

Creating a better world, beet by beet

2024 Sustainability Report



CONTENTS

Foreword	3
2024 Impact: Featured numbers	4
1. Overview of the Beetroot Ecosystem	5
2. Our approach to sustainability	6
3. Beetroot & UN Sustainable Development Goals	9
• Promoting high-quality education and learning opportunities in the tech industry	10
• Contributing to inclusive and sustainable economic growth in Ukraine	12
• Supporting good health & well-being	17
• Helping improve equality in the tech industry	19
• Supporting climate action and responsible consumption	22
• Working to Bring Closer Peace and Justice in Ukraine	24
• Participating in the global partnership for sustainable development goals	31
4. GRI References	36
5. Concluding remarks	40



FOREWORD

Releasing our sustainability report is always a moment for reflection. Looking back, the past year stands out for its pace, challenges, and the depth of work across our ecosystem. Indeed, constant adaptation remained its defining feature. And it's not going away anytime soon.

Beetroot's journey last year was in a large measure shaped by the challenging realities worldwide. Not all ambitions materialized as planned, but our positive impact mission and our focus on resilience continued to propel our team and supported the momentum of our clients and partners along the way.

We started the year with a new team in Vietnam — a milestone that was set in motion in 2023, but truly took shape last year. We also sharpened our internal structures, particularly in our client-facing functions, to better serve both existing and new customers.

The International Flagship Project Award at the Ukrainian Recovery Conference and participation in the top-level Swedish-Ukrainian dialogues with President Zelenskyy and other top officials were some highlights of 2024. These events reinforced our commitment to strengthening Ukraine and helping rearm the rest of Europe.

In addition, our team continued to build AI expertise, particularly in areas such as Retrieval-Augmented Generation (RAG) with large language models. Our newly introduced team upskilling workshops have seen the growing demand from prominent Swedish companies. It strengthened our belief in continuous learning as a key tool for businesses to grow resiliently and tackle an unstable economic environment.

Beetroot's Aid for Ukraine fund continued to grow in both reach and impact. Thus, over 16,000 people have received help across 180+ initiatives in child support, education, and rebuilding.

This report covers both challenges and achievements that defined the past year for our team.

Last but not least, while the United Nations' Sustainable Development Goals are still a valuable framework for measuring and guiding sustainability efforts, the organization's inability to respond decisively to Russia's ongoing war against Ukraine and other acts of authoritarian aggression is a glaring failure. In the face of such institutional paralysis, it's even more critical for businesses, communities, and individuals to go beyond statements of concern and take tangible action.

Well into 2025, we find ourselves more focused and aligned than ever. Our values keep guiding us, and our goals remain clear. Just as clear is our gratitude for your trust and support in this journey we're on together. Thank you!





Rana Ersgård,
CEO, Beetroot



Andreas Flodström,
Co-Founder, Beetroot
CEO, Beetroot Academy

2024 IMPACT: FEATURED NUMBERS

<div>550+</div> <div>Beetroot Academy scholarships granted to Ukrainians from vulnerable communities</div>	<div>900+</div> <div>donors to Beetroot Aid for Ukraine Fund</div>	<div>180+</div> <div>initiatives supported by Beetroot Aid for Ukraine Fund</div>	<div>19000+</div> <div>people received help through Beetroot Aid for Ukraine Fund</div>
<div>\$29 million</div> <div>total economic impact reached</div>	<div>2400</div> <div>total number of jobs created by the Beetroot ecosystem, directly and indirectly</div>	<div>5%</div> <div>of newcomers in Ukrainian Tech were educated by Beetroot Academy</div>	<div></div>
<div></div>	<div>40%</div> <div>of the Beetroot team leaders are female consultants</div>	<div>33%</div> <div>of Beetroot's tech specialists are women</div>	<div>45%</div> <div>of the Beetroot ecosystem team are women</div>

1. OVERVIEW OF THE BEETROOT ECOSYSTEM

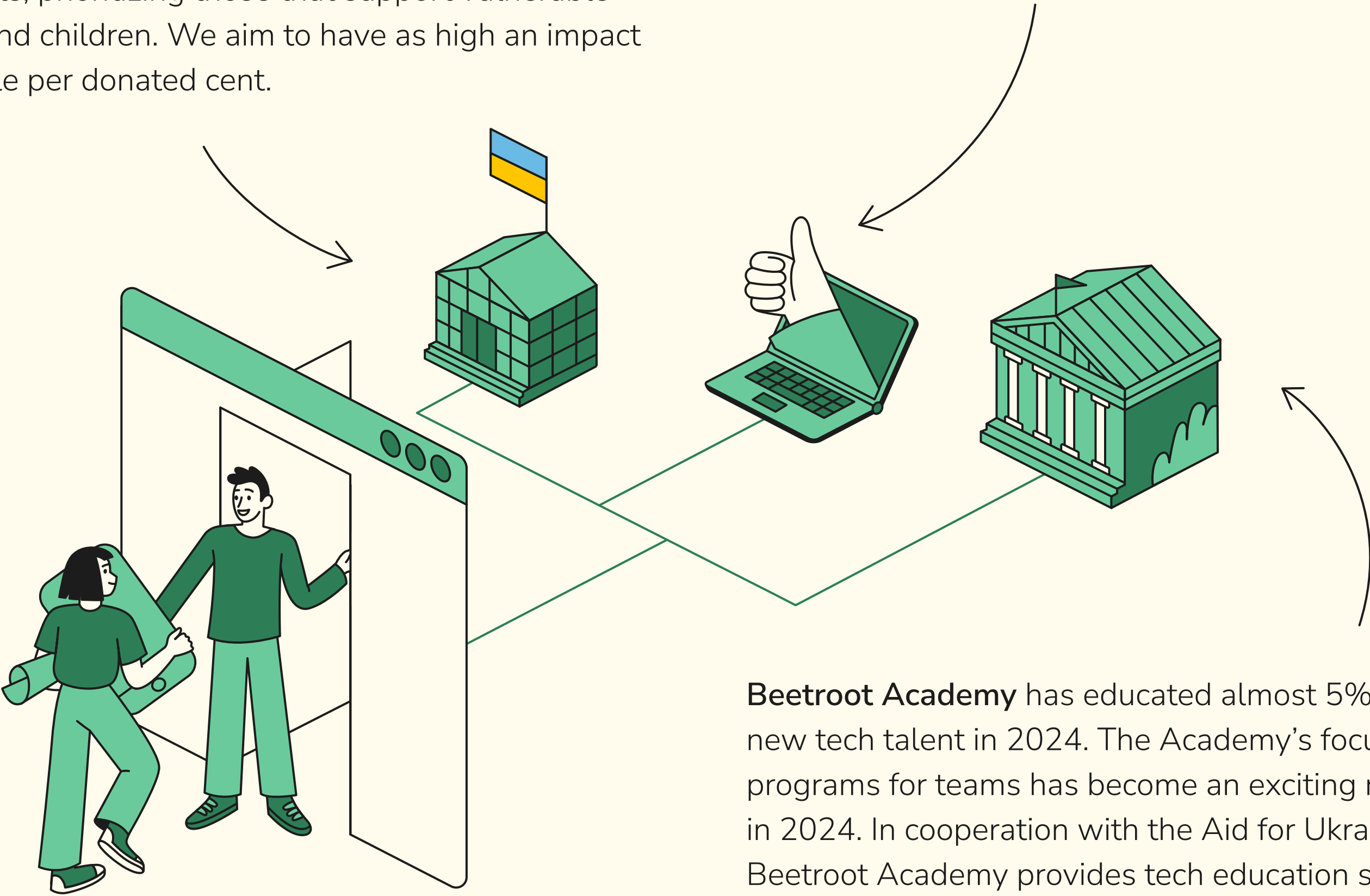
From day one, we have focused on creating a positive impact through tech. The ecosystem structure is essential to implementing our mission.

Aid for Ukraine

In partnership with loca 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 delivers comprehensive tech solutions to clients worldwide. From end-to-end product development to team extensions and tech upskilling, we provide full-spectrum support with a focus on long-term resilience.



Beetroot Academy has educated almost 5% of Ukraine's new tech talent in 2024. The Academy's focus on training programs for teams has become an exciting new chapter in 2024. In cooperation with the Aid for Ukraine fund, Beetroot Academy provides tech education scholarships for Ukrainian veterans, 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 our organizational culture. Therefore, self-management, communication, and integrity are the key aspects influencing our team-building philosophy.

This report reflects activities through the end of 2024, but it's important to highlight that an updated articulation of Beetroot's core values is now in effect.

This evolution wasn't about changing what we believe in — the essence of our values remains. Rather, it's a clearer and more meaningful expression of those beliefs, based on how they are lived in practice across the ecosystem today.

Even though the updated language was officially introduced in 2025, most of the work on collecting inputs, discussing, and implementing changes, took place throughout the past year.

