



Janko Kramžar
CEO

On our way to sustainable society



About Slovenia

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



An aerial photograph of a terraced vineyard in Slovenia, showing rows of grapevines carved into a hillside. The image is used as a background for the entire slide.

Facts about Slovenia

20,273 km²
in area

a population of
two million

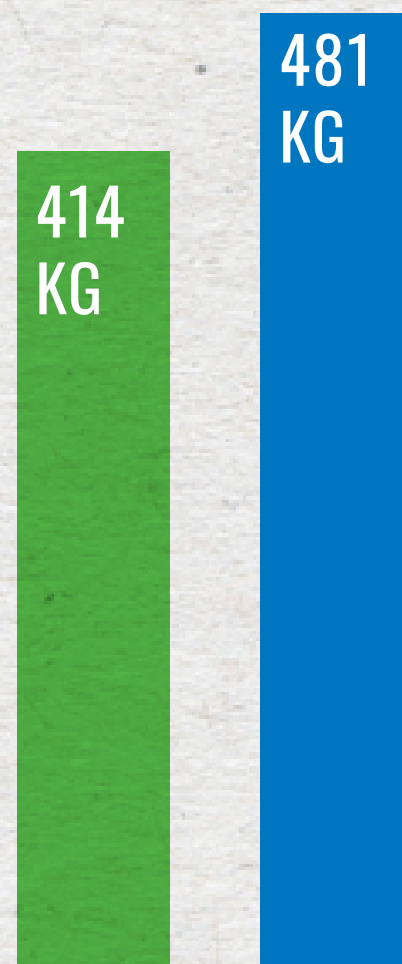
Maribor,
Slovenia's
second-largest
city, is home to
the oldest vine in
the world

over 60 world
records in ski
jumping and
ski flying have
been set in SLO
(Planica)

