

Metinvest HR Analytics Projects Receives Award at HR Pro Awards

Metinvest Group's project "How HR analytics helps at times of war" emerged as the winner in the HR Analytics category, while the Saving Lives humanitarian initiative made it to the finals in the Sustainability and Charity category. The HR Pro Awards 2023 ceremony took place on 23 November in Kyiv.



The HR Pro Awards is the most prestigious award in the HR field. It is organised by the Ukrainian Association of HR Professionals, HR Pro. Every year, the award celebrates the best team and personal achievements of HR professionals. Its goal is to contribute to raising the level of professional practices in Ukraine. This year, more than 40 experts appraised companies from 15 industries in 12 categories.

The project "How HR analytics helps at times of war" is aimed at quickly providing correct data in response to business requests. To achieve this, the company consolidated information on 25 companies employing more than 60,000 people. Thanks to modern IT technology, Metinvest has managed to compensate for the staff shortage and employ more than 7,500 people at its enterprise since the beginning of the invasion. In addition, over 20,000 people were evacuated from Mariupol and Avdiivka thanks to the prompt informing of employees.

Since the outbreak of the war, Metinvest's Saving Lives humanitarian initiative has helped almost half a million Ukrainians with foodstuffs and essentials, and hospitals with medicines and equipment worth UAH 9.5 million. The project has already provided psychological rehabilitation to 1,100 women and children. At the same time, the project is developing a prosthetics programme that currently covers 96 service members and civilians. The total amount of assistance in all these areas is more than UAH 430 million of our own and donor funds.

"We are glad that the professional community has recognised Metinvest's two major projects aimed at overcoming the wartime challenges. The results of the Saving Lives initiative are impressive and speak for themselves. And examples of assistance from HR analytics prove the effectiveness of this approach that we are planning extend to other HR processes," noted Tetiana Petruk, Chief Sustainability Officer at Metinvest Group.

The HR analytics project first helped collect information on the evacuation and relocation of Metinvest's employees, and later helped identify relocation needs for faster integration at the new location. Thanks to the single analytical database of employees, the company organised the evacuation of employees from the combat zone, accommodation in the cities and towns where its businesses operate, provision of assistance and much more.

Building an effective HR analytics system enabled Metinvest to quickly compensate for a shortage of specialists in some areas of its operations, supporting the functioning of the company's key business processes.

Today, the Saving Lives initiative is one of the biggest private humanitarian initiatives in Ukraine. It was launched by Metinvest Group in coordination with the Rinat Akhmetov Foundation as a response to the urgent needs of

Ukrainians. To prevent a humanitarian catastrophe in the country, the company arranged for foodstuffs, hygiene products and other essentials to be supplied to Ukraine. It also provided hospitals with equipment, medicines and consumables.

Nearly 200 companies from around the world, 400 volunteers and 10 foundations and public organisations have joined the project. Since its inception, the amount of assistance from donors has reached UAH 103.8 mln.

Among the main activities of the Saving Lives initiative are prosthetics and rehabilitation for the military and civilians, as well as psychological rehabilitation of women and children.

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