



# How we're helping people affected by the war in Ukraine

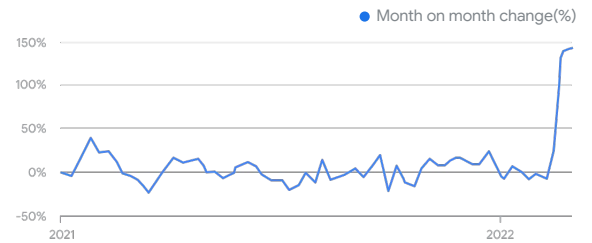
The Russian invasion of Ukraine and the ongoing war have created a humanitarian disaster, damaged critical infrastructure, and upended energy markets and supply chains.

Since the first days of the invasion, Google's priority has been to stand by the Ukrainian people, the Ukrainian government, and those who are still facing deadly attacks and the realities of life in an active war zone — and against forces seeking to undermine the peace and security of Europe and the stability of the international system.

# Using data to understand where we can be most helpful

From the beginning of the war, drastic shifts in Search behavior across seven Ukrainian regions signaled a profound change in people's information needs: 'normal life' queries reduced significantly, while 'News' and 'Law & Government' surged — informing Google's early development of initiatives and products to help.

These shifts in search behavior showed the need to **connect people with relevant, timely, official information first**. Google Search helps people across a wide spectrum of needs that emerged during this crisis: from Safety and Understanding to Planning, but also Hope.



**News** queries grow almost 140% between January and February 2022.

## Safety

People search for new ways to stay safe and seek help.

Examples of rising search queries:

- [Air raid warning](#)
- [Do-it-yourself bomb shelter](#)
- [Humanitarian aid](#)

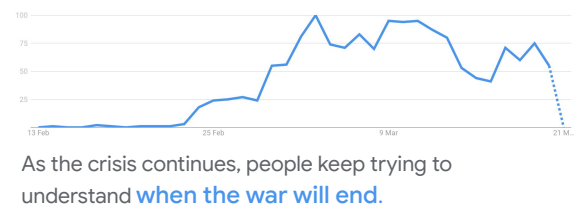


## Understanding

People seek accurate and up-to-date information.

Examples of rising search queries:

- [When will the war end](#)
- [True latest news](#)



## Planning

People try to analyze their options, including leaving the country.

Examples of rising search queries:

- [Who can leave Ukraine](#)
- [Hello in Polish](#)
- [How to get refugee status](#)

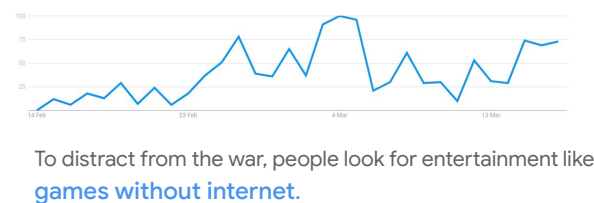


## Distraction

People need escapism, even in times of war.

Examples of rising search queries:

- [Download a book](#)
- [Games without internet](#)

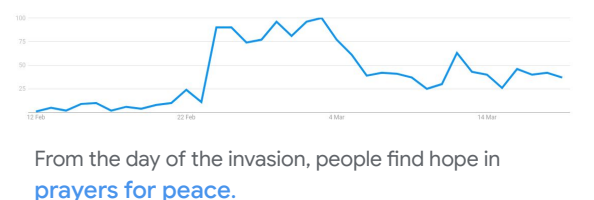


## Hope

People hope, and pray, for a better future.