Slovenia and waste

EUROSTAT data 2013

MUNICIPAL
WASTE
GENERATED
PER PERSON



SLOVENIA

EU28



RECYCLING
RATE
THE
HIGHEST
RATE IN EU

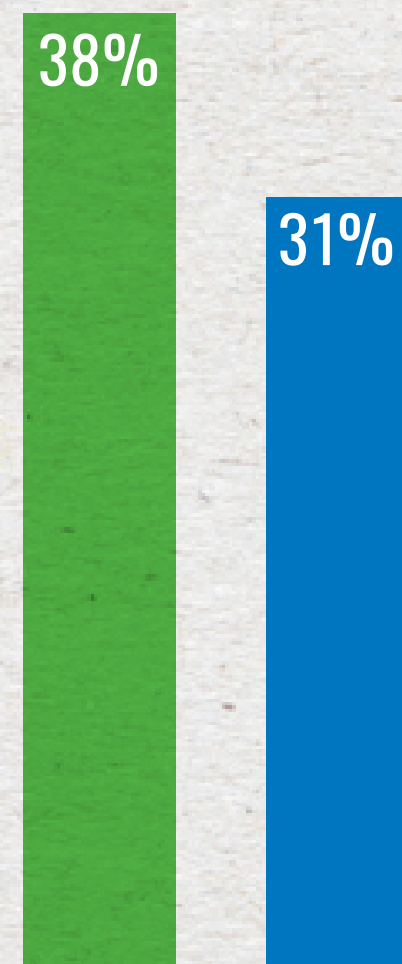


SLOVENIA

EU28



WASTE
LANDFILLED



SLOVENIA

EU28





Public Company Snaga,
The Largest Waste
Management Company
In Slovenia



**The
public
