

zoolatech

# Zoolatech Corporate Social Responsibility Report

2024



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## Message from Roman Kaplun



*At Zoolatech, we believe in building more than just great technology—we're here to build a company that makes a difference. A place where people grow, where community matters, and where trust defines how we work with one another and with our clients.*

*This CSR Report 2024 is a reflection of those beliefs. It tells the story of how our values come to life: through mentoring and internal growth, through supporting mental health and well-being, through acts of charity and solidarity. From ZoolaTalks to ZoolaRun, from promoting diversity to standing with Ukraine — we are proud of the many ways our people lead with heart and responsibility.*

*Whether working from our hubs or remotely across the world, we stay connected by more than just technology—we're united by purpose. Our culture of ownership, care, and transparency empowers each of us to contribute to something greater than ourselves.*

*Thank you to everyone who continues to shape Zoolatech with integrity and compassion. Let's keep building, supporting, and growing — together.*

*Roman Kaplun*

CEO & Co-Founder, Zoolatech

## Message from Denis Rogov



*Zoolatech was founded on the belief that strong values build strong companies. From day one, we committed to a culture grounded in extreme ownership, curiosity, and care — for each other, our clients, and our communities.*

*I've spent over two decades in engineering and product leadership, and one thing I've learned is that sustainable success comes from doing things the right way—even when it's hard. That's why we've built Zoolatech not just to deliver high-quality software, but to deliver it with purpose and accountability.*

*One of the values I hold most closely is giving back. I deeply believe that companies have a responsibility to reinvest into the communities they come from — whether it's through volunteering, fundraising, or direct support in times of crisis. At Zoolatech, we live that belief every day through programs like ZoolaRun, ZoolaCharity, and our ongoing support for Ukraine.*

*To me, CSR is not a report — it's a reflection of our culture. And I'm proud to be part of a team that leads with empathy, builds with intention, and pays forward the impact we've been fortunate to create.*

*Denis Rogov*

President & Co-Founder, Zoolatech

## Message from Hanna Kysylevska



*At Zoolatech, people are central to our business. Every initiative we launch, every program we scale, and every success we celebrate is the direct result of a culture that puts people first.*

*This year, we've doubled down on building an environment where talent can thrive. Whether it's helping a new team member navigate their first weeks or coaching a future leader through their next big step, we focus on growth that's both professional and personal.*

*What sets us apart is the level of trust and ownership we give to every individual. Our people don't wait for change — they initiate it. From mentoring and career mobility to mental health support and community-building, we're proud of how our teams shape the company from the inside out.*

*Our goal is simple: to make Zoolatech a place where people feel valued, heard, and inspired to grow — together and over time.*

