

2022

TOMOROAD

A Journey to  
Tomorrow

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TOMOROAD

# A Journey to Tomorrow

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# TOMOROAD



**TOMOROAD**, a combination of the words ‘**TOMORROW**’ and ‘**ROAD**’, symbolizes Volkswagen Group Korea’s commitment to support the next generation of talent in their journey to learn and experience the future of mobility, so that they can pave the way forward to a sustainable future.

**TOMOROAD’s  
4 areas of focus**

- #Education
- #Environment
- #LocalCommunity
- #Culture



## TOMOROAD, Volkswagen Group Korea’s social responsibility initiative

In 2019, Volkswagen Group Korea launched the social responsibility initiative **TOMOROAD** in partnership with the Korea Social Investment Foundation(KSIF), a leading impact investment firm. TOMOROAD programs are designed to steer society into a healthier direction by training the future leaders of Korea’s mobility sector, developing educational, environmental and cultural infrastructures, and supporting the most vulnerable groups in society.

The Sustainable Development Goals(SDGs) are a set of 17 global goals adopted by the 70th United Nations General Assembly in 2015, aimed at achieving a more sustainable future for all by 2030. Volkswagen Group Korea fully supports these goals and is actively engaged in the efforts to fulfill them. Volkswagen Group Korea’s core activities for the TOMOROAD initiative are specifically aligned with SDG 4(Quality Education), SDG 11(Sustainable Cities and Communities), and SDG 13(Climate Action).

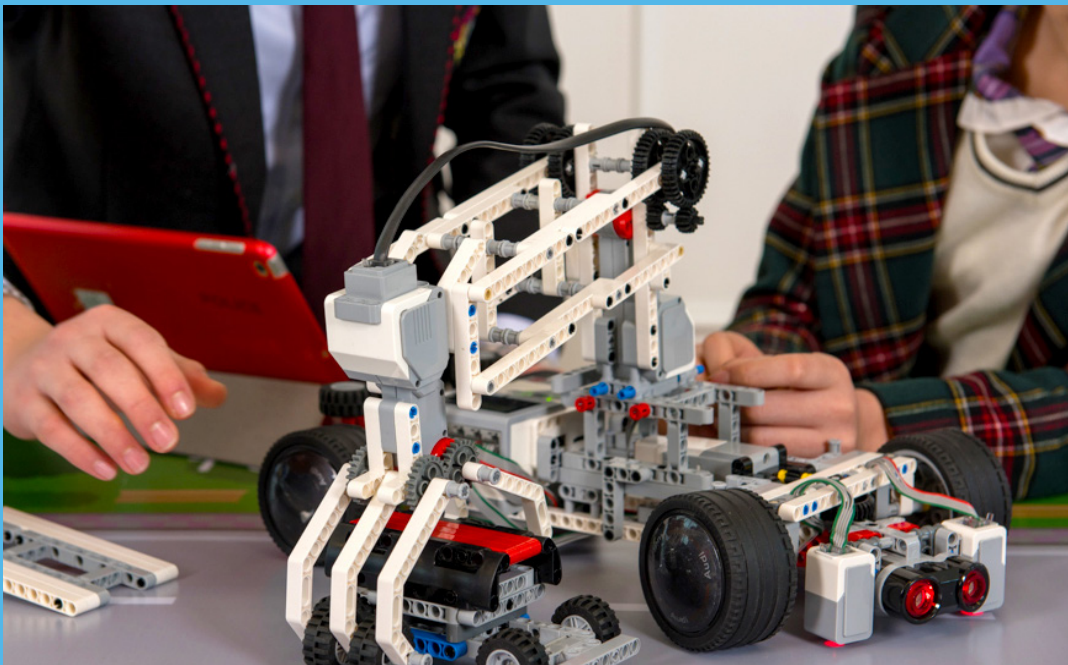




# EDUCATION

“It was so cool to see my car drive itself  
with the program I coded in class.  
It made me want to learn more about programming  
and autonomous driving technology.”

Comment by a student who completed  
the 2021 spring semester at TOMOROAD School



## A promising road to infinite possibilities for future generations

Through its software programming education project TOMOROAD School, Volkswagen Group Korea provides students with a diverse set of opportunities to help them grow into future leaders. TOMOROAD School offers an encouraging learning environment to help more students imagine and design their future career paths.



## Sustainable Development Goals <sup>SDGs</sup>

Volkswagen Group Korea's TOMOROAD School programs  
are aligned with the UN **SDG 4 (Quality Education)**.



