

5.1 HOCHLAND SUPPORTS LOCAL COMMUNITIES



2024 INTERNATIONAL EARTH DAY WITH HOCHLAND



Hochland Polska has its sites at two locations in Poland: in Kaźmierz and in Węgrów, where it is involved and co-organises events for the local community. These include:

International Earth Day

Two activities are planned as part of the Earth Day campaign at Hochland Polska: **“Flowers for electrowaste”** and **“30 trees for Hochland’s 30th anniversary”**. Anyone who handed over electric and electronic waste to the designated containers at the production sites in Kaźmierz and Węgrów or at the Poznań office received a flower and could invite a friend from Hochland to plant a tree. We planted 30 trees at each of the Hochland Polska production sites.

The Bread and Cheese Festival in Kaźmierz and in Węgrów

The Bread and Cheese Festival taking place in Kaźmierz and Węgrów has become a tradition for the local residents - this is the time for family relax and many activities, including those related to promoting pro-environmental attitudes. In 2024, attention was drawn to the following issues:

- water saving,
- energy saving,

- impact of flower meadows on the environment and on people.

The stand was very popular and was coordinated by the Sustainability Department and supported by the Columbus Team and the Production Departments of our Sites.



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“Clean up the world”

Just like last year, Hochland Polska joined the **Clean Up the World campaign organised by Our Earth Foundation**. It was the 31st edition of the campaign, this year under the banner “Guarding the clean Earth”.

The Clean Up the World campaign aims to raise awareness and responsibility for the condition of the environment. It is not only about cleaning up, but also about education, promotion and integration of local communities around a common goal - to protect and improve the environment in which we live.

The Clean Up the World campaign was organised at Hochland Polska on 18 and 20 September 2024. In addition to Hochland employees, pupils from Years 7 and 8 of the Primary School in Kaźmierz joined the local campaign. In Węgrów, on the other hand, this included the students of the 1st Secondary School, named after Adam Mickiewicz, and students from Primary School 1, named after Jan Dobrogost Krasiński.

At the beginning of the action, the coordinators from the Hochland side reminded the participants of the segregation rules and handed out bags in

the right colours along with gloves. **More than 200 people in total participated at both locations.** 21.5 yellow bags (plastics, metal), 11 black bags (mixed waste), 11 green bags (glass), and 9 blue bags (paper) were collected during the event.

Supporting sports initiatives.

Hochland supports sports activities by organising and funding them. In Węgrów, the company and the Aktywni Węgrów sports club, organised the first **Almette Run along the River Liwiec Valley** in 2024, under the patronage of the Mayor of Węgrów.



The start and finish of the race were located at the reservoir in Węgrów. During the event, two runs for adults took place, 6 km and 24 km, as well as Nordic Walking 6 km. In addition, races for children and youth were planned.

In Kaźmierz, the **12th Hochland Half Marathon** took place.

In the very heart of Kaźmierz, several hundred runners started in September in several races, including races for the youngest. There were support zones along the entire route, concerts, happenings and attractions for entire families of athletes and fans in the runner's zone.

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As part of the **“We Fulfil Dreams”** Christmas action in 2024, Hochland gave gifts to more than 60 residents and staff of the Social Care Home in Chojno, where adults with cognitive disabilities live. Hochland’s employees were really committed into “adopting” the dreams - both of the residents and of the staff of the care home, preparing parcels tailored to their needs and desires. We were not only able to offer gifts to those in need but also show our gratitude to the care home staff for their daily, empathic work towards social activity and rehabilitation of their patients.

On the **Day of Good Deeds**, the employees of Hochland Polska once again showed that sharing our hearts runs in our blood. As part of the campaign, we collected crayons, art supplies and booklets to make sure that the patients of paediatric hospitals in Szamotuły and Węgrów can spend some quality time.



Satisfaction survey on the community initiatives of Hochland Polska

In 2024 Hochland Polska conducted already the seventh satisfaction survey on the community initiatives of the company. Residents of the Kaźmierz municipality and Hochland employees took part in the study. In 2024, **591 questionnaires** were

completed correctly, 66 of which were completed by Hochland Polska employees and residents of the Kaźmierz Municipality. The provided answers were analysed using the TOP BOX approach, i.e. the options “rather yes” and “definitely yes” were tallied together. This resulted in scores of over **96%** across all questions.

Question 1	Is Hochland Polska an environmentally friendly company?	97%
Question 2	Does Hochland Polska support socially important initiatives?	96%
Question 3	Does Hochland Polska support the education of young people?	97%
Question 4	Does Hochland Polska support activities promoting physical activity?	97%
Question 5	Is Hochland Polska involved in the development of the commune?	94%
Question 6	Overall level of satisfaction with Hochland Polska initiatives?	97%

BEST PRACTICE

SATISFACTION SURVEY