Creating a better world, beet by beet

2023 Sustainability report
Adapting & Overcoming

beetroot

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FOREWORD FROM FOUNDERS

This year has been a journey of resilience, adaptation, and learning. Our path was not without its challenges, but it was through these that we found new strengths and opportunities.

Despite the ongoing Russian war against Ukraine (and the free world), where Beetroot has the longest presence, our ambitions to grow remained high, particularly with our aspirations in the United States. However, the market conditions were not as favorable as we had hoped. Along with a challenging global economic landscape marked by stagnation in growth, it led us to reevaluate and adapt our strategies.

Therefore, we focused on enhancing our processes and adapting our policies. Our approach to managing overhead costs became more strategic, optimizing our development center setups and reducing external service expenses.

It was a year that required tough decisions. We had to recalibrate our team structure and enforce stricter policies on client payment terms and invoicing.

Despite these challenges, we achieved notable successes. The Beetroot ecosystem has extended to three new locations with a development center in Vietnam and Beetroot's Academy presence in Romania and Moldova.

In line with the global trend towards AI, we've made impressive progress with over 20 AI projects, spanning tech R&D and Beetroot Academy training programs.

Our efforts earned us the prestigious EY Entrepreneur of the Year award, a testament to our team's hard work and innovation.

In Ukraine, our resilience has been more vital than ever. Backed by the support of over 800 donors, Beetroot's relief fund "Aid for Ukraine," has helped more than 14,000 individuals across 90+ humanitarian and rebuilding projects. Besides, with education remaining a cornerstone of our impact, Beetroot Academy provided nearly 700 scholarships to students from vulnerable communities, thereby fueling both individual empowerment and broader community development.

Our efforts were also recognized with the Partnership for Sustainability Award from UN Global Compact Ukraine, affirming our commitment to making a positive impact on the planet.

Heading into 2024, we're under no illusions – it's shaping up to be another challenging year. Still, we're looking at it with a healthy mix of realism and positivity. We've learned a lot during the past year, adapted where necessary, and grown stronger together.

So we confidently continue our journey keeping our core values close and our goals clear.

Thank you for being a part of this journey. Together, we keep building a sustainable, resilient, and impactful future.
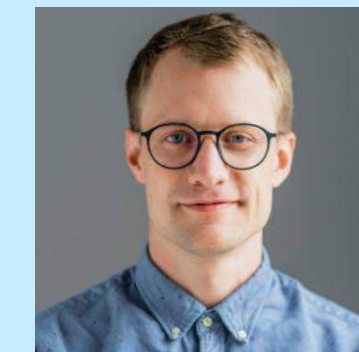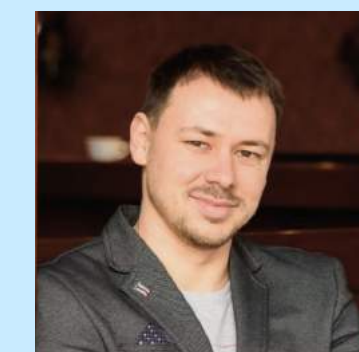
Andreas Flodström
Co-Founder and CEO
of Beetroot
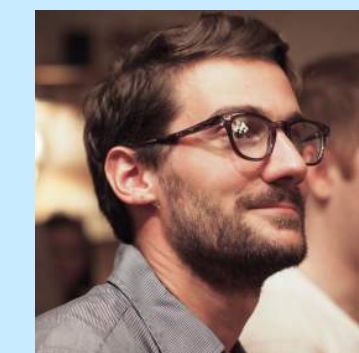
Gustav Henman
Co-Founder of Beetroot

Rana Ersgård
Deputy CEO of Beetroot

Dmytro Olaresko
CEO of Beetroot Academy

Many companies are bending over in their efforts to justify their commitment to the UN Sustainable Development Goals, but what companies have actually put their strategies to the litmus test? I'd say Beetroot is one of the very few.

Amidst the second year of Russia's full-scale war against Ukraine, home to a significant part of the team, this great "bunch of beets" have not only kept their productivity stable but continuously delivered on their promise to the customers, team members and our planet.
I'd like to highlight a couple of achievements that really make 2023 stand out. First, the team stayed so true to the sustainability commitment that they performed a double materiality assessment with the utmost diligence and readily addressed the gaps, often under conditions of air raids and shelling.

Beetroot kept innovating and staying relevant in the market, transforming quickly to supply sought-after competencies and redesigning Beetroot Academy curricula to satisfy the talent market demand for AI skills.

The Beetroot ecosystem created new jobs in a labor market in turmoil — through direct and indirect job provision in the IT sector and tech educational scholarships for displaced people and veterans who had lost livelihoods and homes.

As we know, every job counts in times of crisis, not only for the individual but also to keep the state welfare system running on its tax base.

Additionally, the Beetroot team sustained and increased the share of female employees in tech jobs and in leadership, as well as increased the share of female graduates from Beetroot Academy programs, reaching levels that tech companies in peaceful and stable countries consider "totally impossible."

Last but not least, Beetroot expanded to new countries and markets, organically and self-financed.

I strongly encourage everyone to read this sustainability report in its full and to find the achievements that stand out for you.
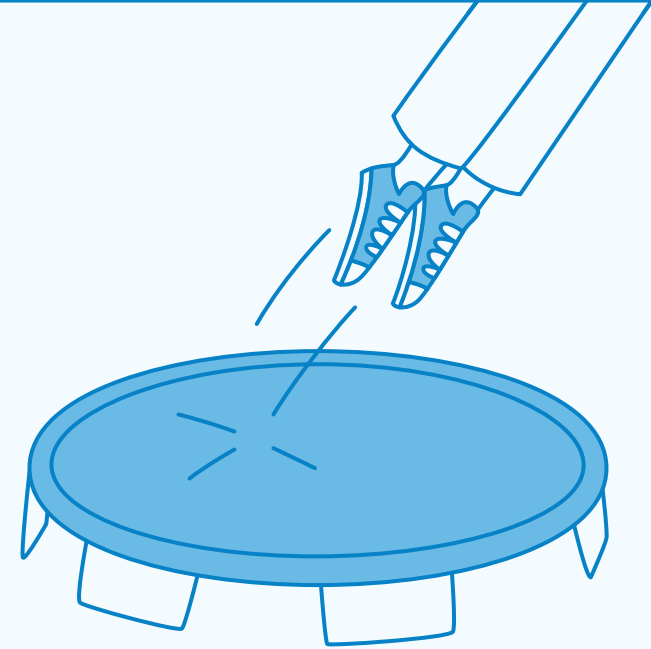
I am sure that you will join me in my conviction that the Beetroot ecosystem is a proven sustainable provider, now and in the future. If you are looking for real impact, that is, not yet another PowerPoint on a sustainability managers desktop.

Clara Bodin
Chairperson Beetroot

2023 IMPACT: FEATURED NUMBERS

580+ Beetroot Academy scholarships granted to Ukrainians from vulnerable communities	**850+** donors to Beetroot Aid for Ukraine Fund	**150+** initiatives supported by Beetroot Aid for Ukraine Fund	**14000+** people received help through Beetroot Aid for Ukraine Fund
$35 million total economic impact reached	**3,447** total number of jobs created by the Beetroot ecosystem, directly and indirectly	**5%** of newcomers in Ukrainian Tech were educated by Beetroot Academy	
	40% of the Beetroot team leaders are female consultants	**34%** of Beetroot's tech specialists are women	**49%** of the Beetroot ecosystem team are women

The Aid for Ukraine fund stats are accumulative for 2022-2023

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 2023, Beetroot hit a new milestone on the journey to becoming a global tech ecosystem by expanding its presence to Romania, Moldova, and Vietnam.

Aid for Ukraine

In partnership with Ioca Arma Nostra, Beetroot established the Aid for Ukraine relief fund to help people affected by Russia's terrorist war. Thanks to our network in Ukraine and a straight-to-the-point, minimum admin and vetting process, we direct donations to grassroots aid projects, prioritizing those that support vulnerable families and children. We aim to have as high an impact as possible per donated cent.

Beetroot Tech

Being the first cell of the Beetroot ecosystem, Beetroot Tech builds dedicated teams and software solutions that create an impact – for businesses and the world.
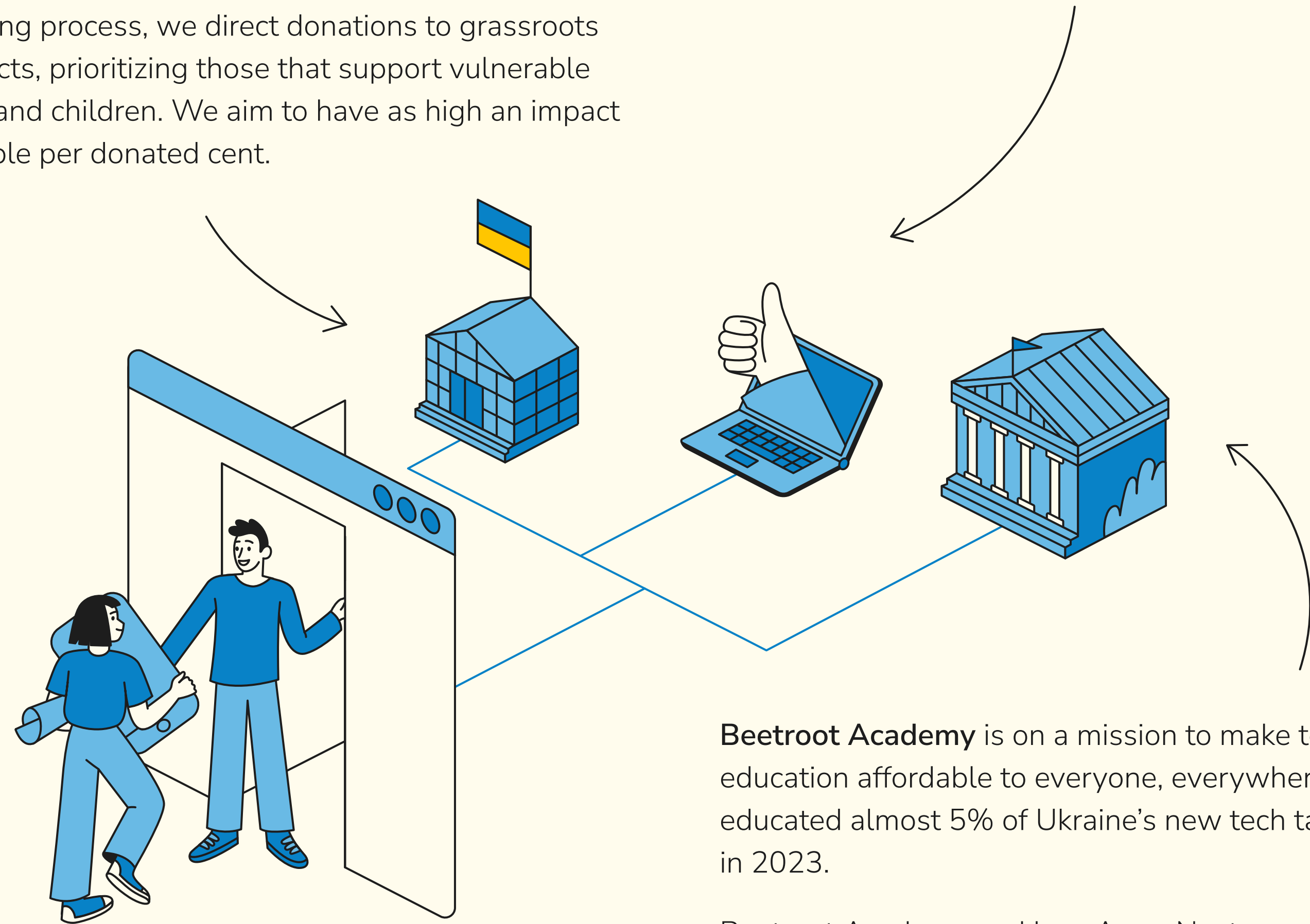
Beetroot Academy is on a mission to make tech education affordable to everyone, everywhere. It has educated almost 5% of Ukraine's new tech talent in 2023.

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

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.

Beetroot's Code of Conduct is the cornerstone of our ethical framework, guiding our interactions within our community and the wider world. Central to this code is our unwavering commitment to equality: we ensure equal treatment for all individuals, regardless of race, gender, sexual orientation, religion, age, or ability status. This principle underpins every aspect of our operations, from hiring practices to daily interactions, reflecting our dedication to fostering an inclusive, respectful, and diverse working environment. Our Code of Conduct outlines the standards we uphold and embodies our core values, reinforcing our mission to create a positive and lasting impact.

The Beetroot Values

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.