TOMOROAD

# School Program

## TOMOROAD School

**TOMOROAD School** introduces students to the social changes and new job opportunities that will emerge from the birth of new forms of mobility. The programs have been carefully designed with systematic theories and teaching materials to help students gain a deeper understanding of future mobility and master the 4Cs (critical thinking, communication, collaboration, and creativity) which will become essential qualities for the future workforce.

## Curriculum

Programs are offered as 8-week, 16-week, or 1-day classes depending on site conditions.

No.	Title
Week 1	Orientation + Automobile Anatomy & Driving Mechanisms
Week 2	e-Mobility That Will Change the Future
Week 3	e-Mobility & AI: Machine Learning for Kids & Scratch
Week 4	Future Mobility & Virtual Coding 1: Programming Basics
Week 5	Future Mobility & Virtual Coding 2: Safety Features
Week 6	Future Mobility & Virtual Coding 3: Driving Test
Week 7	Advanced Technologies & Future Career Paths
Week 8	Building a Better Future Together: Making a Web Poster



## Future Coding

Students get hands-on experience in building and programming a self-driving car using LEGO Mindstorm EV3. Students are able to get a deeper understanding of the autonomous driving technology that will be installed on future cars as they make their EV3 autonomously drive around a circuit, detect obstacles and adjust its speed accordingly.



## Future City

Students let their imagination run wild envisioning what Seoul would look like in 2040 by playing with the Future City kit themed around future mobility and 2040 Seoul. They can get a sense of the future metropolitan life while exploring innovative mobility and transport inventions like drone stations, EV charging stations, and automated parking towers.



## Future Job

As a free-semester program, TOMOROAD School also gives students the opportunity to explore their future career options. As students learn more about the concept of future mobility and how it will bring about major shifts in the automotive industry, they can discover newly emerging jobs and better imagine their future career paths.

# The Roads & Figures

**TOMOROAD School** helps students gain digital literacy and the coding skills required to succeed in the world of digital transformation and explore potential career opportunities. In an effort to welcome a more diverse group of students, we have opened various curricula like **Barrier-free, Special programs**.

Discover the key highlights of our progress here.

## 2019 - 2021

### TOMOROAD School Free-semester, Barrier-free, Special programs

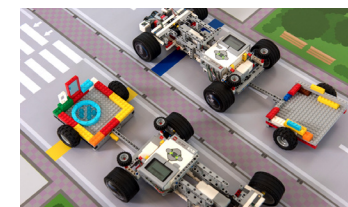


TOMOROAD School first started in 2019 as a Free-semester program targeting Grade 1 students in middle school in alignment with the initiative of the Ministry of Education.

With the enthusiasm and support of schools, students, and parents, TOMOROAD School was also able to open its doors to elementary school students. In 2019, our program scaled up in both size and variety, providing 1-day classes in the form of Summer School, Mini School, and Week-end School.

In December 2020, with the National Institute of Special Education(NISE), TOMOROAD launched Barrier-free School classes for disabled students. From theory classes to autonomous vehicle programming exercises, the entire program was provided with captions and sign language to fully assist students with disabilities. The Barrier-free program continued throughout 2021 after a successful launch.

\* With the onset of the COVID-19 outbreak in 2020, TOMOROAD School classes migrated online.





# 2021

## TOMOROAD On The Move

In 2021, TOMOROAD School started a TOMOROAD On The Move program that rents out programming class materials and content over one semester to elementary schools in rural or remote areas with lower access to STEM learning resources. Through this, we intend to promote accessibility to software programming education so that more talented young individuals can grow into pioneering leaders of the future.