company
Snaga**

AREA SERVED

CITY OF LJUBLJANA AND NINE
MUNICIPALITIES IN THE VICINITY;
380.287 RESIDENTS

YEAR OF
ESTABLISHMENT

OWNERSHIP

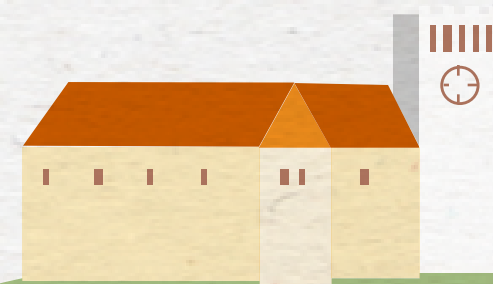
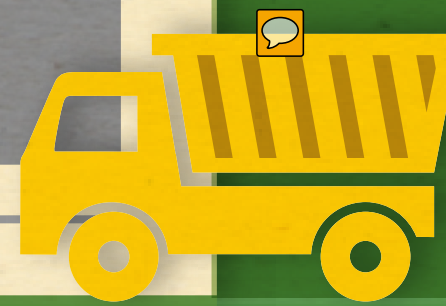
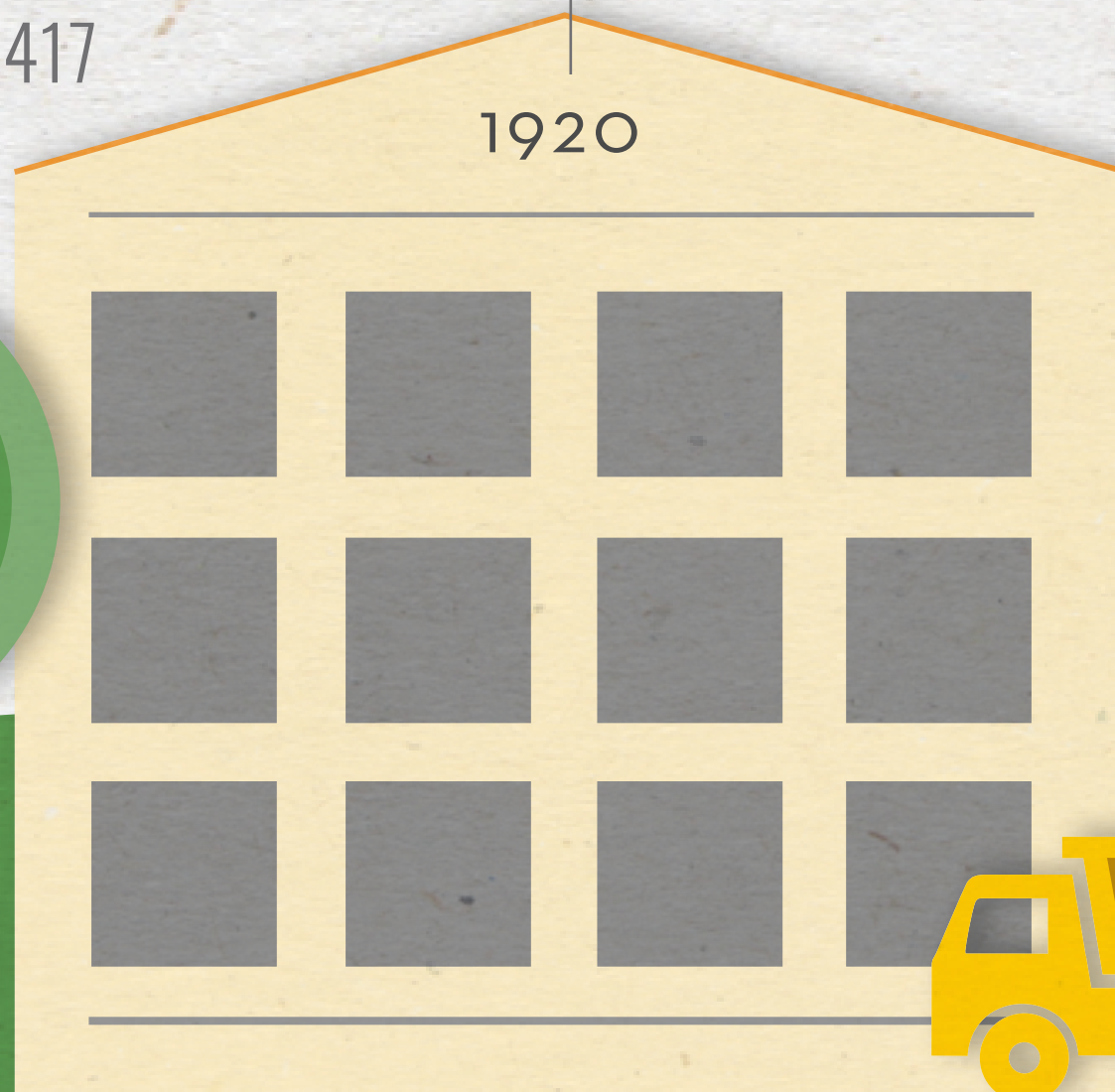
CITY OF LJUBLJANA AND SIX
NEARBY MUNICIPALITIES