Sustainability
Take care of yourself, Beetroot, and the planet

Equality
Leave your ego, be amigo
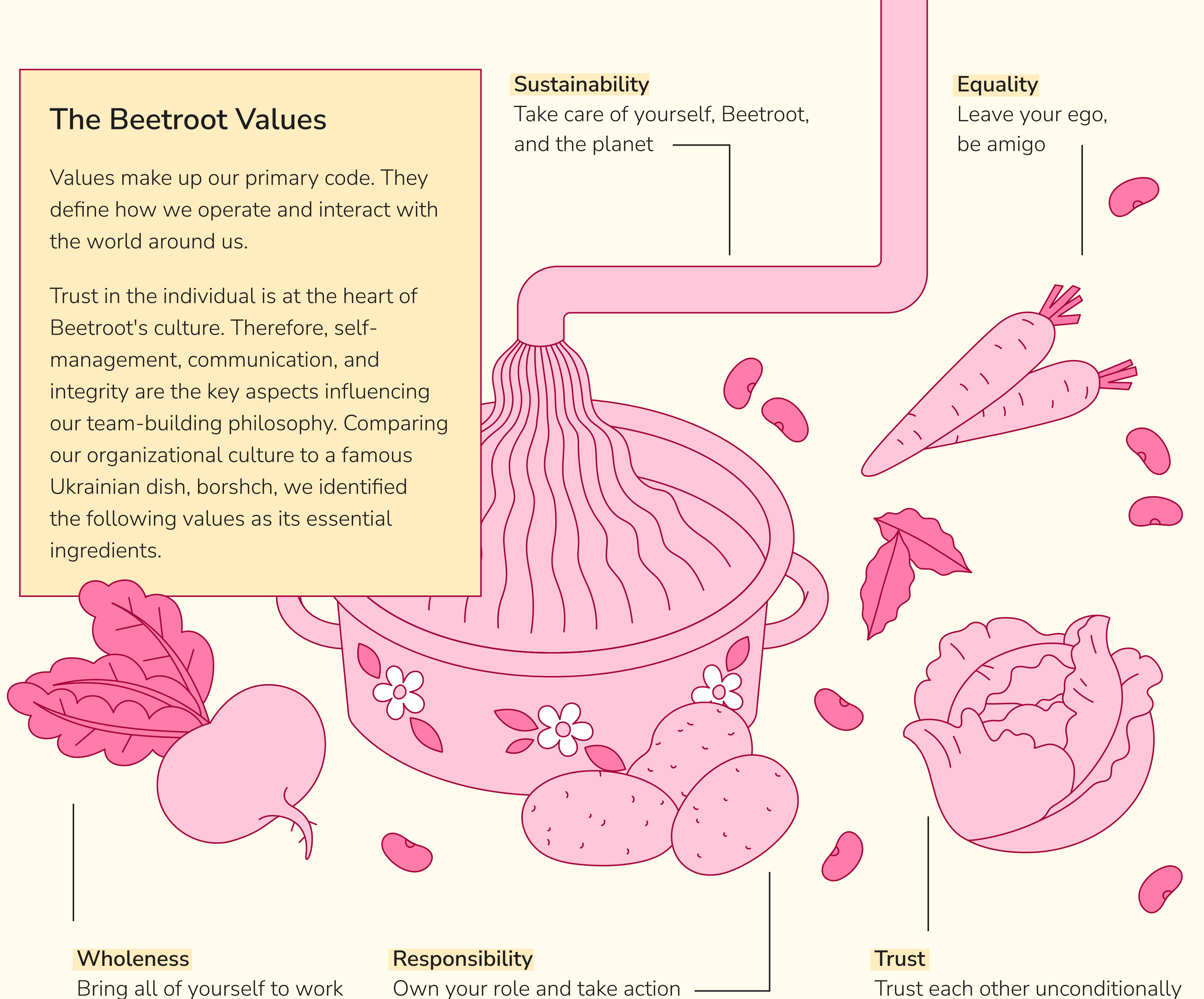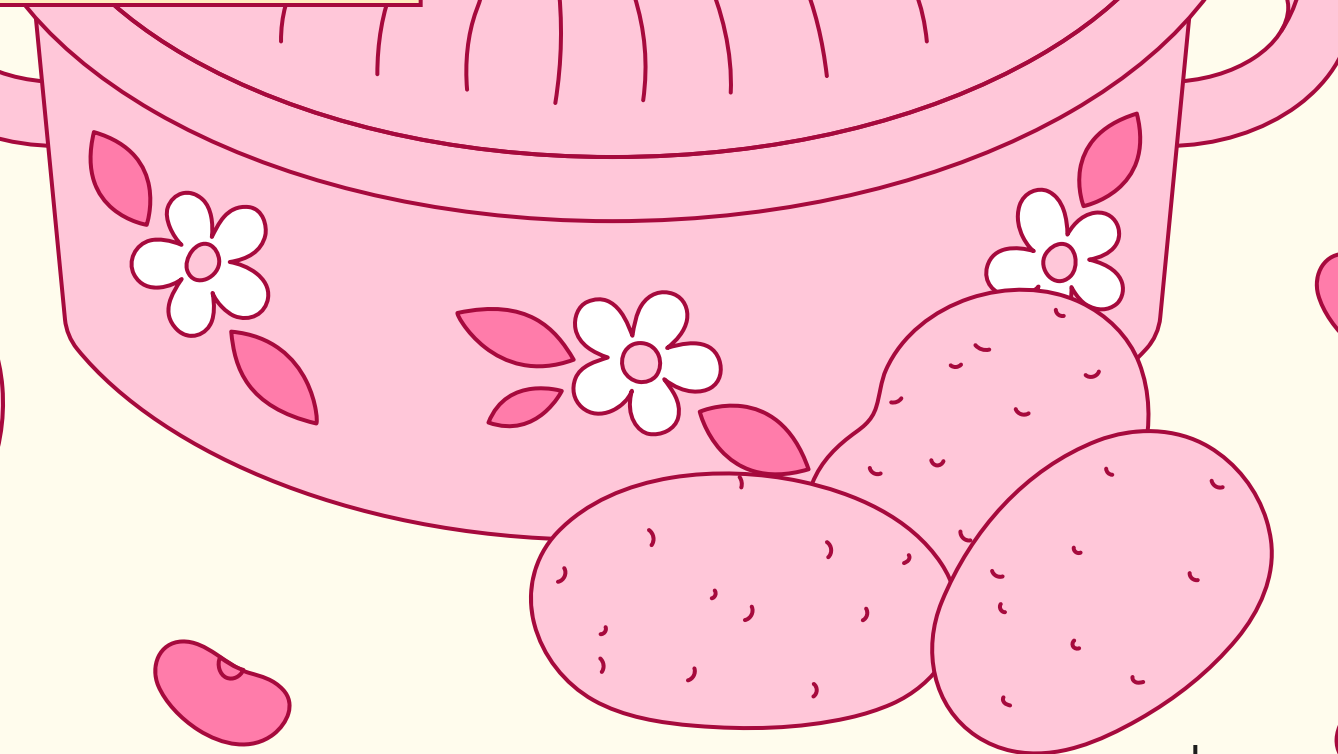
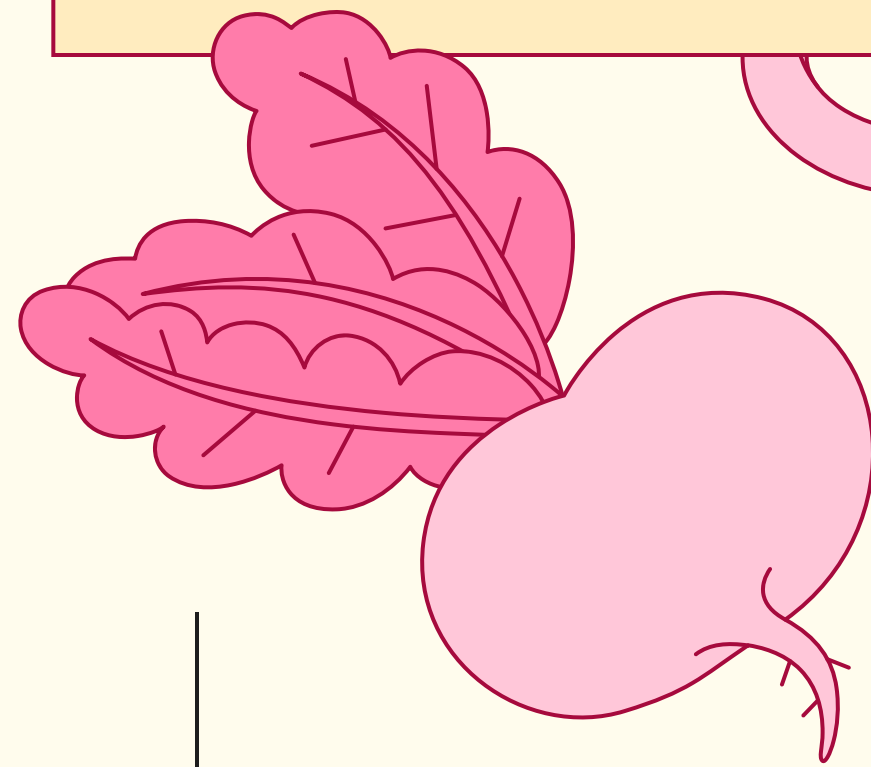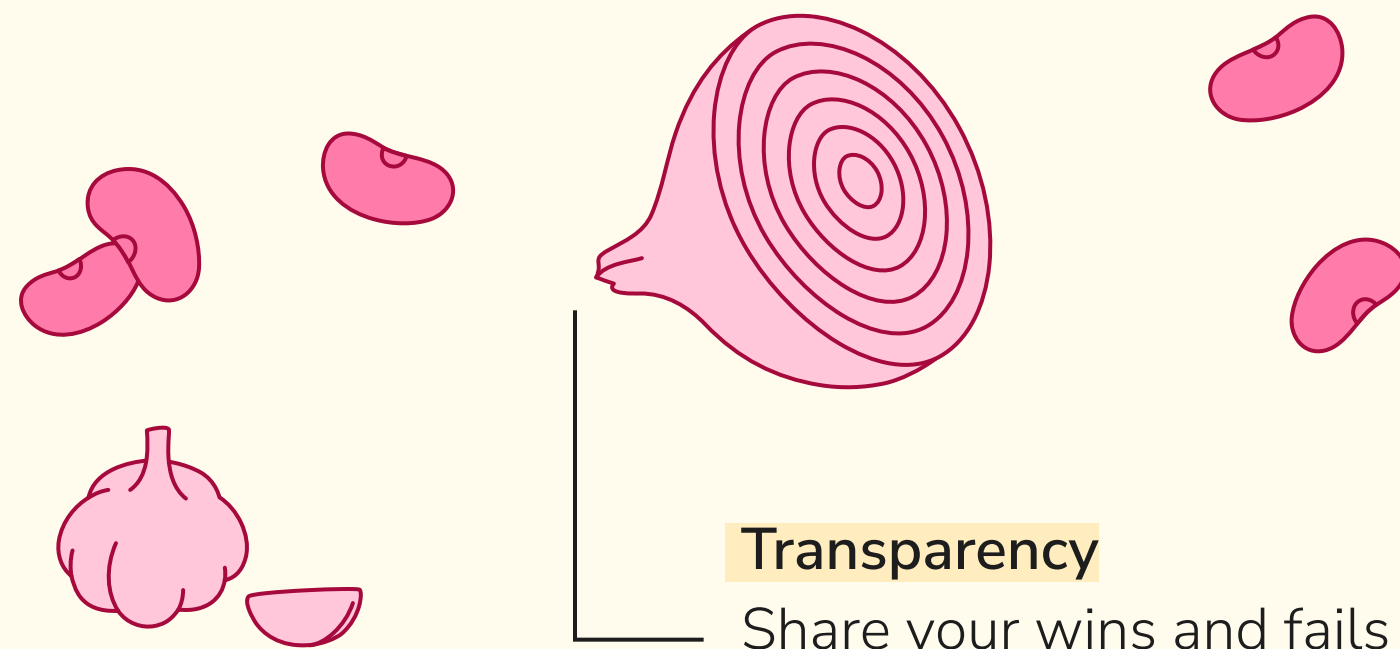**Transparency**
Share your wins and fails

Wholeness
Bring all of yourself to work

Responsibility
Own your role and take action

Trust
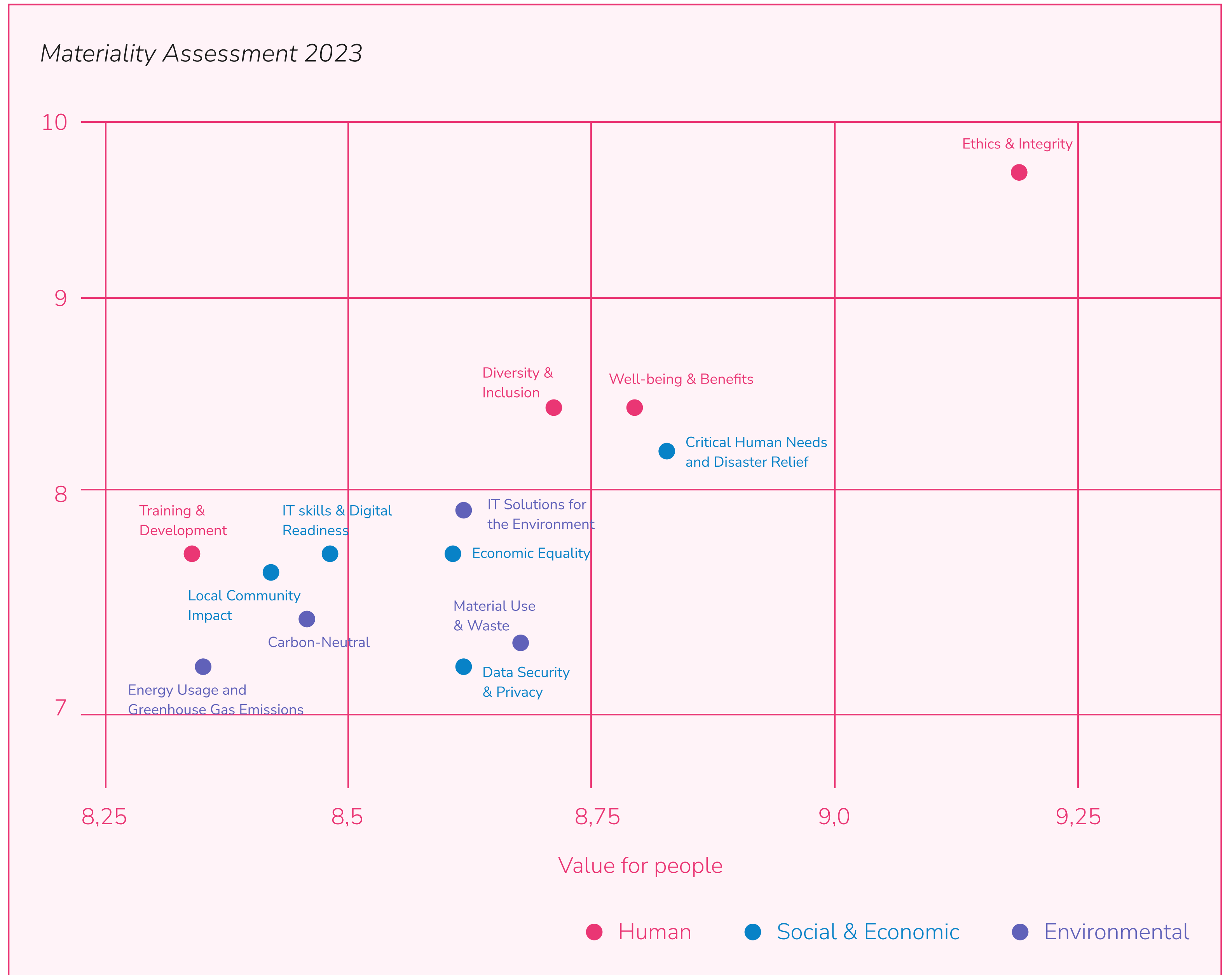Trust each other unconditionally

Materiality Assessment

We understand that a business and its environment are deeply interconnected. That's why our approach to sustainability is all about aligning with the UN's Sustainable Development Goals. We're always thinking about how our actions affect our relationships with customers, partners, colleagues, society, and the environment. This perspective guides us in our strategic choices and daily work.

In 2023, we conducted a Materiality Assessment with our internal and external stakeholders to pinpoint the critical environmental, human, and socio-economic issues that matter most to us. This process helped us identify the main areas we need to focus on, including trends that affect us, the impact of our operations, and our stakeholders' concerns.

From this assessment, we've highlighted several critical issues that we're now prioritizing. These areas are essential for our stability and identifying, prioritizing, and reporting on issues that significantly impact both the organization and its stakeholders.

Materiality Assessment 2023

Chart plotting materiality issues by "Value for people" (x-axis, 8,25 to 9,25) and importance (y-axis, 7 to 10):

- Ethics & Integrity (Human) — ~9,2 / ~9,7
- Diversity & Inclusion (Human) — ~8,7 / ~8,4
- Well-being & Benefits (Human) — ~8,8 / ~8,4
- Critical Human Needs and Disaster Relief (Social & Economic) — ~8,85 / ~8,15
- IT Solutions for the Environment (Environmental) — ~8,6 / ~7,8
- IT skills & Digital Readiness (Social & Economic) — ~8,47 / ~7,65
- Economic Equality (Social & Economic) — ~8,6 / ~7,65
- Training & Development (Human) — ~8,35 / ~7,65
- Local Community Impact (Social & Economic) — ~8,4 / ~7,55
- Carbon-Neutral (Environmental) — ~8,45 / ~7,45
- Material Use & Waste (Environmental) — ~8,67 / ~7,4
- Data Security & Privacy (Social & Economic) — ~8,6 / ~7,2
- Energy Usage and Greenhouse Gas Emissions (Environmental) — ~8,35 / ~7,2

Value for people

Legend:
- ● Human
- ● Social & Economic
- ● Environmental

Key accomplishments

In the sections that follow, we share insights into how our comprehensive approach shapes our journey as a sustainable supplier of tech solutions. We detail our initiatives to create a nurturing environment for our team, our dedication to supporting Ukraine, and our proactive role in addressing the climate change agenda. At Beetroot, we firmly believe that responsible business practices are essential and are proud to contribute to the worldwide effort towards a more sustainable future.

External audit

Beetroot collaborated with Lund University's International Institute for Industrial Environmental Economics (IIIEE) and underwent an audit of our sustainability strategy. This process, involving interviews, workshops, and research, led to actionable plans for strategic refinement based on global standards and impact measurement.

> We were truly impressed by Beetroot's initiatives in sustainability and CSR. We hope our collaboration is not just a project but also a catalyst for Beetroot's future success to make an even greater impact.

Arianna Sofia Campos M.,
The IIIEE team

Social & Economic

Top Priority: Addressing Critical Human Needs and Disaster Relief

Strategic Directions:

— Emphasize sustainability as a core value, developing guidelines to integrate sustainable practices into our operations.

— Increasing collaboration with clients who share our commitment to sustainability.

— Enhance awareness within our community about Beetroot's sustainability efforts through targeted educational sessions.

Environmental

Top Priority: Leveraging IT Solutions for Environmental Sustainability

Strategic Directions:

— Champion adopting Green Coding practices and Sustainable Software solutions, pushing our technological capabilities towards more environmentally friendly innovations.

Human

Top Priorities: Ethics & Integrity, Wellbeing & Benefits, Diversity & Inclusion

Strategic Directions:

— Foster an inclusive culture through ecosystem-wide events and initiatives to raise awareness and understanding of diversity and inclusion principles.

