

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.

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.

As part of Hochland Polska's cooperation with PHA, **50,000 hot meals were funded just in 2024.**

BEST PRACTICE

WE SHARE
WHAT'S GOOD



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SUPPORTING THE “CUKIERASY”**ASSOCIATION**

In 2024, Hochland Polska was also involved in the Sweet Poland project, which it has been supporting for years. “Sweet Poland” is a Polish football team of children and young people suffering from diabetes. The project coordinator and president of the Association of Parents and Guardians of Children with Diabetes “CukierAsy” is Mikołaj Ilukowicz.



Thanks to the support of Hochland Polska, **Sweet Poland planned a visit in Siedlce and a match against the Polish National Team in September, and a trip to Munich and participation in an international football competition in October.**

“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 at 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. They also take care of our mental well-being and stimulate our senses, so that we experience pleasure and experience harmony with nature.



The Almette brand has been running the environmentally friendly CSR programme “Almette Protects Meadows” since 2021. The project is supported by experts, their knowledge and experience: Maciej Podyma - President of the Meadow Foundation and Prof. Dr. hab. Piotr Tryjanowski (University of Life Sciences in Poznań).

The main objectives of the project are:

- to educate indicating i.e. how important are meadows for the entire ecosystem,
- inspire people to sow and care for flower meadows,
- undertake activities towards meadow sowing.



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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 Polska 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 Polska 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 Polska employees and public and private institutions interested in sowing meadows in their area.

2024

- installation of **seeds dispensers** with flower meadow seeds in Ełk, Lublin and Kraków and inspiring people with Influencers to collect the seeds and sow their own meadows.
- educational meetings and **workshops** in the following cities: Ełk, Lublin, Kraków.

**2024 IN FIGURES**

Throughout the period of the “Almette protects meadows” program, Hochland provided seeds for sowing 164,800 m² of flower meadows.