Examples of rising search queries:

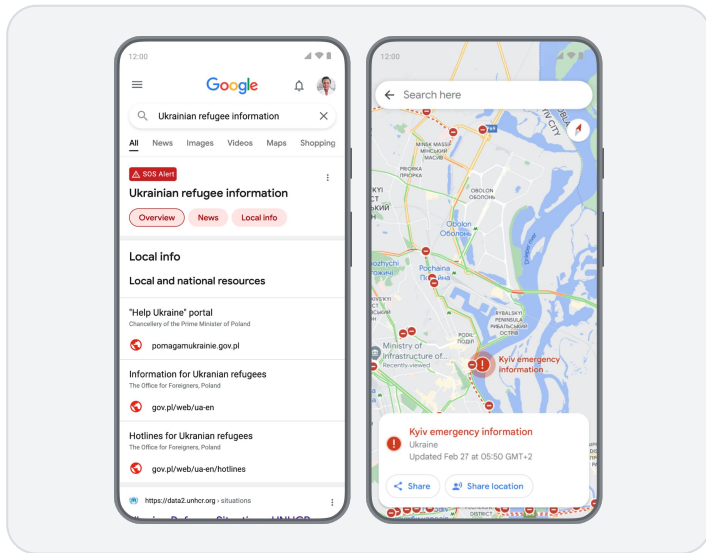
- [Prayer for peace](#)
- [Patriotic pictures of Ukraine](#)



# Helping people in critical moments

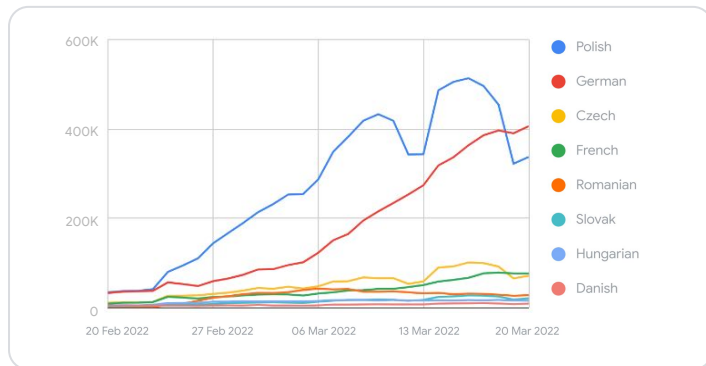


New products and initiatives to help address specific needs



## Pointed to authoritative resources

We launched **SOS Alerts** in Ukraine and neighboring countries pointing people to UNHCR resources for refugees and asylum seekers. YouTube surfaced UNHCR & local government websites in response to displacement- and refugee-related searches.



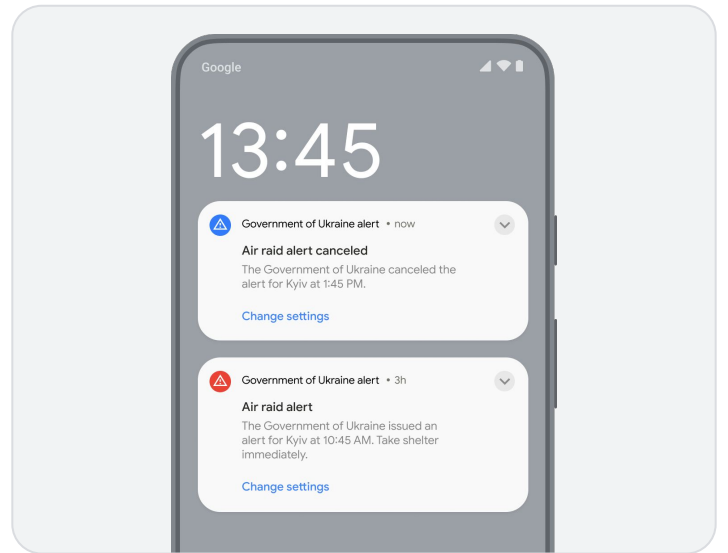
## Broke language barriers

In the war's early days, Ukrainian **Google Translate** queries swelled in the Polish and German languages, and rose steadily in Czech and French, demonstrating where - and to whom - refugees were going for help.



