



ON OUR WAY TO ZERO
WASTE SOCIETY

ABOUT SLOVENIA

Slovenia is the only country in Europe that combines the Alps, the Mediterranean, the Pannonian Plain and the Karst.



FACTS ABOUT SLOVENIA

- 20,273 km² in area
- a population of two million
- Maribor, Slovenia's second-largest city, is home to the oldest vine in the world
- over 60 world records in ski jumping and ski flying have been set in SLO (Planica)



SLOVENIA AND SPORT

Medal count, per million population, Day 18, Sochi 2014 Winter Olympic Games								
Total medals per million population					Actual number won			
Rank	Number	Country	Total population (million)	Gold	Silver	Bronze	Total	
1	5.32	 Norway	4.89	11	5	10	26	
2	3.89	 Slovenia	2.05	2	2	4	8	
3	2.02	 Austria	8.40	4	8	5	17	
4	1.91	 Latvia	2.09	0	2	2	4	
5	1.60	 Sweden	9.38	2	7	6	15	
6	1.44	 Netherlands	16.62	8	7	9	24	
7	1.40	 Switzerland	7.83	6	3	2	11	
8	0.93	 Finland	5.37	1	3	1	5	
9	0.76	 Czech Republic	10.55	2	4	2	8	
10	0.73	 Canada	34.13	10	10	5	25	

SLOVENIA AND WASTE

EUROSTAT data 2012

- Municipal waste generated per person: **362 kg**
(EU28: 492 kg)
- Recycling rate **42%**
(Germany 47%, EU28: 27%)
- Waste landfilled: **51%** (EU28: 34%)