Thrive in every aspect of life

BALANCE

OPENNESS

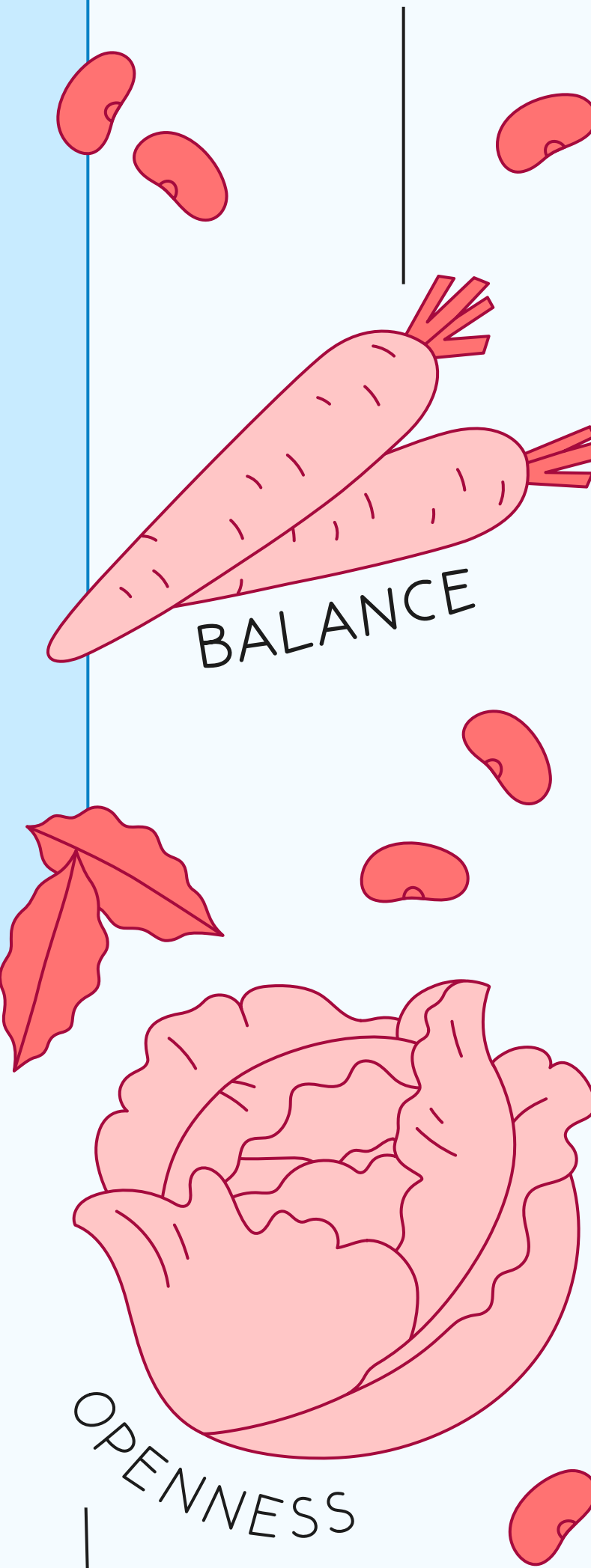
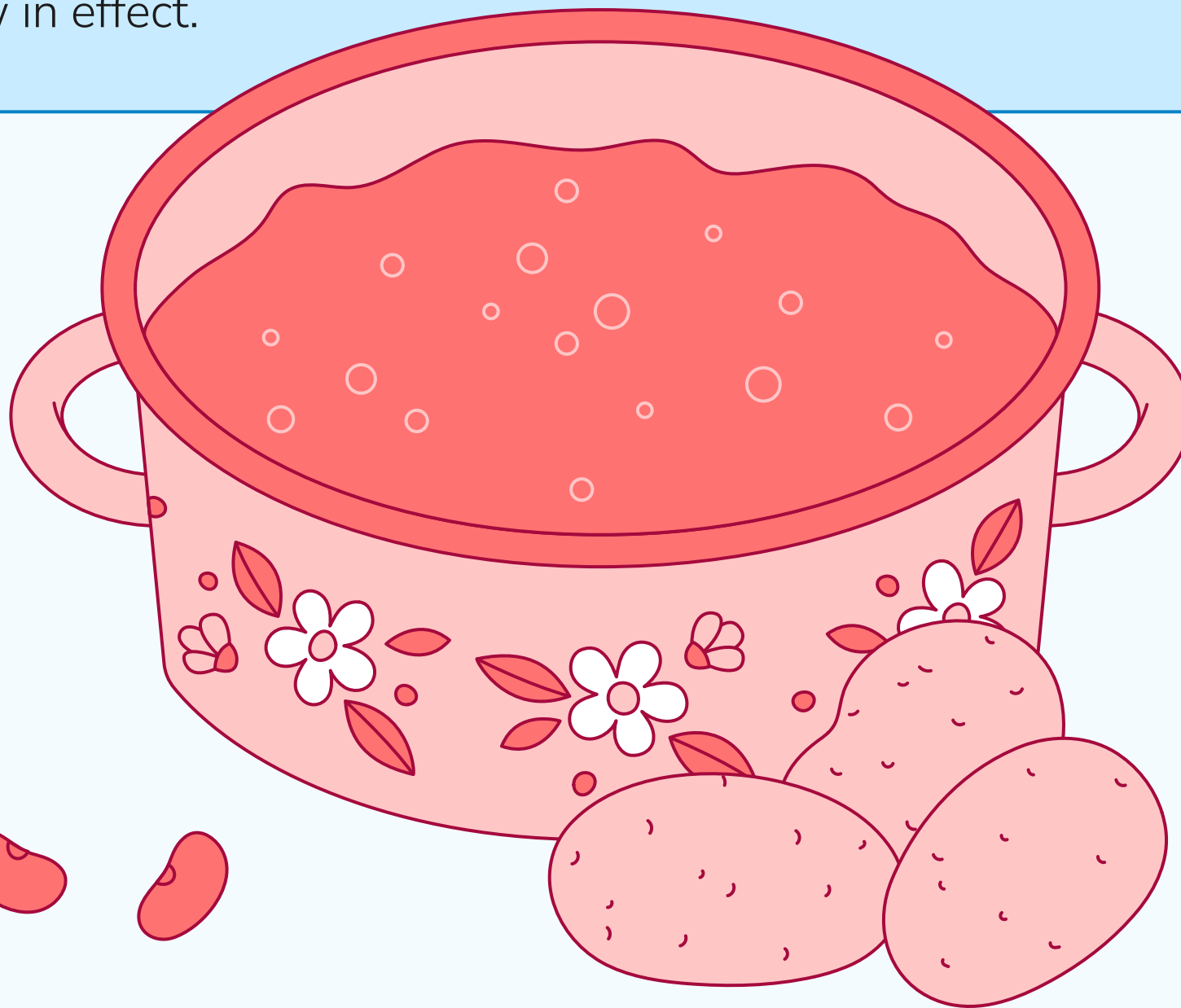
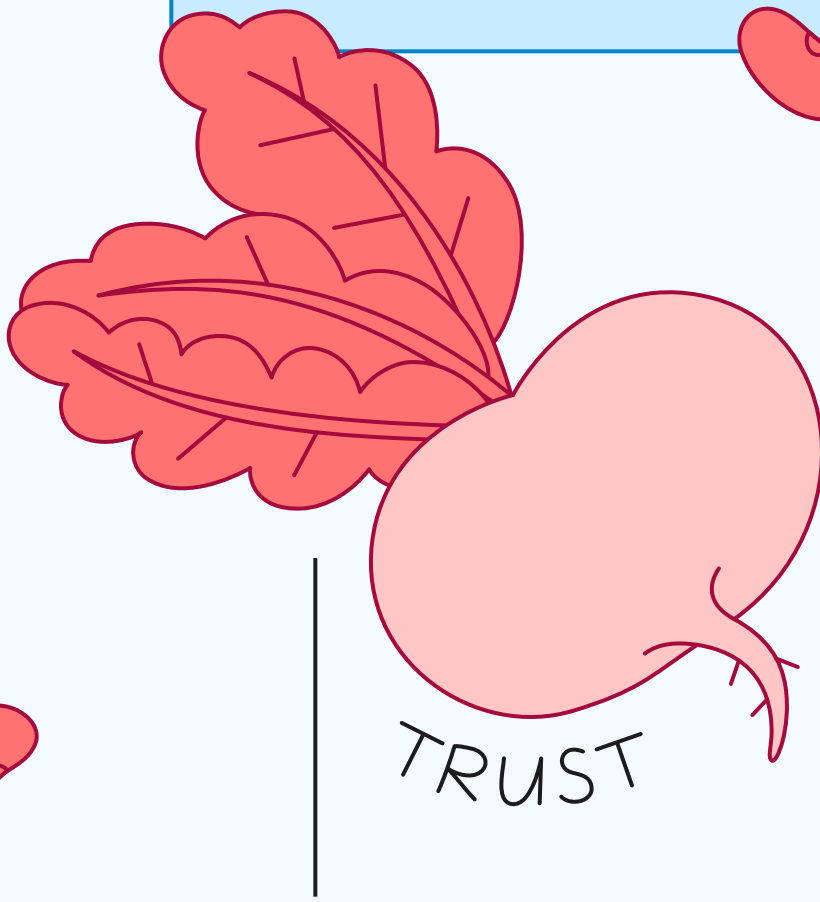
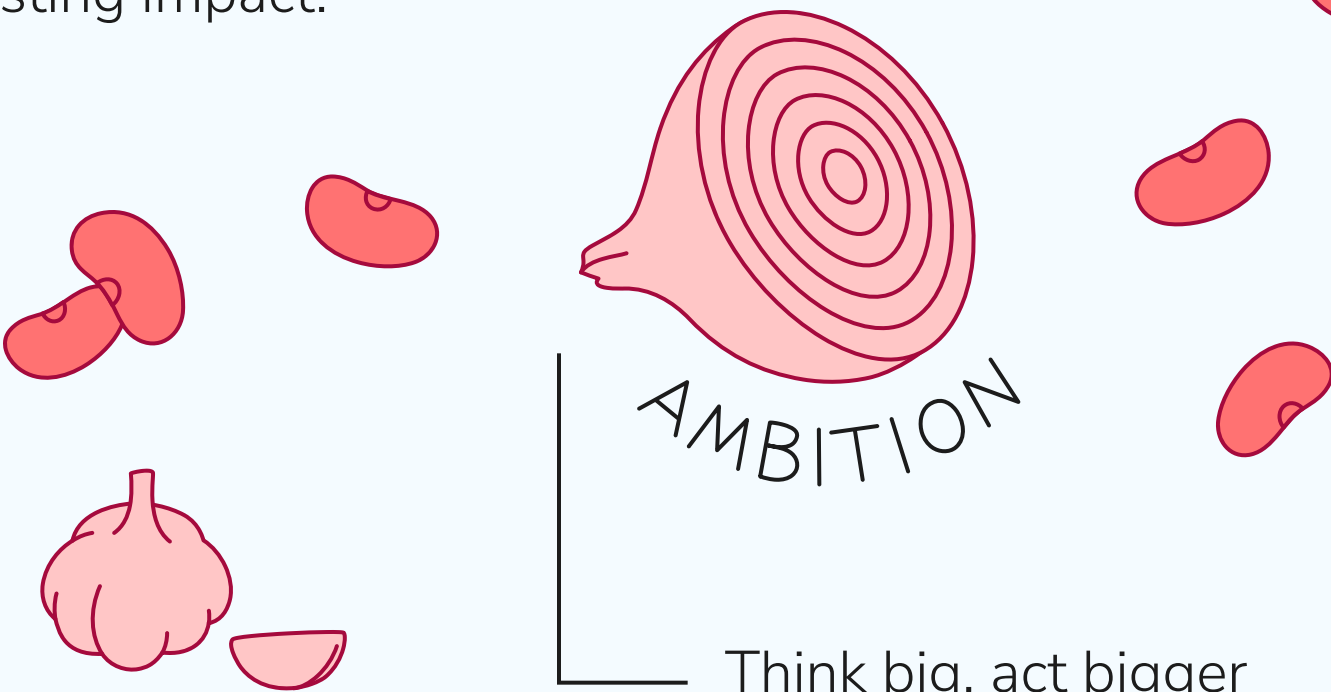
Open minds, open hearts

AMBITION

Think big, act bigger

TRUST

Given from day one, earned every day

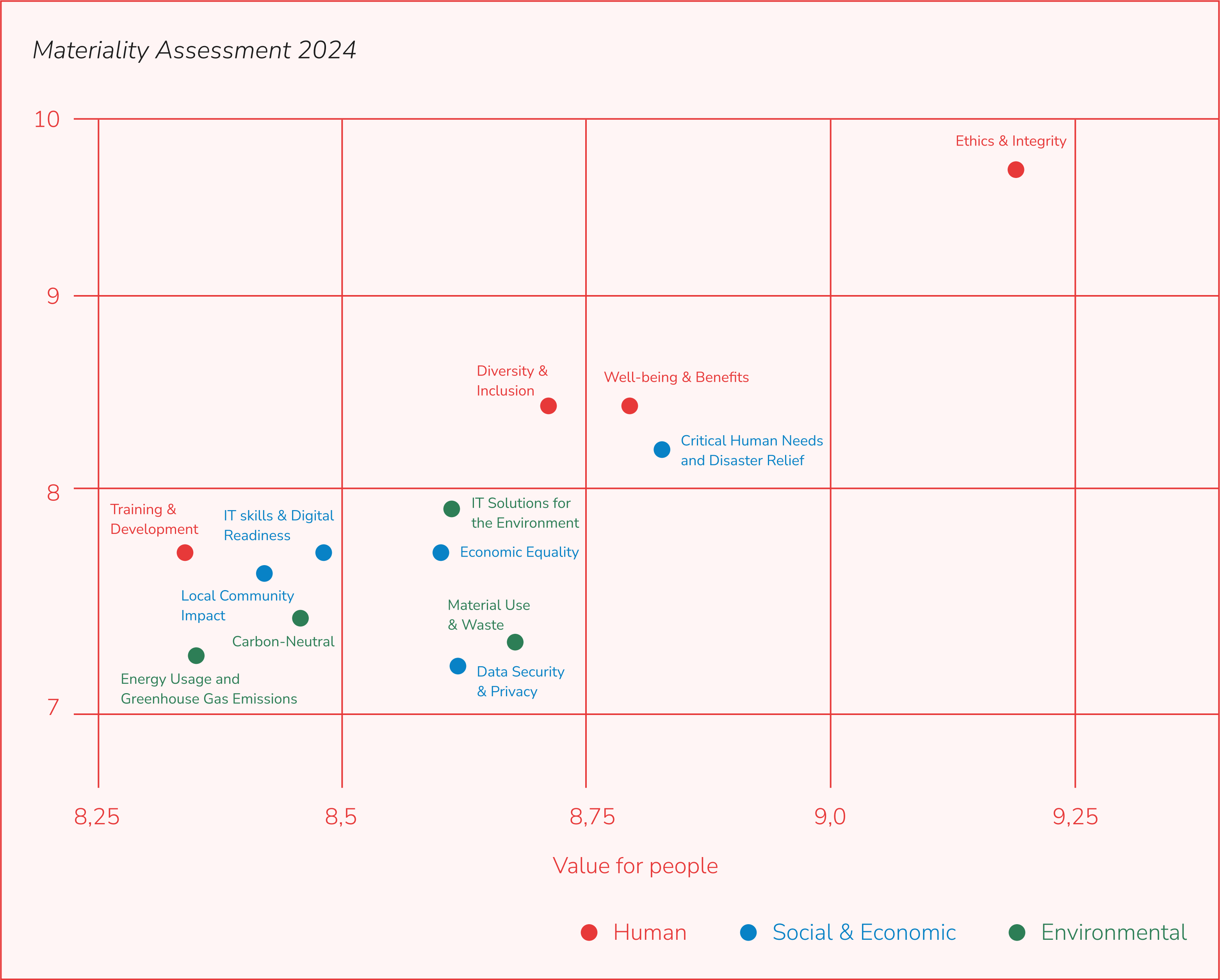


Materiality Assessment

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 carried out 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.

The materiality framework established in 2023 remained in place for 2024 and became a foundation for the sustainability strategy outlined below.



Sustainability strategy

We integrate the sustainability mindset into our everyday workflows — from internal connections to how we cooperate with clients and deliver software solutions. Our strategy is a foundation, which helps us stay aligned and accountable as we grow. It's built around the following focus areas.

1. Advancing Tech Excellence and Security

We focus on continuous learning and promoting responsible digital practices. Our goals in this area include training 25% of our team members in ethical AI and cybersecurity, and upskilling 50% of developers in green coding by 2026.



2. Championing Individual and Community Well-being

We prioritize supportive and inclusive work environments while encouraging broader social impact. This includes securing 1500 scholarships for Ukrainian students by 2025 and expanding mental health support.



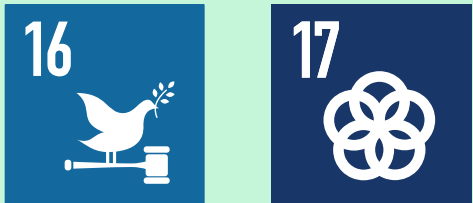
3. Driving Environmental Responsibility

We ensure that sustainable practices are present in our routine. This includes sustainability-aware onboarding, regular reforestation initiatives, and promotion of office efficiency and general eco-conscious attitude across the ecosystem.



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:

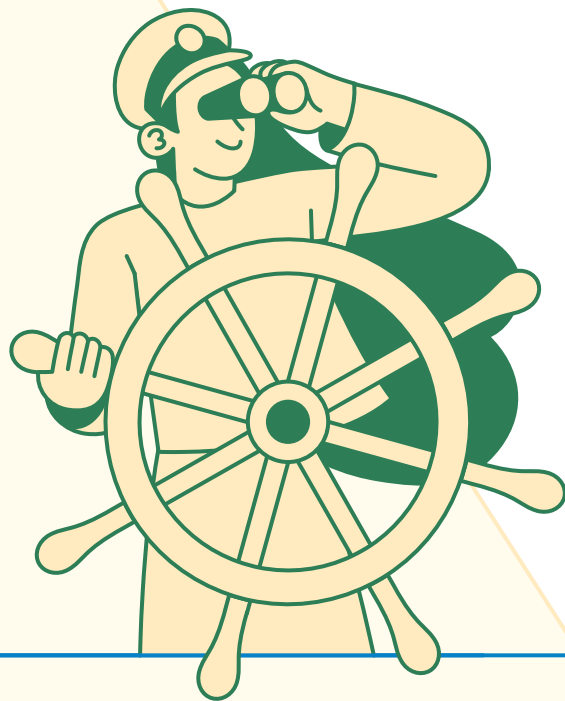


Our mission

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

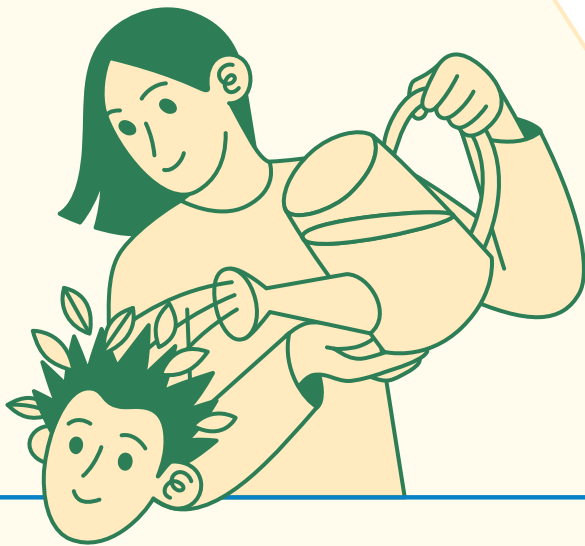
Governance

- 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



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

Beetroot Academy continues to play a key role in our mission to expand access to quality tech education. In 2024, we strengthened our focus on practical training for teams within companies, NGOs, and public institutions.

