



INVESTMENT&TRADE FACILITATION CENTER

COMMUNICATION ON ENGAGEMENT (COE)

Period covered by this Communication on Engagement

From: November 1, 2021 To: March 31, 2023

Part I. Statement of Continued Support by the Chief Executive or Equivalent

March 31, 2023

To our stakeholders:

I am pleased to confirm that Ukraine Investment & Trade Facilitation Center reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

Ukraine Investment & Trade Facilitation Center focuses its activities on the observance of the principles of human rights, non-discrimination, ensuring the equality of women and men within the framework of the UN Global Goals of Sustainable Development. The main principles emphasized are followed within the framework of the UN Global Compact Network in Ukraine, of which the ITFC has been a member since November 2021. In particular, experts of different genders are involved in the projects, without prejudice to gender, religion and other discriminatory features. Women participate in the projects, regardless of age and region of activity implementation. Among them are IDPs (20%), persons with disabilities (12%), single mothers (10%) and mothers with many children (5%).

Ensuring compliance with the principles of human rights, non-discrimination, ensuring the equality of women and men is carried out according to clearly defined criteria of a professional nature. On a permanent basis, the topics of gender equality and the role of women in society, sexism in advertising campaigns and ensuring women's access to various spheres of the economy are raised within the framework of trainings, seminars and workshops.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,
Iryna Tytarchuk
Executive Director



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Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. Please refer to the complete list of suggested activities for your type of organization found here.

The actions our organization has taken in support of the United Nations Global Compact:

- organized learning and dialogue events, workshops and training on the UN Global Compact and specific topics relevant to corporate sustainability
- provided expertise to Global Compact special initiatives
- engaged Ukrainian businesses in collective action efforts on Global Compact- related issues
- proposed partnership projects on corporate sustainability
- engaged companies in Global Compact-related issues
- joined and support special initiatives and work streams
- participated in Global Compact global and local events
- implemented projects on achieving gender equality
- scaled up the activity of Ukrainian women entrepreneurs
- promoted the issue of gender equality within international conferences
- promoted the issue of gender equality within media

Part III. Measurement of Outcomes

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

The most relevant qualitative and quantitative indicators of the activities' outcome:

1. Organized 15 learning and dialogue events, workshops and training on the UN Global Compact and specific topics relevant to corporate sustainability
 - 11 seminars "Business Resilience Platform" – online and offline seminars for female entrepreneurs, owners of family businesses and women who need to develop their skills on entering international markets, business viability, as well as psychological support and improving first aid skills
 - 4 mentoring sessions "Legal issues of business scaling: domestic market and export" – group mentoring on legal business issues - business re-registration, contractual relations in the domestic market, preparation for export activities, double taxation of citizens' incomes, business registration abroad, income declaration in Ukraine, trademark and intellectual property protection
2. Provided expertise to Global Compact special initiative:
 - expert participation in the Target Gender Equality program of the Global Compact Network Ukraine "Diversity & Inclusion", November 2021 - January 2022 - training course for 13 organizations and enterprises that work on expanding women's opportunities in their activities
3. Engaged more than 200 Ukrainian businesses in collective action efforts on Global Compact-related issues



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Within the framework of cooperation with Ukrainian enterprises, the issues of ensuring compliance with the principles of human rights, non-discrimination, and ensuring the equality of women and men are raised. On a permanent basis, the topics of gender equality and the role of women in society, sexism in advertising campaigns and ensuring women's access to various spheres of the economy are raised within the framework of trainings, seminars and workshops

4. Proposed 2 partnership projects on corporate sustainability:

- Development of women's entrepreneurship in Ukraine - mentoring support for women entrepreneurs, funding for pitching ideas of female business owners, co-financing of the board game "Women IN: Leadership and Business", co-financing and participation in the WIN Forum: Women Support & Empowerment to disseminate best practices in supporting women in society
- WomenINTrade EUA platform (expanding the activity of Ukrainian women entrepreneurs in international markets) - development of initiatives to support women (including training events and mentoring), launch of joint initiatives (presentations, pop-up, fairs, etc.), informational support regarding projects and the history of the progress of Ukrainian women with the help of online resources of partners

5. Engaged organizations in Global Compact-related issues

- Cooperation with 15 Ukrainian CSOs in terms of discussing the feminist agenda (in particular, international experience), creating programs on transformational approaches to gender equality, institutional management of CSOs through systematic development of specialists, gender-sensitive management (training, vision, exchange of experience, etc.) and partnership between CSOs
- Oxford Women's Leadership Development Program from Saïd Business School, University of Oxford, UK, 2022 - training of Iryna Tytarchuk on improving leadership skills for further use in practice with women entrepreneurs and cooperation with international organizations in Global Compact-related issues
- Retreat of women's organizations with the support of the UN Women Ukraine, 2022, Lviv, Ukraine – presented board game «Women IN: Leadership and Business» and actualization of the issue of gender equality in Ukraine and the world

6. Joined and support 1 special initiatives and work streams:

- participation in public discussions "Voice of civil society: Gender policy", January 27, 2023 - formation of gender policy during the separation of Ukraine in order to objectify the positions of state authorities and the expert community

7. Participated in Global Compact 1 global event:

- Partnership for Sustainability Award 2021 - s the UN Global Compact Network Ukraine's premier award for sustainability, peace, environmental, and economic leadership. Ukraine Investment & Trade Facilitation Center is the finalist in the "People" category

