Audi Volkswagen Korea

KOREA
SOCIAL
INVESTMENT
FOUNDATION

TOMOROAD

Audi Volkswagen Korea
A Journey to Tomorrow

2021 CORPORATE SOCIAL RESPONSIBILITY REPORT

INDEX

Volkswagen Group

“Shaping mobility – for generations to come”

Under TOGETHER 2025+ Strategy, Volkswagen Group is transforming to become a global leader offering sustainable mobility for all under the vision of “Shaping mobility – for generations to come.”

The Group is headquartered in Wolfsburg, Germany, and has twelve brands under its umbrella. It offers compact cars to luxury-class vehicles in the passenger car sector, while a wide range of products from pick-ups to buses and heavy trucks in the light and heavy commercial vehicles sector. Ducati offers motorcycles.

671,205 employees around the globe produce 44,567 vehicles on average and engage in mobility-related services. The Group is selling vehicles in 153 countries. In 2020, the total number of deliveries to customers was 9.31 million units with sales revenue of EUR 222.9 billion and earnings after tax of EUR 8.8 billion.

VOLKSWAGEN
GROUP

Audi
SEAT
ŠKODA
BENTLEY
BUGATTI
LAMBORGHINI
PORSCHE
DUCATI
Commercial Vehicles
SCANIA
MAN

Audi Volkswagen Korea

“Leading the transformation of mobility in Korea”

Audi Volkswagen Korea, which belongs to Volkswagen Group, is leading the transformation to offer sustainable mobility in Korea under the vision of “Leading the transformation of mobility in Korea.”

Through various product portfolios across its four brands, it is executing future strategies to address the paradigm shift driven by electrification and digitalization.

Audi Volkswagen Korea has 4 business divisions – Volkswagen, Audi, Bentley, and Lamborghini. By importing and selling a wide range of models that meet the various lifestyle and characteristics of the local customers, AUDI VOLKSWAGEN KOREA is contributing to the growth of Korea’s import car market.

Audi Volkswagen Korea will continue with its growth momentum by offering a competitive new line-up and mobility services, drive the transformation to sustainable mobility and actively carry out corporate social responsibility activities to contribute to Korean society.

Audi Volkswagen Korea

TOMOROAD

TOMOROAD is the corporate social responsibility initiative of Audi Volkswagen Korea.

Audi Volkswagen Korea TOMOROAD focuses on fostering future talents for the sustainable growth of Korean society and addressing climate change by engaging in climate projects including the creation of a carbon-neutral forest.

Over the last two years, Audi Volkswagen Korea invested over KRW 5 billion in its corporate social responsibility efforts and will continue to carry out its CSR activities by investing an additional KRW 5 billion for the next two years.

TOMOROAD

Under its CSR Initiative "TOMOROAD," Audi Volkswagen Korea endeavors to foster young talents by creating the educational, environmental, and cultural infrastructure and helping the underprivileged for a healthier community.

TOMOROAD is a word that combines “tomorrow,” meaning the future, and “road,” meaning a road to the future. With TOMOROAD, Audi Volkswagen Korea is committing to become a future partner on the path to tomorrow.

In detail, Audi Volkswagen Korea’s “TOMOROAD" initiative is comprised of the following programs:

- **Education**
  Offering software coding classes to help foster future talents (TOMOROAD School)
- **Environment**
  Protecting young talents from fine dust and traffic accidents and creating a safe and healthy environment (Green School Walkway, Classroom Forest, Forest Restoration, Carbon-neutral Forests)
- **Culture**
  Offering a variety of hands-on experiences and exhibition on future mobility
- **Local Community**
  Engaging in various volunteer activities to help the underprivileged who need social attention (Green Giftboxes to overcome the COVID-19, Secret Santa, Winter Warmth Kits)

The United Nation’s Sustainable Development Goals (SDGs) adopted at the 70th United Nations General Assembly refers to 17 common goals of humanity to take action for realizing sustainable development. Audi Volkswagen Korea fully identifies with the ideology of the UN SDGs as an active participant.

SUSTAINABLE DEVELOPMENT GOALS

KOREA
SOCIAL
INVESTMENT
FOUNDATION

Korea Social Investment Foundation

The Korea Social Investment Foundation is implementing the TOMOROAD CSR activities with Audi Volkswagen Korea.

Founded in 2012, the Korea Social Investment Foundation is a non-profit organization that helps with impact investment and offers professional CSR support. Together with public enterprises and large businesses, they develop CSR strategies to create sustainable social values and carry out management consulting, accelerating, and impact investment for social innovation companies.

Professional impact business partner to help achieve sustainable growth

It has executed impact investment projects exceeding KRW 70 billion since its establishment. In particular, it has been a pioneer in increasing educational impact by lessening educational imbalances in our society based on IT technologies and planning and implementing many different CSR activities to cultivate talent that is suitable for the era of the 4th Industrial Revolution.

Korea Social Investment Foundation is keen to create a compassionate and sustainable world by cooperating with businesses.

It is also putting in place a new CSR paradigm in which future talent fostering and environment/culture content creation projects are undertaken to put the TOMOROAD initiative into action with Audi Volkswagen Korea.

Awards and Accolades

Audi Volkswagen Korea received awards in various categories for its CSR activities carried out to develop educational, environmental, and cultural infrastructure to foster future talents and to provide needed support for the local communities.