*Hanna Kysylevska*

VP, People, Zoolatech



# About Zoolatech



# About Zoolatech

20+

Years of experience

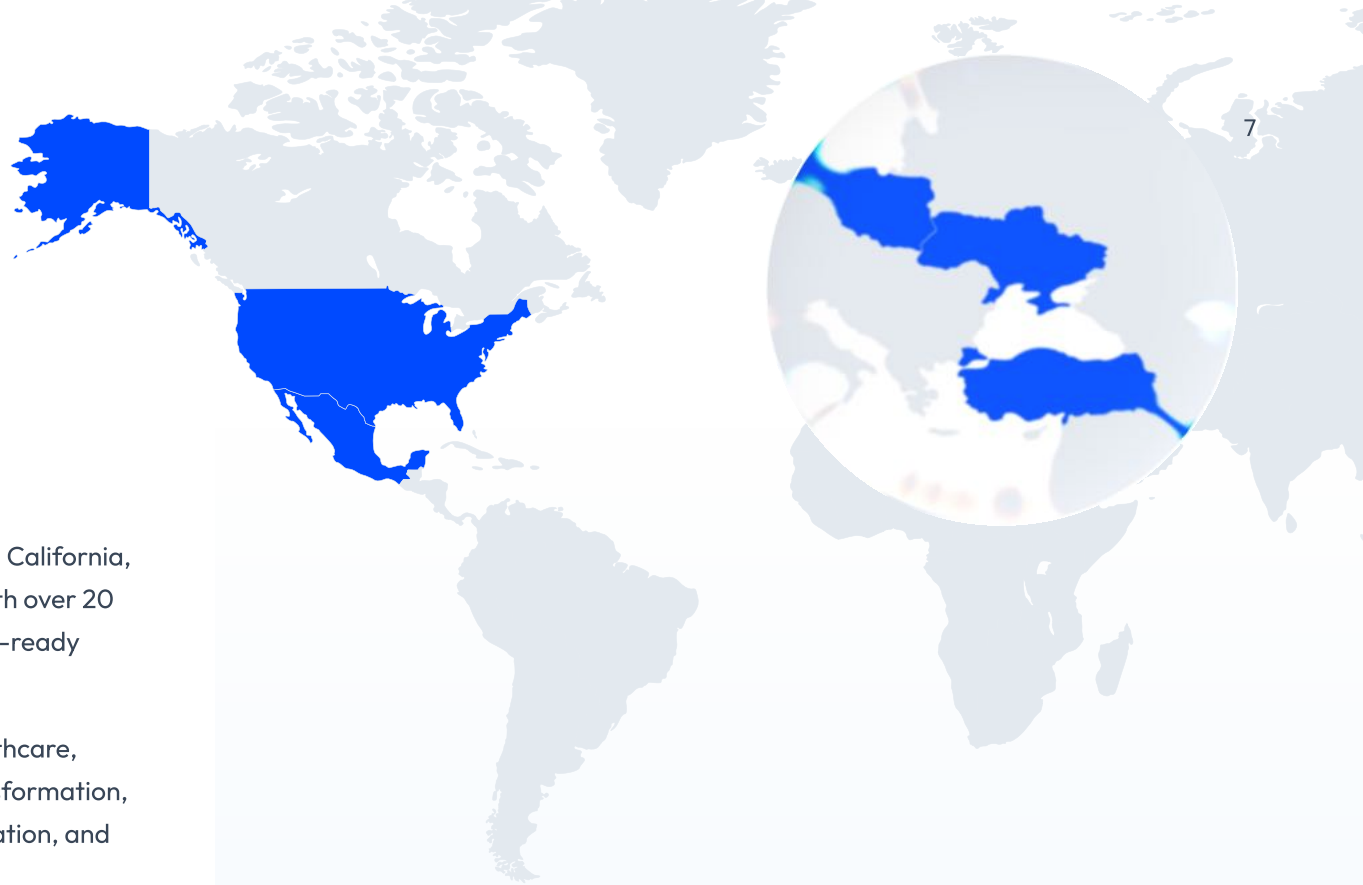
Zoolatech is a full-cycle software development company founded in California, with delivery centers in the EU and Latin America. Led by a team with over 20 years of experience, we build scalable, high-performing, and future-ready technology solutions for clients across the US and Europe.

We partner with companies in industries such as retail, fintech, healthcare, media, and enterprise software — guiding them through cloud transformation, legacy modernization, data and analytics, AI/ML, intelligent automation, and custom product development.

But what truly sets us apart is not just what we do — it's how we do it. Zoolatech is powered by a culture of trust, transparency, and people-first leadership. We take pride in building long-lasting partnerships, growing talent from within, and turning shared values into everyday actions.



At Zoolatech, we don't just build software — we build careers, community, and positive impact.



Development Hubs

LatAm & EU

Founded in

California

Nationalities

20+

Languages

10+

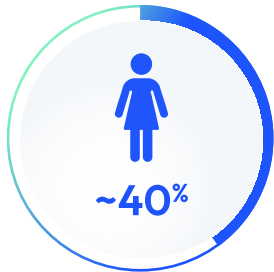
# Key Highlights



Employees participate in charitable activities. Zoola matches team members donation.

