

What can franchisees do for local communities?

I have a real impact on my surroundings. I support the local community by getting involved in initiatives that truly matter. Thanks to daily contact with customers, I understand even better what our neighbourhood needs. Žabka's Good Life grant programme gives me the tools to act more effectively and on a larger scale.

The programme was created to activate local communities and encourage franchisees to build long-term partnerships with local organisations. Together with other franchisees, organisations and residents, we can deliver projects that genuinely improve the quality of life in our area.

As part of the programme, I organised the "Neighbourhood Meetings" initiative. Its aim was to bring residents together through board games, meetings with inspiring people and development workshops. These activities foster intergenerational integration, build relationships and create positive experiences.

The Good Life programme shows that franchisees have the power to change the reality around them.