Awards

2019

- Nomination as Best Practice for Educational Donation
- Certification from the Ministry of Education for Best Educational Donation
- CSR Award from the Ministry of Culture, Sports and Tourism

2020

- Receipt of Grand Prize in the Business Category for CSR
- CSR Award from the Ministry of Education
- Receipt of Grand Prize for the Best Education Donation
- Nomination as Best Practice for Educational Donation

2021

- Receipt of Grand Prize in Academic Education Category
- Receipt of Grand Prize in CSR Category

Education

Fostering future talent

Audi Volkswagen Korea aims to strengthen the 4Cs and software capabilities—core competencies required of future talents.

TOMOROAD School

Audi Volkswagen Korea's TOMOROAD School is a problem-solving convergence education program where students can learn and apply future technologies under the theme of future mobility. Its goal is to help develop the 4Cs (Critical thinking, Communication, Collaboration, and Creativity) and software capabilities, which are the core competencies required of future talent.

In addition to learning theories, the program teaches coding using robot cars, helps the students to explore their future career, offers design classes, and foster problem-solving skills through various situations in the urban environment that will be changed by new concepts of mobility.



TOMOROAD School's curriculum is composed of the following four modules, and classes will be taught regarding all or part of the modules according to the school schedule.

Understanding of vehicle structure and driving principles

Students learn about the core concepts and technologies of future mobility, including electric vehicles, autonomous driving, and connectivity.

Future concept car (EV3) and future mobility

While learning about future mobility, students are given a chance to code the features of autonomous driving, including autonomous parking, lane departure assist, and collision prevention using the future concept car (EV3).

Automotive convergence industry and future careers

Students have an opportunity to learn about the transformation taking place in the automotive industry and new jobs being created and to design their future career paths in detail.

Future cities and future societies

Students are allowed to think of how new concepts of mobility will change the urban transportation environment in the future. They will also be allowed to discuss the ethical challenges brought by new technology.

TOMOROAD School for middle school free semester

TOMOROAD School was developed as part of the exam-free semester for the middle school students in Korea, which was introduced by the Ministry of Education to allow students to explore their future careers free from the pressure from exams.

The TOMOROAD School first started in March 2019 with 271 middle school students in the Seoul area. Backed by enthusiastic support and positive feedback from students, parents, and teachers, the program expanded to include middle schools across the nation and as of H1 2021, a total as of 2020, approximately 4,000 students participated in the program.

In 2020, the program was converted to an online program in the wake of the COVID-19 breakout. The entire curriculum based on offline lectures was updated to fit the online format.

In the first semester of 2021, the TOMOROAD School had 2,588 students from 152 schools nationwide, a significant increase from 1,585 students from 35 schools in 2020. In particular, some schools showed elevated interest in the high-quality curriculum and interesting content of the TOMOROAD School and had the entire first-graders take part. The first semester was held online only due to the prolonged COVID-19 outbreak, and online training programs for teachers were carried out to ensure the seamless operation of the classes.

Backed by enthusiastic support and positive feedback from students, parents, and teachers, the TOMOROAD School is expanded for a wider range of age groups in different formats.

TOMOROAD School for elementary school students

Audi Volkswagen Korea has expanded the TOMOROAD program to include elementary school students and is conducting various education formats such as TOMOROAD Summer School and TOMOROAD Weekend School. In addition, a program is being run that provides a free rental of the TOMOROAD School teaching materials for one semester for elementary schools located in areas with relatively limited education access.
These efforts aim to help educators and schools plan flexible programs that cater to their situations, which in turn will allow more students to experience the high-quality curriculum of the TOMOROAD School.

A Competition to invite ideas from elementary school students nationwide

Think! TOMOROAD Ontact Contest


“Think! TOMOROAD Ontact Contest” is an idea-based competition for 4th to 6th grade elementary school students nationwide. It is part of Audi Volkswagen Korea’s education program to provide software coding education to foster future talents. Through this contest, students express various ideas about the future environment and social changes brought about by future mobility by utilizing lego education coding program designed to foster talents for 4th Industrial Revolution and future mobility.

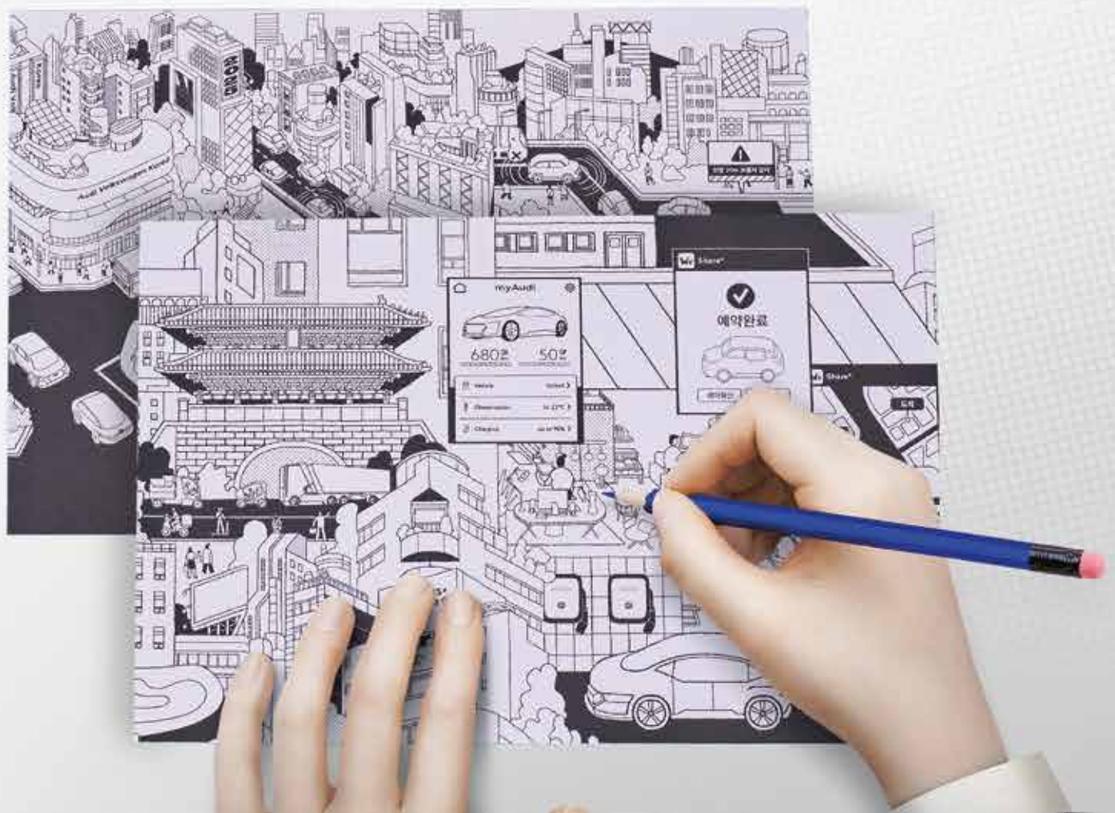
This contest is open to any team from elementary school nationwide, consisting of three students and one teacher from same school. A total of 100 teams selected on a first-come, first served basis will be provided with Lego Education teaching materials for four weeks and coding class. During 4 weeks, students experience and learn about future mobility and preliminary round mission such as an overview of electric vehicles to how to use Spike Prime set and software, track coding for autonomous driving cars, how to use sensor, and etc.

