

5.1 HOCHLAND SUPPORTS LOCAL COMMUNITIES

Hochland Poland has facilities in two locations in Poland: Kaźmierz and Węgrów, where it joins in and co-organises events for local people. These include:

Festival of Bread and Cheese in Kaźmierz and Węgrów



The Kaźmierski and Węgrów Bread and Cheese Festival has become a tradition for local people – a time for families to relax together and for many activities, including those related to promoting pro-ecological attitudes. The event has also been promoting culture and local customs and traditions for years. Hochland is the main partner of the event.

World Environment Day On the occasion of World Environment Day, Hochland Poland invited its Employees to take part in competitions and actions related to shaping pro-environmental attitudes.



World Environment Day is currently celebrated in more than 100 countries from around the world! The event aims to make people aware of the problems associated with exploiting and protecting the environment and to encourage the search for environmentally friendly solutions.

Hochland Poland traditionally organised plenty of activities for its Employees to mark the occasion. The World Environment Day was prepared by the Trainee Team of the “Delicious Start” Programme and was celebrated at Hochland for 2 weeks. During this time, Employees were able to take part in competitions, quizzes and a webinar and field game on sustainable agriculture. On 5 June, the winners of the environmental competitions were announced and so:

- the best idea regarding optimization of resources – concerning water saving – winner Katarzyna Mikołajewska from the Laboratory department in Węgrów,
- the best rhyming slogan promoting resource conservation **“Resources are saved, the future is made”** – winner Mateusz Małecki from the Purchasing Department,



- the greatest activity and participation in the “Hidden Link” and “Lost Savings” competition – winners: Arkadiusz Wnuk from the Administration Department in Poznań, Paulina Kupisz from the Production Settlement Department in Węgrów and Kamila Musiał from the Warehouse Department in Kaźmierz.

In addition, a field game on sustainable agriculture was organised in Kaźmierz “Nad Stawami” and Węgrów “Nad Zalewem”, in which as many as 13 teams with a total of 67 participants took part, providing an excellent opportunity to raise awareness but also to integrate as a team.

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vited to take part, as well as: in Kaźmierz – pupils from the Technical School Complex in Tarnowo Podgórne, and in Węgrów – pupils from the Primary School No. 1 of Jan Dobrogost Krasiński. In Kaźmierz, the clean-up campaign was conducted along



the route of the Hochland Half Marathon through the Sama Valley, which takes place annually in September. In Węgrów, students together with Hochland Employees cleaned up Kościuszki street. A total of 100 people, including 40 primary school pupils, 45 secondary school pupils, and 15 carers and Hochland staff, took part in the

world clean-up at both locations. The following quantities of waste were collected during the event: 17 yellow bags, 11 black bags, 8 green bags, 3 blue bags.

11th Hochland Sama Valley**Half-Marathon****and the Pyrlandzka Dycha**

The Sama Valley Half-Marathon and the Pyrlandzka Dycha are organised by the Kaźmierz Association. Hochland Poland has been its co-organiser since the very beginning. The 11th edition of this run took place on Sunday, 24 September 2023.

**International Earth Day 2023****at Hochland Poland**

International Earth Day, established by the UN General Assembly, was celebrated on 22 April. To mark the occasion, Hochland Poland organised a tree-planting campaign under the slogan **“DON'T SIT, PLANT A TREE”** at its production plants in Kaźmierz and Węgrów. This is a way of taking care of nature and promoting pro-environmental attitudes among the Company's Employees.

Hochland in action - Clean up the world!

Traditionally, the World Clean-up campaign takes place on the third weekend of September. Hochland Poland joined the event as part of activities planned under the slogan **“HOCHLAND IT IS CLEAN”**. All Employees of Hochland Poland were in-

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BEST PRACTICE
SATISFACTION SURVEY

Satisfaction survey on Hochland Poland’s local activities

For the sixth time in 2023, Hochland Poland conducted a satisfaction survey on the Company’s community initiatives. The survey was addressed to the inhabitants of the Kaźmierz Commune and the Węgrów Commune, where the Company’s produc-

tion plants are located, as well as to the Employees of Hochland Poland.

The survey was planned to feature in the local newspapers and made available on the Internet. In 2023, 660 questionnaires were correctly completed, of which 84 were completed by Hochland Poland Employees. The responses were analysed in

TOP BOX terms, i.e. the “rather yes” and “definitely yes” options were summarised. The results obtained in this year’s survey show that the measures taken by Hochland Poland are noticed and well appreciated.

The local community is satisfied and appreciates Hochland Poland’s involvement in the development of local initiatives.

Question 1	Is Hochland Poland an environmentally friendly company?	95,2%
Question 2	Does Hochland Poland support socially important initiatives?	95,8%
Question 3	Does Hochland Poland support the education of young people?	93,5%
Question 4	Does Hochland Poland support activities promoting physical activity?	95,9%
Question 5	Is Hochland Poland involved in the development of the commune?	92,6%
Question 6	Overall level of satisfaction with Hochland Poland initiatives?	96,2%