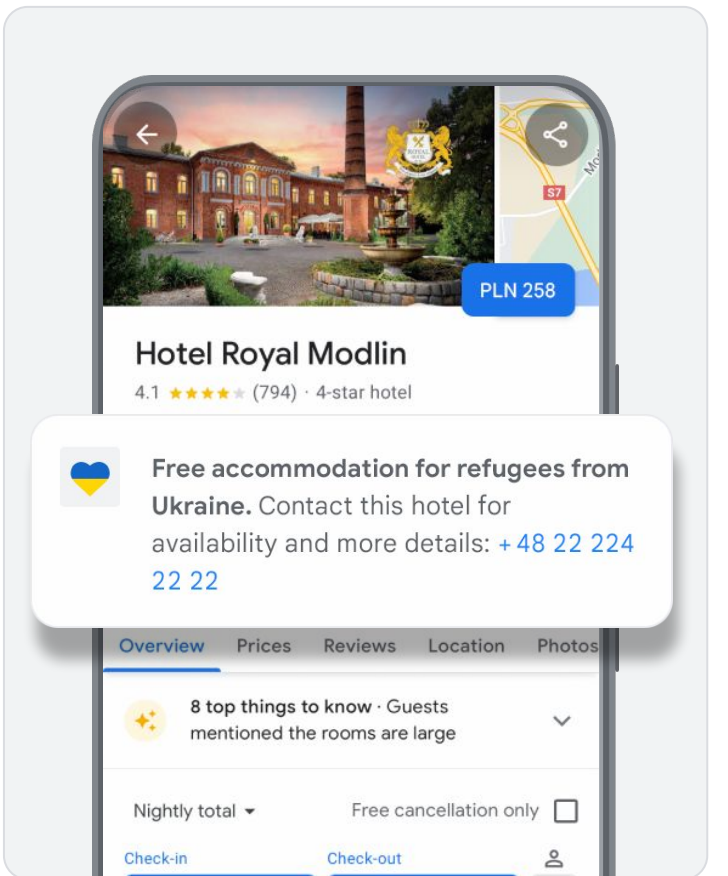
## Maximized Translate as a tool to get help

To support Ukrainians fleeing home, we distributed guides to Google Translate through local governments and NGOs.



## Supported the government's rapid Air Raid Alerts

At the request - and with the help - of the government, we rolled out an **Air Raid Alerts app** for Android phones, supplementing Ukraine's existing air raid alert systems, and then integrated them directly into the Android operating system due to high demand.



## Activated free accommodations for refugees

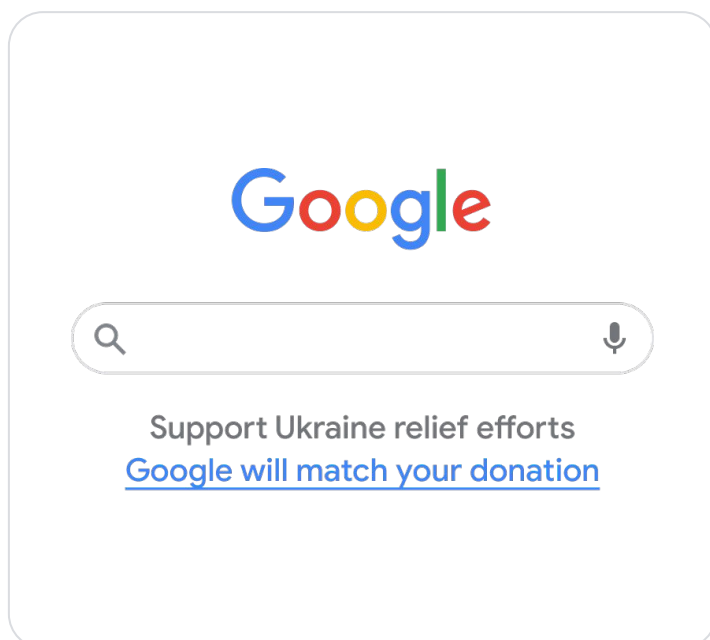
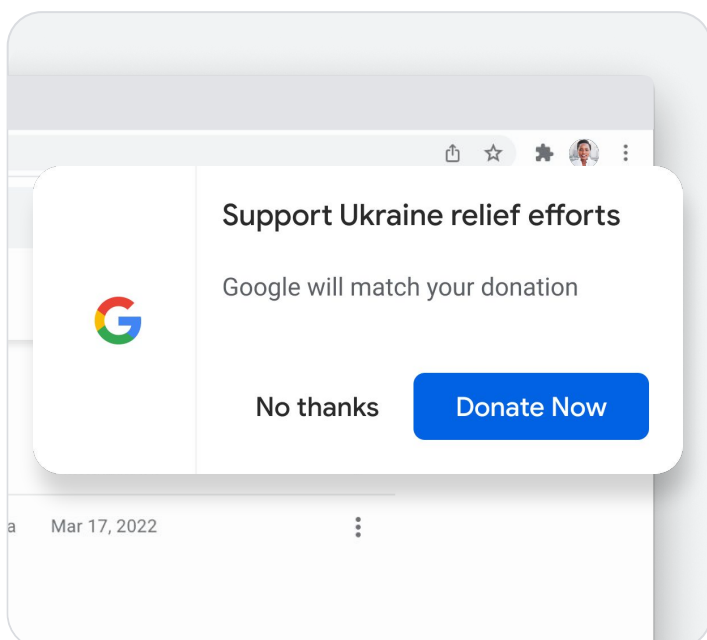
To help Ukrainians find businesses offering free accommodation, food, or jobs — an urgent need amid an unfolding humanitarian crisis — we launched a feature in Search and Maps that enabled businesses helping Ukrainian refugees to get the word out.