## Think! TOMOROAD Ontact Contest

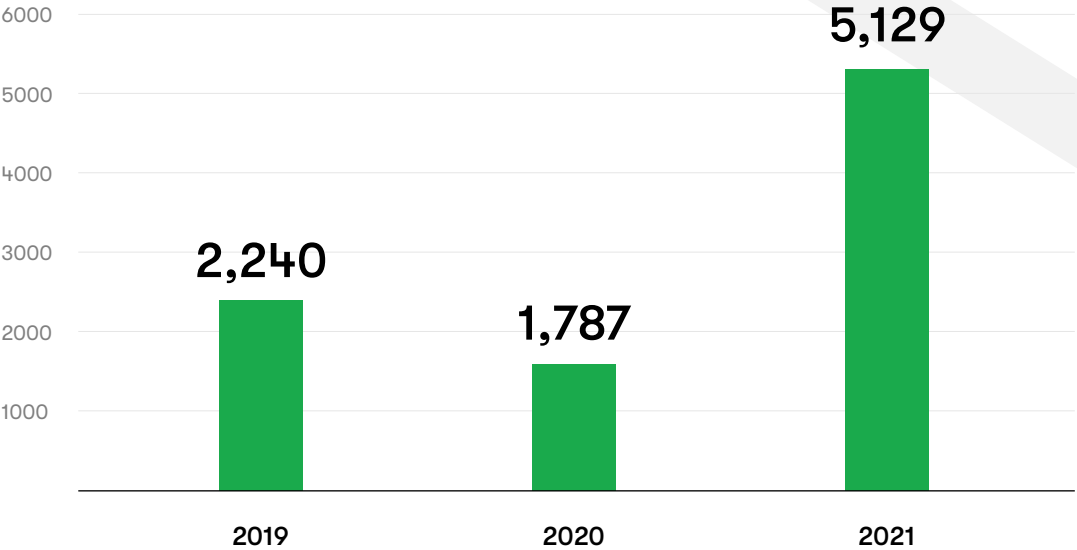
Think! TOMOROAD Ontact Contest was a coding contest held in 2021 where G4 to G6 elementary school students competed to test their computer programming skills. Student coders from all parts of Korea attended and shared their ideas on the environmental and social changes entailed by the shift in future mobility trends, using LEGO Education SPIKE Prime and MINDSTORMS EV3 coding programs. Due to the prolonged COVID-19 pandemic, all learning sessions and events, including the preliminary and final rounds, were held virtually in compliance with the Korean government's social distancing measures.



# Figures: 2019 - 2021

## TOMOROAD School Cumulative Results & Achievements

Students participated  
in TOMOROAD School programs

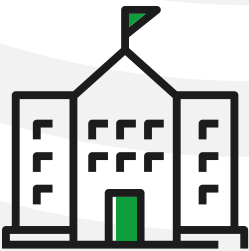


Since the first class in 2019, TOMOROAD School has met nearly 10,000 students. As we celebrate three years of success, TOMOROAD School is proud to have grown along with the students and Volkswagen Group Korea is grateful for the inspiration that the experience has offered. Promoting access to learning opportunities is meaningful to all of us. Our next goal is to continue expanding the TOMOROAD School program nationwide so that more students can learn, grow, and explore opportunities ahead.



9,156

Students participated  
in TOMOROAD School



338

Schools  
participated



17

Regions  
cooperated



# ENVIRONMENT

“I love my walk to school. The scent of trees and grass and walking through greenery always puts me in a good mood. Sometimes going to school even feels like a day trip to the mountain with my dad.”

Comment by a student from a beneficiary school of the Green School Walkway project in 2021

## A green road to a sustainable future full of forests and trees

TOMOROAD has launched a series of environmental programs that contribute to making the world more sustainable and climate-resilient. We will continue to work on improving the educational environment of children, while also further contributing to the conservation of our ecosystem.



**Sustainable Development Goals** <sup>SDGs</sup>  
Volkswagen Group Korea’s TOMOROAD Environment programs are aligned with the UN **SDG 11 (Sustainable Cities and Communities)** and **SDG 13 (Climate Action)**.