EMPLOYEES

417

1920

TURNOVER
33 MIO EUR





The public company Snaga





**MAINTENANCE
OF GREEN
AREAS**

**MAINTENANCE
SERVICES**

PLACARDING

**COLLECTION
AND WASTE
REMOVAL**

**CLEANING
PUBLIC
AREAS**

**WASTE
DISPOSAL**

**PUBLIC
RESTROOMS**

**The
public
company
Snaga**

Waste collection

Ecological collection sites



**Waste
collection**

**Door
to door
collection**



**Waste
collection**

**Underground
collection
unit**



**We are
doing great!**

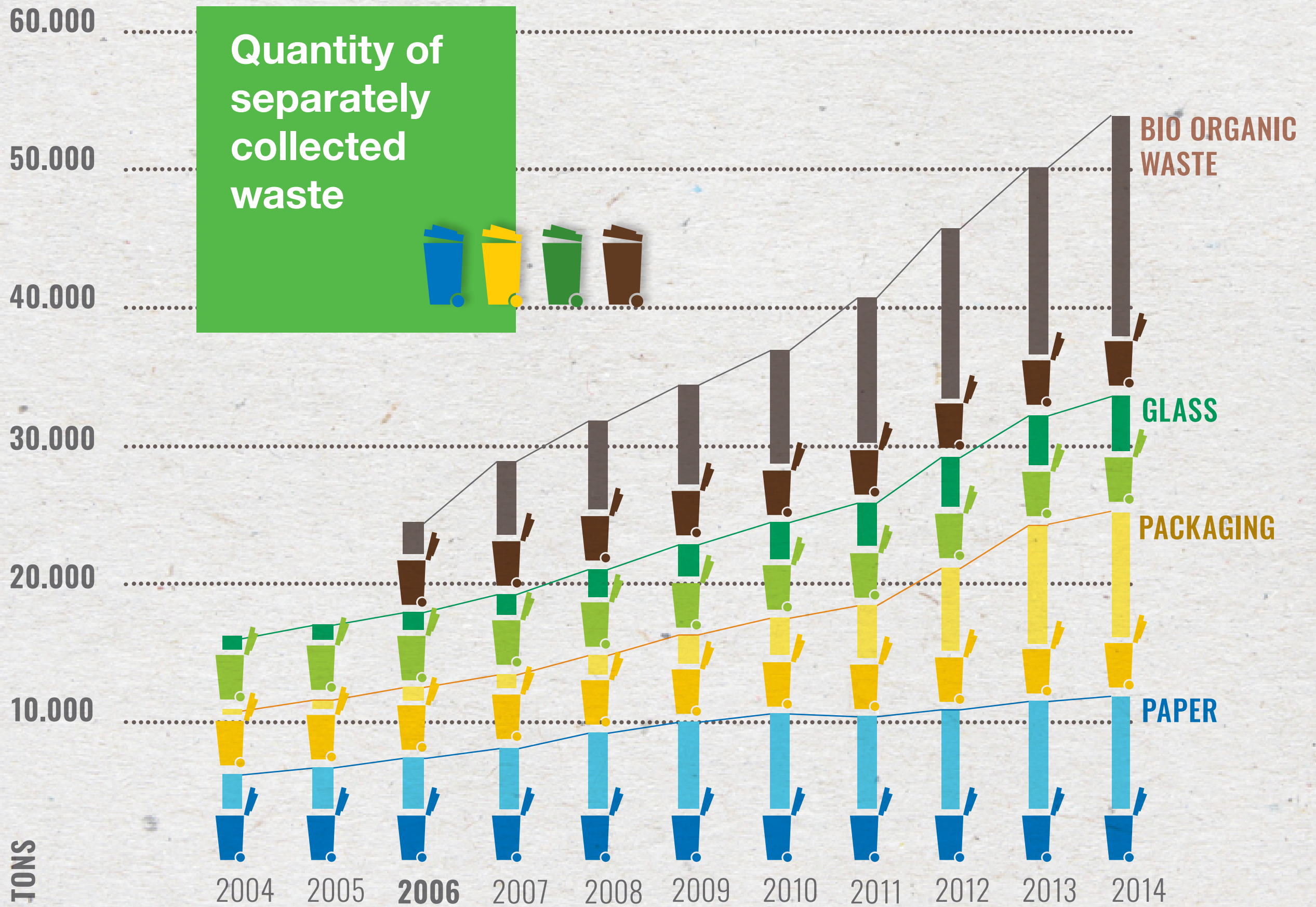
**in 2014 we
separately
collect 61%
of waste!**



