

# On the road to a circular economy

More than  
**448 000**  
hot beverages sold with own cup discount

**COLLECTIVE PACKAGING**  
By switching to reusable outer packaging in ready meals and sandwiches, the plastic waste can be significantly reduced.

**PAPER AND REUSABLE BAGS**  
Introduction of reusable and paper bags for sale helps reduce plastic waste in the form of single-use plastic bags.

**ATTACHED CAP**  
Implementation of an attached cap in the Own Brand water Od Nowa. The cap permanently attached to the bottle helps increase the share of valuable plastic in the recycling process.

Over  
**100**  
tons of plastic saved thanks to packaging transformations

**REUSABLE CUP**  
Available in all our stores and 100% recyclable. When buying coffee with your own cup, a discount of 1 PLN is applied.



**PACKAGING TRANSFORMATIONS**  
Increasing the proportion of secondary raw materials to primary in the packaging of Own Brand products, reducing the weight of packaging and better adapting them to the content.

**GREEN RENEWAL**  
As part of the test in Zielona Gora and Bydgoszcz, each customer returning a single-use beverage container receives zapps points or a discount on the next drink in a PET bottle or can.

**RETURNABLE BOTTLES**  
To encourage customers to return glass bottles, an additional discount of 1 PLN is generated when buying beer in a returnable bottle and simultaneously making a return of one.

**NATURALLY TOGETHER**  
Cooperation with Franchisees and supporting their efforts in collecting plastics and paper for recycling. Joint actions enabled the recycling of 15,000 tons of waste.

**ECOBEAN**  
Second life for coffee grounds from coffee machines in our headquarters and logistics centers, thanks to our cooperation with EcoBean and Silny & Salamon in processing them into seals used in our logistics.

Close to  
**3 m**  
PET bottles collected in EKOmats and selective collection

More than  
**1.5 m**  
aluminum cans collected in EKOmats and selective collection

*We know that closed-loop actions are naturally more effective when undertaken in partnership with others. This is why, as part of our 'Naturally Together' programme, we work closely with our franchisees to collect plastic and cardboard packaging arising from our own operations and logistics. Collaboration is at the core of circularity, which is why we are establishing numerous partnerships on the road to a more sustainable tomorrow. Through our partnership with EcoBean, for example, we are bringing new life to coffee grounds. We're also part of the Tetra Pack initiative to jointly educate people about dealing with waste arising from the multi-material packaging used for liquid food. We're also a collaborator in the international Relooped project, working with other participants to develop innovative, resource-efficient food packaging solutions. Together we can make a real difference.*

**Rafał Skawski**  
Circularity Manager

*Eco-design and recovery are key areas we need to address on our path to a circular economy. When creating a new product, we must remember to design it with future recovery and recycling in mind. This circular approach enables us to shape solutions in such a way that right from the point of manufacturing we can think about the product's entire life cycle and the potential for reusing any resources left over from its original use. Eco-design, however, is not just about closing the material loop: it's also about selecting only recyclable resources and reducing the quantity of them we use to bring a product to market. This approach makes it possible to create solutions that are good for the planet as well as being convenient and attractive to consumers.*

**Joanna Kasowska**  
Director of Quality & Food Management Standards