# The Roads & Figures

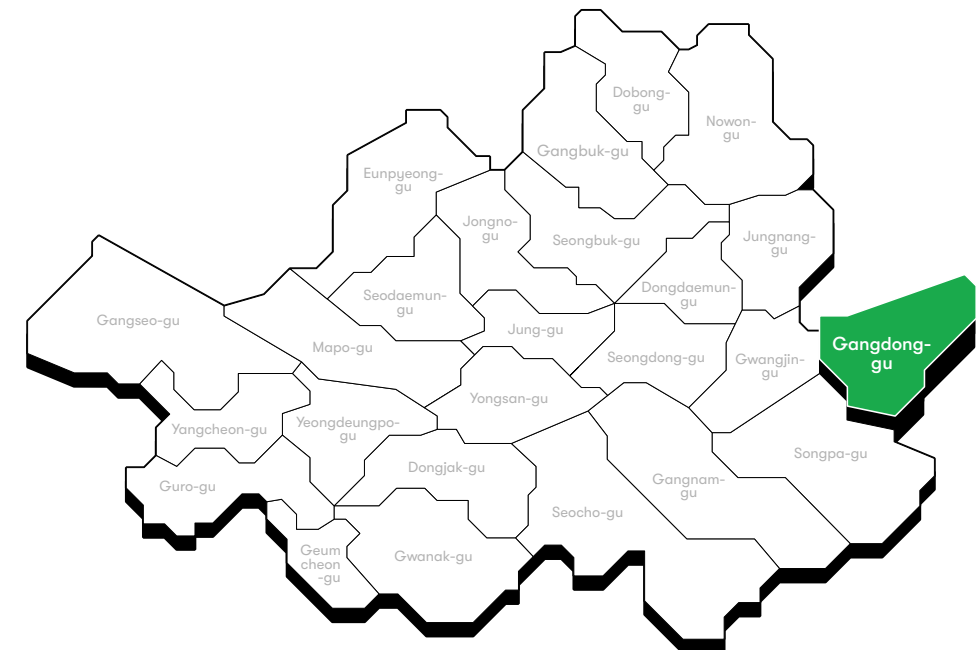
2019

## Green School Walkway

Green School Walkway is a project that creates green spaces around schools to provide a pleasant and safe educational environment for future talents. The project is aligned with Seoul Metropolitan Government's "The Giving Tree Project 2022-3000" which aims to plant 30 million trees by 2022 in response to aggravating environmental threats such as climate change and air pollution.



To uphold our social responsibility to the environment, TOMOROAD has consistently initiated climate response and sustainability programs. Here are some of the key milestones and achievements from our environmental projects.



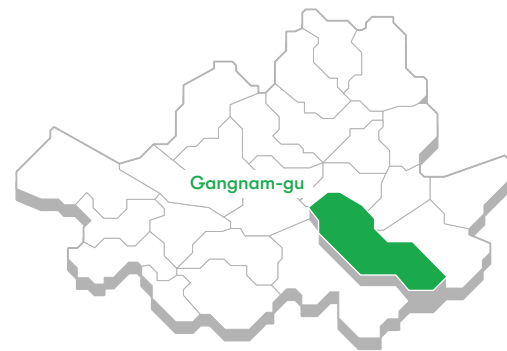
6,483

Trees of over 19 species were planted around Gangmyeong Elementary & Middle School.



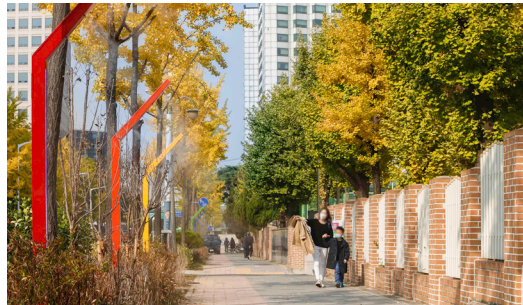
2020

## Green School Walkway



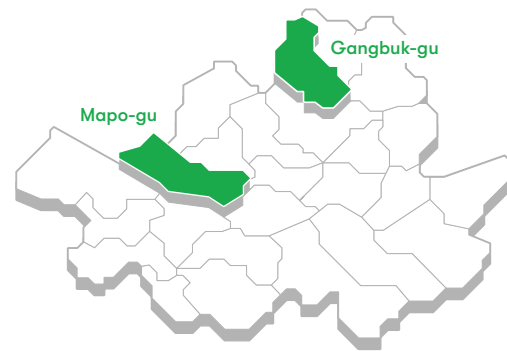
15,179

Trees were planted to turn 600m of the pedestrian path near Yeonghee Elementary School and Joongdong High School into a forest trail.



## Classroom Forest

Classroom Forest program is a part of the Green School Walkway project. It started as an aspiration to allow schools with unfavorable local characteristics to equally enjoy the benefits of various environmental initiatives. With the help of the social venture startup Tree Planet and generous volunteers, more classrooms are being filled with air-purifying indoor plants so that students can study in a healthier, greener environment.



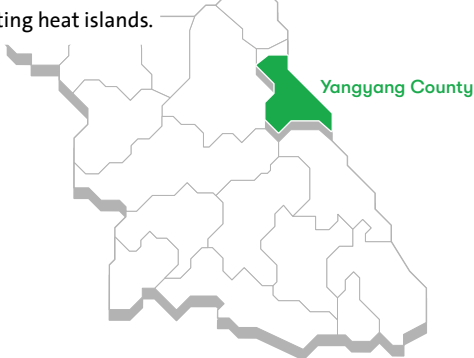
600

Trees were donated to 60 classrooms (10 trees per classroom) in Mapo Elementary School and Hwagye Elementary School in 2020.



## Forest Restoration & Tree-planting

The goal of our forest restoration and tree-planting project is to contribute to the reduction of 34 million tons of CO2 emissions by planting 3 billion trees in Korea and across the planet by 2050. Planting trees brings multiple benefits to society, preventing various illnesses caused by air pollutants. It also contributes to the restoration of forest functions and the conservation of forest ecosystems by improving forest landscapes, preventing landslides, securing biodiversity, healing forests, and mitigating heat islands.



