

5.2 SUPPORT MEASURES

Supporting the “Cukierasy” Association

For many years, Hochland Polska has been supporting Słodka Polska – a team of children and young people with type 1 diabetes – by working with the Association of Parents and Carers of Children with Diabetes and its chairman, Mikołaj Illukowicz.

In March 2025, the eighth edition of the largest football tournament for people with diabetes in Europe – “Red Card for Diabetes” – took place, bringing together over 30 teams from 8 countries and more than 300 participants.

The tournament is not just about sporting competition, but also about education, inclusion and promoting physical activity as an important part of living with a condition. Thanks to the support of our partners – including Hochland Polska – a wide range of activities were organised, and all competitors received identical medals and prizes.

The company has also sponsored the footballs used by the Słodka Polska players during training sessions.

The event was accompanied by educational activities, including the development of the “Diabe-

tes-Friendly School” programme, as well as the announcement of future initiatives:

- international tournaments,
- social projects, and
- campaigns raising awareness of type 1 diabetes.

As Mikołaj Illukowicz points out, this is the time for building knowledge, fostering support and bringing about real social change.