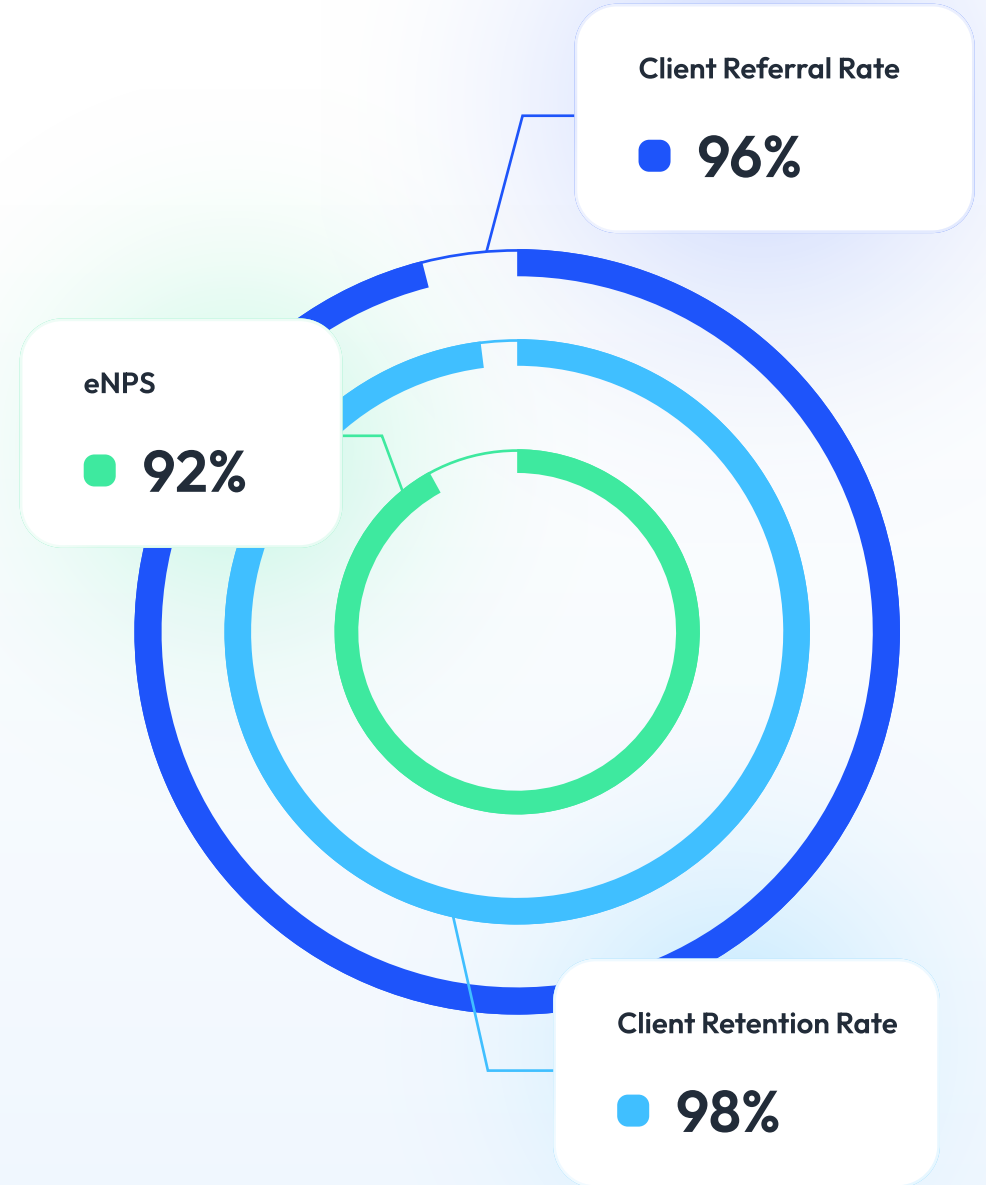


ZoolaRun, Poland, Autumn 2024



## Women in Leadership

Percentage of leadership roles held by women.



# UN Sustainable Development Goals (SDG) Alignment

Zoolatech is committed to making a positive impact not only in our industry, but in the world. To guide our efforts, we align our Corporate Social Responsibility initiatives with the United Nations Sustainable Development Goals (SDGs) — a global framework for achieving a better, more sustainable future for all.

