



Jože Gregorič,
project manager

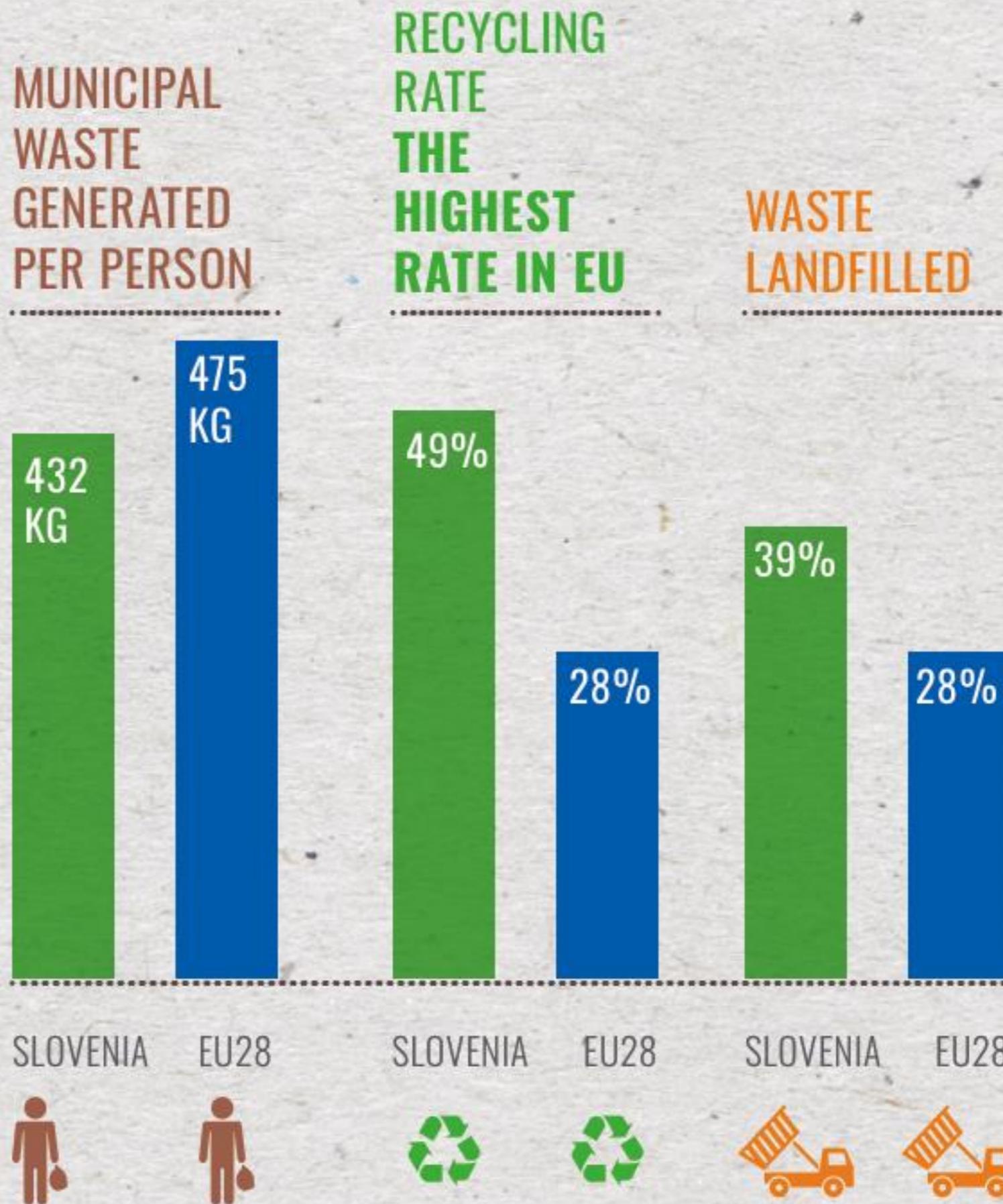
Waste management
company Snaga
Ljubljana