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:
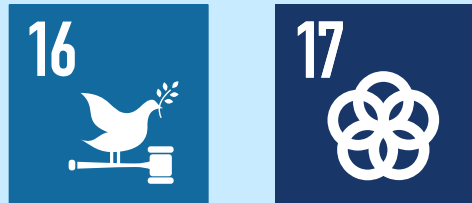
16 **17**

1 **3** **4**
5 **8** **10**

12 **13**

Governance
- Sustainability reporting
- Grievance mechanisms
- Data security compliance

Social
- Direct and indirect economic impact
- Fostering diversity and inclusivity in tech
- Supporting local communities
- Increased focus on mental health
- Accessible tech education
- Fostering personal development
- CSR projects and aid funding
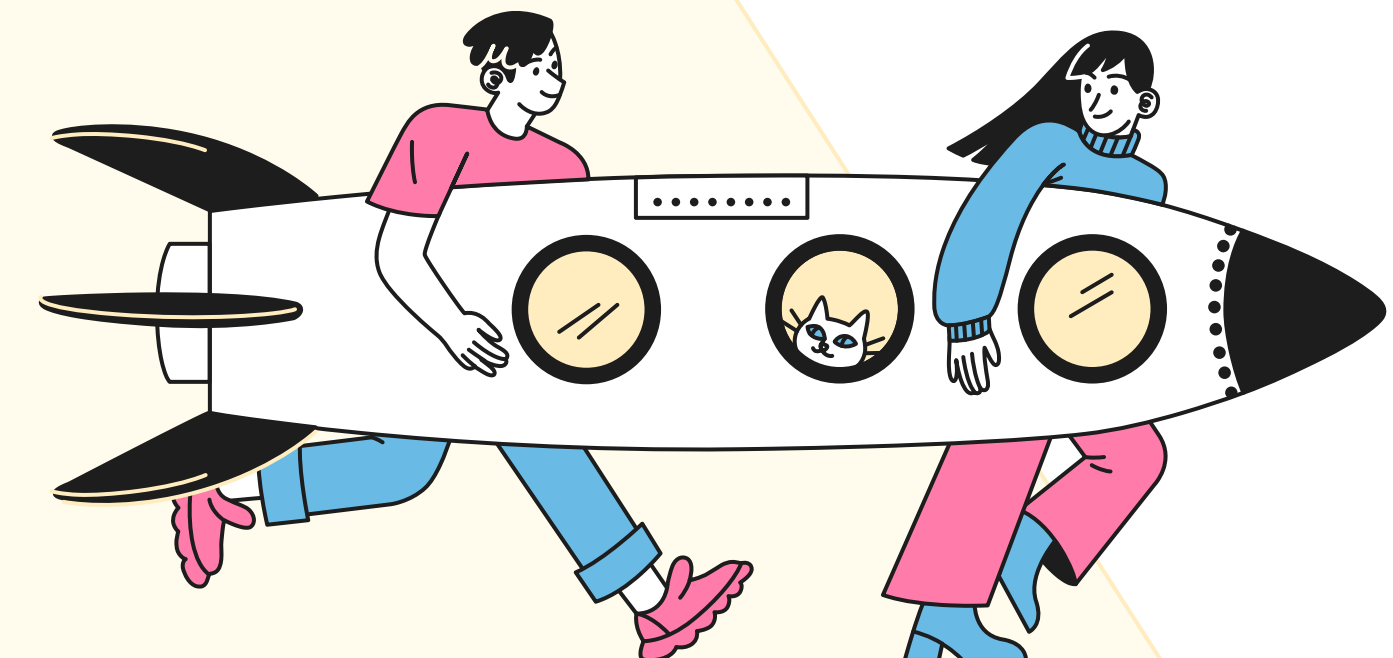
Environment
- Carbon offsetting
- Calculating emissions
- Climate Tech R&D
- Green coding awareness
- Green-office concept

Contributing to inclusive and sustainable economic growth

Beetroot's primary avenue for generating impact is our collaboration with tech clients dedicated to making a positive difference. Our focus industries – EdTech, HealthTech, and ClimateTech – define the core of our impactful work. These sectors represent where we see immediate opportunities to contribute to societal and environmental betterment through technology.

As we continue to evolve and deepen our commitment to tech for good, we recognize the potential to broaden our definition of impactfulness. *We believe that nearly 100% of our clients are making significant contributions to a better world through their niches.* This belief is rooted in our ongoing relationships and the transformative projects across many domains we've been privileged to support.

To ensure that our vision for impact is transparent and measurable, we've initiated the development of a comprehensive impactfulness definition and scoring system.

This endeavor is driven by our aspiration to highlight the good done by our clients and inspire a broader movement within the tech industry toward purpose-driven projects.

As we refine our impact measurement tools, in this report we're offering glimpses of the significant, positive changes our clients – and Beetroot, in partnership with them – are driving globally.

Our key objective is to have companies from impact-driven industries, such as GreenTech, HealthTech, and EdTech, make at least 80% of our client base, reflecting our commitment to meaningful and sustainable partnerships.

HealthTech – 15% 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

EdTech – 6% of revenue

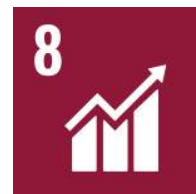Digital platform for schools

Online assessment

E-learning platform

Digital skills training

GreenTech – 7% of revenue

Clean energy

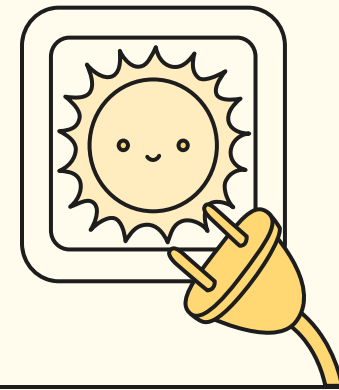Air purifying solutions

Smart sensors for energy efficiency
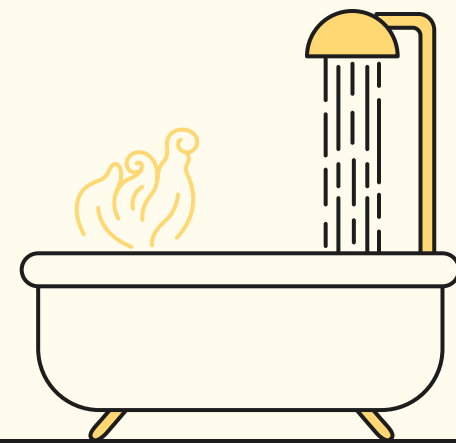
Since 2015, Svea Solar has offset CO2 equivalent to:

748,000

household's electricity
use for one year

3,8 billion

people having
a hot shower

15,9 billion

km driven in a gasoline
powered car
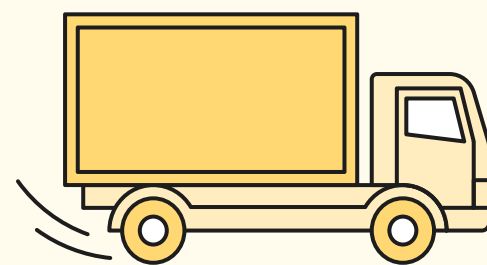
200+ million

students worldwide in the higher
education sector which Inspera caters to

6+ million

digital assessment submissions
over the past 12 months

Inspera significantly advances SDG 4 (Quality Education) through its digital assessment solutions, delivering over 6 million submissions globally in the past year. With a presence in over 160 countries and serving more than 160 institutions, Inspera not only promotes SDG 9 (Industry, Innovation and Infrastructure) by fostering innovation and accessibility in education technology but also plays a critical role in the higher education ecosystem. This sector, crucial for achieving the SDGs, encompasses 200 million students and 6.5 million staff worldwide. Inspera's EcoLighthouse certification further underscores their dedication to environmental sustainability, aligning with SDG 13 (Climate Action) through comprehensive HSE policies. Inspera's efforts exemplify impactful work in education technology, contributing to a sustainable future.
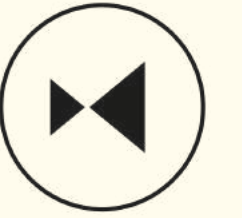
13 million+

alarms and events handled
through the platform each month

700+

end clients
across Europe

600 million+

alarms and events handled
through the platform since start

SkyResponse specializes in alarm and event management across Personal Care, Elderly Care, and Smart Buildings, significantly enhancing safety and efficiency. Their innovative platform directly contributes to SDG 3 (Good Health and Well-being), SDG 11 (Sustainable Cities and Communities), and SDG 9 (Industry, Innovation, and Infrastructure).

Beetroot Academy continues to be a dynamic force in economic development in Ukraine and new regions like Moldova and Romania. By enabling more individuals to join the world's avant-garde industries, we help expand the middle class and indirectly contribute to the digital economy. It includes building new competencies, supporting entrepreneurship, and generating new market niches within and beyond the tech industry.

Beetroot steadfastly supports vibrant local communities by providing developers with opportunities to collaborate directly with international clients. This approach significantly reduces the need for emigration, enabling a better quality of life right at home. This opportunity has been especially crucial for Ukrainian tech specialists amidst the ongoing war against Ukraine. As of 2023, approximately 20% of Ukraine's IT professionals, estimated between 280,000 to 300,000, are working from abroad. Besides, the number of indirect jobs created by each job in IT has increased to 5 after Russia broke its full-scale invasion. So, ensuring our uninterrupted operations in Ukraine contributes to individual and national economic resilience.
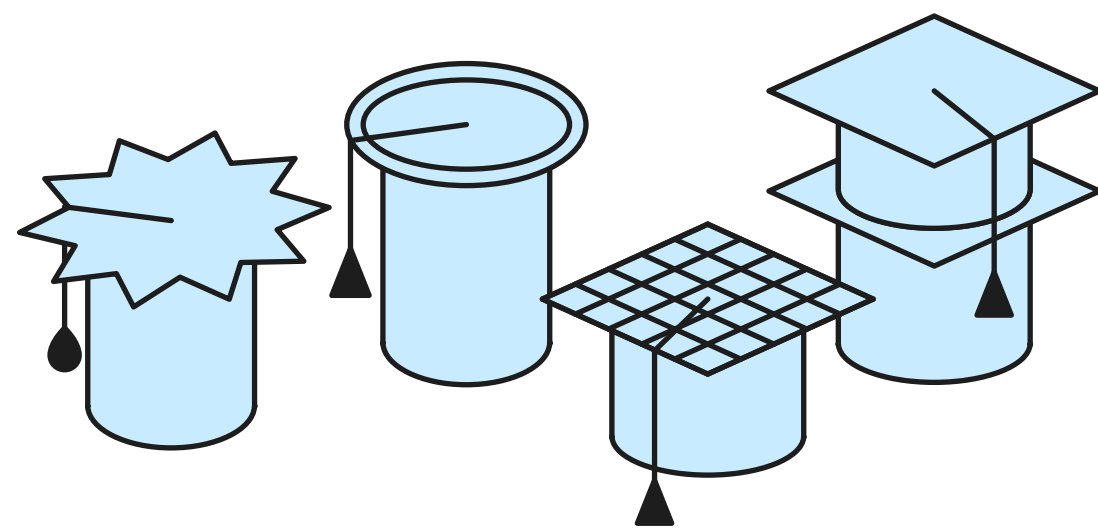
In 2023, Beetroot's strategic expansion with a new R&D location in Vietnam and the extension of Beetroot Academy into Romania has become another milestone in our growth journey. It's also an essential aspect of our resilience strategy, diversifying our geographical presence and capabilities, thereby ensuring continued excellence in service delivery for our clients.

Our presence in midsize cities, including the new locations, is a testament to our active contribution towards developing tech hubs and enhancing average salaries in the countries where we operate (for example, approx. $493 in Ukraine, $343 in Vietnam, and $1563 in Romania).

3,447

Total number of jobs created by the Beetroot Ecosystem, directly and indirectly, reached approximately

[1] According to Kharkiv IT Cluster

[2] According to Kharkiv IT Cluster

[3] According to the State Statistics Service of Ukraine, 2023

[4] According to Statista

[5] According to the National Statistical Institute of Romania as stated on TakeProfit.org

2023 Impact Stats

Operating a business during wartime poses immense challenges, further intensified by global market difficulties. Despite these obstacles, our steadfast commitment to our values has empowered us to adapt to these demanding conditions. While our total economic impact may have seen a reduction, our strategic response included updating our offerings and expanding into new locations, laying a foundation for renewed optimism about our prospects.

Total economic impact reached (million $)

2020	2021	2022	2023
24	47	56,7	35[6]

YoY revenue growth

Legend: Academy (pink), Beetroot (blue)

Year	Academy	Beetroot
2020	50%	40%
2021	54%	39%
2022	69%	21%
2023	-18%	-19%

Y-axis: $10,000,000 / $12,500,000 / $15,000,000 / $17,500,000 / $20,000,000

Direct jobs created

Year	Jobs
2020	500
2021	590
2022	513
2023	423
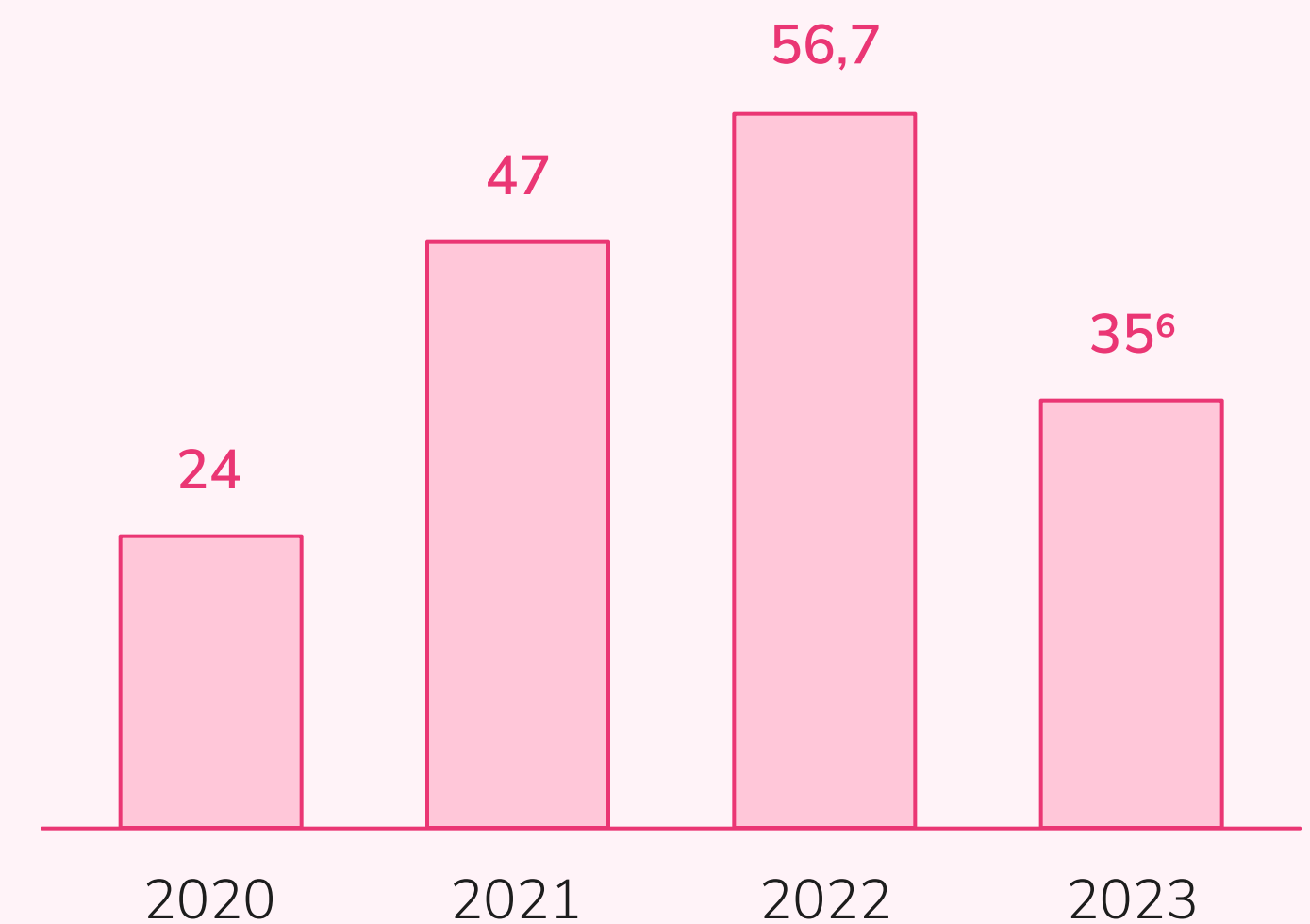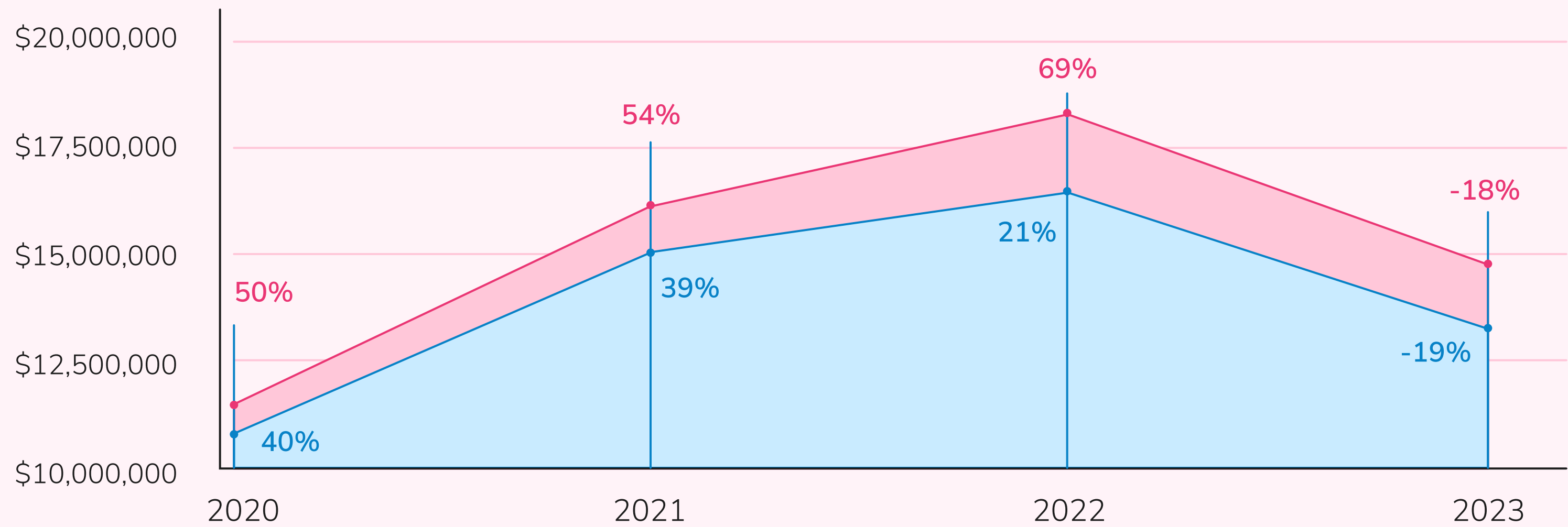
[6] Includes direct impact (calculated as Gross Value Added by Beetroot + Direct Financial Impact by Beetroot Academy) and indirect impact created in adjacent industries (calculated as Total number of jobs within the Beetroot Ecosystem in 4 geo markets (Ukraine, Bulgaria, Poland, Sweden) X 4 (average number of jobs created in other industries by one tech job) X Aggregate average yearly salary in 4 geo markets (Ukraine, Bulgaria, Poland, Sweden)).

