ENGLISH	Partner's Langauge
MODULE 4: GREENING YOUR BUSINESS	
01. THE BUSINESS CASE FOR SUSTAINABILITY	
In an age of global climate change and rising consumer expectations, sustainability is becoming a key element of business strategy. Companies that integrate environmental and social policies not only build a positive image, but also gain a competitive advantage. **Why sustainability matters in business?** Sustainability is not just a trendy slogan, but a key element of modern business management. In the face of growing pollution and dwindling natural resources, companies must adapt their strategies to meet new demands from the market, consumers, and regulators. Sustainability responds to these challenges by combining environmental responsibility with innovation and long-term profitability. Why is sustainability so important and how can it benefit companies? Learn the case for implementing green solutions in business. **Legal requirements** The CSRD (Corporate Sustainability Reporting Directive) is an EU act that is designed to increase transparency and consistency in sustainability reporting by companies. It is a response to growing public interest in sustainability issues and rising expectations for transparency in	

companies' ESG (Environmental, Social, Governance) activities. The new CSRD rules and obligations will gradually cover an increasing range of companies. From January 1, 2024, ESG reporting in the European Union is mandatory for large public interest companies with > 500 employees, regulated by the Nonfinancial Disclosure Reporting Directive (NFRD). **From January 1, 2025, ESG reporting in the European Union will be mandatory for all companies fulfilling at least two of the following three criteria:** - employs at least 250 people, - has annual revenues of at least minimum of EUR 50 million, - has a balance sheet total of at least minimum of EUR 25 million. Starting in 2026, medium- and small-sized companies will also have to disclose their ESG indicators in the report. The first benefit of taking care of sustainability is therefore to minimize regulatory risks. Companies that apply sustainability principles are better prepared to keep up with these requirements. Applying sustainability-oriented policies will guarantee companies a competitive advantage in the long-term scenario over those companies that ignore environmental and social issues.	

Becoming and being a sustainable company is much more than mandatory reporting and compliance. Learn about the other benefits of integrating sustainability into your business strategy. Increasing competitiveness means building a brand that consumers want. Research shows that an increasing proportion of consumers are choosing products that are transparent about the footprint they leave in their life cycle. There is also a growing trend in consumption habits where consumers are willing to pay a higher price for a product with less negative environmental impact. Hence, if an organization commits to sustainability and shows it to consumers, it is likely to gain more market share and increase revenues. - **Operational Savings.** Implementing sustainable practices, such as energy efficiency or waste reduction, leads to lower operating costs. For example, investing in renewable energy sources can result in long-term savings. Finding ways to reduce material and water consumption or minimize the use of hazardous chemicals also contributes to sustainability. - **Building customer trust and loyalty.** Customers expect companies to be socially and environmentally responsible. Transparency in sustainability efforts helps build stronger relationships with customers and business partners. Companies that engage in environmental activities contribute to improving	

the quality of life of local communities, which in turn builds their positive image and strengthens relationships with stakeholders. - **Access to new markets and investments.** Sustainability opens the door to cooperation with investors and partners who prefer projects in line with environmental values. Many financial institutions offer more favorable terms for companies with a green strategy. - **Winning the competition for talent.** Sustainability as a core value is essential to attracting motivated and qualified people to work. Most of today's employees, especially those of the younger generation, want to see sustainable operations in their workplace and are enthusiastic about companies that have a positive impact on the future. Companies that ignore aspects of sustainability risk losing competitiveness and customers in the face of changing societal expectations. On the other hand, companies that already invest in sustainable practices have the opportunity to become leaders in their industries, creating the future and contributing to a more sustainable economy and a better world. Sustainability in business is therefore an investment in the future—both for the company and for the environment. Green growth in companies is crucial not only because of regulatory necessity, but also as a strategic business decision that brings tangible benefits. The integration of	

environmental and social activities builds a positive corporate image, increases customer loyalty and investor confidence, which ultimately increases competitiveness in the market and opens up new business opportunities. As a conclusion to this section, read Grant Thornton's five **recommendations for mid-market firms in terms of implementing green practices:** • Take action sooner rather than later when it comes to reporting requirements. Acting now will give you time to build up your knowledge and processes. • Being sustainable can offer a competitive advantage for mid-market firms that get it right. Increasing your brand reputation helps drive business and investment. • Speaking to an adviser can help simplify the process and plot the right course. Our job is to understand new requirements and help you navigate them. • Larger companies need to work with their mid-market partners. Sharing expertise from navigating regulation can reduce risk and improve efficiency. • The sustainability journey is not a sprint. It could take years to perfect a strategy, but the most important action is to take the first step.	

