
Żabka tests the circular economy system in all stores in Bydgoszcz

Since January 26, as part of the pilot project "Green Renewal", customers of the Żabka chain have had the possibility to return disposable beverage packaging in all of over 120 Żabka stores located in Bydgoszcz. They can be returned directly to sellers or in ECOmats. The raw material collected will be used to create new packaging, so that less waste will end up in landfills. The project will not only benefit the planet but will also benefit customers - for every returned plastic bottle or can they will receive 50 zapps.

– Ecological actions make sense if we can achieve the right scale. To be effective, we need to design them in a simple, clear, and easy way for the recipient. That is why we are introducing the possibility of returning disposable beverage packaging in all Żabka stores across Bydgoszcz as part of the "Green Renewal" action. It aims to create environmental awareness among customers and to develop the habit of returning plastic and metal beverage packaging as we have managed to do for glass bottles. Our advantage is the proximity of stores, i.e. collection points, the ease and speed of the process of returning packaging, as well as the reward in the form of zapps for a pro-ecological attitude. With this collection, we will be able to recover valuable raw material and return it to the reproduction of packaging. Such measures make sense not only in terms of reducing plastic production and environmental pollution but also in terms of minimizing CO₂ emissions, which are the direct cause of climate change. I encourage customers to take part in our green transition towards a circular economy! – says Joanna Kasowska, Director of Quality and Food Management Standards in Żabka Polska.

The "Green Renewal" project is implemented in cooperation with the Bydgoszcz City Hall.

– Proper waste collection, segregation, and the circular economy are the way to use raw materials and reuse them in the end. The implemented project is a step towards a circular economy, but in this regard, it is necessary to implement the relevant comprehensive legislation. We are pleased that the Żabka action, promoting good ecological behavior, in cooperation with the City, is implemented in Bydgoszcz – says Michał Szybel, Deputy President of Bydgoszcz.

How to take part in the "Green Renewal" campaign?

Just find any store in Bydgoszcz and bring empty beverage packaging to it. Remember not to crush, damage, or tear off labels.

Under the "Green Renewal" action, plastic PET bottles with a capacity of up to 2l and metal cans with a capacity of up to 1l can be returned (milk beverage packaging is excluded from the collection). Packages must have a clear barcode to be scanned. It is not necessary to wash them, but the remains of the beverages should be poured out from the brought packages.



Customers who take part in the action will be rewarded with bonus loyalty points in the Żabka application, i.e. the so-called żapps - they will receive 50 żapps for each returned plastic (bottle) or metal (can) packaging. Purchases can be paid for with the collected żapps.

Two ways to return - in ECOMat and to the seller

In 54 stores in Bydgoszcz, it is possible to return packaging in ECOMats, which are special machines for separate collection of waste. In the remaining 67 stores in Bydgoszcz, you can return the packaging directly to the seller, who will also calculate the bonus żapps due for return. In this case, the limit applies - you can return up to 15 beverage packs at a time.

For more information on the "Green Renewal" action, please visit: <https://www.zabka.pl/zielona-odnowa>

Social Responsibility of Żabka

Żabka continues its social responsibility efforts, taking further steps and promoting recycling as one of the ways to reduce the production of primary plastic. In Poznań, Warsaw, and Łódź, it is already testing 29 ECOMats, thanks to which a total of almost 320 thousand aluminum cans and more than 701 thousand plastic beverage bottles were collected and received a second life. In addition, Żabka places information on how to properly assemble used packaging on the packaging of private label products. It also makes sure that as many of them as possible are made from secondary raw materials - bottles made of 100% recycled material (so-called rPET) are used for beverages of all Żabka private labels - Foodini, Wycisk, S! and mineral water OD NOWA.

Żabka Polska Sp. z o.o. owns the fastest-growing chain of convenience stores in Poland and one of the most dynamic formats in the world, opening over 4000 new stores in the years 2016-21. About 15.5 million consumers live within 500 meters of the nearest Żabka store. As part of its responsibility strategy, Żabka has made commitments to good nutrition, services to facilitate a sustainable life, the development of entrepreneurship, diversity and an inclusive organizational culture, corporate governance and decarbonization, and a circular economy. More information about Żabka Polska: www.zabka.pl. Information about the Żabka Group can be found at: www.zabkagroup.com. Link to the 2021 Responsibility Report: [Responsibility Report](#)

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