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SECTORAL LANDSCAPE ANALYSIS

The current crisis has affected 7.3 million individuals, including 472,000 internally displaced persons, 438,000 returnees, and 2.4 million non-displaced individuals impacted by war. This population includes 52% women, 16% children, 27% elderly, and 15% individuals with disabilities. Additionally, there are 121,000 registered Ukrainian refugees in Moldova ([HNRP, 2024](#), [UNHCR 2024](#)).

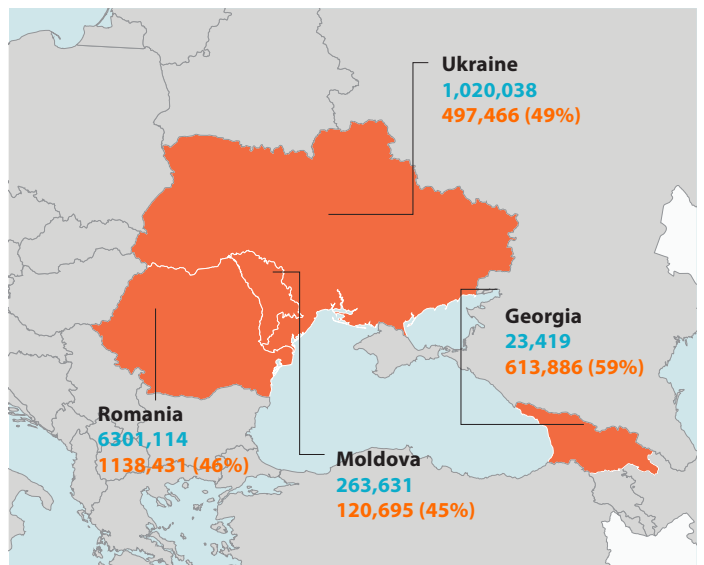
Small and medium businesses (SMBs) form the backbone of the Ukrainian and Moldovan economy. The market is vibrant even amidst the war, and [Nasdaq](#) has signed a partnership agreement with the Ukrainian government to support the development of Ukrainian capital markets. SMBs constitute **99.97 percent of total registered businesses in Ukraine, employed almost 82 percent of the Ukrainian workforce, or 7.4 million people, and generated 65 percent of total sales in goods, works, and services (CSIS, August 2023).**

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**WV-UCR
ACHIEVEMENTS:**

Since the Russian invasion in February 2022, WV Ukraine Crisis Response has reached **1,608,202 people in need (770,478 Children)** as of February 2024 with life- saving humanitarian assistance, shelter, child protection, and essentials.

While WV-UCR continues to actively involve in delivering immediate responses through the provision of essential services, and gradually expanding towards strategic support aimed at empowering businesses for economic resilience.



1,608,202
PEOPLE REACHED



770,478 (48%)
CHILDREN REACHED

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SECTORAL STRATEGIC OBJECTIVE is to enhance immediate access to life-saving emergency food and non-food assistance for the most vulnerable people, and to improve the self-reliance of vulnerable, war-affected households and communities by promoting and restoring livelihoods (rural and urban/off-farm).

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KEY SECTORAL APPROACH AND PROJECT MODELS

include Humanitarian assistance, Building Secure Livelihoods 2.0, Graduation Approach, and Microfinance.

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SECTORAL OPERATIONAL MODALITIES:



Emergency Assistance:

This includes MPCA, the distribution of rapid response food and non-food rations at family and institutional levels. The focus will be the nine (9) frontline oblasts.



Vocational Education and Training:

This includes the provision of vocational and training to enhance skills and make trainees ready for the wage market and conditional cash provision.



SMB Market-Based Support and Self-Employment Generation:

This involves the provision of tailored training and conditional grant (i.e. stipend /scholarship and matching fund) to candidate entrepreneurs and to those SMBs that are damaged -based on market dynamics, along with the creation and revitalization of self-employment (i.e. entrepreneurship) opportunities within these businesses in both urban and rural settings. There will be **five sets of Start-Up channels**: a) Agriculture-Based, b) Retail and Trade, c) Crafts and Manufacturing, d) Tech-Based, and e) Service-Based Start-ups.

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GEOGRAPHIC FOCUS: Emergency assistance will continue to focus on the nine frontline oblasts while the VET and SMB Market based support interventions aimed at strengthening vulnerable conflict-affected households' self-reliance will focus on the relatively less affected oblasts in Ukraine, per the intersectoral severity index, and in Moldova.

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PARTNERSHIPS

Strategic Partners: Centre of Entrepreneurship – COE, Ukraine, Organization for the Development of Entrepreneurship – ODA, Moldova, and Vision Fund Ukraine.

Private Sector Potential collaborators: [Mastercard Center for Inclusive Growth](#) and [Amazon Small Business Academy](#)

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For more information, please email

Ermiyas Kassa

Livelihood and Economic Development Technical Advisor

ermiyas_kassa@wvi.org