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Case Study

**zabka** group

# What matters to Zabka Group is achieving its decarbonization targets

**Do what matters**

## CASE STUDY

What matters to Żabka Group is achieving its decarbonization targets

### Business situation

Żabka – a Polish retail company with a large chain of convenience stores – has been doing carbon reporting for several years, and each year publishes extensive ESG reports, where decarbonization results are reported in line with TCFD (Task Force on Climate-related Financial Disclosures) recommendations. The company was looking for an optimization of data collection processes, detailed operations analysis and decision-making improvement for targets validated by SBTi (Science Based Targets initiative). Żabka was preparing ESG reports using a bespoke, customized **Microsoft Power Platform** solution created to monitor comprehensive ESG strategy, however the company decided that deeper analysis and monitoring for carbon footprint was required. Overall, the main goal was to obtain a comprehensive ESG data management system in terms of data collection, analysis, and reporting.

### Solution

Żabka has chosen **Microsoft Sustainability Manager (MSM)**, a scalable and extensible solution built on Microsoft Power Platform and able to support the company's needs within its future OOB (out of band) features.

To support environmental measures on its sustainability journey, the company needed extensions to the MSM. Therefore, Żabka engaged Accenture, together with Avanade – a joint venture between Accenture and Microsoft – for carbon management digital transformation. The key objective of the service was to provide a transparent and simplified process for collecting, displaying and analyzing carbon data, targeting not only business users, but also the company's management.

Accenture and Avanade's joint contribution covered three streams:

- A **carbon data collection application** as an extension of the Power Apps Canvas to support, simplify and standardize the data collection process and enhance business users' experience.
- A customized **Microsoft Sustainability Manager** - a carbon footprint measurement and analysis tool, allowing for the migration of historical data and automatic data pull from the external systems.

- A customized **Power BI reporting tool** to enable business users to perform analysis on ESG data and make key decisions more efficiently, allowing Żabka to see its contribution as a part of the bigger picture.

All delivered solutions were tested through Accenture/Avanade-prepared test scenarios and delivered within 16 weeks. We also conducted training workshops for the company and provided detailed training materials.

### Results

As a result of Accenture's and Avanade's support, Żabka obtained a single tool (a single source of truth) for a detailed analysis of all carbon footprint operations, facilitating audits, allowing time efficiency and improving decision-making. The solution is flexible and customized for further development, covering more sophisticated business requirements.

**"We have been reporting the Żabka Group's carbon footprint and publishing ESG reports every year, in which the decarbonization section is in line with TCFD (Task Force on Climate-related Financial Disclosures) recommendations. Thanks to the implemented tool, we can monitor even better and faster the level of achievement of our decarbonization targets, which have been validated by SBTi (Science Based Targets initiative)."**

**– Anna Grabowska**  
EVP, Chief Commercial Officer of Żabka Group

## About Żabka Group

Żabka Group was established in early 2021 and comprises:

- Żabka Polska: Focused on on retail activities, responsible for the operational and commercial aspects of the Group's business, including the running and development of the modern physical convenience store network and the Group's nationwide logistics network.
- Żabka Future: Responsible for new investments, business development and technological tools.
- Żabka Digital: Responsible for accelerating the construction of a state-of-the-art digital convenience ecosystem and seeking synergies between the already mature digital businesses in our portfolio through technology.
- Strategic Leadership - three teams responsible for setting the directions of development of the entire Group through building consumer, personal and financial strategies.

The Group's goal is to create and combine convenient and responsible solutions in the area of convenience, which make everyday life easier for customers. The Group develops responsibility-related activities in a strategic manner, integrating environmental, social and governance factors (ESG) with a business strategy. As part of the responsibility strategy, Żabka Group has undertaken commitments in the areas of good nutrition, services facilitating sustainable life, entrepreneurial development, strengthening organizational culture, corporate governance, and circular economy and decarbonization. Link to the 2022 Responsibility Report: <https://zabkagroup.com/esg/>

## About Avanade

Avanade is the leading provider of innovative digital, cloud and advisory services, industry solutions and design-led experiences across the Microsoft ecosystem. Every day, our 60,000 professionals in 26 countries make a genuine human impact for our clients, their employees and their customers. Avanade was founded in 2000 by Accenture LLP and Microsoft Corporation. Learn more at [www.avanade.com](http://www.avanade.com)

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### North America

Seattle  
Phone +1 206 239 5600  
[America@avanade.com](mailto:America@avanade.com)

### Asia-Pacific

Australia  
Phone +61 2 9005 5900  
[AsiaPac@avanade.com](mailto:AsiaPac@avanade.com)

### South America

Sao Paulo  
[AvanadeBrasil@avanade.com](mailto:AvanadeBrasil@avanade.com)

### Europe

London  
Phone +44 0 20 7025 1000  
[Europe@avanade.com](mailto:Europe@avanade.com)

## About Accenture

Accenture is a leading global professional services company that helps the world's leading businesses, governments and other organizations build their digital core, optimize their operations, accelerate revenue growth and enhance citizen services—creating tangible value at speed and scale. We are a talent and innovation led company with 738,000 people serving clients in more than 120 countries. Technology is at the core of change today, and we are one of the world's leaders in helping drive that change, with strong ecosystem relationships. We combine our strength in technology with unmatched industry experience, functional expertise and global delivery capability. We are uniquely able to deliver tangible outcomes because of our broad range of services, solutions and assets across Strategy & Consulting, Technology, Operations, Industry X and Accenture Song. These capabilities, together with our culture of shared success and commitment to creating 360° value, enable us to help our clients succeed and build trusted, lasting relationships. We measure our success by the 360° value we create for our clients, each other, our shareholders, partners and communities. **Visit us at [www.accenture.com](http://www.accenture.com)**



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