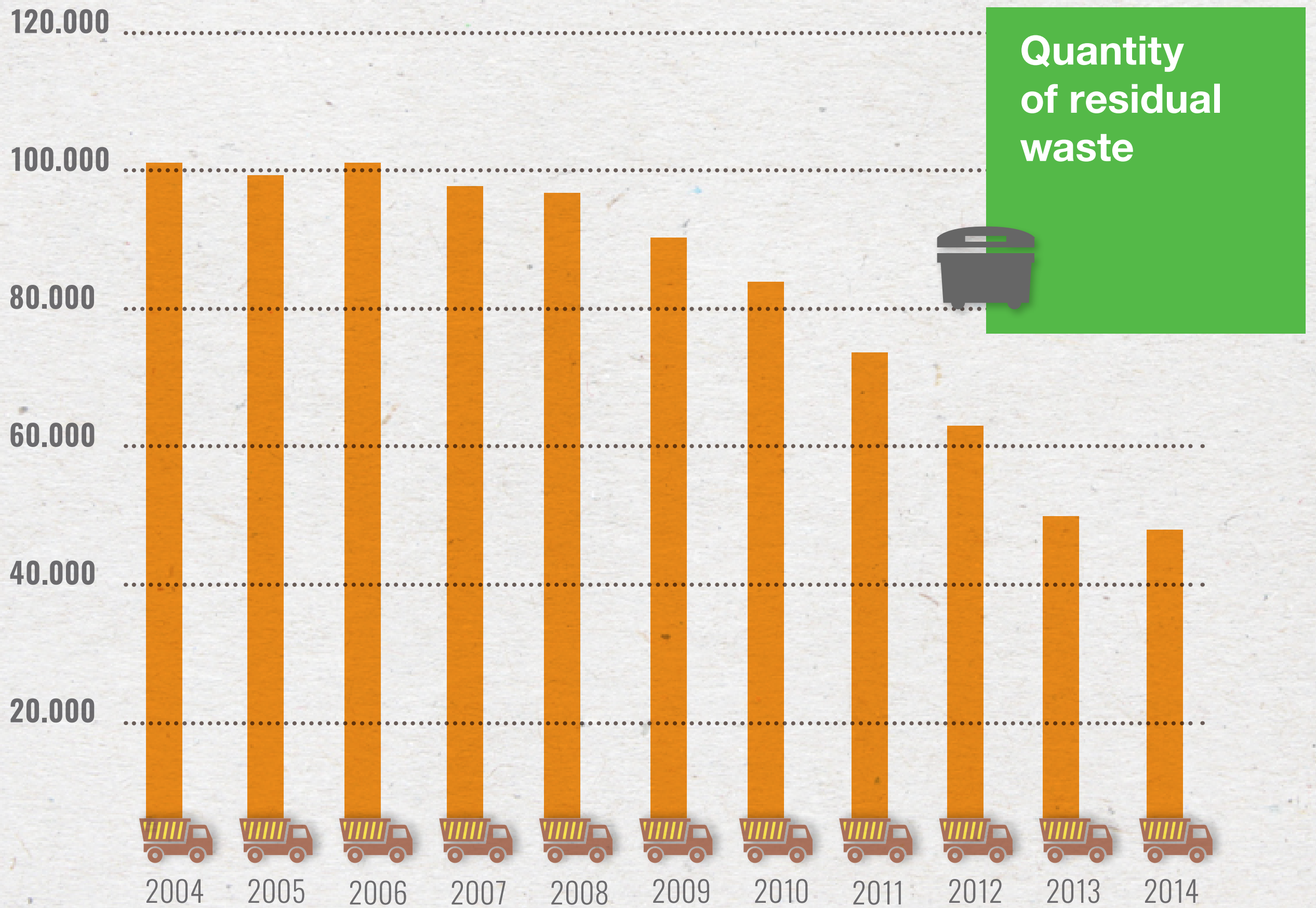


Ljubljana is an
EU capital with
the largest share
of recycled waste









In ten years the amount of separately collected waste has grown from **16 to 145 kg per capita**, meanwhile the material utilization of waste in 2014 has increased by **ten percent** in comparison with 2013.

SEPARATELY COLLECTED
WASTE



**In December
2014 we
proved that
separate
waste
collection
pays off**

Due to the increased share of separately collected waste and consequently smaller share of landfilled waste Snaga at end of 2014 to all of its users issued a credit note equivalent to the December invoice.



The regional Waste Management Centre Ljubljana

The biggest Cohesion Fund and
environmental project in Slovenia





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



**Regional Waste Management
Centre process biodegradable
waste and residual waste of at
least 37 Slovenian municipalities
that represent one third of the
country's population.**

How to turn disadvantages
into advantages?

Ljubljana was the only one among the 5 finalists for the European Green Capital 2016 without any incineration plant nor plan to build it.





**First European capital
to move towards**

ZERO WASTE

LJUBLJANA

winner 2016



EUROPEAN GREEN CAPITAL

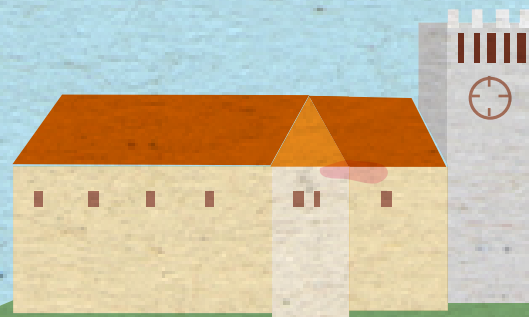
*An initiative of the
European Commission*



What does Zero waste strategy actually mean?

The local community is strengthening the **first three priorities** in waste management and introducing **Re-design**.

The future?