02. SUSTAINABLE SUPPLY CHAIN MANAGEMENT AND PURCHASING PRACTICES.

According to the UN Global Compact and Business for Social Responsibility, supply chain sustainability is "managing environmental, social and economic impacts, and encouraging good management practices, throughout the life cycle of goods and services."

Sustainable supply chain management is an approach that takes into account environmental, social and ethical considerations at every stage of delivering products and services—from sourcing raw materials to delivering the finished product to the customer. In an era of rising consumer expectations and regulatory requirements, companies must take a responsible approach to their purchasing and supply management processes.

Entrepreneurs who implement sustainable supply chain management should consider the following key elements:

1. **Choosing a responsible supplier.**

Collaboration with suppliers that respect sustainability principles, such as minimizing carbon footprint, reducing waste, or respecting workers' rights.

Supplier audits and certifications, such as ISO 14001 (environmental management), help identify partners that are in line with company policies. SEDEX (Supplier Ethical Data Exchange) A platform for exchanging data related to sustainable supply chain management— The database enables the collection, publication and reporting of information from suppliers, which is divided into four main categories: labor standards, health and safety, environment, business ethics. Sedex can be used by companies wishing to check their current potential suppliers, as well as by suppliers themselves, who have the opportunity to post data about their services and labor standards in the database at www.sedex.com. Purchasing to support local communities and to develop the regional economy. Working with small businesses and community initiatives that promote sustainability. **2. Minimizing the ecological footprint.** Optimization of logistics and transportation, e.g., by shortening delivery routes, using low-CO_2 emissions vehicles, or developing local supply chains. **3. Selecting renewable or recycled materials.** Building a "Green Supply Chain" is helped by a variety of metrics, for example, the Carbon Footprint Calculator www.carbonfootprint.com/calculator.aspx or Plastic Footprint www.plasticdisclosure.org/	

Ethics in the supply chain. 1. Ensuring that production and purchasing processes do not abuse human rights or support worker exploitation. 2. Transparency and reporting of suppliers' labor and environmental practices.3 3. Transparency and traceability of products. Investing in technologies such as block chain to monitor every step of the supply chain, ensuring compliance with environmental and ethical standards. 4. Informing customers about the sources and production methods of goods to build their trust and raise awareness. **Managing waste in the supply chain.** 1. Facilitating the return or recycling of products by customers (reverse logistics). 2. Implementing waste reduction strategies in logistics processes, such as by minimizing packaging or using biodegradable materials. 3. Preference for green materials and products by buying materials certified as green (e.g., FSC for wood, GOTS for textiles). 4. Avoiding the purchase of raw materials that contribute to environmental degradation, such as illegally harvested wood or conflict minerals. Sustainable supply chain management and purchasing practices are essential elements of modern business that	

benefit both companies and the environment. By taking a responsible approach to supply, companies can increase their competitiveness, minimize risks and **contribute to building a sustainable economy.** We have come to the end of the first part of this module, stay tuned for the other parts.	

03. PRINCIPLES OF THE CIRCULAR ECONOMY

The circular economy (CE) is a modern business approach focused on efficient resource use and waste minimization. For young entrepreneurs, it offers opportunities for innovation, cost savings, and building a positive brand image. CE is not just a trend but a response to growing customer expectations and regulatory requirements for environmental protection.

As a young entrepreneur, check out the featured practices:

How to apply Circular Economy principles in small businesses

1. **Designing products with circularity in mind.**

Create products that can be easily repaired, upgraded, and recycled. Use materials that are easy to recover, such as biodegradable plastics or recycled resources.