In the preliminary round, students are required to carry out missions related to the future environment and lifestyle that change from internal combustion engine to electric vehicles, and to deliver presentations on future values that contribute to addressing climate change. The top 10 teams in the preliminary round will participate in the finals and carry out a total of four missions under the theme of "2040 Future City." Education session, preliminary round, and final round will all be conducted online in accordance with the policy of social distancing due to the prolonged COVID-19.

Barrier-free TOMOROAD School for students with disabilities

Audi Volkswagen Korea signed an MOU with the National Institute of Special Education under the Ministry of Education in December 2020 to develop a barrier-free TOMOROAD School program for students with disabilities. Under the MOU, the TOMOROAD school curriculum was modified to make it more friendly for students with disabilities. Also, sign languages for coding were newly developed and the subtitles for the Hard-of-Hearing (SDH) were added.

The program was first launched as a pilot program for 3 special education schools and classes before its official launch. After making final adjustments in early 2021, the barrier-free program was launched as part of the regular program beginning the 1st semester of 2021. Already, the barrier-free TOMOROAD School is carried out at 10 special education schools and classes.



An example of a Barrier-free program

Week 1 | Orientation and Building an Automobile

- Building my car
- Understanding air resistance and car racing

Week 2 | Autonomous Vehicle and Future Cities

- Watch the video, “Everyday life with an autonomous vehicle”
- Coloring future cities

Week 3 | My Day in the Future

- Watch the video, “What will future cities look like?”
- Sticker quiz regarding future mobility
- Design my day in the future

Week 4 | Autonomous Driving Vehicle and Online Coding 1

- Watch the video about, a “full-self driving vehicle (SEDRIC)"
- Understanding basic concepts of coding
- Practicing VRT (virtual program) coding, forward/backward

Week 5 | Autonomous Driving Vehicle and Online Coding 2

- Watch the video, “Driving by Spiderman”
- Understanding conditional statements and color sensor concepts
- Practicing VRT (virtual program) coding, driving in future cities

Week 6 | Future Jobs and My Career Path

- Presenting my career path
- Introducing future careers
- Drawing a future automobile of my own

Week 7 | Autonomous Vehicles and Coding Practice 1

- Introduction to EV3 robot autonomous vehicle
- Maneuvering the vehicle through forward and backward coding
- Programming the vehicle with line tracing coding and test driving on future city mat

Week 8 | Autonomous Vehicles and Coding Practice 2

- Introduction to EV3 robot autonomous vehicle
- Maneuvering the vehicle through forward and backward coding
- Programming the vehicle with line tracing coding and test driving on future city mat

Regular program is conducted in 16 weeks or 8 weeks format in accordance to each school academic schedule.

- 16 week program : 90 mins. (2 periods) class per one week over 16 weeks
- 8 week program : 90 mins. (2 periods) class per one week over 8 weeks

From 2020, TOMOROAD School is converted to an online program in the wake of the prolonged COVID-19 breakout.

An example of the 16-week program

- Week 1★ | Orientation and lecture about cars
- Week 2 | Changes in the Automotive Industry and Understanding the Concept of Future Mobility I
- Week 3 | Changes in the Automotive Industry and Understanding the Concept of Future Mobility II
- Week 4★ | Introduction of Future Concept Cars
- Week 5* | Autonomous Driving Function of Future Concept Cars (Autonomous Driving and Lane-keeping Assist)
- Week 6* | Autonomous Driving Function of Future Concept Cars II (Safety Functions)
- Week 7 | The Emergence of Electric Vehicles and Changes in the Automotive Industry
- Week 8 | Autonomous Driving Function of Future Concept Cars III (Autonomous Parking)
- Week 9 | Changes in the Automotive Industry : Smart Factory
- Week 10* | Develop a Mobility Service App I
- Week 11 | Develop a Mobility Service App II
- Week 12 | R&D Project on Future Mobility
- Week 13* | Future Mobility and Changes in Future Career
- Week 14 | Discussion on Future Mobility and Changes in the Future Society
- Week 15* | Understanding Electric Vehicles and Changes by Playing a Game
- Week 16 | Sketch My Future City

* Classes marked ★ is offered as part of an 8-week program ** Offline class : 90 mins per week / Online class : about 30-40mins
*** The above curriculum is offered for middle schools. (The syllabus may Change depending on academic calendar of participating schools.)