[7] Calculated by multiplying the average entry-level tech specialist income ($900/mo according to the DOU.UA report) by the total number of employed 2021 graduates (2,772.)

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.
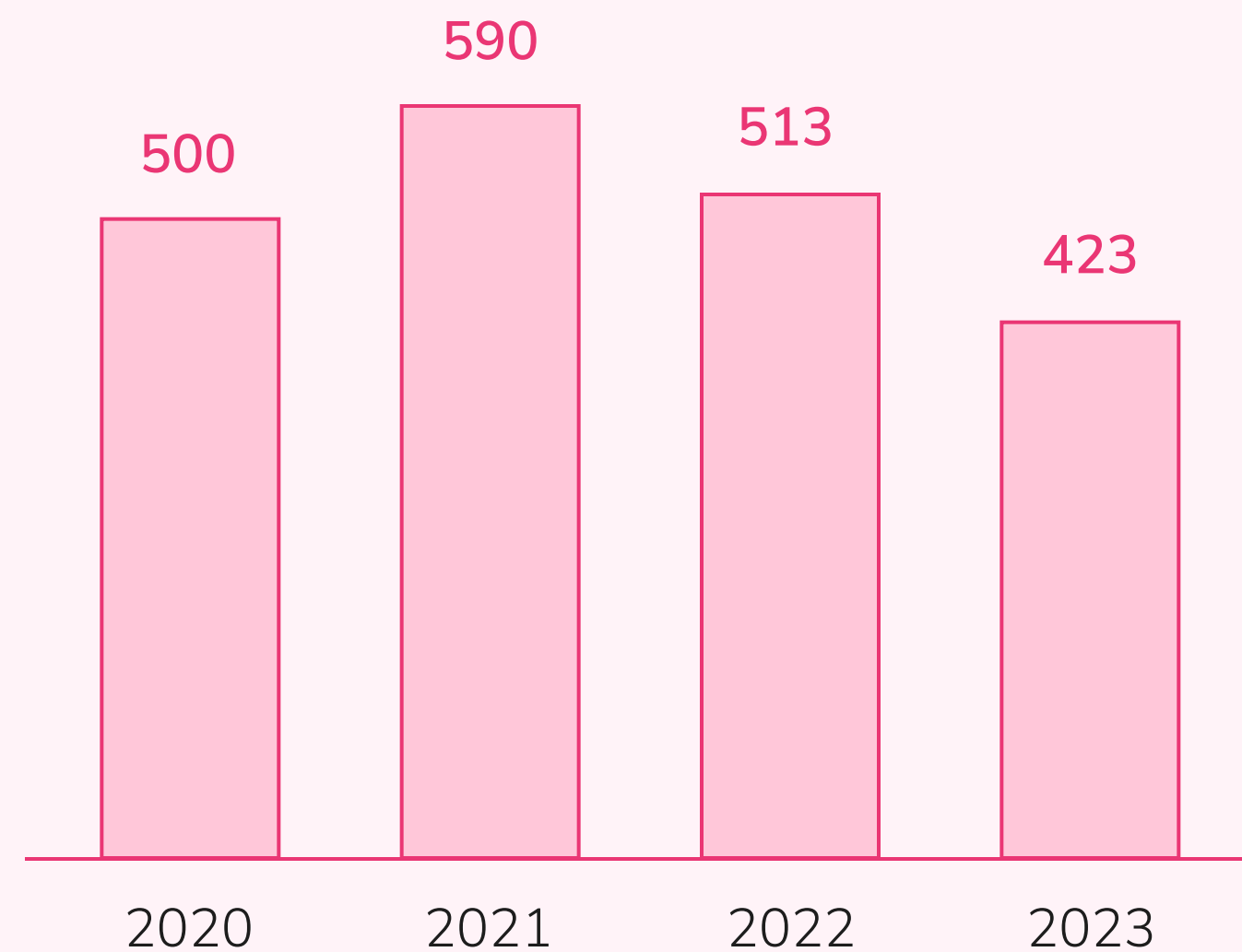
Beetroot NPS — 62

Beetroot Tech eNPS — 64 [8]

Beetroot Academy NPS — 84

Beetroot Academy eNPS — -34
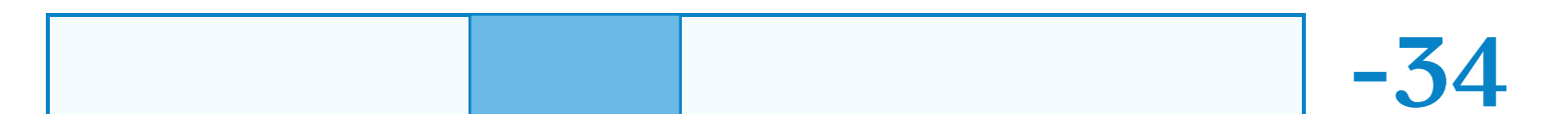
Beetroot Tech has been recognized among the top 25 employer brands in Ukraine[9]

[8] 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.

[9] According to a landmark survey conducted by DOU in collaboration with the Employer Branding Community. Source: DOU.ua

Anna Sevriukova,

HR Specialist at
Beetroot Academy

"

Beetroot Academy's eNPS score of -34, though below the acceptable threshold, must be viewed in the context of 2023's challenges, including the war against Ukraine, the instability of the global market, and necessary reductions in our team and resources.

*We take this feedback seriously as it highlights areas for improvement. As of February 2024, **our eNPS score has improved to 32**. While not yet at our target, it signals a positive trend. We focus on learning from our challenges, enhancing team satisfaction, and building a stronger and more resilient Beetroot Academy.*

Following Moldova, Beetroot Academy entered the Romanian market. Our communities in Romania and Moldova had set their roots in the first year of activity with 50+ students & graduates who are not only looking for a new career start, but also paying attention to impact.
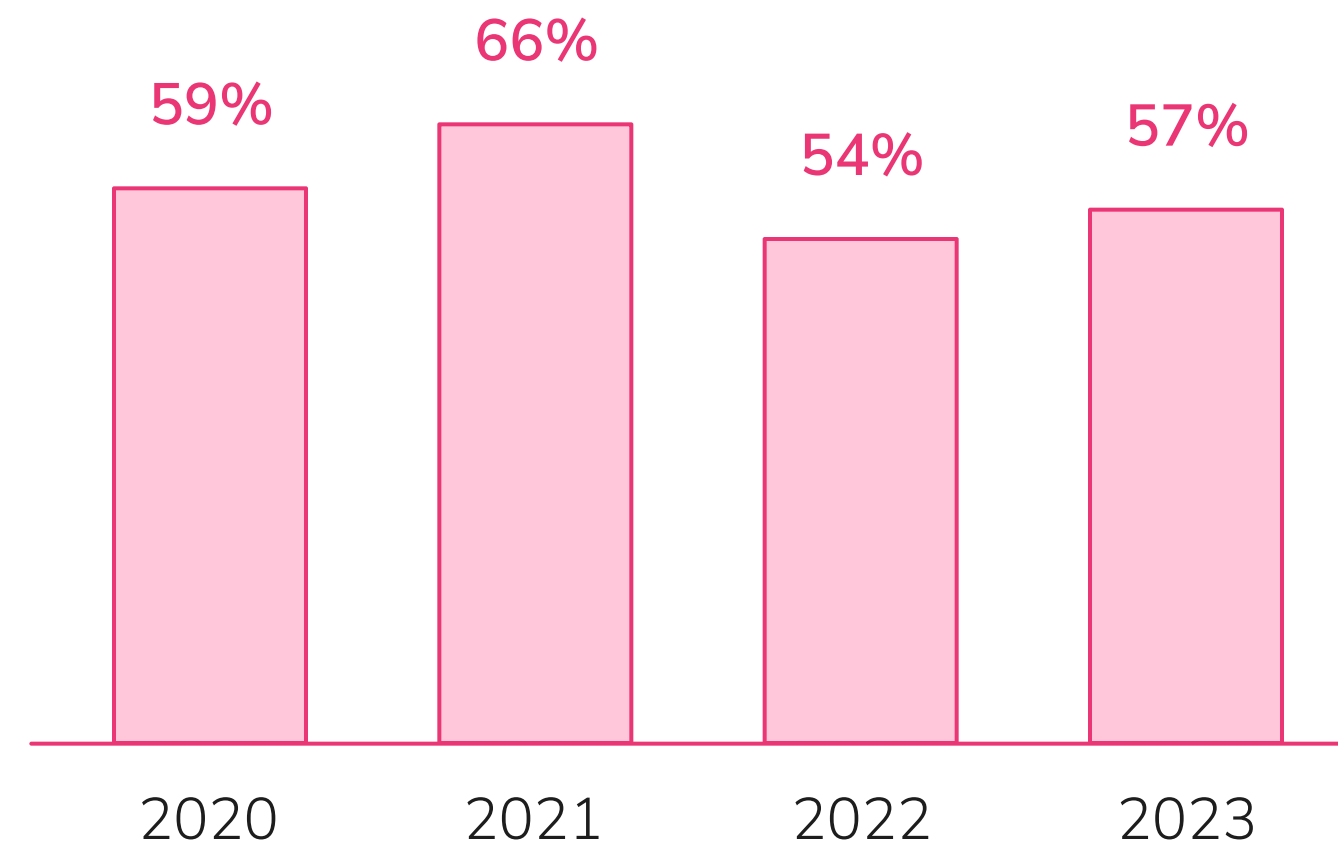
Number of Beetroot academy students are based outside the major tech hubs

2020	2021	2022	2023
59%	66%	54%	57%

Our FrontEnd course graduate, Daniel Ciburciu, says that his focus as a new frontend developer is creating accessible and inclusive websites.

In Romania, we are focusing on reducing the number of unemployed youth (3.7 million) through qualitative tech education and strategic partnerships discussed during our networking event hosted by Ambassador Therese Hyden and the Swedish Embassy in Bucharest.

In Moldova, after a fruitful collaboration with RECONOMY in training 65 refugees and creating the Moldova Tech Report in 2023, our 2024 focus is on making AI more accessible for people looking to start/grow their digital careers.

Beetroot Ecosystem Geography

Sweden 2%

Poland 10%

72% Ukraine

Spain 2%

5% Bulgaria

2% Portugal

Vietnam*

*Vietnam appears on the Beetroot ecosystem map following the official announcement. Statistics for Vietnam will be included in the 2024 report, aligning with its formal inclusion in the ecosystem.
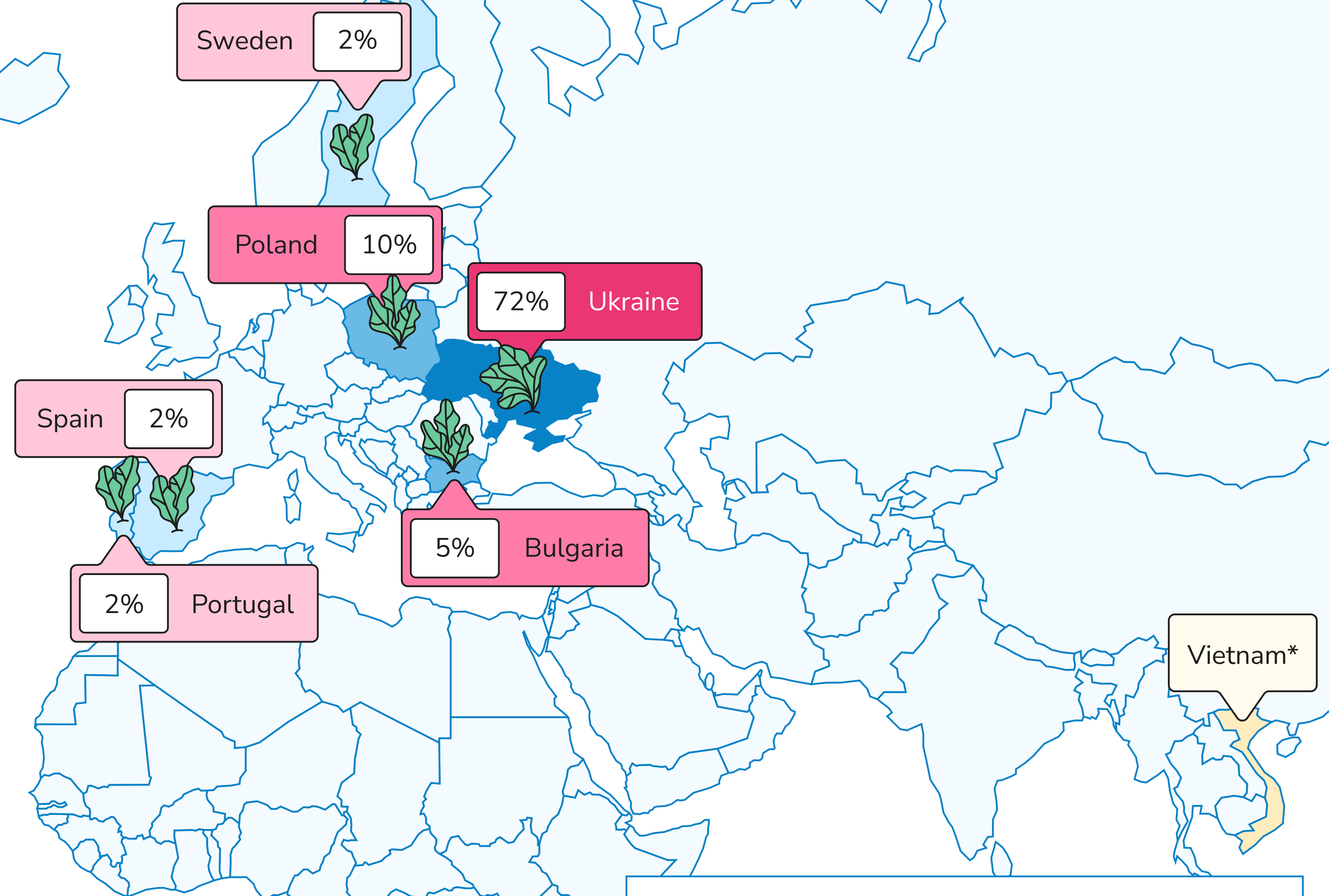
The distribution of the ecosystem team members

Beetroot Tech Market Geography

In 2023, Beetroot's client network encompassed 155 companies from 24 countries. We're proud to work with companies sharing our vision for long-term success and doing constructive things for the world.