On our way
to sustainable society



Slovenia and waste

EUROSTAT data 2014





Public company Snaga,
the largest waste
management company
in Slovenia

**The
public
company
Snaga**

AREA SERVED

CITY OF LJUBLJANA AND TEN MUNICIPALITIES IN THE VICINITY

YEAR OF
ESTABLISHMENT

1920

TURNOVER
35 MIO

OWNERSHIP

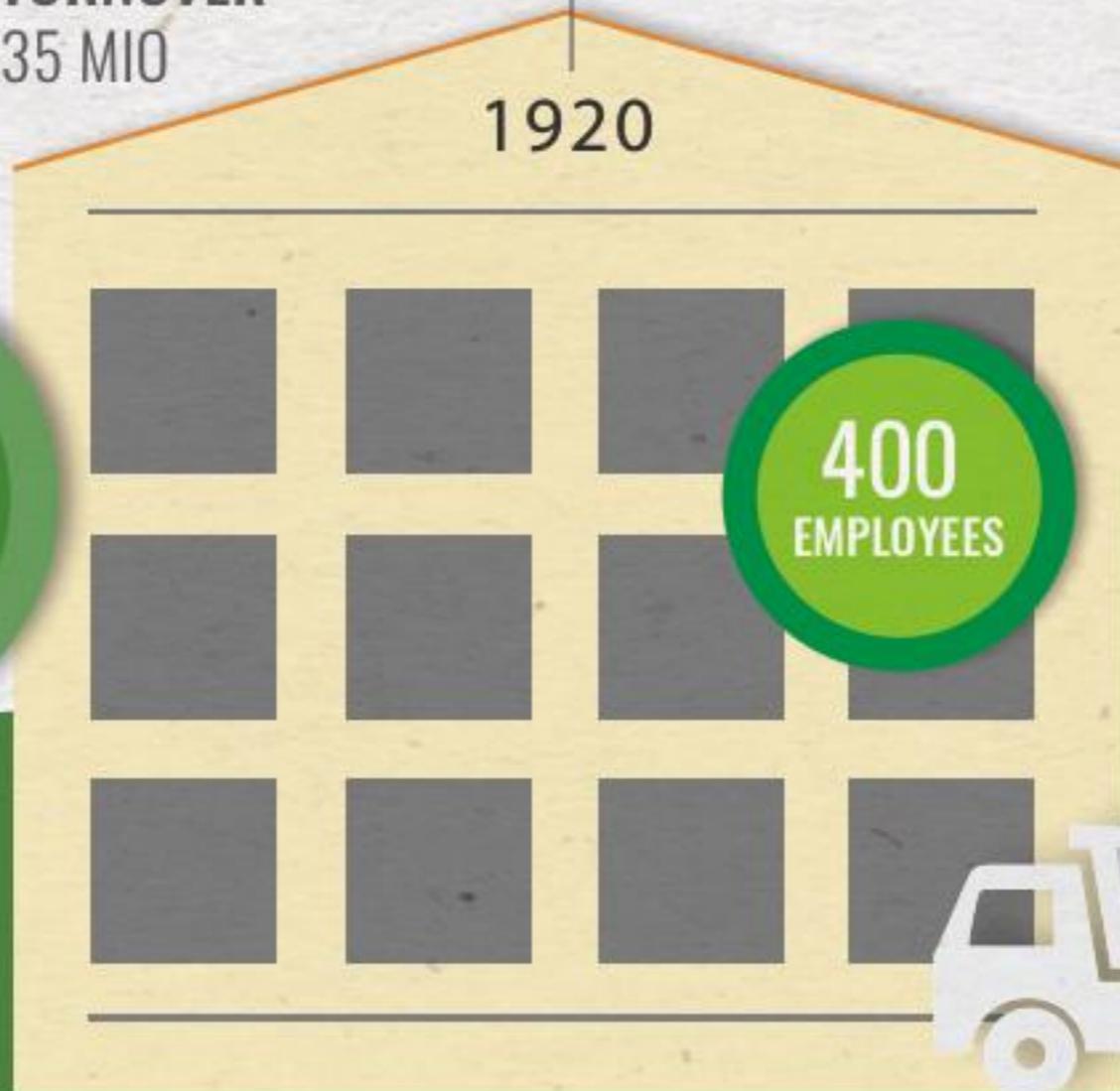
CITY OF LJUBLJANA AND SIX
NEARBY MUNICIPALITIES

**NUMBER
OF BINS**
138.686

**400
EMPLOYEES**

**390.438
RESIDENTS**

**153.378
HOUSEHOLDS**



We are
doing great!