## In Conclusion

We believe that real transparency is not just about sharing information — it's about creating a space where people feel trusted, informed, and empowered to contribute meaningfully.

## SDGs, Goals, and Zoolatech Contribution

Our focus is on creating local, measurable outcomes that contribute to global progress. This below outlines how our key initiatives map to relevant SDGs:

### SDG 3

#### Good Health & Well-being

Mental health programs, ZoolaSport wellness initiatives, flexible work-life balance.

### SDG 4

#### Quality Education

Mentorship programs, ZoolaTalks, continuous learning, and internal career development.

### SDG 5

#### Gender Equality

~40% of leadership roles held by women; inclusive hiring and promotion practices.

### SDG 10

#### Reduced Inequalities

Diverse, multicultural workforce spanning 20+ nationalities and 10+ languages.

### SDG 13

#### Climate Action

Remote-flexible operations reducing emissions and promoting digital-first sustainability.

### SDG 17

#### Partnerships for the Goals

Charitable collaborations, employee-driven giving, ZoolaRun, and community engagement.

# Our CSR Vision

At Zoolatech, Corporate Social Responsibility is not an afterthought — it’s an intentional part of how we lead, grow, and operate every day.

We believe that building a successful company means creating a lasting, positive impact — for our people, our clients, and the communities we belong to. CSR at Zoolatech is rooted in action, guided by values, and driven by the belief that responsibility and innovation go hand in hand.

**In Conclusion**

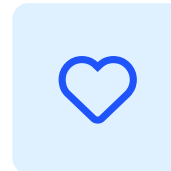
For us, responsibility is not just about doing what’s expected — it’s about doing what’s right. Every initiative, big or small, contributes to a culture where values come first and impact is real.

## Our vision is centered around four key pillars:



### Empowering People

We create opportunities for personal and professional growth through mentoring, internal mobility, and mental health support — all within a culture of trust and ownership.



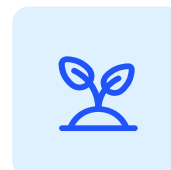
### Driving Social Good

We stand with Ukraine, support charitable causes through ZoolaCharity and ZoolaRun, and match our people’s generosity with company action.



### Championing Inclusion

We actively build a diverse, equitable, and inclusive workplace that reflects the global communities we serve.



### Growing Sustainably

Through a remote-flexible model, digital-first collaboration, and low-footprint operations, we strive to reduce environmental impact and adopt smarter practices.

# Our Values

At Zoolatech, our values guide not only how we work, but also how we grow, lead, and support one another. They shape our culture, fuel our partnerships, and define our impact — internally and beyond.

These values are not statements on a wall — they are part of every conversation, every project, and every decision.



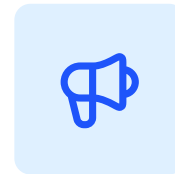
### In Conclusion

These principles help us build not just great products, but a resilient and inclusive company where people feel empowered to make a difference.



### Extreme Ownership

We believe leadership can come from any level. Everyone is encouraged to take initiative, raise the bar, and care deeply about outcomes — not because they have to, but because they choose to.



### Speak Up

We foster a culture of open communication and psychological safety. Feedback is welcomed, dialogue is encouraged, and transparency is expected — from team members to leadership.



### Learn from Failure

We view mistakes as part of the journey. Each challenge is a chance to reflect, adapt, and grow — together.

## Our Fundamentals

Live a Full, Healthy Life

Charity

Sport


Ethics



# People & Culture

At Zoolatech, our people are our greatest strength, and our culture is the foundation that enables them to thrive.