**PUBLIC COMPANY SNAGA,
THE LARGEST WASTE
MANAGEMENT COMPANY IN
SLOVENIA**

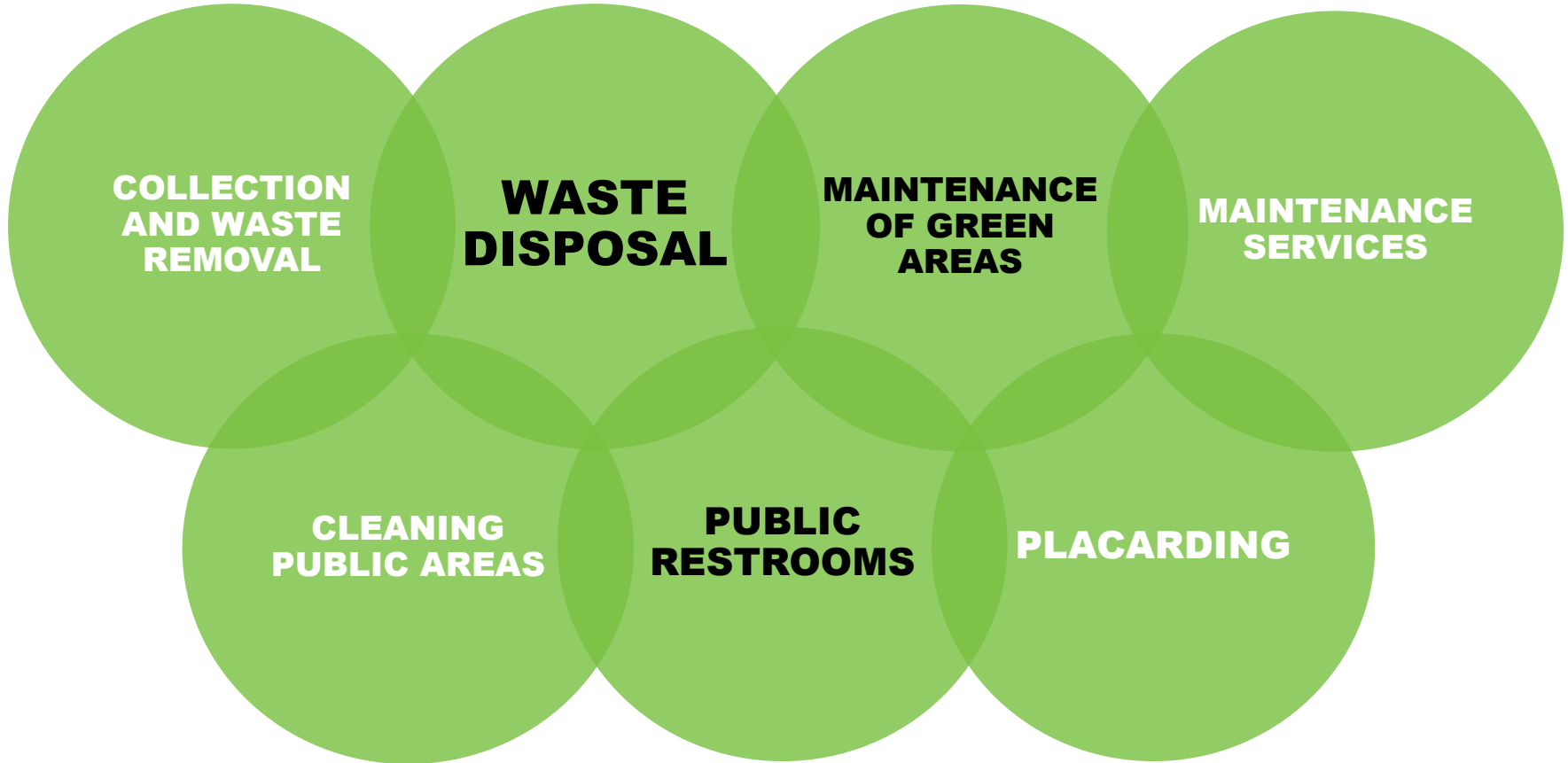
THE PUBLIC COMPANY SNAGA

CORE ACTIVITIES	<ul style="list-style-type: none">• waste management• cleaning public and green areas
YEAR OF ESTABLISHMENT	1920
AREA SERVED	City of Ljubljana and nine municipalities in the vicinity; 361.882 residents
OWNERSHIP	City of Ljubljana and six nearby municipalities
TURNOVER	33 mio EUR
EMPLOYEES	426

OUR ACTIVITIES IN PICTURES



... AND WORDS



WASTE COLLECTION



**ECOLOGICAL
COLLECTION
SITES**



**UNDERGROUND
COLLECTION
UNITS**



**DOOR TO DOOR
COLLECTION**



WE ARE DOING GREAT!

We are doing
great: we
separately collect
65% of waste!



