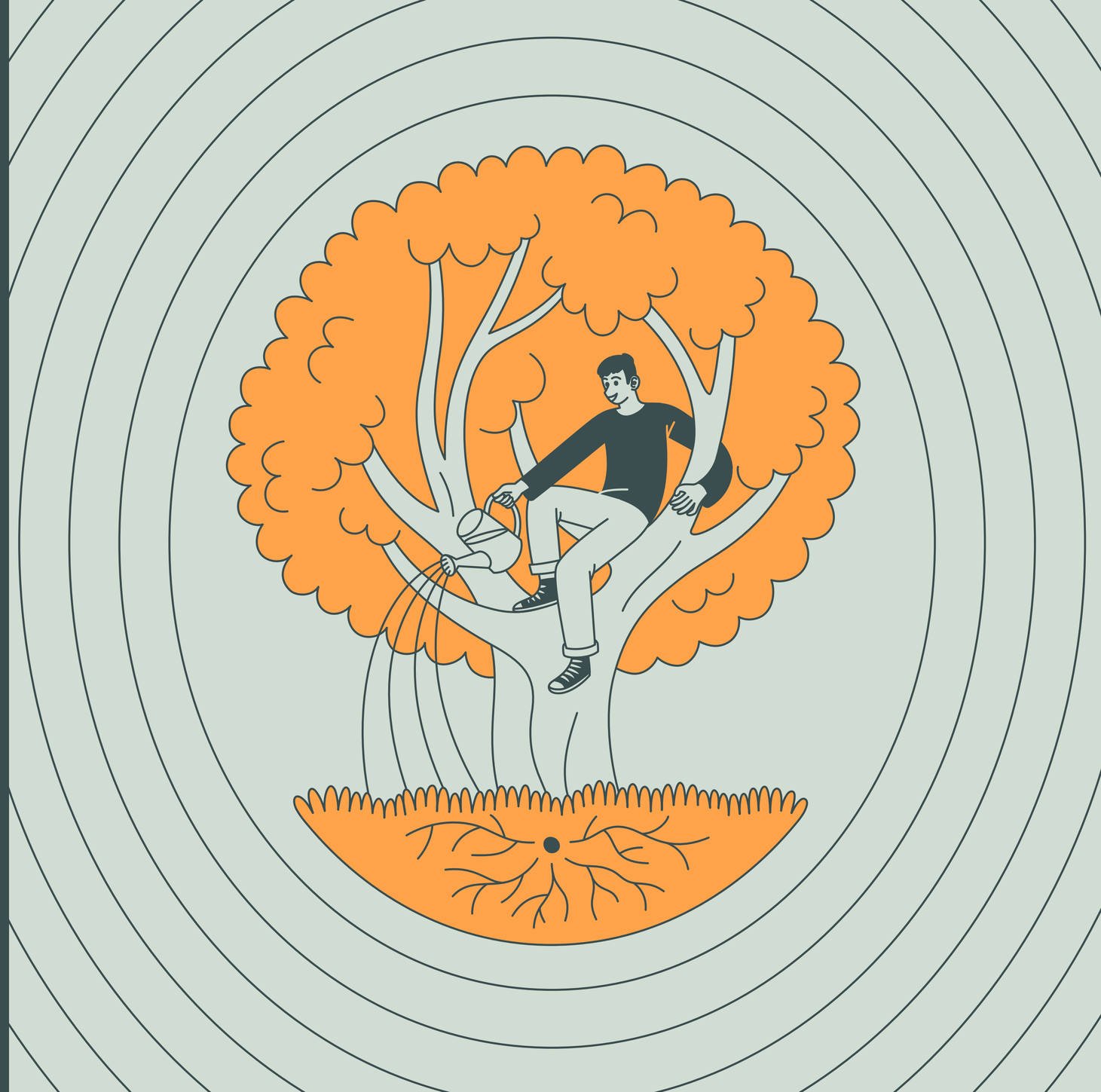
Creating a better world, beet by beet

2025 Sustainability Report



beetroot

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FOREWORD

Looking back at 2025 from where we stand today, one thing is clear: Beetroot's work has become more focused.

The year was shaped by continued uncertainty, a demanding market, and russia's ongoing war against Ukraine and the free world. These realities influenced how we made decisions and where we placed our energy. For us, resilience was, and continues to be, about building the capacity to keep moving, improving, and contributing under changing conditions.

In 2025, we set several strategic goals to strengthen Beetroot for the next stage of development. We focused on expanding our presence in Sweden and the Nordics, improving how we work with client opportunities, and making our internal operations more efficient through better tools, automation, and clearer processes. We also continued building capability in security-first AI solutions — a direction where we see both growing market relevance and long-term value for our clients.

Our commitment to Ukraine also expanded. Alongside continued support through education, the Aid for Ukraine Fund, and ecosystem partnerships, we prepared the ground for a new direction that officially launched in 2026: DefenceTech.

This step reflects a strong belief that supporting Ukraine's defence is also about strengthening wider Europe's security and readiness.

Beetroot Academy continued to play an important role in this broader resilience work. In 2025, we expanded practical learning opportunities for individuals and teams, with a growing focus on AI and defence technologies.

This report looks at the progress, challenges, and choices that defined 2025. Some of that progress is visible through client work, education programs, partnerships, and aid initiatives. Some happened less visibly inside our processes, team capabilities, and strategic direction. Both matter.

As this report is released in 2026, Beetroot is already in a new chapter. Our priorities are clearer and our gratitude remains strong — to our team, clients, partners, and community for making this work possible.

Thank you for being part of the journey.



Rana Ersgård,
CEO, Beetroot



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

2024 IMPACT: FEATURED NUMBERS

550+

Beetroot Academy scholarships granted to Ukrainians from vulnerable communities

800+

donors to Beetroot Aid for Ukraine Fund

$164 743

raised in 2025 by Aid for Ukraine

19 000+

people received help through Beetroot Aid for Ukraine Fund

57%

women across the Beetroot ecosystem

33%

women among tech specialists

60%

women in Beetroot Academy leadership



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.

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

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

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.

Varangians

Established by Beetroot's founder, Andreas Flodström, together with Pär Lager and Jonas Rydin, Varangians is Sweden's first dedicated investment company focused on DefenceTech ventures, with a primary emphasis on Ukraine and select opportunities in Europe and beyond. The company's portfolio spans both military and civil defence, with strong dual-use potential.

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

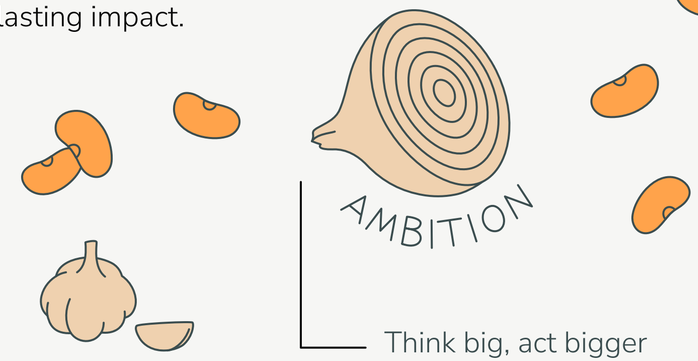
Values make up our primary code. They define how we operate and interact with the world around us.

