

Still want to support Ukraine? Do not buy from companies that refuse to leave Russia.



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It has been 14 months since Russian President Vladimir Putin's forces invaded Ukraine after Russia's annexation of the Ukrainian region of Crimea in 2014.

Bob Kustra

Thousands of Ukrainian civilians have been killed, as have soldiers on both sides of the conflict. Meanwhile back home in the US in the early weeks of the invasion, you couldn't travel much in American cities and towns without seeing blue and yellow Ukrainian flags flying in support of the nation now under Putin's deadly attack. is a victim of

Unfortunately, when wars drag people down, people lose interest and turn away from the daily news, no matter how legitimate the war. It certainly seems that way today, now that war is just another daily news item.

A March poll showed that 59 percent of Americans still support providing arms and financial aid to Ukraine, but [Only 42 percent of Republicans support it.](#) This may be a reaction to how Trump responded to the poll, claiming that Ukraine is not a "critical interest" to the U.S. Overall, 79% of Democrats and 60% of independents support the U.S. position on Ukraine. .

For those of us who support Ukrainians in their fight for freedom from Putin's grip, the question is how we can help. Except for a few [American volunteers to join Ukrainian troops](#) or those who contributed to the defense of the country. [Ukrainian aid organizations.](#) Most of us watch the news just to keep track of who has the upper hand and is winning the war.

There are people who have dedicated their lives and careers to fighting Putin and his stranglehold on his people. Foremost among them is [Bill Browder](#) An American businessman, author and activist who has been challenging Putin for 30 years. His books "Red Notice" and "Freezing Order" are must-reads for anyone who cares just how Putin manages to stay in power and hide his wealth abroad and with Interpol. Manipulates organizations like He pursues his enemies.

Browder has a good answer for those who want to know how to get involved in the Ukrainian war effort. After the 2022 attack, the U.S. asked American companies to pull their business out of Russia, all part of a strategy of sanctions that the U.S. believed would cripple the Russian economy and drive the Russian people to Putin's throne. A reversal would undermine Putin's ability to wage war. Government.

The US request for companies to withdraw from Russia was easier said than done. While [More than a thousand companies left the country.](#) Some stayed and some decided to leave but then didn't.

Those who remain send the wrong message about how committed America is to supporting Ukraine and punishing Putin's Russia for its aggression.

To deal with corporate underdogs who failed to leave Russia, a movement is underway to provide American consumers with the information they need to play a supporting role in the defense of the Ukrainian people.

gave [Ethical Rating Agency](#) It was created by Russia to help pro-democracy forces in Russia after it invaded Ukraine to oust Putin and send him to The Hague for criminal trial. It tracks companies to determine if they're still doing business in Russia, so consumers know they're not buying their products.

For example, the moral rating agency identifies Nestlé, Microsoft, Johnson & Johnson, PepsiCo, Procter & Gamble and Unilever as companies that refused to quit. A consumer may not know all the products of a multinational corporation like Unilever that violate U.S. sanctions, but the ethical rating agency's website lists Ben and Jerry's, Briers, Dove, Hellman's and Lipton as Unilever products. Enters as

gave [Yale School of Management](#) It also tracks companies that have withdrawn from Russia and those that have not. Jeffrey Sonnenfeld, who serves as president of the Yale Chief Executive Leadership Institute, dubbed the list of perpetrators who refused to leave Russia a "hall of shame."

Now if only we could hear a steady drumbeat from our elected officials about how we can avoid buying from companies that refuse to leave Russia.

It's very possible that our Idaho congressional delegation is hearing from the 47% of Republicans who do not support US military aid to Ukraine, rather than bowing to Trump followers who support their favorite dictator, Putin. They are also affected by his love. All four members of the Idaho delegation are as quiet as church mice when it comes to Ukraine.

Idaho Congressmen Mike Simpson and Russ Fulcher don't have a single word on their websites about the war in Ukraine. Sens. Jim Risch and Mike Crapo have made brief, buried mentions of support for Senate resolutions calling Russian actions in Ukraine genocide, but visitors to their websites find nothing readily available. Both signed a letter to President Joe Biden calling on the U.S. to approve the transfer of jet fighters to Ukraine, but the Republican appeared to find a way to reprimand Biden for detailing the war effort. are doing

What is missing in the U.S. at this critical moment in its response to Ukraine is a renewal of the fighting spirit that most Americans displayed in the early weeks and months of the war. Publicly shaming companies that refuse to leave Russia is the first step, as done by the Morale Rating Agency and Yale's Chief Executive Leadership Institute. The next step is ours: to refuse to buy products from companies that provide aid and comfort to the Russian economy that financed the invasion of Ukraine.

Globally, the outcome of this war could well determine whether authoritarianism takes root and spreads beyond Ukraine or whether democracy prevails and inspires other countries on the brink of authoritarian rule to swing in the opposite direction.

To find out which companies have not earned our loyalty, visit the websites of the Ethics Rating Agency and Yale's Chief Executive Leadership Institute. Then let's buy only from companies that are not in Yale's hall of shame, but stand up for Ukrainians in defense of their democratic way of life.

Bob Kustra served as president of Boise State University from 2003 to 2018. He served two terms as lieutenant governor of Illinois and 10 years as a state legislator.

[Source link](#)