# Deploying Google.org resources for immediate humanitarian aid

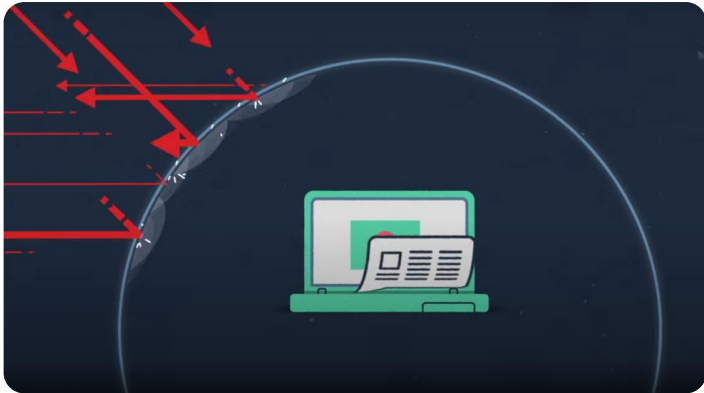


Google.org and Googlers have committed over \$45 million in funding and in-kind support to humanitarian aid and longer-term refugee support efforts.

In addition, we have provided \$5 million in donated Search advertising and four Google.org Fellowships for humanitarian relief efforts. As part of this commitment, in December we announced a \$2 million grant and a Google.org Fellowship to the East Europe Foundation, which will work with Ukraine's Ministry of Digital Transformation to scale Ukraine's national "Diia" platform for digital literacy, with the aim of providing 1 million people with personalized training and 600,000 job placements.

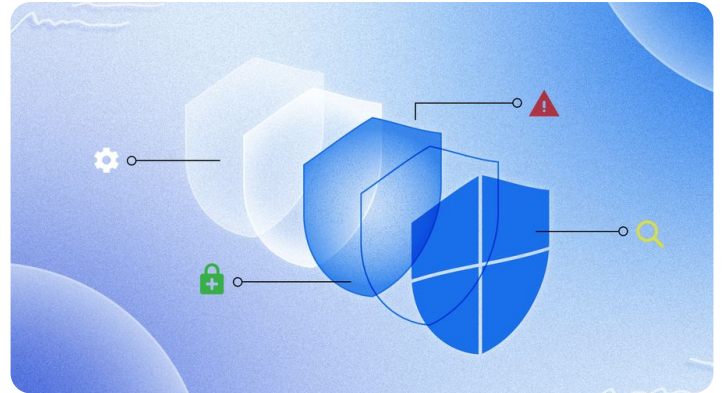


# Protecting against cyber threats, misinformation, and disinformation



## Extended cyberdefenses to government websites

We made close to 200 Ukrainian government and embassy websites worldwide eligible for **Project Shield**, our highest level of protection against DDoS attacks, so that they could stay online and continue to offer their crucial services.