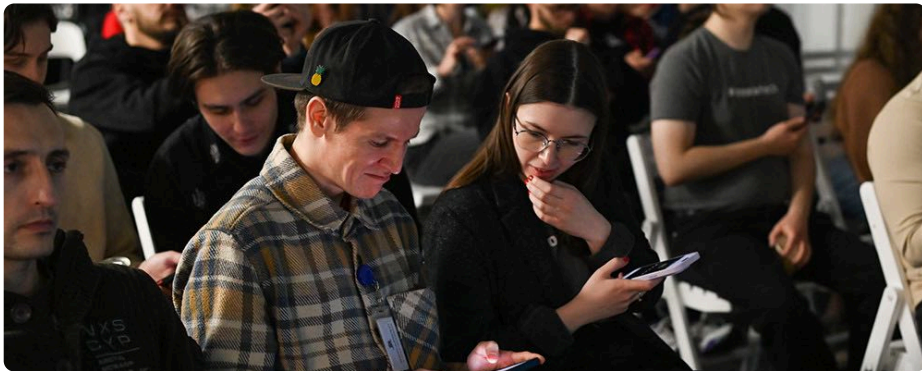
We are committed to building an environment where trust, transparency, and collaboration are the norm. Whether you're a new hire or a senior leader, you'll find space to grow, be heard, and make meaningful contributions.



# People & Culture

## Growing from Within

Career development is supported by mentorship, performance feedback, and internal mobility across global teams.



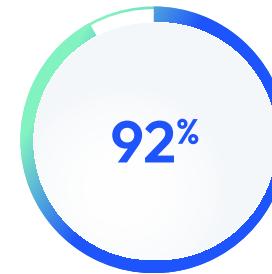
Zoola All-Hands & New Year Celebration 2024, Kyiv

## Connected and Collaborative

- ZoolaTalks, guilds, and knowledge-sharing sessions create a learning culture across roles and locations.
- Community-led initiatives like game nights and topic-driven groups foster a sense of belonging.
- Our hybrid model ensures strong team bonds — whether working remotely or from one of our hubs.

## A Culture of Trust

- Employees participate in quarterly all-hands meetings where leadership shares achievements, failures, and lessons learned.
- Open-door communication and flat hierarchies empower people to speak up and shape how we work.



### Zoolatech eNPS

Percentage of our employees that would recommend Zoolatech as a great place to work.

### In Conclusion


At its heart, our culture is built on care — care for our work, our colleagues, and the communities we're part of. We don't just build software — we build teams people are proud to belong to.



# Diversity, Equity & Inclusion

At Zoolatech, we believe diversity is not a metric — it's a mindset. We are committed to creating an environment where every person, regardless of background, identity, or location, feels seen, supported, and empowered to succeed.

Our global team reflects a rich mix of cultures, experiences, and perspectives. We don't just celebrate this diversity — we build our systems, programs, and leadership models around it.



# Diversity, Equity, & Inclusion

## A Culture of Belonging

We actively foster communities within the company — professional guilds, social clubs, mentoring groups, and more.

Nationalities

20+

Languages

10+

Countries

32

Age Range

18-58

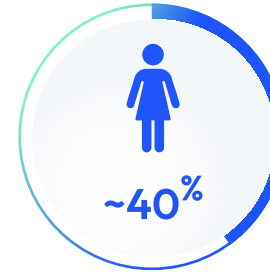
## Zero Tolerance for Discrimination

We are committed to ensuring that everyone at Zoolatech feels valued, respected, and safe. This includes clear policies, ongoing learning, and open communication channels where feedback is encouraged.

For us, inclusion isn't a checklist — it's how we work, hire, grow, and lead.

## Inclusive Leadership and Growth

Career development and promotion are guided by transparent criteria and consistent feedback, not bias.



### Women in Leadership

Percentage of leadership roles that are held by women.






# Transparency & Governance

At Zoolatech, transparency is a cornerstone of how we operate. From decision-making to team communication, we believe that openness builds trust — within our company and with every partner we work with.

We uphold a governance model rooted in ethical leadership, shared accountability, and active communication. Our goal is not only to be a high-performing organization, but a trustworthy one.



# Transparency & Governance

## Ethics and Integrity

- We hold ourselves accountable to our clients, to one another, and to the broader communities we serve.
- Internal initiatives are guided by clear values and leadership that leads by example.



Our culture is built on honesty and fairness, not politics

## Flat and Agile Culture

- We minimize bureaucracy, avoid unnecessary hierarchy, and keep decision-making close to the teams that do the work.
- Cross-functional teams operate with clarity, ownership, and direct communication lines to leadership.
- People are empowered to act, not wait — because governance is strongest when responsibility is shared.

