

How do franchisees support circularity?

Thanks to the Naturally Together programme, I can easily send used foil and cardboard packaging from the store's daily operations for recycling, giving them a second life. This programme supports us, the franchisees, in fulfilling our obligations under waste management regulations.

Those who join gain access to a dedicated module in the Cyberstore app, which makes transferring bags easier, while the data needed for reports is updated in real time. Żabka organises the collection and transport of waste, allowing us to focus on other tasks related to running the store.

Thanks to Naturally Together, hundreds of tonnes of foil and thousands of tonnes of cardboard are processed every year. When we add to this the promotion of own brand products whose packaging is made from recycled materials, it gives us a truly positive impact on circularity.