6,300

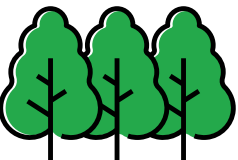
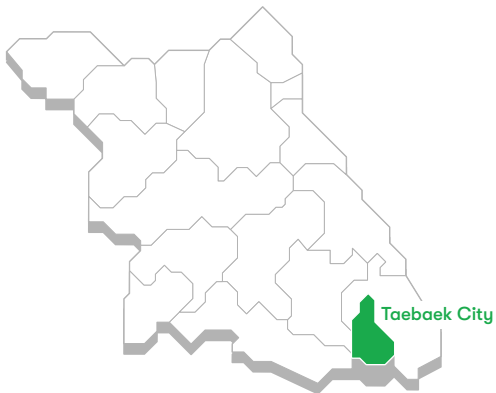
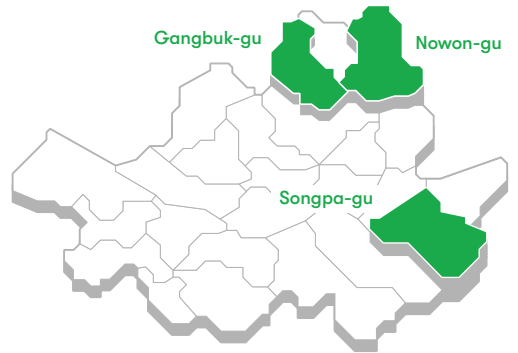
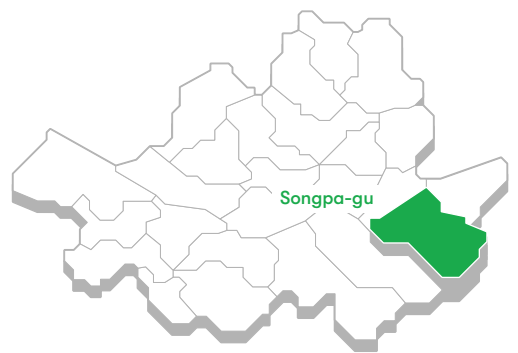
Trees were planted in 2020 to restore the forests damaged by wildfires around Yangyang, Gangwon Province.



Green School Walkway

Classroom Forest

Forest Restoration & Tree-planting



2021

17,500

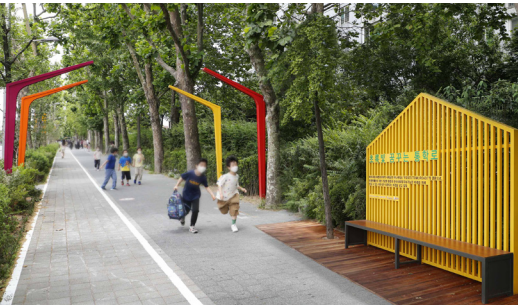
Trees were planted near Seryun Elementary School and Posung Middle & High School, transforming 350 m of a five-lane boulevard into a Green School Walkway.

1,340

Trees and plants were donated to turn 110 classrooms into beautiful little forests at Songcheon, Samyang, Macheon, and Taereung Elementary Schools in 2021.

567

Trees were planted in 2021 by Volkswagen Group Korea employees and volunteers in the old forests of Taebaek, Gangwon province, as part of the “Korea Forest Service’s Carbon Neutral Forest Creation campaign”.