## Open Communication

- We host quarterly all-hands meetings where leadership shares company performance, wins, setbacks, and lessons learned.
- Employees are encouraged to speak up through open forums, anonymous feedback channels, and one-on-one meetings.
- Internal updates, KPIs, and team milestones are accessible to everyone — not hidden behind titles or departments.



Zoola All-Hands & New Year Celebration 2024, Kyiv


### In Conclusion

We believe that real transparency is not just about sharing information — it's about creating a space where people feel trusted, informed, and empowered to contribute meaningfully.



# Environmental Responsibility

While Zoolatech is not a manufacturing or resource-intensive business, we recognize that every organization plays a role in protecting the environment. Our responsibility lies in reducing our footprint, supporting sustainable behaviors, and enabling greener ways of working through our policies and practices.



# Environmental Responsibility

## Remote-Flexible by Design

- By embracing digital-first collaboration, we cut down on the environmental impact typically associated with centralized infrastructure.
- Many of our client engagements and team operations are conducted virtually, reducing our travel-related emissions.



Our remote-flexible model significantly reduces the need for daily commuting, office utilities, and inter-office travel.

## Sustainable Practices

- We promote low-waste digital workflows and discourage unnecessary printing and physical materials.
- Local hubs use shared, flexible office spaces rather than full-time dedicated offices, lowering energy use and space consumption.
- Internal knowledge-sharing platforms reduce duplication and enhance learning efficiency.

## Looking Ahead

- We plan to begin tracking our digital carbon footprint in greater detail and exploring sustainable IT solutions.
- We support employees in making eco-friendly choices, including hybrid work flexibility, digital knowledge tools, and regional collaboration models.
- As part of our CSR evolution, we aim to identify ways we can further integrate sustainability into procurement, travel, and community engagement.



### In Conclusion

Zoolatech is committed to growing responsibly — not just as a business, but as a global citizen. Even small shifts, when embraced by many, can lead to meaningful impact.



# Education Programs

At Zoolatech, we believe that continuous learning is essential to building resilient teams and delivering exceptional value. That's why we invest in education and mentorship as core pillars of our people-first culture.

We don't just hire great talent — we grow it.



# Education Programs

## Career Growth from Within

Learning is embedded in performance reviews, goal-setting, and cross-team collaboration.



Tech Talks, Mexico, 2024

## Mentorship That Matters

- Dozens of mentorship pairs are active at any given time across engineering, design, management, and product roles.
- Our internal mentoring programs help junior team members develop both hard and soft skills with support from experienced colleagues.
- Managers are encouraged to nurture emerging leaders and support their growth through structured development paths.

## ZoolaTalks and Knowledge Sharing

- ZoolaTalks is our internal knowledge-sharing platform where employees present insights, best practices, and lessons learned across disciplines.
- Talks are open, recorded, and shared across the company, creating a living learning library available to everyone.
- Team-led sessions encourage grassroots education and peer-led discovery.



Tech Talks, Mexico, 2024

### In Conclusion


By fostering a culture of shared knowledge, open dialogue, and mentorship at every level, we empower our people to grow with confidence, and lead with purpose.



# ZoolaCharity

At Zoolatech, giving back is part of our culture, and it starts with our people. Through ZoolaCharity and ZoolaSport, we empower employees to turn everyday actions into meaningful social impact.

These programs are built on a simple idea: when we care for ourselves and others, we can create real change together.



# ZoolaCharity

## Why It Works

- The company's role is to match and multiply — not to direct — giving, which keeps it authentic and employee-driven.
- Initiatives are inclusive, simple to join, and supported globally.



Employees participate in charitable activities. Zoola matches team members donation.

## Matching Impact with Action

- Zoolatech matches 50% of every employee donation, amplifying the impact of individual generosity.
- Employees choose causes they care about — from education and animal shelters to humanitarian aid and community outreach.

