

# Corporate Social Responsibility in Times of Pandemic



**CROATIA**  
Hrvatska Pošta



**In times of the unprecedented COVID crisis, Croatian Post stood out as one of the key actors in preserving the “normal” functioning of society.**

## ACTION

At the beginning of the coronavirus outbreak in Croatia, Croatian Post implemented the free distribution of Red Cross and Caritas humanitarian packages, containing food and supplies for those in need. In late March, when the pandemic was at its peak, the postal company donated a respirator to the Sveti Duh hospital.

Croatian Post’s business activities were adapted and strict health and safety rules from the official authorities were followed. However, post offices remained open in all counties in Croatia and postmen continued delivering mail even in quarantined areas. Postal workers put extra effort in the delivering of pensions and social welfare payments to beneficiaries. For Croatian Postal Bank’s clients, the service was free of charge.

Croatian Post’s online store “Žuti klik” (Yellow Click) teamed up with renowned Croatian food companies like Podravka and Kraš, and food product packages were offered with free delivery. The postal operator also reached out to family farms and made sure their products could reach customers even during lockdown.

## RESULTS AND IMPACT

Thanks to Croatian Post’s initiatives and actions, customers had fewer reasons to go out and could safely stay at home. Food, pensions, humanitarian packages and many other products and packages found their way to customers’ doorsteps thanks to postal employees who continued to connect Croatia during the pandemic.



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