



ANNUAL REPORT

of the Producer Responsibility Organization

2024





Dear partners of the PRO NATUR-PACK,

The year 2024 was marked by important legislative changes and upcoming new obligations for producers as well as for local governments.

Topics such as packaging sustainability, eco-modulation and ESG were discussed; the Regulation on packaging and packaging waste, commonly known under the abbreviation PPWR being the most extensively analysed.

Our pro-client and professional way of communication, in parallel with active cooperation with the producers, advisory and educational activities have borne fruit by the end of 2024. We have gained trust of more than three hundred new clients – their total number already exceeding 8 500. From January 2025, we have become a larger and stronger organization again. With the increasing size, also higher responsibility comes. We currently have the greatest influence on the level of separation and recycling of municipal waste in Slovakia.

We would like to thank all our clients for their trust and all partner municipalities and collection companies for their excellent cooperation.

RNDr. Michal Sebíň, PhD.

Director





**Recognized
professional
capacity**

 Žilina

 Trenčín

 Banská
Bystrica

 Hlohovec

 Levice

 Bratislava



**PRO,
which has long
been trusted
by the most clients
in Slovakia**





**Regional coverage
– headquarters
and 8 branches**



 Prešov
 Rožňava  Košice

**Partner
of the unique
eco-educational
projects**

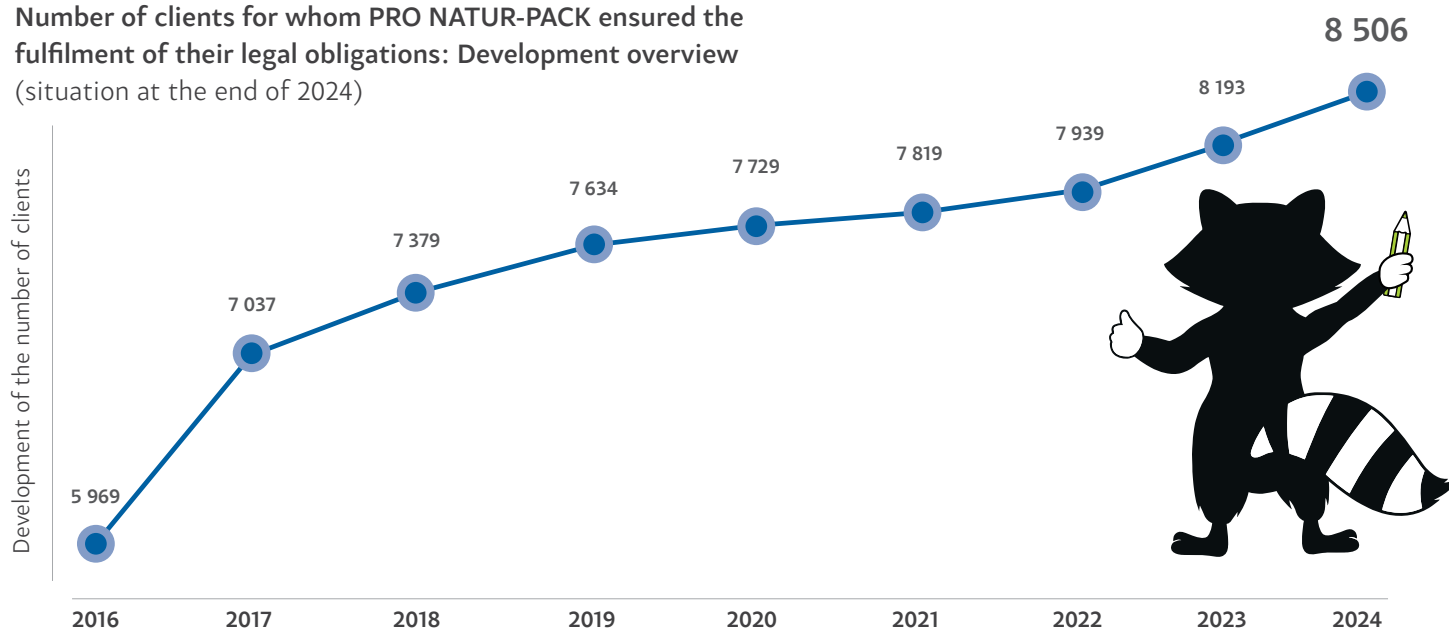


NATUR-PACK FOR CLIENTS



| Client type | 2016 | 2017 | 2018 | 2019 | 2020 | 2021 | 2022 | 2023 | 2024 |
|---|-------|-------|-------|-------|-------|-------|-------|-------|-------|
| Clients – packaging | 5 975 | 7 038 | 7 289 | 7 537 | 7 604 | 7 698 | 7 784 | 8 042 | 8 355 |
| Clients – non-packaging products | 1 180 | 1 346 | 1 262 | 1 295 | 1 291 | 1 288 | 1 271 | 1 309 | 1 346 |
| Clients – electric and electronic equipment | 564 | 625 | 611 | 639 | 658 | 692 | 724 | 781 | 875 |
| Clients – batteries and accumulators | 203 | 216 | 221 | 231 | 236 | 243 | 262 | 312 | 377 |

Number of clients for whom PRO NATUR-PACK ensured the fulfilment of their legal obligations: Development overview
(situation at the end of 2024)





🌀 In 2024, our clients had a team of our sales department available not only at the headquarters in **Bratislava**, but also at branches in **Trenčín, Hlohovec, Levice, Banská Bystrica** and **Prešov**.

