

**We are all  
interdependent**

**#StandWithUkraine**

“It is critical, in this moment, to reflect on the relationship between democracy and capitalism, something we’ve written about often. An interdependent stakeholder economy stands on the shoulders of stable democracies and a robust global system of rules. Without these guardrails, we don’t have a chance of transitioning to an inclusive, equitable, and regenerative economic system for all.

This conflict reminds us to look beyond our typical commitments within the B Corp movement to the core role of business in supporting functioning democracies.”

## B Lab & Sistema B condemn the Russian invasion of Ukraine.

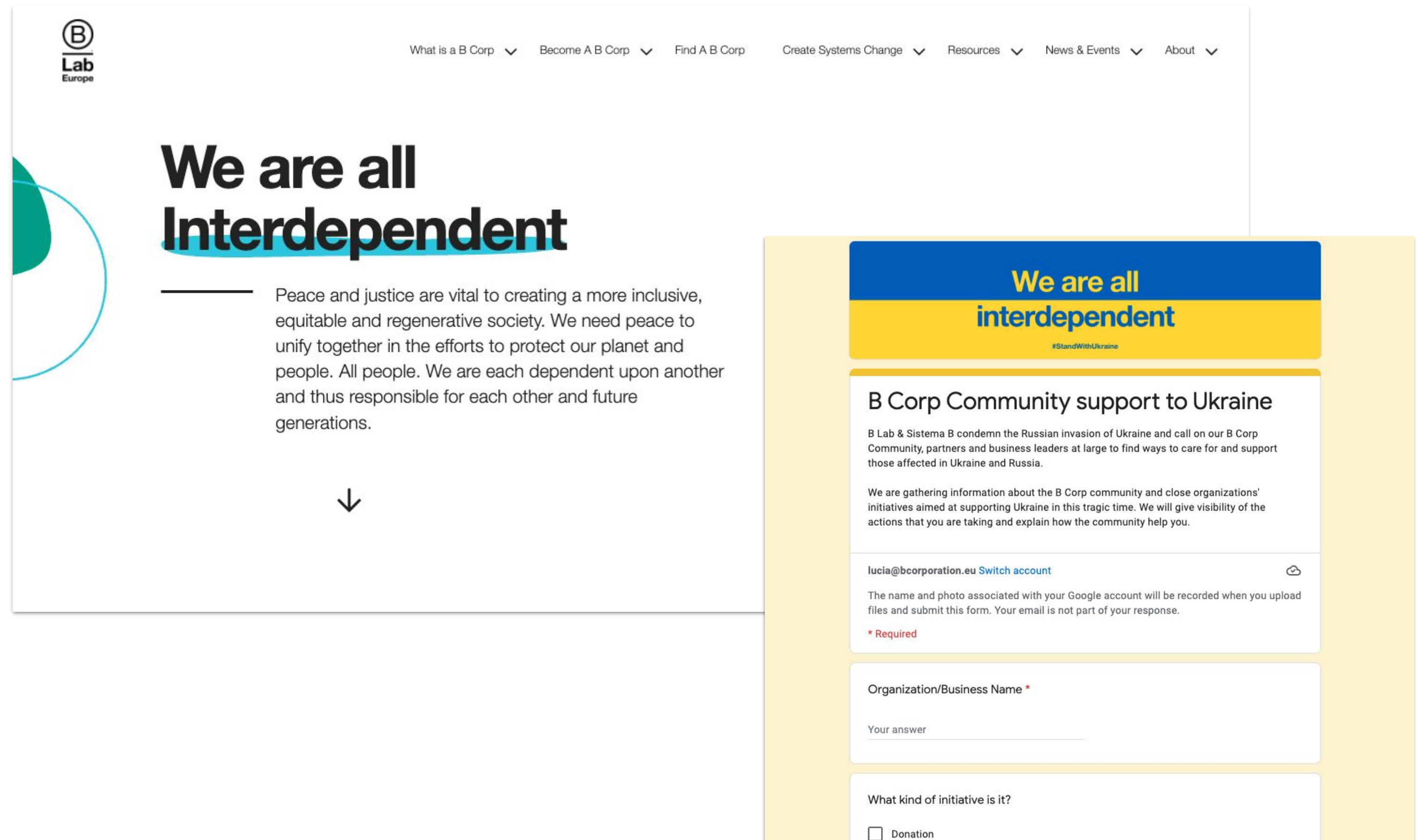
The devastating effects of war, as seen in ongoing armed conflicts around the globe, have long-term negative impacts on people, communities, infrastructure, economy, public health provisions, and social order. We call on our B Corp community, partners, and business leaders at large to find ways to care for and support those affected in Ukraine, Russia, and neighboring countries.