At the same time, our individual programs remain active and impactful. We continue to collaborate with donors and partners to provide scholarships for individuals from vulnerable groups, including veterans and internally displaced people in Ukraine. We also offer Beetroot Academy training internally to our own team members as part of our sustainability strategy and continuous learning culture.

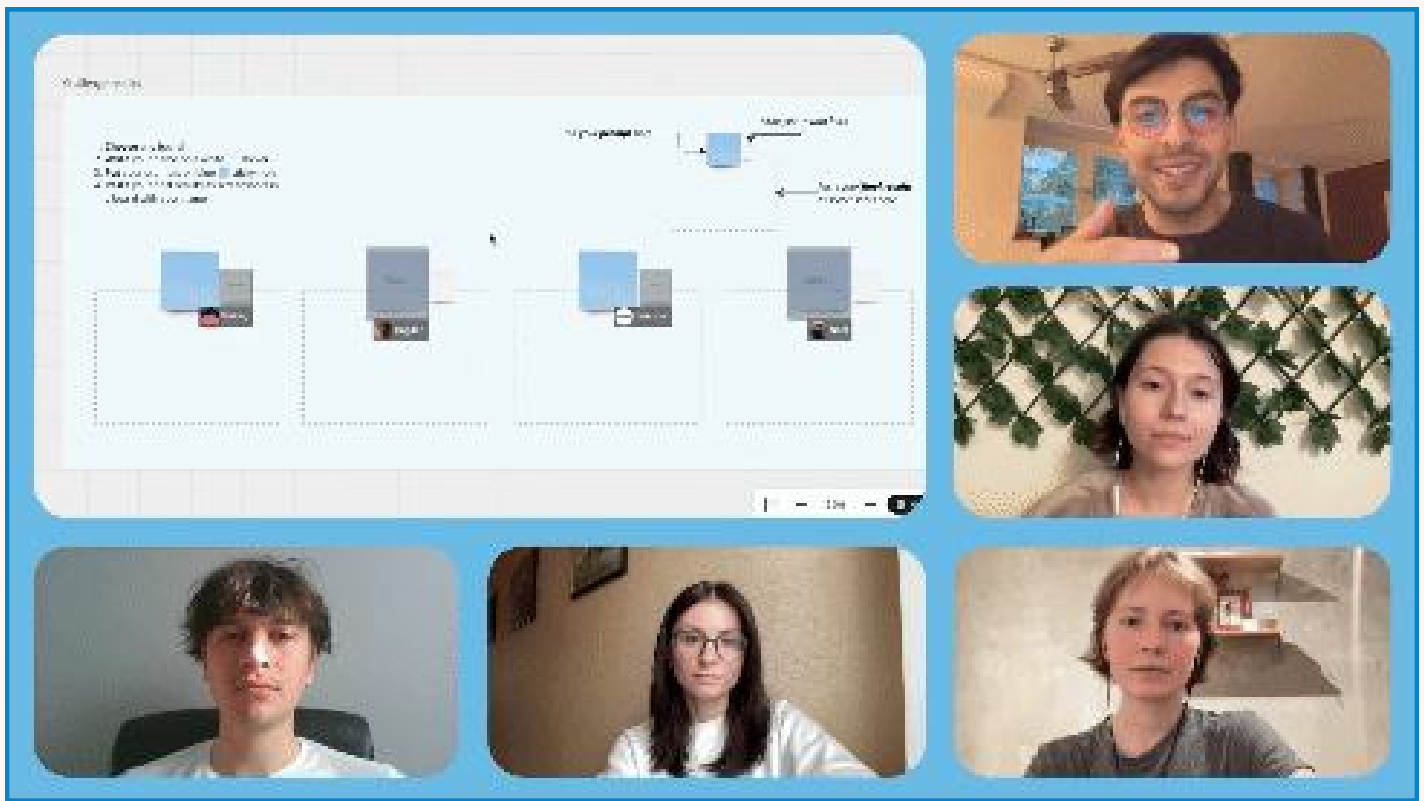
Our Training Areas

Reskilling bootcamps in tech careers

Front-end Development, UI/UX Design, Python Development, Quality Assurance, Project Management in IT, Business Analysis, Digital Marketing, and more.

Upskilling for tech professionals

Generative AI for Developers, Cybersecurity, Green Coding, Web Accessibility, and more.

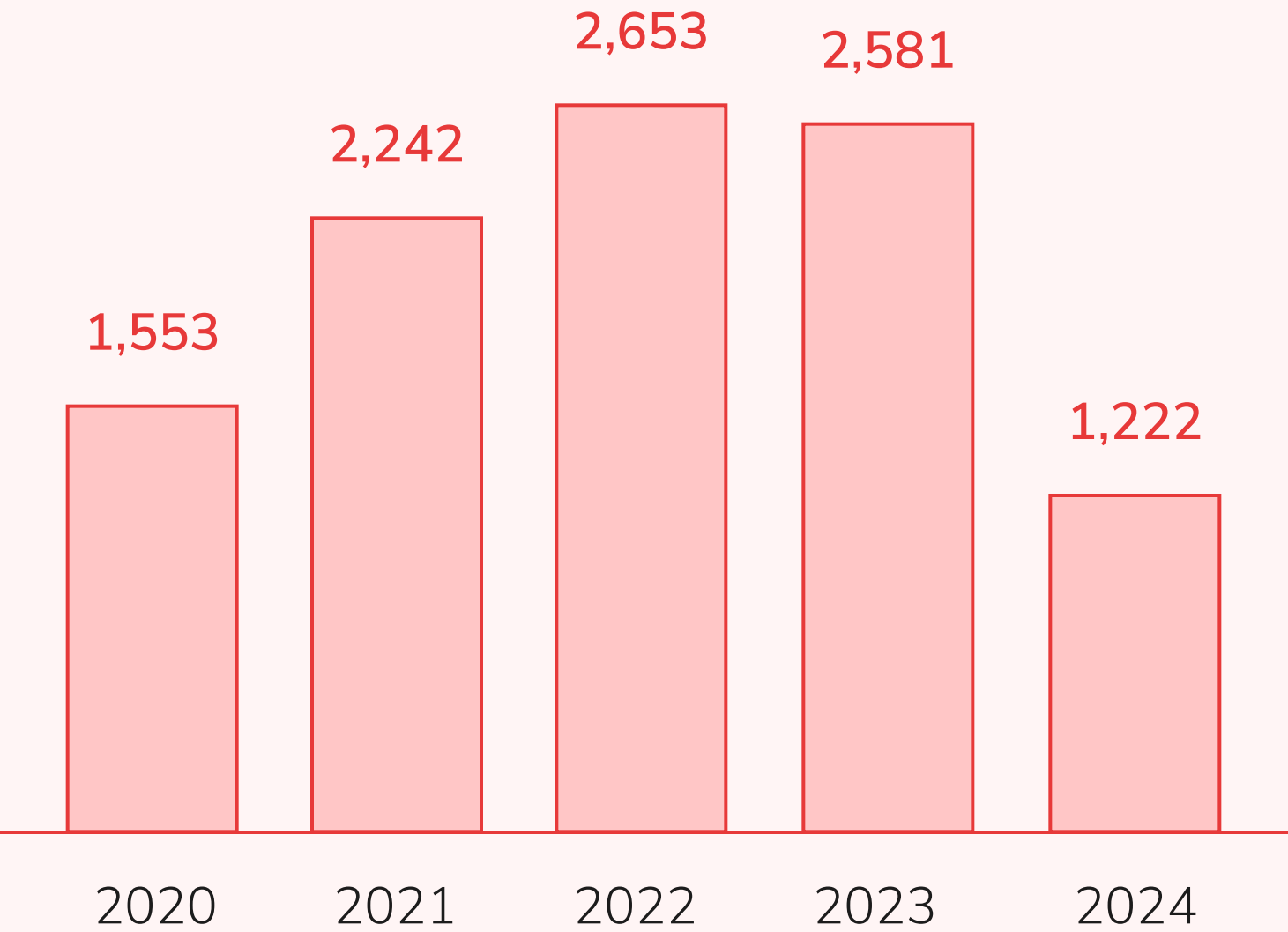


Digital proficiency for professionals

Generative AI for productivity, Agile management, workplace digital tools, and more.



Total number of the Beetroot Academy graduates



72

Number of beets from the ecosystem completed Beetroot Academy courses

2024 Impact Stats	2021	2022	2023	2024
Share of the Beetroot Academy graduates in Ukraine's new tech talents	4%	5%	5%	5% ¹
Share of Beetroot Academy students who successfully graduated	86%	87.5%	88%	85%
+197 Upskilling participants in 2024				
Share of Beetroot Academy graduates successfully employed in Tech	70%	70%	60%	60%
Number of the online events dedicated to tech topics, mental health awareness, accessibility and inclusivity, and L&D	130	40	27	30

¹ Based on the graduate employment rate and the latest Ukrainian tech talent pool stats from public sources.

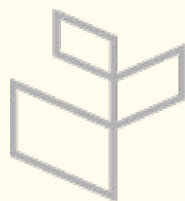
Contributing to inclusive and sustainable economic growth

An immediate way for us to implement our mission is to work with tech clients committed to driving positive change. While sectors like EdTech, HealthTech, and ClimateTech remain central to our work, we believe that all our clients are contributing meaningfully to a better world within their respective fields. This belief is grounded in long-term partnerships and the transformative projects we’ve had the privilege to support across diverse domains.

In this report, we highlight a few examples of the global impact our clients are making, and how Beetroot contributes by building the tech that powers their missions.



Client in the spotlight: **BranchPattern**
Industry: **GreenTech**



600+
green building certifications

271,600
building occupants positively impacted since 2018

50%
of Fortune 10 companies are clients

BranchPattern is a multidisciplinary consultancy working at the intersection of architecture, engineering, and building science. Their work supports the delivery of high-performance buildings with a focus on people’s well-being, energy efficiency, and reduced carbon impact.

Through its contributions to programs such as LEED v5, the DOE Net Zero Schools Accelerator, and the Better Buildings Challenge, BranchPattern helps advance sustainability practices across the construction sector. The organization is also a signatory to the AIA 2030 and MEP 2040 commitments and a member of the Just Program, reflecting its engagement with broader goals related to equity, transparency, and climate action.

Client in the spotlight: **SteamaCo**
Industry: **GreenTech / Energy**



1,000+
homes and businesses gained power access through 25 micro-grids deployed by SteamaCo

485 tonnes of CO₂
savings per year via clean energy systems

16 African countries
use SteamaCo’s energy sector solutions

SteamaCo is an Anglo-African IoT smart metering technology company with operations across Sub-Saharan Africa. Their platform combines hardware and cloud-based analytics to enable energy providers to deliver, meter, and monetize electricity in both grid-connected and off-grid settings.

The company was originally founded as a mini-grid developer in 2012, and transitioned to technology due to field challenges. Today, SteamaCo offers the world’s most data-efficient smart meters and concentrator units, ensuring long uptime with minimal data costs even in remote and resource-limited areas. Their technology empowers energy providers and underserved communities alike.

Client in the spotlight: **HydrogenPro**
Industry: **GreenTech / Energy**



500 MW

manufacturing capacity across Europe, the U.S., and China

2 of the 10

largest green hydrogen projects (excluding China) delivered

305 MNOK

order backlog at the end of 2024

HydrogenPro produces large-scale pressurized alkaline electrolyzers for industrial green hydrogen production. Their third-generation electrode technology contributes to lower operating costs and improved energy efficiency by reducing electricity consumption by 14%.

The company’s solutions are used in high-impact decarbonization projects, including the 220 MW ACES Delta hub in the U.S. and the 100 MW SALCOS® green steel initiative in Germany. HydrogenPro also contributes to the localization of hydrogen manufacturing capacity in Europe, with manufacturing and validation facilities across Norway, Denmark, and Germany.

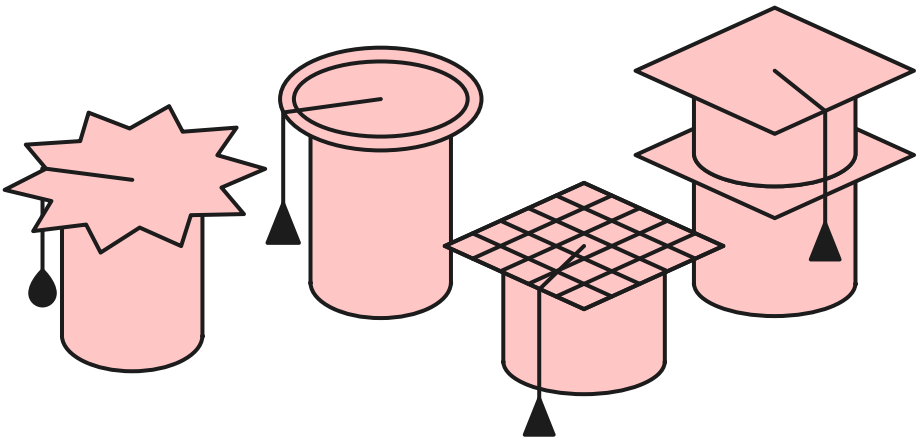
With international certifications (ASME, ISO 9001/14001/45001) and a growing network of industrial partners, HydrogenPro supports the transition to low-carbon energy systems in hard-to-abate sectors such as steel, ammonia, and grid balancing.

