

# Creating a better world, beet by beet

Resilience & Impact  
2022 Sustainability Report



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## FOREWORD

For two years, we thought the pandemic was the toughest hurdle we've ever faced." But then, 2022 came along and said, "Wait for it," introducing us to the full-scale Russian war against Ukraine (and the free world), where we've had our company roots from the very beginning.

Just as for many Ukrainians, the heart-aching loss of home didn't avoid Beetroot – the Mariupol Hub was destroyed by the enemy missile, just as our space in Kharkiv.

The most important thing, however, is that everyone on our team is alive and resilient.

Equipped with our solid experience, united around our core values, and inspired by the incredible bravery of Ukrainians and support from our fantastic clients and partners, we learned to handle electricity cuts and work from shelters. Moreover, the Beetroot ecosystem expanded to Bulgaria, Poland, and Moldova while enhancing our presence in the U.S. market. We continued to build teams and deliver software solutions for our clients, proving that we can do our job just as well, even in the most challenging circumstances.

In addition, we leveraged our global network to create a relief fund in the very first days of the full-scale war. And while we improvised from the start, it took us only a short time to build a reliable system of fund prioritization and operations.

Eventually, the collective effort of 580+ donors enabled us to touch the lives of over 8,000 people by supporting 50+ initiatives in humanitarian aid, children's education, and local community restoration. Our micro-grants of \$1,000 - \$10,000 proved to allow quick action and flexibility, which are critical for grassroots volunteering groups.

Beetroot Academy took action too by providing support to Ukrainians affected by the war through a fundraising campaign that enabled over 800 students (and counting) to receive scholarships. Additionally, we developed a free self-paced course, "Intro to tech careers," which assists individuals in selecting their desired tech profession. Our commitment to tech education led us to participate in the IT Generation project of the Ministry of Digital Transformation of Ukraine, where we were selected as a school on a mission to train the next generation of tech talents in our country after a rigorous vetting process.

Summing it up, despite the hardships of war, we've finished 2022 stronger as a tech ecosystem, as a team, and indeed, as individuals. We keep doing what we know — creating a positive impact through tech, education, and social initiatives. And we'd like to share more about our achievements in this report.



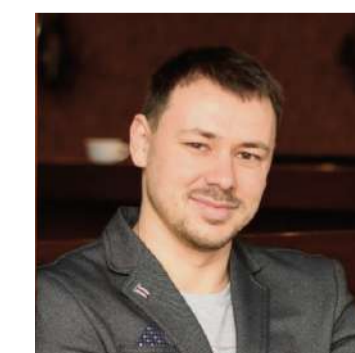
Andreas Flodström  
Co-Founder and CEO  
of Beetroot



Gustav Henman  
Co-Founder of Beetroot



Rana Ersgård  
Deputy CEO of Beetroot



Dmytro Olaresko  
CEO of Beetroot Academy

## 2022 IMPACT: FEATURED NUMBERS

<b>630+</b> Beetroot Academy scholarships granted to Ukrainians from vulnerable communities	<b>583</b> Beetroot Aid for Ukraine fund donors	<b>50</b> initiatives supported by the Fund	<b>7817</b> number of people got help
<b>\$56,7 million</b> total economic impact reached	<b>23%</b> YoY revenue growth rate	<b>4,500</b> total number of jobs created by the Beetroot ecosystem, directly and indirectly	<b>5%</b> of newcomers in Ukrainian Tech were educated by Beetroot Academy
<b>60%</b> of the Beetroot team coordinators are female consultants	<b>31%</b> of Beetroot's tech specialists are women	<b>62%</b> of the Beetroot Academy graduates are women	<b>10,000</b> trees planted in one of the de-occupied regions

# 1. OVERVIEW OF THE BEETROOT ECOSYSTEM

Beetroot is first and foremost an impact enterprise. Building a tech ecosystem is essential for us to implement our sustainability and social impact values. In 2022 Beetroot hit a new milestone on the journey to becoming a global tech ecosystem by expanding its presence to Bulgaria, Poland, and the U.S.

## Beetroot Hub

### *Legacy forever remembered*

Before Russia destroyed Mariupol, killing thousands of civilians, the city became home to our ninth location in Europe and the first to house all units of the Beetroot ecosystem. Since its establishment in 2019 till 2022, our beloved Beetroot Hub was a space for personal development, tech education, and entrepreneurship — seeds that will sprout in many innovative projects and impactful initiatives further on.

## Aid for Ukraine

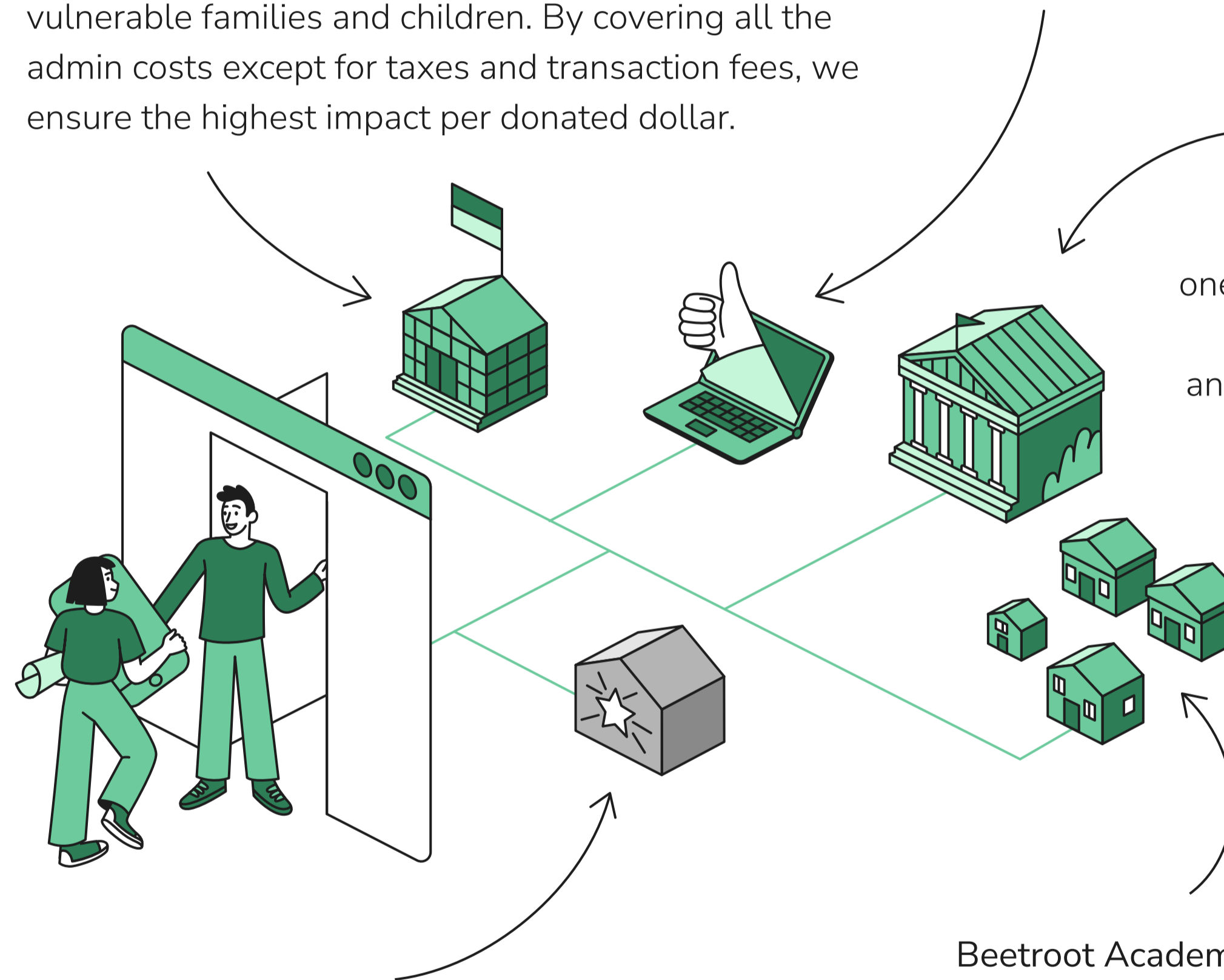
In partnership with Ioca Arma Nostra, Beetroot established the Aid for Ukraine relief fund. Thanks to our network and a straight-to-the-point, minimum admin & vetting process, we direct donations to grassroots aid projects, prioritizing those that support vulnerable families and children. By covering all the admin costs except for taxes and transaction fees, we ensure the highest impact per donated dollar.

## Beetroot Tech

Being the first cell of the Beetroot ecosystem, Beetroot Tech builds dedicated teams and software solutions that create an impact for business and the world.

## Beetroot Academy

is on a mission to make tech education affordable to everyone, everywhere. It has educated 3,503 people in ten countries and around 5% of Ukraine's new tech talent in 2022.



- 20,000+ visitors;
- 700+ events;
- 80 graduates of the UNGDrive! Program for young people in 2021;
- Home of the Mariupol IT Cluster.

## Beetroot Academy Tech Education Fund

Beetroot Academy and Ioca Arma Nostra are raising funds to provide tech education scholarships for Ukrainian refugees, IDPs, and people affected by the war, prioritizing people with families.



Anna Harmashova

Coordinator of IT hub “Beetroot”  
(before the full-scale war)

Project manager of grant programs,  
Beetroot Academy (now)

*In the weeks leading up to the invasion of Mariupol, I remember the city being emotionally turbulent. Yet, **Beetroot Hub remained an island of sanity and rationality** in the dark waters of uncertainty and anxiety. We’ve just signed a new 3-year agreement with the city and continued to work focusing on the future. Everyone had a plan “B” in mind, but no one could imagine the events that would happen in a few weeks.*

*During that time, there were many foreign media in the city. I remember an Australian journalist who wondered whether we would regret all our efforts to develop the IT sphere of Mariupol and the city as a whole if the war came. I was confused, but my answer followed my feelings: “Of course not!” And my opinion has stayed the same ever since. Our contribution to people’s education and their professional, intellectual, and emotional development would never go in vain. All the **skills people have acquired in our hub over the years would be vital** for our country to survive and win.*

*On February 22, we held a rally declaring that **Mariupol is Ukraine**. Our team prepared posters and invited the hub residents to join us. We came to the square in front of the Drama Theater together to join about 1,000 people that gathered spontaneously in one day and chanted that **Mariupol is Ukraine**. The media of many countries filmed it, and soon the footage flew worldwide.*