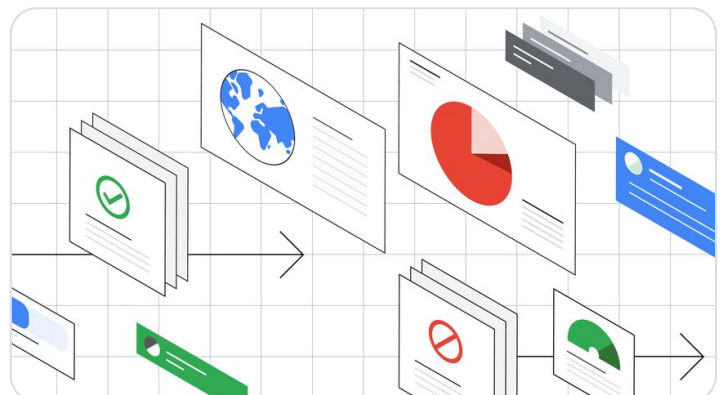
## Deployed free, zero-trust tools at scale

We donated 50,000 **Google Workspace** licenses to the Ukrainian government, extending our zero-trust security model to help ensure Ukrainian public institutions have the security and protection they need to deal with constant threats.



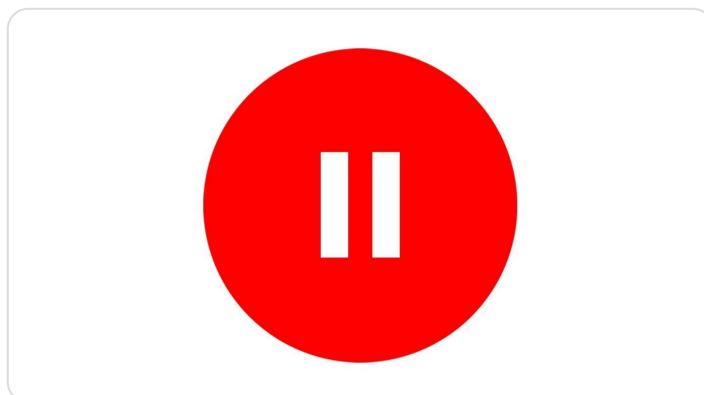
## Tackled misinformation in disruptive times

While connecting people with high-quality information, YouTube removed more than 80K videos & 9K channels related to the war for violating our policies — and blocked more than 4M videos associated with Russian state-funded news, globally.



## Delivered support to fact-checkers & other experts

We invested \$10M in cash grants to support fact-checking networks and nonprofits - including a \$2.5M Google.org grant to Techsoup Europe for efforts in Central & Eastern Europe - as well as Ad Grants to help three Ukrainian fact-checking organizations.



## “Hit pause” to help Ukrainians assess content

With the National Association for Media Literacy Education (NAMLE), YouTube launched a media literacy program (“Hit Pause”) aimed at providing viewers with tips to identify manipulation tactics and evaluate source credibility.



## “Pre-bunked” disinformation narratives with Jigsaw

Jigsaw launched a cutting-edge effort to combat anti-migrant hate narratives before they could take root, partnering with more than a dozen NGOs & government organizations to reach more than 25M people in Poland, Czechia, & Slovakia.