Beetroot Academy remains a catalyst for economic development in Ukraine. As of late 2024, Ukraine is home to around 238,000 IT specialists, with an estimated 62,000–64,000 working abroad². Each job in IT continues to generate up to five indirect jobs³, making the continuity of operations in Ukraine essential for both personal livelihoods and national economic resilience.

In 2024, Beetroot strengthened its geographic diversification strategy with continued development of its R&D presence in Vietnam and the growth of Beetroot Academy in Romania. These efforts support operational resilience while enhancing our ability to serve clients with consistency and care.

Our presence in midsize cities — including new and existing locations — contributes to regional tech ecosystems and wage growth. Average monthly salaries where we operate currently stand at approximately \$586⁴ in Ukraine, \$304⁵ in Vietnam, and \$1,145⁶ in Romania.

These figures reflect the tangible socio-economic impact of our work on the ground.

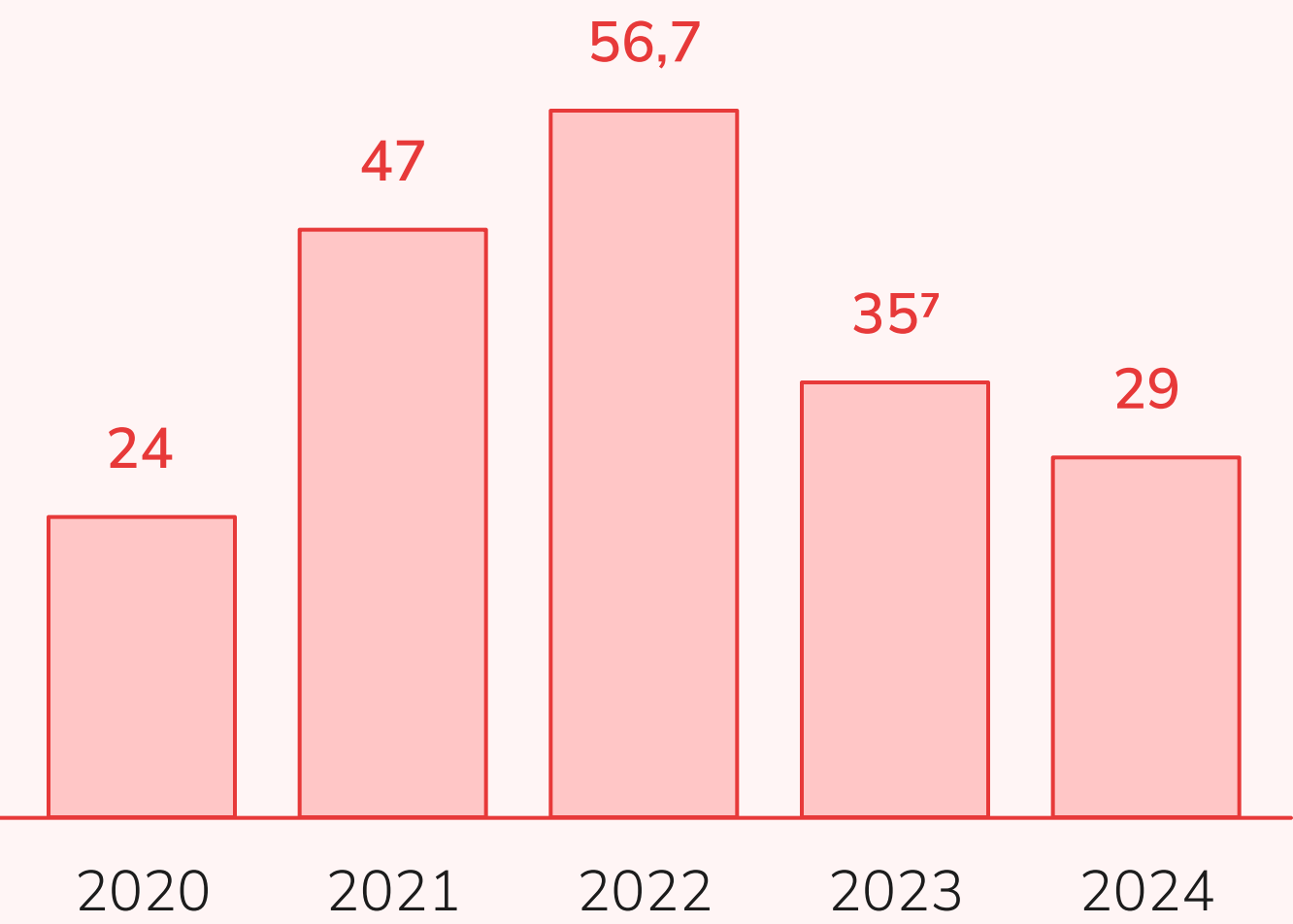


² According to [Lviv IT Cluster](#).
³ According to [Kharkiv IT Cluster](#).
⁴ According to the [monitoring](#) of the Ministry of Economy of Ukraine. Converted from UAH to USD using the average [exchange rate](#) for December 2024.
⁵ According to the [General Statistics Office](#) in Vietnam.
⁶ According to [Romania’s National Statistic Institute](#). Converted from RON to USD using the average [exchange rate](#) for July 2024.

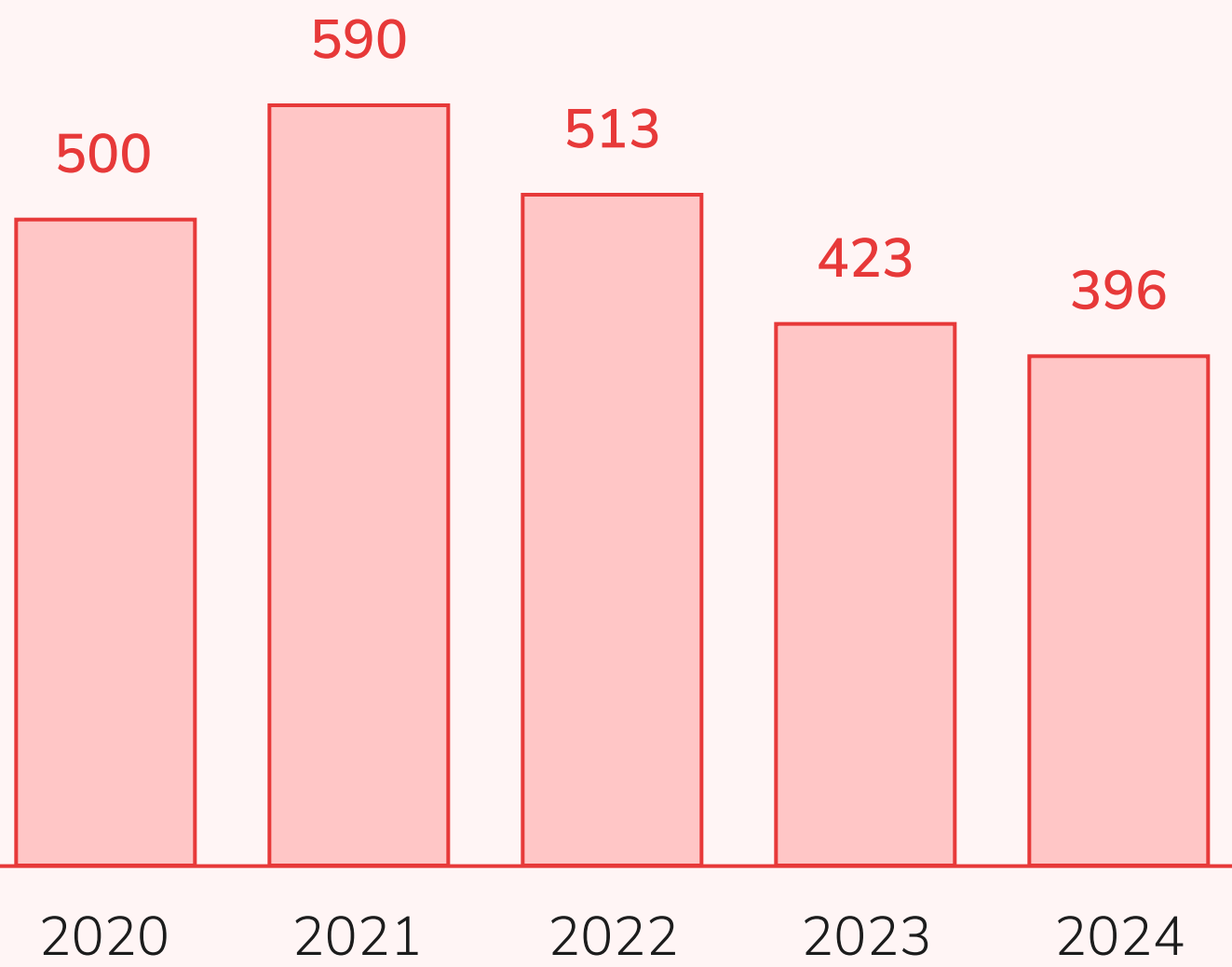
● 2024 Impact Stats

Running a business during wartime remained the primary challenge. By staying true to our values and embracing uncertainty as part of our new reality, we've continued to adapt with resilience and focus. Our total economic impact may have seen a reduction, but our strategic response included updating our offerings and focusing on resilience, laying a foundation for renewed optimism about the future.

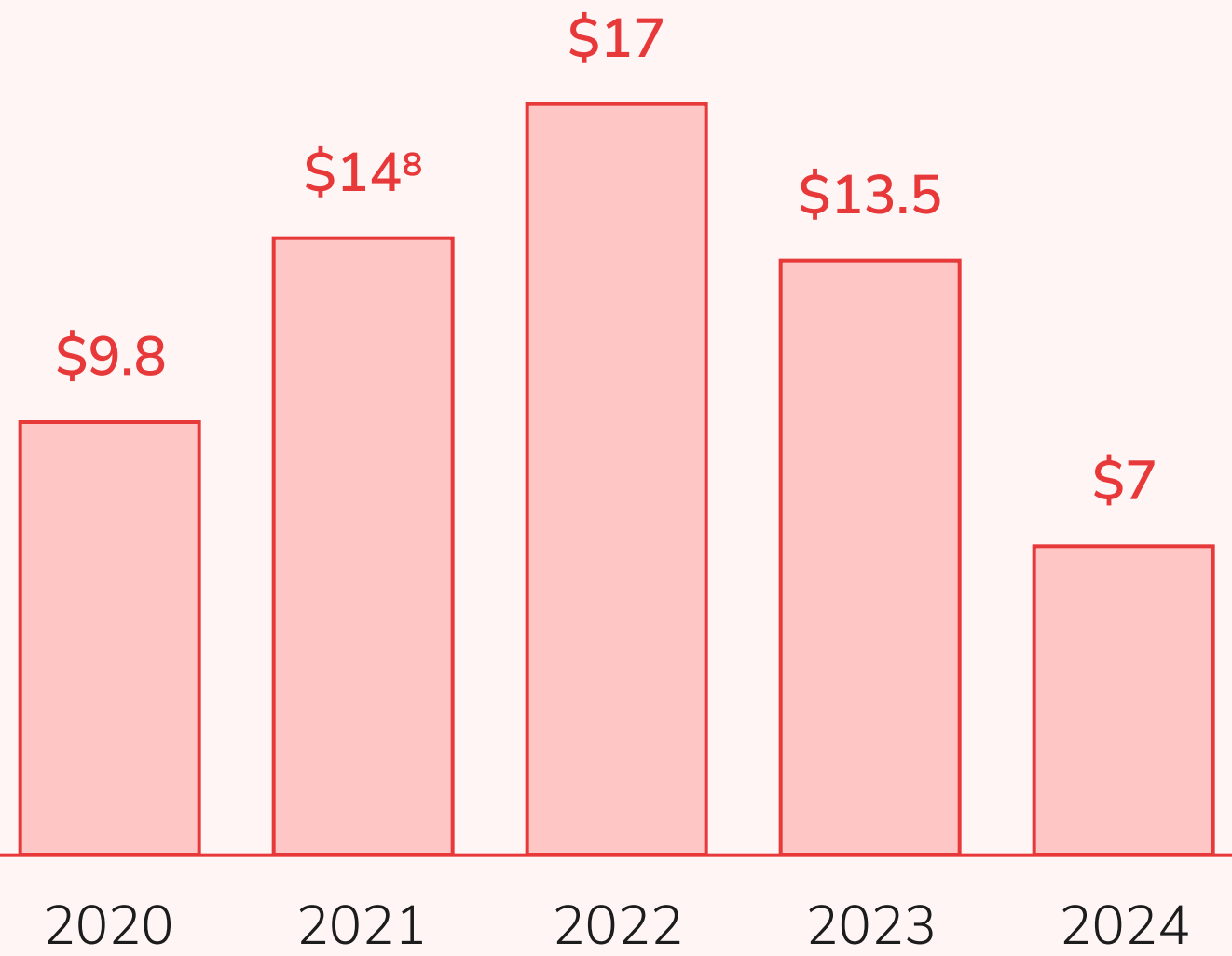
Total economic impact reached (million \$)



Direct jobs created



Direct financial impact created by the Beetroot Academy (million \$)