An example of the 8-week online program

Week 1 | Orientation and lecture about cars
- Automobile structure and driving principles/ testing aerodynamics

Week 2 | Changes in the Automotive Industry and Understanding the Concept of Future Mobility I
- Traffic problems and how to solve them/ drafting autonomous driving automobile through "scratch"

Week 3 | Changes in the Automotive Industry and Understanding the Concept of Future Mobility II
- Future car innovation (electrification, connectivity, and autonomous driving)/ drafting future scenario news

Week 4 | Introduction of Future Concept Cars
- Autonomous driving system/ structure of the EV3 car and basic control maneuver techniques of virtual coding programs

Week 5 | Autonomous Driving Function of Future Concept Cars I (Safety Functions)
- Implementing safety features on an autonomous driving vehicle/ implementation using virtual coding programs (sensors)

Week 6 | Autonomous Driving Function of Future Concept Cars II (Autonomous Driving and Lane-keeping Assist)
- Road driving feature of an autonomous driving vehicle/ implementation using virtual coding programs (repetitive and conditional statements)

Week 7 | Future Mobility and Changes in Future Career
- Convergence of IT industries and future career paths/ making a name card by envisioning future career paths

Week 8 | Sketch My Future City
- Coloring a 2040 future city image/ creating the colored image background animation

* Classes for the online coding program and scratch practice (individual PC required)
** Classes that use an application (using an animation app)

Education Model

TOMOROAD School is designed using scientific education models.

The TOMOROAD School encourages STEAM education.

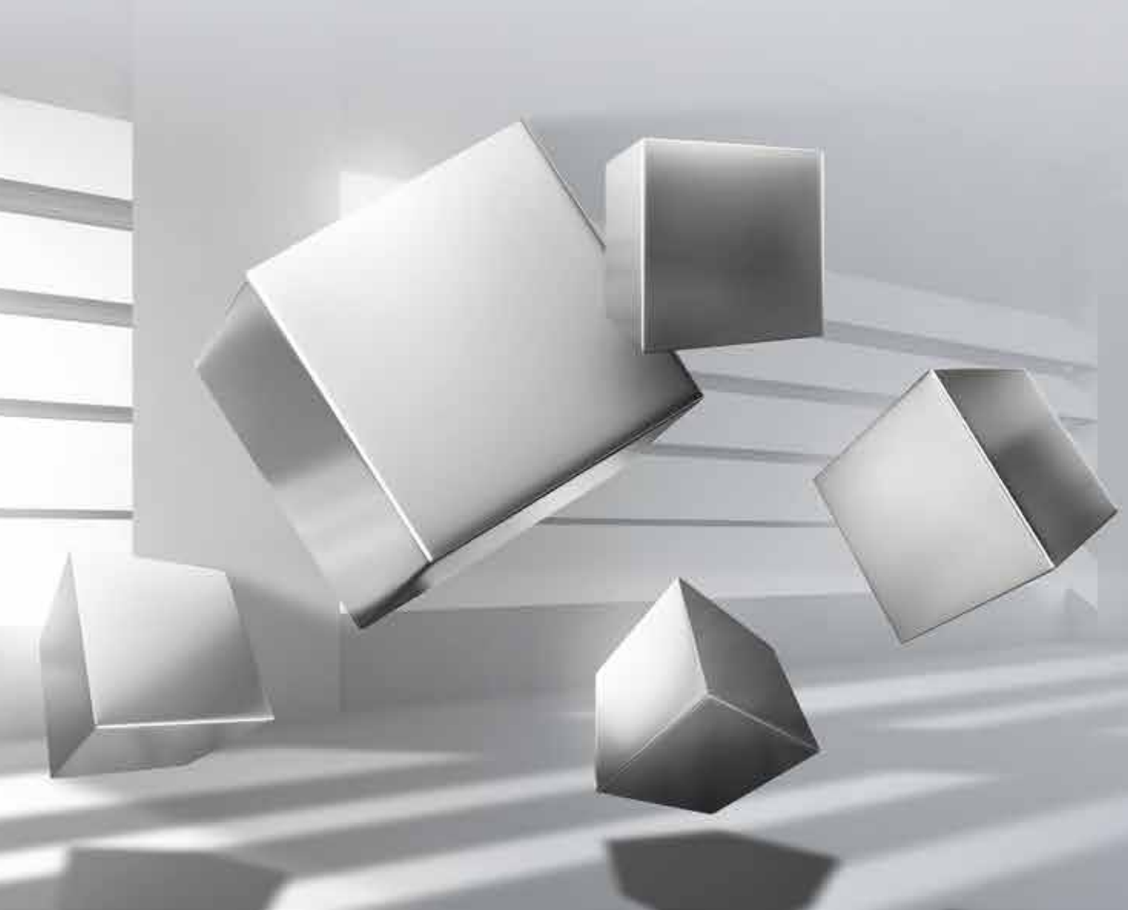
By developing and using training aids that have added a touch of the humanities and artistic sensitivities, students are more interested in what they learn and can utilize different senses.

In designing the education model for the TOMOROAD School, the so-called CPS and ARCS models were utilized.

The CPS (Creative Problem Solving) model is a learning model that improves the ability to solve problems according to the six-step creative problem-solving process.

As for the ARCS model, it is a learning strategy that enables learners to maintain their motivation and interest in learning and to enhance their learning effects through programs that provide attention, relevance, confidence, and satisfaction.