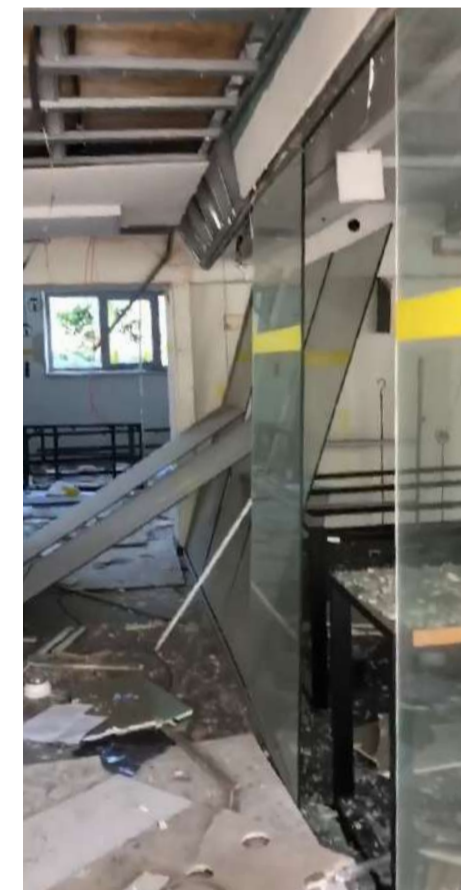
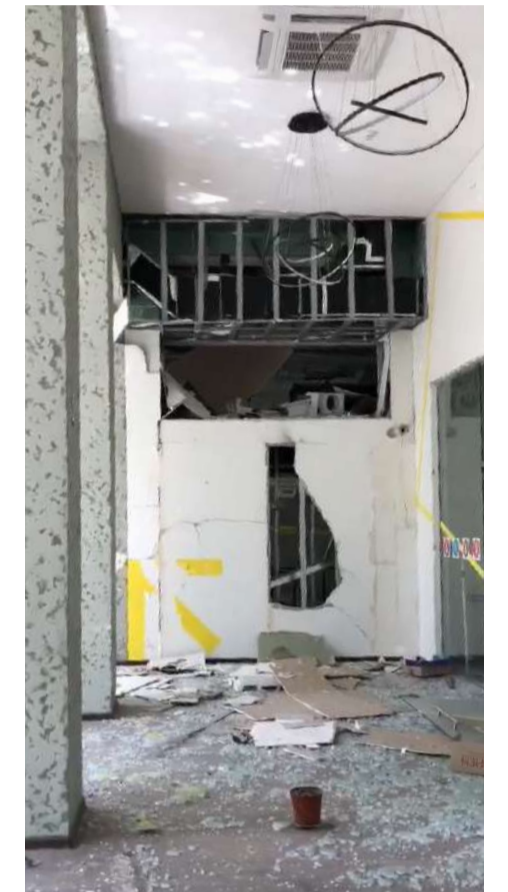
*For me, one of the most memorable projects hosted by the hub was the Swedish UNGDrive! entrepreneurship training camp for teenagers in the summer of 2021. **Eighty participants aged 15–18 developed their business ideas** with the help of mentors from Ukraine, Sweden, and Germany. The final day was an exhibition for selling goods and services created by young talents during the week, held in the largest shopping center in Mariupol.*

*Thankfully, all of the residents of Beetroot Hub made it through the tragic events of March–April unscathed. Most of them have since left Mariupol, with some relocating their businesses to other countries, while others continue to work in different cities. During the spring and summer of 2022, we communicated frequently, actively assisting employees with their departure to safe locations and analyzing the IT market situation.*

**We had an exciting, ambitious strategy for 2022–2025.** Some of our primary goals were to promote new entrepreneurs, support the growth of existing IT companies, and attract more prominent tech players to the city. Plus, many new partnerships with educational institutions were on the way. We planned to introduce new educational courses, provide career counseling, and initiate internal initiatives to modernize tech education. Finally, the hub focused on strengthening the tech ecosystem of Mariupol and the positive image of Ukraine in the global arena.

*As for today, Beetroot Academy is helping implement educational hubs in Lutsk and Ternopil equipped with our Mariupol hub heritage. And the key thing is that **we are looking forward to the liberation and reconstruction of Mariupol** so we can continue our activities. We strongly believe the city will develop even more rapidly than before the war, and we definitely want to be a part of the process.*

Beetroot Hub: Before & After Feb 24, 2022



## 2. OUR APPROACH TO SUSTAINABILITY

Beetroot is on a mission to create sustainable social, economic, and environmental impact at scale as a tech ecosystem. The values we infuse into the world are what enables a compound effect — ripples of positive change.

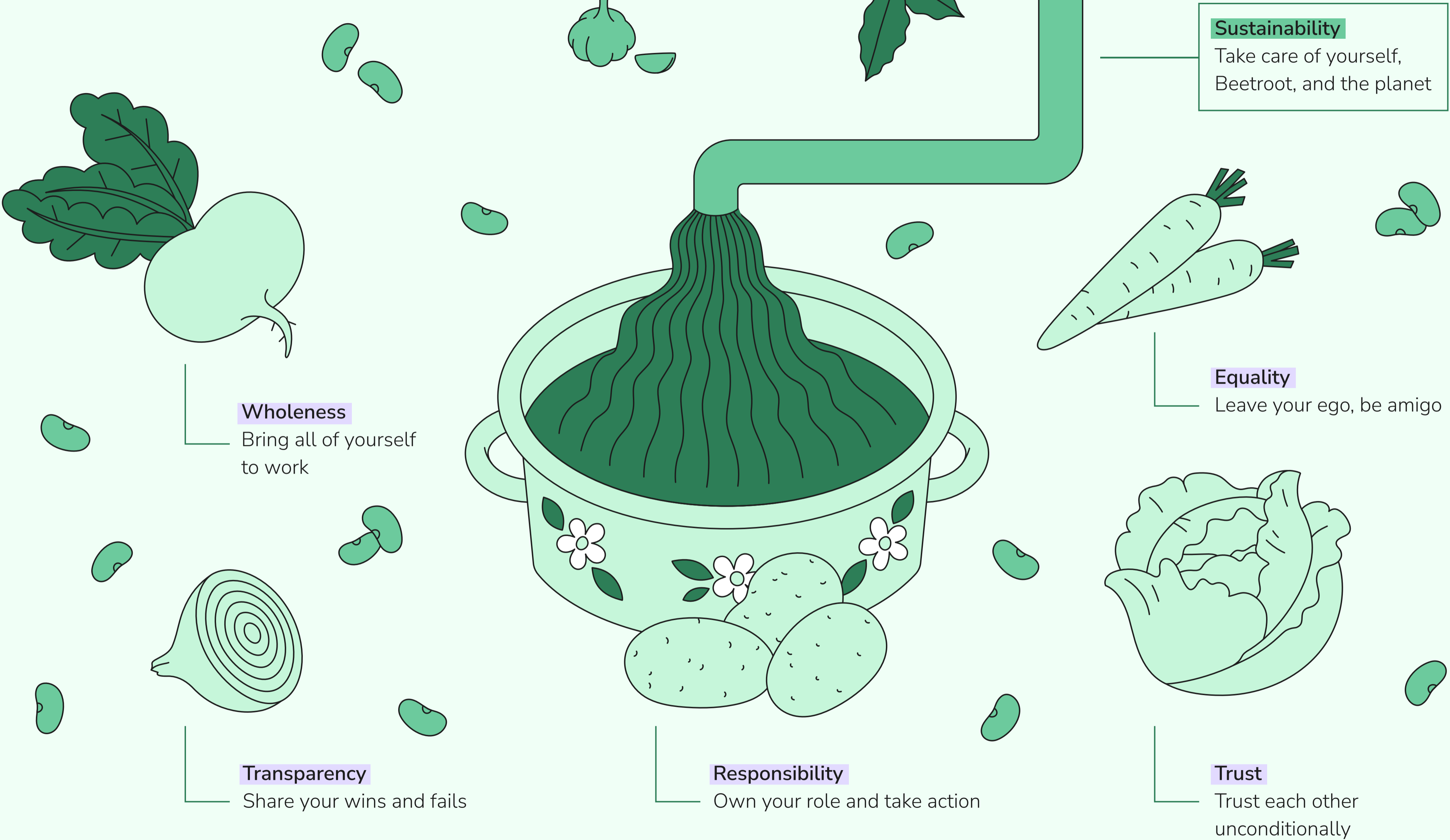
Values make up our primary code. They define how we operate and interact with the world around us.

Trust in the individual is at the heart of Beetroot's culture. Therefore, self-management, communication, and integrity are the key aspects influencing our team-building philosophy. Comparing our organizational culture to a famous Ukrainian dish, borshch, we identified the following values as its essential ingredients.





# The Beetroot Values



**Wholeness**

Bring all of yourself to work

**Transparency**

Share your wins and fails

**Responsibility**

Own your role and take action

**Equality**

Leave your ego, be amigo

**Trust**

Trust each other unconditionally

**Sustainability**

Take care of yourself, Beetroot, and the planet

### 3. BEETROOT & UN SUSTAINABLE DEVELOPMENT GOALS

The sustainability efforts across the Beetroot Ecosystem are aligned with the United Nations 17 Sustainable Development Goals (SDGs) adopted by global leaders in 2015. The goals we identified as the most effective ways for us to contribute to the Agenda 2030 progress are the following:

- No poverty
- Good Health & Well-Being
- Quality education
- Gender equality
- Decent work and economic growth
- Reduce inequality
- Responsible consumption and production
- Climate Action
- Peace and justice
- Partnership for SDGs

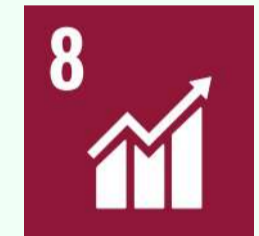


## Our mission

We are on a mission to create sustainable social, economic, and environmental impact at scale as a tech ecosystem.

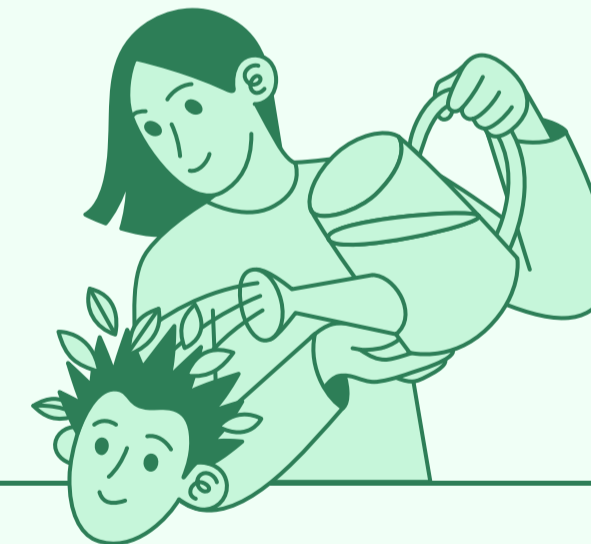
### Economy

- Supporting Ukraine in the time of hardships
- Building the local economy
- Fostering growth in midsize cities
- Facilitating the digital economy
- Connecting Ukraine with the global economy



### Society

- Supporting people affected by the Russian war in Ukraine
- Connecting lives with a global work culture
- Assisting people in their growth
- Bringing more women in tech
- Creating job security
- Proliferating Beetroot's values



### Biosphere

- Choosing Climate Tech as one of our focus domains
- Minimizing our carbon footprint
- Spreading environmentally-conscious mindset
- Offsetting unavoidable CO2 emissions



Sustainable impact

## Working to Bring Closer Peace and Justice in Ukraine

As a company with strong ties to Ukraine, we are acutely aware of the challenges facing the country during the ongoing occupation and aggression by Russia. To support the Ukrainian people in their struggle for liberation, Beetroot and our partner, the non-profit foundation Ioca Arma Nostra, have established an aid fund that focuses on child education, humanitarian support, and restoration initiatives. Our Beetroot Academy has also set up a scholarship fund for Ukrainian refugees and displaced persons. We believe that these efforts are the most effective ways for us to help Ukraine overcome the consequences of war and build a brighter future for all its citizens.

### Aid for Ukraine — Beetroot Tech Relief Fund



**\$1,000-\$10,000**

grants for grassroots  
volunteer projects

**580+**

donors

**50+**

initiatives  
supported

**8,000+**

people getting  
support

No cuts from our side: All donations go directly to the projects, with minimal deductions for taxes and transaction fees and Beetroot resources covering the rest of the costs.

Efficient fund usage: We ensure the super quick distribution of donations to grassroots organizations without bureaucracy.

