Beetroot Academy

Impact Report 2024

academy

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FOREWORD

In 2024, Beetroot Academy strengthened its core focus: enabling people affected by war and structural inequalities to access practical education and move toward economic security. We expanded scholarship-based training for women in difficult life circumstances, veterans and their families, internally displaced people, and learners outside major tech hubs.

At the same time, we continued to keep our programs aligned with the changing digital economy by reinforcing career support, introducing practical tools, and growing our B2B upskilling direction for teams and organizations.

This report summarizes what changed in 2024, what we delivered in measurable terms, and how partnerships with Beetroot Academy create scalable, long-term impact.

Andreas Flodström,
Founder & CEO of Beetroot Academy

BEETROOT ACADEMY AS A PART OF A TECH ECOSYSTEM

Beetroot Academy is a social enterprise making career development in the digital economy accessible through practical training, career support, and partnerships. We deliver reskilling and upskilling programs in IT and digital roles, supported by a learning system designed to help learners complete training and transition into real work opportunities.

Beetroot Academy is part of the broader Beetroot ecosystem, united by shared values and long-term global goals. This ecosystem approach enables us to do more together — for Ukraine and for the communities we serve. Through collaboration across education, technology, and social initiatives, the Beetroot ecosystem contributes to developing the next generation of IT professionals, strengthening the IT cluster and digital economy, and supporting those who face the greatest barriers to opportunity.
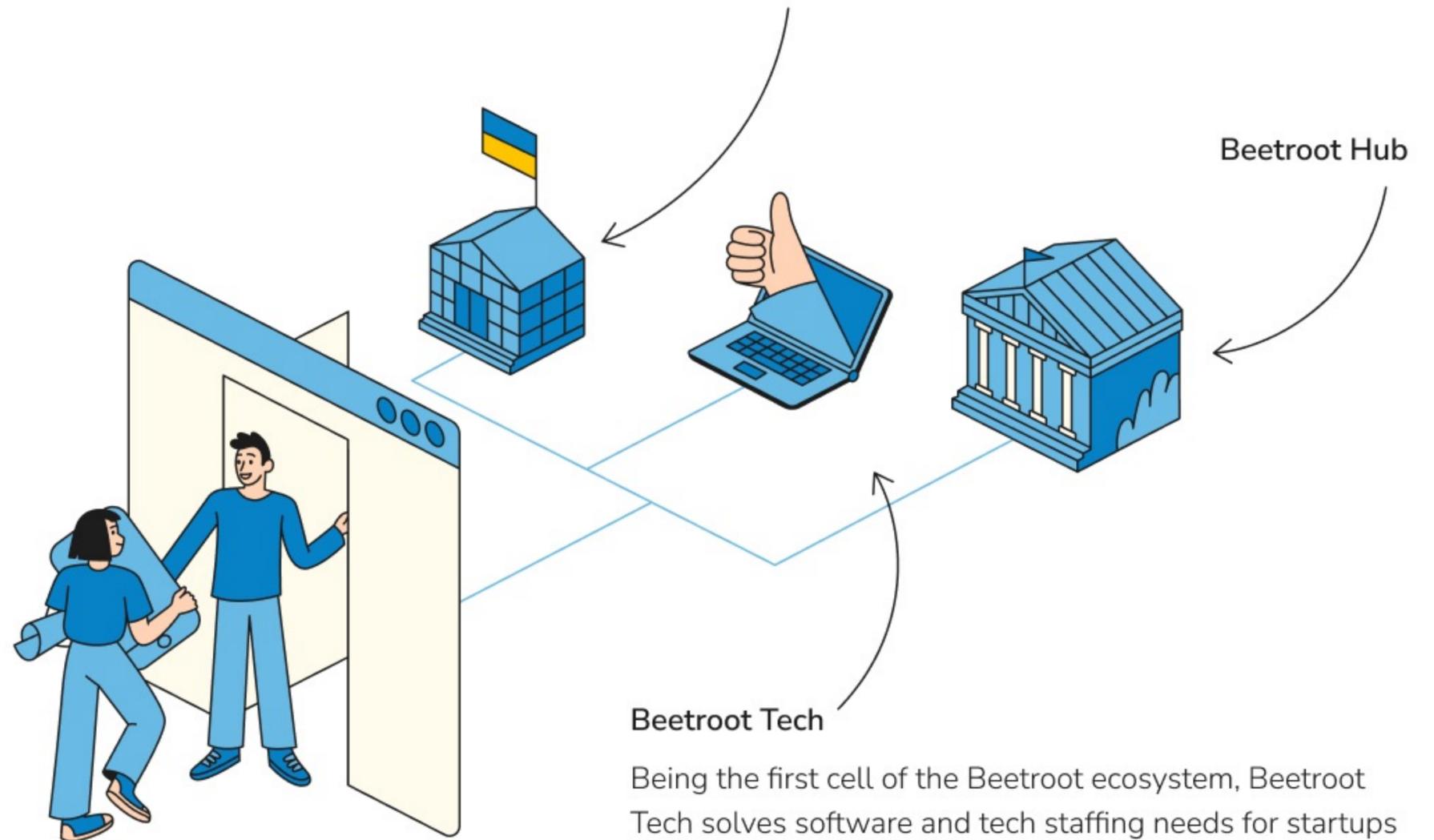
By combining social impact with strong market relevance, partner collaboration, and community-driven programs, the ecosystem creates sustainable pathways for individuals to build careers while contributing to long-term economic resilience.