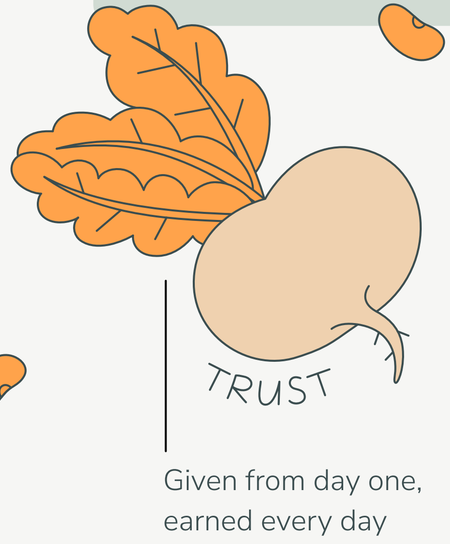
Trust in the individual is at the heart of our organizational culture. Therefore, self-management, communication, and integrity are the key aspects influencing our team-building philosophy.

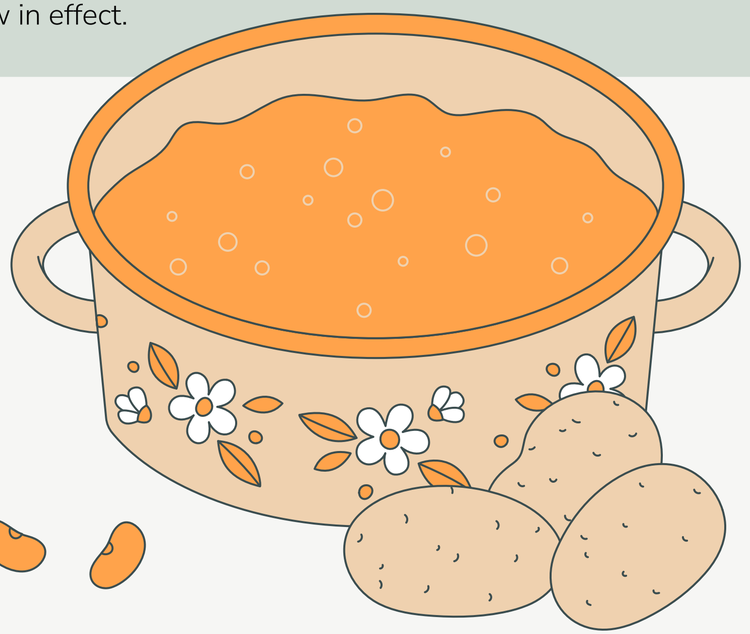
This report reflects activities through the end of 2024, but it's important to highlight that an updated articulation of Beetroot's core values is now in effect.

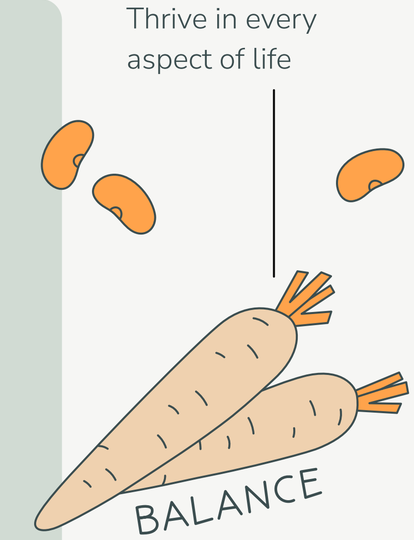
This evolution wasn't about changing what we believe in — the essence of our values remains. Rather, it's a clearer and more meaningful expression of those beliefs, based on how they are lived in practice across the ecosystem today.

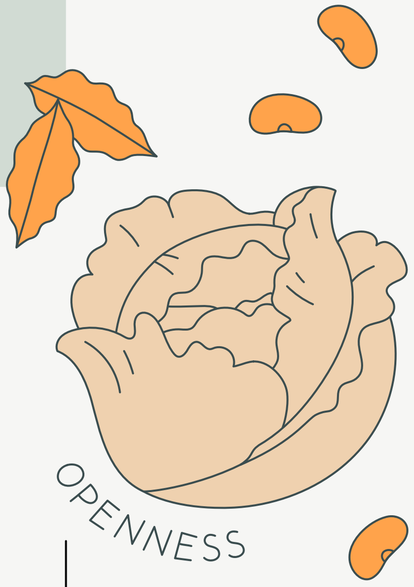
Even though the updated language was officially introduced in 2025, most of the work on collecting inputs, discussing, and implementing changes, took place throughout the past year.









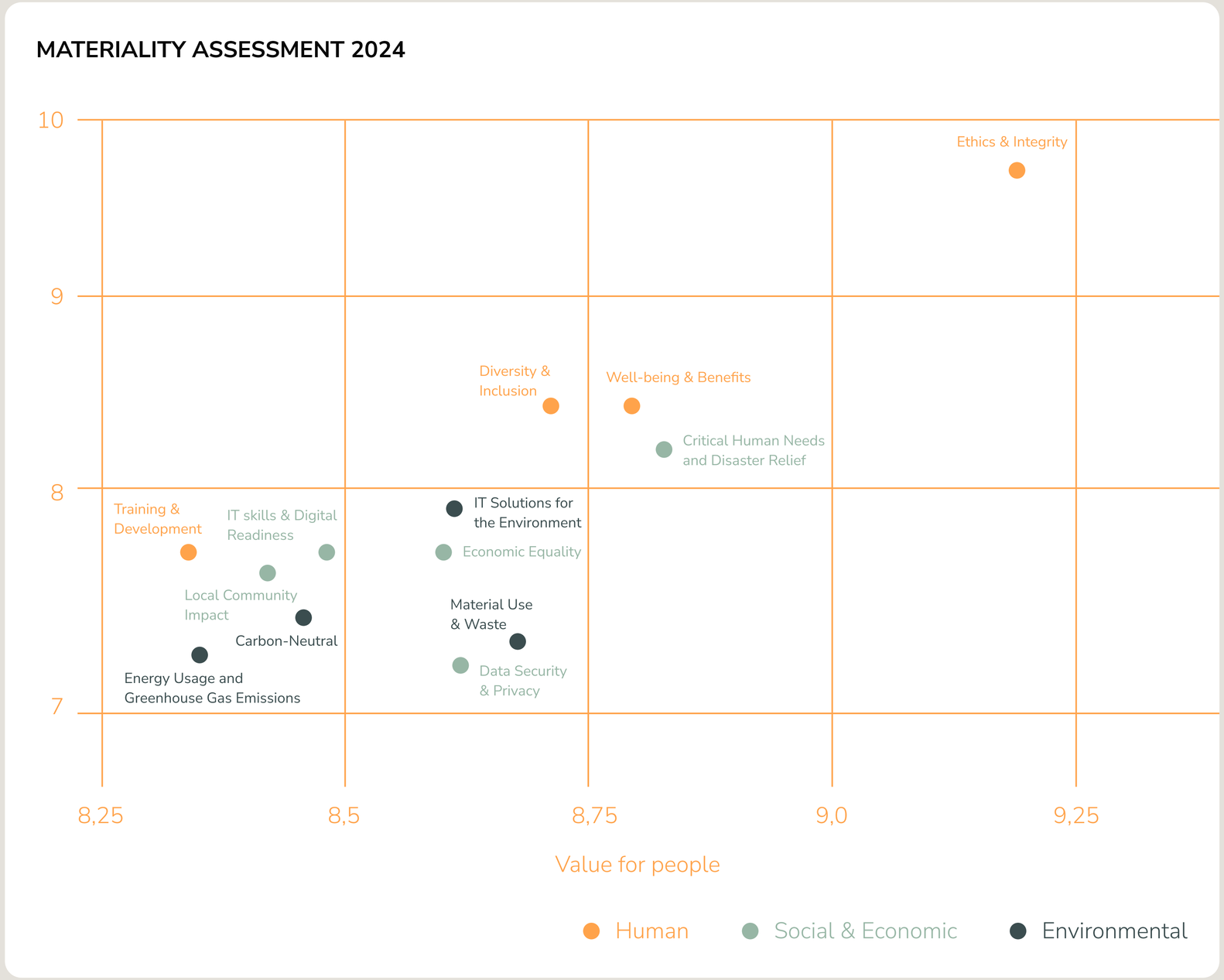


Materiality assessment

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 throughout 2024 and 2025. It continues to serve as the foundation for our sustainability strategy and reporting.



