

5.2 SUPPORT MEASURES

Hochland is a strategic partner of the Pajacyk Program.

The Pajacyk Program is implemented by a Polish non-governmental organisation, a well-established Partner, which has been operating since 1992 and has knowledge and experience – the Polish Humanitarian Action. The partnership is based on long-term cooperation. The common goal is the proper development and health of children through the provision of school and community meals and psychosocial support aimed at the development of life skills, social skills and interests. In 2022, the Pajacyk Program financed hot meals for 10,185 children – a total of PLN 5,733,571, including PLN 127,000 from Hochland Poland as part of the **“We share what’s good”** campaign.



The Hochland program “We share what’s good” was also continued in 2023. Hochland focused on organising **educational and culinary workshops for primary school.**

In addition, Hochland became involved in the Good Town project on the Roblox platform by creating the Hochland Land, where young people could support a noble cause through virtual play and fund 3,000 hot meals for children in need. Through its collaboration with the Polish Humanitarian Action, Hochland wants to draw attention to the problem of malnutrition and the related developmental barriers for children. The logo has been placed on the packaging of Hochland’s cheeses so that consumers know that, by choosing the product, they are making a contribution to supporting children in need.

BEST PRACTICE

“WE SHARE WHAT’S GOOD”

5.2 SUPPORT MEASURES

SUPPORT FOR THE “CUKIERASY”**ASSOCIATION**

Hochland Poland in 2023 was also involved in the Sweet Poland project, which it has been supporting for years. Sweet Poland is a Polish football team of children suffering from diabetes. The project coordinator and president of the Association of Parents and Guardians of Children with Diabetes “CukierAsy” is Mikołaj Illukowicz. This year, Sweet Poland’s young players completed further challenges – a match against Manchester City Academy players and the first international meeting between Germany and Poland.

**“ALMETTE PROTECTS MEADOWS”**

Meadows and flower strips are crucial for the maintenance of biodiversity as an important part of the landscape in cities as well as in fields and industrial sites. They provide the natural habitat of animals, especially insects. They help retain rainwater in the soil and clean the air. Compared to a traditional lawn, they require much less maintenance, including mowing, watering and fertilising. In addition, they take care of our mental well-being, stimulate our senses, thanks to which we experience pleasure and a sense of harmony with nature.

Since 2021, the Almette brand has been conducting the pro-ecological CSR program “Almette Protects Meadows”. The project is supported by experts with their knowledge and experience: Maciej Podyma President of the Łąka Foundation and prof. dr hab. Piotr Tryjanowski (University of Life Sciences in Poznań).

The main objectives of the project are:

- educating, including emphasizing the importance of meadows for the ecosystem,
- inspiring,
- taking action to promote meadow seeding.



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PURPOSE: FLOWER MEADOWS**KPI: transfer of seeds for sowing 150,000 m² by 2024****2021**

- educational workshops and seeding of meadows in major cities: Warsaw, Częstochowa, Katowice,
- seeding of meadows on the premises of the Węgrów and Kaźmierz production plants,
- seeding of flower strips on the fields of some of the Węgrów plant milk suppliers.

**2022**

- meetings, educational workshops and sowing meadows in Łódź, Warsaw and Wrocław,
- participation in a discussion panel on the role of meadows in the ecosystem, during “Influencers Live Wrocław”,
- seeding of meadows by employees and volunteers at the Hochland Poland production plant in Kaźmierz,
- putting the first two free seeds dispensers in Warsaw for those willing to sow their own flower meadow in their garden or on their balcony,
- providing and shipping packages with flower meadow seeds for Hochland Poland employees and public and private institutions interested in sowing meadows in their area.

2023

- meetings and educational workshops in other cities: Płock, Białystok and Warsaw,
- putting up seeds dispensers in Płock, Białystok and Warsaw and inspiring together with Influencers to collect seeds and sow their own meadow,
- providing and shipping packages with flower meadow seeds for Hochland Poland employees and public and private institutions interested in sowing meadows in their area.

In total, for the entire duration of the project until 2023, Hochland Poland has provided seeds to cover the area of 112,800 m².