Sweden 45%

Norway 8%

UK 10%

1% Netherlands

Belgium 2%

9% USA

Switzerland 5%

4% Bulgaria

Malta 2%

9% Israel
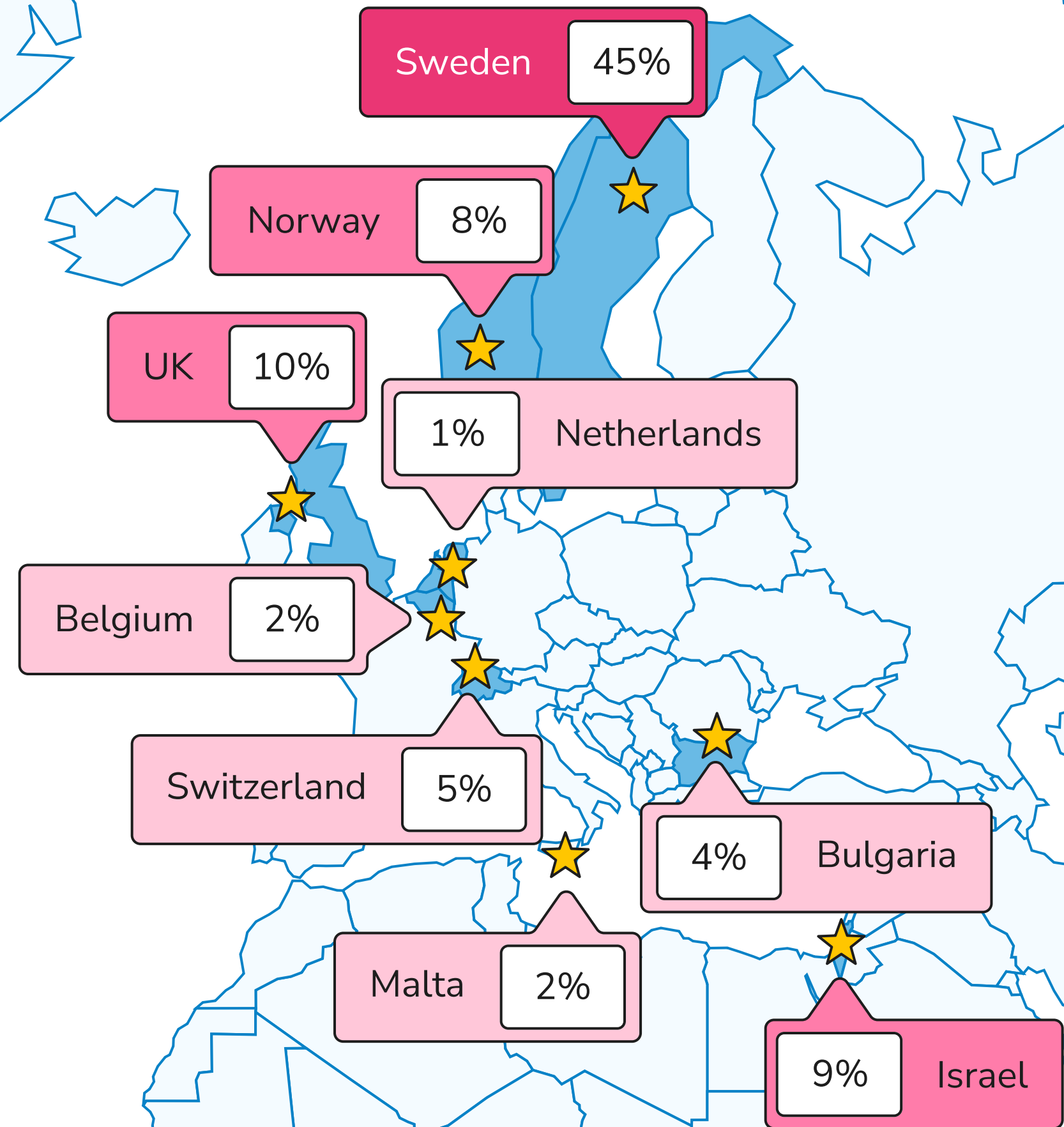
Beetroot's Top 10 Markets by Revenue, 2023, %

Beetroot Academy Top 5 Markets
by the Number of Students, 2023

Sweden
Poland
Ukraine
Spain
Portugal
Bulgaria

academy
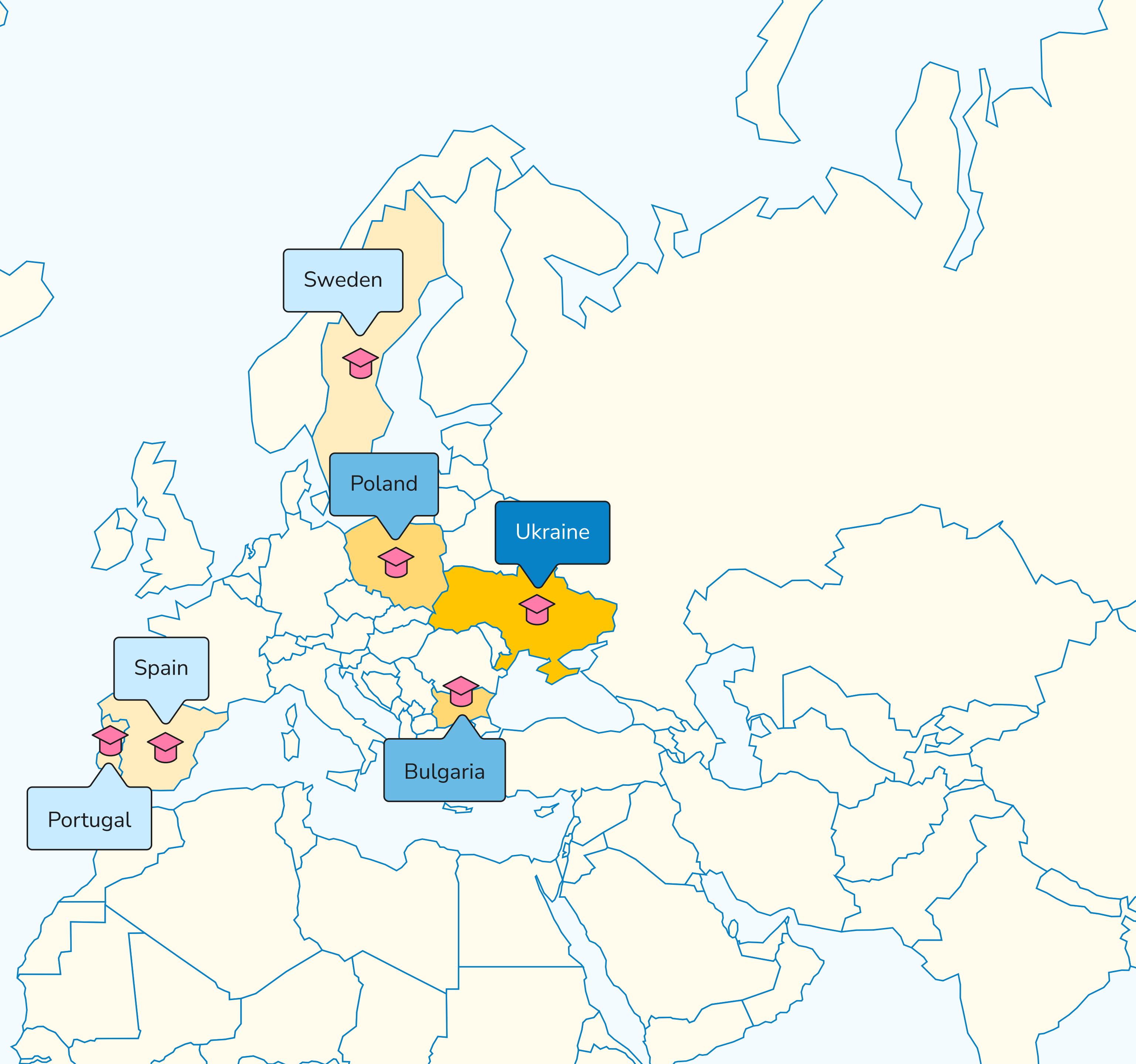
Supporting Good Health & Well-Being

A human-centered mindset is at the core of how we operate at Beetroot. We are committed to providing a work environment that is healthy and supportive, where every team member feels comfortable being themselves, managing their time and goals, and contributing to positive change.

We support this workplace culture by offering flexible working hours, encouraging a self-managed approach, accepting remote work for the long term, providing social benefits, and consistently focusing on wellness. Integral to this commitment is our approach to parental leave, ensuring equal maternity and paternity leave policies that support all parents in balancing their professional and family lives. This practice underscores our belief in fairness and inclusivity, fostering a culture where every team member's wellbeing is valued equally.

These efforts are key parts of our company strategy, aimed at enhancing the long-term sustainability of the Beetroot teams.

This decrease is a result of our insurance programs inefficiency during much of 2022 when many healthcare providers worked in a limited mode. In response, we made a conscious decision to redirect those funds towards health allowance and more direct support of Beets, including providing equipment for shelters, offering ad-hoc individual support, and prioritizing the assistance to our mobilized Beets.
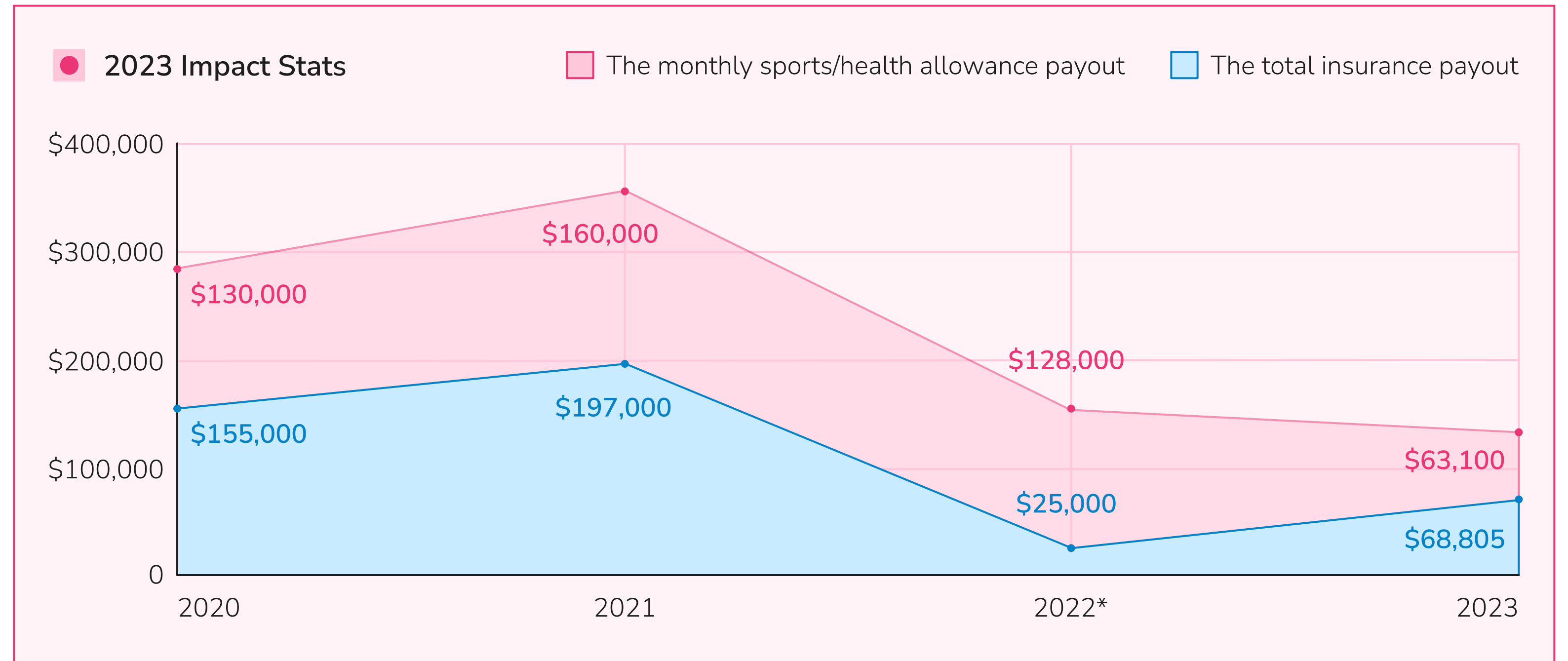

Legend: ● 2023 Impact Stats | ▢ The monthly sports/health allowance payout | ▢ The total insurance payout

- In addition to regular online yoga and meditation classes, we ensured an extended insurance package for our Ukrainian team members, including mental health support, physiotherapy, and coverage for war-related consequences.

- Well-being July Initiative at Beetroot Academy: The project provided a range of daily activities for mental health awareness, relaxation, and grounding techniques throughout July. It successfully promoted experience-sharing and relaxation practices among the Academy team members, enhancing informal interactions and team atmosphere.

- Establishing an ecosystem-wide community for well-being, focusing on mental health and self-care. Through initiatives like the #JustBeetIt sports challenge, online yoga sessions, online meets with the psychologist and former Beet Vova Vovk, and resource sharing, the community aims to motivate and inspire members to prioritize their physical and mental health. The space encourages knowledge sharing, access to well-being resources, and opportunities for members to engage as speakers, interviewees, and challenge leaders, fostering a positive and uplifting environment.

3

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

Rooted in societal impact, Beetroot Academy's strategy, alongside Beetroot Tech's focus on the EdTech market, aligns seamlessly with our mission to enhance educational development and learning opportunities.

We've intensified our ecosystem efforts, notably in developing Beetroot Academy's B2B solutions and integrating AI into our educational programs to broaden the scope and effectiveness. Additionally, our efforts related to this SDG include granting the Beetroot Academy scholarships to individuals from vulnerable social groups (over 580 scholarships granted in 2023) and offering educational allowance and training to team members.

Beetroot Academy's commitment to accessible and inclusive tech education involves the following:

- Active work on bringing tech education to communities in developing countries

- Ensuring affordability of courses for individuals

- Designing for inclusivity, with a particular focus on women and underrepresented groups in the global tech industry

- Providing educational services for veterans and their family members, as well as families of fallen Ukrainian defenders.

Our sustained efforts in education have yielded significant results, reflecting our dedication to creating a more inclusive and technologically advanced global community.

4
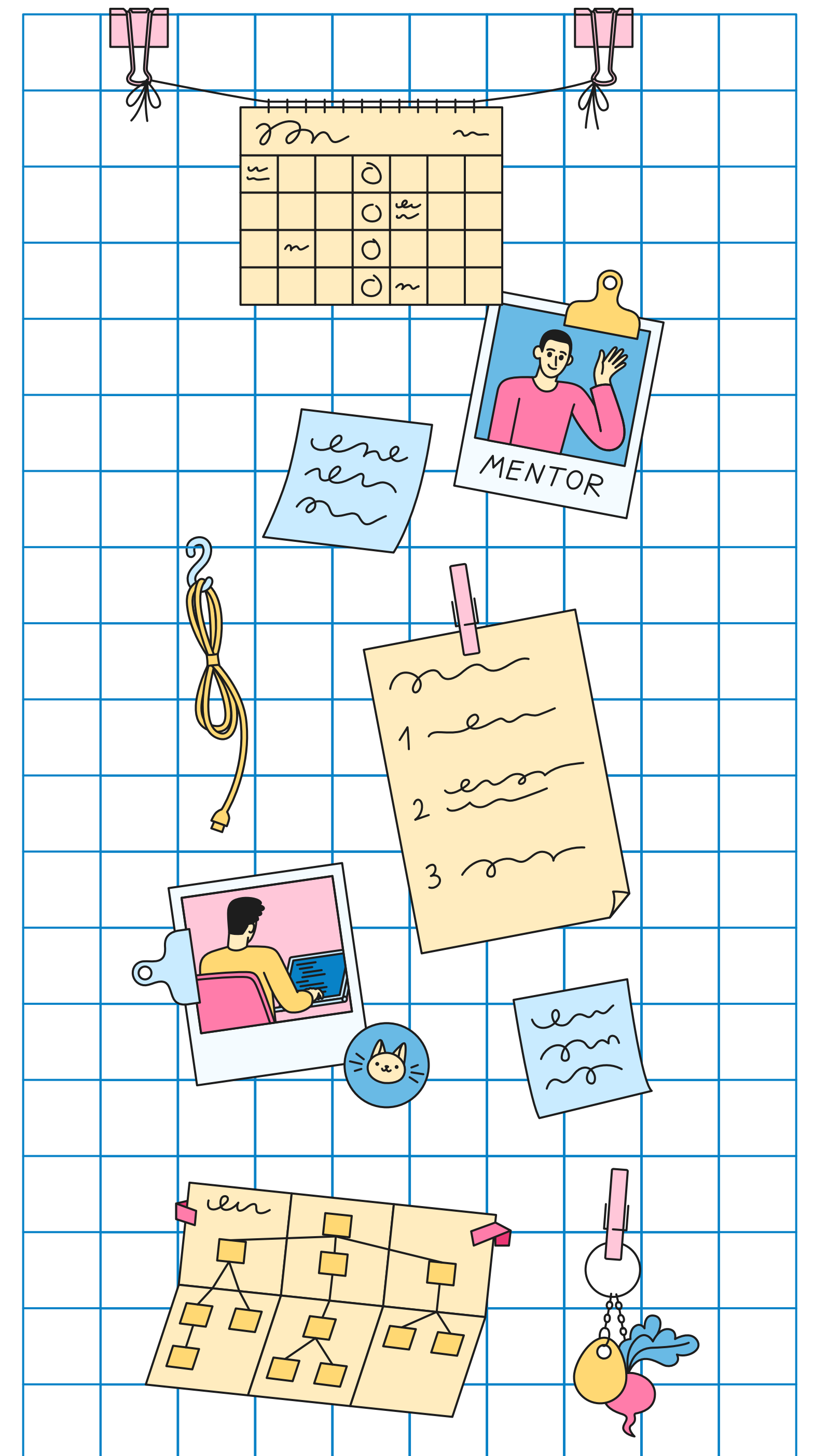
Total number of the Beetroot Academy graduates

- 2020: 1,553*
- 2021: 2,242*
- 2022: 2,653*
- 2023: 2,581
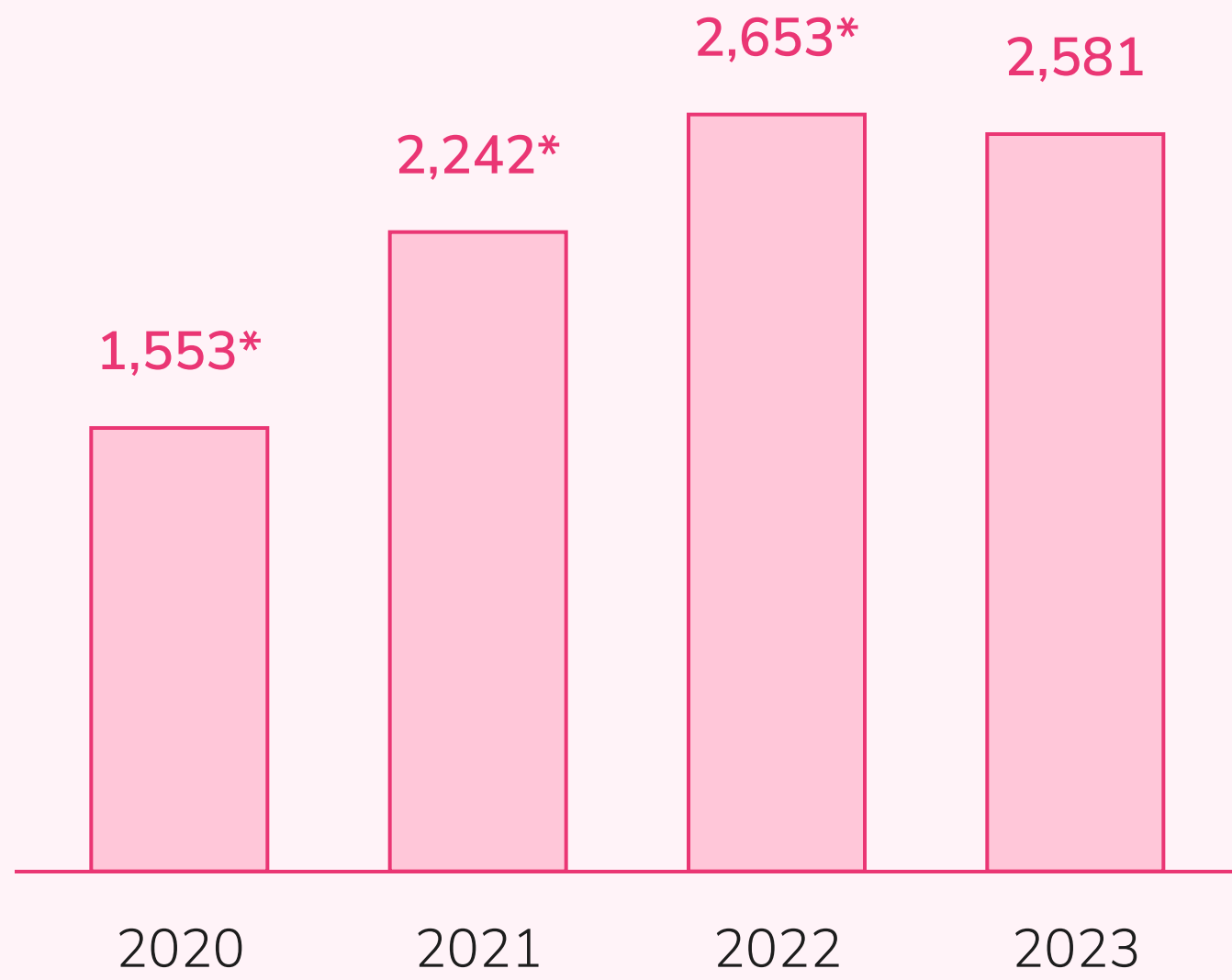
 The number was corrected retrospectively due to changes in calculations.

