

## Škoda Auto's 'BeeGreen' hackathon delivers pioneering IT solutions for sustainable development

- › Innovative IT projects target a sustainable customer experience, green future business concepts and increased sustainability in supply chain management
- › In close cooperation with leading software companies, Škoda Auto aims to establish the Czech Republic as an international innovation and digitalisation hub
- › Sustainability and comprehensive ESG measures are an integral part of the Next Level – Škoda Strategy 2030, detailed on the company's dedicated sustainability [microsite](#)

Mladá Boleslav, 5 March 2024 – From 29 February to 1 March, Škoda Auto hosted the BeeGreen hackathon. The carmaker extended invitations to seven teams consisting of 60 international IT experts to take part in the competition. The participants were tasked with presenting innovative ideas aimed at enhancing the sustainability of the overall customer experience, developing GreenFuture business models, and improving supply chain management practices. The ETAS team won over the jury with their ideas and will have the opportunity to further develop their 'Cycle App' project with Škoda Auto. The event was opened by Karsten Schnake, Škoda Auto Board Member for Procurement, and Soňa Klepek Jonášová, a member of Škoda Auto's External Sustainability Council and founder of the Institute of Circular Economy (INCIEN).

Karsten Schnake, Škoda Auto Board Member for Procurement, says: "Innovations and digitalisation serve as crucial enablers on our path to a sustainable future. Recognising that the transition is a collective effort, we are seeking partners who share our vision of supporting each other to develop forward-thinking ideas. One of Škoda's strategic advantages is our location: the Czech Republic is home to a thriving ecosystem of software-focused start-ups. Events like the BeeGreen hackathon provide a platform for establishing partnerships between dynamic IT companies and the Volkswagen Group, thereby accelerating the development and implementation of innovative, sustainable solutions."

### **BeeGreen – advancing sustainable business practices**

Building on the success of the 2023 Race2Code hackathon, Škoda Auto once again brought together IT specialists from leading Czech, German, French and Polish software companies. These experts showcased their skills and creativity by solving specific challenges. This year's BeeGreen hackathon focused entirely on sustainability. Participants engaged with three main topics: Surrounding Explorer, which centred on sustainability and local awareness; Upcycling and Material Recovery, aimed at investigating future sustainability business models; and Consumption Monitoring, dedicated to applying expertise to establish sustainable supply chains. The teams were supervised by seasoned mentors from Škoda Auto and other Volkswagen Group brands.

Since late 2021, Škoda Auto has benefitted from the guidance of an independent External Sustainability Council in implementing its ambitious sustainability goals. In her opening speech at the BeeGreen Hackathon, Council member and founder of the Institute of Circular Economy (INCIEN) Soňa Klepek Jonášová emphasised the importance of material recovery, closed-loop systems and digital material flow monitoring, which are just a few examples of the use of modern, sustainable approaches in industrial production.

Out of the seven teams, the jury was most impressed with the project presented by the ETAS team of programmers from Germany. Their project, titled 'The Cycle App', focuses on upcycling and material recovery. It stands out for promoting the recycling and reuse of components, thereby extending their useful life and minimising the carbon footprint of repaired vehicles through the adoption of used parts. Following their success in the hackathon, the software experts will have the opportunity to further develop their project with Škoda Auto.

**Sustainability as a strategic corporate objective**

As one of the largest private companies in the Czech Republic, Škoda Auto has made sustainability an integral part of its corporate strategy. On its dedicated [sustainability microsite](#), the carmaker provides information about its current projects in the field of environmental, social and governance (ESG).

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Škoda Auto invited software experts to develop ideas aimed at enhancing the sustainability of the customer experience, business concepts and the supply chain during the hackathon. The aim was to establish innovative collaborations between the participating software companies, Škoda Auto and the Volkswagen Group.

Source: Škoda Auto

**Škoda Auto**

- › is successfully steering through the new decade with the Next Level – Škoda Strategy 2030.
- › aims to be one of the five best-selling brands in Europe by 2030 with an attractive line-up in the entry-level segments and additional e-models.
- › effectively leverages existing potential in important growth markets such as India, North Africa, Vietnam and the ASEAN region.
- › currently offers its customers eleven passenger-car series: the Fabia, Scala, Octavia and Superb as well as the Kamiq, Karoq, Kodiaq, Enyaq, Enyaq Coupé, Slavia and Kushaq.
- › delivered over 866,000 vehicles to customers around the world in 2023.
- › has been a member of the Volkswagen Group for 30 years. The Volkswagen Group is one of the most successful vehicle manufacturers in the world.
- › independently manufactures and develops components such as MEB battery systems, engines and transmissions as part of the Volkswagen Group; these components are also used in vehicles of other Group brands.
- › operates at three sites in the Czech Republic; has additional production capacity in China, Slovakia and India primarily through Group partnerships, as well as in Ukraine with a local partner.
- › employs over 40,000 people globally and is active in around 100 markets.