

Closing the loop with every cup: Škoda Auto launches sustainable 'Curiosity Fuel' coffee in its Czech plants

- **Sustainably sourced:** Curiosity Fuel coffee beans are grown on family-owned farms in India and Tanzania
- **Rainforest Alliance certification:** Ensuring social and ecological responsibility at each production step
- › **Circular economy project:** The coffee bean husks replace conventional methods for tanning the leather seats of the Kodiaq and Octavia models, conserving valuable resources throughout the production process
- **Naming story:** the coffee aims to 'fuel curiosity' about sustainable practices across the value chain

Mladá Boleslav, 22 April 2024 – Škoda Auto has introduced its own 'Curiosity Fuel' coffee at its Czech plants and offices. The coffee, which is grown, roasted and packaged specially for the car manufacturer, preserves the local environment and supports fair and secure wages for local workers by adhering to Rainforest Alliance principles. Additionally, the coffee aims to 'fuel curiosity' about sustainable practices along the entire value chain. As a car manufacturer, Škoda takes a holistic approach to sustainability and focuses on minimising the footprint of its business activities along the whole value chain, driving sustainable growth and promoting circular economy principles: The coffee bean husks of Škoda's Curiosity Fuel, which would otherwise be discarded as waste, are used to sustainably tan the leather for the seats in the Suite Design Selection of the Kodiaq and Octavia. This project is strongly supported by the KOVO trade unions.

Karsten Schnake, Škoda Auto Board Member for Procurement, says: "As a car manufacturer, we are aware of our responsibility towards the environment and the need to play a pioneering role in sustainability. With Curiosity Fuel coffee being grown according to Rainforest Alliance guidelines, we not only support fair and transparent practices from the planting to the final product but also embrace circular economy principles by repurposing the waste products from coffee production. What's more, each sip of Curiosity Fuel coffee may inspire more ideas on how to reduce our environmental footprint even more effectively."

Curiosity Fuel: the origin of the name and beans

By switching to Curiosity Fuel coffee at its Czech plants, Škoda Auto is highlighting the interconnectedness of the entire value chain and fostering curiosity about new, sustainable solutions. The coffee beans come from carefully selected family farms in India and Tanzania. Curiosity Fuel is produced following Rainforest Alliance principles, reflecting adherence to

socially and ecologically responsible practices and respecting nature and farmers throughout the production and delivery process. These local farms are committed to preserving biodiversity and ensuring fair treatment and proper wages for their workers.

Škoda Auto is responsible for the Indian market within the Volkswagen Group. As a socially and economically responsible employer in the country, the company plans to support a school near the plantations by improving its facilities.

This commitment to collaboration is outlined in a Memorandum of Understanding, which also ensures compliance with the Rainforest Alliance Certification for the cultivation, supply, and roasting of Curiosity Fuel coffee. The document was signed by representatives of Škoda Auto and its project partners, Jablum Czech and Neralu Plantation.

From bean to machine: Škoda Auto's Czech plants switch to 100% Curiosity Fuel

Upon arrival in the Czech Republic, the coffee beans are processed at the Jablum family roastery in Bezděčín, Mladá Boleslav. The distribution of the coffee to the canteens, company cafés and coffee machines at the Czech plants has already begun. Starting this summer, Škoda Auto's total annual coffee consumption at these locations – approximately 25 tonnes – will be covered by sustainable, high-quality Curiosity Fuel.

Closing the loop: the story of Curiosity Fuel goes beyond coffee

In line with circular economy principles, Škoda Auto is also using the coffee bean husks. In collaboration with its supply partner Bader, the carmaker has developed a process in which this byproduct is used for tanning the leather seat covers of the Škoda Kodiaq and Octavia models in the Suite Design Selection from summer onwards. Moreover, Škoda Auto is exploring other sustainable tanning solutions; for example, the leather for the L&K variant of the Superb is tanned using wastewater from olive processing.

Škoda considers sustainability to be a transformative process and takes a holistic approach that benefits the environment and all stakeholders. As an automaker, Škoda is committed to minimising the environmental footprint of its business activities across the entire value chain to drive sustainable growth and promote circular economy principles. This encompasses products, supply chains, production, retail, and the surrounding regions in which the company operates.

For more information, visit the [project page](#) of Škoda Auto's sustainability presentation.

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Infographic and video



Infographic: Closing the loop with every cup: Škoda Auto launches sustainable 'Curiosity Fuel' coffee in its Czech plants

Starting this summer, Škoda Auto's total annual coffee consumption at its Czech sites – approximately 25 tonnes – will be covered by the sustainable, high-quality Curiosity Fuel.

Source: Škoda Auto



Video: Closing the loop with every cup: Škoda Auto launches sustainable 'Curiosity Fuel' coffee in its Czech plants

The coffee aims to 'fuel curiosity' about sustainable practices along the entire value chain.

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.
- › is part of the Brand Group CORE – the organisational merger of the Volkswagen Group's volume brands – to achieve joint growth and to significantly increase the overall efficiency of the five volume brands.
- › 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 approximately 40,000 people globally and is active in around 100 markets.