



PRESS RELEASE

Studenac launches quiz for elementary school students as part of ‘Groundwater, guardians of life’ project: winning school to enjoy a one-day educational trip

This year, the project focuses on younger generations – alongside the quiz, Studenac and partner associations are organising fun educational workshops in schools on the importance of protecting groundwater

Omiš, 5 May 2025 – As part of the latest edition of its corporate social responsibility project “Groundwater, guardians of life”, Studenac Market has launched an online quiz for 3rd and 4th grade students across Croatia. The quiz is available via the project website podzemnevode.studenac.hr, running from 5 to 20 May 2025.

The school with the best results – measured by the highest number of correct answers combined with the largest student participation – will win a one-day educational trip for 50 students during the 2025/2026 school year to Croatia’s only freshwater aquarium, Aquatika in Karlovac. Studenac will provide organised bus transport, meals, snacks, water for the journey, lunch, and an educational workshop at the aquarium for the winning school.

To ensure successful participation, students must complete the quiz and submit their school and class details. Students will immediately see their score percentage upon finishing the quiz, and each school’s total participation and results will be recorded. At the end of May, Studenac will announce the winning school on the project website and contact the school to arrange the educational trip.

The quiz aims to raise ecological awareness among young students in a fun and educational way, encouraging dialogue between children, parents, and teachers about the importance of protecting groundwater – the source of approximately 90% of Croatia’s drinking water.

The quiz is part of this year’s “Groundwater, guardians of life” activities, which focus on educating lower-grade students. In parallel, during May, Studenac will begin conducting educational workshops in elementary schools for 3rd and 4th graders. These workshops include interactive activities such as games, drawing, and group work, and are led by Studenac’s partner associations: Zeleni Osijek in Osijek, OSMICA in Karlovac, and Udruga mladih Kolektiv in Metković. This year, the workshops are held in cities where partner associations operate, symbolically laying the foundation for future expansion of the project.



PRESS RELEASE

Through a playful and engaging approach, students will learn what groundwater is, why it is vital for daily life, and how it can be protected. Beyond learning, children will have the chance to design their own water-protecting superheroes, exchange ideas about water conservation, and collaboratively create a poster with environmental protection messages.

About the ‘Groundwater, guardians of life’ project and Studenac’s CSR initiatives

Studenac, with more than 1,400 stores, is the largest retail chain in Croatia. Alongside ongoing business growth, the company actively develops a corporate social responsibility strategy to drive positive change in local communities.

In 2020, Studenac launched the “A Step Closer to Nature” program, focused on environmental protection and raising awareness of ecological issues. Within this program, the “Groundwater, guardians of life” project was introduced in 2024 to educate the public and highlight the importance of groundwater as a vital resource for life and ecosystems.

As part of the project, Studenac issued a special series of bottled water, donating part of the proceeds to environmental associations. Additionally, 500 bottles were donated to the GLOBE school competition. Two expert panels on the importance of groundwater were held, and, with the support of employees, partners, and associations, a section of the Neretva riverbank was cleared of ten cubic meters of waste as part of internal initiatives.

The project’s activities in 2024 were recognised with prestigious awards, including the *Green Butterfly* by Večernji list and the Grand PRix by the Croatian Public Relations Association.

This year, the focus is on educating children and youth. In cooperation with the associations Zeleni Osijek, OSMICA from Karlovac, and Udruga mladih Kolektiv from Metković, interactive workshops were organised in 20 elementary schools across Karlovac County, Osijek, and Ploče, involving more than 600 students. Through practical activities such as recycling plastic and drawing superhero guardians of water, students learned about the importance of protecting groundwater. Additionally, a quiz competition involved more than 2,100 students from 386 schools, hosted on the project’s website www.podzemnevode.studenac.hr.

Alongside “A Step Closer to Nature”, since 2021 Studenac has been running the “A Step Closer to the Community” program to support local communities. Since 2024, this program includes the “Orange Fish” project, focused on providing support to single-parent families.

Contacts

Media contacts

ABECEDA Komunikacije (Croatia)

Marina Bolanča Radunović | +385 91 7912 570

e-mail: marina@abeceda-komunikacije.hr



PRESS RELEASE

NBS Communications (Poland)

Krzysztof Woch | + 48 516 173 691

Joanna Brewińska | +48 502 255 415

e-mail: studenac@nbs.com.pl

Studenac

Tatjana Spajić - Director of Corporate Communications

+385 91 489 0462 | tatjana.spajic@studenac.hr

Adam Kucza - Head of Investor Relations

+385 91 489 0485 | adam.kucza@studenac.hr