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 2025, we further developed practical training for teams within companies, NGOs, and public institutions, with a growing focus on AI, cybersecurity, and other skills needed in a changing tech landscape. The Academy also began working on training programs for the emerging DefenceTech direction within the Beetroot ecosystem.

At the same time, our individual programs remained active and impactful. We continued collaborating with donors and partners to provide scholarships for people from underrepresented backgrounds and/or difficult life circumstances, including veterans and internally displaced people in Ukraine. Beetroot Academy training was also offered 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.

DIGITAL PROFICIENCY FOR PROFESSIONALS

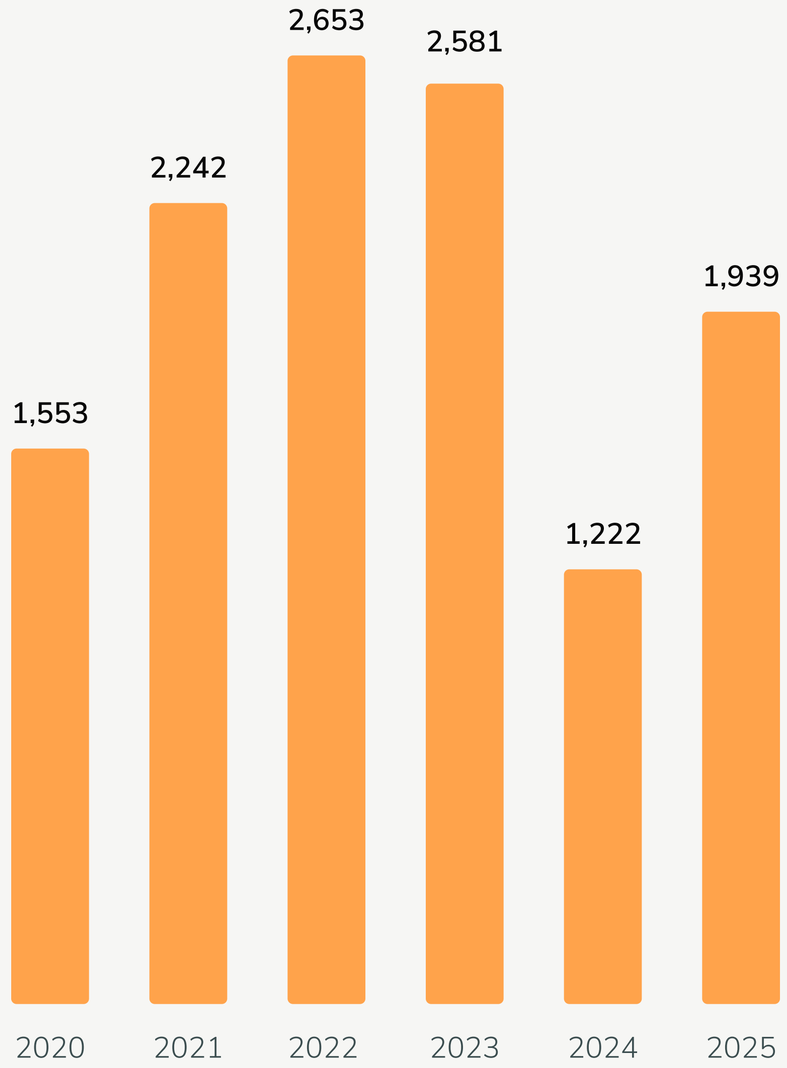
Generative AI for productivity, Agile management, workplace digital tools, and more.



UPSKILLING FOR TECH PROFESSIONALS

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

TOTAL NUMBER OF THE BEETROOT ACADEMY GRADUATES



2025 GRADUATES:

1,262
Participants in reskilling programs

356
participants in workshops and short-term formats

321
participants in B2B upskilling programs

2025 IMPACT STATS

76.9%
of enrolled learners completed their programs

~60%
of Beetroot Academy graduates have successfully entered tech roles over the lifetime of the Academy

1,120
students were trained within the Foundation's grant-funded projects

60%
of learners are based outside major tech hubs

200+
partner companies collaborate with Beetroot Academy

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.