Beetroot Ecosystem

Beetroot Academy is only one part of the broader Beetroot ecosystem. Building a tech ecosystem is essential for us to implement our sustainability and social impact values.

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 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 Hub

Beetroot Tech

Being the first cell of the Beetroot ecosystem, Beetroot Tech solves software and tech staffing needs for startups and established brands worldwide.

OUR VISION AND MISSION

Mission: Helping people build great careers in the digital economy.

Vision: Digital opportunities should be accessible regardless of geography, life circumstances, or social barriers.

We prioritize groups that face the strongest access barriers, including learners outside major tech hubs, women pursuing economic independence, and veterans and war-affected communities.

BEETROOT ACADEMY'S EDUCATIONAL SOLUTION IN A NUTSHELL

Beetroot Academy is a social enterprise where educational and social impact is the foundation of all activities. The Academy's business model is designed to ensure organizational sustainability while delivering long-term value, rather than maximizing course sales. Beetroot Academy provides an end-to-end educational solution that supports learners throughout their entire journey — from career orientation to post-graduation employment support.

In 2024, Beetroot Academy continued delivering its end-to-end educational model across reskilling and upskilling programs, focusing on employability, career transition, and long-term integration into the IT and digital labor market.

🔴 **Beetroot Academy student's path**

We do care about our students before, during, and after studying.

Before

Prospective students receive guidance from educational advisors who focus on career orientation rather than course sales. Free tools such as a career test and the self-paced Intro to Tech course help learners assess motivation, baseline skills, and suitability for a tech career.

During

Learning at Beetroot Academy is structured as an integrated educational ecosystem, combining:

- flipped classroom methodology;
- an LMS with theoretical materials and self-assessment tests;
- 2–3 live sessions per week focused on practice, Q&A, and collaborative work;
- individual and group assignments;
- study-buddy groups to foster teamwork skills;
- an active Slack community connecting students, teachers, and learning success managers.

In 2024, all programs continued to include an English module focused on spoken English, IT-specific vocabulary, CV writing, and interview preparation for international employers.

Career counseling remains a core component, offering direct interaction with recruiters, CV and LinkedIn profile reviews, and structured job search preparation.

Responding to the growing role of AI, Beetroot Academy further integrated AI modules in 2024:

- Basics of AI, providing foundational understanding of AI concepts and tools;
- Job search with AI, enabling practical use of AI for interview preparation, CV optimization, and interview simulation.
  These modules serve as key employability drivers, directly addressing labor market demands.

Additional academic support
The tutorship program, launched in 2023, became a stable part of the learning model in 2024, offering peer support from Academy graduates and contributing to improved learning outcomes and retention.

After graduation

Graduates join the alumni community, gaining access to career events, webinars, consultations, partner job opportunities, internships, and networking activities, both online and offline.

In 2024, the Academy continued developing English improvement initiatives, including speaking clubs, intensive marathons, and partner-led courses aimed at increasing graduates' competitiveness in international job markets.