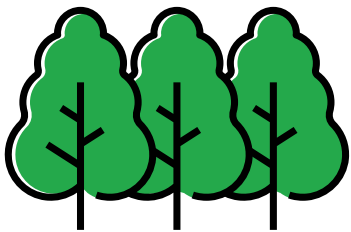




# Figures: 2019 - 2021

## Environmental Projects Cumulative Results & Achievements

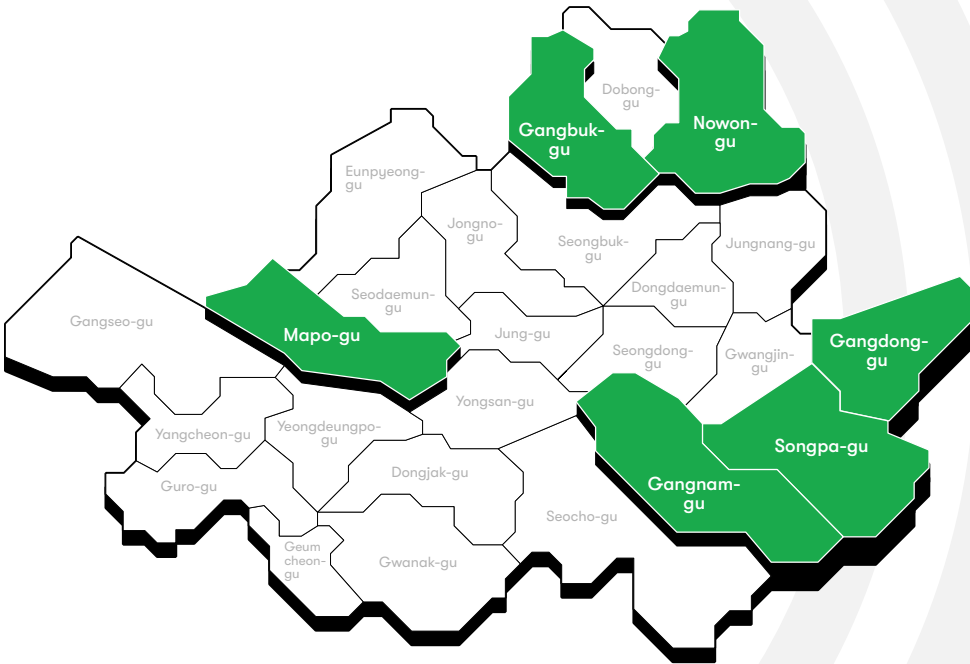
After operating environmental programs for 3 years, TOMOROAD has planted **54,269 trees** which benefited more than **162,589 people**. TOMOROAD will continue to explore solutions to climate change and environmental issues so that we can hand over a cleaner and safer environment to the future generations.



54,269

Trees were planted or donated through TOMOROAD environmental projects.

## TOMOROAD Green School Walkways & Classroom Forests created in Seoul



### Green School Walkway



39,162

Trees were planted along Green School Walkways



130,123

Students have benefited from Green School Walkways

### Classroom Forest



1,940

Trees and plants were donated to Classroom Forests



170

Classroom Forests were created



4,740

Students have benefited from Classroom Forests

### Forest Restoration & Tree-planting



6,867

Trees were planted throughout the projects



27,726

People have enjoyed the benefits of TOMOROAD's forest restoration projects

### Green Gift Box



6,300

Trees and plants were donated with Green Gift Box

# LOCAL COMMUNITY

“Every winter, these gifts bring me so much comfort. The end of the year would feel very lonely without them.”

Comment by a recipient  
of the Winter Warmth Kit in 2021



**A hopeful road  
we walk hand-in-hand  
with local communities**

TOMOROAD supports marginalized groups and empowers local communities through various programs. Volkswagen Group Korea will continue to lead the way in reaching out to local communities that need help and offering a helping hand.



## Sustainable Development Goals <sup>SDGs</sup>

Volkswagen Group Korea's TOMOROAD Local Community programs are aligned with the UN **SDG 11 (Sustainable Cities and Communities)**.



# The Roads & Figures

2019

2020

2021

## Secret Santa

Secret Santa is a TOMOROAD community support program that aims to share the comfort and joy of the holiday season with children in need of social care since 2018. Every year, Volkswagen Group Korea employees become a Secret Santa and deliver Christmas gifts to children. Children also receive gift cards purchased with funds voluntarily raised by employees and the company's match funding.



## Winter Warmth Kit

TOMOROAD provides Winter Warmth Kits to help marginalized elderly people who have to survive the cold winters alone. Each gift box contains thermal wear, heat packs, meal kits, and other items that can help the elderly stay warm and healthy during winter, especially as more live alone due to Korea's aging society and the COVID-19 pandemic.



## Green Gift Box

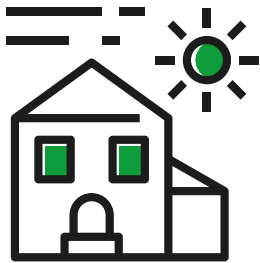
In 2020, we delivered Green Gift Boxes to underprivileged children living in communal living centers. The gift box contains indoor plants that can help children stay healthy and relieve any anxiety accumulated due to the prolonged COVID-19 pandemic.



# Figures: 2019 - 2021

## Local Community Projects Cumulative Results & Achievements

TOMOROAD has helped more than 4,000 people in underserved communities through our programs. Since 2020, we have focused on supporting the individuals that were hit the hardest by the COVID-19 crisis. In these difficult circumstances, we have offered a helping hand to children so that they don't lose their hopes and dreams, and to the elderly, so that they feel less lonely. TOMOROAD will continue to stay true to its mission of serving and empowering local communities.