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



77

Beetroot Tech eNPS



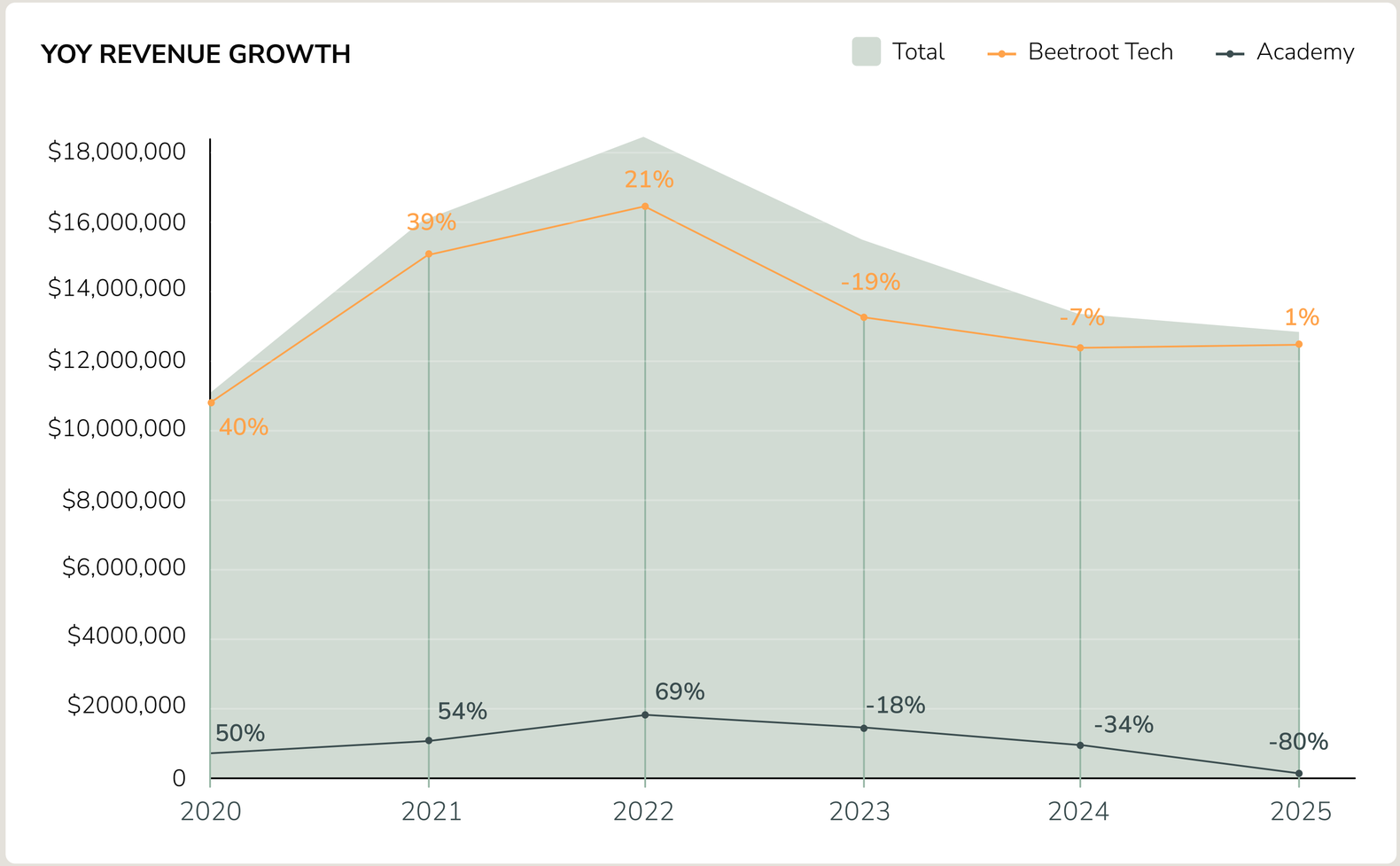
59

Beetroot Academy eNPS



52





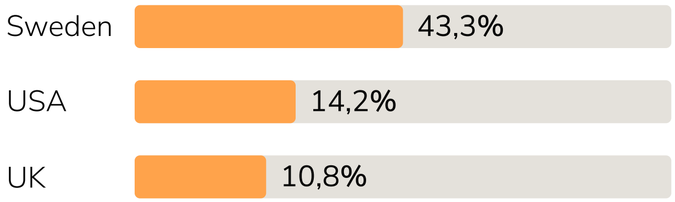
Beetroot Academy became a finalist for the Partnership for Sustainability Award 2025 by Global Compact Ukraine in the Digital Transformation and Innovation category.

Beetroot was awarded with the Veteran Friendly Award from Veteran hub.

Beetroot ecosystem geography

In 2025, Beetroot's client network encompassed 120 companies from 20 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 3 Markets by Revenue, 2025, %

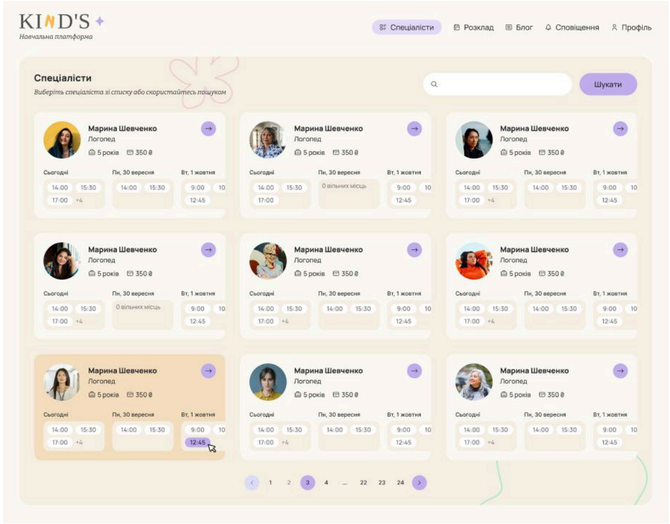


The distribution of the ecosystem team members



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.

One example is the KINDS website, a pro bono project aimed at helping families with children diagnosed with Autism Spectrum Disorder (ASD) access individual support, practical resources, and guidance for navigating everyday challenges.



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.

We ensured an extended insurance package for our Ukrainian team members, including mental health support, physiotherapy, and coverage for war-related consequences.

MindOps mental well-being support

In 2025, Beetroot expanded mental health support by making MindOps available to team members. Through the platform, Beets can book individual support sessions and access help with stress, anxiety, burnout prevention, and personal challenges.

ACCESS:

team members can book individual sessions with mental health specialists.

COMMON WORKPLACE CHALLENGES:

support is available for stress, anxiety, burnout risks, and personal difficulties.

ONGOING PRESSURE:

the program adds another support channel for people navigating uncertainty, workload demands, and the long-term effects of russia's war against Ukraine.

MENTAL HEALTH AWARENESS:

the initiative helps keep psychological well-being visible as part of Beetroot's broader approach to team support.



We organized over 60 events across our locations in 2025. 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.