Through the TOMOROAD School, the students can foster 4Cs — critical thinking, communication, collaboration, and creativity — which are essential for talents, who will lead the future society.



STEAM Education

STEAM Education

The TOMOROAD School aims to realize STEAM, which adds Arts to the existing STEM education mechanism composed of Science, Technology, Engineering, and Mathematics. A major focus is placed on fostering humanities and artistic capabilities and sensitivities on top of nurturing science and technology-based convergence-oriented thinking skills and problem-solving capabilities.

- Science ---------- S
- Technology ---------- T
- Engineering ---------- E
- Mathematics ---------- M
- \+
- Arts ---------- A

CPS Model | Knowledge Cultivation → Improvement in Computational Thinking

ARCS Model | Emotional Cultivation → Improvement in Interests

Student's Increased 4C Capacity

Critical Thinking
The ability to analyze, evaluate, and classify objectively and logically by judging the situation in the light of objective evidence.

Communication
The ability to logically express what one wants to say and communicate it effectively.

Collaboration
The ability to work with others to solve problems to achieve common goals.

Creativity
The ability to devise something new and original, diverging from traditional thinking.

Collaboration with Expert

Audi Volkswagen Korea collaborated with various partners to provide exciting contents to maximize the education effect.

Education Consulting (Department of Educational Technology of Ewha Womans University)

For the off-line program, Audi Volkswagen Korea worked with the Educational Technology Department of Ewha Womans University to maximize the program's educational effect by encouraging the interests and understanding of middle school and elementary school students.

*Offline Education Program Consulting (Department of Educational Technology of Ewha Womans University)

*Joint Development of Barrier-free Program (National Institute of Special Education)

교육부 국립특수교육원

Development of an Educational App

Audi Volkswagen Korea created an educational app for TOMOROAD School to make the program more effective utilizing digital devices. In line with TOMOROAD's objective of fostering talents, all classes under the TOMOROAD School program are offered via an app. The app is also used to collect feedback in each class to help tailor and improve the educational content for students.

Development of Teaching Materials and Coding Programs

(Department of Industrial Design of Hongik University, Funers, CASESTUDY)

The Department of Industrial Design of Hongik University created off-line teaching materials and designed a future city to help students imagine their future based on an understanding of the basic principles concerning future mobility. The coding programs that utilize various tools, such as Ozobot, were developed by Funers, an official partner of LEGO® Education.
Various online and offline teaching materials have been developed in line with the class objectives to improve the educational effect for students.

FUNERS

CASESTUDY

Education Program Outcome

Participated Students (nationwide)

2019	2,233 students from 28 schools
2020	1,794 students from 73 schools
2021	2,588 students from 152 school
Total	6,615

Teacher Training

2020	35 teachers / one time
2021	76 teachers / six times

Development of TOMOROAD Online School program and implementation of teacher training in accordance with the prolonged COVID-19 breakout

In the wake of COVID-19 pandemic, TOMOROAD School curriculum format was changed from offline to online in line with the shift to non-face-to-face environment. In particular, EV3 autonomous driving functions were implemented and operated in a virtual future city created using VRT (Virtual Robotics Toolkit), a simulation software. The contents of each class were reorganized and provided to students as a recorded video. In order to facilitate smooth operation of the class, online teacher training program was introduced to add completion to the TOMOROAD School program.

MOU with National Institute of Special Education and Development of Barrier-free program for students with disabilities Implementation of regular programs to 10 schools after pilot operation with 3 schools

Audi Volkswagen Korea signed an MOU with National Institute of Special Education to strengthen public-private cooperation in career education for students with disabilities. Objective of this program is to share the awareness of the importance of strengthening software capabilities and the need for career education, and to actively utilize human and material assets for exploring and activating career education regarding future mobility. As a part of this objective, barrier-free program was modified to make it more friendly for students with disabilities. For instance, sign languages for coding were newly developed and the subtitles for the Hard-of-Hearing (SDH) were added. After successful pilot program with 3 schools, program was officially launched starting from 2021 first semester to 10 schools, 130 students.

TOMOROAD | Audi Volkswagen Korea
A Journey to Tomorrow

Environment

TOMOROAD seeks to bring a sustainable tomorrow

Audi Volkswagen Korea is committed to addressing climate change and conducting environmental projects for a sustainable future with a sense of responsibility for the environment.

Green School Walkway

The Green School Walkway project was pursued as part of the Seoul Metropolitan Government's initiative entitled, "The Giving Tree Project 2022-3000," which aims to plant 30 million trees by 2022 to address environmental issues like climate change and deteriorating air quality. Audi Volkswagen Korea is pushing ahead with the project to fill areas surrounding schools with greenery and to create a pleasant and safe educational environment for future talents.

Audi Volkswagen Korea invests KRW 1 billion from 2019 to 2021 to upgrade the school walkway of one school per year to bring about positive effects, including the creation of green spaces. The first project completed in 2019 was 700 meter-long school walkway between Seoul Gangmyeong Elementary School and Seoul Gangmyeong Middle School in Gangdong-gu, Seoul, and the second one in 2020 was 600 meter-long walkway near Younghee Elementary School and Jungdong High School in Gangnam-gu, Seoul. The third school walkway is built at Seoul Seryun Elementary School in Songpa-gu, Seoul, in 2021.

The Green School Walkway ensures the safety and health of the children by protecting them from the dangers of fine dust and traffic accidents both inside and outside the school.

Classroom Forest

"Classroom Forest" is part of the “Green School Walkway” project conducted jointly with a social venture company named Tree Planet that plants trees around the world. This project aims to bring the benefits of environmental projects to the schools not able to have school walkways built due to geographic limitations.

