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MRA rebuts UK and US demands for gratitude from Ukraine

- At the NATO summit, British and American politicians told Ukraine to be more thankful
- Moral Rating Agency disagrees and says “we should not expect David to thank us while fighting Goliath for the common good”

For Immediate Release, 13 July 2023: The Moral Rating Agency reacted to calls for Ukraine to show gratitude to the West.

At the Nato summit on Tuesday, UK defence secretary, Ben Wallace, and US national security adviser, Jake Sullivan, both called for thanks from Ukraine, with Wallace saying the UK is not an “Amazon” for weapons.

In response, the MRA issued this statement:

“This is a blinkered view because it disregards the existential risk facing Western democracy and Ukraine’s courage in fighting democracy’s current enemy number one.

Ukraine is fighting a regime that threatens every value that we outside Ukraine cherish and still enjoy. So, every drop of Ukrainian blood has been shed for global gain.

We should not expect David to thank us while fighting Goliath for the common good.”

The MRA recognised that while Ukraine’s motivation is for its survival rather than expressly to help other democratic nations, “the West is helping Ukraine so that its own values have a higher chance of not being turned to dust”. The MRA added that “it is simply because of the way the cards of history have fallen that the responsibility to fight Putin directly has befallen Ukraine”.

‘Moral calculations’ of gratitude

The MRA explained how it weighed up the relevance of gratitude in either direction:

“It is important to consider which direction any gratitude should be flowing. There are two ways to answer the question of who should be thanking whom.

We can expand the financial concept of Return on Investment to ‘Return on Sacrifice’. We look at the sacrifice suffered by Ukraine against its necessity or benefit to the country, and then compare this Return on Sacrifice to the West’s own return on its Ukrainian ‘investment’. By this measure, the West has already seen a very good democracy return for a very modest sacrifice – a Return on Sacrifice no less worthwhile than Ukraine’s.

Alternatively, we can just ask simply who has done more for the other. This leads to the same answer: Ukraine, in tipping the global autocracy-democracy balance in the right direction, has done at least as much for the West as the West has done for Ukraine.”

History will show that thanks are not in order

The MRA said, **“Western assistance is not purely altruistic or some sort of charity. If we accept that we are all in this together, there is, in fact, no need for thanks in either direction.”**

“When the history of the 21st century is written – if it happens to be a story that ends with the survival of democracy and freedom for Homo Sapiens – it will be obvious that the nation that surprised the world by standing up to Putin, and helped avert the downward slide of values on the planet, had no need whatsoever to thank anyone.”

The MRA concluded:

“Demanding gratitude both disrespects Ukraine and undermines the message that we are all in the battle together. No civilised person needs to thank another for jointly trying to save civilisation. It would be much better for leaders to have the vision to explain why thanks are not due.”

The Moral Rating Agency, the corporate watchdog, was set up to get Russia out of Ukraine and use this momentum to help pro-democracy Russians get Putin and his regime out of Russia. The MRA rates global companies on how effectively they are pulling out of Russia on its site moralratingagency.org.

For press inquiries, please contact press@MoralRatingAgency.org. Or, for comment/interview, we can be reached on one of these numbers:

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About the [Moral Rating Agency](#)

The Moral Rating Agency was set up to get Russia out of Ukraine. It later plans to cover corporate unethical actions in other countries and on other issues.

In addition to exposing, and crediting, corporations through moral ratings, the MRA maintains an [Indelible Ledger](#) of a company's actions so any later corrective actions do not wipe the slate clean. Time is of the essence, so the rating system includes a disincentive for delay through exposing and tracking what preceded a later corrective action.

Unlike ESG (Environmental, Social and Governance) rating agencies, which have a commercial responsibility to their institutional investor clients to cover the range of issues these clients wish, the Moral Rating Agency is zeroing in on a single corporate moral issue, in this case the Russia-Ukraine war.

The MRA was founded and is led by Mark Dixon, who runs the mergers & acquisitions consultancy Thinking Linking in the City of London and New York. He was one of the co-founders of the online financial commentator BreakingViews.com, which is today part of Thomson Reuters. Mark has been opposed to autocratic regimes, particularly to the Chinese government and to Putin's transformation of Russia from a nascent democracy into a fully-throttled autocracy. He has a personal connection with Ukraine because he has owned an apartment in the city of Lviv since 2010. He has also lived in China.

The MRA has a paid staff of moral raters, verifiers, and fact-checkers who operate according to its [Rating Methodology](#). It also has an on-site team involved in statistics, media relations, site production and publishing.

The MRA has no customers, external commercial relationships, or conflicts of any kind. It will rate and publish so that consumers, media and governments can judge companies on a single topic on a fair basis. This objectivity on individual companies and their relative scores is maintained despite the campaigning nature of the agency, as explained in [Rating Philosophy](#).