Kyiv volunteering, visit to bakery/hub GBFGP



Odesa office celebration



Midsommar teambuilding in Ivano



Summer teambuilding Poltava

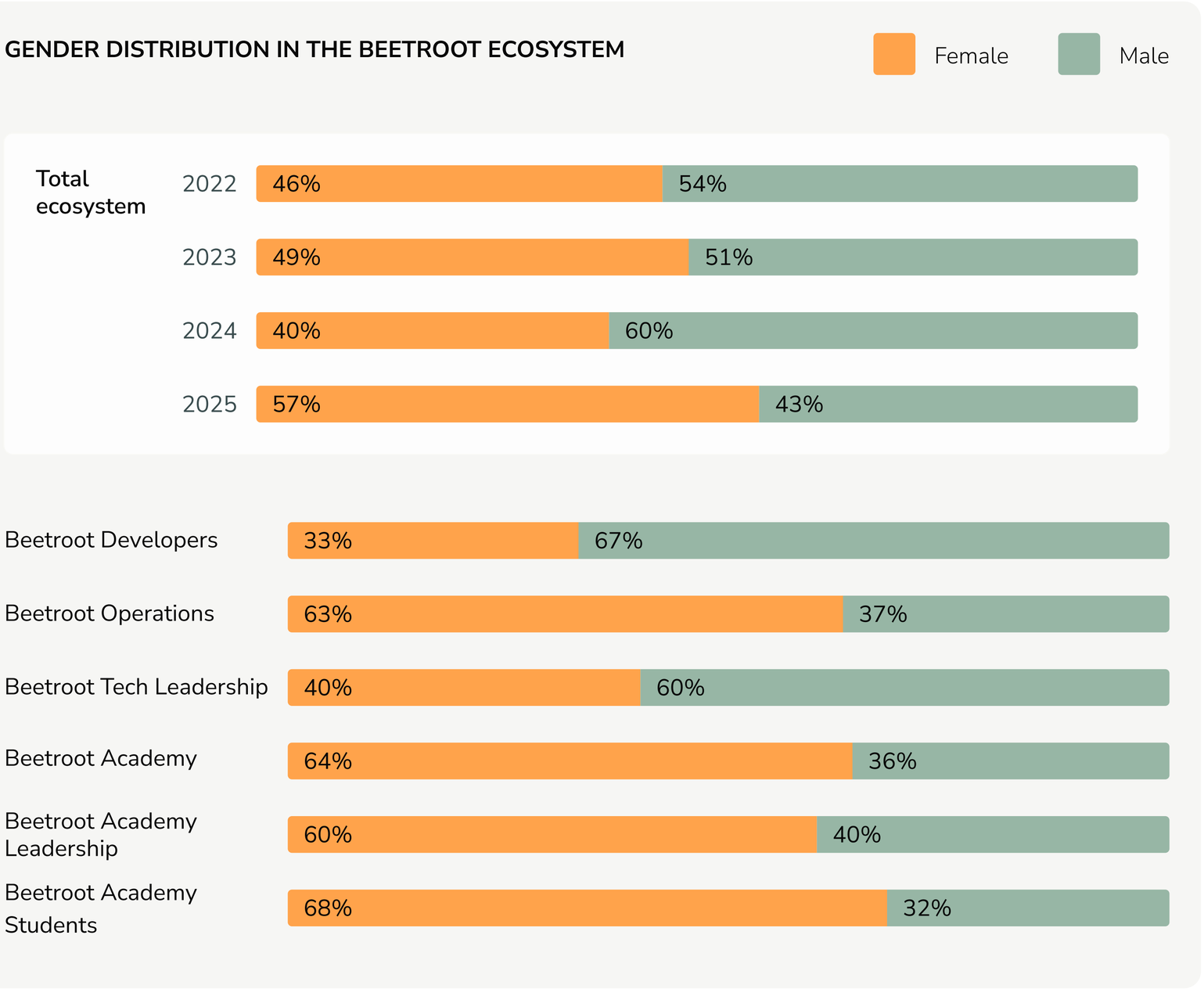


Poznan birthday ceramics workshop

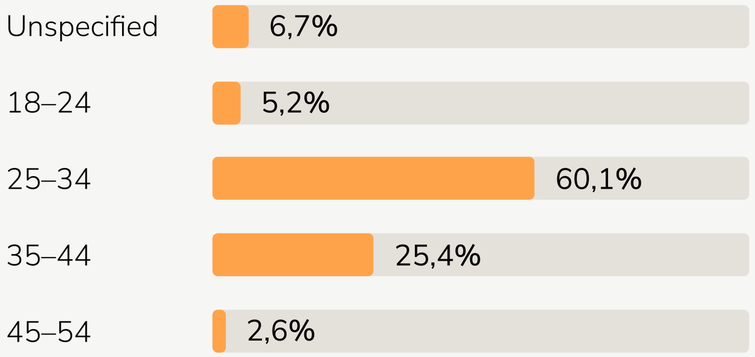
Helping improve gender equality and reduce inequalities in the tech industry

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.



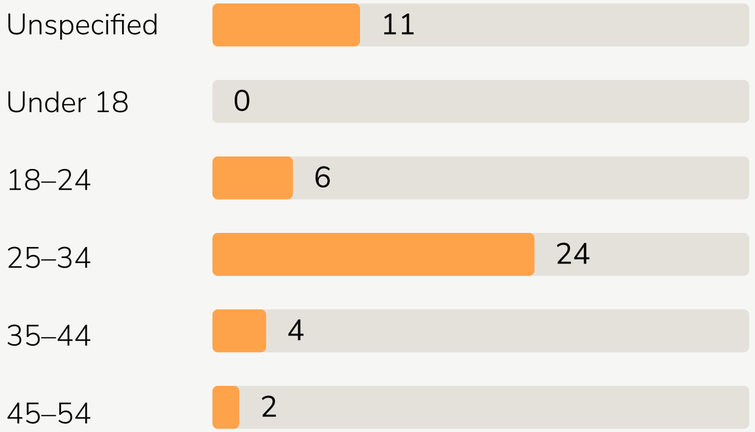
AGE DEMOGRAPHICS IN THE BEETROOT ECOSYSTEM



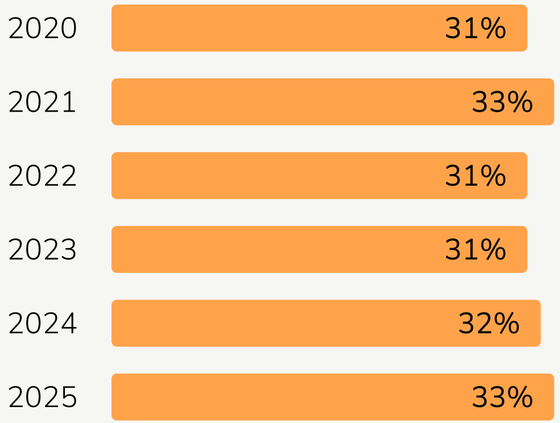
NEW TEAM MEMBERS BY AGE

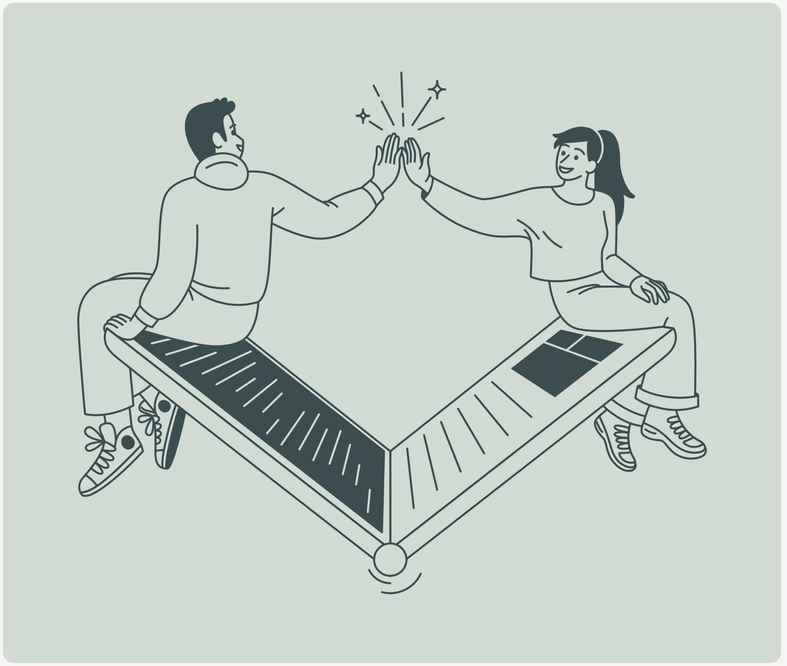
47

Total new team members

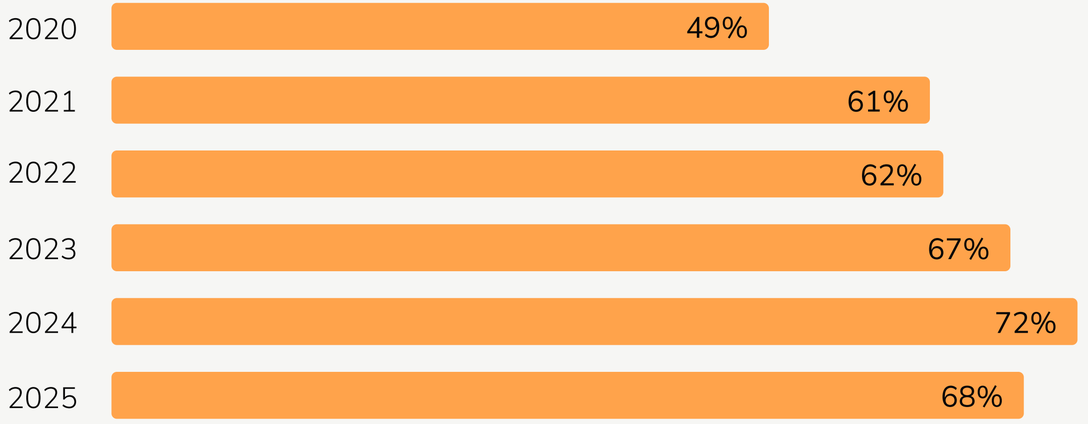


SHARE OF WOMEN AMONG TECH SPECIALISTS AT BEETROOT





SHARE OF WOMEN AMONG THE BEETROOT ACADEMY GRADUATES



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 CO_2-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.

2025 IMPACT STATS

Beetroot has planted 31,900 trees since 2020 across four reforestation stages: Spain in 2020, Zhytomyr region in 2021, Kyiv region in 2022, and Mykolaiv region in 2023. As these trees mature, their carbon capture capacity continues to increase.