LJUBLJANA IS A EU CAPITAL WITH THE LARGEST SHARE OF RECYCLED WASTE

PAPIR

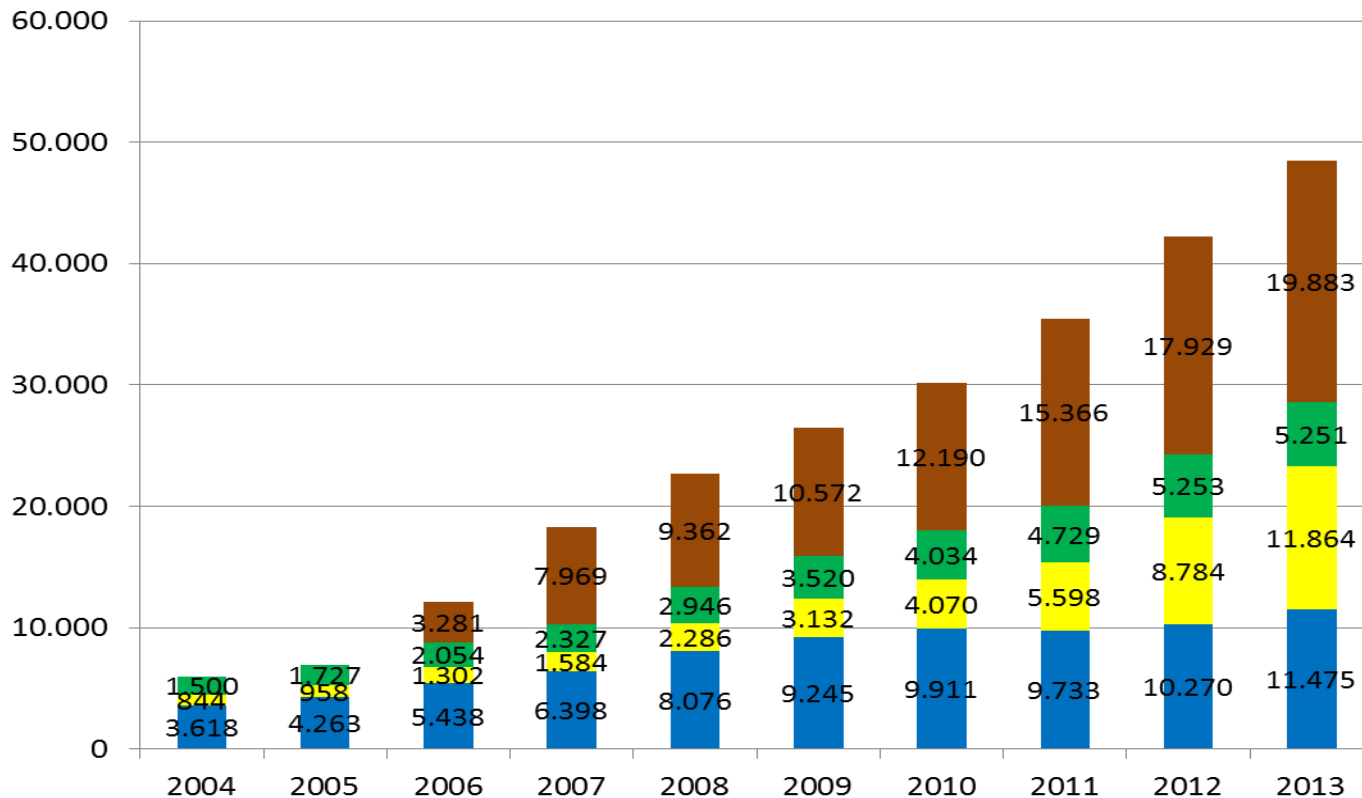


snaga

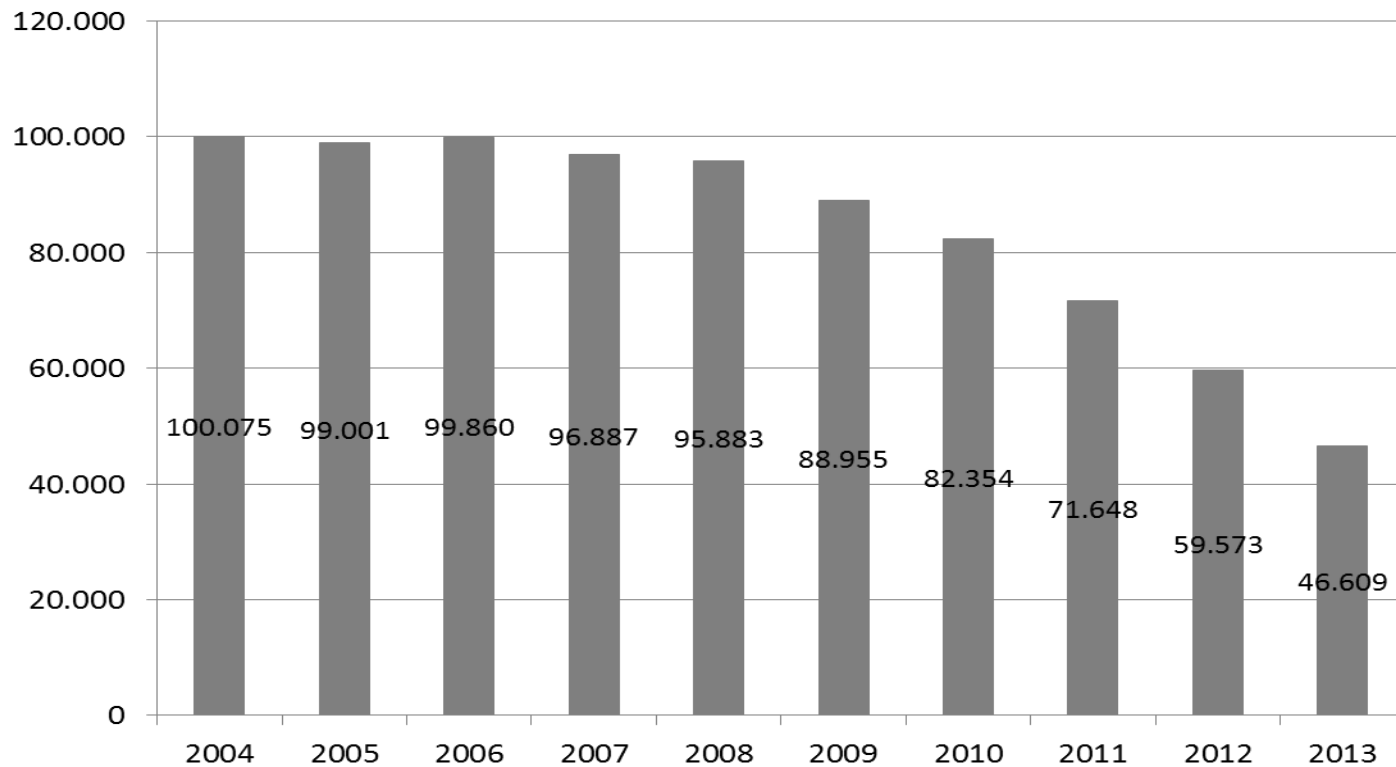


snaga

QUANTITY OF SEPARATELY COLLECTED WASTE



QUANTITY OF RESIDUAL WASTE



Municipal waste, 2012

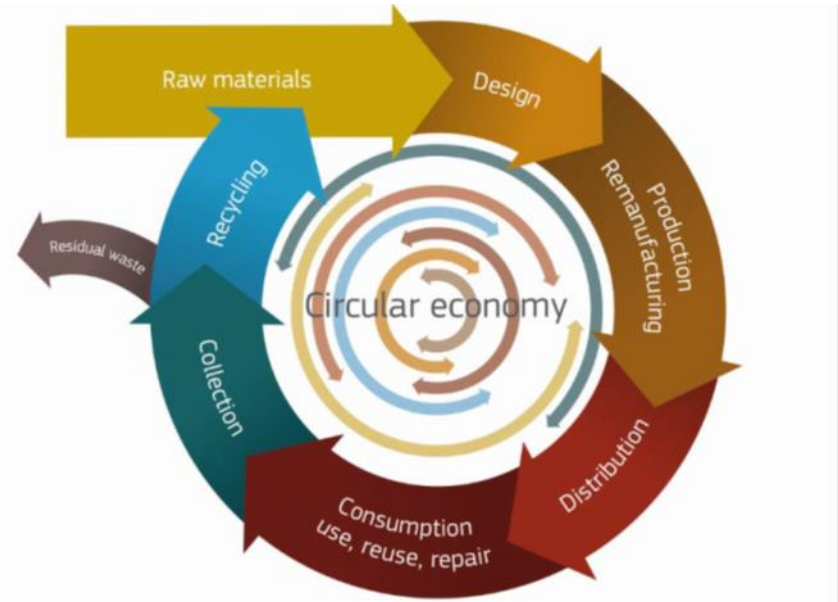
	Municipal waste generated, kg per person	Total municipal waste treated, kg per person	Municipal waste treated, %				
			Recycled & composted	Recycled	Composted	Landfilled	Incinerated
EU28	492	480	42	27	15	34	24
Belgium	456	458	57	36	21	1	42
Bulgaria	460	433	27	24	3	73	0
Czech Republic	308	308	24	21	3	57	20
Denmark	668	668	45	32	13	3	52
Germany	611	610	65	47	18	0	35
Estonia	279	220	40	34	6	44	16
Ireland	570	570	45	37	8	39	16
Greece	503	493	18	16	2	82	0
Spain	464	464	27	17	10	63	10
France	534	534	39	23	16	28	33
Croatia	391	381	16	14	2	85	0
Italy	529	523	38	24	14	41	20
Cyprus	663	663	21	12	9	79	0
Latvia	301	301	16	14	2	84	0
Lithuania	469	458	21	19	2	79	1
Luxembourg	662	662	47	28	19	18	36
Hungary	402	402	26	21	5	65	9
Malta	589	559	13	9	4	87	0
Netherlands	551	551	50	24	26	2	49
Austria	552	528	62	28	34	3	35
Poland	314	249	25	13	12	75	1
Portugal	453	453	27	12	15	54	20
Romania	389	313	1	1	0	99	0
Slovenia	362	301	47	42	5	51	2