*** Based on the graduate employment rate and the latest Ukrainian tech talent pool stats from public sources.*

**** Beetroot Academy's graduate employment rate has adjusted from 70% historically to 60% in 2023, reflecting the inclusion of recent 2022-23 graduates still entering the job market. This rate encompasses data since our inception in 2014, illustrating our ongoing commitment to graduate success.*

🔴 2023 Impact Stats	2021	2022	2023
Share of the Beetroot Academy graduates in Ukraine's new tech talents**	4%	5%	5%
Share of Beetroot Academy students who successfully graduated	86%	87.5%	88%
Share of Beetroot Academy graduates successfully employed in Tech***	70%	70%	60%
Number consultants completed the Tuff Leadership Training programs in coaching leadership and feedback culture	43	23	N/A
Number of the online events dedicated to tech topics, mental health awareness, accessibility and inclusivity, and L&D	130	40	27

11 ✕

Number of internal online events on Tech topics including topics of web accessibility

25% ✕

of Beets have advanced by at least one level in English proficiency, starting from a baseline of B1
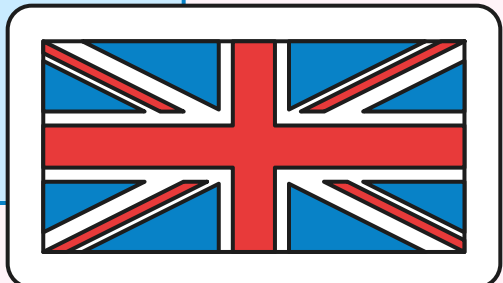
Helping improve gender equality and reduce inequalities in the tech industry

Our values emphasize our dedication to fostering diversity in its broadest sense, with a specific focus on gender equality. At Beetroot, we believe in nurturing a work environment that supports autonomy, paving the way for professional development, transparent communication at all levels, and a strong, inclusive culture.

To further champion equal opportunities, we offer flexible working hours and are actively working to address the gender pay gap in all locations we operate in. Our approach is rooted in the principle of 'equal pay for equal work.' We are also committed to promoting gender equality within the lucrative tech industry and have contributed to a variety of programs aimed at raising awareness about gender equality.

In the coming years, enhancing diversity and inclusion remains a strategic priority for us, reflecting our deep commitment to creating a more equitable and inclusive workplace.

Gender Distribution in the Beetroot ecosystem

Female — Male

	Female	Male
Total ecosystem 2022	46%	54%
2023	49%	51%
Beetroot Developers	34%	65%
Beetroot management	73%	27%
Beetroot leadership	40%	60%
Beetroot Academy	72%	28%
Beetroot Academy leadership roles	38%	62%
Beetroot Academy students	67%	33%
New Hires	40%	60%
Team members entitled to parental leave	33%	67%
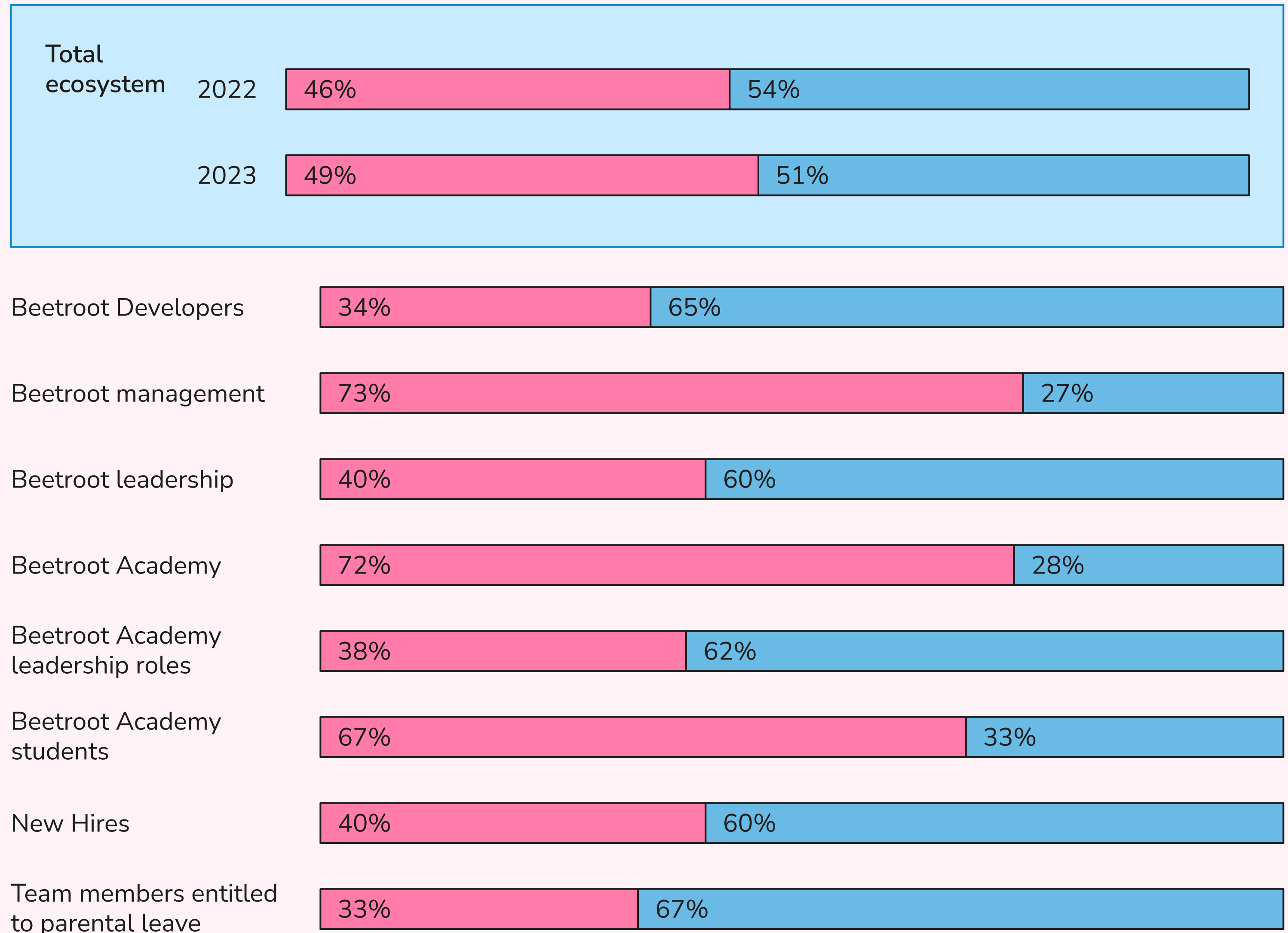
Age demographics in the Beetroot ecosystem

- 18–23: 10%
- 24–29: 34%
- 30–35: 36%
- 36–53: 20%

New team members by age

- 18–23: 18.2%
- 24–29: 41.6%
- 30–35: 35%
- 36–53: 5.2%

77 ✕
Total new team members
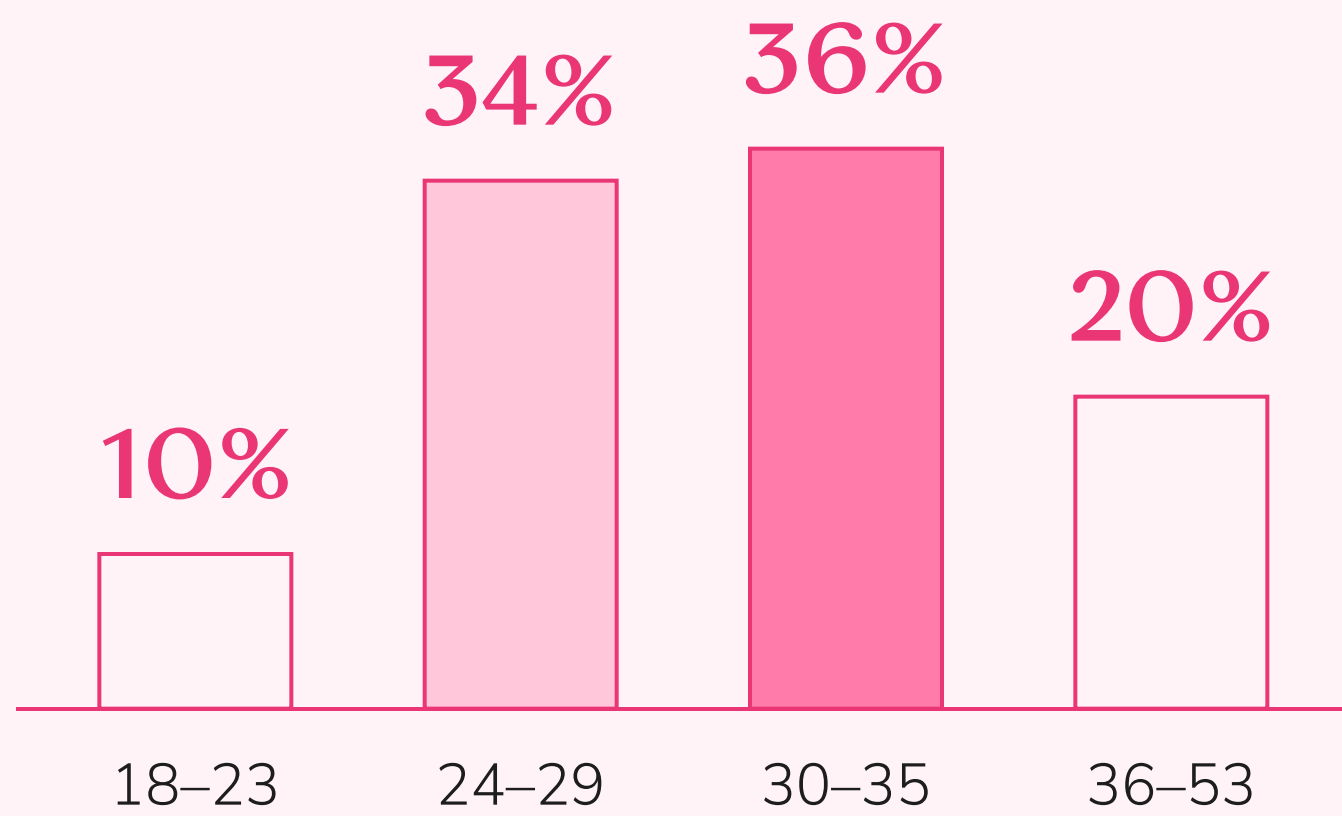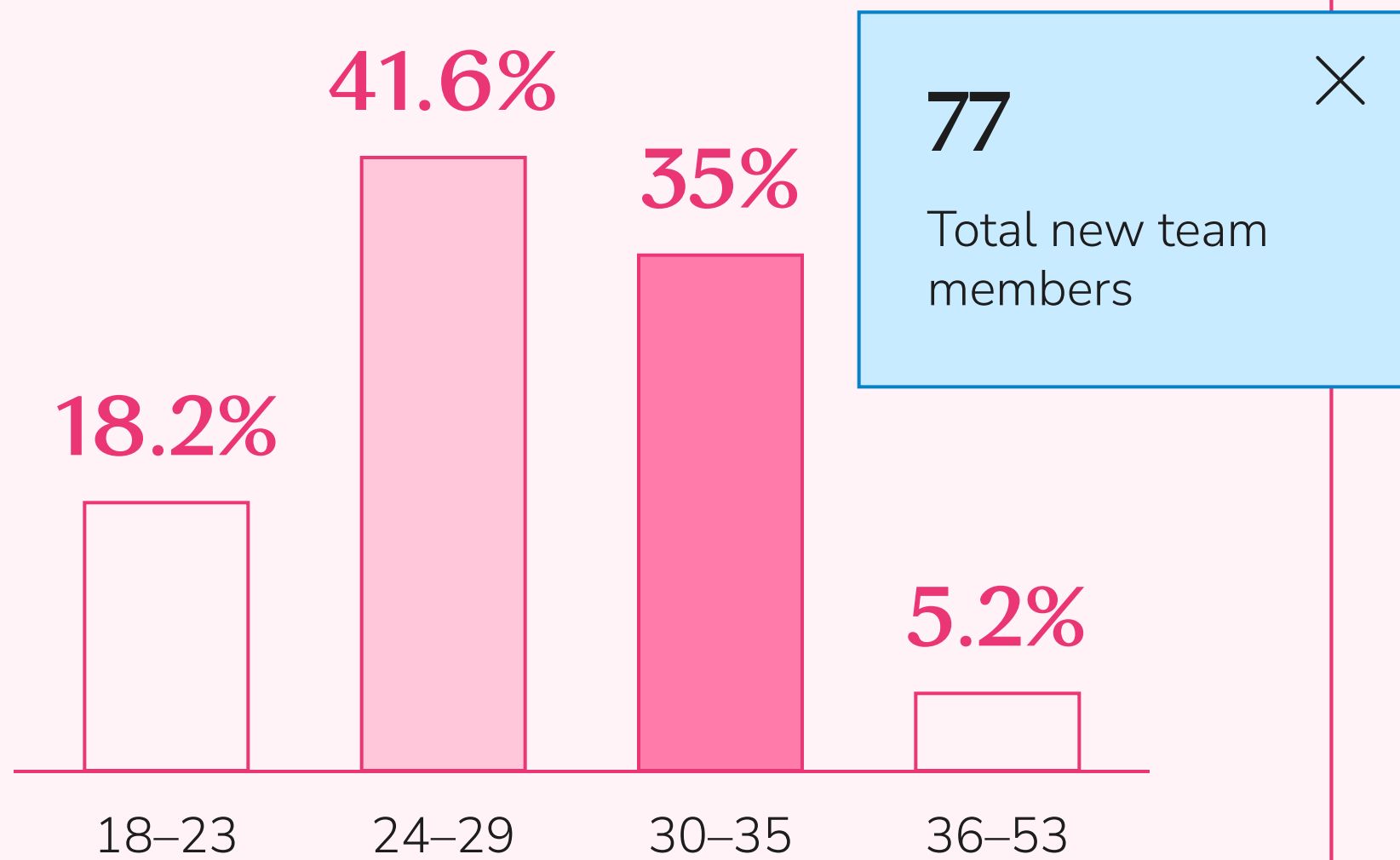
Share of women among tech specialists at Beetroot

- 2020: 31%
- 2021: 33%
- 2022: 31%
- 2023: 34%

Share of women among the Beetroot Academy graduates

- 2020: 49%
- 2021: 61%
- 2022: 62%
- 2023: 67%

🔴 2023 Impact Stats	2023	
Female representation on Beetroot Board/Advisory Council, including a female chairperson and balanced co-CEO leadership (1 male, 1 female).	**45%**	
Together with several partner organizations, including UNFPA, PACT, ACTED, IOM, Women Opportunities, Finansova, and Beetroot Aid for Ukraine Fund, over 540 women received scholarships for IT education at Beetroot Academy.	**540 scholarships**	
Inclusive Collaboration Training: Veteran Hub facilitated 3 training sessions for the Beetroot Academy teachers and HR professionals. The goal was to enhance our team's skills in working with veterans, underscoring our commitment to inclusivity and support for individuals with disabilities.	**Entire HR & Education Support Team**	**VETERAN HUB**

40% ✕

of Beetroot team coordinators are women

- Beetroot Tech's delivery team started a new R&D project, Speak'n'Hear. The app is designed to empower individuals with hearing and speech difficulties, facilitating seamless communication and socialization.