In 2015 in
Ljubljana we
separately
collect 65% of
waste!





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



LONDON



LJUBLJANA



PARIS



BRUSSELS



BERLIN



ROME

2015 analysis made by independent research institutes from Copenhagen and Munich commissioned by the European Commission showed that Ljubljana achieved **the highest share of separately collected waste.**

According to the study, Ljubljana ranked among top three ten times and in the final scale took the first place, followed by Tallinn and Helsinki.



LONDON



LJUBLJANA



PARIZ



BRUSELJ



BERLIN



RIM



**First European capital
to move towards**

ZERO WASTE

LJUBLJANA

winner 2016

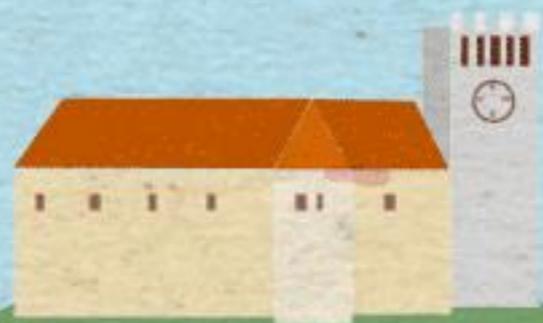


EUROPEAN
GREEN CAPITAL

*An initiative of the
European Commission*



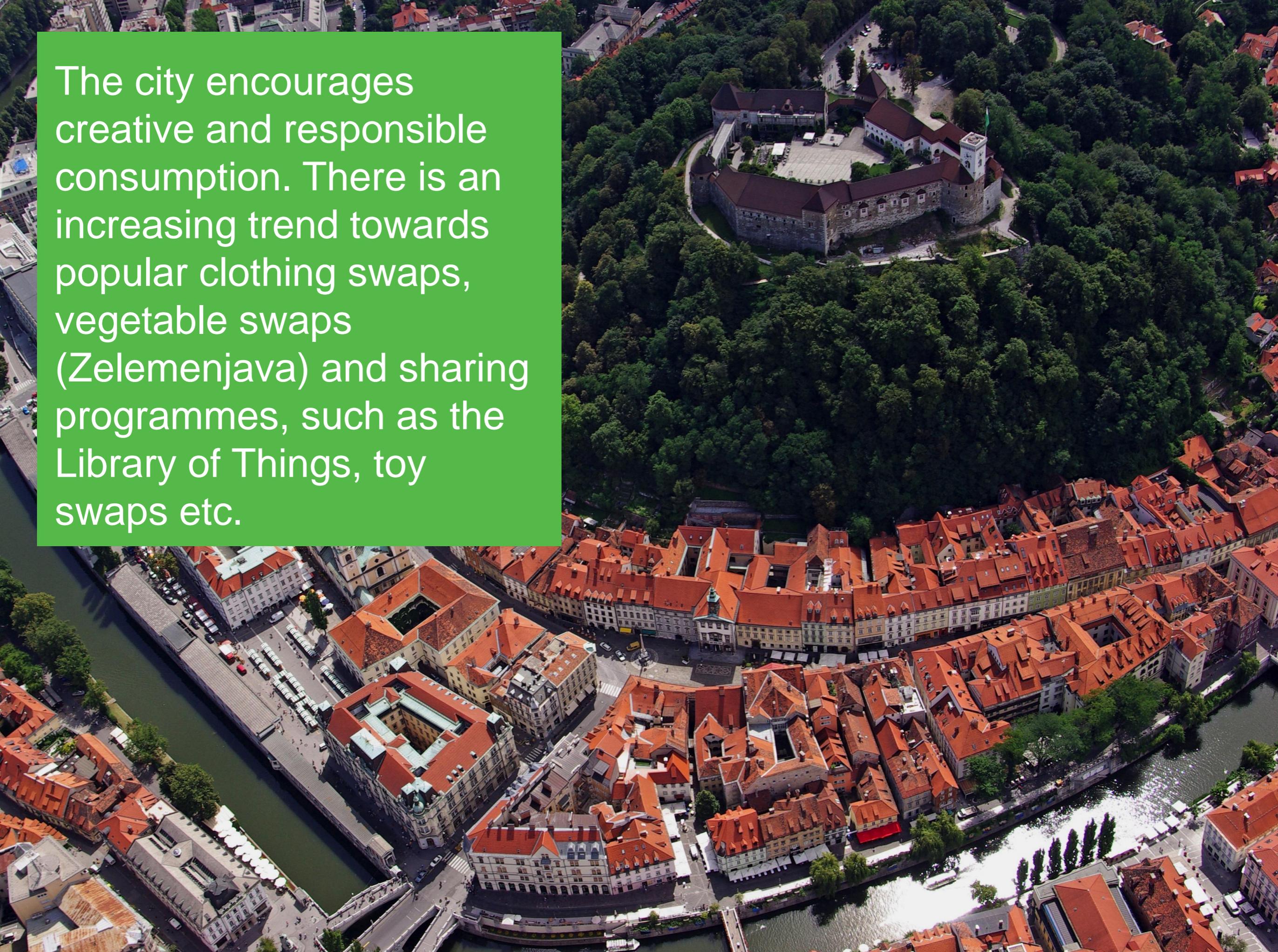
Our future?