# Supporting digital transformation and resilience



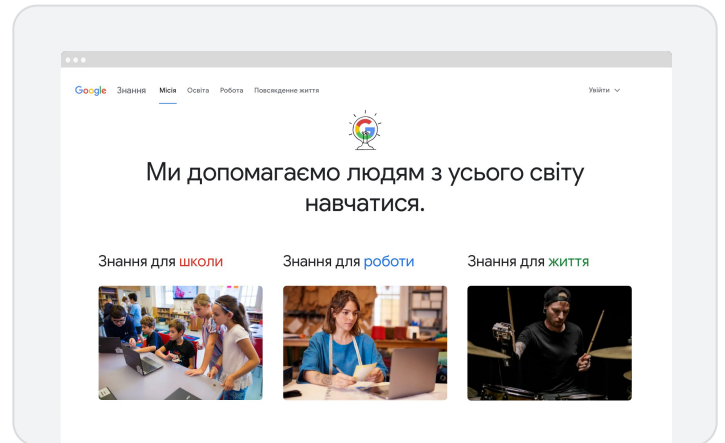
## Google has supported the Ukrainian government's priorities for digitization of work, school and life

- to help Ukrainians find new jobs, grow their careers, and fuel overall recovery
- to equip teachers to educate during a time of displacement and disruption
- to preserve, promote and celebrate Ukrainian culture at against threats to everyday life



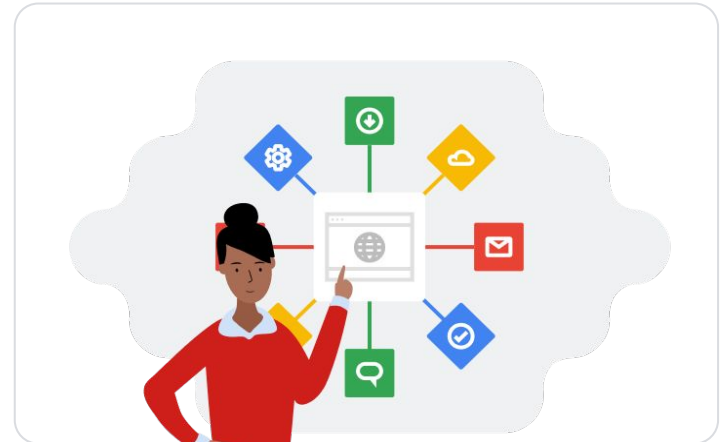
## Delivered 50,000 Chromebooks to teachers

As the war displaced families and scattered classrooms, we donated 50K Chromebooks and prepared new video training courses for Ukrainian teachers.



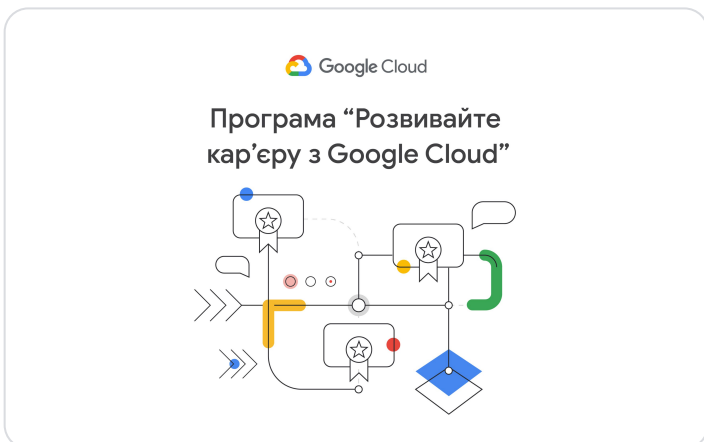
## Adapted Google's international learning hub

Ukraine was the first country globally to receive its own localized hub for all of Google's educational resources. In the first six weeks, local users outnumbered (by 48%) the hub's global users.



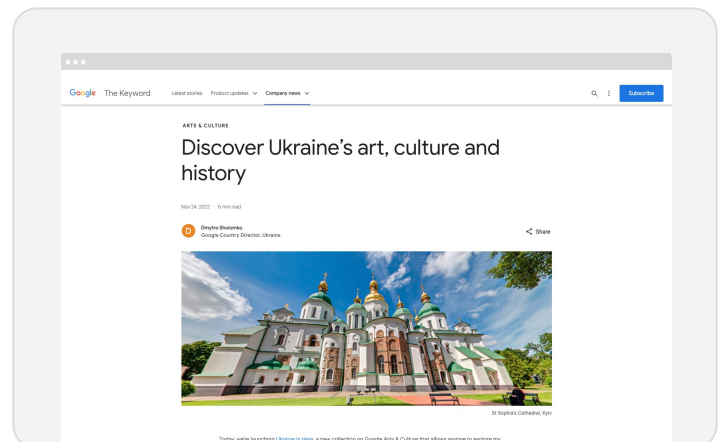
## Launched career certificates with scholarships

We allocated €3M for 5,000 scholarships for the education of Ukrainians, additionally awarding 1,000 small and medium-sized businesses through the Union of Ukrainian Entrepreneurs.