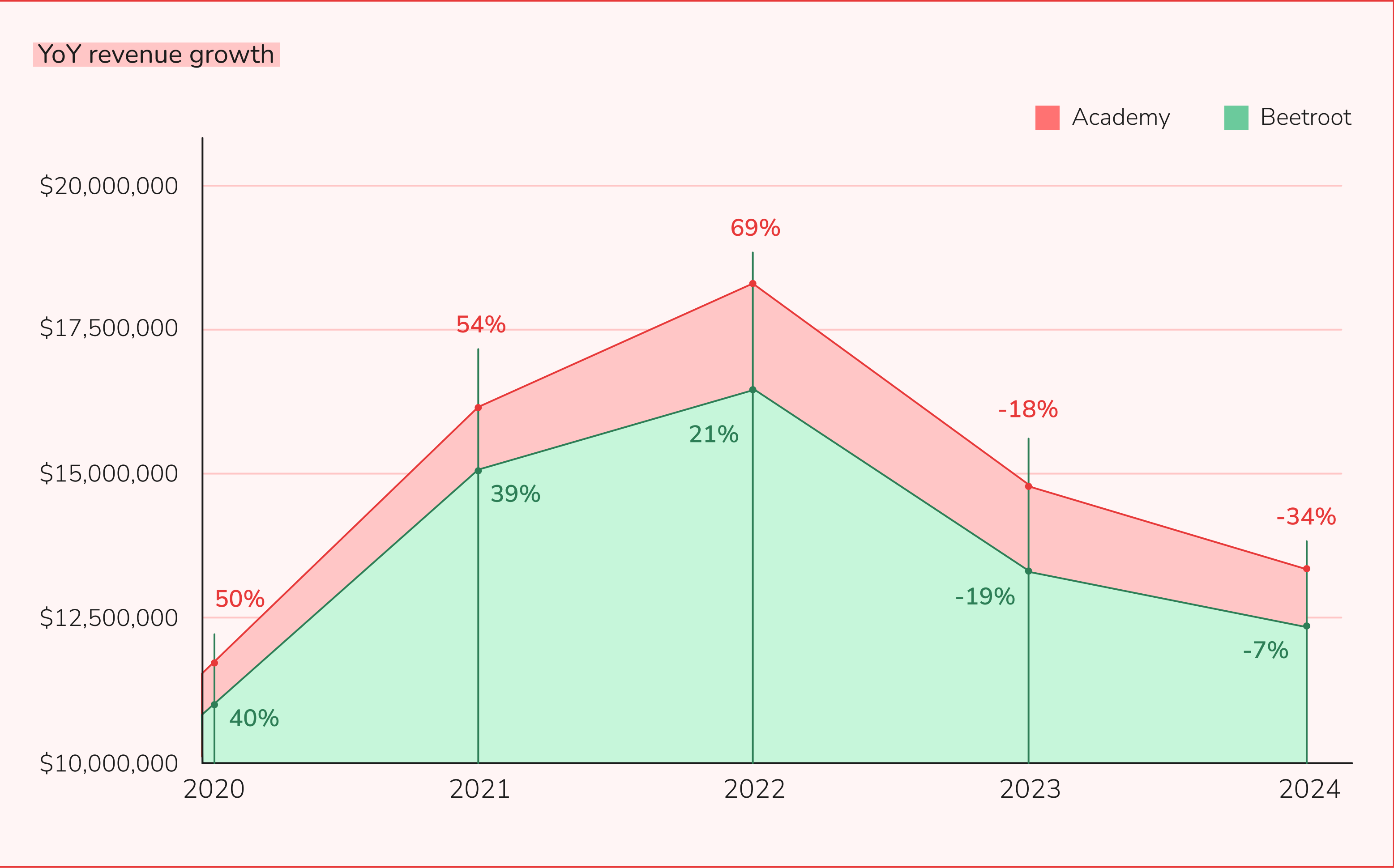
1600

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

×

⁷ 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)).

⁸ 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



Beetroot Tech eNPS



Beetroot Academy NPS reskilling bootcamps



Beetroot Academy NPS upskilling courses



Beetroot Academy eNPS



25



Beetroot Tech has been recognized among the top 25 employer brands in Ukraine⁹

Top 5



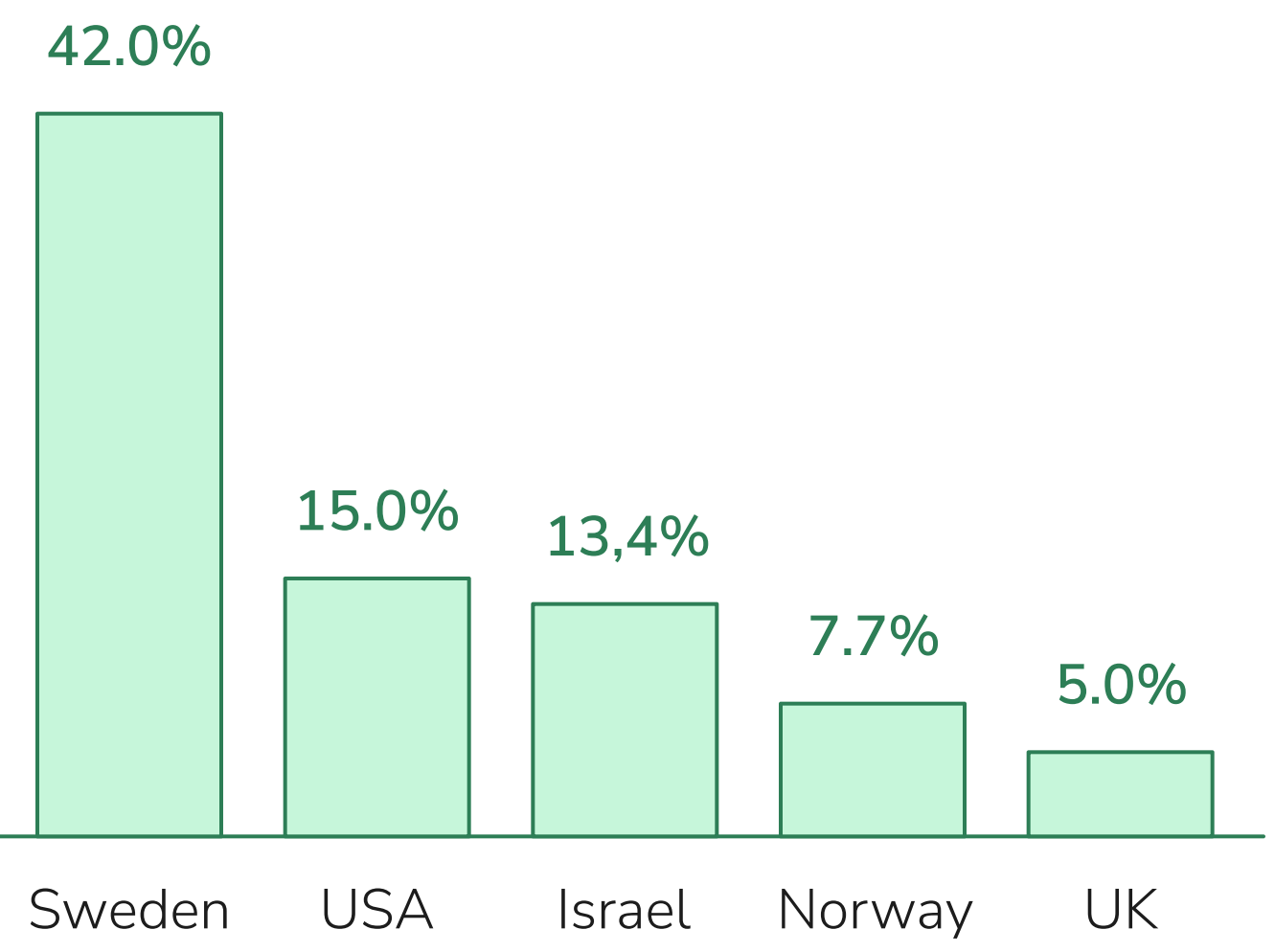
Beetroot is in the top 5 tech companies in the “Best Family-Friendly Companies”

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

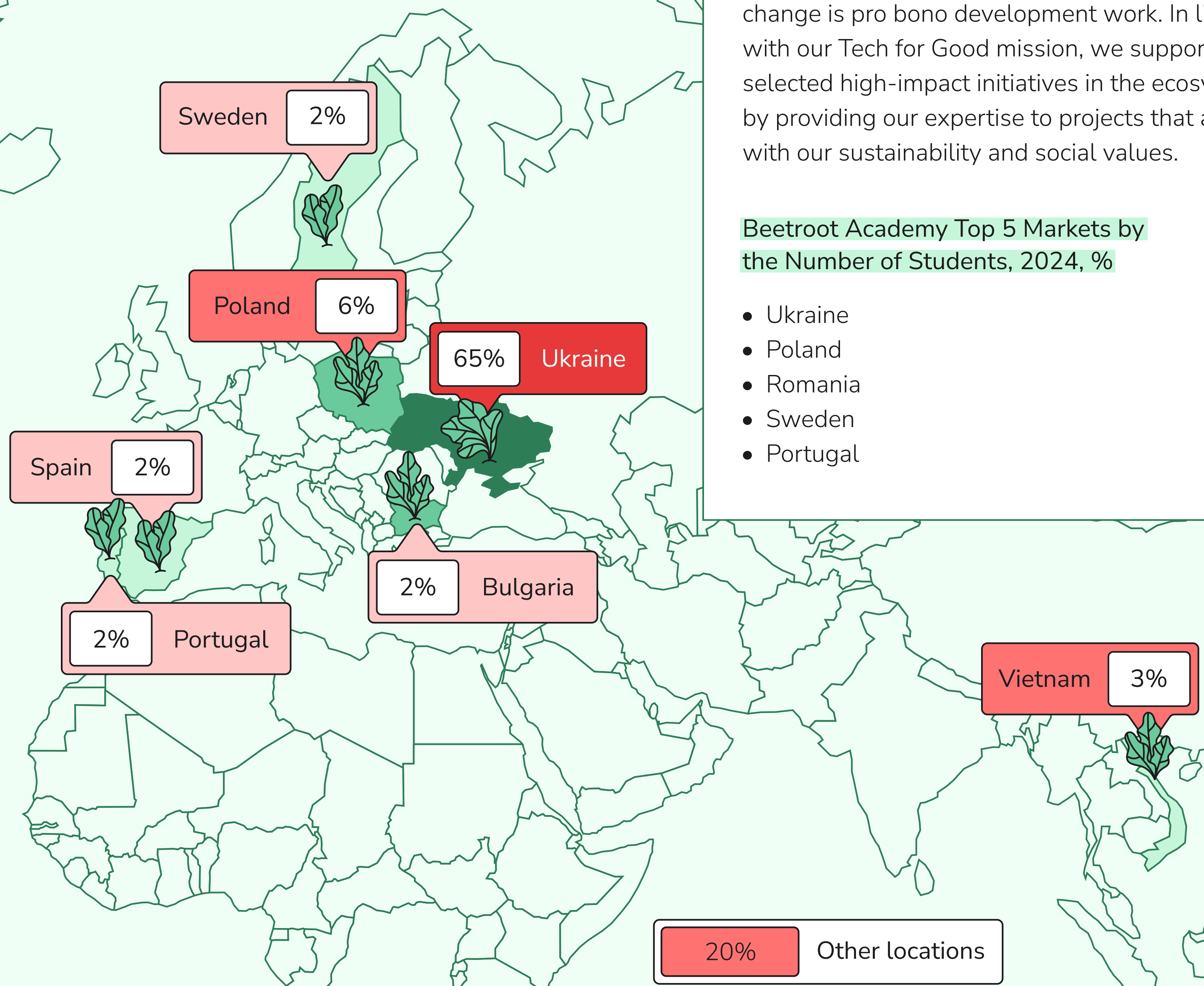
Beetroot Ecosystem Geography

In 2024, Beetroot's client network encompassed 140 companies from 21 countries. We're proud to work with companies sharing our vision for long-term success and doing constructive things for the world.

Beetroot's Top 5 Markets by Revenue, 2024, %



The distribution of the ecosystem team members



Another way for us to contribute to positive change is pro bono development work. In line with our Tech for Good mission, we support selected high-impact initiatives in the ecosystem by providing our expertise to projects that align with our sustainability and social values.

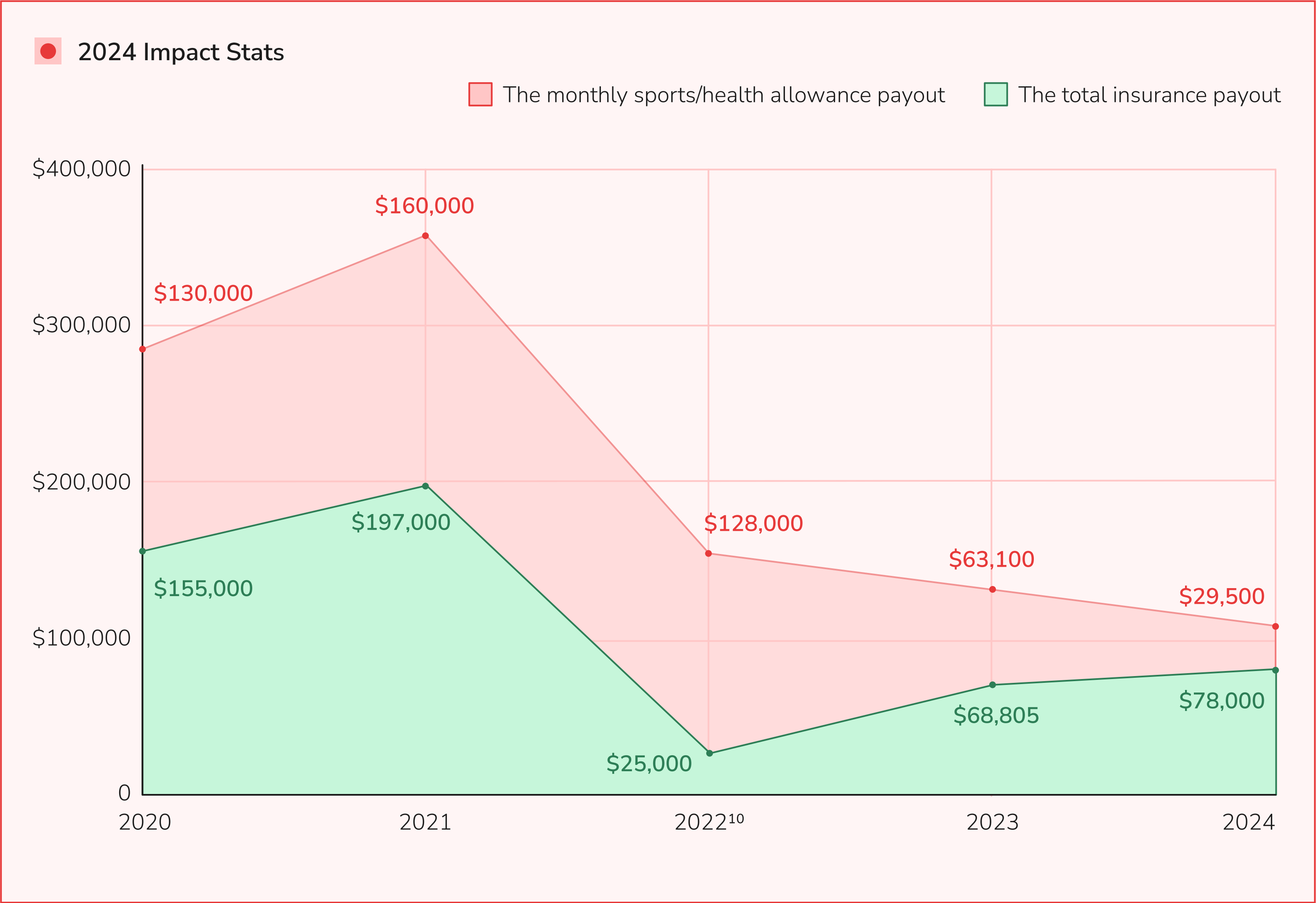
Beetroot Academy Top 5 Markets by the Number of Students, 2024, %

- Ukraine
- Poland
- Romania
- Sweden
- Portugal

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.



