

Wolt Romania turns old Tazz delivery bags into backpacks for children from disadvantaged backgrounds

Wolt Romania is launching a first-of-its-kind initiative for the company globally: transforming Tazz delivery bags, retired following the spring rebranding, into brand-new backpacks and pencil cases for children in need. In total, over 300 backpacks were created and donated to students at risk of school dropout in Bucharest, marking the first stage of a project carried out in partnership with World Vision Romania and Atelierul de Pânză.

At Atelierul de Pânză, the old Tazz bags were manually dismantled by teams that included people with disabilities. Reusable materials were carefully selected, cut, and sewn to create new backpacks and pencil cases.

Thanks to the partnership with World Vision Romania—the largest non-governmental organization active in rural and vulnerable communities in the country—the backpacks and school supplies reached the children who needed them the most.

The first donation took place at Școala Gimnazială Nr. 2 in the Ferentari neighborhood of Bucharest, where over 300 children found brand-new, fully equipped backpacks on their desks.

“Our rebranding is not just a change of name and colors—it’s also a reflection on what we leave behind. We chose to see the delivery bags that no longer had a purpose as a resource for the future. The joy of our transformation has thus become the joy of a new beginning for these children. We are proud that this rebranding process is a double success: strong from a business perspective and, equally important, with a real social impact,” said Alin Șerban, General Manager of Wolt Romania.

“We are deeply grateful for this donation and thank Wolt Romania and World Vision for their support. By providing over 300 fully equipped backpacks, they not only brought joy to our students but also hope. Initiatives like this make a real difference in the lives of children facing material hardships—they provide not just practical help, but also the chance to continue their education under proper conditions and, ultimately, to hope for a better future,” added Marian Vasile, Principal of Școala Gimnazială Nr. 2, Bucharest.

This initiative complements Wolt International’s global corporate social responsibility programs, such as the Better Cities fund, which supports couriers transitioning to low-emission vehicles, Clean Deliveries campaigns for sustainable logistics, and partnerships dedicated to reducing food and packaging waste.

About Wolt

Wolt is a local commerce platform headquartered in Helsinki, with a mission to build technology that brings joy, simplicity, and opportunity to neighborhoods around the world. Wolt connects people who want to order food, groceries, or other goods with those who want to sell and deliver them.

To make this possible, Wolt develops a wide range of technologies – from logistics solutions to retail software, financial services, and its own grocery stores under the Wolt Market brand.

Wolt was founded in 2014 and joined DoorDash in 2022. Together, DoorDash, Wolt, and Deliveroo (acquired by DoorDash in October 2025) operate in over 40 countries. In Romania, Wolt has been active since May 2025 and is now present in 34 cities and surrounding areas, including: Bucharest, Timișoara, Cluj-Napoca, Brașov, Iași, Sibiu, Craiova, Bacău, Pitești, Arad, Galați, Constanța, Oradea, Târgu Mureș, Ploiești, Suceava, Focșani, Botoșani, Baia Mare, Deva, Satu Mare, Vaslui, Râmnicu Vâlcea, Brăila, Alba Iulia, Buzău, Târgoviște, Piatra Neamț, Sfântu Gheorghe, Reșița, Slatina, Drobeta-Turnu Severin, Târgu Jiu, and Zalău.

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