

09 September

## **FUIB visits Superhumans Centre: Gaining insights on building inclusive spaces and donating for 11 prosthetics for superhumans**



**The FUIB team is developing a large-scale, bank-wide project aimed at creating an inclusive business environment where every employee, client, and partner feels respected and has equal opportunities to access all service and cooperation channels. To achieve this, the bank is collaborating with leading market experts, including the team from the state-of-the-art Superhumans Centre, which specialises in treating severe war-related injuries.**

In June, FUIB and Superhumans signed a Memorandum of Understanding to support war veterans in their adaptation and reintegration. Together, the bank and the centre are implementing joint initiatives. At the end of July, in partnership with Superhumans, Veteran Hub, Invictus Games, Uklon, and the Heart of Azovstal initiative, FUIB launched the social platform "Meeting Half Way." The platform's goal is to build a robust support community for both veterans and civilians. The first

projects have already kicked off successfully, including the Financial Restart chatbot focused on financial literacy, an inclusive educational Financial Hub, and a photo project showcasing veterans who have returned to fulfilling lives after overcoming severe injuries and hardships. A number of other important initiatives are currently in development.

The bank is also conducting surveys among clients and employees, auditing business processes, and evaluating service channels with the help of expert organisations that work with people with disabilities. This is being done to identify areas for improvement, form a specialised team, and allocate the necessary budget.

Reflecting on this transformative journey toward inclusivity, **FUIB's Marketing Director, Ksenia Sikorska**, shared: "Superhumans is a prime example of creating one of the best inclusive spaces in Ukraine. It's being tested by our meticulous yet grateful clients – our defenders. The Superhumans team has many more ideas to improve the centre, constantly moving forward, sharing their successes and learning from their mistakes. We are grateful to Olha Rudneva for the visceral stories of struggle and triumph, which inspire us to embrace change together."

The team finds this experience invaluable for gaining a deeper understanding of the challenges faced by veterans and society as a whole. Senior executives from the bank visited the Superhumans centre, where they experienced firsthand the difficulty of handling a wheelchair and prosthesis limb. This gave them a profound awareness of how crucial it is to transform Ukrainian businesses and remove barriers to create equal opportunities for all Ukrainians.

Notably, 91% of FUIB branches have improved accessibility, offering convenient entry options for people with various disabilities. However, the bank aspires to have properly equipped inclusive branches, and plans to open 25 such outlets across Ukraine before the year's end. FUIB's mission is to meet half way with those who need support, whether it's a recovering veteran, an elderly woman, or a pregnant mother.