



Pixza: The response of a social restaurant to the Covid-19

The moments of uncertainty and change such as those we are experiencing are a good opportunity to rethink what world we want and why we are willing to fight.

We have seen that some companies will decide to fight for their income or for their shareholders; At Pixza, as a certified B Corp, we are clear about our objective: “we work for an economy where success is measured by the well-being of people, societies and nature”.

At Pixza we are convinced that we want a world where no one is left behind and we know that we still have a long way to go. In Mexico, 70% of the population have a social abandonment profile and 60% of them unfortunately will never manage to get out of that profile.

That is why we exist, to break down the structural barriers that impede social mobility.

In these 5 years we have worked to achieve the sustainable inclusion of young adults in a social abandonment profile through formal employment at Pixza and a multidimensional empowerment program that lasts 12 months. The young adults we hire are between 17-27 years old and have lived on the streets, have been abandoned by their family, lack formal education, have a criminal record, have a history of drug dependency, and are migrants, deportees or refugees.

We have achieved significant impact, but we want to achieve more. With this objective, last year we began a period of expansion in order to generate more impact. Unfortunately, our industry will be one of the most affected by the current pandemic.

However, despite being called crazy, we have made a decision as a company: if today our beneficiaries need us more than ever, we will support them more than ever. Therefore, our goal is to keep our staff and not interfere with their empowerment process. Everyone will continue to receive full wages, social protection, food support, and all our support no matter what happens, even if we are forced to close our branches for some time.

We do not do this because we wish to fail, we do it to remain consistent with our values and principles, and we are doing everything possible so that this does not mean the end of Pixza. We are clear about why we fight.

So far we have implemented cost reduction strategies starting from the top and have launched new revenue lines: we strengthened our home delivery, we started selling stews to our neighbors, we created a DIY kit so that now that people have more time they can create their own pizza at home, and we launched a new page: www.elimpactonopara.com, where we offer different products and opportunities: advance consumer certificates, impact vouchers, promotional items, courses on social entrepreneurship, and a book with the stories of the employees at Pixza.

We invite you to join the initiative and support Pixa's employees by consuming at our branches while they remain open and/or through www.elimpacktonopara.com. If you have an impact project we put at your disposal our page so you too can add your impact bonds, because today more than ever we all need each other and it is important to generate community.

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