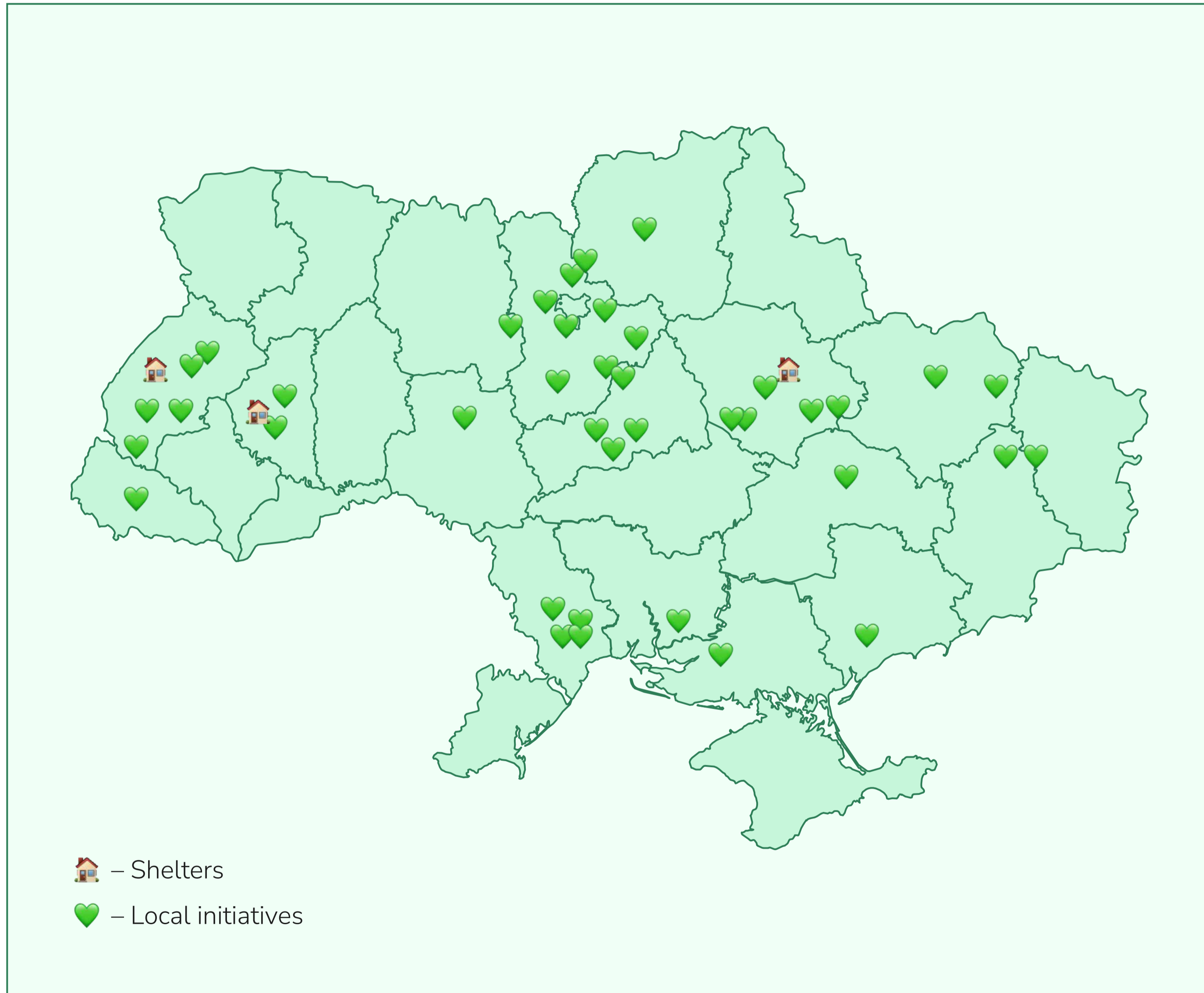
Throughout 2022, the fund raised nearly \$280,000. Used to support initiatives in humanitarian aid, children's education, and restoring Ukraine, our micro-grants of \$1,000 – \$10,000 proved to allow quick action and flexibility, which are critical for grassroots volunteering groups.

*“And while we didn’t have a clear picture of the process at the beginning, it didn’t take us long to build a reliable system of fund prioritization and operations. I’m still amazed each time I realize how empathy and kindness unite so many different people from all over the world. These contributions enabled us to touch the lives of almost 8,000 people — that’s 8,000 unique stories of living through the hardships of war. I’m thankful and proud to be part of this community.”*

Anna Shevchenko, Fund coordinator



● Beetroot Aid for Ukraine Fund:  
Funding Destinations, 2022



**Focus aid areas:**

- Rebuilding & Recovery
- Childcare projects
- Educational initiatives

We continue to provide support to volunteer organizations involved in evacuating people from the frontline regions, operating shelters and refugee centers, supplying medicine and medical equipment, and assisting orphanages and boarding houses. However, the proportion of these projects has gradually declined over the course of 2022 as we increasingly prioritize our areas of high demand.

**The fund also supports:**

- Beets' emergency requests
- Beetroot shelters

## Featured volunteer projects

Kaizen has a scholarship program for kids from Ukrainian families affected by the war and that's where our fund stepped in. For example, Artem Dolenko (top right photo) is one of the scholars whose family moved to Ivano-Frankivsk from Kramatorsk. Artem is a passionate learner, keen on reading Math analysis books in his spare time. The 1.5 year scholarship sponsored by the Beetroot relief fund makes Artem's wish to "have freedom in his development" a reality.

Thanks to the Beetroot Tech Relief fund, Artem and three other 7th- and 8th-graders from displaced families will be able to complete their base secondary education in a fun and innovative learning environment of Kaizen School.



## Featured volunteer projects



Morning! 😊 I've just talked on the phone with my kids, and I wanted once again to thank you for this opportunity 🥺 My kids have never been to a summer camp before. My older son is so impressed – I've been listening to "this is so great!" and "that is so cool!" for 15 minutes straight 😄😄😄 He's happy... I'm thankful to God for such people like you 🥺🥺 Thank you, with all my heart, for your kindness. 🥺❤️❤️❤️

That's a moving message from Ksenia, a mother of two participants of the Summer Camp for Children of Bucha initiative. Our fund donors sponsored 40 out of 50 spots in the camp.



## ● Beetroot Academy Education Scholarships

Beetroot Academy and Ioca Arma Nostra are raising funds to provide tech education scholarships for Ukrainian refugees, IDPs, and people affected by the war, prioritizing people with families.

630+ Beetroot Academy scholarships granted to help Ukrainians from vulnerable communities start a career in Tech.



Olena, UI/UX design course student,  
RECONOMY scholarship program

*I'm from Irpin. We arrived in Moldova on the 26th of February, 2022 because it was already very "loud" and very terrifying on Feb 24. I'm happy to have a chance to study a new profession. It's very exciting. It's getting more complicated and interesting, so I want to spend more and more time doing my homework. I see my future in UI/UX design. And I already have several ideas for my diploma project.*



Dasha Aliksieienko, Intro to IT course student,  
WINGS project by Pact Ukraine

*When the full-scale war started, I moved from Kharkiv to Vasytkiv. I didn't have a job or know what to do, and it was generally difficult morally and psychologically since my previous life was in another city. I often heard about IT, but I didn't know anything about the field, and by coincidence, I saw an announcement on Instagram about a course called Introduction to IT. I decided to grab this opportunity because I am inclined toward technical sciences. I love analysis and databases, so I set a goal to learn more about IT and joined the course.*



## ● Standing with the bravest

While education and humanitarian initiatives proved to be Beetroot's most effective impact areas, we keep showing our appreciation and directly supporting Ukrainian Armed Forces (UAF). Hence, in 2022 we didn't organize a big celebration of the company's 10th anniversary. Instead, we collectively chose to use the funds to purchase 5 reconnaissance drones for UAF. Other initiatives in this area include supporting families of the Beets serving in the Armed Forces, contributing tech equipment and IT support to the UAF, and running regular volunteer fundraising campaigns to help Ukrainian defenders with urgent requests.

**5**

Reconnaissance Mavic 3 Fly  
More drones provided for  
UAF

**200,000+ UAH**

collected in the Beetroot  
community for Beets serving  
in the Armed Forces

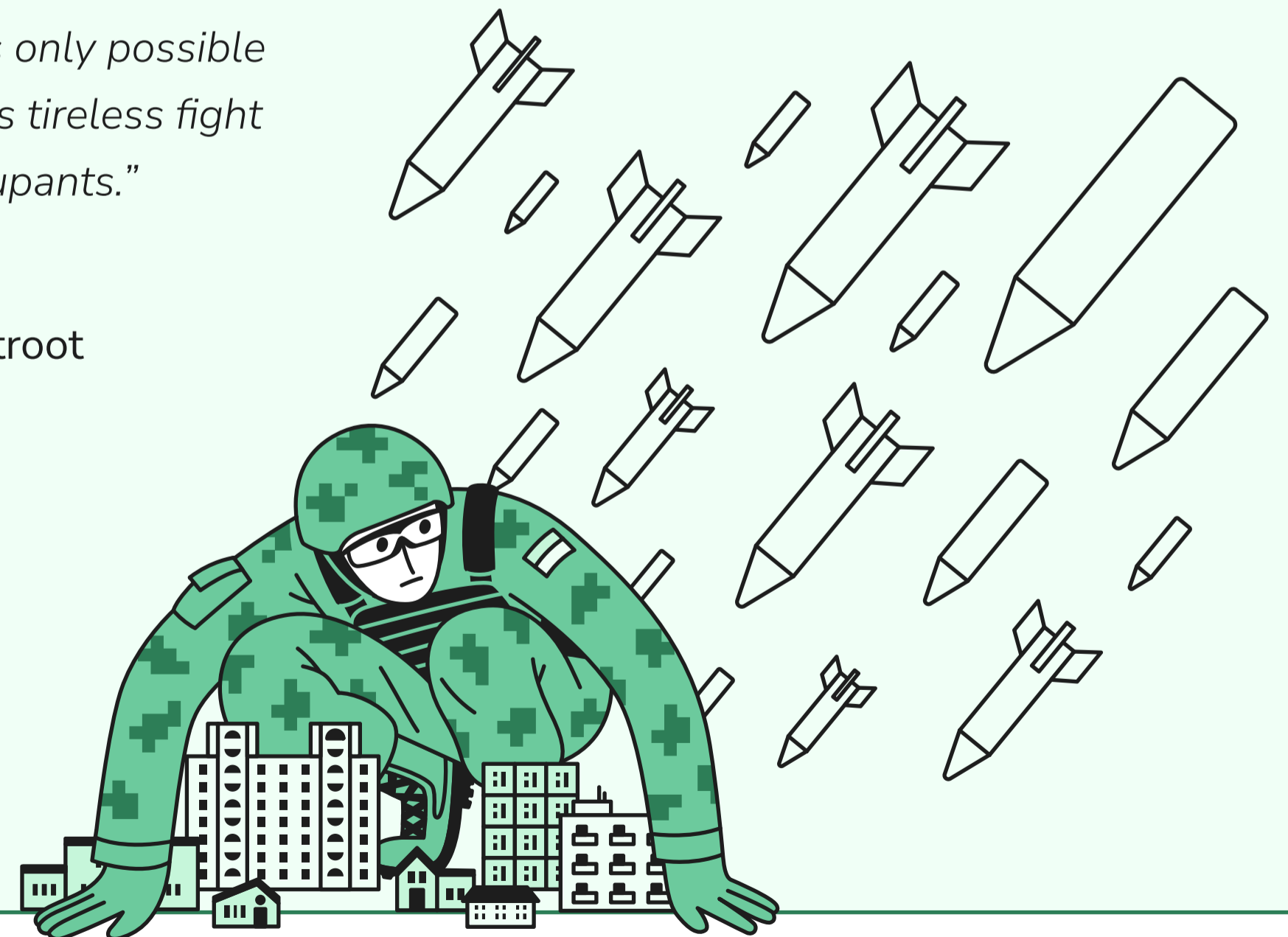
*Military support*

**57,000 USD**

donated by Beetroot as  
financial aid to the families  
of the mobilized Beets

*"We feel strong and set our sights on further achievements and sustainable growth in Ukraine. And this is only possible thanks to the Ukrainian army's tireless fight against Russia's ruthless occupants."*

Andreas Flodstrom,  
Co-Founder and CEO of Beetroot



## ● Refugee shelters & volunteering

On the first day of the full-scale war, we activated our contingency plan, with a priority task of helping our consultants and their families across Ukraine reach safe places. Beetroot spaces were transformed into shelters, four of which are still available in the standby mode.