Based on age- and region-adjusted estimates for 2025, the trees sequestered approximately 309 metric tonnes of CO_2 during the year and had absorbed around 1,000 metric tonnes of CO_2 since planting.

This calculation accounts for the fact that younger trees absorb less carbon than mature ones, while trees in drier regions tend to grow more slowly than those in areas with more favorable moisture conditions.

The result remains an approximation, as actual carbon capture depends on tree species, survival rates, local climate, and long-term growth conditions. Still, the estimated annual sequestration in 2025 significantly exceeded Beetroot's yearly electricity and gas-related office emissions, which amounted to approximately 78 metric tonnes of CO_2 across 10 offices.

2020	2021	2022	2023	2024	2025
401t CO_2	435t CO_2	415t CO_2	291t CO_2	221t CO_2	165t CO_2
1.02 t/person	0.93 t/person	0.81 t/person	0.68 t/person	0.56 t/person	0.44 t/person

While offsetting remains an important climate tool, we continue to prioritize emission reduction. In 2025, our per-person Scope 1 and 2 emissions decreased by nearly 27%. This reduction was influenced by operational optimization, including a decrease in the number of offices, as well as methodology updates such as the lower updated Ember electricity emissions factor for Ukraine.



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

In 2025, 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

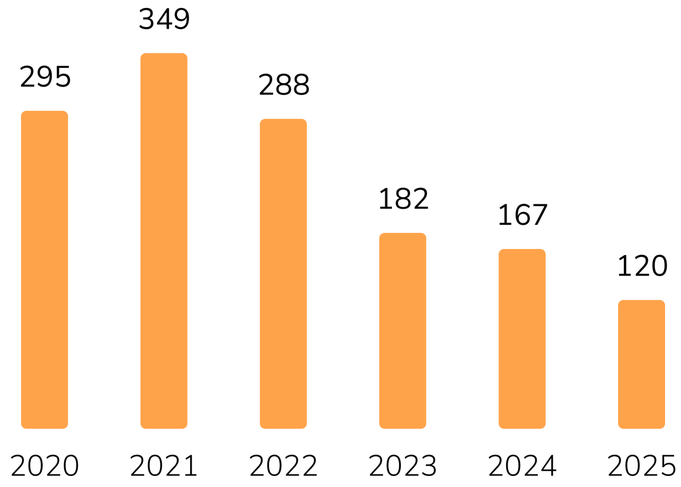
company facilities,
company vehicles



Scope 1 t CO_2

Scope 2

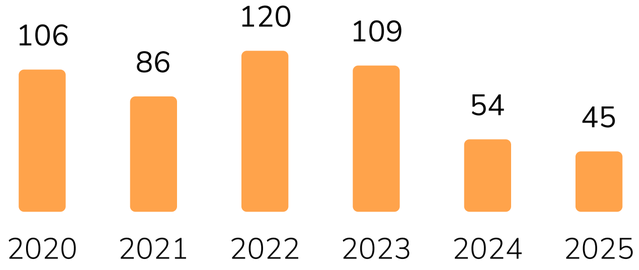
purchased electricity, steam,
heating & cooling for own use



Scope 2 t CO_2

Scope 3

purchase goods and services,
transportation, business travel



Scope 3 t CO_2

Working to bring closer peace and justice in Ukraine

As a company with strong ties to Ukraine, Beetroot continues to respond to the realities of russia's ongoing war against Ukraine. Our support has remained focused on areas where we can contribute most directly: education, humanitarian aid, and rebuilding initiatives.

In 2025, this commitment also started taking a new shape as we began working on Beetroot's DefenceTech offering, which officially launched in 2026. For us, this direction is a natural extension of our support for Ukraine: helping strengthen the country's defence capacity while contributing to wider European security and readiness.

These efforts reflect our belief that Ukraine's resilience depends on both immediate support and long-term capacity building through technology, education, and partnerships.

Aid for Ukraine — Beetroot Tech Relief Fund

beetroot | IOCA ARMA NOSTRA

$1,000-$10,000	812	$164 743	19 000+
grants for grassroots volunteer projects	donors	raised in 2025 ($637 624 total)	people received help

In 2025 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

16

CHARITY FUND “RIDNI” & CENTER OF CARE FOR ORPHANS

PROJECT: Summer football training camp

FOCUS: Child education & support

SUMMARY:

Football training camp for boys from vulnerable groups, organized to help U-17 and younger teams prepare for the Hope for Mundial World Championship, and the senior team for the Ukrainian championship.

RESULTS

- 24 people took part in the camp, including 22 boys and 2 coaches. Participants included children from families in difficult life circumstances, orphans, and children from families affected by russia’s war against Ukraine.
- 2 teams trained daily, practiced tactics and combinations, and played friendly matches with local teams.
- The program gave participants structured training, mentorship, and a safe team environment during a difficult time.

Viktor

Goalkeeper, junior team

Thanks to the training camp, I was able to work with our experienced goalkeeper, Dmytro, who has played several matches with the senior team. This camp helped me prepare better for the World Championship.





CHILDREN OF HEROES CHARITY FOUNDATION

PROJECT: Health insurance for children

FOCUS: Child health & well-being

SUMMARY:

Medical insurance support for children affected by Russia's war against Ukraine, helping families access timely healthcare despite financial pressure and a weakened healthcare system.

RESULTS

- 40 children received health insurance coverage.
- 3 family cases highlighted how insurance helped cover medical needs, including influenza treatment, allergy care, and cardiology-related medication.
- The program helped families access medical care without additional financial burden during difficult circumstances.

Kristina

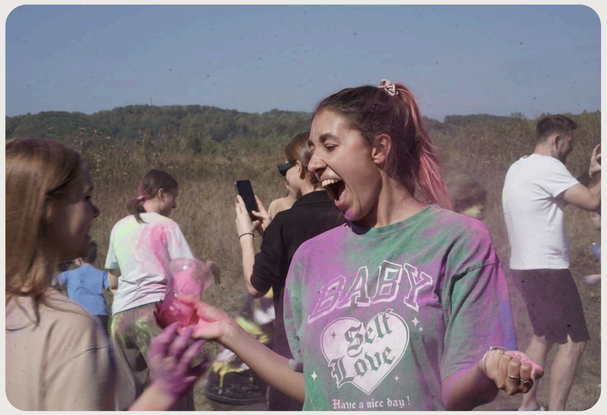
Mother of an insured child

I would like to express my sincere gratitude to the donors for providing medical insurance for my daughter. For our family, this is not just support. It is a feeling of safety, peace, and confidence in tomorrow. Thanks to your help, we know that if needed, our child will be able to receive quality medical care on time. For every mother, it is priceless to know that her child's health is reliably protected.









NGO RescueNOW

PROJECT: Medical and rehabilitation equipment for children

FOCUS: Child health & rehabilitation support

SUMMARY:

Providing children with essential medical and rehabilitation devices to support health monitoring, treatment, daily care, and physical recovery.

RESULTS

- 87 children received medical and rehabilitation equipment.
- Multiple types of devices were provided, including glucose monitoring systems, nebulizers and inhalers, blood pressure monitors, orthopedic insoles, rehabilitation trainers, massage mats, vibro platforms, and gastrostomy feeding supplies.
- 3 family stories highlighted the impact of the support: safer diabetes monitoring, more comfortable feeding for a baby with gastrostomy, and easier daily care for a child with ileostomy.

Mother of a program participant

The sensor and insulin pump help us feel calm about Vania’s condition and allow him to safely enjoy his favorite hobby: programming and creating small computer games.