2. **Minimizing waste.**

Implement simple solutions, such as reducing single-use packaging or reusing production waste in new processes. Encourage customers to return used products for reuse or recycling.

3. **Efficient resource management.**

Source materials locally to reduce transport costs and carbon footprints. Optimize production processes to minimize energy and raw material consumption. 4. **Using renewable energy in business.** Consider installing solar panels or switching to renewable energy suppliers. Invest in energy-efficient equipment and technologies. 5. **Collaborating with other businesses.** Partner with companies that support CE, such as certified material suppliers. Participate in local initiatives promoting sustainable development. **Applying these practices results in concrete benefits for young entrepreneurs:** 1. **Competitive advantage -** more customers are choosing companies that prioritize environmental responsibility. Adopting CE principles can attract new customers and build loyalty. 2. **Cost savings**—optimizing resources and reducing waste helps lower operational costs. 3. **Access to new markets**—sustainable practices make businesses eligible for investor support, grants, and participation in special EU programs. 4. **Building a strong brand**—an eco-friendly brand image is a key marketing strategy and a way to stand out from competitors.	

Simple steps to get started and practical examples. To begin applying circular economy principles in your business, start with a few simple steps. 1. Research market needs by identifying eco-friendly products that are in demand—for example, sustainable fashion brands successfully use recycled fabrics, while cafes attract customers with reusable cup programs. 2. Analyze your processes to find opportunities for reducing waste and energy consumption, such as switching to compostable packaging in restaurants or implementing energy-efficient production methods in small manufacturing. 3. Educate your customers by informing them about the benefits of circular economy practices—for instance, a repair service for electronics can encourage clients to extend product lifespans instead of buying new ones. 4. Finally, seek support by exploring grants and EU programs that fund green innovations, such as subsidies for businesses installing solar panels or developing zero-waste initiatives. For young entrepreneurs, the circular economy is the key to building a sustainable and profitable business. It not only reduces environmental impact but also creates opportunities for innovation that can reshape the market. Adopting CE principles doesn’t require massive	

investments—small steps taken today can lead to significant benefits in the future.	

04. REDUCING WASTE AND IMPLEMENTING RECYCLING PROGRAMS.

Reducing waste and implementing recycling programs are essential strategies for sustainable business for young entrepreneurs. They not only minimize environmental impact but also offer financial benefits, attract eco-conscious customers, and help businesses comply with regulations. A waste-conscious approach enhances brand reputation, increases profitability, and contributes to long-term success.

Key benefits of waste reduction and recycling:

1. **Cost savings**—efficient waste management lowers operational costs by reducing raw material consumption and disposal fees. Businesses can also generate revenue by selling recyclable materials like metals, plastics, and paper. Additionally, government incentives and EU grants support companies investing in green technologies.
2. **Environmental responsibility**—recycling decreases landfill waste, conserves resources, and reduces greenhouse gas emissions. Using recycled materials often requires less energy than producing new ones, contributing to climate change mitigation.
3. **Customer expectations**—consumers prefer brands committed to sustainability. Implementing waste reduction strategies builds trust and loyalty,

making eco-friendly practices a valuable part of marketing and branding efforts. 4. **Employee engagement**—educating employees on waste reduction fosters a sustainability culture within the company. Training programs and internal initiatives can inspire responsible habits both at work and in daily life. **Practical steps to reduce waste and implement recycling.** Reducing waste in business requires a structured approach, from identifying inefficiencies to implementing sustainable practices. Below are **key steps**, along with real-world examples**, to help young entrepreneurs create a waste-conscious business**. **Conduct a waste audit** • Identify waste sources and measure their impact. For example, a restaurant can track food waste to determine which ingredients are frequently discarded. • Analyze inefficiencies in production, packaging, and daily operations. A clothing brand may find that excess fabric scraps can be repurposed instead of discarded. • Optimize processes by streamlining manufacturing to reduce excess material use. For instance, a furniture company can cut raw materials more efficiently to minimize offcuts.	