Slovakia	324	313	13	6	7	77	10
Finland	506	506	34	22	12	33	34
Sweden	462	462	47	32	15	1	52
United Kingdom	472	465	46	28	18	37	17

THE FUTURE?

Boost **reuse and recycling** of municipal waste to a min. of **70%** by 2030.

Ban the landfilling of all recyclable by 2025.

Reduce **food waste** generation by 30% by 2025.



HOW TO TURN DISADVANTAGES TO ADVANTAGES?

PAPIR



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PAPIR

PAPER



snaga

LJUBLJANA ...

... adopted a
ZERO WASTE plan
and
become the first
EU capital in the
**Zero Waste
Europe network.**



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WHAT DOES ZERO WASTE STRATEGY ACTUALLY MEAN?

The local community is strengthening **the first three priorities** in waste management (prevention, re-use and recycling) and introducing **Re-design.**



WHAT DOES ZERO WASTE STRATEGY ACTUALLY MEAN?

Introducing local
solutions to

Redesign,
Reduce,
Reuse and
Recycle waste



WHAT DOES ZERO WASTE STRATEGY ACTUALLY MEAN?

The Zero Waste
initiative
stands for **zero
waste for landfills
and incineration
plants.**





KEY GOALS

ZW GOALS UNTIL 2025

Raising the **recycling** rate to **75%**.

Reduce the annual amount of **residual waste** per inhabitant to **60 kilo**.