VOLUNTEERING ASSOCIATION OF KREMENCHUK

PROJECT: Christmas for Grandma and Grandpa

FOCUS: Senior support & community care

SUMMARY:

A holiday campaign supporting seniors in Kremenchuk through gifts chosen from each recipient's own wish list. The project helped older people feel seen, cared for, and connected to their community during the holiday season.

RESULTS

- 100 presents were delivered to seniors in Kremenchuk.
- 100 wish-list-based gifts helped make the support more personal and meaningful.
- The initiative was part of the citywide charity campaign "Christmas for Grandma and Grandpa."

Volunteers of Kremenchuk

Thank you for your care, support, and kindness shared with older people. Your willingness to help, warm hearts, and active civic position make our city more compassionate and humane. Together, we are creating a real Christmas miracle for Kremenchuk's grandmothers and grandfathers.







Beetroot Academy Education Scholarships

1. **UPGRADE UA project with Ministry of Foreign Affairs of Sweden**

Upgrade UA is a new Beetroot Academy project, launched to give Ukrainians the tools and confidence to build the future of the country. Over two years, the project will help more than 2,000 participants gain new digital skills and understand how artificial intelligence can work for people, teams, and the country. The project covers all Ukrainian regions.

The program targets three key groups driving Ukraine's digital transformation: IT professionals (both technical and non-technical), public sector employees, and representatives of civil society organizations (NGOs and charitable foundations).

In the first nine months of the project, Upgrade UA has already trained more than 1,000 specialists.

Anastasiia Petrova, SPG Grants Team Coordinator at Beetroot Academy

When people grow their skills, the country and its economy grows too. Upgrade UA helps professionals stay strong, adaptive, and useful where Ukraine needs it most today.

IT sector representative:

I gained insight into when to be creative versus when to prioritize clarity, how to address user doubts, and how to create a seamless, engaging product interaction. Practical assignments allowed me to apply my knowledge immediately to real-world UX/UI scenarios, which boosted my professional confidence. Overall, I learned many rules that might seem simple at first glance but are absolutely crucial”.

ChildUA association representative, graduate of the course AI for productivity

I started applying the knowledge I gained and optimizing my work while the course was still in progress. It’s simply magical! I didn't manage to fully absorb all the material, everything was new to me, so I also watched the recording, thank you!

2. Stiykist project with Helvetas Ukraine

Stiykist ("Resilience") Project (in partnership with Helvetas Ukraine with the support of the Swedish International Development Agency).

The Stiykist project supports economic security and reskilling for vulnerable groups across several central, eastern and northern Ukrainian regions. It offers online IT training for people seeking a new profession, remote work opportunities, and a path into a growing sector even amid the war — combining practical assignments, real case work, and support at every stage.

The program supports professional transition and stability via practical digital skills relevant to today's labour market and career orientation with employment support.

It focuses on veterans and their families, including relatives of prisoners of war and the missing or fallen; internally displaced people and Ukrainians returning from abroad or other regions; and families and individuals in difficult circumstances, including multi-child households, single parents, and people with disabilities. The program operates in Kyiv, Chernihiv, Poltava, Dnipropetrovsk, Kharkiv, and Sumy regions.

To date, more than 350 people have successfully completed new IT professions through the project, and around 250 are currently in training.

Mariia, project management course graduate

I wanted a more stable career path, and this course opened that door. Even before finishing, I applied for a PM vacancy and got it! Now I work at a marketing agency managing six projects and teams for PPC, SEO, and SMM. The mentor's real-world experience was the foundation for everything I do now.

Tetiana, HR generalist course

The course provided a great foundation for a start in HR and helped structure my understanding of roles and tools. It worked! After the training, it became much easier to pass interviews and speak the same language as the business. I've already found a job

A dedicated part of the project focused on working directly with the veteran community. In 2025, we held 10 in-person events for veterans across different cities in Ukraine. The events took place at several rehabilitation and healthcare facilities, including the Tytanovi Rehabilitation Center, two Superhumans Centers, Feofaniya Clinical Hospital, and a rehabilitation center in Poltava. We also held an event in partnership with Azov.One — the Azov Patronage Service.

The sessions covered opportunities for free education, new career paths, concerns and expectations around career change, and practical next steps after military service.

Veterans who had already gone through professional transition and moved into IT also shared their experiences during the events. Some of the speakers had returned from captivity and later started training for new careers in the tech sector.

3. SkillBoost UA with Swedish Institute

SkillBoost Ukraine: Empowering Tech Careers (funded by the Swedish Institute, implemented by Beetroot Academy in cooperation with Promprylad Foundation)

SkillBoost Ukraine provides intensive online training for Ukrainians motivated to enter IT, taking them from initial motivation to a job offer. The program combines intensive technical and non-technical online courses that turn motivation into practical professional skills, covering career start, applied job-ready skills, and the transition from training to a first offer.

It targets people starting a new IT profession from scratch, those seeking remote and flexible work, and professionals looking to grow in a sector that keeps expanding even during the war. The project covers all Ukrainian regions.

To date, more than 150 people have completed profession-track courses, and around 60 have completed upskilling programs.

Yulia, UI/UX course

I completed my studies at Beetroot Academy in November 2025, and found a job by early February. I wasn't given a test assignment during the interview; the portfolio I had built during my training, along with conversations with the recruiter, lead designer, and CEO, was sufficient. I am very glad that I received a study opportunity. There was a lot of hands-on practice, and that is precisely what gave me the confidence to start working. I am sincerely grateful to Beetroot Academy for this opportunity, and I will definitely continue to grow in this field

Yulia, HR Generalist course

I am from the hero city of Mykolaiv. I dedicated the last 10 years of my career to foreign trade, specifically handling the documentation for grain exports. I loved my job, but with the onset of the full-scale invasion, all the ports in Mykolaiv ceased operations, and the security situation forced me to leave my home. In 2023, I resumed working after moving to the Odesa region and continued in the field for nearly a year. However, due to a decline in cargo operations at the Danube ports, I found myself out of work again and began considering a change in career direction. I've always been drawn to working with people; I speak English and have an interest in technology and the IT sector in general. Then one day, a friend sent me a link to a course she found in a chat group for displaced persons. I saw a light at the end of the tunnel! The instructors were fantastic, the group was incredibly motivated, and the course material was interesting and relevant. I received a job offer for a Junior HR Manager position at the wonderful company SnoopGame, and I'm successfully working there now.

4. Implementation partnership with UNFPA to educate women

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 2025, Beetroot Academy, together with UNFPA Ukraine, provided 184 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. The project covers all Ukrainian regions.

Tetiana, digital marketing course

I worked as the Head of the Marketing Department at the Bohodukhiv Dairy Plant. The market situation is currently challenging: our plant is located in the Kharkiv region, near the frontline, so we have to adapt and find new ways to promote our products. Previously, I used only offline marketing tools, such as placements in supermarkets and traditional advertising. Now, I am actively implementing digital methods. For me, this course was not just a learning experience but a real tool for professional and career development. Thanks to it, I can confidently implement modern technologies in the company's operations and continue to develop it even in these difficult times.

Olena, HR generalist course

I am from the Donetsk region, from a small town called Kurakhove. Before 2022, it had 19,000 residents, but after heavy fighting, it suffered significant destruction, and by the time of occupation, no more than 500 people remained. The business I had built over the years was destroyed, and I lost the opportunity to continue my work. With my seven minor children, I relocated to Uzhhorod and began searching for new opportunities. The training exceeded my expectations. It was not just theoretical—we constantly engaged in discussions, worked on case studies, and analyzed real-life situations. This course was not just training for me—it was a turning point in my life that helped me find a new path and opportunities after losing everything I had before the war.

