



27.07.2023

Grupa Azoty wraps up its 6th Brand Ambassador Programme

Over the past six months, the Grupa Azoty Brand Ambassadors have been making a remarkable impact, delivering presentations at high schools and universities, orchestrating chemistry competitions for youth and promoting career opportunities within the chemical industry on various social media platforms. A summary of their endeavours, carried out under the theme of 'Grupa Azoty as an Employer of Choice', was recently held at the Group's headquarters in Warsaw.

Ambassadors for the key Group companies were six university students and doctoral students: Karolina Kadela of the Jagiellonian University and Karolina Zawadzińska of the Cracow University of Technology – representing Grupa Azoty S.A. of Tarnów, Ewelina Konarska Michalczyk of the University of Szczecin and Malwina Niedzwiedz of the West Pomeranian University of Technology in Szczecin – selected by Grupa Azoty Police, Adam Gołębiewski of the Warsaw University of Life Sciences – the ambassador for Grupa Azoty Puławy, and Michał Naszkiewicz of the Opole University – selected by Grupa Azoty Kędzierzyn.

"I couldn't be happier with how the project turned out; it truly met all my expectations. Working with Grupa Azoty has been an amazing experience, and I've gained invaluable insights into the intricacies of this industry, which I plan to make an integral part of my future career. During our interactions with high school students, I had the privilege of inspiring them about opportunities that lie in the chemical industry, as professions in this field, not only those of doctors and lawyers, are likely to shape the future, especially at Grupa Azoty, one of Europe's leading companies in the fertilizer-chemical domain," **emphasises Karolina Zawadzińska, an Ambassador of the Grupa Azoty Brand.**

The Brand Ambassadors' activities this year included promoting the Hydrogen Academy founded at the West Pomeranian University of Technology and advocating hydrogen as a potential fuel of the future.

"Our tradition of inviting the academic community to collaborate with us through the 'Grupa Azoty Brand Ambassador' programme continues for the sixth time. This initiative allows us to discover and connect with brilliant students and doctoral candidates who may soon become part of our team, carrying forward the legacy that has been the foundation of Grupa Azoty's strength for over 95 years," **says Tomasz Hinc, President of the Management Board of Grupa Azoty S.A.**

In the 2022/2023 academic year, the Grupa Azoty Brand Ambassadors set up information booths at student job fairs and symposiums to showcase the programme and played a key role in co-organising tours and presentations at the Group's plants. They also participated in a 3D print training course, hosted at the Group's Research & Development Centre in Tarnów.