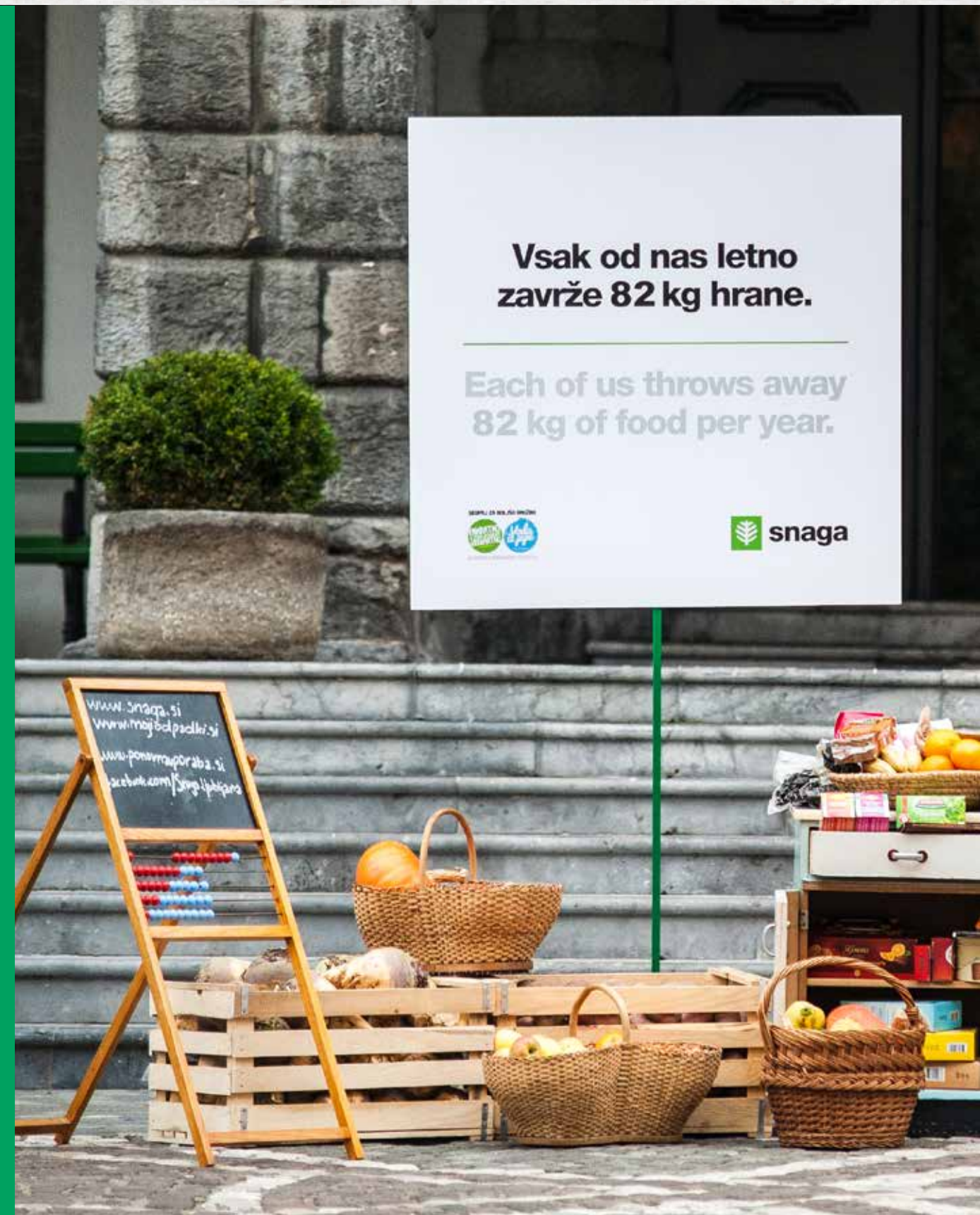
ZW goals until 2025

- Raising the **recycling** rate to **75%**.
- Reduce the annual amount of **residual waste** per inhabitant from 117 to 60 kilo.
- Decrease the amount of **landfilled waste** to 30 kilo per inhabitant.



Goals until 2020

- Bring all ten municipalities where Snaga takes care of waste collection in Zero waste Europe organization.
- Introduce the Zero Waste philosophy in public areas, events and workplace.



CSR campaign
Get Used To Reuse



Addressing citizens with the help of the music

Snaga is encouraging citizens to reduce the amount of waste they produce, promoting reduction, reuse and responsible consumption.

Addressing people **reusing the song** “Let’s fly” (recorded in 1978).




The Slovenian Advertising Festival (SOF) 2014 has presented the initiative with two awards, one of them being the award for comprehensive advertising campaign



CSR campaign

**Raise Your Voice Against
Food Waste**



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.



05000210



snaga

Dustbin protests

Dustbins protesting:

- in the city centre,
- in parks,
- in all Ljubljana's markets,
- at local community events ...





CSR campaign
**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.**

SKUPAJ ZA BOLJŠO DRUŽBO



SLOVENSKA KOMUNALNA PODJETJA

The first common action

Was part of the **European week for waste reduction.**

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



The second common action

In order to promote more responsible, critical and sustainable consumption we have put on display 10 kilograms of still useful items that often end up as waste.



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.

Great results



**WE HAVE LEARNED HOW IMPORTANT
PATIENCE AND PERSISTENCE ARE.
OR LIKE EINSTEIN SAID ...**

IT'S NOT THAT I'M SO SMART, IT'S JUST
THAT I STAY WITH PROBLEMS LONGER.





www.snaga.si

www.mojiodpadki.si

www.ponovnauporaba.si



 /SnagaLjubljana 

 /Snaga_reuse