Through the Classroom Forest project, the classrooms are filled with plants, which help to offer a clean education environment for elementary school students.

For children whose immune systems are less mature than adults and who are vulnerable to fine dust, the classrooms are filled with Areca palm trees and Ficus Sofia, which were selected by NASA as the air-purifying plants. It helps to protect them by blocking fine dust and hazardous substances from outside and to maintain humidity in classrooms.

Audi Volkswagen Korea had donated 600 plants to a total of 60 classrooms at Seoul Mapo Elementary School and Seoul Hwagye Elementary School in 2020.

The Classroom Forest Project in 2021 was carried out at two elementary schools, Seoul Songcheon Elementary School and Samyang Elementary School located in Gangbuk-gu, Seoul. 10 plants were placed in 50 classrooms at two elementary schools, resulting in the total number of plants donated to be 500.

Forest Restoration and Creation Projects

Audi Volkswagen Korea is contributing to carbon neutrality by participating in forest restoration and forest greening projects. In 2020, it planted 12,600 trees to help recover from forest fire damage in Gangwon-do.(No. of trees in Green Gift Box Project included)

In 2021, Audi Volkswagen Korea is participating in the forest-building project in Taebaek, Gangwon-do to create a carbon-neutral forest.

The carbon-neutral forest aims to contribute to the absorption of carbon dioxide, which is one of the major culprits of environmental degradation such as fine dust and climate change, by planting more than 500 broad-leaved trees in forests that require reforestation.

Audi Volkswagen Korea plans to not only protect citizens from various diseases caused by fine dust by creating a carbon-neutral forest, but also help improve forest landscapes, prevent landslides, secure biodiversity, and restore functions offered by forests such as forest healing and heat island alleviation, plus contribute to the conservation of forest ecosystems.

Forest-creation impact partnership

Audi Volkswagen Korea, the Korea Social Investment Foundation, and Tree Planet signed a “Forest Creation Impact Partnership” in April 2021 to create a carbon-neutral forest that promotes public safety, health, and recreational functions.

Audi Volkswagen Korea · KOREA SOCIAL INVESTMENT FOUNDATION · tree planet

Environment Program Outcome

Between 2018 and 2020, 35,000 trees were planted or donated under the name of Audi Volkswagen Korea, and more than 93,000 people are enjoying the positive values and benefits of these trees. AUDI VOLKSWAGEN KOREA will continue to exert efforts to realize carbon neutrality in 2021.

Green School Walkway (as of 2020)

- 21,662 trees
- 61,204 beneficiaries

Classroom Forest (as of 2021)

- 1,100 trees in 110 classrooms at 4 elementary schools
- 2,957 beneficiaries

Accumulated Values from 2020 to 2021 (*based on 1,100 trees in 110 classrooms at 4 elementary schools)

- CO2 absorption rate --------- 48,628kg/yr
- Passenger car driving range --------- 300,121km/yr
- Fine dust absorption rate --------- 102,065g/yr
- Air purifier runtime --------- 11,326,596hrs
- Electricity charges for air purifier -------- KRW 181,225,529
- Oxygen production -------- 534,839kg/yr
- Oxygen sustainable population -------- 2,972ppl/yr

Forest restoration affected by forest fires in Gangwon-do

- 6,300 trees
- 27,726 beneficiaries

based on approximately 30 to 40-year-old trees

- Carbon absorption of 53,550kg/yr
- Fine dust absorption of 277,200g/yr

Carbon-neutral Forest

- 567 trees

based on approximately 30 to 40-year-old trees

- Carbon absorption of 6,124kg/yr (equivalent to the amount of CO2 emitted by a passenger car driving 37,802km)
- Fine dust absorption of 12,474kg/yr
  (equivalent to the amount of removed harmful substances when the air purifier is operated for 1,385,748 hours)

#Project1Hour

With Earth Day on April 22, 2021, Volkswagen Group, its 12 brands, and 660,000 employees worldwide built momentum by preparing a strong statement for the climate protection campaign "#Project1Hour," they took a break from work for an hour, and learned about climate protection and held a communication seminar to find concrete ways for climate improvement.

As the biggest scale campaign by the Group, "#Project1Hour," aimed to raise awareness of the Group employees about the climate changes due to global warming, and urge joint efforts and participation to keep the earth's environment intact, so we can all thrive together.