- Advancing Digital Accessibility: The Beetroot team spearheaded 3 awareness-building sessions focused on digital accessibility and WCAG 2.2, including a keynote by Co-CEO Rana Ersgård at the Giant Health event in London.
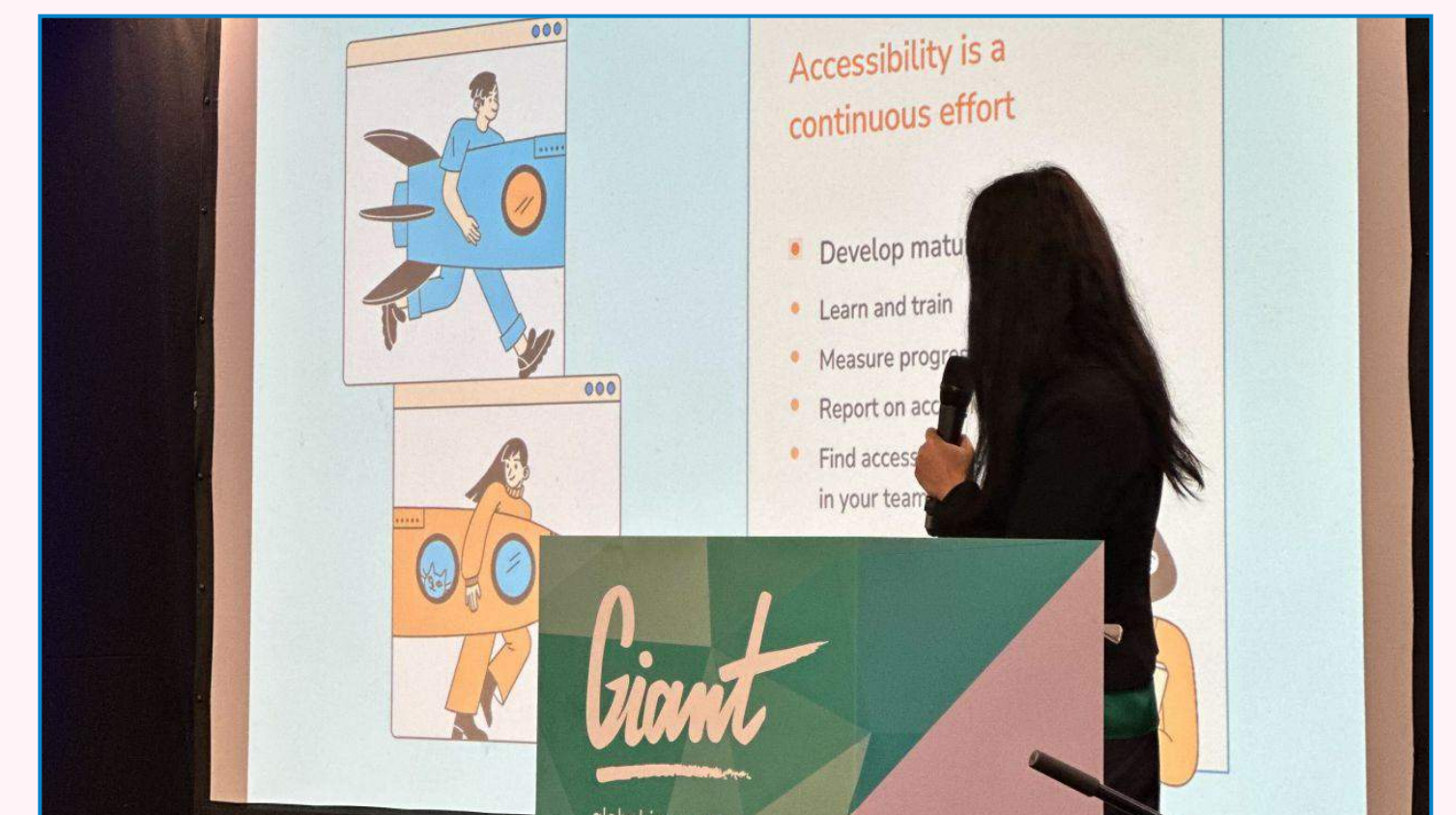
Supporting climate action and responsible consumption

At Beetroot, we recognize the power of digital technologies, including AI, in advancing towards the UN Sustainable Development Goals. We actively integrate climate change considerations into our operations, maintaining a CO2-neutral status and diligently working to minimize our carbon footprint. Our commitment extends to the Green Tech sector, a key focus area.

We're acutely aware of AI's transformative role in environmental conservation. As we closely monitor and engage in responsible AI development, our approach is twofold: harnessing AI's potential for impact-driven tech while being mindful of its ecological footprint.

In our journey with AI, we are dedicated to ensuring that its development and application align with our values of sustainability and social responsibility.

Through these efforts, we aim to raise environmental awareness both within our ecosystem and globally, balancing technological innovation with ecological responsibility.

● 2023 Impact Stats

The equivalent of 291 tons of carbon emissions has been invested in planting 10,000 trees in Ukraine. The reforestation projects is conducted by the government-supported agency Zelena Krayina (Green Country).

While offsetting is 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 '23 per-person emissions by nearly 17%.

2020	2021	2022	2023
401t CO_2	435t CO_2	415t CO_2	291t CO_2
1.02 t/person	0.93 t/person	0.81 t/person	0.68 t/person

% vs CO₂ emission, 2023

- Electricity — 49%
- Travels — 17%
- Gas — 13%
- Equipment — 13%
- Food — 8%
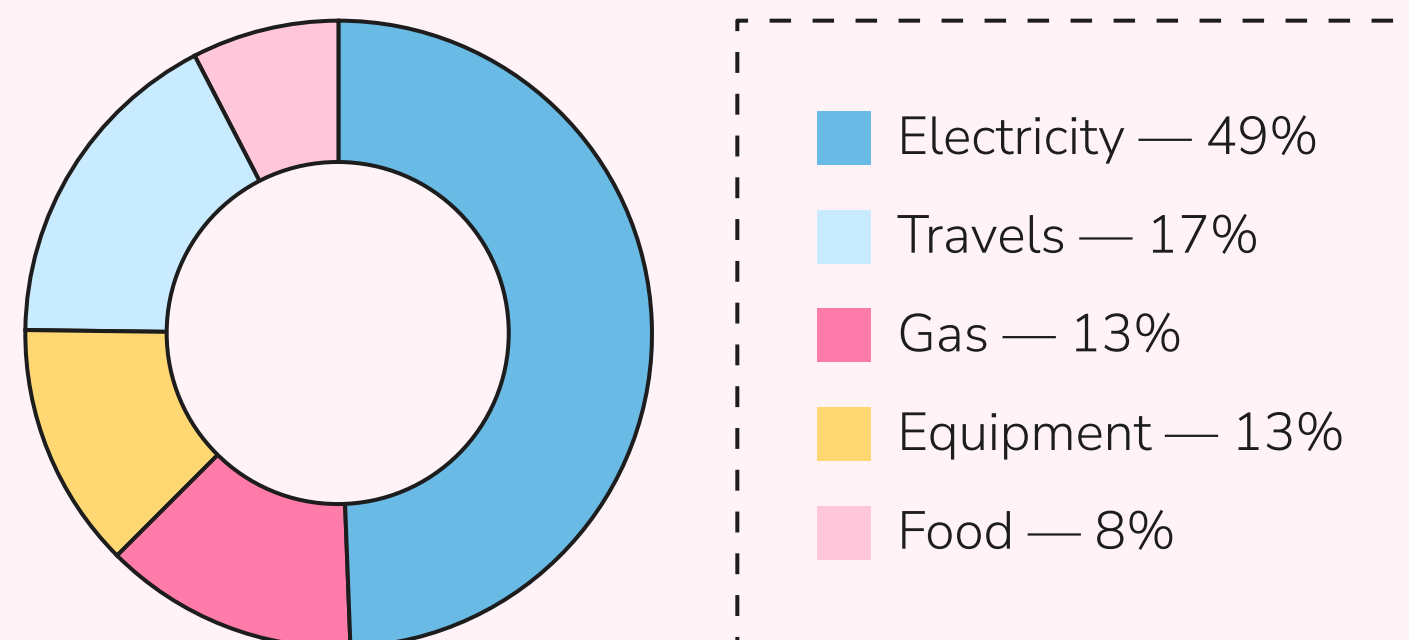
In 2020, Beetroot started its offsetting program, which translated into about 1,900 trees planted and 1.69 hectares of restored land in the Espinosa region of Castillo y León, Spain. Our 2021-2023 carbon emissions were initially offset by planting 3,000 trees in Ukraine. However, after Russia started a full-scale war, we upgraded our pledge to a total of 10,000 trees 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 (including in-advance offsetting) through planting 10,000 in the Kyiv region.

Building on this momentum, our 2023 reforestation efforts will focus on the Mykolaiv region with trees set to be planted in April 2024.

We support local businesses: 90% of all furniture within Beetroot offices is produced in Ukraine.

In 2023, we significantly revised our office space usage for better efficiency. The relocation of Kremenchuk and Poltava co-working spaces was complemented with diligent inventory audit, massive furniture donations to local institutions in need, and internal "garage sale" to give the items a second life.

In our efforts to responsibly repurpose resources, Beetroot found meaningful uses for outdated brand merchandise, ensuring it served a valuable purpose rather than being discarded. We donated T-shirts to military hospitals, supporting the recovery of UAF soldiers, and provided branded bandanas to the Zminotvortsi (Changemakers) initiative.

Scope 1

company facilities, company vehicles

0	0	0	0
2020	2021	2022	2023

Scope 1 t CO_2

Scope 2

purchased electricity, steam, heating & cooling for own use

295	349	288	182
2020	2021	2022	2023

Scope 2 t CO_2

Scope 3

purchase goods and services, transportation, business travel

106	86	120	109
2020	2021	2022	2023

Scope 3 t CO_2

10,000 Kyiv Region, 2022

Zhytomyr Region, 2021 3,000

Extra planting in de-occupied regions, 2022-2023 14,000

Mykolaiv region, 2023 10,000

1,900 Spain, 2020

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, we 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**
(Impact Report)

beetroot | **IOCA ARMA NOSTRA**

$1,000-$10,000	830+	150+	14,000+
grants for grassroots volunteer projects	donors	initiatives supported	people received help

*The figures presented reflect accumulative data for 2022-2023

At Beetroot, our strong ties to Ukraine deeply connect us to the ongoing challenges the country faces due to Russia's continued military aggression.

Recognizing that the war against Ukraine is more of a marathon than a sprint, in 2023, we maintained our commitment to providing ongoing support through our aid fund, focusing on child education, humanitarian aid, and restoration projects.

Beetroot Academy has also continued its scholarship program for Ukrainian displaced individuals, reinforcing our belief that education and support are vital to helping Ukraine rebuild and recover.

"The global community's attention varies depending on the current development and has declined over time. It's hard to blame anyone for that, but it's essential to stay aware that this is a marathon, and Ukraine will need the world's support in different ways for a long time ahead. Think about what your way to support could be now and in the future. It's also crucial that everyone in a position to do it (like us) do their best to keep sharing stories from what's happening on the ground to keep Ukraine high on the agenda."
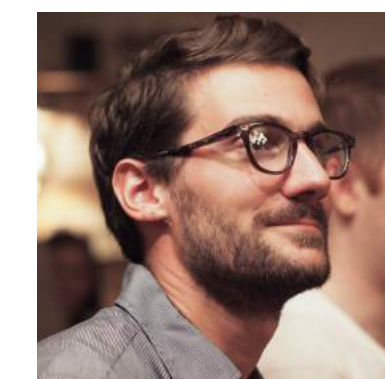
Gustav Henman
Beetroot Co-Founder and BoD Member;
Member of Fund Committee

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● **Featured volunteer projects:**

NGO "Dobrodiy Club"

Project 2: Camp "I did it 2.0"

Focus:

Supporting children

Activity description:

Helping children develop resilience
Encouraging teenagers who suffered from the war to continue developing themselves, show fortitude and contribute to their communities.

Results:

50 participants	**5** transformative days	**8** powerful projects from teenagers
17 powerful and inspiring speakers	**18** mentors and volunteers	**1** roadmap for success — a tool for self-support and self-development even during the war
Stories of those who managed not to break, to act, and move on despite everything		

savED

Focus:

Children & Education

Summary:

Restore access to quality education in war-affected regions by repairing classrooms, setting up Digital Learning Centers (DLCs), and providing necessary furniture, equipment, and laptops.

Results:

20+ DLCs established in the Chernihiv, Kyiv, Mykolaiv regions. 30 more are on the way.	**8** air-raid shelters arranged for schools and kindergartens	The launch of the UActive youth program on civic education and project management for teenagers from the frontline areas.
Primary School, IT, Chemistry and Physics classrooms reconstruction in the damaged School №20 in Chernihiv.		
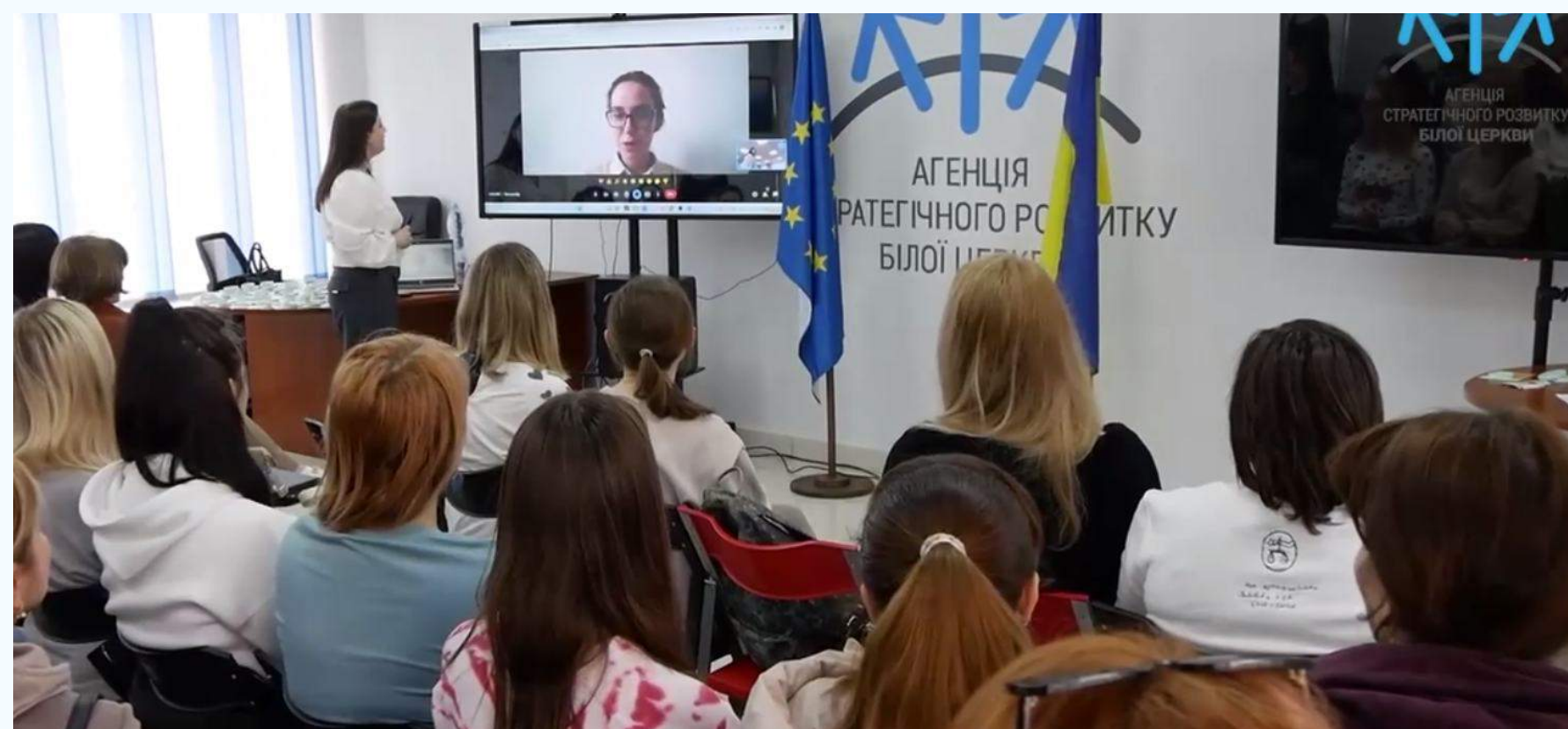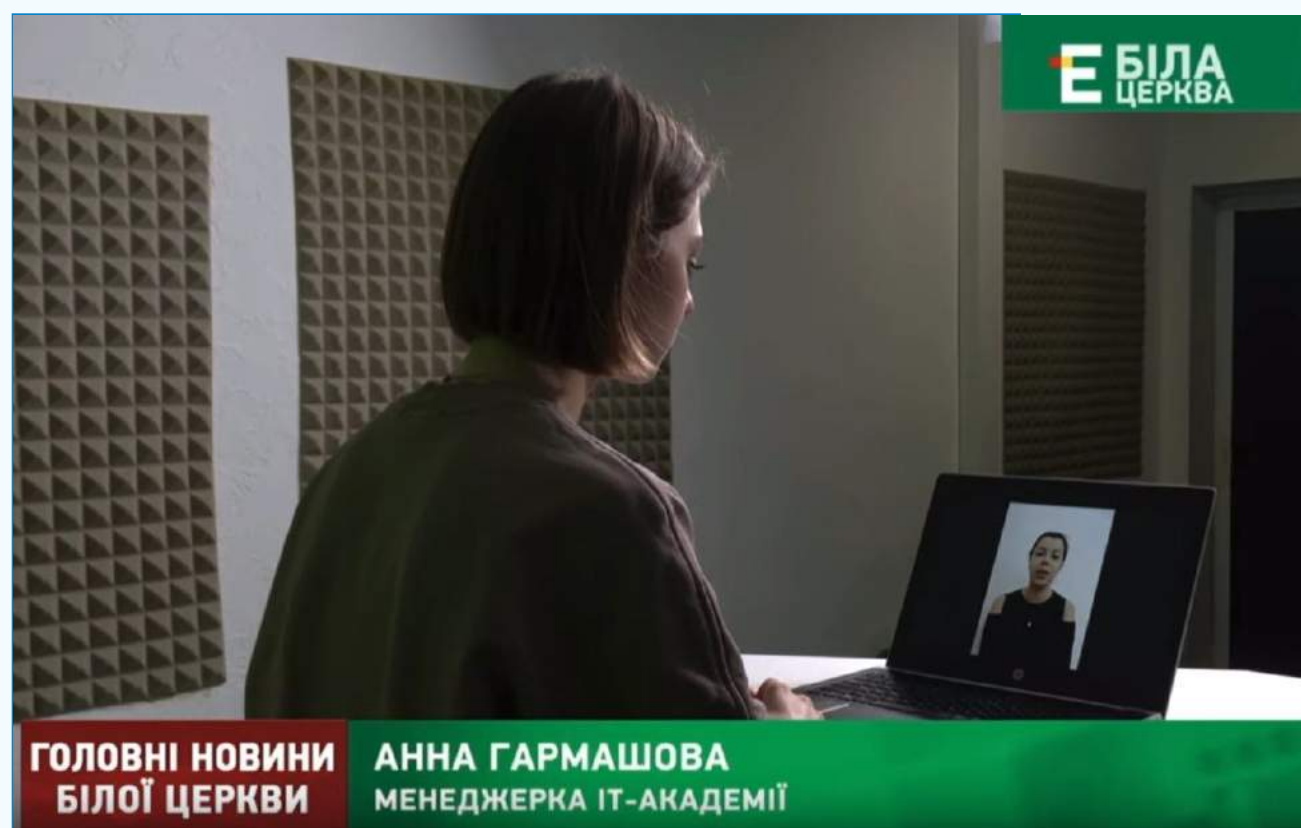
Beetroot Academy Education Scholarships