## Move for a Cause

- Employees can track their progress and collective impact using the ZoolaBeat dashboard.
- Popular activities include running, cycling, yoga, hiking, and more, transforming wellness into social contribution.
- The total collected is pooled and distributed to causes selected by employee vote.
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ZoolaRun, Poland, Autumn 2024



ZoolaRun, Mexico, Spring 2024

### In Conclusion

ZoolaCharity and ZoolaSport are more than programs — they're a reflection of who we are: active, compassionate, and committed to doing good in the ways that matter most to our people.

 NDA-Protected

# Additional Humanitarian Support

In 2024, Zoolatech extended significant humanitarian and charitable support beyond formal donation programs, some of which remain confidential due to the nature of the work and safety of those involved. These included:

- Monthly financial assistance to mobilized contractors serving in the armed forces;
- Regular humanitarian aid in occupied territories, including weekly delivery of food, water, and essential goods;
- Charitable giving in collaboration with employees through the ZoolaMatch initiative;
- Donation of laptops and technical equipment to individuals and families in need.



As part of our commitment to supporting children affected by war, Zoolatech partnered with the [“Chance to Change” Foundation](#) to fund a development program for children from vulnerable communities. Our support helped expand educational access, organize holiday activities, and provide vital training in emotional intelligence, communication, and resilience.

## Zoolatech Contribution

**\$33,852.31**

Contributed to this initiative in 2024



[The charitable foundation “Chance to Change”](#) together with us, organized a trip to Lviv for 25 children from social care centers.

[Watch the video →](#)

## In Conclusion

We continue to support trusted grassroots initiatives that make a tangible difference — often quietly, but always with purpose.



# ZoolaRun

Twice a year, our teams across the globe lace up their running shoes — not just for fitness, but for purpose. ZoolaRun is our flagship charity running initiative that brings together employees from all locations to raise funds for causes that matter.

It's not about how fast or how far you go — it's about showing up, together.

# ZoolaRun

## Running for Good

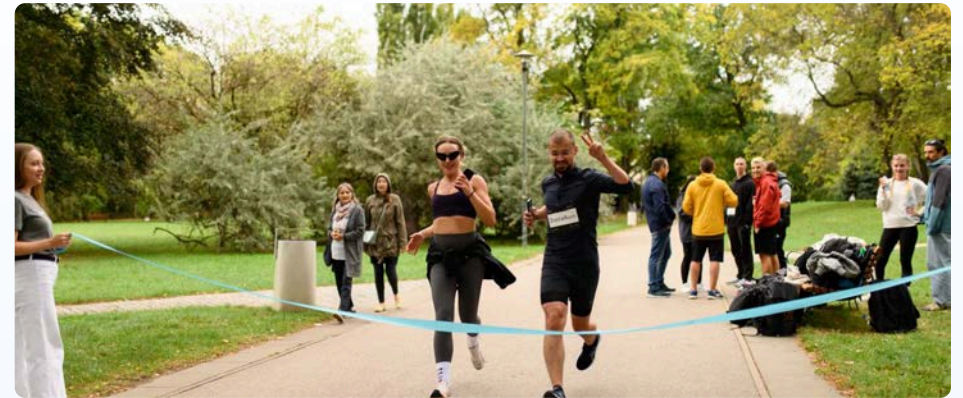
Whether it's 3 kilometers or 21, each participant contributes more than distance — they contribute meaning. Every ZoolaRun is tied to causes selected by employees, making the impact personal, relevant, and real.

From the occupied cities of Ukraine to the neighborhoods of Türkiye, Mexico, and Europe, ZoolaRun helps amplify the voices and values of our people. Each ZoolaRun supports a different cause, from helping schools and local sports clubs to humanitarian aid.



## Why ZoolaRun Matters

- Fosters cross-team connection and unity.
- Encourages health and balance alongside impact.
- Empowers employees to lead social change through grassroots decision-making.
- Reinforces our commitment to community — especially in times of crisis.





ZoolaRun, Poland, Autumn 2024

### In Conclusion

ZoolaRun is not just about fitness. It's about building a culture where care, action, and responsibility are part of how we move forward — together.

