

Delivering effective incentive payments in Ukraine

In fall 2021, the people of Ukraine faced two daunting challenges: rising COVID-19 cases and pandemic-related economic hardships.



Action



To support its vaccination efforts, and confront the pandemic's impact on its economy, Ukraine's ePidtrimka (eSupport) initiative offered a one-time disbursement of 1,000 hryvnias (approximately \$37 USD) to every fully vaccinated adult.



Ukraine's Ministry of Digital Transformation partnered with Visa to disburse incentive payments to fully vaccinated adults. Visa worked with issuer banks to enable quick digital issuance via prepaid cards.



For recipients, use of the funds was limited to specific merchant category codes to drive spending to parts of the economy hit hardest by the pandemic — including the entertainment, travel, and sports facilities industries.

Result

In the first two months of the program, the government issued 9.5 million ePidtrimka cards.¹

By February 2022, participants had spent more than 2.8 billion hryvnias in program funds, supporting key areas of Ukraine's economy.²

9.5M

cards issued in the first two months.

See how governments can transform public disbursements with digital payment options.

Learn about Visa solutions for [government disbursement programs](#).

¹ Government portal. February 2022

² Gov.ua portal. February 2022