**To play a vital role in helping
achieve sustainable society
and more responsible
consumerism**

The Ljubljana Reuse Centre

The city encourages creative and responsible consumption. There is an increasing trend towards popular clothing swaps, vegetable swaps (Zelemenjava) and sharing programmes, such as the Library of Things, toy swaps etc.





The Ljubljana Reuse Centre, with sewing room and workshop/repair room, opened its doors in November 2013.



snaga





Visiting the shop is reminiscent of a stroll through a tastefully furnished bourgeois apartment, except that the carefully selected, well preserved and very useful items carry a ticket with a symbolic price.



Every day at least 130 objects get a new owner, from cups and kick scooters to ties and sofas.



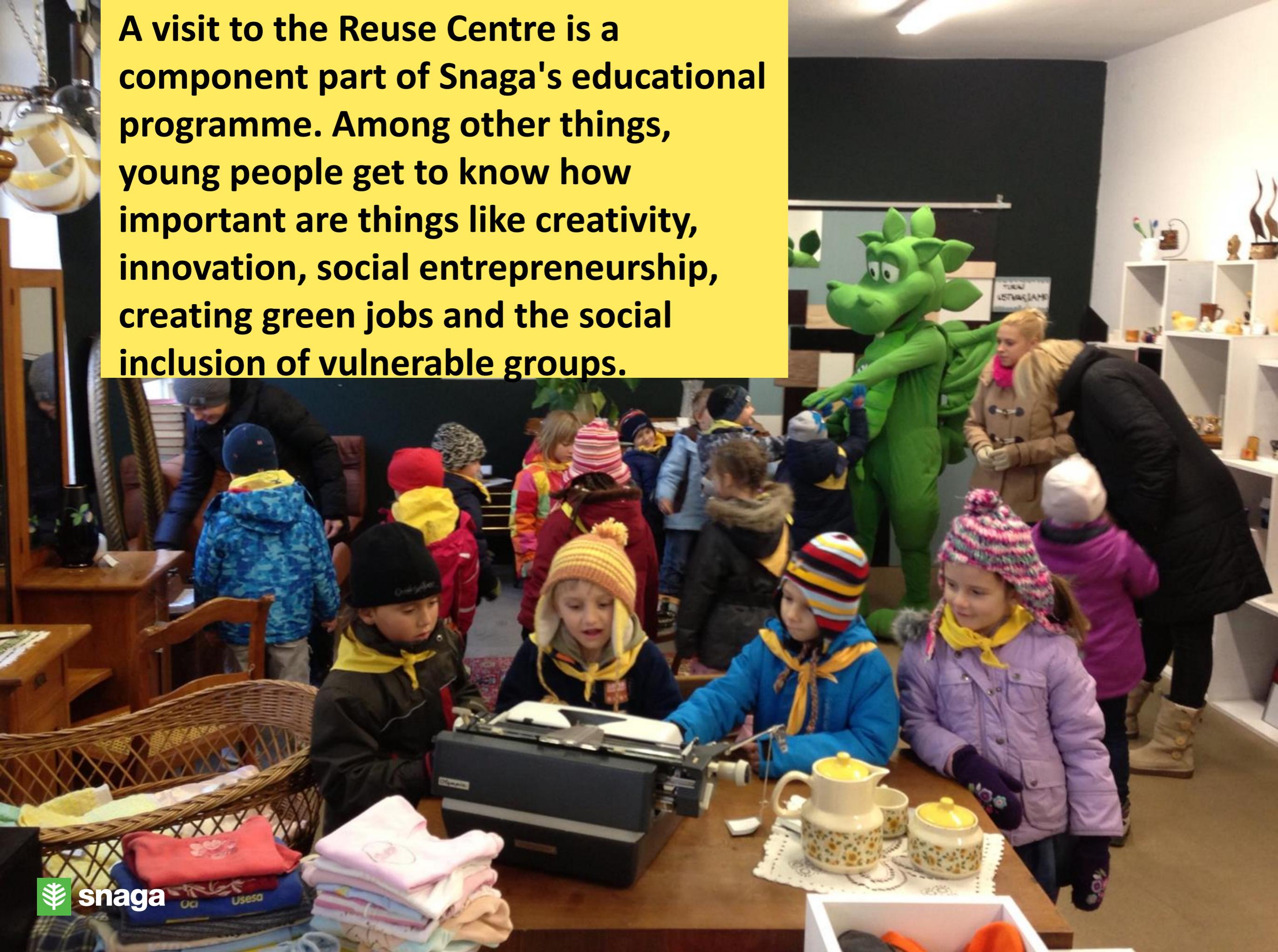
A perfect balance between price and quality can be achieved buying second hand, and buying used goods enables cheaper shopping in which we are not involved in the exploitation of labour.





Moreover, reuse is an important contribution to the realization of social entrepreneurship. It stimulates the production of local jobs in deficit areas and allows for the promotion of craft professions which are in Slovenia almost extinct.

A visit to the Reuse Centre is a component part of Snaga's educational programme. Among other things, young people get to know how important are things like creativity, innovation, social entrepreneurship, creating green jobs and the social inclusion of vulnerable groups.



Some other examples of
Ljubljana's good practice

Promoting reuse at workplace: a hallway in our administration building (using ,real‘ glasses and cups, drinking tap water ...).