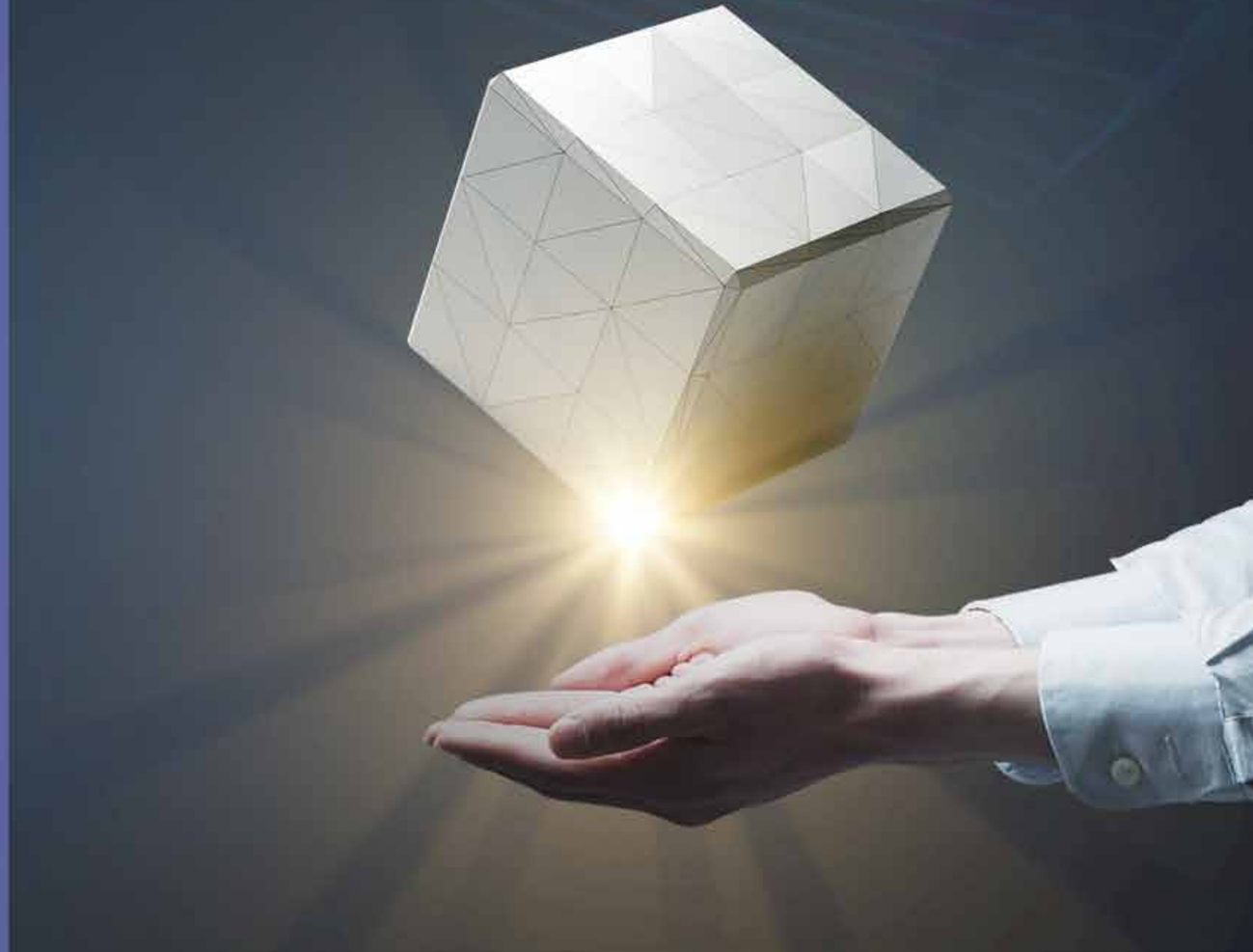
Audi Volkswagen Korea, which is part of the Volkswagen Group, is also focusing on environmental projects for "goTOzero."

TOMOROAD | Audi Volkswagen Korea
A Journey to Tomorrow

Culture

Where future mobility can be experienced

Audi Volkswagen Korea is creating opportunities to improve understanding of the changes future mobility innovation will bring, and share the vision of future mobility envisioned by the Volkswagen Group and Audi Volkswagen Korea



The Next Chapter Exhibition

Audi Volkswagen Korea hosted an exhibition “The Next Chapter” to show the concept of future mobility and how this will change the future society.

As a new chapter opens one after another, technological changes in future mobility will not just alter the appearance of vehicles. They will bring about fundamental changes that could affect our lives. The exhibition was designed to offer insights into electric vehicles, connectivity, autonomous driving, new driving experiences, and climate and environmental protection.

Various programs such as VR experience, audio-visual programs, and special lectures were prepared along with docent tours to help better understand the exhibition. A total of 4,229 people from various ages, including families with their children, visited the exhibition for a total of 18 days, expressing high satisfaction with the cultural experience with which they can learn and experience future mobility.

The journey was designed to begin with prologue on the first floor then to fourth, third and second floor. Each space portrays the contents related to mobility with keywords of the past and future, present, and imagination accordingly. Along with virtual reality (VR) experiences on Volkswagen ID. family which will lead the democratization of electric vehicles, diverse events such as Ozobot experience, reaction game were presented to the visitors.

Future Mobility Challenge

"Future Mobility Challenge" is an idea-based competition for university and graduate school students. We aim to foster future talents for future mobility as the core industry for the industry 4.0 and to expand opportunities for education.

The 1st Future Mobility Challenge was held under the theme of core issues on future mobility such as mobility service and digitalization. More than 100 teams nationwide have participated and 5 teams were selected for the final round. Among the 5 teams, first winning team was awarded with the Mayor of Seoul Award, second runner up was awarded with KAIST The Cho Chunk Shik Graduate School of Green Transportation Award, third place team was awarded with Korea Social Investment Foundation Award, and the other 2 teams were awarded with TOMOROAD Award.

The 1st winning team awarded with the Mayor of Seoul Award and its team mentor visited the headquarters of both Audi and Volkswagen. By taking a tour of the smart factory at Ingolstadt, the team was able to see the advanced manufacturing processes and technologies, and to understand how the best carmaker in the world is preparing for the future.

