

Porsche supports art therapy in Ukraine

24/02/2025 Three years after the outbreak of the conflict in Ukraine, Porsche is continuing to support an award-winning art therapy initiative of the organisation ART HELPS, which helps those struggling to process trauma.

Set up by artists and creatives, the not-for-profit ART HELPS organisation works with people in Ukraine, helping them to express and process traumatic experiences through art therapy, while also providing aid transport on the ground. Since the outbreak of the conflict in Ukraine, the organisation has been active in the country, offering therapeutic formats as well as aid transports. The programme has been backed by Porsche since the end of 2022.

"Social commitment and economic success go hand in hand at Porsche. As part of society, we are involved where our help is urgently needed," explains Sebastian Rudolph, Vice President Communications, Sustainability and Politics at Porsche. "With creative therapeutic approaches, ART HELPS gives those affected a perspective of healing in difficult times. Supporting this commitment is a matter close to our hearts."

"We deeply appreciate the support of Porsche AG and are delighted with the joint recognition. This acknowledgment represents the efforts of many people who have benefited from this collaboration. For us, this is the greatest joy", says Yasemin Lupo, Founder and CEO of ART HELPS.

Art therapy workshops for affected people

In the Ukrainian city of Kyiv, the ART HELPS workshops are run together with the local partner organisation, Save Ukraine. These take place in what are known as the Houses of Hope, where therapists – equipped with the necessary tools to ensure their work is both sustainable and professional – are able to react to problems at an early stage and provide targeted help.

To date, more than 1,100 group and around 1,200 individual therapy sessions have taken place, helping more than 1,000 children, young people and women in the process. ART HELPS is now building an innovative creative centre that will offer a protected space for expression, healing and personal growth.

Award for ART HELPS and Porsche

Their work has now earned ART HELPS and Porsche a Partnership for Sustainability Award in the People category of an awards series run by the UN Global Compact Network Ukraine, which recognises sustainable partnerships between companies, government and society.

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