

THE UKRAINE CORPORATE INDEX TRACKS COMPANIES' RESPONSE TO RUSSIA'S INVASION

Brussels, March 4th - Since the Russian invasion of Ukraine started, a growing number of companies have stopped operating in Russia. Yet most of the corporate world remains silent. As we believe that the fastest way to end the war is to stop trading with Russia, divest Russian assets and refuse to finance Putin's regime, The Good Lobby and Progressive Shopper have established the [Ukraine Corporate Index](#).

This Index regularly tracks corporations' stance vis-à-vis Russia in the aftermath of its invasion of Ukraine. It intends to inform investors, customers, and citizens about whether and how their companies and brands are positioning themselves in the ongoing conflict. Its aim is to lead these stakeholders to re-assess their investment and shopping decisions by praising responsible corporations while shaming irresponsible ones.

“After professing the virtues of environmental, social and governance factors (ESG), most companies don't seem to walk the walk when it comes to the ongoing social and governance violations committed by such an invasion. Investors, customers, and citizens deserve to know on which side of the Russian-Ukrainian conflict their companies and brands stand for”, said Alberto Alemanno, Founder of The Good Lobby and Professor of Law at HEC Paris.

Mark Hanis, Founder of Progressive Shopper, said “the private sector cannot stay on the sidelines of this crisis and must take a stand against Russia. Consumers expect CEOs to show the same leadership as most political leaders and will judge them accordingly. As long as Putin is invading Ukraine, these companies should leave Russia.”

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