The volunteer movement within the Beetroot ecosystem has gained momentum incredibly fast with many of our team members running different kinds of initiatives.

*Home of great teams,  
home for great people*

**300+**

people found shelter at Beetroot spaces in Kyiv, Poznan, Poltava, Lviv, Ivano-Frankivsk, Zhytomyr, and Kremenchuk

**4**

shelters are available in the standby mode

**∞**

proud of many of our Beets (most don't want the credits) volunteering since day one of the full-scale invasion



Serhey Mazur, an Android Developer at Beetroot, used to spend his weekends restoring an old boat. Now, every Saturday and Sunday, he jumps into his car to deliver food and supplies to refugee centers in his hometown, Kremenchuk.



Natalia Usachyk,  
Office Concept Manager  
at Beetroot

On Feb 24, was, without exaggeration, the most terrifying morning of my life. You did not realize how much time you had left to live. When we opened the news, we realized that there were terrible attacks all over Ukraine. No one knew how long the connection would be. So we decided to go to the office because it was the only basement we knew, and at the same time, we thought that if

the connection was lost, at least we would not be alone. That day was the beginning of the Poltava Shelter's existence. On the first night, about 35 people spent the night in our basement lounge. Every day this number increased, and we began to equip the floors for sleeping. For the first few days, I did not sleep at all, probably 3–5 days, we tried our best to help evacuate our consultants from the hot spots, the closest to Poltava was Kharkiv, where there was fierce shelling. Almost all of our Kharkiv-based consultants were evacuated, and many of them stayed in the Poltava shelter with their families, friends, and pets. All those who stayed in the Poltava shelter prepared delicious

dinners for those who came and evacuated. We organized basic needs for temporary stay, including showers, food, sleeping places, basic clothing, and baby food if they were traveling with children. Despite the fact that there were quite a few people in the Poltava shelter (according to our estimates, about 120 people in total), the shelter was organized very quickly, and everyone united. From the third day, we began to actively volunteer, organizing evacuations and settling people in. Everyone had their own role, and everyone felt responsible and important. I cannot recall this time without tears in my eyes, we were like one big family.



## ● Future-focused initiatives

We strongly believe that it's not too early to start working on restoring Ukrainian territories, communities, and ecosystems after the war's consequences. Therefore, some of the initiatives we cooperate with through the Aid for Ukraine fund and Beetroot Academy Tech Education Fund are dedicated to providing necessities and electricity to the deoccupied regions, reforestation of the damaged territories, and enabling children, refugees, and IDPs to access decent education.

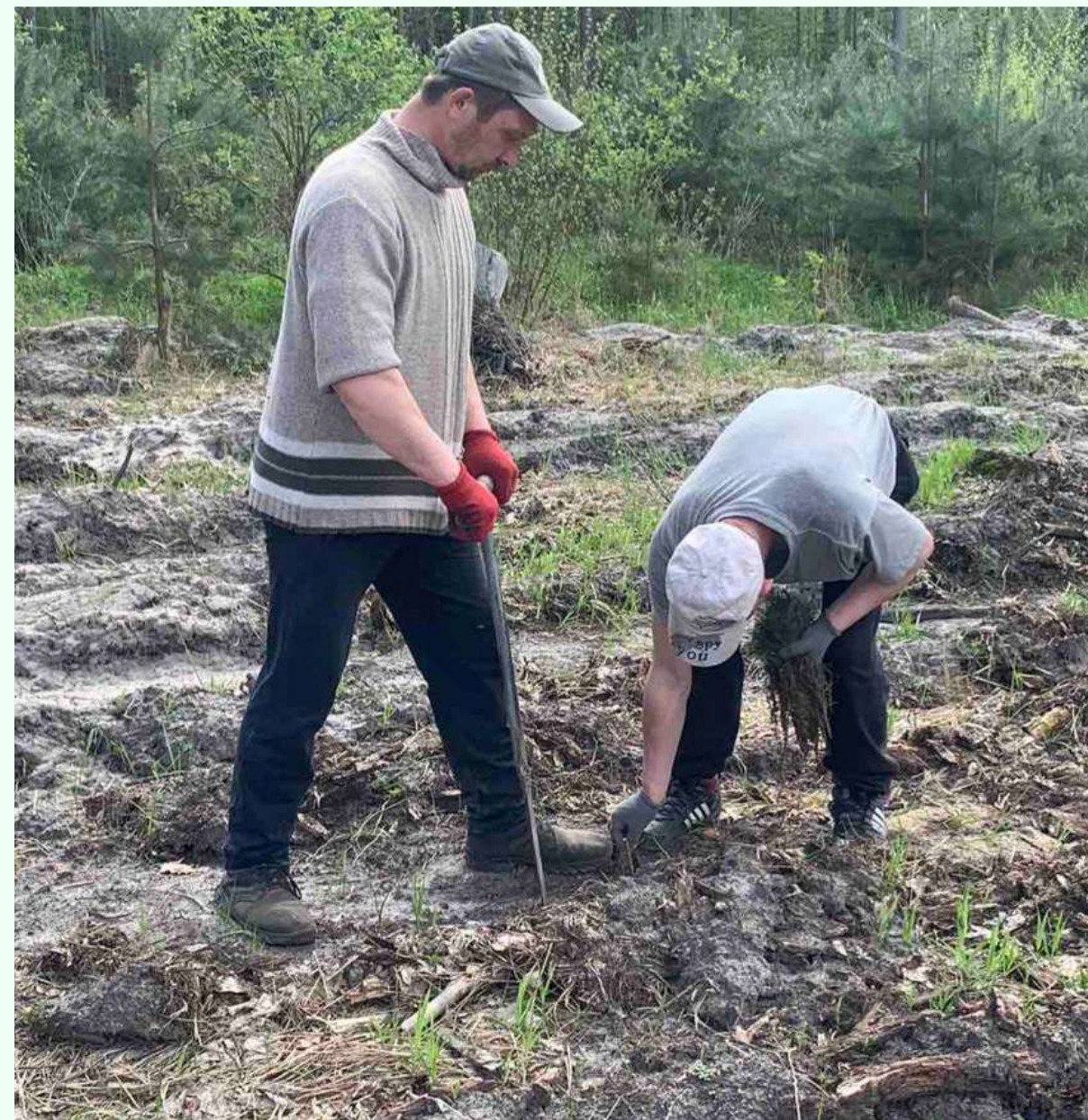
### *Restoring Ukraine*

# 10,000

trees planted in one of the deoccupied regions

# 800+

people got access to electricity and heating with Aid for Ukraine & RescueNow



## Contributing to inclusive and sustainable economic growth

By bringing a possibility for developers to work with international clients directly, Beetroot contributes to thriving local communities with no need for people to emigrate for better living. In particular, the opportunity is vital for Ukrainian tech specialists during the war, as 80% of IT professionals<sup>1</sup> (approx. 228,000 as of May 2022) has been staying in Ukraine since the beginning of the full-scale war. So to ensure the continuous operation — hence infusion to the economy on both individual and national levels — Beetroot provided its Ukrainian locations with power generators and Starlink systems.

With new R&D location in Bulgaria and Poland, we remain active contributors to developing tech hubs in midsize European cities aiming at decentralizing local tech industries and continual increase aiming at the continual increase of average salaries in the countries we're presented (approx. USD 498<sup>2</sup> in Ukraine, USD 1,073<sup>3</sup> in Bulgaria, USD 1,550<sup>4</sup> in Poland).

Beetroot Academy is a vigorous contributor to the economic development in Ukraine and Moldova (enabling more people to join the world's avant garde industries and thus, expanding the middle class) and indirectly (building up new competencies for digital economy, supporting entrepreneurship, generating new market niches within and beyond the tech industry).

### 2022 Impact Stats

Running a business in wartime is an immense challenge, as demonstrated by the declined numbers in direct job creation and slowed down revenue growth in 2022 compared to previous years. In the beginning of last year we faced numerous hardships at the same time, such as direct risk to the lives of our team members and damage to our infrastructure in Ukraine. However, thanks to the unity and commitment to our values, we've been able to adjust to the difficult conditions and as a result, increase the overall economic impact of the Beetroot ecosystem in 2022.

<sup>1</sup> According to the DOU.UA [research](#)

<sup>2</sup> According to the State Statistics Service, 2022

<sup>3</sup> According to [Eurostat](#)

<sup>4</sup> According to [Eurostat](#)

### Employee Net Promoter Score

We use the Net Promoter Score (NPS) and Employee Net Promoter Score (eNPS) system to measure how stakeholders feel about Beetroot.

#### Beetroot's NPS



#### Beetroot's eNPS



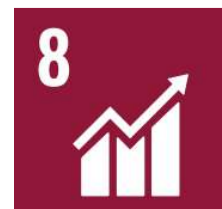
#### Beetroot Academy's NPS



#### Beetroot Academy's eNPS



An NPS/eNPS score can range anywhere from -100 to 100. However, any score above zero is considered acceptable. While it can vary by industry and geographical area, a score within the bracket of 10 to 30 is generally regarded as good, and a score of 50 is excellent. Believing in transparency and honesty, our numbers, as provided, are unfiltered.



	2020	2021	2022
Share of the Beetroot Academy students based outside major tech hubs	<b>59%</b>	<b>66%</b>	<b>54%</b>
YoY Revenue growth	<b>40%</b>	<b>39%</b>	<b>21%</b>
Total economic impact reached	<b>\$24 mln</b>	<b>\$47 mln</b>	<b>\$56,7<sup>5</sup> mln</b>
Direct financial impact created by Beetroot Academy	<b>\$9.8 mln</b>	<b>\$14<sup>6</sup> mln</b>	<b>\$17 mln</b>
Direct jobs created	<b>500</b>	<b>590</b>	<b>513</b>
Total number of jobs created by the Beetroot ecosystem, directly and indirectly, reached approximately	<b>~4,300-4,900</b>		<b>4,500</b>