🌀 In 2024, we continued to produce videos on our YouTube channel **NATUR-PACK for clients**. Thanks to specially targeted spots, our team managed to reach hundreds of companies being unaware that they were producers within the meaning of the Waste Act, and thus did not contribute to the Extended Producer Responsibility System. Thanks to this, we have become a market leader that actively contributes to a fairer distribution of the separate collection costs, fully financed by the PRO clients.

🌀 Inspiring examples of **good practice from our clients**, which we processed in the form of interesting video reports, also attracted great attention.

🌀 Since June 2024, we have been regularly preparing **NATUR-PACK News** for our clients. A summary of the TOP activities from our organization is sent via email each month and is also available on our website. During the reporting period, we also launched a new subpage called **Library for Producers**, which serves as a practical source of information in the field of circular economy. It contains selected documents focused on ESG, European legislation, and waste management. The page is continuously updated with additional expert materials.

🌀 In autumn 2024, following a break of several years, we once again organised a series of in-person **seminars for our clients**, held across four regional capitals: **Bratislava, Banská Bystrica, Žilina, and Prešov**.

🌀 In the period in question, we updated the **Instructions for completing the reports** and continuously added other useful materials (presentations, information videos, webinars), which are available for each of our clients in the client zone at www.naturpack.sk.

🌀 We have actively defended the interests of our clients also thanks to our active membership in several unions and associations (Waste Industry Association, SOPK, Association of Commerce SR, SATEX, platform Circular Slovakia). We have also become one of the founding members of the **Alliance for Packaging Recycling**, which, among other things, deals with fundamental issues regarding the sustainability of packaging.



COMMUNICATION WITH PROFESSIONAL PUBLIC

In 2024, we also actively participated and lectured at various forums, for example on the topic of **ecomodulation** at the Waste and Environment 2024 conference, **textiles** at the Waste 2024 conference, or the **EPR issues** at the Waste Management 2024 conference. We were again part of the expert jury in the Czech-Slovak Packaging of the Year competition in Prague and several discussion forums at home and abroad. In addition to training for our clients, we were also part of seminars for various associations and chambers, where we mainly focused on the draft European Packaging Regulation.

We collaborated on the preparation of a unique guide *Packaging Designs for Recycling*, which deals with the recyclability of packaging and which can be an excellent tool for manufacturers in finding the right combination of materials for their packaging.

NATUR-PACK and legislation

In 2024, there were no changes to the Slovak legislation on Extended Producer Responsibility. During the year, some obligations with deferred effect began to apply, such as the obligation to attach a lid to beverage containers, provisions regarding certain single-use plastic products, or the gradual introduction of battery obligations from the Regulation on Batteries and Waste Batteries. A new Decree of the Ministry of the Environment of the Slovak Republic No. 89/2024 on the registration obligation and reporting obligation was approved, but it will only apply from 2026. **At the European level, a regulation on packaging and packaging waste, the so-called PPWR, was approved**, which will replace the currently valid Directive on Packaging and Packaging Waste in the coming years.

As PRO NATUR-PACK, we joined the working group of the Ministry of Environment of the Slovak Republic for the preparation of the **Strategy and Action Plan for Waste Management**, focused on the preparation of national measures. It concerned several national documents such as the Waste Management Program of the Slovak Republic or the Waste Prevention Program of the Slovak Republic. We regularly monitor developments on the legislative scene and we are actively involved in the formation of legislation – either directly or through unions and associations.

Consulting activities and audits

We are always available to our clients with professional advice, including audits carried out directly at the client's premises or by representing them during reviews by the Slovak Environmental Inspection. We carry out our legal obligation – verifying the accuracy of the data provided by represented manufacturers – either by correspondence or directly physically at the manufacturer. In 2024, we carried out inspections at more than 550 manufacturers. The audit at the manufacturer also includes, of course, **consulting services** regarding the obligations and correctly set internal records, thereby trying to prevent any shortcomings. For our partner cities and municipalities, we regularly issue and update professional manuals focused on waste prevention and the principles of proper separation.

NATUR-PACK IN THE REGIONS

Number of municipalities, inhabitants and partner collection companies as of 31 December 2024:

Number
self-governments

929

Number of inhabitants
in contracted
self-governments

2 188 463

Number of partner
collection companies

57

Our teams of regional managers were available to the partner self-governments in 2024 at the headquarters in **Bratislava**, as well as at branches in **Žilina, Hlohovec, Rožňava, Košice** and **Prešov**.

In 2024, we financed almost **4 billion liters of collection capacity** in our contracted self-governments.