- Check in on your colleagues, suppliers, and partners in Ukraine and Russia
- Offer and share resources about providing support to people impacted by the invasion
- Donate to organizations on the ground
- Demand action from your government
- Support grassroots movements and protect civic society on a national and local level
- Be mindful of the news you consume; rely on reputable news sources

See more resources on our website: <https://bcorporation.eu/b-interdependent>

#StandWithUkraine

- + B Lab Europe's website landing page: [bcorporation.eu/b-interdependent](https://bcorporation.eu/b-interdependent)
  - + B Lab Statement
  - + Organizations to support
  - + Initiatives led by local team in Poland
  - + External resources
  - + B Corps taking action
  - + Submit resources through [this form](#)
- 
- + Google Form: [forms.gle/dEcMzoXL5mfUNgex9](https://forms.gle/dEcMzoXL5mfUNgex9)



The image shows a screenshot of the B Lab Europe website landing page and a Google Form. The website page features the B Lab Europe logo in the top left corner and a navigation menu in the top right corner with items: "What is a B Corp", "Become a B Corp", "Find a B Corp", "Create Systems Change", "Resources", "News & Events", and "About". The main heading is "We are all Interdependent" in large, bold, black text. Below the heading is a paragraph: "Peace and justice are vital to creating a more inclusive, equitable and regenerative society. We need peace to unify together in the efforts to protect our planet and people. All people. We are each dependent upon another and thus responsible for each other and future generations." Below the paragraph is a downward-pointing arrow. The Google Form is titled "We are all interdependent" and "#StandWithUkraine". It has a section titled "B Corp Community support to Ukraine" with a sub-heading "B Lab & Sistema B condemn the Russian invasion of Ukraine and call on our B Corp Community, partners and business leaders at large to find ways to care for and support those affected in Ukraine and Russia." Below this is a paragraph: "We are gathering information about the B Corp community and close organizations' initiatives aimed at supporting Ukraine in this tragic time. We will give visibility of the actions that you are taking and explain how the community help you." The form includes a user profile section for "lucia@bcorporation.eu" with a "Switch account" link and a note: "The name and photo associated with your Google account will be recorded when you upload files and submit this form. Your email is not part of your response." Below this is a required field for "Organization/Business Name" with a "Your answer" input box. The final question is "What kind of initiative is it?" with a radio button option for "Donation".

## Copy

B Lab & Sistema B condemn the Russian invasion of Ukraine.

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## Assets

[Link to Canva](#)



# Social Media - 7 ways your business can help Ukraine



## Copy

How can businesses help Ukraine?

B Lab Europe is actively continuing to gather resources and information on actions that B Corps are taking to care for and support those affected in Ukraine and neighboring countries. We've been inspired by the solidarity we are witnessing worldwide and how quickly many businesses have been to forge new partnerships and take meaningful actions, along with empowering their employees and consumers to make a difference.

Please use this form to share your initiative   
<https://forms.gle/dEcMzoXL5mfUNgex9>

All initiatives will be added to our website   
<https://bcorporation.eu/b-interdependent>

#StandWithUkraine

## Assets

[Link to Canva](#)

**7 ways your business can help Ukraine**

#StandWithUkraine

We call on our B Corp community, partners, and business leaders at large to find ways to care for and support those affected in Ukraine, Russia, and neighboring countries.