Encourage reuse • Implement deposit-based return systems for packaging. A beverage company can offer discounts to customers who return used glass bottles. • Use reusable shipping materials and encourage suppliers to do the same. An online retailer can replace single-use plastic packaging with returnable mailers. • Eco-friendly packaging—use biodegradable, compostable, or recyclable materials to minimize waste. **Adopt digital solutions** • Transition to paperless invoicing, contracts, and communication. A law firm can switch to electronic signatures and cloud-based document storage. • Store documents in the cloud to minimize physical storage needs. A school or training center can replace printed handouts with digital learning materials. • Use digital tools to manage inventory and prevent overstocking or product waste. A cosmetics brand can implement AI-driven demand forecasting to reduce surplus production. **Start a recycling program**	

• Set clear goals—define waste reduction targets, such as cutting landfill waste by 30% within a year, and align them with sustainability regulations. • Educate employees and customers—provide training on sorting waste correctly. A café chain can introduce staff workshops on composting coffee grounds. Offer discounts for returning used packaging or old products to build customer engagement. • Partner with recycling services—work with local waste management companies. A tech company can collaborate with e-waste recyclers to safely dispose of outdated equipment. • Business collaborations—share recycling resources with other companies or join upcycling initiatives. – repurpose materials into new products, such as turning fabric scraps into accessories or using wooden pallets for furniture. • Implement recycling bins—clearly label and place them in high-traffic areas. An office can set up dedicated bins for paper, plastics, and electronic waste. • Monitor progress—regularly assess the program's impact and make improvements. A manufacturing plant can track waste data monthly and adjust its processes accordingly.	

By following these steps, businesses can not only minimize waste but also increase efficiency, reduce costs, and strengthen their sustainability commitments. **Long-term benefits.** Implementation of these steps will generate **long-term benefits** from sustainable waste management: • Economic advantages - reduced material costs, lower disposal fees, and access to sustainability funding. • Stronger brand reputation - enhanced credibility among environmentally conscious consumers and business partners. • Regulatory compliance - meeting waste management standards and avoiding potential fines. • Environmental impact - contributing to a cleaner planet and sustainable resource use. For young entrepreneurs, waste reduction and recycling are not just ethical choices—they are strategic business decisions. Implementing sustainable practices leads to cost savings, stronger customer relationships, and a competitive market advantage. Small changes today can create lasting benefits for both businesses and the environment.	

As an entrepreneur, you can analyse the processes in your business in this context to put the following practices into practice. **Reduce** • Copy or print double-sided to reduce paper purchasing • Update and consolidate mailing lists • Use interoffice routing slips instead of individual copies. • Use plastic bags • Return packaging materials to manufacturers (e.g., pallets, boxes, and other containers) • Use post-it notes instead of cover sheets when faxing. • Purchase equipment and supplies that are reused or reusable, come with minimal packaging (bulk), or are recycled or recyclable. • Communicate agency documents via email **Reuse** • 3-ring, pressboard, and computer printout binders • Jars and plastic gallons • Manila file folders • File boxes • Packing materials • Rechargeable batteries	

• Hanging file folders **Recycle** • Batteries (wet cell and rechargeable) • Fluorescent lamps • Lighting ballasts • All electronic equipment, including computers • All types of office waste paper: envelopes with or without windows, Post-it notes, magazines and books, and newsprint • Corrugated cardboard and boxes • Glass, plastic, metal, and various other food and beverage containers • All mixed and precious metals • Used motor oil and oil filters • Transmission fluid • Antifreeze • Pallets and clean wood • Yard waste • Concrete, asphalt, and stone • Styrofoam packing material and bubble wrap And we've come to the end of the second part of this module, ensure you stay with us till the end.	

05. ENERGY EFFICIENCY AND RENEWABLE ENERGY.

In today's business world, energy management plays an increasingly important role. For young entrepreneurs, implementing energy-efficient and eco-friendly solutions is not only a way to reduce operational costs but also an opportunity to gain a competitive edge, meet regulatory requirements, and attract environmentally conscious customers.