4,628

People in vulnerable and underserved communities were helped through our local community support programs.



428

Children received Christmas gifts from Volkswagen Group Korea's Secret Santas.



800

Winter Warmth Kits were delivered to marginalized people.



3,400

Children have enjoyed the benefits of Green Gift Boxes.



# CULTURE

“The goTOzero exhibition was an opportunity for me to understand the severity of climate change issues and realize why we desperately need to make the transition to carbon neutrality. Since I signed on the pledge today, I will make sure to put my words into action.”

Comment by a visitor at the goTOzero exhibition



An innovative road to a better future with sustainable automotive technologies

TOMOROAD delivers a wide array of cultural programs through which people from all walks of life can learn. In our shared journey to building a better world for tomorrow, we will stay committed to becoming a source of positive influence beyond the boundaries of cars, starting with mobility.



“goTOzero” exhibition on carbon neutrality



## Sustainable Development Goals <sup>SDGs</sup>

Volkswagen Group Korea’s TOMOROAD School programs are aligned with the UN **SDG 4 (Quality Education)**.

# The Roads & Figures

## 2019

### Future Mobility Challenge

#### Empowering the next generation of innovators

In 2019, TOMOROAD hosted “Future Mobility Challenge” an idea contest targeting undergraduate and graduate students. The event was held with a mission to foster the next generation of leaders in future mobility and to broaden the base of educational and cultural activities.

The two main themes of the contest were Mobility Services and Digitalization. Students submitted innovative mobility service ideas to solve urban traffic problems and/or digital service ideas to facilitate the movement of people and goods in our hyper-connected, hyper-converged world.

#### Dreams that go beyond borders

The winning team members and mentors were invited to the headquarters of Audi and Volkswagen in Germany. As they toured around Audi’s smart factory in Ingolstadt, students learned more about intelligent automobile production processes and technologies, and they were also given the opportunity to test drive EVs. Through this experience, the students were able to witness how a leading global automotive manufacturer is gearing up for the future.

#### Future Mobility Challenge - Key Achievements



50

Days of contests



20

Mentors participated



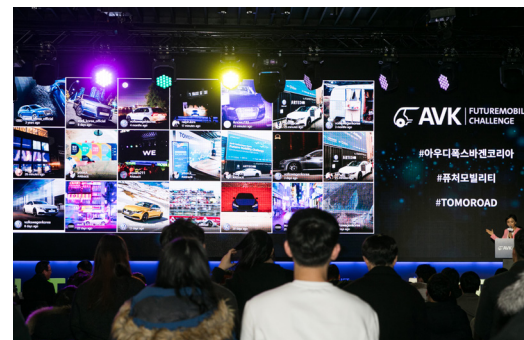
105

Teams competed



5

Teams won





# 2019



The Next Chapter

In 2019, TOMOROAD opened an interactive exhibition titled “The Next Chapter” to promote public consensus on future mobility, its impact on our society, and the importance of sustainable growth.

## Envisioning tomorrow with the next generation

Exhibition spaces were designed around four main themes—History, Future, Present, and Imagination. Each floor showcased the past, present, and future of Audi and Volkswagen. Children and visitors could stretch their imagination and visualize the future of mobility as they navigated around the space.

## Sharing insights on upcoming transformations

During the exhibition, experts from diverse backgrounds gave special lectures and shared valuable insights on the future of mobility, urban living, and other societal changes. These included “The 4th Industrial Revolution: The Future of Automotive & Mobility Business” by Ji-hyun Kim VP, SK Research Institute for SUPEX Management, “Creating & Encountering Cities of the Future” by Hyun-joon Yoo Principal, Hyunjoon Yoo Architects, and “Robotics and the Future of Jobs” by Jae-kwon Han Professor, Hanyang University.



## The Next Chapter – Key Achievements

### The Next Chapter Program

Prologue. History – The Precious Moments (1F)

\* Motion Graphic: COBB

Chapter 1. Future – One Day Journey (4F)

\*Illustration: Jisu Choi

Chapter 2. Present – Transition Period (3F)

\*Lighting Installation & Motion Graphic: SILO Lab. + Particle field

Chapter 3. Imagine – The Days Arrived (2F)

\*Artist: Jae Hyun Shin



4,299  
Visitors



699  
People joined  
guided tours



80  
Attendees for  
special lectures

# 2021

## goTOzero

### goTOzero: The journey to carbon neutrality



In 2021, TOMOROAD opened an exhibition titled “goTOzero” to raise awareness on the gravity of climate change and the urgency of carbon reduction. The exhibition was carefully planned out with an intention to call for individual action, making a meaningful contribution in the process of creating a social consensus on the climate change issue.

