



Innovative Trend of Supporting Education in Corporate Sustainability Reports

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INTRODUCTION

The assessment of sustainable development reports of enterprises (corporations) of Ukraine on education issues in accordance with the goals of sustainable development is an innovative trend. In Ukraine, requirements for sustainable development reports of enterprises are being strengthened with the criterion of the number of employees, which will become mandatory in the coming years. 2025, some enterprises did this for the first time. The preparation of the first annual Report on the achievement of the SDGs by the large agricultural group "Nibulon" (Report, 2024) is an affirmative result of the innovative trend of supporting education as part of ESG aspects. For 2025-2027, educational events on inclusion for personnel and cooperation with partner organizations are planned. The priority goal is to attract young people to the agricultural sector and form responsible leadership.

RESULTS

The large telecommunications group Vodafone Ukraine already has experience in compiling Sustainable Development Reports for 5 years from 2020 to 2024, of which there were four. One year of martial law was missed, but in the meantime, taking into account the density of mentions of the topic of education, it was 2023 that had the best result in terms of the innovative trend in supporting education. In conditions of martial law, the group continues to develop digital infrastructure, which is the main element of access to information, medicine, education and digital services. It provides free Wi-Fi coverage in bomb shelters and shelters. In partnership with KSE, it helps to form an innovative educational ecosystem that provides higher education students with access to the most modern knowledge and technologies and is aimed at creating a strong scientific and technological potential of Ukraine. Achieving SDG 4 is part of the areas that complement the systemic innovative contribution of both Groups to the formation of a responsible and sustainable business environment in Ukraine.

METHODOLOGY

The analysis of public sustainable development reports of enterprises was carried out through content analysis with determination of the density of reporting on the topic of education support per page of the report and qualitative analysis of priority issues of the results of supporting the quality of education in the context of the SDGs.

CONCLUSION, CONTRIBUTION AND NOVELTY

Analysis of public reports has shown that the tasks set by both the «Nibulon» Group and the Vodafone Ukraine Group are innovative in nature, which indicates a responsible attitude towards the implementation of tasks to achieve the SDGs, in particular, SDG 4 on innovative and high-quality education.

These Groups are purposefully engaged in the formation of solutions to achieve the SDGs, and their sustainable development reports can be an important experience for other enterprises that will have to do this for the first time in the coming years.

Analysis of the topic of education in Vodafone Ukraine's annual sustainability reports		
Reporting year	Number of pages of the report	Density of mention of the topic of education (on average one mention per number of pages)
2020	94	5,52
2022	78	6,5
2023	82	5,13
2024	84	6,46

References

Sustainability reports Vodafone Ukraine URL: <https://www.vodafone.ua/company/investors/zvit-y-ta-rezultaty/zvit-zi-stalogo-rozvitku>

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