# ZoolaRun Highlights

ZoolaRun	Spring 2024 	Autumn 2024 
Participants by Region	Türkiye, LatAm, Ukraine, Poland, and Europe	Türkiye, LatAm, Ukraine, Poland, and Europe
Impact Areas	<ul style="list-style-type: none"> <li>✓ Humanitarian aid</li> <li>✓ Education</li> <li>✓ Pediatric health</li> </ul>	<ul style="list-style-type: none"> <li>✓ Pediatric cancer care</li> <li>✓ Support for low-income families</li> <li>✓ Defense-related humanitarian needs</li> </ul>
Total Distance	~ 400km	~ 600km
How it Worked	Participants used Strava to track each workout over 30 minutes. Causes were selected through team voting, with support directed accordingly.	The campaign brought together cross-regional teams, with employees contributing to causes connected to their local communities or lived experience.



# Standing with Ukraine

Since the beginning of the full-scale invasion in 2022, Zoolatech has stood firmly with Ukraine — not only in words, but through direct action, ongoing support, and unwavering solidarity with our people and communities.

Many of our colleagues live in Ukraine. Some have joined territorial defence brigades. Others volunteer daily. Across the company, our response has been immediate, personal, and sustained.



# Standing with Ukraine

## Long-Term Commitment

Our support is not reactive — it’s rooted in who we are. As long as there is need, we will continue to provide resources, platforms, and direct assistance to those affected by the war.



Standing with Ukraine is not just a chapter in our story — it’s a defining part of our identity.



## How we support

### Humanitarian Aid

Including supplies for displaced families, medical kits, food, and basic needs coordinated through trusted volunteers.

### Employees’ Support

Ongoing monthly support for mobilized Zoolatech contractors throughout 2024.

### Military Support

Employee-led fundraising efforts for tactical equipment, vehicles, and other non-lethal aid, often directed through brigades where our team members serve.

### Charity Through Action

ZoolaRun, ZoolaSport, and ZoolaCharity have channelled substantial donations to Ukrainian foundations, vetted local NGOs, and urgent-response efforts.

### Company Matching

Zoolatech matches 50% of employee donations and contributes directly to high-impact, community-selected initiatives.

### Ongoing Transparency

We share regular internal updates and allow employees to vote on how collected funds are allocated.



# Looking Ahead



# Looking Ahead

As we reflect on our progress, we recognise that our work is far from complete. The year ahead brings new opportunities to deepen our impact on our people, our communities, and the world around us.



ZoolaRun, Poland, Autumn 2024

**In Conclusion**

Above all, we will continue to lead with purpose, act with transparency, and keep our values at the center of everything we do. This is our promise — and our plan — for 2025 and beyond.

## Our priorities for the coming year include:

### Expanding Support for Ukraine

We will continue to stand with Ukraine and provide both immediate aid and long-term support to those affected by the war.

### Strengthening People Programs

We will invest further in mentorship, mental health, and career mobility across all our delivery regions.

### Growing with Integrity

We will formalize our environmental tracking efforts, promote greener operational choices, and begin measuring our digital carbon footprint.

### Deepening Our DEI Strategy

We plan to define measurable DEI goals, strengthen inclusive leadership practices, and ensure equal opportunity across all levels and functions.

### Making Charity More Scalable

ZoolaCharity, ZoolaRun, and ZoolaSport will be enhanced with new tools, tracking, and employee-led governance to increase visibility and participation.

# Appendices & Acknowledgments

This report was made possible through the contributions, feedback, and lived experiences of many Zoolatech team members, partners, and community collaborators. We thank everyone who helped bring these stories, data points, and life initiatives.



Virtual All-Hands, Mexico, 2024

## Special Thanks

**The People Team** for their work on DEI, mental health, and internal growth.

**The CSR Coordinators and Employee Volunteers** who lead ZoolaCharity and ZoolaRun.

**The Operations Team**, for coordinating logistics, enabling initiatives, and supporting teams in crisis.

**Our Ukrainian colleagues and volunteers** who continue to inspire us with their resilience and action.

**The Delivery and Talent teams** for sharing transparent metrics and initiatives.

**Every Zoolatech employee** who speaks up, contributes, and helps make this company what it is.

2024

# zoolatech



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