5. Supporting IDPs, veterans of war and their families with the Susanne Hobohm Foundation

The "Empower Ukraine" project supports career restart for people affected by displacement, return from abroad, or economic vulnerability, through structured technical and non-technical IT training, practice, and mentor support.

The program focuses on veterans and their families, including relatives of prisoners of war and the missing or fallen; internally displaced people and those returning from abroad or other regions; people with disabilities and their caregivers; single parents; and young people from rural areas. The project covers all Ukrainian regions.





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. Thank you!

Viktoriia, single mother, living in the frontline zone

I live in a place where there’s no work, and the shelling is constant. For me, finding a remote job is crucial to provide for myself and my child. I’m more than happy with the course. The teacher is super responsive and detail-oriented, which I love. There’s a lot of theory and a lot of workload, but it’s worth it. I’ll leave the course with a solid base of knowledge. The group is also great. Everything’s going smoothly. Thank you so much for giving me this chance – and for the inspiration!



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 2025.

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.

academy

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

CSR Ukraine

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

UNIQA

Uniqa

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

#дівчата STEM

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.

IT-CLUSTER Івано-Франківськ

Ivano-Frankivsk IT Cluster

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

RE

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.

VETERAN HUB

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 RENOVATION

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.

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.

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.

SOFF

SOFF, the Swedish Security and Defence Industry Association, represents companies working across cyber defence, civil security, and defence in Sweden. For Beetroot, the partnership supports stronger connections with Sweden's defence and security ecosystem.

IRON Cluster

IRON Cluster is a Ukrainian defence tech ecosystem bringing together military, manufacturers, government, and technology stakeholders. The partnership is part of Beetroot's growing DefenceTech direction and supports closer engagement with Ukraine's defence industry community.

Google

Google partnered with Beetroot Academy on education initiatives, including course development. This collaboration supports Beetroot Academy's mission to expand access to practical, future-focused tech learning.

Reconomy

After previous successful cooperation, 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.

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.

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, 2025, to December 31, 2025.

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

The previous report covered the period from January 1, 2024 to December 31, 2024, and is available on the Beetroot website.

For questions about the report and sustainability activities at Beetroot, contact us at hello@beetroot.se

4. 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.3 Foreword, p.6 Contact points	
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		
GRI 2-8	Workers who are not employees		*non-employees we count as freelancers – 18

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 2025 follow GRI structure and has been internally reviewed.
GRI 2-28	Membership associations	p.28-31 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. 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. 11 Contributing to inclusive and sustainable economic growth	
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. 21–27	
GRI 203-2	Significant indirect economic impacts	p. 10–11, p. 19–23 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. 17–18, 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. 17–18, Supporting climate action and responsible consumption	
GRI 304-3	Habitats protected or restored	p. 17–18, Supporting climate action and responsible consumption	
Emissions			
GRI 305-1	Direct (Scope 1)	p. 17–18, 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		

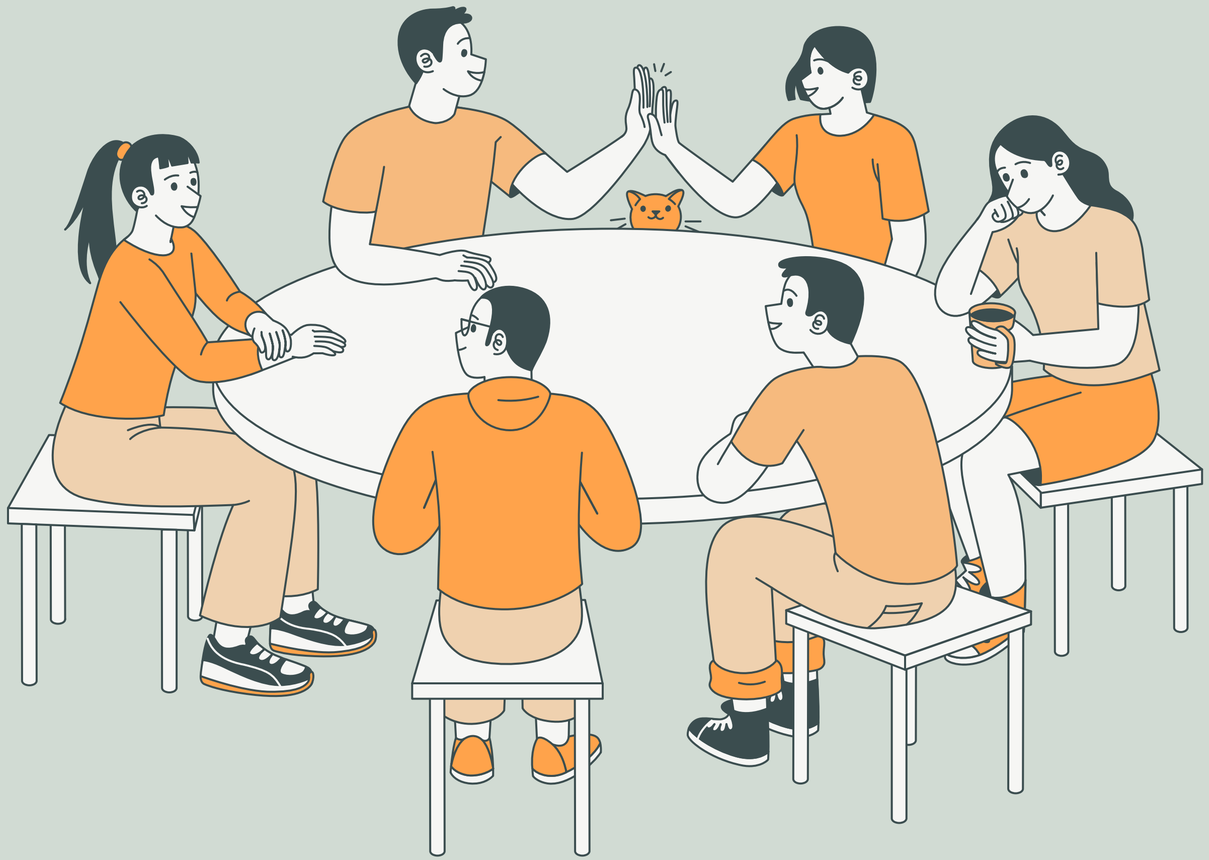
GRI 305-5	Reduction of GHG emissions	Reduction per-person emissions by nearly 27% due to the office space and equipment usage optimization.	
Employment			
GRI 401-1	New employee hires	p. 16, New team members by age, gender	
GRI 401-3	Parental leave	p. 13–14, Supporting Good Health & Well-Being	
GRI 402-1	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. 13–14, 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		5.95h per person
GRI 404-2	Programs for upgrading employee skills and transition assistance programs	p. 9–10, 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. 15–16	
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. 19–23, 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

5. CONCLUDING REMARKS

2025 brought continued uncertainty, but also clearer priorities across the Beetroot ecosystem: strengthening our client work, improving internal efficiency, building security-first AI capabilities, and expanding practical tech education through Beetroot Academy.

Our connection to Ukraine remained central to this progress. We continued supporting education, veterans, displaced people, and local communities, while also preparing the ground for our DefenceTech direction, officially launched in 2026.

These efforts reflect our belief that resilience is built through consistent action: supporting people and applying technology where it can create meaningful value. As we move forward, we remain focused on doing useful work with care and long-term impact.



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 hello@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!