¹⁰ This decrease is a result of our insurance programs inefficiency during much of 2022 when a lot of clinics 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.

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.

We organized over 50 events across our locations in 2024. From fikas and afterworks to learning sessions, cultural celebrations, and civic awareness initiatives, these activities supported well-being, personal development, and a strong sense of community.



Painting workshop Poznan



Poznan office



Ping-pong tournament in Poltava



Lunch & Learn about 3D printing in Odesa



Andreas visiting Kyiv

Helping improve gender equality and reduce inequalities in the tech industry

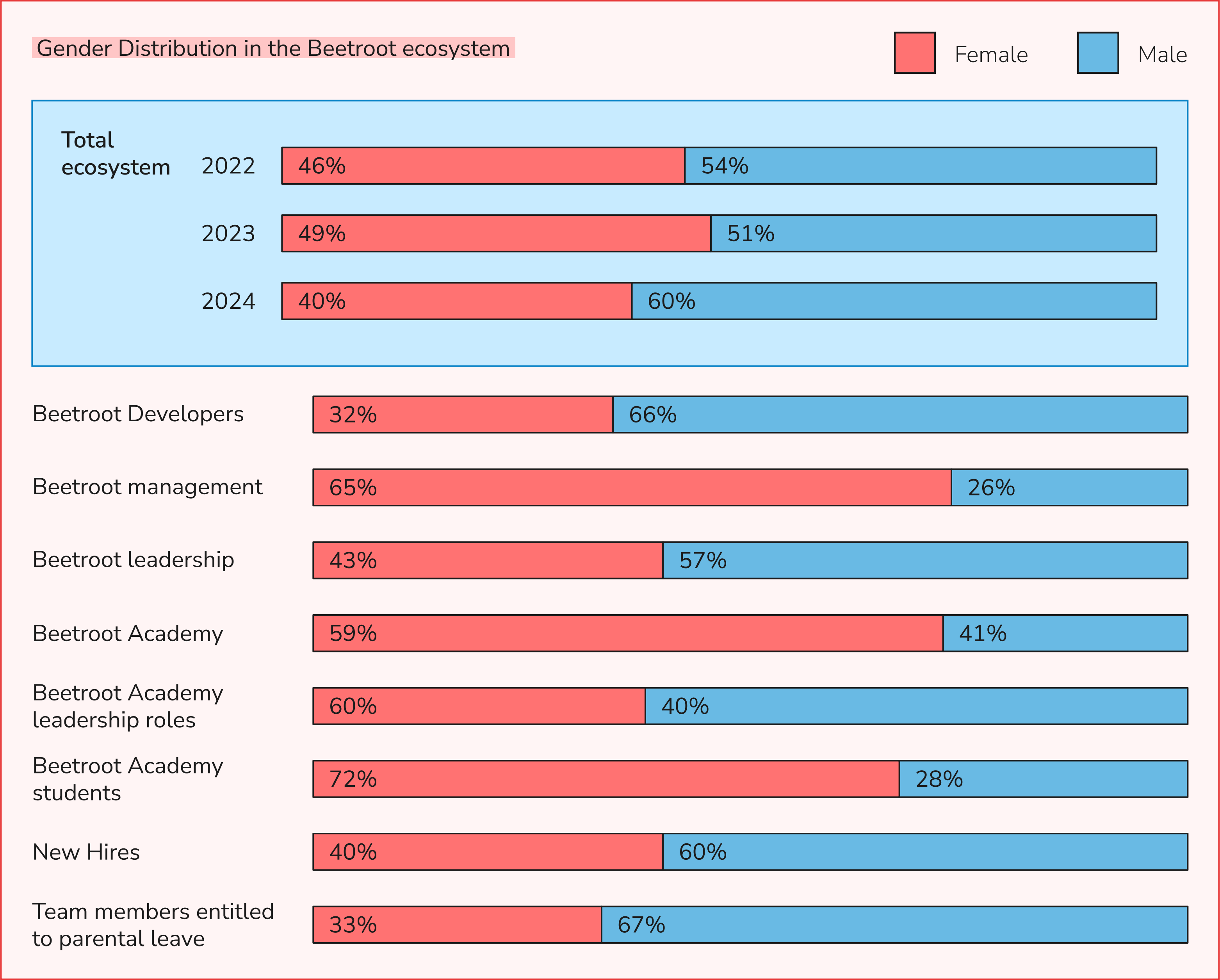
At Beetroot, we're committed to building a diverse and inclusive work environment, with a strong focus on gender equality. This translates to nurturing a working environment with open communication, flexible working hours, and a culture that values autonomy and respect.

We follow the principle of equal pay for equal work and maintain pay equity within our organization. We support greater access to opportunities in tech for underrepresented groups — including women from vulnerable backgrounds and veterans — and work to advance fairness and inclusion across the tech industry.

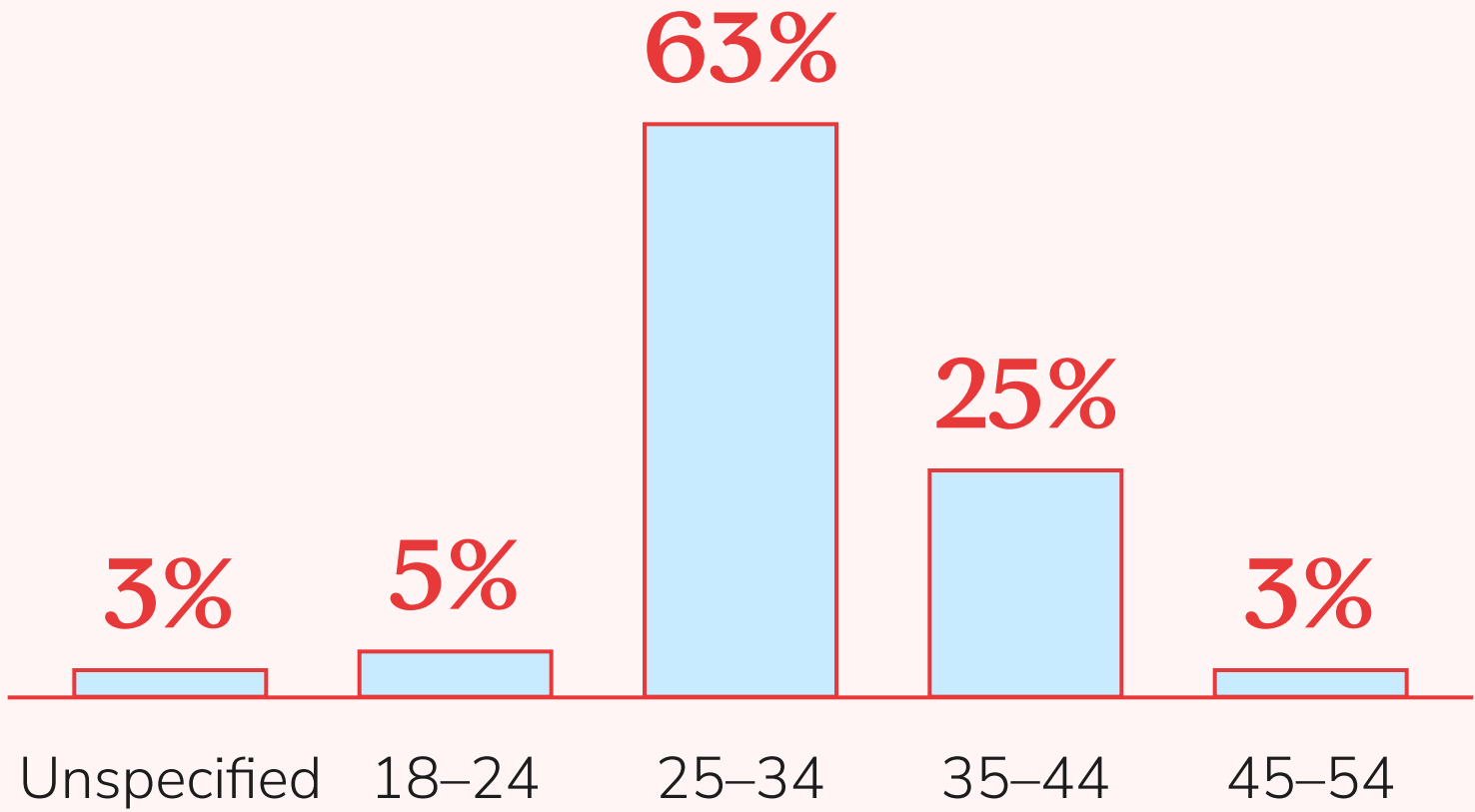
45%

Female representation on Beetroot Board / Advisory Council, including a female CEO

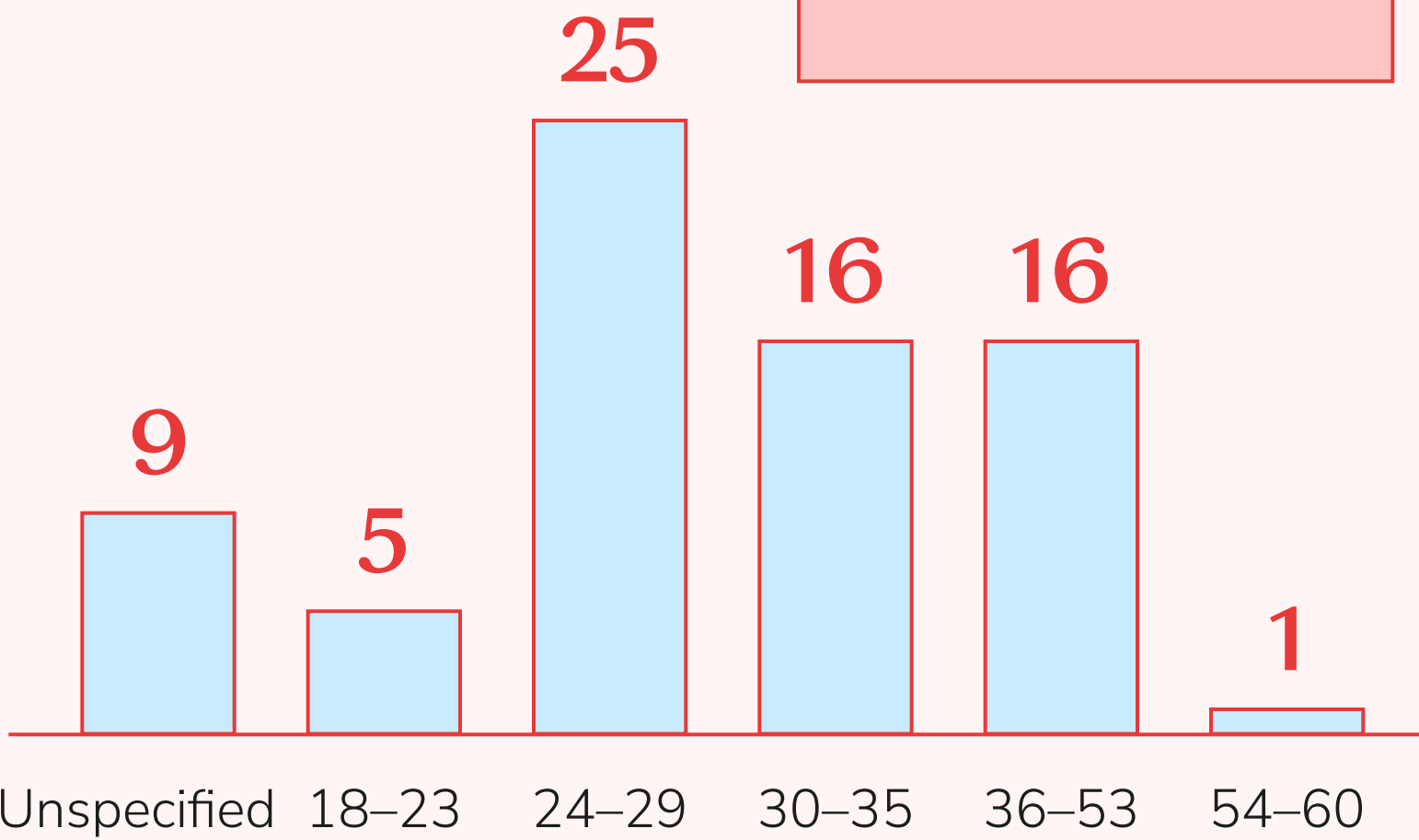
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Age demographics in the Beetroot ecosystem