Building a green energy strategy, it is worth asking ourselves why this is so important. **Below is a list of convincing arguments:**

1. **Lower operating costs -** reducing energy consumption significantly lowers electricity and heating bills, increasing profits and allowing businesses to reinvest in growth. For example, a small bakery could save hundreds of euros annually by switching to energy-efficient ovens.
2. **Positive environmental impact -** cutting CO_2 emissions helps combat climate change and improves local air quality. A restaurant using energy-efficient kitchen appliances can significantly reduce its carbon footprint.
3. **Rising customer expectations -** consumers are increasingly choosing brands with an eco-friendly approach. A clothing company that adopts energy-efficient production processes and highlights them in marketing can attract new customers.

4. **Legal requirements and financial support -** many governments offer grants, tax breaks, and low-interest loans for businesses investing in energy efficiency. A coworking office that improves its building insulation could qualify for government subsidies. **Practical steps to improve energy efficiency:** • Conduct an energy audit To effectively reduce energy consumption, businesses should first identify the areas with the highest losses. Many government programs and energy companies offer free audits for small businesses. For example, a local café might discover that energy-hungry refrigerators are the main issue and replace them with more efficient models. • Upgrade equipment and lighting Replacing outdated devices with certified energy-efficient equipment, such as Energy Star appliances, can significantly lower energy use. LED lighting consumes up to 80% less electricity than traditional bulbs and lasts much longer. A retail store switching to LED lights could cut its lighting bills in half. • Optimize heating and cooling Smart thermostats adjust temperatures based on business hours, preventing unnecessary energy use. Regular maintenance of HVAC systems ensures efficient operation	

and extends equipment lifespan. A small office could reduce heating and cooling costs by 20% simply by maintaining its systems properly. • Building insulation and structural improvements Proper insulation, double-glazed windows, and high-seal doors can significantly reduce heat loss. A woodworking shop that invests in better insulation for its production hall can lower energy consumption while improving working conditions. • Employee engagement Simple habits, like turning off lights and computers after work, can generate noticeable savings. Energy efficiency training helps build an eco-conscious company culture. A design firm, for example, could introduce monthly challenges to encourage energy-saving behaviors. **Implementing renewable energy solutions can take the following options under consideration:** 1. Solar power - installing solar panels allows businesses to generate their own electricity, and many governments offer subsidies to reduce installation costs. A small printing company could lower its electricity bills by partially powering its machines with solar energy. 2. Wind energy - In areas with stable wind conditions (e.g., coastal regions), small wind turbines can provide an additional source of power.	

3. Geothermal systems - geothermal energy is an excellent solution for businesses needing efficient heating and cooling, such as hotels or large warehouses. 4. Purchasing green energy - if installing renewable systems isn't feasible, businesses can opt for energy suppliers offering electricity from renewable sources. 5. Energy storage - battery systems allow businesses to store excess renewable energy for use during peak hours or emergencies.	
Innovative ideas for young entrepreneurs. **Be inspired to take initiatives in this area in your business:** • Designing energy-efficient products—creating products that consume less energy during production and use can be a competitive advantage. A tech startup could, for instance, develop energy-efficient home appliances. • Smart technology integration—implementing smart systems to monitor and control energy consumption (e.g., automated lighting, motion sensors) can result in significant savings. • Shared energy initiatives—collaborating with other businesses to invest in renewable energy projects, such as shared solar farms on coworking office rooftops.	

• Energy-efficient workspaces—using natural lighting, air-purifying plants, and effective ventilation can reduce energy dependency while improving employee well-being. As a young entrepreneur, you can also exploit their potential in a long-term strategy, as they can translate into **long-term business benefits**. • Lower operating expenses—energy savings can be reinvested into business growth. • Greater resilience to energy price changes—energy independence reduces financial risks. • Enhanced brand reputation—customers and investors are increasingly drawn to sustainable businesses. • Access to financial incentives—governments offer grants, tax relief, and low-interest loans for energy-efficient and renewable energy projects. • Positive environmental impact—sustainable energy practices contribute to global climate efforts and resource conservation. For young entrepreneurs, investing in energy efficiency and renewable energy isn't just an environmentally responsible choice—it's a smart business strategy that delivers real financial and market advantages.	