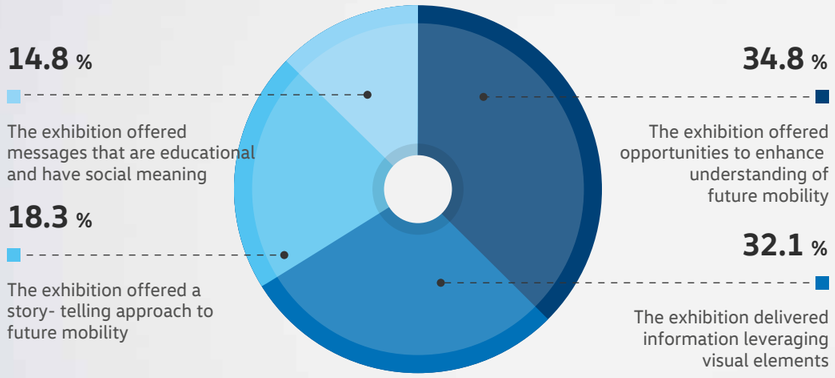
Culture Program Outcome

The Next Chapter Exhibition

Total Visitors	4,299
Total Visitors for the Guided Tour	699
Total Visitors for the Special Lecture	80

Best Part of the Exhibition

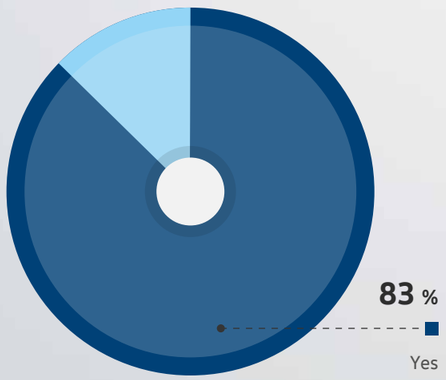
* Total 423 respondents (Duplicate responses included.)



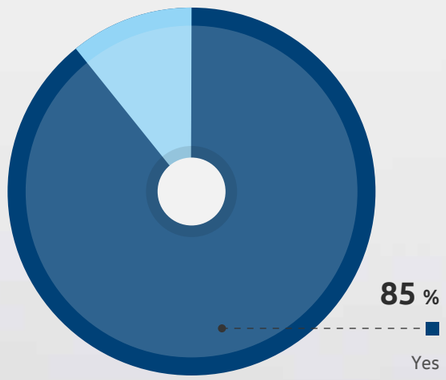
Visitor's Comments

* Total 423 respondents (Duplicate responses included.)

" Was able to understand the leadership of Audi and Volkswagen on shaping future mobility"



" Was able to understand the changes future mobility will bring to our daily lives"



Future Mobility Challenge

Participating Teams	105
Finalists	5
Period (days)	50
Mentors	20
Prize Money (KRW)	10,000,000

5 Finalists' Presentation

* Teams marked ★ are the final winning teams.

Linka ★	Customized car-sharing service using the hologram technology.
Serbus★	Mobility service platform that combines bus and commercial space.
Betterlife★	Rearlamp display and V2V image processing to enhance communication among drivers.
Individual Participant	Gridded manless parking lot using wireless electricity technology to reduce parking issues.
Safeworld	Air flap to reduce braking distance and enhance high-speed turns of autonomous electric cars.

TOMOROAD | Audi Volkswagen Korea
A Journey to Tomorrow

Local Community

Audi Volkswagen Korea together with healthy local communities

Audi Volkswagen Korea is joining efforts to help those who are underprivileged and in need of assistance from society and to create healthier communities.

Green Gift Box

With the world under a state of emergency resulting from the coronavirus disease (COVID-19), Audi Volkswagen Korea supported underprivileged children living in group homes, who share their limited space. A group home is a small-sized residence that offers care in a home-like environment to children in need of protection against abuse, neglect, poverty, and abandonment.

Audi Volkswagen Korea offered the Green Gift Boxes to overcome the COVID-19, consisting of 6,300 trees and 14,000 sanitizing wipes, to about 5,000 people including 3,400 children and 1,570 managers living in 476 group homes across the nation. The trees that were included in the Green Gift Box were planted in so-called, "smim" flower pots* allowing the children to grow the trees more easily.

The Green Gift Boxes, worth about KRW 200 million in total, feature trees, which help children to relieve their depressed feeling and improve the quality of indoor air by 30%. Hand sanitizers bundled with the trees were to prevent the risk of the coronavirus infection.

Secret Santa

Audi Volkswagen Korea and its employees have been running a “Secret Santa” program where Christmas gifts are delivered to children in need in Seoul and Gyeonggi areas through a 1:1 matching fund since 2018. This program is designed to help children, who are our future leaders, nurture their dreams for the future, and roughly 100 employees have voluntarily participated to help around 300 children between 2018 and 2020.

In particular, the “Secret Santa” sharing activities in 2020 were shifted to a contactless “Secret Santa and Jingle Bells” under the government’s social distancing measure of 2.5. Through the contactless Secret Santa program, Christmas gifts consisting of meal replacements and snacks were sent to local children's centers designated by the Ministry of Health and Welfare. The gift boxes were individually delivered to the children by the centers’ staffers who were dressed as Santa and ringing jingle bells.

Winter Warmth Kits

Audi Volkswagen Korea helped the elderly living alone in the winter season. Audi Volkswagen Korea donated 400 boxes of 'Winter Warmth Kits' consisting of winter supplies and personal protective equipment to the Songpa Senior Welfare Center in December 2020.

The kits were delivered to residences of seniors who live alone in a non-face-to-face and untact manner to maintain social distancing and comply with the government's quarantine rules to curb the spread of COVID-19. The kits included blankets, neck warmers, winter hats, slipper socks, instant hot packs, and KF94 masks that are essential for cold snaps and preventing COVID-19 infection.

Local Community Program Outcome

Green Gift Box

Group Homes	476
Plants	6,300
Hand Sanitizers	14,000
Beneficiaries	5,000

Secret Santa

Employee Donors	106
Children Benefited	309
Total Donation	KRW 16,250,000 (including matched funds)

Winter Warmth Kits

Kits	400
Beneficiaries	400