New team members by age



72

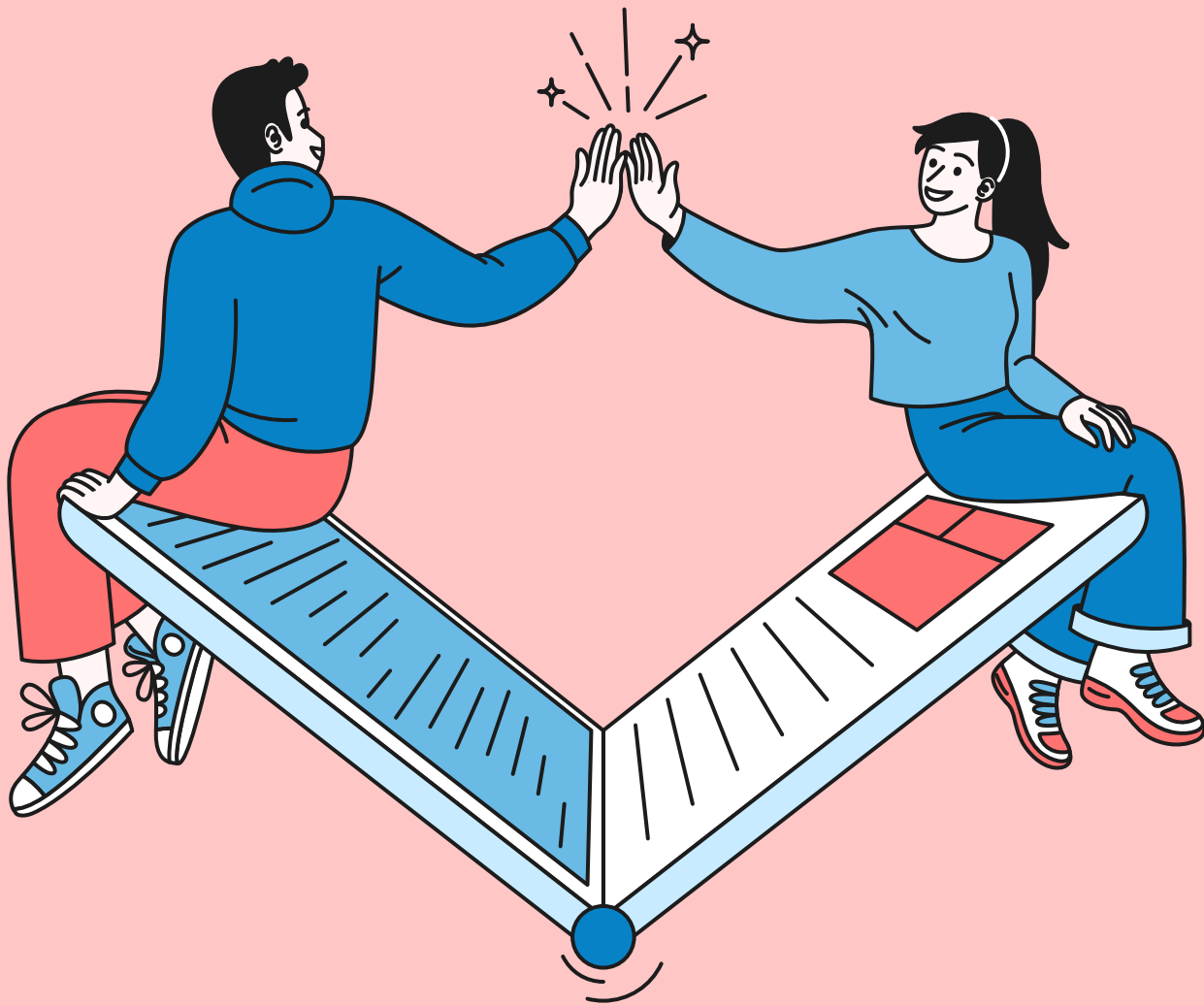
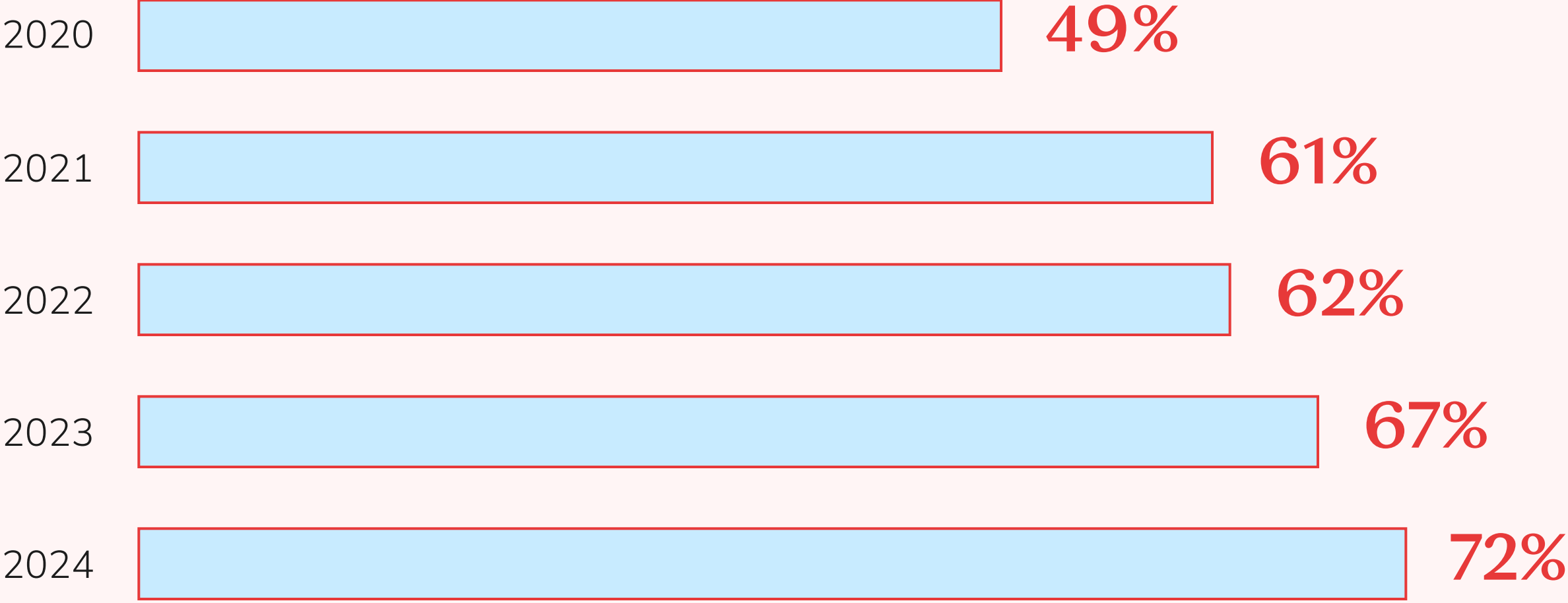
Total new team members



Share of women among tech specialists at Beetroot



Share of women among the Beetroot Academy graduates



2024 Impact Stats	2024	43% of Beetroot team coordinators are female consultants
Female representation on Beetroot Board/Advisory Council, including a female chairperson and balanced co-CEO leadership (1 male, 1 female).	33%	
Number of women from underrepresented backgrounds and/or in difficult life circumstances received scholarships for Beetroot Academy training in 2024, supported by our partners: UNFPA, Pact Ukraine, NGO Zmist, Enpact, the Susanne Hobohm Fund, and Beetroot Aid for Ukraine Fund donors.	280	



Supporting climate action and responsible consumption

We see digital technologies, particularly AI, as our primary tools for advancing sustainability and supporting the UN Sustainable Development Goals. We continue to operate with a CO₂-neutral status and actively work to reduce our environmental impact. GreenTech remains one of our key focus areas.

We recognize AI’s potential to support climate action and environmental conservation. At the same time, we know that how AI is developed and used matters just as much as what it can do. That’s why security and ethics are at the core of our approach to developing AI solutions.

2024 Impact Stats

Beetroot has planted 31,900 trees since 2020. Based on current age-adjusted estimates, these trees are sequestering approximately 194 metric tonnes of CO₂ per year. The majority are still in early growth stages, with carbon capture expected to increase significantly as they mature. The reforestation initiative continued in 2024, with plans to expand further in the years ahead.

← Back to projects

Espinosa

Spain (open in Maps) 2019/2020

This land was cleared by man-made fires 30 years ago for extensive sheep and cattle grazing. It is now in dire need of regeneration.

YOUR IMPACT IN NUMBERS

1.9K

Planted trees

525

tCO₂ to be removed

1.7ha

Land restored

63cm

Average height

94%

Survival rate

9/10

Vigor

TREES PLANTED

+8

Assigned area

Remaining area

2020	2021	2022	2023	2024
401t CO ₂	435t CO ₂	415t CO ₂	291t CO ₂	221t CO ₂
1.02 t/ person	0.93 t/ person	0.81 t/ person	0.68 t/ person	0.56 t/ person

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 ‘12 per-person emissions by nearly 22%.

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 by 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 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.

In 2023, we planted 10,000 trees in the Mykolaiv region together with Zelena Kraina, covering 1.5 hectares in the Bashtanka Forestry.

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

In 2024, we continued to optimize our office space and equipment use with a focus on efficiency and sustainability. As part of our ongoing effort to repurpose resources responsibly, we carried out regular donation programs. Excessive furniture was given to local institutions in need, while outdated branded merchandise found new life supporting meaningful causes.

We also offer team members the option to buy out used equipment, extending the lifespan of our tech and reducing unnecessary waste.

Scope 1

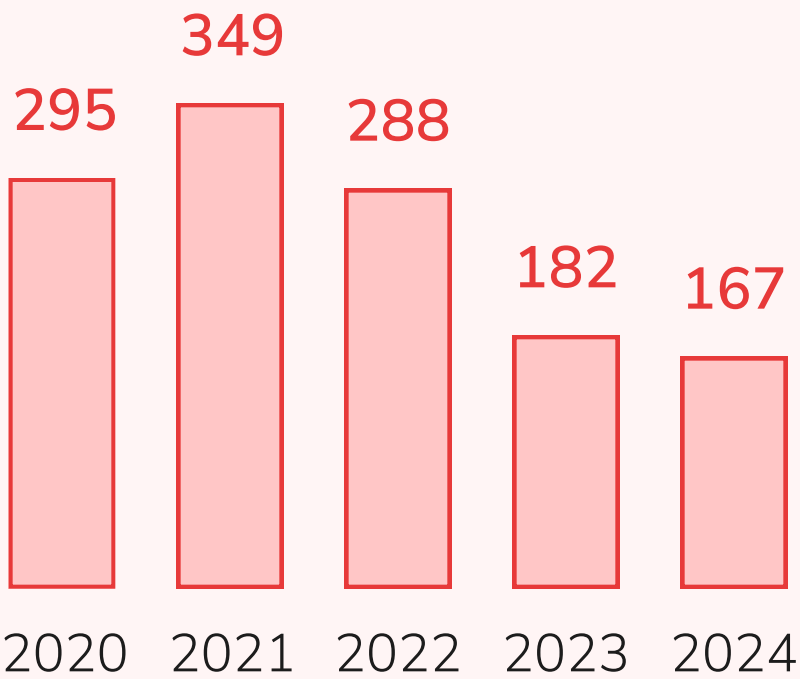
company facilities,
company vehicles



Scope 1 t CO₂

Scope 2

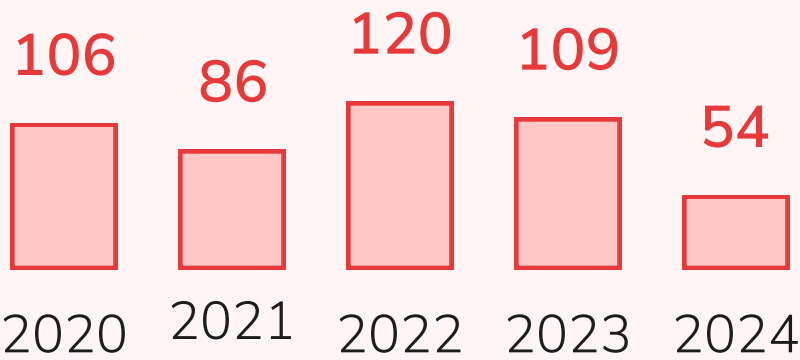
purchased electricity, steam,
heating & cooling for own use



Scope 2 t CO₂

Scope 3

purchase goods and services,
transportation, business travel



Scope 3 t CO₂



Supporting digital education in Kremenchuk. Beetroot equipped the computer classroom at Gymnasium No. 26.

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



\$1,000-\$10,000 grants for grassroots volunteer projects	900+ donors	180+ initiatives supported	19,000+ people received help
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In 2024 we sustained our efforts through the Beetroot Aid Fund, focusing on key areas such as education for children, humanitarian support, and community restoration.

Beetroot Academy also continued offering scholarships for displaced persons, as well as for veterans and their family members, reflecting our belief that access to education and consistent support remain essential to Ukraine’s recovery and long-term resilience.

“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
Head of Fund

● Featured Volunteer Projects

NGO RescueNOW

Project: Camp “Litokryl”

Focus:

Child education & support

Summary:

Rehabilitation and psychological support for children affected by war.

Results:

<div>90</div> <div>children from de-occupied and frontline areas of Kharkiv and Kherson regions participated in the program.</div>	<div>2</div> <div>psychologists facilitated the program, providing specialized mental health support throughout the camps.</div>
<div>3</div> <div>Summer camps were held in the Carpathians, where children received support through the “Children and War” program. The focus was on:<ul style="list-style-type: none">Building self-help and self-healing skillsManaging anxiety and trauma symptomsLearning to process and accept emotions without fear</div>	

NGO KI(N)D’S

Focus:

Child education & support

Summary:

Psychological support for IDP families with children with autism.

