

Why does implementing our Responsibility Strategy pay off?

Working at Žabka, it's obvious that promotions are important to us. That's why we increasingly obtain financing that rewards our ambitious ESG goals.

Currently, Žabka has about ten instruments whose cost or margin depends on achieving ESG goals. These goals include decarbonisation targets validated by SBTi, good nutrition targets, meaning goals in the sale of products promoting a sustainable lifestyle, and circularity targets, meaning the reduction of primary plastic in private label product packaging.

Is it profitable for us? Of course! Financial institutions will increasingly support those organisations that work towards sustainable development, and at Žabka, ESG is a crucial element of our operations. ESG goals are also part of our employees' bonus system, so the level of their achievement partly determines the amount of our annual bonuses.