#StandWithUkraine

**1** Check in on your colleagues, suppliers, and partners in Ukraine and Russia.

#StandWithUkraine

**2** Offer and share resources about providing support to people impacted by the invasion.

#StandWithUkraine

**3** Explore ways your products and services can either directly help or raise funds for those impacted.

#StandWithUkraine

**4** Donate to organizations on the ground and match employee donations.

#StandWithUkraine

**5** Demand action from your government.

#StandWithUkraine

**6** Support grassroots movements and protect civic society on a national and local level.

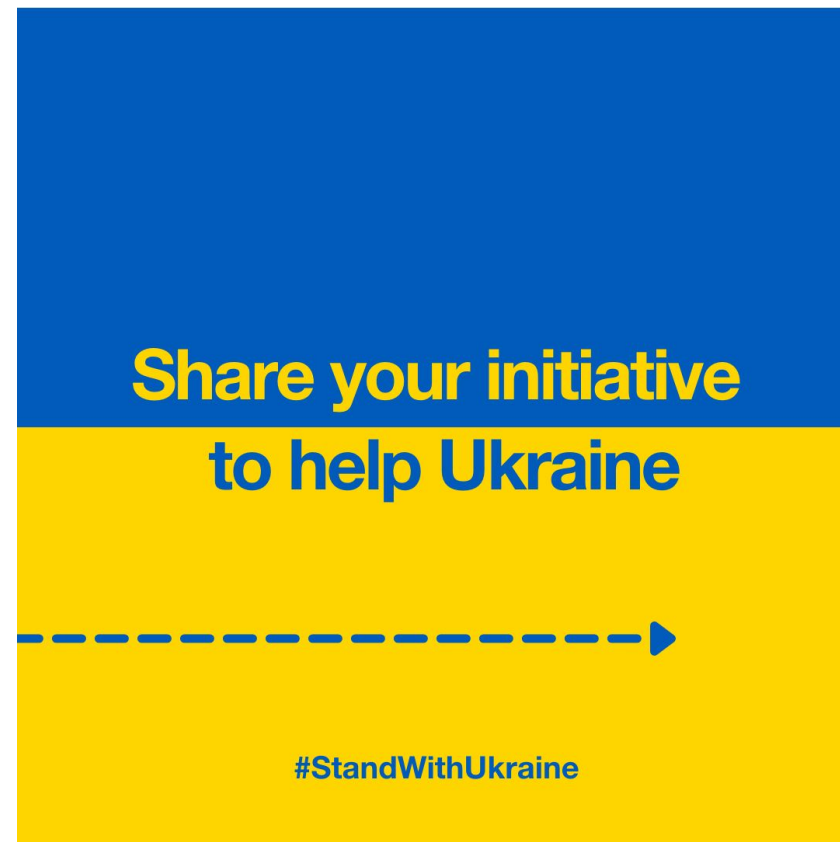
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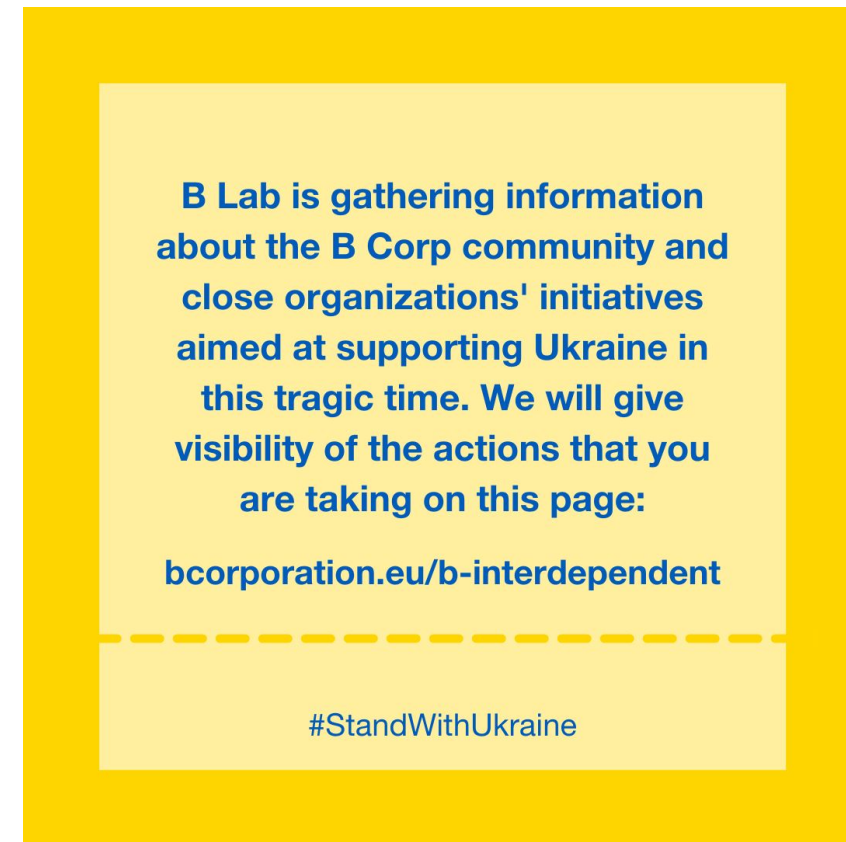
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Share your initiative CTA - [Link to Canva](#)



Slide 16:9 - [Link to Canva](#)



Email Signature - [Link to Canva](#)

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