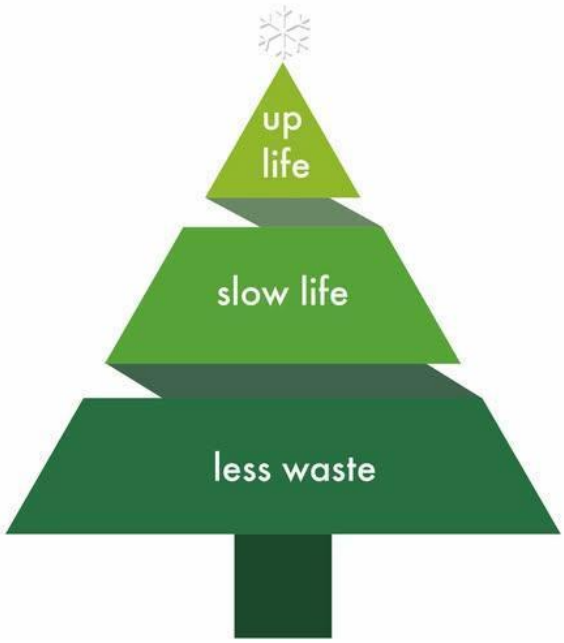
06. CASE STUDIES OF SUCCESSFUL SUSTAINABLE BUSINESSES.

A sustainable development strategy can be implemented regardless of the size of the business. Proper preparation is crucial. Developing an action plan and gradually introducing each stage allows small businesses to spread costs over time and adequately prepare for changes. Contrary to popular belief, there are many opportunities, and not all require significant financial investment. By presenting diverse examples, we showcase a wide range of possibilities that can be applied to various business ventures.

Discover three success stories of sustainable small businesses led by young entrepreneurs from Poland:

1. **A company operating in the eco-sector**

https://uplife.pl/

The company combines environmental care with design thinking. It educates about the creative use of recycled materials, incorporating eco-friendly habits into everyday life, and various ways to take care of oneself and the planet. One of its activities is designing and producing up cycled jewelry that gives new life to reclaimed materials, while also highlighting the beauty of sustainable aesthetics. At the Up-life Foundation, they work every day to create sustainable solutions for the fashion industry, developing projects for our brand. This is a fusion of education and business, design, and conscious consumers striving for a more eco-friendly lifestyle, where excess gives way to balance.  https://www.facebook.com/FundacjaUplife/	

This is how the company presents its approach to environmental education in practice: - We act for the planet and future generations, and one of the ways we fulfil this mission is by creating exceptional products from recycled materials. - For businesses, we produce bags and accessories from outdated advertisements, while for individual customers, we create jewelry from second-hand acrylic—it's not just fashion, but a conscious decision to reduce waste and give it a new life. - Through our business, we can fund our educational mission and spread knowledge about ecology on a broader scale. - By purchasing our products, you are not only supporting the work of designers and artisans but also environmental education. Together, we can achieve more! WE PROCESS • Banners, PVC tarps, and mesh nets—into practical products such as bags, cases, and covers for tablets and laptops. • Post-production waste from plastics, paper, yarn, etc. – into unique promotional products. WE RAISE AWARENESS • How to turn seemingly unnecessary items into valuable products.	

- How to optimize waste management costs by adopting a circular economy strategy.
- How to change your habits to be better for yourself and the planet.

WE ENGAGE

- In turning environmental awareness into action (up cycling workshops, plant-based cooking workshops).
- In health prevention (slow jogging training).

2. **A business implementing a sustainable development strategy**

PROFES

The consulting and training company PROFES has been implementing and developing a continuous improvement system based on the Japanese KAIZEN philosophy, which focuses on the consistent elimination of waste. The company has adopted a number of eco-friendly solutions, including double-sided printing of training materials on 100% recycled paper and the use of eco-friendly, lightweight covers for training materials. They have also implemented a virtual meeting program (Netviewer), which reduced the need for client visits, and purchased bike racks to encourage employees to bike to work. They have also partnered with an eco-friendly mobile car wash

for their company vehicles. The cars are cleaned in the company car park using compressed steam. The car wash uses only 4 liters of water instead of 100 liters to wash a single car.