Practical career tools such as the Job Interview Simulator and the mentorship program provide personalized recruiter feedback and professional guidance from industry practitioners, supporting graduates in their transition to employment.
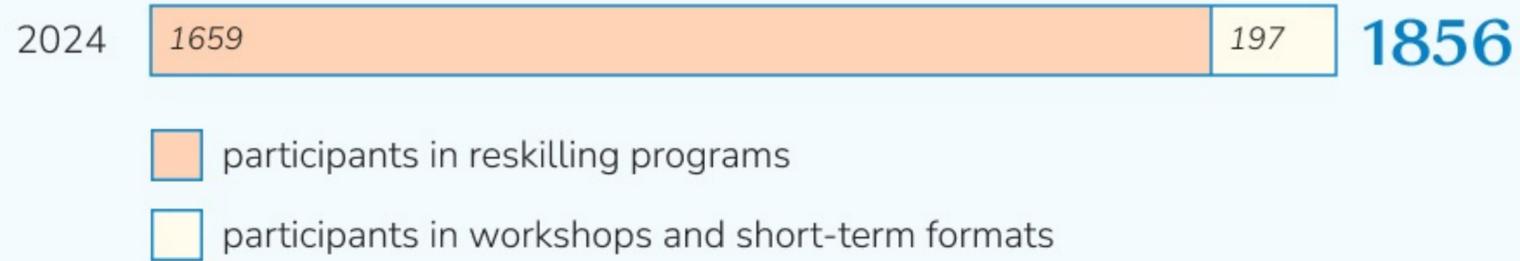
Why this model works

- continuous support before, during, and after training;
- combination of technical, language, and career skills;
- involvement of practitioners and alumni;
- strong alignment with labor market needs.

The educational model contributes to SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth).
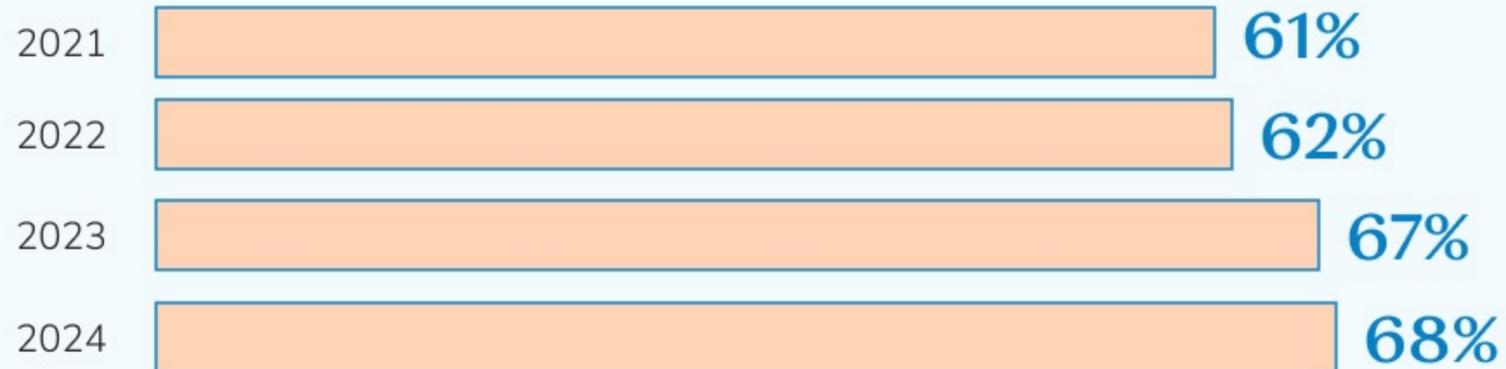
BEETROOT ACADEMY'S IMPACT IN NUMBERS

In 2024, Beetroot Academy continued focusing on accessibility, gender inclusion, and labor market relevance through a combination of reskilling, upskilling, and partner-driven education formats.