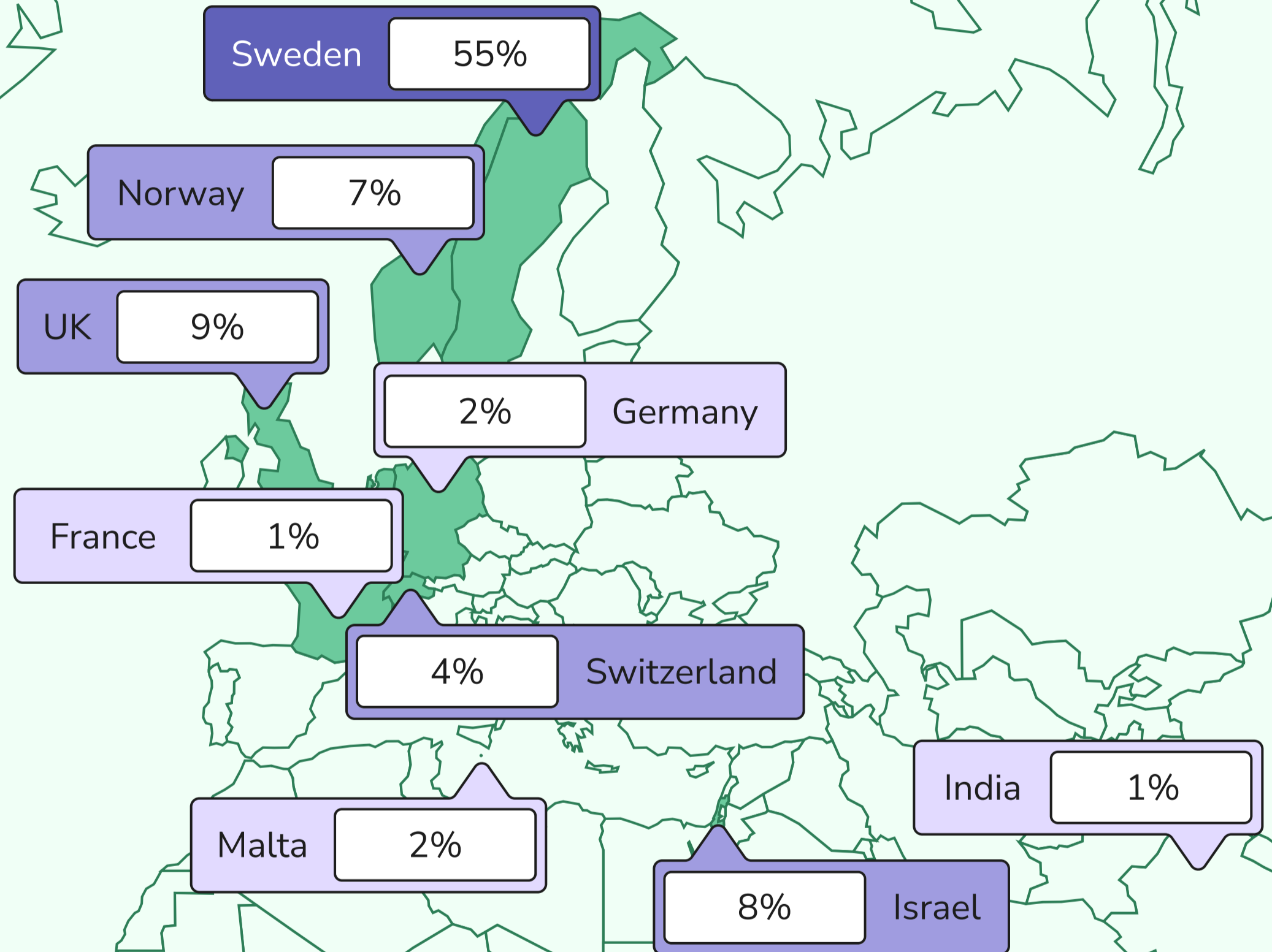
<sup>5</sup> Includes direct impact (calculated as Gross Value Added by Beetroot + Direct Financial Impact by Beetroot Academy) and indirect impact created in adjacent industries (calculated as Total number of jobs within the Beetroot Ecosystem in 3 geo markets (Ukraine, Bulgaria, Poland, Sweden) X 4 (average number of jobs created in other industries by one tech job) X Aggregate average yearly salary in 4 geo markets (Ukraine, Bulgaria, Poland, Sweden)).

<sup>6</sup> Calculated by multiplying the average entry-level tech specialist income (\$575/mo according to the [DOU.UA report](#)) by the total number of employed 2021 graduates (2,772.)

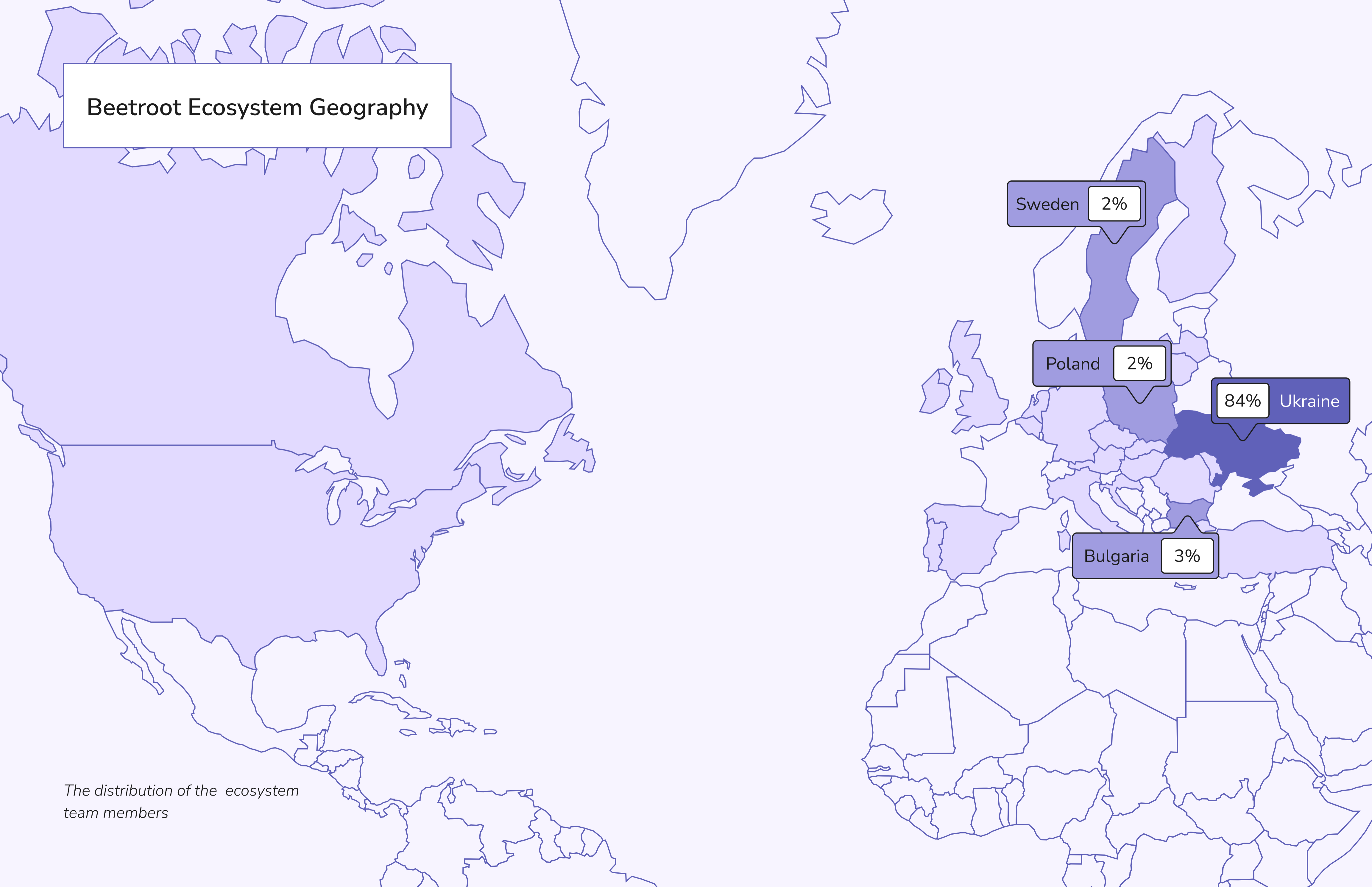
## Beetroot Tech Market Geography

In 2022, Beetroot's client network reached 212 companies from 27 countries. We're proud to work with companies sharing our vision for long-term success and doing constructive things for the world.

6% USA



# Beetroot Ecosystem Geography



*The distribution of the ecosystem team members*



## Supporting Good Health & Well-Being

A sustainable mindset is a core element of our operation. Therefore, Beetroot is dedicated to creating a healthy work environment where every team member can bring their whole self to work, plan and take responsibility for their time and goals, and ensure a positive impact advancement.

We maintain this kind of workplace culture through flexible working hours, a self-management structure, longtime remote work acceptance, social benefits, and continuous efforts to promote wellness. The steps to strengthen the sustainability of the Beetroot teams are reflected in the company's strategy.

\* This decrease is a result of our insurance programs' inefficiency during much of 2022. In response, we made a conscious decision to redirect those funds towards more direct support of Beets, which included providing equipment for shelters, offering ad-hoc individual support, and prioritizing the assistance to our mobilized Beets.

2022 Impact Stats	2020	2021	2022*
The total insurance payout	<b>\$155,000</b>	<b>\$197,000</b>	<b>\$25,000</b>
The total well-being allowance payout	<b>\$130,000</b>	<b>\$160,000</b>	<b>\$128,000</b>
In addition to regular online yoga and meditation classes, we provided individual mental health support sessions on an ongoing basis with Beetroot's People Partner Vova Vovk as a dedicated psychology consultant. Besides, we organized 4 events dedicated to mental health with a total of 100+ attendees	<b>4 events</b>		
	<b>100+ attendees</b>		
<a href="#">Emergency aid kits</a> are available at each Beetroot space in Ukraine	<b>emergency aid kits</b>		
Each Beetroot co-working space is equipped with first aid kits marked with special signs and QR codes with a list of medicines and aid supplies and their purpose	<b>first aid kits</b>		
Beetroot Academy adopted a policy of unlimited day offs and sick leaves providing for better flexibility and mental health state during the turbulent times	<b>unlimited day offs and sick leaves</b>		



In 2022, Beetroot contributed to several health awareness charitable projects across Ukraine.



Our team supplied an orphanage in Zinkiv, Poltava region with classroom furniture.



First medical aid workshop at the Beetroot space in Kremenchuk

## Promoting high-quality education and learning opportunities in the tech industry

With societal impact laid in the foundation of Beetroot Academy's strategy and EdTech being one of the key target markets for Beetroot Tech, we're well on track with our mission to contribute to education development and learning opportunities.

The ecosystem-wide efforts in this direction include providing educational scholarships for the representatives of vulnerable social groups, ensuring educational bonuses, and accessible leadership training for coordination team members.

For Beetroot Academy, making high-quality tech skills available, affordable, and inclusive for everyone and everywhere is a core ambition. This includes active work to provide education to communities in developing countries, ensuring affordability, and designing courses to be inclusive, particularly for women and underrepresented groups in the global tech industry.

By now, our accumulated sustainability efforts in the field of education have translated to the following results.

2022 Impact Stats	2020	2021	2022
Total number of the Beetroot Academy graduates	<b>1,669</b>	<b>2,772</b>	<b>3,503</b>
Share of the Beetroot Academy graduates in Ukraine's new tech talent		<b>4%*</b>	<b>5%</b>
Number of team members who completed the Tuff Leadership Training programs in coaching leadership and feedback culture		<b>43</b>	<b>23</b>

\*Based on the graduate employment rate and the latest Ukrainian tech talent pool stats on [DOU.UA](https://dou.ua).

