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SCM Companies DTEK and Ukrtelecom Back Critical Infrastructure Initiative to Fund Frontline Media



The Critical Infrastructure initiative, a collaborative project led by [DTEK](#) alongside Ukrainska Pravda, is actively mobilising corporate support for independent regional

media in Ukraine. Operating on the principle that truthful information is essential for national survival, the project aims to sustain journalism in areas most severely affected by the ongoing Russian war. Just as cities rely on electricity and connectivity, a resilient society relies on independent media to function and resist external information pressure.

The mechanism of support centres on a dedicated charity merchandise collection, featuring specially designed t-shirts and hoodies produced by the Damirli brand under the creative direction of Elvira Gasanova. The initiative has seen immediate and widespread traction across the corporate sector. In merely a week and a half, over 20 major Ukrainian businesses stepped forward to participate. [Ukrtelecom](#), another major business that is part of SCM, has joined DTEK in this effort. Cumulatively, participating companies have already placed orders for more than 1,000 hoodies, generating significant financial momentum for the cause.

The funds raised through these corporate orders are channeled directly to five carefully selected regional newsrooms. These include Kordon.Media in Sumy, Gvara in Kharkiv, Dnipro.Media in Dnipro, Mykvesti in Mykolaiv, and MOST in Kherson. Journalists in these frontline and near-frontline regions operate in a highly volatile environment. They face constant physical danger from strikes and endure severe resource constraints. Furthermore, these regions are primary targets for hostile propaganda and disinformation campaigns. By documenting war crimes, exposing falsehoods, and delivering verified local news, these media outlets perform a crucial public service that extends far beyond standard reporting.

SCM companies view this initiative as a natural extension of their broader commitment to national resilience. Maintaining the country's operational capacity requires a comprehensive approach. For context regarding this scale of commitment, DTEK has already directed UAH 26.5 billion (\$651 million) towards the repair and restoration of Ukraine's physical energy infrastructure since the beginning of the full-scale invasion. Supporting the Critical Infrastructure media project applies that same principle of restoration and defence to the informational space.

The rapid onboarding of corporate partners demonstrates a strong, unified business community ready to defend democratic values and transparency. SCM companies welcome the early success of this fundraising drive and actively encourage other businesses, both domestic and international, to join the Critical Infrastructure initiative. Sustained support will ensure that these independent newsrooms possess the necessary resources to continue their operations, keeping local populations informed and safeguarding the truth during the war.