Reach and completion

2024 | 1659 | 197 | **1856**

☐ participants in reskilling programs

☐ participants in workshops and short-term formats

Share of women among the Beetroot Academy graduates

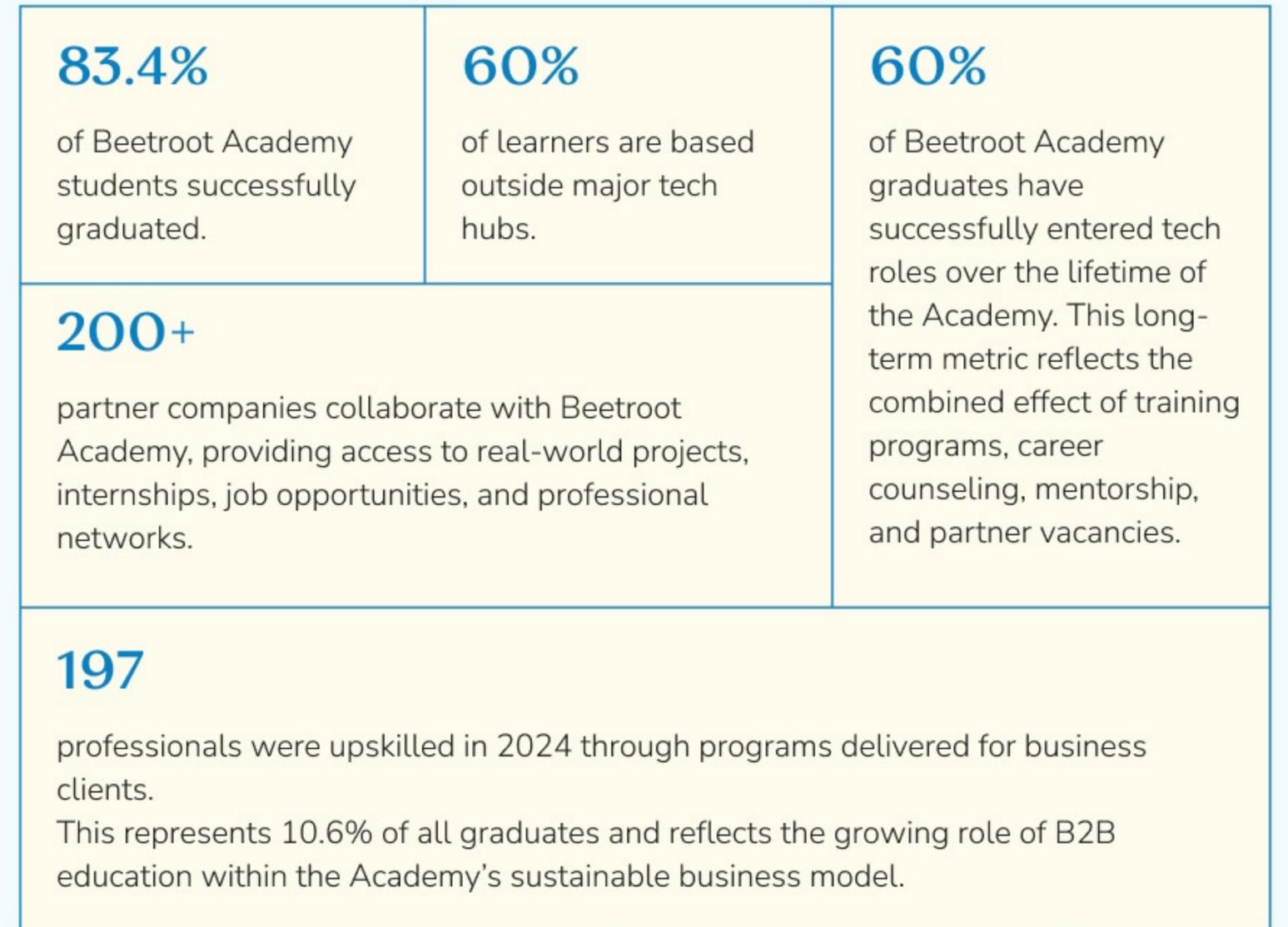| 2021 | **61%** |
2022	**62%**
2023	**67%**
2024	**68%**

68% of Beetroot Academy graduates in 2024 were women.
According to the World Economic Forum, women hold only around 17% of key technical roles, including software development.
This highlights the Academy's contribution to reducing gender imbalance in the tech sector.

83.4%
of Beetroot Academy students successfully graduated.

60%
of learners are based outside major tech hubs.

60%
of Beetroot Academy graduates have successfully entered tech roles over the lifetime of the Academy. This long-term metric reflects the combined effect of training programs, career counseling, mentorship, and partner vacancies.

200+
partner companies collaborate with Beetroot Academy, providing access to real-world projects, internships, job opportunities, and professional networks.

197
professionals were upskilled in 2024 through programs delivered for business clients.
This represents 10.6% of all graduates and reflects the growing role of B2B education within the Academy's sustainable business model.

OUR PARTNERSHIPS, RESKILLING PROJECTS AND UPSKILLING PROJECTS

Beetroot Academy works in partnership with international organizations and donors to provide education for people who need a new profession and greater economic security. Our programs primarily support women in difficult life circumstances, war veterans and their families, internally displaced persons, and others affected by the ongoing war and economic disruption.