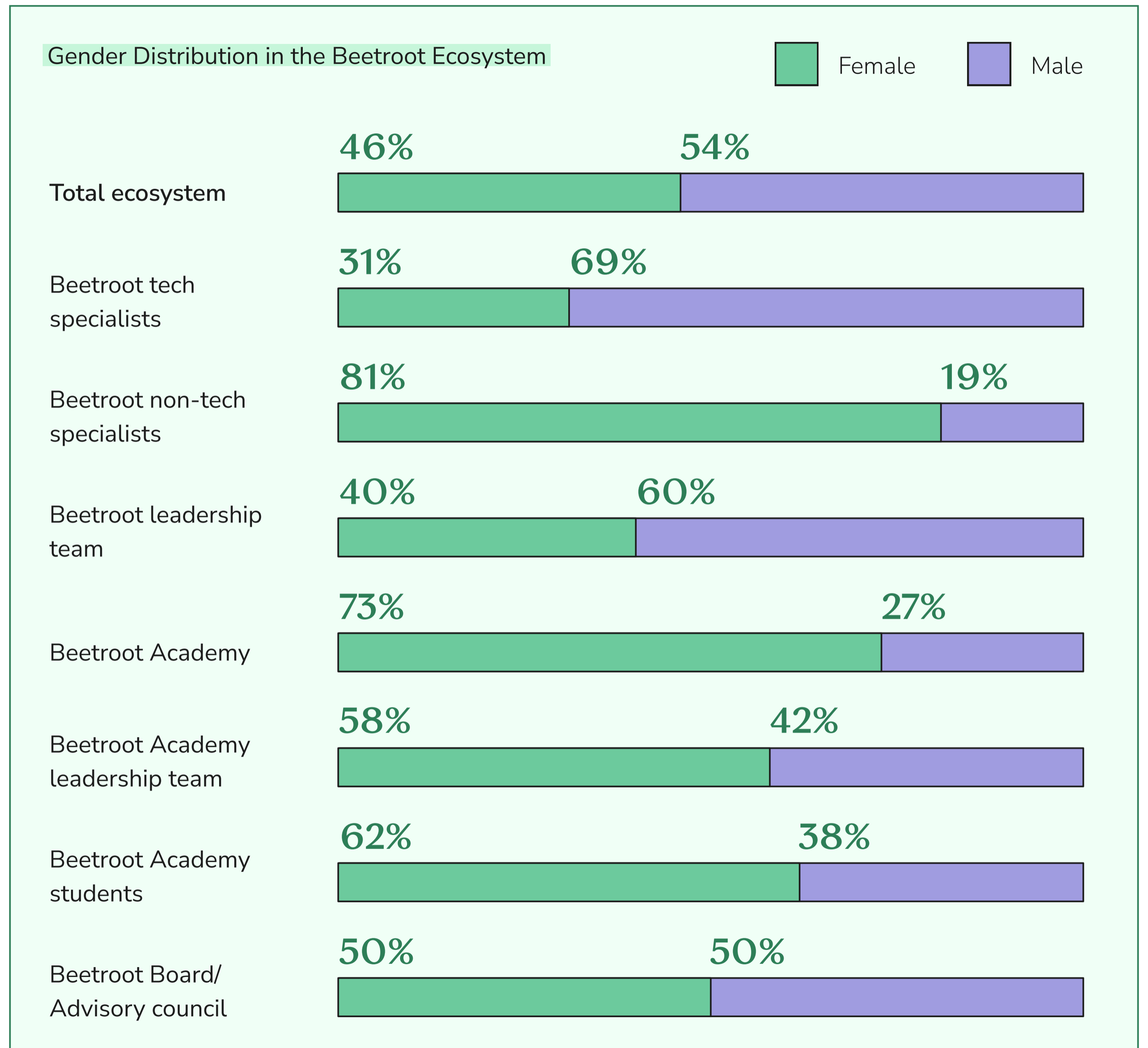
Share of Beetroot Academy students who successfully graduated	<b>87.5%</b>
Share of Beetroot Academy graduates successfully employed in Tech	<b>70%</b>
Number of the online events dedicated to tech topics, mental health awareness, accessibility and inclusivity, and L&D hosted by the Beetroot ecosystem in 2022.	<b>40 online events</b>

## Helping improve gender equality and reduce inequalities in the tech industry

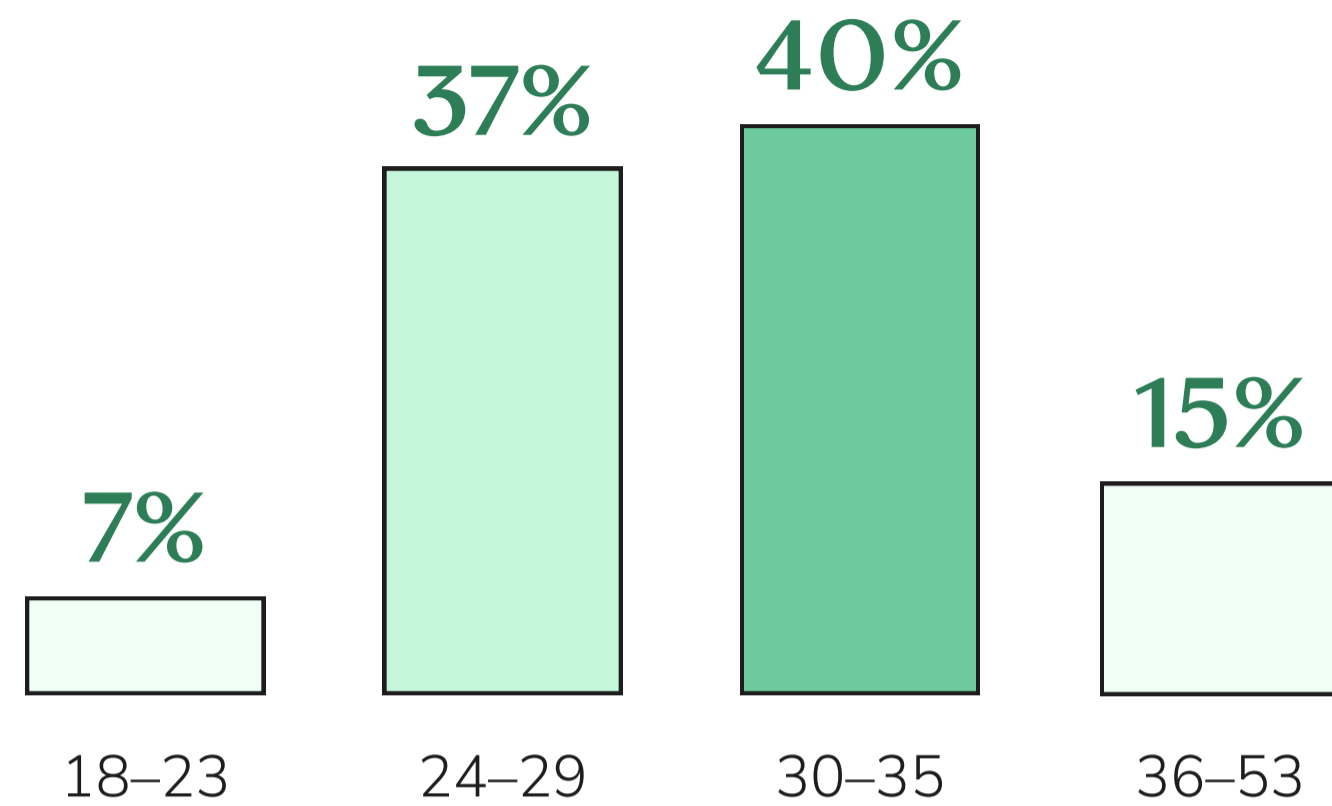
Our value code sets out our commitment to providing diversity in a broad sense and gender equality in particular. Beetroot's non-hierarchical organization creates opportunities for professional growth, open communication at all levels, and culture building.

Among our additional ways to deliver equal opportunity are flexible working hours, ongoing efforts to close the overall gender pay gap in Ukraine through the "equal pay for equal work" approach, promotion of gender equality in the high-paying tech industry, and a wide range of gender equality awareness-building initiatives.

Improving diversity and inclusion is our strategic direction for the coming years.



Age demographics in the Beetroot ecosystem



Share of women among tech specialists at Beetroot



Share of women among the Beetroot Academy graduates



Women make up 60% of Beetroot’s team coordinators	<b>60%</b>
40% of the company board are women	<b>40%</b>
In partnership with a number of organizations, including UNFPA, ACTED, PACT, VIBE, IT Generation, and loca Arma Nostra, Beetroot Academy provided over 800 scholarships for people from the vulnerable groups of society to help them launch careers in IT	<b>800 scholarships</b>
Beetroot organized 4 online awareness events dedicated to gender equality challenges in wartime, neurodiversity, principles of inclusiveness, and coding for accessibility	<b>4 online awareness events</b>
All Beetroot recruiters completed training on a non-biased recruitment process	<b>training on a non-biased recruitment process</b>
The Beetroot HR team developed <a href="#">Code of Conduct</a> to establish and communicate clear expectations of behavior and ethics to ensure a safe, respectful, and inclusive workplace for all Beetroot team members	<b>Code of Conduct</b>

## Supporting climate action and responsible consumption

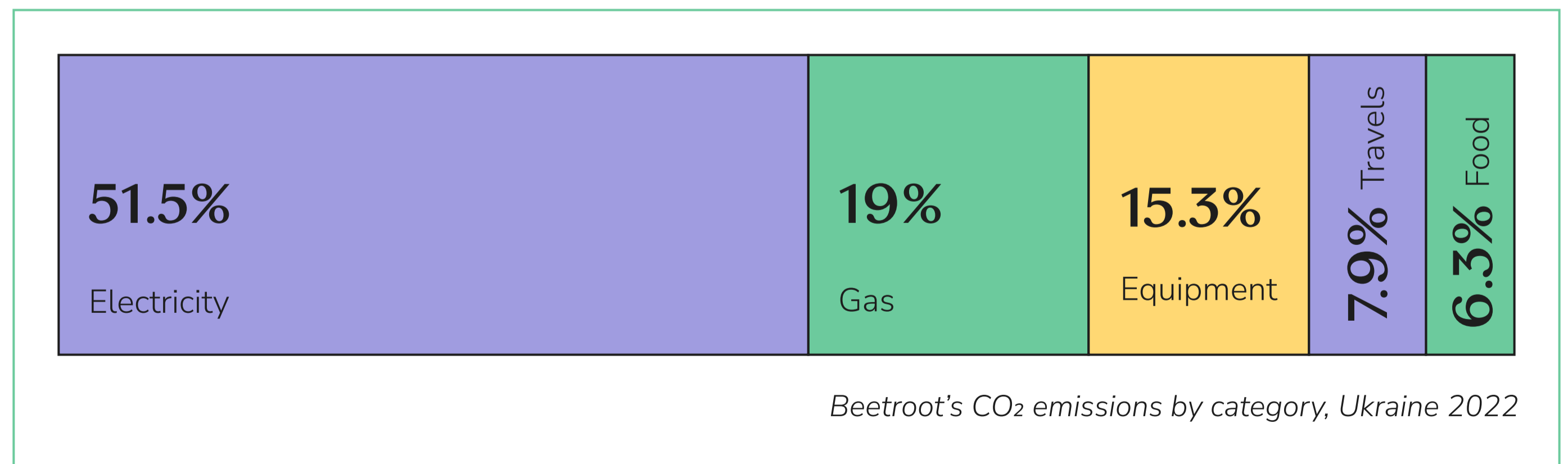
One can hardly argue that digital technologies have the incomparable potential to lead the global progress toward the UN SDGs. Beetroot includes the climate change agenda in operation by maintaining a CO<sub>2</sub>-neutral status with continuous efforts to reduce our carbon footprint and compensate for emissions we cannot avoid.

In addition, we focus on the Green Tech sector as one of our primary target industries and contribute to building awareness for environmental issues across our ecosystem locations and globally.

2020	2021	2022
<b>401 t CO<sub>2</sub></b>	<b>435 t CO<sub>2</sub></b>	<b>415 t CO<sub>2</sub></b>
<b>1.02 t/person</b>	<b>0.93 t/person</b>	<b>0.81 t/person</b>

The equivalent of 415 tons of carbon emissions has been invested in planting ~3,000 trees in Ukraine. The reforestation project is conducted by the government-supported agency Zelena Krayina (Green Country).