Decrease the amount of **landfilled waste** to **30 kilo** per inhabitant.



GOALS UNTIL 2020

Merging
**sustainable
practices** with
business strategies
and focusing on
development of a
**sustainable
society.**



GOALS UNTIL 2020

Bring **all ten municipalities** where Snaga takes care of waste removal in **Zero waste Europe**.

Further the **separation of waste** in public areas, outdoor events and workplace.



GOALS UNTIL 2020

Reduce the quantity
of **waste food**.

**Extend the life
cycle** of objects.



LJUBLJANA

winner 2016



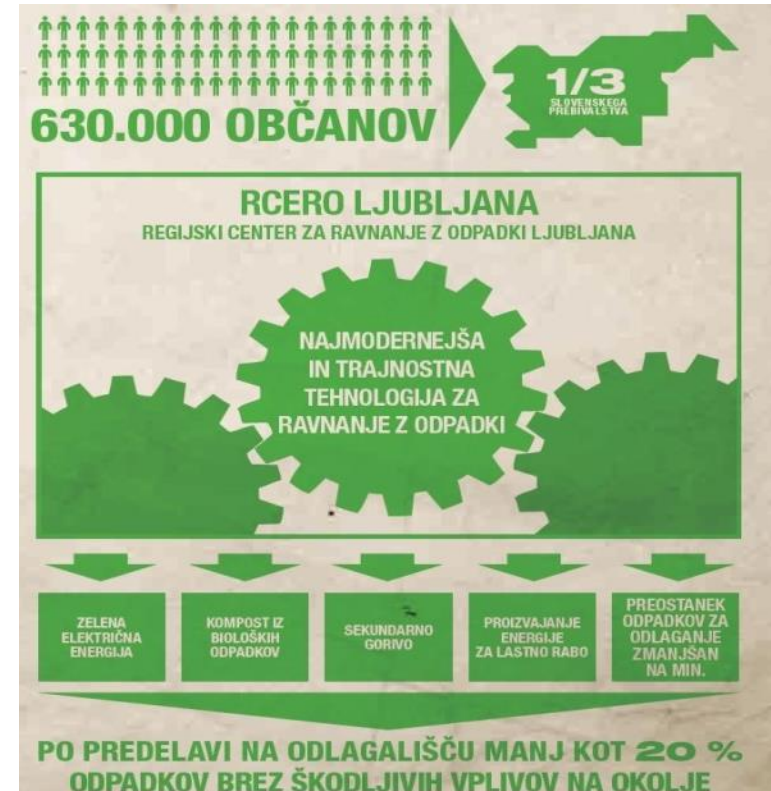
EUROPEAN GREEN CAPITAL

*An initiative of the
European Commission*



THE REGIONAL WASTE MANAGEMENT CENTRE LJUBLJANA

The biggest
Cohesion Fund and
environmental
project in Slovenia
(€155 million;
36 municipalities).





MECHANICAL-BIOLOGICAL FACILITIES FOR WASTE PROCESSING

1. Treatment of mixed household **residual waste** and waste from small businesses, service activities, etc.; 150,000 t/year.

2. **Refuse-derived fuel** (RDF); 60,000 t/year.

3. Treatment of separately collected **biodegradable household waste**; 21,000 t/year.



FROM AWARENESS RAISING TO STORYTELLING

In the past ten years Snaga has successfully educated citizens on how to recycle everyday items.

In **2013**

Snaga decides to move up the waste hierarchy from recycling to actively **promoting reuse and waste prevention.**

A black and white photograph of a gift wrapped in crinkled paper. A tag with the text "Season's Greetings" is attached to the gift. The background is dark and textured.

**MAKE AN IMPACT ON THE
BEHAVIOUR AND VALUES OF
CITIZENS**

ADDRESSING HEARTS AND MINDS WITH THE HELP OF THE MUSIC

Addressing people **reusing the song**
„Letiva“ (recorded in 1978), from the
legendary Slovenian singer Oto Pestner.





SOME RESULTS

THE SLOVENIAN ADVERTISING FESTIVAL (SOF) 2014 HAS PRESENTED THE INITIATIVE WITH TWO AWARDS, ONE OF THEM BEING THE AWARD FOR COMPREHENSIVE ADVERTISING CAMPAIGN



THE INITIATIVE WAS VERY WELL ACCEPTED AMONG CITIZENS AND SPERAD QUICKLY ON THE SOCIAL MEDIA ...