Since the start of our work in 2014, a key strategic focus of Beetroot Academy has been empowering women with relevant digital skills, supporting their access to employment, and contributing to greater gender equality in the tech sector.
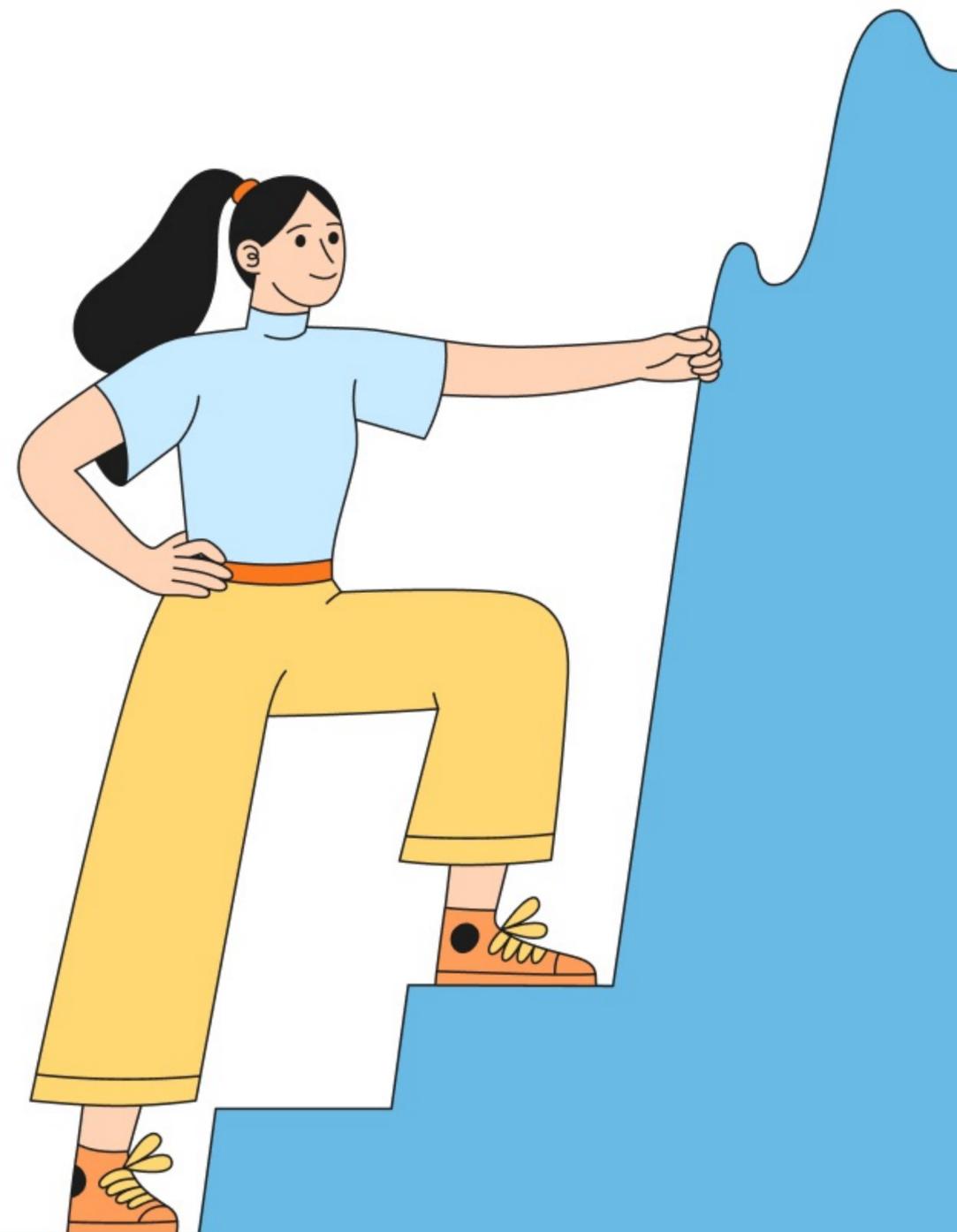
In 2024

280 women

from underrepresented backgrounds and/or difficult life circumstances received scholarships for training at Beetroot Academy.