Thanks to numerous eco-friendly actions, they have earned the "Green Office" certificate and permanently changed their habits.

This is one of the most recognized certificates confirming the pro-ecological nature of an organization, covering all aspects of its operations. The certification is the result of actions taken within the "Lean Green—Caring for the Environment" project, co-financed by Switzerland under the Swiss cooperation program with new European Union member states. Through this project, the company undertook a series of "green" actions and investments that improved the environmental sustainability of the office and the entire organization while also building environmental awareness among employees, collaborators, clients, and suppliers. These efforts earned a positive evaluation during environmental audits conducted by experts from the Partnership for the Environment Foundation, with an excellent result of 100/100%.

During the audits, eco-friendly aspects were verified in areas such as:

- Implementing an environmental policy

- Ecological management of electricity, water, waste, supplies, and raw materials
- Monitoring CO2 emissions, resource consumption (electricity and heat, water, paper, and supplies), and waste generation
- Creating a friendly work environment
- Green purchasing policies
- Environmental education for employees and clients.

On the company's website, we find the declaration: "Caring for the surrounding natural environment and taking actions towards sustainable development is important to us and is an integral part of our daily work. This is reflected in the CSR strategy adopted by the company. We are pleased that our commitment can now be confirmed not only through declarations but also through real actions that bring concrete, measurable results for the natural environment. We encourage all of you to undertake your own green initiatives."

3. **A global company that can serve as inspiration for smaller enterprises.**

Starbucks

https://www.youtube.com/watch?v=wTKkjI6XIZA&t=22s

Starbucks remains committed to environmental and social initiatives, continuously working towards creating a positive impact on the planet and communities worldwide. **Sustainable sourcing of raw materials** • C.A.F.E. practices program In collaboration with Conservation International, Starbucks developed the Coffee and Farmer Equity (C.A.F.E.) Practices, which promote ethical coffee sourcing while supporting over 400,000 farmers in 30 countries. This program ensures a long-term supply of high-quality coffee while protecting the well-being of farmers, their families, and communities. • Farmer support centers (FSCs) Starbucks operates 10 Farmer Support Centers that provide free training and technical assistance, helping farmers implement C.A.F.E. practices and adopt sustainable farming methods. **Reducing resource consumption and emissions.** • 2030 goals Starbucks aims to reduce carbon emissions, water consumption, and waste production by 50% by 2030. The company is testing and implementing innovative solutions to support its partners, farmers, and communities in facing global climate challenges.	

• Greener stores program This initiative focuses on energy and water conservation and waste reduction in Starbucks cafés. The program aims to cut greenhouse gas emissions, water consumption, and landfill waste by 50% by 2030. **Promoting Recycling and Waste Reduction** • "Grounds for Your Garden" Program Starbucks provides customers with used coffee grounds for composting, supporting eco-friendly practices within local communities. • Eliminating Plastic Straws In 2018, Starbucks announced its plan to phase out single-use plastic straws in all locations worldwide by 2020, replacing them with eco-friendly alternatives such as paper straws and straw less lids. • Starbucks faces up to the challenge of food waste in its partnership with Too Good To Go—the app easily connects users with places such as cafés, patisseries, restaurants, hotels, or shops where unsold food is left at the end of the day, which, although fresh, would have to be thrown away due to regulations. In Poland, the application has gained popularity among 177,000 users, who have intercepted more than 100,000 surprise packages. **Supporting Local Communities**	

• Employee Volunteering In Poland, Starbucks employees regularly engage in initiatives supporting the Joanna Radziwiłł Foundation "Opiekuńcze Skrzydła," organizing events for children and donating essential items such as garden equipment and household appliances. • Promoting Eco-Friendly Habits Starbucks Poland has joined the #zwłasnymkubkiem (Bring Your Own Cup) campaign by the Polish Zero Waste Association, encouraging customers to use their own reusable cups, thereby reducing single-use packaging consumption. Be inspired by these examples and plan your activities in this area!	
Language	