*While we consider offsetting an essential tool for any climate-conscious business, we're committed to complementing it with ongoing emission reduction efforts. As a result, we managed to decrease the '22 per-person emissions by nearly 14%.*



Beetroot's CO<sub>2</sub> emissions by category, Ukraine 2022

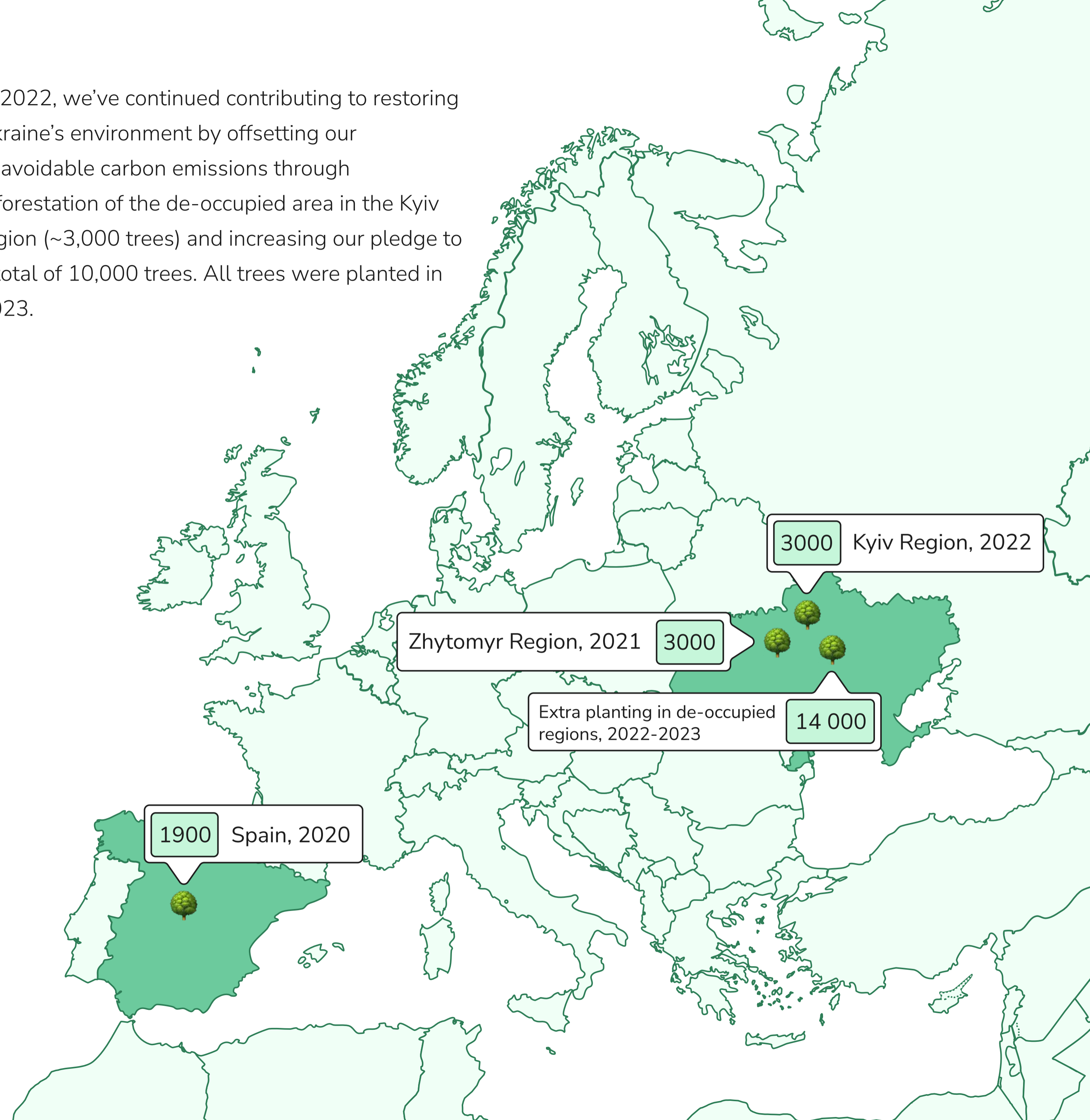
## ● Beetroot's Reforestation Map, 2020-2022

In 2020, Beetroot started its offsetting program which translated into about 1,900 trees planted and 1.69 hectares of restored land in the Espinosa region of Castillo y León, Spain. With over 10 million hectares of land degraded due to climate change, urban migration, aging rural demography and damaging wildfires, this area is one of the fastest-growing deserts in Europe.

Our 2021 carbon emissions were initially offset through planting 3,000 trees in Ukraine. The reforestation project was conducted by the government-supported agency Zelena Krayina (Green Country).

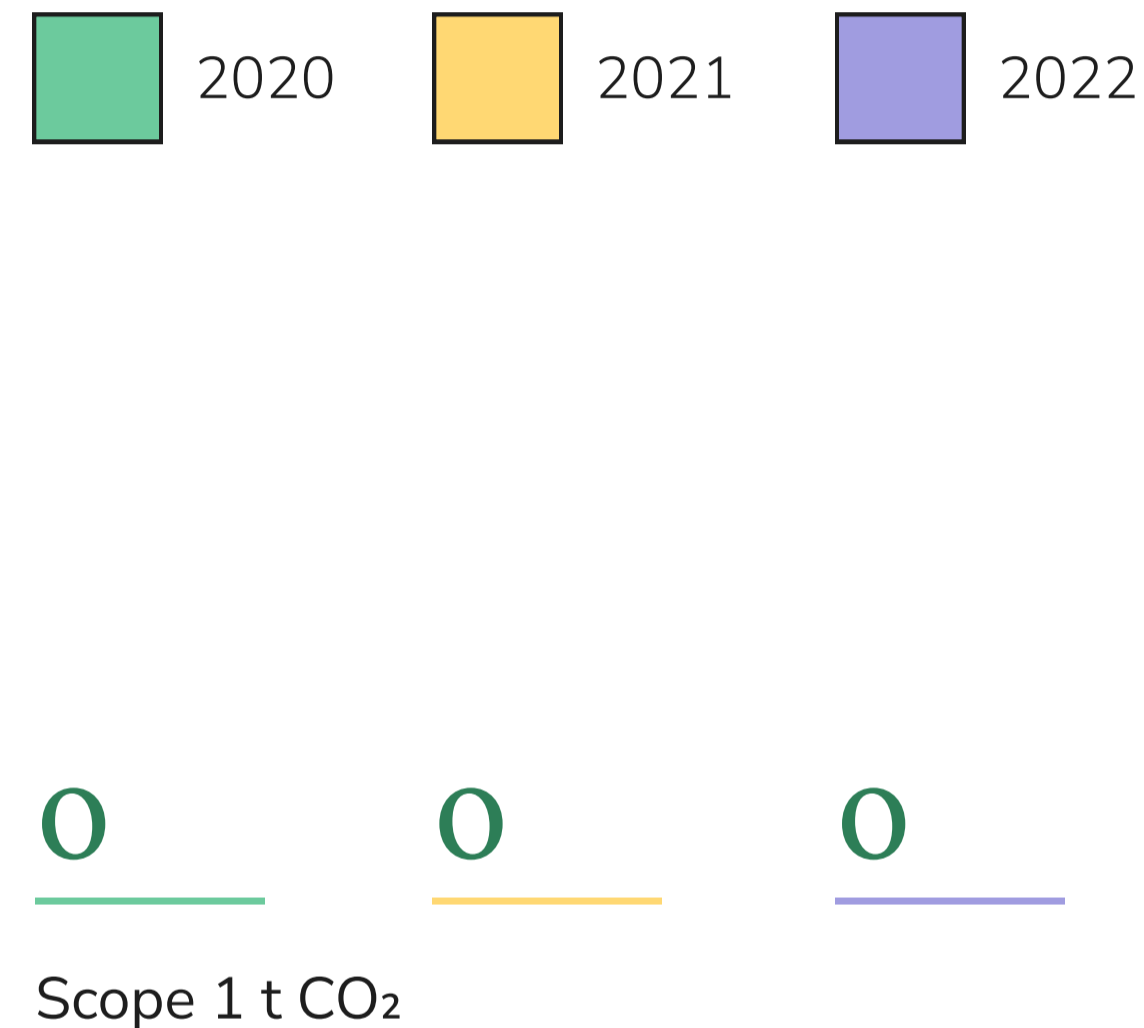
However, after Russia started a full-scale war, we added 7,000 trees to our pledge to be planted in the de-occupied areas of the Zhytomyr region. It reflects our determination to facilitate rebuilding Ukraine and immediately act on the critical environmental issues in the country caused by the ruthless Russian invasion.

In 2022, we've continued contributing to restoring Ukraine's environment by offsetting our unavoidable carbon emissions through reforestation of the de-occupied area in the Kyiv region (~3,000 trees) and increasing our pledge to a total of 10,000 trees. All trees were planted in 2023.



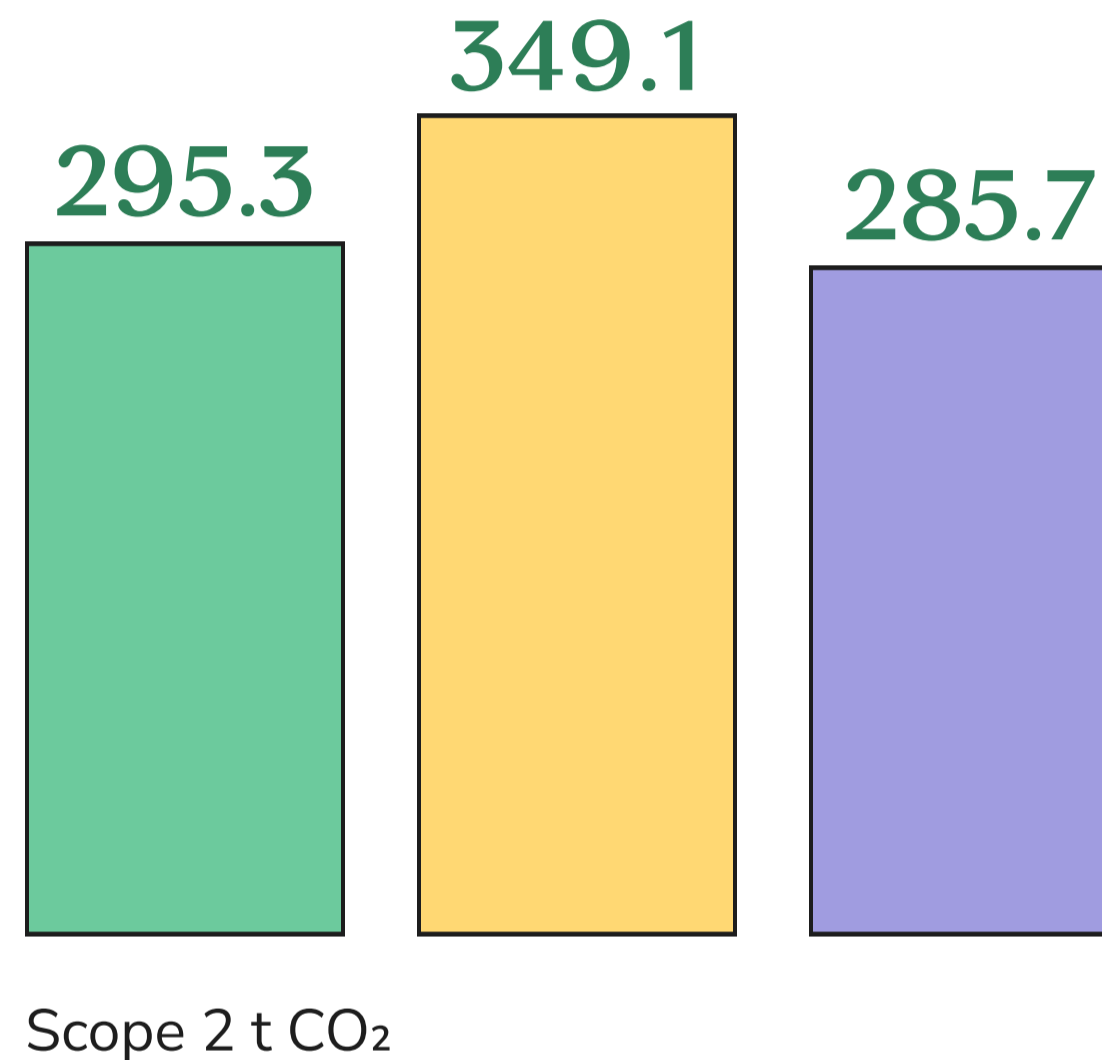
## Scope 1

company facilities,  
company vehicles



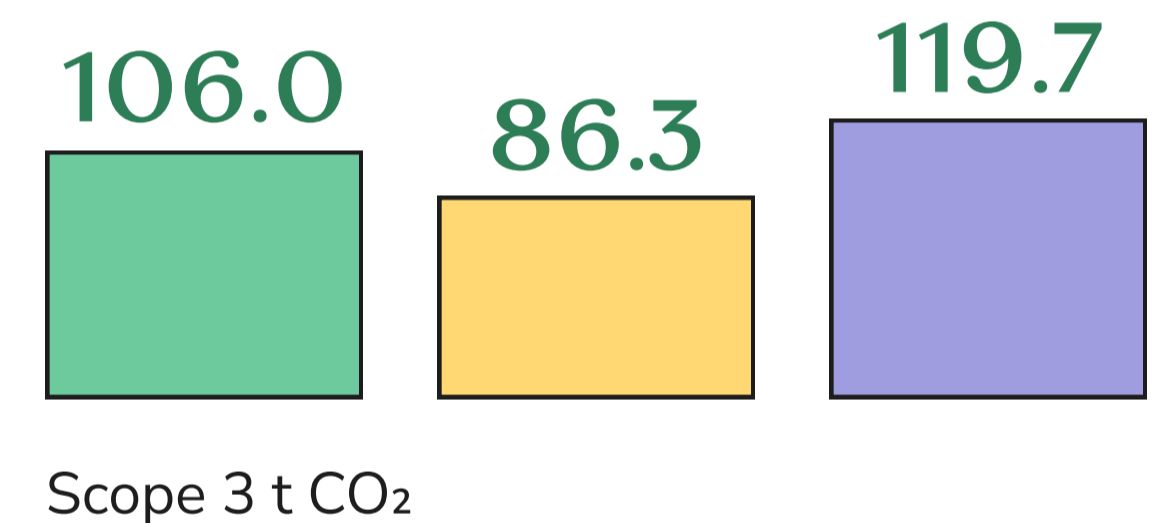
## Scope 2

purchased electricity, steam,  
heating & cooling for own use



## Scope 3

purchase goods and services,  
transportation, business travel



### We support local businesses:



of all furniture within Beetroot  
offices is produced in the countries  
they are used in