These scholarships were made possible with the support of our partners: **UNFPA Ukraine, Pact Ukraine, NGO Zmist, Enpact, the Susanne Hobohm Fund, and donors of the Beetroot Aid for Ukraine Fund.**

Implementation partnership with the United Nations Population Fund

In partnership with UNFPA Ukraine, Beetroot Academy implements education programs aimed at supporting women in difficult life circumstances, including survivors of gender-based violence. The partnership focuses on equipping participants with relevant IT and digital competencies that enable access to competitive professions and support long-term 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 designed to strengthen the professional potential and financial resilience of women affected by violence and other challenging life situations.

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 (Pact Ukraine, 2021–2024)

The WINGS project supported women from rural communities across Ukraine by helping them build basic digital skills and confidence to start careers in tech and digital roles. In addition to improving digital literacy, the program addressed gender stereotypes that often limit women's professional choices.

As a result of the project, over 130 women in 2024 gained access to new opportunities, including employment, improved economic stability, and greater professional independence.

After graduation, women start to believe in their capacities. They get promoted in their current jobs or even change them totally. Apart from that, this knowledge, women will be able to use in everyday life, for example, for managing their time or doing homework with their kids, etc. We are sincerely happy for every woman who participated in this course, gained professional skills, and discovered new opportunities for personal and career growth.

"
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 Just Transition through Entrepreneurship project supported Ukraine's green recovery during economic shifts and wartime challenges. It provided training and resources to aspiring entrepreneurs and ecosystem organizations in target regions.

Beetroot Academy led the "Ideas" track, introducing entrepreneurship as a sustainable career path. Over three months, participants received structured training, mentoring, networking, and financial support to develop and validate their business ideas.
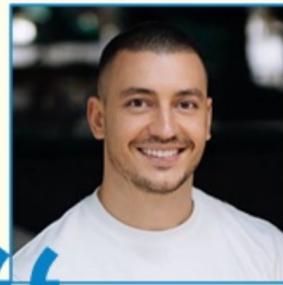
Key Findings:

14	18	100%
participants officially registered their businesses	new jobs were created	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

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

As the number of war veterans in Ukraine continues to grow, supporting their reintegration into civilian life remains a critical priority. Access to flexible, future-oriented professions — particularly those enabling remote work — plays a key role in this transition.

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 led by Beetroot Academy. The initiative was partially funded by the Beetroot Aid for Ukraine Fund and a private Swedish foundation.

In addition to technical education, the program offered a holistic support model. Horizon Hub contributed psychological support, career guidance, and English language training, funded through private donations.

> **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.*

beetroot | **IOCA ARMA NOSTRA**

GRADUATE UNIT

In 2024, Beetroot Academy continued strengthening post-graduation support through the Graduates Unit — a dedicated initiative focused on bridging the gap between education and real-world employment by connecting graduates with practical projects and first commercial cases.

The Graduates Unit works with partner organizations and businesses to identify real project needs and deliver them together with Academy graduates. This model allows graduates to gain hands-on experience, build professional portfolios, and transition more smoothly into employment, while partners receive accessible and high-quality project support.

30+

graduates, supported by 4+ instructors, have already participated in project delivery.

20+

projects have been implemented with external clients. Several partners commissioned multiple projects.

200+

graduates are part of the Graduates Unit project pool. This includes graduates who expressed interest in practical projects and were actively contacted or engaged by the team.

Real-world projects

In 2024, the Graduates Unit delivered projects for a range of organizations, including:

- Reskilling Ukraine – the project with the highest level of ongoing collaboration and public communication
(project website and LinkedIn case available)
- ApexFlora
- Logodar (online rehabilitation center)

These projects provided graduates with practical experience in design, development, and digital product delivery, while supporting socially relevant and business-driven initiatives.

Why the Graduates Unit matters

The Graduates Unit focuses on real market integration, not simulated training tasks. By working on real projects:

- graduates strengthen their employability through hands-on experience;
- partners gain access to flexible project teams for small and medium-scale needs;
- the overall transition from education to employment becomes shorter and more sustainable.

OTHER NEWS: BA AS A PART OF EDIH, OUR AWARDS

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

In 2024 we continued development of the B2B education direction, working with international clients.

🔸 **Beetroot academy as a part of EDIH**

Beetroot Academy joined the **European Digital Innovation Hubs (EDIH) Network** as part of a consortium coordinated by Promprylad.

