

How do franchisees support decarbonisation?

Decarbonisation starts with everyday decisions. As Žabka franchisees, we have a real impact on how energy is consumed in our stores. The Fight for Energy programme is not just about competing for prizes – it is primarily about raising awareness and developing good habits related to efficient energy management. This directly contributes to achieving the company's emission reduction goals.

The programme shows that with ten thousand franchisees, even small changes – such as switching off lights in the office, setting air conditioning to twenty-three degrees, checking refrigerators or verifying water heater settings – can lead to significant savings. Dedicated Power BI reports allow us to monitor energy consumption and take concrete actions, resulting in even better performance.

It's not just a competition. It's a practical tool that supports us in building an efficient and responsible operating model and in developing even better habits for the future.