8. Implemented 8 projects on achieving gender equality



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- [WomenINTrade EUA](#) (in partnership with the LifeLine Ukraine, 2023) – web platform for establishing business connections between Ukrainian SMEs owned by women and entrepreneurs from the Kingdom of the Netherlands
- Participation in the international exhibition Ambiente of the Oplich collective stand (with the support of the USAID CEP, 2023) – the organization of a joint stand for 10 Ukrainian brands of female entrepreneurs and family businesses from the field of creative industries (home decor, household items, tableware, textiles) with the aim of scaling activities in export markets
- [Leadership Flow Course](#) (in partnership with the Zumflow Leadership Development, 2023) – a free 5-week leadership course on managing insecurities and achieving goals to take better control of professional and personal life. The number of participants in the first set is 62 Ukrainian women, the second set started in March 2023
- online platform for gender-sensitive restoration/development of communities "[My Gromada](#)" (with the support of the UNFPA, 2022) – roadmap for gender-sensitive restoration of local communities is being developed for use by public organizations and activists, local self-government bodies and business
- Business support during the war and in the post-war period (with the support of the USAID CEP, 2022) – recovery / launch of SME activities, including businesses of female entrepreneurs, formation of a clear vision of the current situation and prospects for business development using the results of the conducted research, which includes proposals for relocation opportunities and the use of the financing tool for business requests and needs
- [Oplich](#) (in partnership with the YAKUSH and One Philosophy, 2022-2023) – association of Ukrainian women entrepreneurs from the sphere of creative industries for the purpose of a promotional campaign in foreign markets and participation in international trade events
- [Help Women Agro in Ukraine](#) (in partnership with the Syngenta, BTU-Center, Yara, Bayer, Life Line Ukraine, 2022) – support for women entrepreneurs affected by the war, which is focused on the development of their activities. More than 50 women entrepreneurs received individual support
- Development and launch of an [export-oriented umbrella brand](#) for agricultural and food industry products (with the support of the UNDP in Ukraine), 2021 - 2022) – formation of a strategic idea and a concrete action plan for creation, launch, development, monetization and promotion of an export-oriented umbrella brand for agricultural MSMEs and food industry enterprises, including for enterprises managed by women (at least 50% of participants)

9. Scaled up the activity of more than 200 Ukrainian women entrepreneurs within:

- 11 seminars "Business Resilience Platform" – online and offline seminars for female entrepreneurs, owners of family businesses and women who need to develop their skills on entering international markets, business viability, as well as psychological support and improving first aid skills
- 4 mentoring sessions "Legal issues of business scaling: domestic market and export" – group mentoring on legal business issues - business re-registration, contractual relations in the domestic market, preparation for export activities, double taxation of citizens' incomes, business registration abroad, income declaration in Ukraine, trademark and intellectual property protection



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- West Business Hub - relocation of 8 women entrepreneurs' businesses in Ternopil and Lviv as a result of the war on the territory of Ukraine
- support of 16 female entrepreneurs by financing their urgent requests and needs - program for female business owners who suffered as a result of the war with the Russian Federation, with the aim of supporting projects focused on the creation, development and scaling of businesses and engaged in the production of products and the provision of services
- 30 copies board game "Women IN: Leadership and Business" - cognitive board game that develops strategic thinking and leadership qualities. The cases given as examples serve as a motivating factor in planning, analysis and quick decision-making
- [study "Ukrainian Female Entrepreneur Profile"](#). Second edition - determination of the level and scale of the influence of external factors (war and COVID-19), identification of current needs and requests from entrepreneurs
- mentoring within the framework of the project "Supporting Women, Peace and Security in Ukraine", which was implemented by the Center for Economic Recovery in Ukraine with the support of the British Embassy Kyiv, 2022 - mentoring on fundraising issues for 3 organizations engaged in supporting women and developing entrepreneurship

10. Promoted the issue of gender equality within 7 international conferences:

- Women's Forum Global Meeting, November 29-30, 2022, Paris, France - presented the results of the Help Women Agro in Ukraine project and the results of the updated study "Ukrainian Female Entrepreneur Profile" (second addition) within the Business Hub
- Women's Entrepreneurship EXPO 2022, November 16-17, 2022 - presented the results of the updated study "Ukrainian Female Entrepreneur Profile" (second addition)
- Women in Food and Agriculture, June 14-15, 2022, Frankfurt, Germany – presented the Help Women Agro in Ukraine project, including achievements and results
- RAPID project: Reboot Access to Public Information in Digital Era, supported by the Department of Press, Education and Culture of the U.S. Embassy Kyiv Ukraine in partnership with the American Councils and the Open World Ukraine program - presented the study "Ukrainian Female Entrepreneur Profile" (first edition)
- First Virtual Entrepreneurship Conference, February 23, 2022 - shared information and experience about the development of Ukrainian entrepreneurship, startups, as well as about women entrepreneurs in Ukraine and the challenges they face
- Webinar "Powerful Stories of Women & Natural Resources" by SAEDI Consulting, December 14, 2021, Barbados – presented WomenIN platform the focus of which is supporting women activity in all sectors of the economy
- Online Forum of Georgia Women Innovation Network, November 29, 2021 – presented of the projects to support women's entrepreneurship in Ukraine, which are implemented within the framework of the WomenIN initiative

11. Promoted the issue of gender equality within 30 media, among the most popular articles:

- How female Ukrainian entrepreneurs are navigating war: <http://surl.li/freuj>



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- Ukraine Women Support Groups Shift Gears from Peacetime Activities to Tackle Ground Reality: <https://cutt.ly/pJqgZHC>
- 5 facts you should know about Ukrainian Women in Business: <https://cutt.ly/cHXIjOO>
- Iryna Tytarchuk on the importance of the "Help Women Agro in Ukraine" initiative developing women-led SMEs: <https://cutt.ly/hHXlv89>
- Ingrained Prejudices Need to be Tackled to Make Gender Equality a Reality: <https://cutt.ly/HGRiQYX>