The Carpathian EDIH aims to drive dual transformation — digital and green — across five regions in Western Ukraine: **Ivano-Frankivsk, Chernivtsi, Zakarpattia, Ternopil, and Volyn.**

The hub focuses on:

- adoption of advanced digital technologies,
- business support services,
- test-before-invest approaches,
- skills development and community building.

Our Training Areas

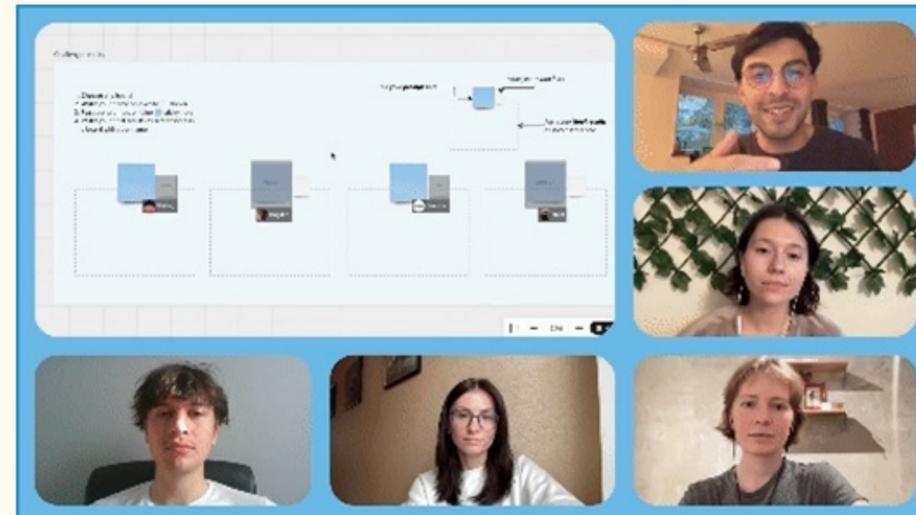Delivery of training programs focused on AI tools, green coding, and other future-oriented digital skills.
These activities support business sustainability while reinforcing the Academy's expertise in emerging technologies.

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.

Sustainable Software Development

A course for Beetroot Tech by Beetroot Academy

🟠 Awards and recognition

These awards reflect the systemic impact of Beetroot Academy's work — from supporting veteran reintegration and inclusive hiring to contributing to Ukraine's sustainable recovery. International and national recognition highlights not only the social value of our initiatives, but also their scalability and long-term relevance. Together, these acknowledgements reinforce our role as a trusted partner in education, workforce development, and economic resilience.

Finalist, *Partnership for Sustainability Award (Society category),* **UN Global Compact.**
Beetroot Academy's work in educating veterans and their partners was recognized, reinforcing the relevance and scalability of this impact direction.

Veteran-friendly company award, Veteran Hub.
Both Beetroot Academy and the broader Beetroot ecosystem were recognized for inclusive hiring practices, transparent processes, and active efforts to support veteran reintegration.

Flagship international project award, Ukraine Recovery Conference, Berlin.
The Beetroot ecosystem was recognized for its contribution to Ukraine's economic development and recovery through education, workforce development, and international collaboration.

LET'S CONNECT, COLLABORATE, AND CREATE IMPACT

Reflecting on the impact achieved by Beetroot Academy in 2024, we are reminded of the growing importance of our mission: helping people build sustainable careers in the digital economy. In a time of ongoing uncertainty and transformation, access to digital skills and future-oriented professions remains a critical driver of resilience, economic recovery, and long-term growth for individuals and for Ukraine as a whole.

None of this impact would be possible without strong partnerships. As the demand for inclusive education, reskilling, and upskilling continues to grow, collaboration with donors, institutions, and businesses becomes more important than ever.

There are several meaningful ways to engage with Beetroot Academy:

- **Support scholarship programs,** enabling access to education for women, veterans, internally displaced persons, and others facing barriers to economic security.

- **Contribute expertise and knowledge** by supporting learning programs, mentoring, or curriculum development aligned with labor market needs.

- **Partner with our alumni and graduate communities,** strengthening your organization while supporting real-world career opportunities for emerging digital professionals.

We invite partners who share our commitment to inclusive growth, workforce development, and sustainable impact to collaborate with us. Together, we can continue expanding access to digital opportunities, strengthening economic resilience, and building pathways to decent work.

Let's connect, collaborate, and create impact — together.