## Deployed programs to train thousands

We launched programs to help teachers give lessons purely online (goal: 200K teachers trained by mid-2023) and to train developers & students in Google Cloud (10K by end-2023).



## Digitized and celebrated Ukrainian culture

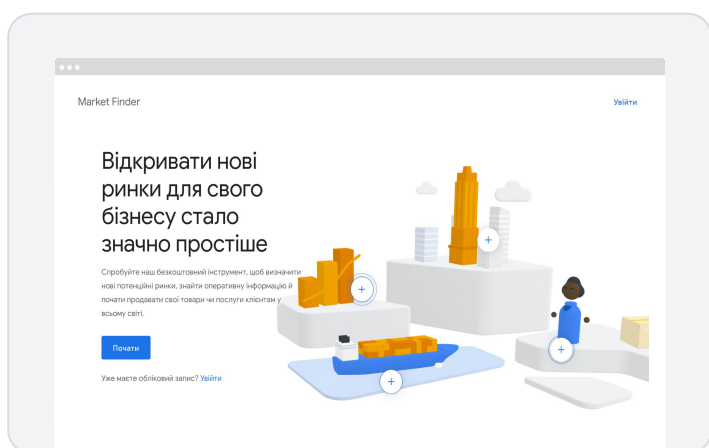
We launched "Ukraine is here," a new project on the Google Arts & Culture platform to showcase Ukraine's rich culture, architecture, art, and traditions.

# Supporting small and medium-sized businesses and startups



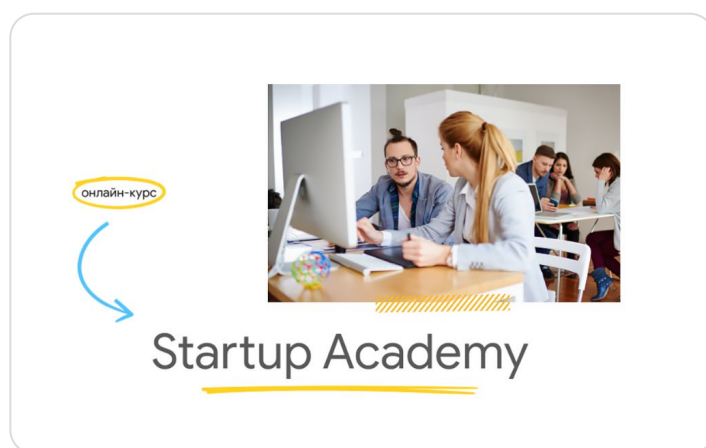
## Funded 33 Ukraine-based startups (and counting) through a new \$5 million fund

Through Google for Startups, we started a new \$5 million Ukraine Support Fund to allocate equity-free cash awards and Google support — including mentorship, product support and Cloud credits — to startups selected for the program.



## Launched a new tool to help find markets

We created a free Market Finder tool to help businesses in Ukraine enter new markets and reach new customers.



## Trained thousands through an online academy

We launched a free, three-week “Startup Academy” to help Ukrainians learn how to develop a startup, training 32,000.

# Recognition of Google's efforts to help Ukraine



## The Atlantic Council's "Global Citizen" Award

On Sept. 19 in NYC, Google CEO Sundar Pichai was recognized as an Atlantic Council "Global Citizen" for Google's efforts to help Ukraine and support the transatlantic relationship.



## The Ukraine Peace Prize

On May 25 in Davos, Google was presented by Vice Prime Minister Mykhailo Federov with the Ukraine Peace Prize, becoming the first company to be so honored.