STA novice
@STA_novice

Following

Snaga Ljubljana oblikovala družbeno odgovorno pobudo Enkratno je stvari uporabljati večkratno

View translation

Reply Retweet Favorite More

1 RETWEET 2 FAVORITES

**Nina Cijan** via Snaga Ljubljana
večkrat uporabiti stvari je zakon!

**Oto Pestner** ponovno youtube
O iniciati večkratno

**Urska Lun** via Anja Ščuka
Oto Pestner: Letiva (video: Snagin manifest ponovne uporabe)
O iniciativ »Enkratno je stvari uporabljati večkratno« Enkratno je stvari uporabljati večkratno, je družbeno odgovorna iniciativa, katere ključni cilj je pr...

Share · December 20, 2013 at 4:19pm · 48

Jože Bojec likes this.

Jože Bojec Oto je carli
December 20, 2013 at 5:39pm · 1

Urska Lun a ne da je res
December 20, 2013 at 5:42pm · 1

Jože Bojec Ja zame,edna slovenska legenda v pravem pomenu besede!!
See Translation
December 20, 2013 at 5:43pm · 1

Urska Lun se strinjam!

**acetiński**
@acetiński

Follow

PODPIRAM. Enkratno je stvari uporabljati večkratno. youtube.com/watch?v=sbeSiK...

View translation

Reply Retweet Favorite More

11:49 AM · 21 Dec 2013

**Suzana Žbogar**
Big like!

**Ponovna uporaba**
Živim skladno s filozofijo ponovne uporabe.
S sodelovanjem v aplikaciji se potegujem za prav posebne izdelke iz ljubljanskega centra ponovne uporabe!

Like · Comment · Share · 16 minutes ago via Ponovna uporaba · 1

Moni Kramar likes this.

Moni Kramar Večkratna uporaba je zakon 😊
8 minutes ago · Like

Suzana Žbogar meče meče ... 😊 😊
5 minute

ceca_ceca 3w

**tisaneza, urukusaki**
ceca_ceca Roommate present
#forbestestroommate #otopestner #janethequeen #sostupidsohappy #roomie #roomiegift

**Snaga Ljubljana** shared a link.
January 20

Že pozabljena pesem Ota Pestnerja, ponovno hit!
<http://www.youtube.com/watch?v=pVyu-1nhp1g>
See Translation

**Oto Pestner: Letiva (video: Snagin manifest ponovne uporabe)**
O iniciativ »Enkratno je stvari uporabljati večkratno« Enkratno je stvari uporabljati večkratno, je družbeno odgovorna iniciativa, katere ključni cilj je pr...

Unlike · Comment · Share 29

You, Vanja Zimond, Kristina Sever, Nina Cijan and 214 others like this.

Katarina Jerenec Super je 😊
January 20 at 8:31pm · Like

Tone Umek A je Pestner sedaj pri Snagi .
See Translation
January 20 at 8:33pm · Like

Ludvik Hajdinjak snaga ga sponzorira na stara leta.ige je pa Aif?
See Translation
January 21 at 9:00am · Like

Snaga Ljubljana Ne, Oto Pestner ni pri Snagi. Sodelujemo z njim 😊
January 21 at 11:21am · Like · 2

Janez Jan Sekalski no ja...na Ra Slo1. program so jo kar pogosto predvajali vsa zadnja leta 😊 Pesem je pa vrhunska v vseh pogledih!!!
See Translation
January 21 at 11:55am · Edited · Like

Bojan De Reya Ima kdo besedilo?
See Translation
January 21 at 12:43pm · Like

Romano Stathis še vedno lepa...Naj bo tudi dan lep...❤️
See Translation
January 21 at 1:23pm · Like

... AND WAS VERY WELL PICKED AMONG GENERAL AND LIFESTYLE MEDIA AS WELL.

StoryStil ZAPOVED

STARE KOSE OBLAČI IN PREDMETE LAKO S KANČKOM DOMŠLIJE PREOBLIKUJEMO V MOODNE IN TRENDI KOSE

Enkratno je stvari uporabljati večkratno. To trdijo verjamejo v StoryStil, kjer so pred kratkim predstavili družbeno odgovorno iniciativo, s katero želijo preoblikovati predstavitelji filozofije ponovne uporabe in jih pokazati, da je ponovna uporaba zasnovana, ustvarjalna, predvsem pa skoraj prebivaljskega leta.



Barbara Turk, prapracunova modna oblikovalka in stilistka, je na dogodku predstavila ustvarjeni nakit, ki ga izdeluje iz odpadnih gumbar, ostankov iz drugih kosov oblačil. Na dogodku je predstavila tudi trendi soni, pri katerih je uporabila stare jare karizmatične iz drugih kosov oblačil.