In 2022, we significantly revised our office space usage for better efficiency. The relocation of several co-working spaces was complemented with diligent inventory audit, massive furniture donations to charity projects and local institutions in need, and internal “garage sale” to give the items a second life. In addition, we established relevant internal guidelines for organizing events at the Beetroot spaces, purchasing supplies, furniture, and merchandise.



## Participating in the global partnership for Sustainable Development Goals

We firmly believe that a united effort is a priori more effective than an isolated action. Hence, we choose to collaborate with individuals, organizations, and businesses that align with our values and share our commitment to positive impact.

One of our ambitious goals in this area is making companies from social impact-oriented industries (including but not limited to GreenTech, HealthTech, and EdTech) constitute at least 80% of our client base. The diverse range of impact areas our clients create and the current share of Beetroot Tech's annual revenue generated by these industries in 2022 are shown on the right.

### HealthTech — 16.07% of Revenue

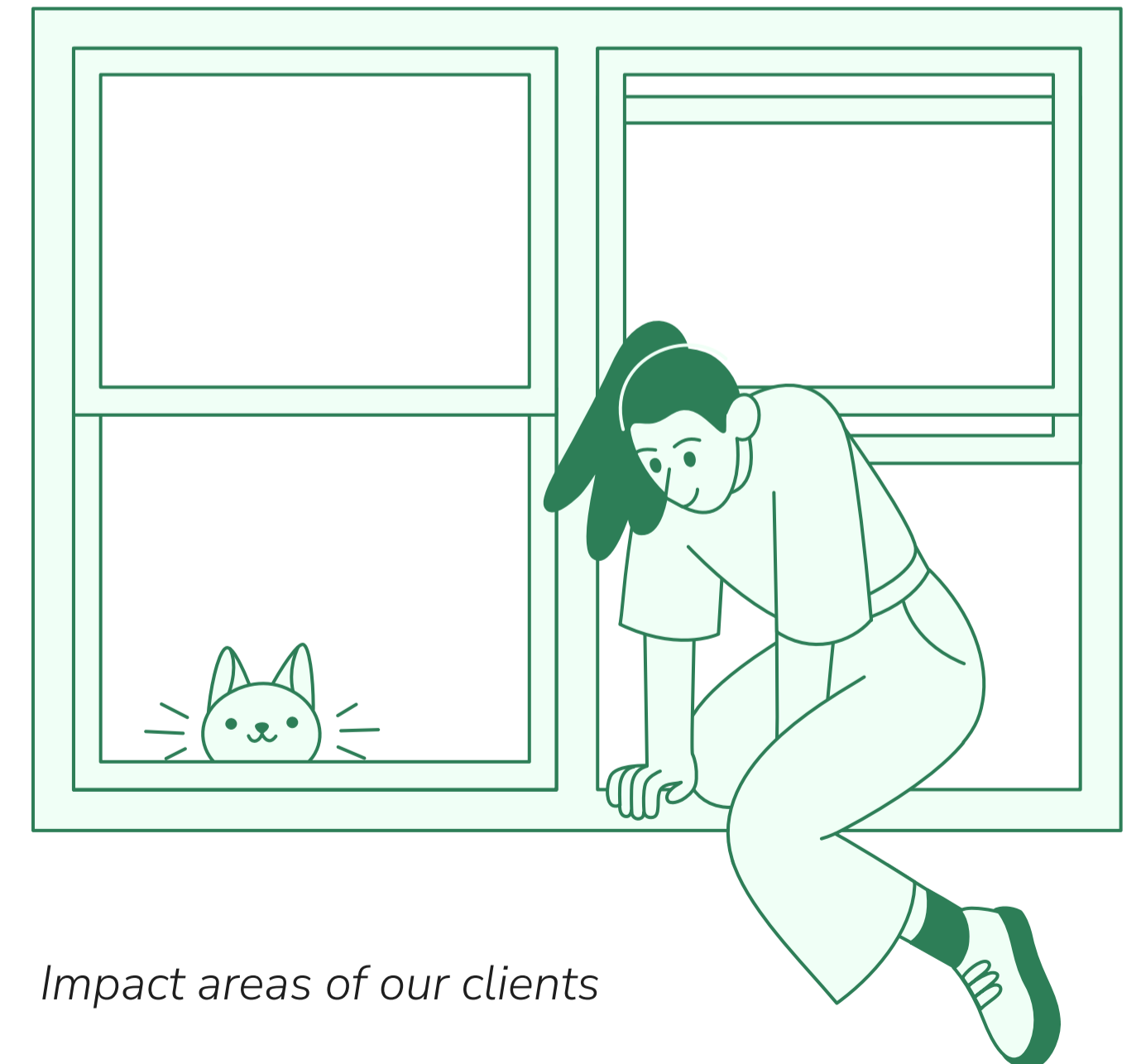
- health data analysis
- genomics diagnostics
- cell morphology analysis
- telehealth monitoring
- digital transformation in healthcare
- healthcare matching digital platform for women
- AI-based cancer diagnosis, prediction and stratification

### GreenTech — 6.76% of Revenue

- Clean energy
- Air purifying solutions
- Smart sensors for energy efficiency

### EdTech — 6.76% of Revenue

- Digital platform for schools
- Online assessment
- E-learning platform
- Digital skills training



*Impact areas of our clients*

## Partnerships for Sustainability

Below you can find some of the organizations we actively collaborated with during 2022



### Global Compact Network Ukraine

The official local platform of the United Nations Global Compact facilitates dialogue between the private sector, investors, civil society organizations, and the government. The organization cooperates with many local and global organizations, including GIZ, USAID, UNICEF, the Ministry of Digital Transformation of Ukraine, and the UN Resident Coordinator Office, to name a few



### Beetroot Academy Hiring Network

Students can take advantage of Beetroot Academy's extensive network of more than 200 partner companies to build new connections and find a job in IT/tech



### IT Ukraine Association

The most prominent professional league of Ukrainian service and product companies. The mission of the Association is to provide favorable conditions for the sustainable development of information technology in the country



### Kharkiv IT Cluster

A nonprofit public organization developing the environment for the technological business of the Kharkiv region and uniting the community of leading IT companies, educational institutions, and local authorities



### Uniq

A solid, innovative, and reliable insurance company operating in the Ukrainian market for more than 23 years



### Psikultura (Psyculture)

A psychological agency that helps develop a culture of mental health and well-being in organizations



### Divchata STEM (Girls STEM)

A community initiated by CSR Ukraine to bring together female tech specialists and women interested in STEM to connect and share knowledge



### CSR Ukraine

A local branch of CSR Europe has been promoting corporate social responsibility and sustainability in Ukraine for over ten years



**Зелена Країна**

### Zelena Krayina (Green Country)

A reforestation Program of the President of Ukraine aiming to plant 1,000,000,000 trees in 3 years



### RE:laboratory

An educational eco-oriented center and a waste sorting station on the premises of the PROMPRYLAD.RENOVATION tech hub in Ivano-Frankivsk, Ukraine



### Promprylad

Based on the territory of an old factory, Promprylad works on the intersection of four main directions of regional development: new economy, urbanism, modern art, and education

**ЛАСКА**

### Laska

A Kyiv-based social project and a charity store selling donated clothes and using the profit to support charitable initiatives



### Ukrainian Coworking Association

The organization is committed to uniting all coworking centers and flex office spaces in Ukraine and fostering the industry's growth



### Hurma

A product partner, BA implements product into a course



### SortStation Odesa

An organization providing waste sorting services in Odesa



### Ivano-Frankivsk IT Cluster

A nonprofit organization committed to boosting the local IT sector and promoting the synergy of education, science, and business



### CleverStaff

A product partner (BA implements product into a course), alumni using special discount on products



## Pact Ukraine

Provides support for the "Introduction to IT" program aimed at empowering rural and marginalized women in communities across the Kyiv, Poltava, Lviv, and Kharkiv regions. In the year 2022-2023, over 300 women were educated in the introductory IT course, while 65 women received training in professional courses.



## UNFPA

Facilitates and delivers IT training programs, including both basic and advanced courses, with the objective of enhancing the economic security of women who have experienced gender-based violence. In the year 2023, over 200 scholarships were awarded to students participating in these training programs.



## Reconomy

In collaboration with the RECONOMY program and Sweden, Beetroot Academy initiated a scholarship program specifically tailored for 31 Ukrainian refugees impacted by the war. The program commenced in November 2022 and offered the participants a choice between two specializations: Front-end development and UI/UX design.



## ACTED

Is engaged in the organization and implementation of IT training programs, specifically designed to enhance the economic security of vulnerable populations residing in the Donbas region under the control of Ukraine. In total, 51 scholarships have been awarded to internally displaced persons (IDPs) and individuals affected by the war, enabling them to participate in these training initiatives.



Ministry  
of Digital Transformation  
of Ukraine

## Ministry of Digital Transformation of Ukraine

Oversees the IT Generation project, which is dedicated to providing tech skills training to individuals in Ukraine who have no prior experience in the field. The project aims to empower talented Ukrainians by helping them acquire new professions, addressing the shortage of skilled personnel in the country's IT industry, and fostering the growth of the Ukrainian economy. As part of this initiative, Beetroot Academy has been selected as one of the 23 participating schools. To date, 80 alumni have successfully completed the program.

## Concluding remarks

In the face of unprecedented challenges in 2022, Beetroot emerged stronger as an organization and as a team, thanks to our resilience and commitment. Our unwavering support for Ukraine has been the driving force behind our growth, and we are proud of what we have achieved together.

As we build on our experience of resilience-oriented operations, we are determined to increase our global impact as a tech ecosystem and remain focused on our chosen SDGs. We invite you to join us in making a positive difference in the world by harnessing the power of technology for good. Visit our website for more information on how you can collaborate with us and [create meaningful change together](#).



## Thank you for reading our sustainability report to the end :)

For any questions, comments, or suggestions regarding this report, please reach out to us at [marketing@beetroot.se](mailto:marketing@beetroot.se)

We want to thank our team members who prepared this report:

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We'd also like to thank our fellow Beets from various units of the Beetroot ecosystem for sourcing information for this report and active support in putting it together.

Let's keep cooking great Borshch together!

[beetroot.co](https://beetroot.co)