Results:

<div>29</div> <div>children received care, gaining tools for better communication, emotional well-being, and daily functioning.</div>	<div>3</div> <div>psychologists worked closely with the children and their parents, providing individualized support.</div>
<div>28</div> <div>internally displaced families affected by the war took part in a psychological support program for children with autism spectrum disorder (ASD).</div>	<div>3 months</div> <div>of consistent psychological support helped families strengthen relationships and engage more confidently with their communities.</div>
<div>270</div> <div>sessions delivered over the program’s duration.</div>	

NGO "Internet Safety Centre “Stop Sexting”

Focus:

Education & Child Support

Summary:

Online training was delivered to school psychologists, focusing on digital safety, crisis response, and prevention.

Results:

<div>1,314</div> <div>registrations for the online training</div>	<div>426</div> <div>school psychologists attended the live session</div>	<div>3,436</div> <div>views of the recorded session</div>
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Key Findings:

<div>20%</div> <div>of psychologists reported encountering sexting or cyberbullying cases in their schools</div>	<div>2,8%</div> <div>had never conducted online safety discussions with students prior to the training</div>	<div>99,4%</div> <div>found the content new and useful</div>
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● Beetroot Academy Education Scholarships

Implementation partnership with the United Nations Population Fund

UNFPA aims to support women in difficult life circumstances, including GBV survivors, by helping them acquire new professional competencies in IT. This enables them to gain a competitive profession and achieve economic independence. In 2024, Beetroot Academy, together with UNFPA Ukraine, provided more than 76 scholarships for women in need, particularly beneficiaries of VONA Hubs — a nationwide initiative that develops the professional potential and financial capacity of women affected by violence and those facing challenging life situations. Often, economic dependence forces women to endure abuse, as they lack the means to support themselves and their children. Through this joint effort, women gain access to new professions and the ability to earn their own income.

Here is feedback from some of the program graduates:



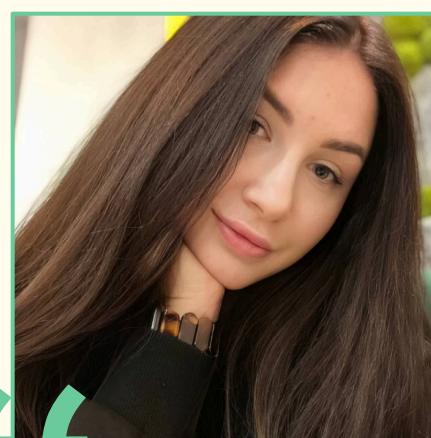
Valeriia

I had worked as a land surveyor for over 14 years, but the war changed everything, and I had to look for a new field. The Digital Marketing course at Beetroot Academy became my chance for a career reboot. Even during the training, I started working on real projects: managing business pages, setting up ads — and this brought me my first income in the new field. Now I plan to grow in digital marketing and keep expanding my expertise!



Olena

When the full-scale war broke out, I lost my business and moved to another city with seven children. I was looking for opportunities to grow and joined the HR Generalist course at Beetroot Academy. This became a turning point: I not only mastered a new profession but also optimized the work of the NGO I founded after 2022. I provide career consultations for friends and help them find jobs, and I have also served as a cybersecurity trainer for women. Currently, I am actively seeking a job in HR and continuing my studies to become an even better specialist!



Anastasiia

The start of the course coincided with my new job as a recruiter — I was doing everything intuitively, without a clear system or professional knowledge. Studying at Beetroot Academy helped me organize my knowledge, understand all stages of recruitment, and confidently assess candidates. Thanks to this, I moved to a more responsible position and now work with more complex vacancies. I use almost all the skills I gained in the course in my daily work!

WINGS project with Pact Ukraine

The WINGS project supports women from rural communities in Ukraine by helping them gain basic digital skills and the confidence to start careers in tech. In addition to improving digital literacy, the program helps break down gender stereotypes that often limit women's professional choices. Thanks to the initiative, over 130 women have gained access to new opportunities, including employment, economic stability, and independence.

The first step was the Introduction to IT course, which provided essential digital skills. These opened doors not only to tech careers but also to roles in fields like administration and operations, where digital literacy is increasingly important. Participants became more confident and better equipped to navigate today's job market.

The most motivated graduates received scholarships for advanced courses in QA Manual, UI/UX Design, Digital Marketing, Project Management, HR Generalist, Front-end, and Python Development. Alongside technical training, they received career counseling and job search support. Crucially, the program enabled many to work remotely — often the only viable option for women in rural areas seeking stable income. These women have not only changed their own lives but have also become role models in their families and communities.

“Oksana, graduate of the Introduction to IT and Digital Marketing courses, entrepreneur:

In June, I finished a course on marshmallow production and started my own small business. But I quickly realized that to grow not just as a producer, but also as an entrepreneur, I needed digital skills. That's why I decided to join Beetroot Academy's Introduction to IT and Digital Marketing courses.

These courses opened up a whole new world for me. I learned about tools I'd never used before and built a solid foundation that helps both in running my business and in planning my future career.

One of the most valuable parts was a career consultation with recruiter Viktoriia Zakharova. She helped me figure out what steps to take to gain practical experience and shared tips on how to find my first job.

Now, my main goal is to get a stable job as a digital marketer in the advertising industry. My marshmallow business is still something I enjoy, it keeps me creative, but I'm ready to grow and get experience working in a bigger company.



Training for IDPs with NGO ZMIST Poltava

In 2024, we conducted training for 10 internally displaced persons in cooperation with NGO ZMIST Poltava and the IDP Adaptation Center in Poltava. This support has been instrumental in providing beneficiaries with greater opportunities to explore potential new career paths.

“Maryna Shapoval, Economic adaptation manager IDP Adaptation Center in Poltava

We thank the entire involved team for their engagement at every stage and professionalism. All students successfully completed the training and now have all the necessary skills to obtain new employment.

Just Transition through Entrepreneurship by Enpact
(financed by GIZ)

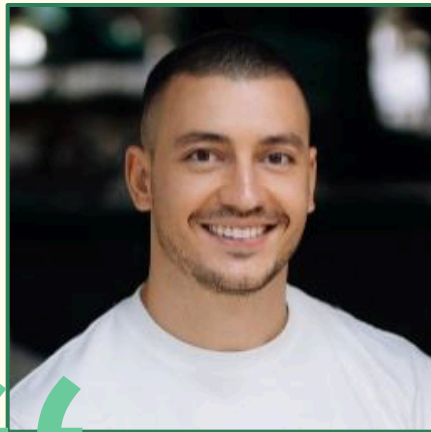
The project aimed to support Ukraine’s green recovery and just transition amid structural changes, economic challenges, and war-related disruptions. It provided comprehensive support to aspiring and existing entrepreneurs, as well as organizations that foster entrepreneurship.

Beetroot Academy implemented activities under the “Ideas” track, which focused on introducing entrepreneurship as a viable career path in target regions. Over a period of three months, participants received training, mentoring, networking opportunities, and direct financial support to develop their business ideas.



Key Findings:

<div>14</div> <div>participants officially registered their businesses</div>	<div>18</div> <div>new jobs were created</div>	<div>100%</div> <div>of participants reported that their ideas were validated during the program and that they now see entrepreneurship as a sustainable way to secure their livelihood</div>
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Ostap Fediv, program participant planning to start his own IT company, Lviv region

The program has given me confidence that entrepreneurship can drive positive change in society, and I look forward to putting this knowledge into practice. I am grateful to the team for their support and motivation!



Tetiana Yarmak, Founder of the rehabilitation online center “Logodar”

My main achievement is reaching the goal I had been working toward! This was possible thanks to the strong support of the Beetroot Academy team and everyone working behind the scenes. I have definitely grown and developed the business skills I had been missing since becoming a sole proprietor in 2020. And thanks to the funding, I was able to realize my vision — creating the Innovative Rehabilitation Online Center! My sincere and immense gratitude to the entire project team!

Supporting veterans of war and their families with the Beetroot Aid Fund

The number of war veterans in Ukraine continues to grow, highlighting the urgent need for support during their reintegration into civilian life. Access to new, flexible professions, especially those that allow for remote work, plays a crucial role in this process.

In 2024, more than 100 veterans and their family members completed training in IT Project Management and Front-end Development through a dedicated educational program.

The initiative was led by Beetroot Academy, with partial funding from the Beetroot Aid for Ukraine Fund and a private Swedish foundation. Horizon Hub contributed by offering psychological support, career guidance, and English lessons, funded through private donations.

The program has already resulted in several veterans securing jobs in tech, demonstrating that IT education can be a powerful tool for rehabilitation, social adaptation, and long-term career building.



Maksym, the son of military service members

I always try to make the most of every opportunity, especially those that come at such a high price, like the one paid by my parents. I already had a basic understanding of .NET — knew the syntax, and databases — and wanted to move into Full Stack (ASP.NET + Angular/React + AWS/Azure), since those skills are in demand. I've also been studying English in a private school for over six months now, to build a solid IT career. Earlier this year, I earned the AWS Cloud Practitioner certificate. After completing the course, I got a job as a software engineer at the State Emergency Service. I'm very grateful for the chance to study at Beetroot Academy — especially to the teacher!



Borys, veteran

Everything's great! I found a job as a project manager in IT during the course. Oleksii is one of the best teachers and mentors I've ever had. I haven't stopped learning since — I'm constantly growing.



Ihor, veteran

I'm an aviation engineer and a veteran — been in the war since 2014. I studied Python on my own and joined the course to organize my knowledge and better understand Django because I plan to work in this field. Right now, I've already started applying what I've learned and working on some projects.

Participating in the global partnership for Sustainable Development Goals

Our team is permanently proactive in joining efforts with individuals, organizations, and businesses that resonate with our values and dedication to creating a positive impact.

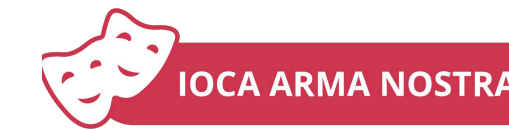
Below you can find some of the organizations we collaborated with during 2024.

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.



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.



Uniqua

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



Ukrainian Coworking Association

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



Laska

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



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.



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

The WINGS project implemented by PACT focused on improving the economic well-being of women and the most vulnerable groups across the Kyiv, Poltava, Lviv, and Kharkiv regions. In 2023, 150 women successfully completed the basic course Introduction to IT, and 35 the most motivated graduates received scholarships for learning professional courses in Beetroot Academy.



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

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.

ED Englishdom

Englishdom

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

NETPEAK GROUP

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.



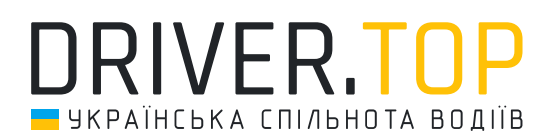
Baza IT

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

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



Hurma

It's a product partner, BA implements product into a course.



Cleveroad

IT company that supports students' employment.



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.



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.



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, 2024, to December 31, 2024.*

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

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 Yuliia Hrytsai, Sustainability Coordinator, at yulia.gritsai@beetroot.se.

GRI References

GRI 2. The organization and its reporting practices. 2024			
GRI 2-1	Organizational details	p. 5 Overview of the Beetroot Ecosystem	
GRI 2-2	Entities included in the organization's sustainability reporting		Beetroot AB, Beetroot Bulgaria EOOD, Beetroot Poland Sp.z.oo, Beetroot Academy AB, Beetroot Academy Ukraine LLC, Pangara AB, Pangara Vietnam LLC
GRI 2-3	Reporting period, frequency and contact point	p. 36 About this report	
GRI 2-4	Restatements of information	No	
GRI 2-5	External assurance	No	
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. 6–9 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 2024 follow GRI structure and has been internally reviewed.
GRI 2-28	Membership associations	p. 31 Partnerships for Sustainability	
GRI 2-29	Approach to stakeholder engagement	p. 12 Contributing to inclusive and sustainable economic growth	

GRI 3: Material Topics			
GRI 3-1	Process to determine material topics	p. 7 Materiality Assessment	
GRI 3-2	List of material topics		
GRI 3-3	Management of material topics	p. 7	
Topic disclosures: Economic			
GRI 201-1	Direct economic value generated and distributed	p. 14–15 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. 24–30	
GRI 203-2	Significant indirect economic impacts	p. 12–15, p. 24–30 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. 22–23, 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. 22–23, Supporting climate action and responsible consumption	
GRI 304-3	Habitats protected or restored	p. 22–23, Supporting climate action and responsible consumption	
Emissions			
GRI 305-1	Direct (Scope 1)	p. 22–23, 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 22% due to the office space and equipment usage optimization.	
Employment			
GRI 401-1	New employee hires	p. 19–20, New team members by age, gender	
GRI 401-3	Parental leave	p. 17, p. 19, 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. 17–18, 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		47h per person
GRI 404-2	Programs for upgrading employee skills and transition assistance programs	p. 10–11, 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. 19–21	
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. 24–30, 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

In 2024, the Beetroot ecosystem continued to navigate complex and often unpredictable realities. This year reminded us that resilience isn't just about holding steady, but about adapting with purpose and staying connected to our values.

Our close connection to Ukraine remains central to our identity and mission. It informs how we grow, how we support our teams and communities, and how we continue building long-term value — not only in tech but in people's lives.

Throughout the year, we strengthened our focus on AI solutions, expanded education opportunities, supported veterans and underrepresented groups, strengthened local ecosystems, and continued working towards a more inclusive and sustainable tech industry. These efforts reflect our belief that even in challenging times, meaningful progress is possible when grounded in empathy, shared responsibility, and a commitment to continuous development.

As we move forward, we remain focused on doing the work that matters, where it matters most.



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 yulia.gritsai@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