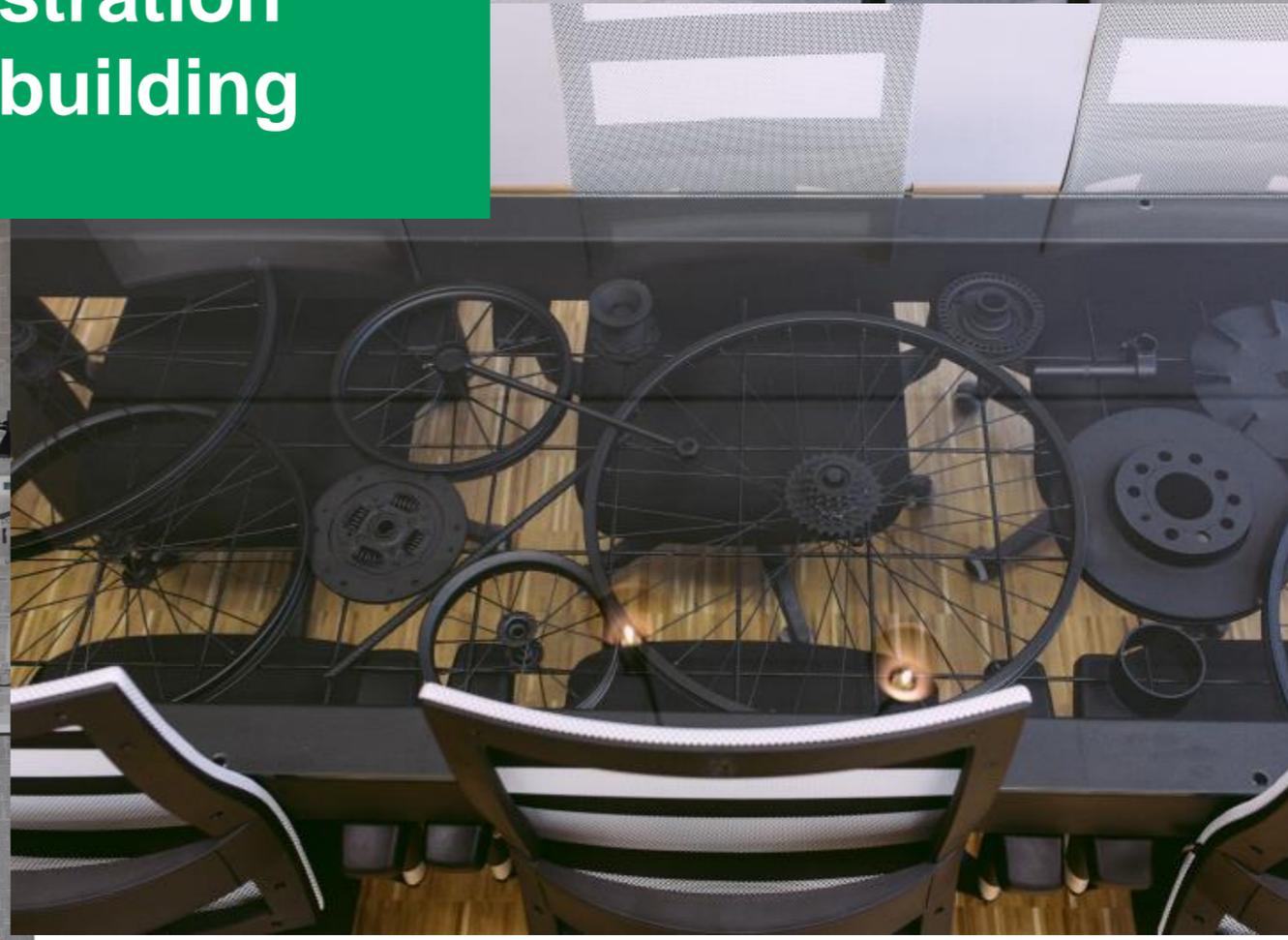
The Regional Waste Management Centre Ljubljana

The biggest Cohesion fund and environmental project in Slovenia





Interior of the administration building





Promoting reuse in Snaga's house in Minicity Ljubljana. It is a creative city in miniature for children showcasing diverse occupations and activities that are part of our daily lives.



First Slovenian Library of Things

The rental system is similar to the standard library





Snaga's 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).





Snaga's CSR campaign
**Responsible and ethical
consumerism**

The true price of fast fashion

(sensitization
and motivation
campaign
together with
numerous
NGO's and
organizations)