V okviru iniciative je StoryStil v ljubljanskem Centru ponovne uporabe predložil množico dragocinskih, nekatere so modni stilisti in stilistke pokazali, kako lahko kreativno uporabimo stare kose oblačil in predmetov ter jih s kančkom domšljije preoblikujemo v modne in trendi kose.

ENKRATNO JE STVARI UPORABLJATI VEČKRATNO

To je družbeno odgovorna iniciativa, njim ključni cilj pa je širši javnosti predstaviti ponovno uporabo in trajnostno upravljanje odpadnih proizvodov, zmanjšati količino zasvojenosti hrane ter spodbuditi uporabo obstoječih stvari. Kjer jih družba najbolj potrebuje, Maribor je na pobudo javnega podjetja StoryStil, v 2014 pa bodo k sodelovanju povabili tudi druga lokalna podjetja. In iniciativa razširila na nacionalno ravni. Širši javnosti razlagajo tudi priložnosti, ki jih ponuja uporaba stvari, ki jih imamo doma, a ne moremo uporabiti. Maribor si prizadeva razširiti uporabo stvari, ki jih imamo doma, a ne moremo uporabiti. Maribor si prizadeva razširiti uporabo stvari, ki jih imamo doma, a ne moremo uporabiti.



PREVZETNOST & PRISTRANOST

VEDNO JE DOKAZANO, DA JE ENKRATNO VEČKRATNO

76cm

30€ 13€ 15€ 10€

MODA | ISPOVA | VEČKRATNO | OKROJ | VIDEO | BLOG | FASHION WEEK | BUS STYLE AWARDS

Unikatna novoletna smrečica iz odpadnega lesa

Nu Story je pred kratkim začel s pobudo Enkratno je stvari uporabljati večkratno.

Prva dejavnost v okviru pobude bo delavnica, na kateri bodo oblikovali in izdelali smrečice iz odpadnega lesa. Delavnice se jih bodo odvijale v prostorih, ki jih najprej obiščejo predvsem domači, ustvarjalci in ljubitelji odpadnega lesa.

Delavnice bo potekala 17. decembra ob 16.00 v Centru ponovne uporabe na Poti sv. Kiri 4 v Ljubljani.

Na delavnici bodo izdelali in oblikovali, kakšno smrečico bodo imeli na voljo in kako jo bodo izdelali. Na delavnici bodo izdelali in oblikovali, kakšno smrečico bodo imeli na voljo in kako jo bodo izdelali.



PARIZ

Elle Slovenija na tleh
Elle Slovenija na tleh
Elle Slovenija na tleh
Elle Slovenija na tleh
Elle Slovenija na tleh

Elle Slovenija na tleh
Elle Slovenija na tleh
Elle Slovenija na tleh
Elle Slovenija na tleh
Elle Slovenija na tleh

ENKRATNO VEČKRATNO

letiva

ENKRATNO VEČKRATNO

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ENKRATNO VEČKRATNO

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ENKRATNO VEČKRATNO

letiva

LEDKORNOČICE

ŠANŠO

LEDKORNOČICE

ŠANŠO

OPLA SVEŽITEV

stari predmeti, nostalgija, MAČNOST in barvita

PREBRAT

O KUHANJE

PSSST!

Če vam zmanjka darila, si pomagajte z novo spletno trgovino GIFTSHOP.SI




O KUHANJE

PSSST!

Če vam zmanjka darila, si pomagajte z novo spletno trgovino GIFTSHOP.SI





**RAISE YOUR VOICE
AGAINST FOOD WASTE**

RAISE YOUR VOICE AGAINST FOOD WASTE

Even though many organizations and institutions have started to raise awareness about how to reduce food waste they have not addressed the main reason behind the problem:

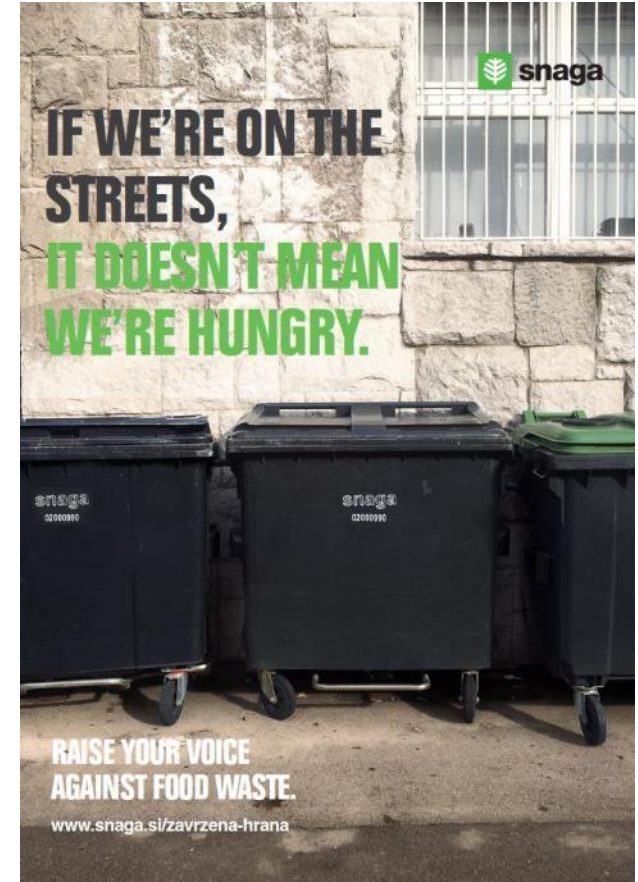
our relation to food and how to change it.

The aim of the initiative is to **change the relation and perception of food** so that it will again become an important value and thus reduce food waste.



A DIFFERENT APPROACH

The initiative addresses the problem of food waste by **giving voice to dustbins** that represent the one that know everything about what we throw away and also bad habits related to food waste.



SOME COMMUNICATION TOOLS

Series of surprising events that will happen in the urban area - **protest of dustbins** in the city center, speaking dustbins that will address people in the streets and intervention in front of the shopping mall.

Series of strong and inspirational videos (one including a dustbin blues).





TOGETHER FOR A BETTER
SOCIETY

Public service companies need to be **a role model** when it comes to changing consumer behaviour.

In order to involve all public service companies Chamber launched a campaign **Together for a better society**.

The first common action was launched as part of the European **Week for Waste Reduction**, which this year focuses on reduction of food waste.

SKUPAJ ZA BOLJŠO DRUŽBO



SLOVENSKA KOMUNALNA PODJETJA

We have put 82 kilogrammes of **food** products on display in front of municipal buildings to illustrate how much **food** is being wasted per Slovenian on average a year.



AN AWARENESS-RAISING ACTION FOR THE EU WEEK FOR WASTE REDUCTION 2014



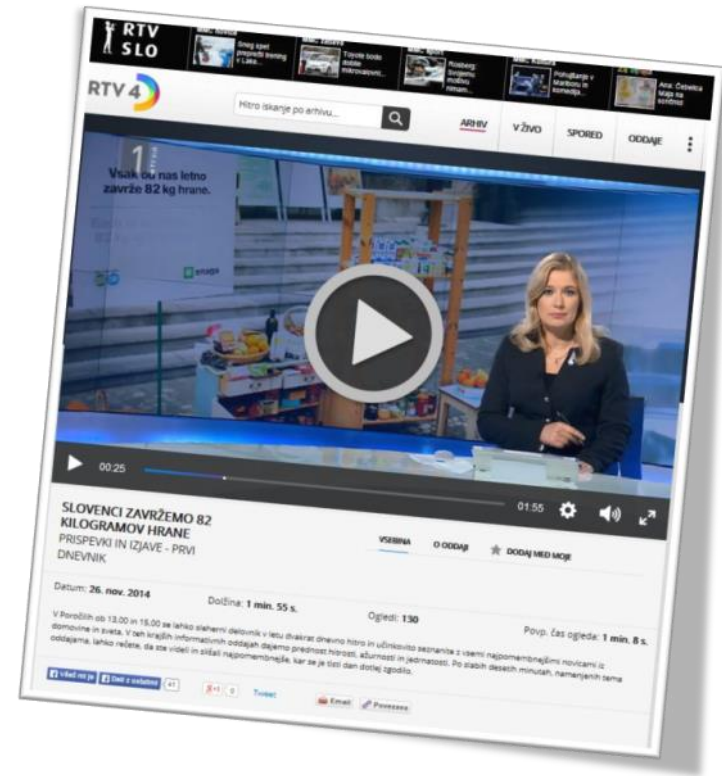
GREAT RESULTS

15 municipalities that together have 414.634 inhabitants (one fifth of the overall population in Slovenia)

A reportage in Delo, the main national daily news in Slovenia.

A TV coverage in the main informative evening news on the most viewed Slovene TV program.

News, reportages, interviews on the national TV&radio stations and on the most popular commercial and local stations as well.



AN AWARENESS-RAISING ACTION FOR THE EU WEEK FOR WASTE REDUCTION 2014







Always aim for the moon,
even if you miss,
you'll land among the stars.
