

What do partnerships for positive change mean to us?

Partnerships for positive change are part of Žabka Group's Responsibility Strategy. By working with innovators, we not only accelerate the development of our ecosystem but also make it easier for consumers to change their habits for the better.

At Venture Studio, we look for solutions that address current business challenges, that can provide new areas for growth and that have a positive impact on the environment. Key to this process are the accelerator programmes, the Žabka Future Lab, the Startup Impact Program, the Foodtech Lab. Žabka Future Lab is our flagship programme with a priority to find innovative solutions that can accelerate the development of the Žabka Group ecosystem. We direct the Startup Impact Program to startups creating environmentally friendly and health-oriented services and products. In the Foodtech Lab programme, we look for food products of the future, such as functional food or alternative sources of protein.

Startups participating in our programmes can count on expert assistance, consumer testing, commercial pilots and even financial support for further development. Such partnerships help startups not only to accelerate their growth, but also to increase their positive impact on the environment.