so they will be able to keep learning and developing their talents

GOALS



to provide technology and learning materials to assist displaced Ukrainian children inside the country and abroad



to enable more Ukrainian students to connect with teachers and continue their education remotely

WHO ARE THE PARTICIPANTS

Girls aged 14-21 | Girls' parents



USER JOURNEY OF PROJECT PARTICIPANTS



Learns about
the project



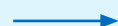
Fills in the
registration form



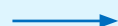
Writes
motivation letter



The revisory
board selects
180 winners



The winner
receives
a notebook



Goes
on learning

PROJECT CHALLENGES

- Spreading information about the project to reach those who are in need
- Tricky geography and logistics
- The complex selection process of the revisory board and candidates



PROJECT RESULTS

300K
media impressions

3685 applied

180 RECEIVED
NOTEBOOKS

INSIGHT

“

**Elizaveta Korenko**head of the project
STEM is FEM

“Access technology is crucial for Ukrainian girls and young women who fled the war to continue their education, develop their talents, and pursue their goals. Notebooks and computers have become essential tools for effective learning and remote work in today’s digital age. The “Be brave – study!” initiative is an excellent tool that makes a significant difference in Ukrainian female students’ ability to learn and engage in effective studying, regardless of their location. Moreover, technology provides a means for young women to connect with mentors and peers all over the world, contributing to their personal and professional growth despite the challenges of war”

”



TEMPORARY TRAINING SHELTER FOR YOUNG UKRAINIAN GYMNASTS- REFUGEES

PROBLEM STATEMENT

Russia's war in Ukraine has destroyed or disrupted countless lives, including those of many young athletes forced to flee their homes and country. Actively practicing sports has been proven to be one of the most powerful tools for mental health improvement and overcoming the effects of even the most distressing and traumatic experiences.

At the most basic level, physical activity releases endorphins which help relax the muscles and relieve tension in the brain, reducing stress and anxiety and preventing long-term mental health issues. Sport has an incredible power to break down barriers and create hope in times of despair by promoting community, building trust and respect, all of which have been shattered for Ukrainian athletes by Russia's war.



Source shutterstock.com



MISSION

To help Ukrainian young gymnasts fleeing the war with mental recovery and to support their athletic ambitions by giving them an opportunity to pursue their passion and to train.

GOALS



To create an interactive map of training shelters and unite sports clubs willing to providing refuge, training and access to competitions for Ukrainian athletes escaping war



To integrate refugee children into club sports and provide training opportunities for athletes



To reduce stress level of Ukrainian athletes and to contribute to their mental recovery

SOLUTION

Create a user-friendly platform that would bring together displaced Ukrainian athletes and European sports clubs open to host and support them within an extremely tight timeframe.

WHO ARE THE PARTICIPANTS

- Young gymnasts who fled Ukraine as a result of the war and their families
- European gymnastics clubs

USER JOURNEY OF PROJECT PARTICIPANTS



Learns
about a tool



Uses telegram chatbot
and interactive map
of training shelters



Gets contacts of
a sports club open
to hosting refugee
athletes



Gets in touch



Starts training



Reduces stress level
and improves mental
health

PROJECT CHALLENGES

- Immense sense of urgency created by the largest refugee crisis in Europe since the second world war
- Complex coordination of multiple partners spread out across multiple European countries
- Creating a tool that's easy-to-use with very limited development and testing time
- Raising awareness of the project among temporarily displaced persons
- Scaling up the program and recruiting additional sports clubs

PROJECT RESULTS

1,600

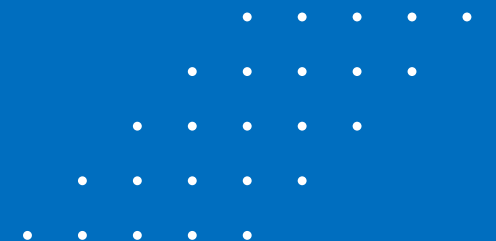
sport clubs
all over Europe
joined the program
in 3 months

3,000+

families used telegram chatbot
to find the training facilities

70,000+

Google map views



INSIGHT

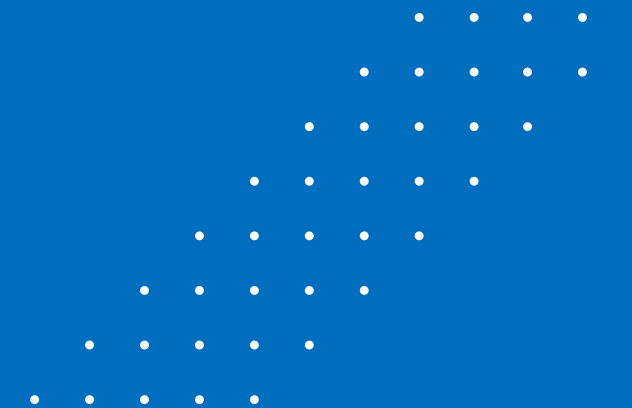


“We fled from the war at the beginning of March. For Anna, acrobatics is her life, so it was important for her to continue with her practice. Just after crossing the border, we were faced with choosing the country to stay that would allow Anna to continue her professional sports training. The temporary sports shelter map helped us a lot. We saw an opportunity to receive assistance in more than 60 countries and were able to directly find a sports club and determine if it could fit our needs. Poland has become a second home for us. We will always be grateful to all who helped us. Anna is always proud to represent Ukraine in the international arena, she misses her home and we’re looking forward to returning! We believe that this will happen very soon!”

Svitlana Sizemova, mother of Anna Sizemova (she took part in international championship as a part of World Cup in Bulgaria 2021, became finalists on World championship in Geneva 2021, took part in European Championship 2021 Italy, Pesaro).



CONTACTS



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