“goTOzero” is Volkswagen Group’s environmental mission statement pledging compliance with environmental regulations, standards, and voluntary commitments. It conveys the group’s determination to minimize environmental impacts across the entire product and mobility solution lifecycle—from raw material extraction until end-of-life—in order to keep ecosystems intact and create positive impacts on society. By 2050, the entire Volkswagen group aims to reach net-zero CO2 emissions. So, by 2025, the company plans to reduce its carbon footprint by 30% compared to 2015, and actively contribute to the transition towards renewable energy.

### Invitation to ‘Zero Island’



“goTOzero” exhibition took place at Seoul Wave Art Center featuring the concept of a virtual net-zero island. From production in eco-friendly manufacturing facilities to end-of-life battery recycling, visitors were invited to walk through the lifecycle of electric vehicles. It demonstrated how the entire product lifecycle blends in with the group’s dedication to climate action and carbon neutrality goal, delivering a profound message that resonated with visitors.

### Raising climate awareness



At Zero Island, visitors had the chance to test drive the latest EV models and better understand the mechanisms behind EVs through Volkswagen Group’s innovative, state-of-the-art platforms. In addition, the exhibition was made more memorable and enjoyable with various promotional events, where visitors could leave encouraging comments or post photos of their visit along with hashtags as an illustration of their support of the goTOzero initiative. During the exhibition period, visitors were also invited to sign a pledge of action to reduce carbon emissions.

### goTozero exhibition- Key Achievements



10,297

Visitors



2,724

Visitors signed a pledge on/offline  
to reduce carbon emissions



4,406

People participated in our survey  
on electric vehicles



TOMOROAD

# Values & Vision

## Awards & Recognition

We are honored to have received positive recognition for our work in education, environment, culture and local community support.

### 2019

- Selected as the Best Practice of Donation for Education program
- Minister of Culture, Sports and Tourism Prize, Social Contribution Awards 2019 - CSR category
- Designated as the Best Donor of Education by the Korea Foundation for the Advancement of Science & Creativity

### 2020

- Grand Prize, Happiness Together Social Contribution Awards - Business category
- Deputy Prime Minister and Minister of Education Prize, Social Contribution Awards 2020 - CSR category
- Grand Prize, the 9th Donation for Education Awards
- Named as the Best Practice of Donation for Education program

### 2021

- Grand Prize, the 10th Chosun-Ilbo CSR Awards – Research & Education category
- Grand Prize, KCCI · Forbes CSR Award
- Deputy Prime Minister and Minister of Economy and Finance Prize, Social Contribution Awards 2021 - CSR category
- Commendation from the Seoul Metropolitan Government for contribution to “Seoul, a Blooming Flower” tree-planting campaign

Volkswagen Group Korea’s journey to tomorrow will not end here.

As a responsible corporate citizen, we will continue to drive positive and meaningful change across our key areas of commitment for the sustainable growth of our communities.





## VOLKSWAGEN

GROUP KOREA

### A reliable partner for a sustainable future

Volkswagen Group Korea has four 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, we are contributing to the growth of Korea's import car market.

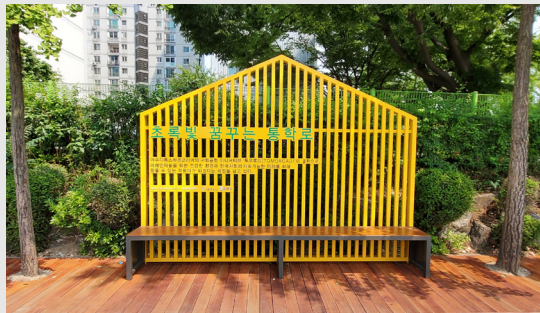
We will continue with our growth momentum by offering a competitive new line-up and mobility services, drive the transformation to sustainable mobility and actively carry out corporate social responsibility activities focusing on education and environment to contribute to Korean society.

## KOREA SOCIAL INVESTMENT FOUNDATION

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

Founded in 2012, the Korea Social Investment Foundation is an impact investment company and accelerator. Together with public enterprises and large businesses, they develop CSR strategies to create sustainable social values. Volkswagen Group Korea and Korea Social Investment Foundation are creating a new CSR prardigm through TOMOROAD activities.







**VOLKSWAGEN**  
GROUP KOREA

 **KOREA  
SOCIAL  
INVESTMENT  
FOUNDATION**