Nonprofessional models wearing their own socially responsible clothing

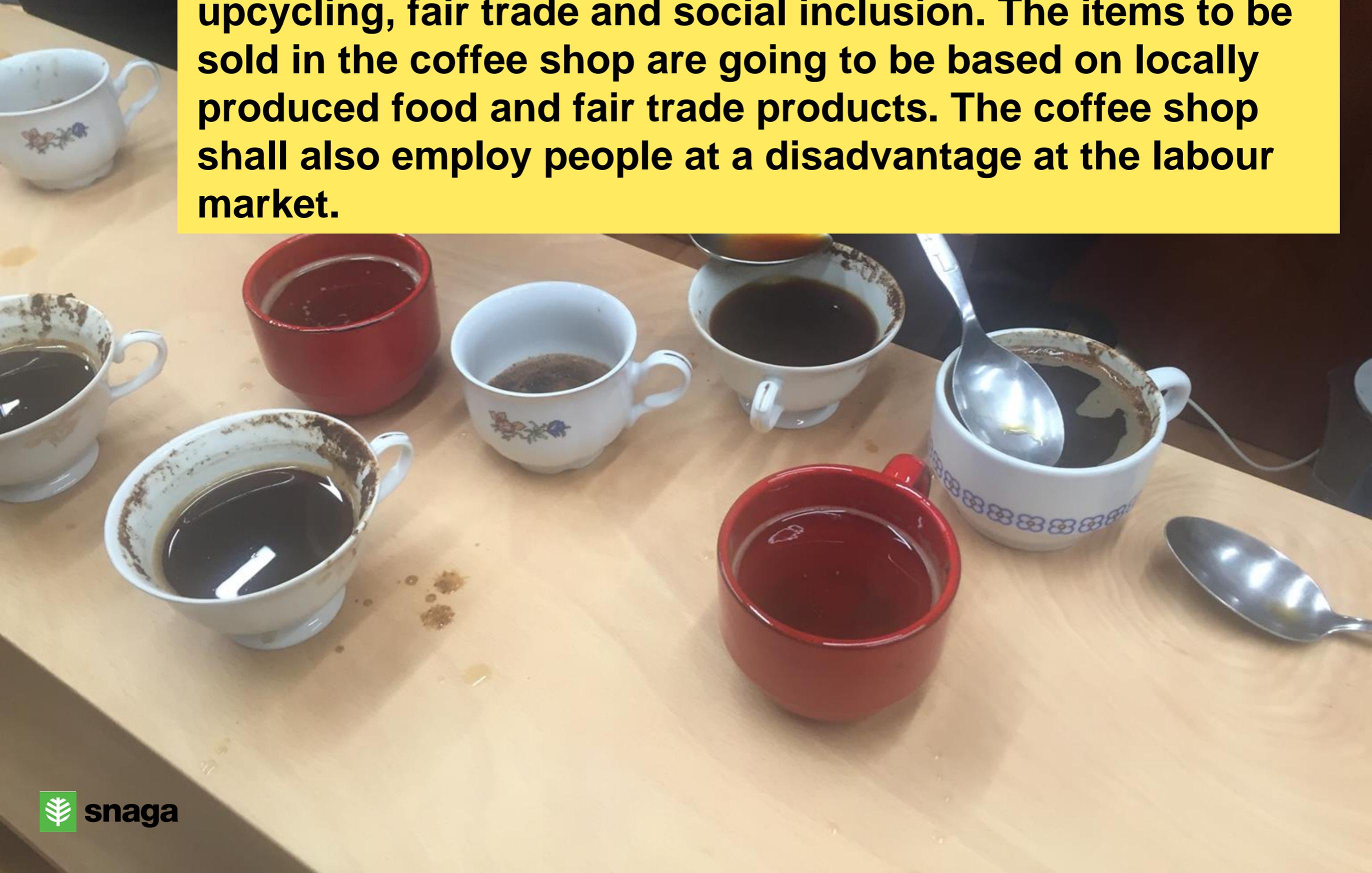


In 2016 Snaga is planning to open an alternative shopping centre in the heart of the city

The first Slovenian shop without packaging, rental shop and multipurpose coffee shop – enabling sustainable consumer experience in one place. The first Slovenian packaging-free shop is going to sell different grains, dried fruits, herbs, pasta, soap, oil, legumes, rice, coffee, cocoa...



A multipurpose coffee shop is going to be housed under the same roof operating on the principles of reuse, upcycling, fair trade and social inclusion. The items to be sold in the coffee shop are going to be based on locally produced food and fair trade products. The coffee shop shall also employ people at a disadvantage at the labour market.



**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



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