Beetroot Academy, in collaboration with donors funding aid programs, provides scholarships for technical education to vulnerable groups: Ukrainian refugees, IDPs, women affected by gender-based violence, individuals with disabilities, veterans and their family members.

580+

The total amount of scholarships. Scholarships were available exclusively to Ukrainians both within Ukraine and abroad.

● Standing with the bravest

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

Military support:

- 100,000 USD donated by Beetroot as financial aid to the families of the mobilized Beets

- Beetroot Academy participated in the "Stan' Mykolaiem" (Become a St. Nickolas) initiative by The Children of Heroes Charitable Foundation to support children orphaned by the Russian war against Ukraine.

- One of our team members is a volunteer contributor for the ePPO app, a mobile application for informing about cruise missiles and kamikaze drones.

- In December 2023, Beetroot Academy launched an educational program for veterans and their family members as part of the "Project Management in IT for Veterans" initiative in collaboration with Beetroot Aid for Ukraine Fund.

Anastasia, Project Coordinator

Since 2014, we've aimed to provide Tech education to displaced individuals and vulnerable populations, including war veterans and their families. Our comprehensive support system ensures every student not only learns but thrives in their new Tech career. We're expanding this initiative into a broader program, grateful for the support from our partners and the Veteran Hub's invaluable training sessions.
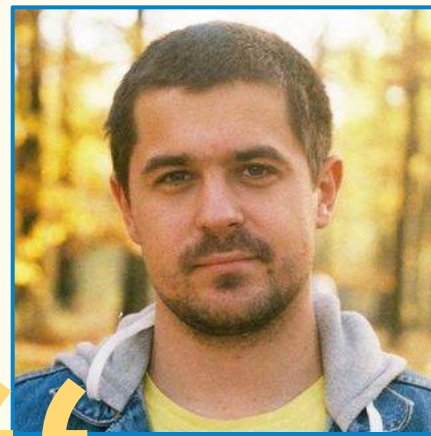
Anton, Student, AFU Veteran

After serving in the Armed Forces for two years, I returned to civilian life and immediately applied for the veterans' course. The guidance I received was transformative, leading to a job offer within a month of resuming my Tech education. This course not only bridges knowledge gaps but also builds a supportive community for veterans.

Alexey, Teacher

Teaching veterans has been profoundly rewarding. Seeing their transformation from reservation to enthusiasm highlights the impact of providing a purposeful 'life after war.' Veterans naturally possess management skills that, when honed, open new career paths in the Tech industry.

$790 000

raised by Beetroot team members in their spare time

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). In 2023 we continued to support families of the Beets serving in the Armed Forces and running regular volunteer fundraising campaigns to help Ukrainian defenders with urgent requests.

Besides, the volunteer movement within the Beetroot ecosystem has developed significantly with many of our team members running different kinds of initiatives. Thus, in 2023, nearly $790 000 has been raised for military, medical, and humanitarian purposes by members of the Beetroot ecosystem.

● **Future-focused initiatives**

Restoring Ukraine

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 de-occupied regions, reforestation of the damaged territories, and enabling children, refugees, and IDPs to access decent education.

- Continued to focus on the Ukrainian de-occupied territories to offset unavoidable carbon emissions through planting 10,000 trees

- Collaborated with the "Brave to rebuild" initiative to restore damaged houses.

- In partnership with RescueNow, supported agricultural restoring of the de-occupied Kherson region

- Contributed to the rescue operations in Kherson after Russia's attack on the Kakhovka dam (with RescueNow).

Participating in the global partnership for Sustainable Development Goals

At Beetroot, the principle that collective action is inherently more impactful than solitary efforts guides our efforts. We actively seek collaboration with individuals, organizations, and businesses that resonate with our values and dedication to creating a positive impact.

Below you can find some of the organizations we actively collaborated with during 2023.

PARTNERSHIP FOR SUSTAINABILITY AWARD

link

Partnerships for Sustainability

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.

Ioca Arma Nostra

The trust Ioca Arma Nostra (Ioca Arma Nostra) was founded in 2018 by Björn Bringes and Katre Saard of Alpcot AB. Registered with the County administrative board in Stockholm, the trust raises funds for charity, particularly for children affected by natural disasters, conflicts, and wars.

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.

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.

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.

CSR Ukraine

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

Laska

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

Psikultura (Psyculture)

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

Uniqa

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

Zelena Krayina (Green Country)

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

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.

Ukrainian Coworking Association

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

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.

Ivano-Frankivsk IT Cluster

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

SortStation Odesa

An organization providing waste sorting services in Odesa

Veteran Hub

A space created to provide services for veterans, security sector employees, their families, and loved ones, as well as to support the process of military integration into civilian life. The hub conducts training for instructors and managers from Beetroot Academy to organize effective education for veterans and their family members.

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

Beetroot Academy has 200+ partners, the main ones:

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.

ACTED

The project "Ensuring women's economic self-sufficiency for recovery and development" is aimed at assisting the most vulnerable population groups: single women, large families, IDPs, individuals with disabilities, and others. During 2023, more than 130 candidates became graduates of Beetroot Academy. Considering successful results of our partnership, we signed a new agreement and prolonged our cooperation with Acted for 2024.

UNFPA

The UNFPA project aims to support women in difficult life circumstances, including GBV survivors, by helping them acquire new professional competencies in IT. This will allow them to get a new competitive profession in IT and become economically independent. In 2023, Beetroot Academy, along with UNFPA Ukraine, provided more than 130 scholarships for women in need.

Justjoin.it

The IT job portal is one of the largest job boards in Central and Eastern Europe. It organizes joint professional events for students and alumni.

Englishdom

The English school collaborated with us to develop an additional course in Business English for graduates and students.

Netpeak group

IT company providing employment, providing free access for BA students to the company's technical products, providing training materials on them.

EMA

Development and Mobility Agency offers The Digi Talents program, which provides job placements for graduates in IT companies in Slovenia.

Baza IT

A service that provides job opportunities for graduates and hosts networking events, inviting our alumni community.

TemplateMonster

BA students, alumni and teachers using special discount on digital products from the company.
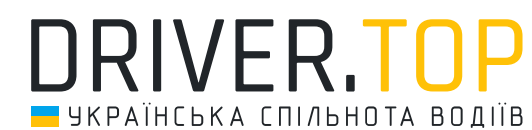
Driver.Top

The largest online platform for Ukrainian motorists offers an internship program for QA graduates.

CleverStaff

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

Hurma

A product partner, BA implements product into a course

Cleveroad

IT company that supports students' employment.

Reconomy

After previous successful cooperation in 2022, Reconomy has granted funding to Beetroot Academy for AI modules development integrated into professional courses. After graduation and gaining additional AI skills, our students will enhance their competitiveness in the job market and become more appealing to potential employers.

Ministry of Digital Transformation of Ukraine

The Ministry of Digital Transformation, in collaboration with Beetroot Academy, has upgraded the Digital Literacy Test, Digitogram (Tsifrogram) 2.0, to version 2.2. This test serves as a key tool on the Diia.Digital Education website for assessing citizens' overall level of digital literacy. The test update was carried out in the context of the European-wide DigiComp framework being updated to version 2.2 and taking into account the needs of various citizen groups, including teachers, civil servants, and medical professionals. This partnership aims to ensure access to quality digital education and improve the level of digital literacy among the population.

Ukrainian Educational Hubs

The project implements the concept of Life Long Learning for the development of Ukraine's human capital. Ukrainian Education Hubs focus on educating both children and adults to prepare them for successful careers. In Ternopil and Lutsk, the activity of educational hubs is carried out with help in implementation from Beetroot Academy, funded by the United Nations Population Fund in Ukraine.

About this report

This annual report highlights the non-financial aspects of the activities of the Beetroot ecosystem, contributions towards achieving the UN Sustainable Development Goals, and impact-oriented efforts for the period from January 1, 2023, to December 31, 2023.*

Information about Beetroot and the Beetroot ecosystem is provided as of February 2024.

Except for

This report is created in accordance with Global Reporting Initiative (Core option).

The previous report covered the period from January 1, 2023 to December 31, 2023, and is available on Beetroot's website.

For questions about the report and sustainability activities at Beetroot, contact Anna Shevchenko, Sustainability Coordinator.

GRI References

GRI 2. The organization and its reporting practices. 2023			
GRI 2-1	Organizational details	p.6 Overview of the Beetroot Ecosystem	
GRI 2-2	Entities included in the organization's sustainability reporting		Beetroot AB Beetroot Sweden AB Beetroot Bulgaria EOOD Beetroot Poland Sp.z.oo Beetroot Academy AB Beetroot Academy Ukraine LLC
GRI 2-3	Reporting period, frequency and contact point	p.37 About this report	
GRI 2-4	Restatements of information	No	
GRI 2-5	External assurance	p. 9 External audit	
GRI 2-6	Activities and workers		The source of supply is made by our employees, contractors under direct agreements, and as a complement sub-contractors support on competence or resource gaps.
GRI 2-7	Employees	p.14 Direct jobs created	
GRI 2-8	Workers who are not employees		*non-employees we count as freelancers - 9

Strategy, policies and practices			
GRI 2-22	Statement on sustainable development strategy	p.3-7 Our approach to Sustainability,	
GRI 2-23	Policy commitments	Code of Conduct	
GRI 2-26	Mechanisms for seeking advice and raising concerns		
GRI 2-27	Compliance with laws and regulations	During the reporting period, there were no incidents of legal violations	Beetroot follow national laws for audits of financial topics, environmental topics, and other topics. None of the operative companies in Beetroot is targeted by legal requirements to audit environmental aspects of the business. The report for 2023 follow GRI structure and has been internally reviewed.
GRI 2-28	Membership associations	p.32 Partnerships for Sustainability	
GRI 2-29	Approach to stakeholder engagement	p 11 Contributing to inclusive and sustainable economic growth	

GRI 3: Material Topics

GRI 3-1	Process to determine material topics	p. 8 Materiality Assessment	
GRI 3-2	List of material topics		
GRI 3-3	Management of material topics	p. 9 Key accomplishments	

Topic disclosures: Economic

GRI 201-1	Direct economic value generated and distributed	p. 13 Impact Stats	
GRI 201-4	Financial assistance received from government		During the reporting period, there were no financial assistance received from government
GRI 203-1	Infrastructure investments and services supported	p. 5, p. 27-32	
GRI 203-2	Significant indirect economic impacts	p. 11-14, p. 27-31 Contributing to inclusive and sustainable economic growth	

Topic disclosures: Anti-corruption

GRI 205-3	Confirmed incidents of corruption and actions taken		During the reporting period, there were no incidents of legal violations

GRI 301 Environment, Energy

GRI 302-1	Energy consumption within the organization	p. 25-26, Supporting climate action and responsible consumption	
GRI 302-2	Energy consumption outside of the organization upstream and downstream		
GRI 302-4	Reduction of energy consumption		
GRI 302-5	Reductions in energy requirements of products and services		

Biodiversity

GRI 304-2	Significant impacts of activities, products and services on biodiversity	p. 11-12, Contributing to inclusive and sustainable economic growth	
GRI 304-3	Habitats protected or restored	p. 25-26, Supporting climate action and responsible consumption	

Emissions

GRI 305-1	Direct (Scope 1)	p. 25-26, Supporting climate action and responsible consumption	
GRI 305-2	Energy indirect (Scope 2) GHG emissions		
GRI 305-3	Other indirect (Scope 3) GHG emissions		
GRI 305-4	GHG emissions intensity		

GRI 305-5	Reduction of GHG emissions	Reduction per-person emissions by nearly 16% due to the carbon offsetting.	

Employment

GRI 401-1	New employee hires	p. 22-23, New team members by age, gender	
GRI 401-3	Parental leave	p. 19-22, Supporting Good Health & Well-Being	
GRI 402-1	Minimum notice periods regarding operational changes	During testing period: 1-14 days, depending on the type of work arrangement (b2b or employment). After testing period: 14 days - 3 months depending on the type of work arrangement and length of service.	
GRI 403-6	Promotion of worker health	p. 19-22, Supporting Good Health & Well-Being	
GRI 403-7	Prevention and mitigation of occupational health and safety impacts directly linked by business relationships		

Training and Education

GRI 404-1	Average hours of training per year per employee		7h per person
GRI 404-2	Programs for upgrading employee skills and transition assistance programs	p. 20-24, Promoting high-quality education and learning opportunities in the tech industry	

GRI 404-3	Percentage of employees receiving regular performance and career development reviews		100%

Diversity and Equal Opportunity

GRI 405-1	Diversity of governance bodies and employees	p. 22	
GRI 406-1	Incidents of discrimination and corrective actions taken		During the reporting period, there were no incidents of discrimination

Local Communities & Customer Privacy

GRI 413-1	Operations with local community engagement, impact assessments, and development programs	p. 27-31, Working to Bring Closer Peace and Justice in Ukraine	
GRI 418-1	Incidents of discrimination and corrective actions taken		During the reporting period, there were no incidents of legal violations

Concluding remarks

The Beetroot ecosystem has demonstrated remarkable resilience and unity in navigating through another extremely challenging year. 2023 has not only tested but also strengthened our resolve. Our commitment to supporting Ukraine has been a cornerstone of our growth, and we take pride in our collective achievements in these trying times.

As we continue to evolve, drawing on our resilience-focused approach, we aim to amplify our impact on the global tech landscape. Our dedication to the Sustainable Development Goals (SDGs) remains at the heart of our mission, guiding us in harnessing technology for the greater good.

We warmly invite you to be a part of this journey. Your collaboration and support are invaluable in our quest to create positive change. **Please visit our website** for more information on how we can join forces and make a meaningful difference. Let's forge a path towards a sustainable and resilient future, empowered by technology and united by our shared values.

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

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Let's keep cooking great Borshch together!

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