In cooperation with collection companies and self-governments, we carried out **10 analyses** of separated waste components in selected partner municipalities in 2024. In total, we have already carried out **150 analyses**. Their aim was to verify the purity of the contents of the collection containers, as well as the ratio of packaging waste to non-packaging waste contained. **Our analyses are a source of otherwise unobtainable and extremely valuable data.**

Our information portal for partner self-governments **HOW TO SEPARATE** (www.akotriedit.sk) continued to help with proper separation in 2024. It has become a helper for residents of our partner municipalities. They can easily check the separation system in their municipality and, if interested, can quickly access other tools dedicated to proper waste separation and waste prevention, including the electronic manual **Alchemy of Municipal Waste Separation**.

In the period under review, the NATUR-PACK team continued successful educational activities, including training at the **KOLO Reuse Center in Bratislava** and together with the **Administrator of the Deposit System** with the original educational program **COLLECTION YARD** with Braňo Jobus. We also continued our cooperation with the **KOSIT** Environmental Education Center. We launched new activities in cooperation with the **CIRCULUS** educational center of the **ECOREC** company, and we became an active part of the **ZMOS Deposit and Sorting School** platform.

In 2024, we published **5 sets of educational activities** on our website (www.naturpack.sk, section *Downloads – Documents MUNICIPALITIES*), which we regularly prepare for our partner self-governments. They contain a number of our original educational reports and articles, as well as downloadable materials that can be used in schools, leisure centers and households.



NATUR-PACK

FOR PUBLIC



NATUR-PACK for public

In 2024, 111 reports and information videos were added to our YouTube channel **NATUR-PACK for public** with a total of more than **4 million** new views. The YouTube channel NATUR-PACK for public continues to be the only YouTube channel in Slovakia with regular reports on the waste issues. It has already received several prestigious awards for its contribution to the raising awareness about waste (2020, 2022).

The most popular are still the reports on waste recycling, which we prepare as part of the **“MIESTA PREČ”** initiative. In 2024, a series of reports produced by the largest Slovak paper recycler, the company **MONDI SCP**, resonated.

In January 2024, we launched our fifth social network – TikTok

During the period in question, we launched a profile on the TikTok platform. We were motivated to create it in order to reach a wider audience, especially the younger generation, who spend a lot of time on this social network. We regularly publish educational videos on our profile about waste separation, recycling and responsible waste management.

In 2024, we published 161 videos, which together reached more than **330 000 views**. Our most successful video has **62 400 views**. The videos about the work of recyclers and innovative solutions for waste prevention in Slovakia and around the world have the greatest impact.

We joined the School of Depositing and Separation

In the fall of 2024, we became part of the pilot phase of the project **SCHOOL OF DEPOSITING AND SEPARATION**, which aims to inter-connect the educational activities of the Producer Responsibility Organizations (PROs) and the Administrator of the Depositing System. The platform was launched under the auspices and in close cooperation with the **Association of Towns and Municipalities of Slovakia (ZMOS)**.

In the pilot performance, in cooperation with **PRO SEWA**, we performed with our well-established program **COLLECTION YARD** in the city of Partizánske.

Educating the public and raising awareness of waste is one of the obligations of the PRO, which – like separate collection – is financed by the producers. Proper separation in municipalities is a necessary prerequisite for the best possible use of the recycling potential of municipal waste.



**SCHOOL
OF DEPOSITING
AND SEPARATION**



NATUR-PACK for clients

The YouTube channel **NATUR-PACK for clients** represents our important communication tool. In 2024, **90 reports, spots, information videos and webinars were published with a total of more than 1 million views**. Part of the content is not publicly available – it is exclusively prepared only for our clients.

In the year 2024, several parts of our interview series in the #ROZHOVORMeSA column ("Let's talk") attracted high attention. **Every producer who is proactive in this area is welcome and we will be happy to process his proposal in the form of an inspiring report or welcome him to our studio for an interview on an interesting issue.**

NATUR-PACK

FOR CLIENTS



Education with NATUR-PACK

Providing educational activities for the public is one of the legal obligations of the producers, which is ensured on their behalf by the PRO. In this area, NATUR-PACK is also a **leader** thanks to the active and long-term partnerships. As a result, tens of thousands of children and adults from entire Slovakia are educated every year. NATUR-PACK has been building long-term partnerships with non-profit organizations (e.g. **DAPHNE, CEEV Živica, ODVAŽNE, Deti čistej Zeme, INCIEN, Circular Shield, Administrator of the Depositing System...**), collection companies (e.g. **OLO, KOSIT, Brantner Poprad, Marius Pedersen, Technical services of the city of Prešov...**) and other partners, thanks to which many long-term and significant educational projects have been created, such as the COLLECTION YARD experiential program **with Braňo Jobus**.

Communication with the media

In 2024, we continued to cooperate with the media and continuously, openly and consistently communicated topics related not only to the education of the lay and professional public, but also difficult and unpopular issues linked to the problems in the area of Extended Producer Responsibility. In the period in question, we recorded **more than 500 media outputs** in all types of media.

You can view a selection of our media outputs on the website www.naturpack.sk in the section **NATUR-PACK in the media**, where you will find reports from **RTVS, TV Markíza, Aktuality, Denník N** and many others. Our communication outputs were also among the most read on partner portals odpady-portal.sk and ciernalabut.dennikn.sk.



STRONG PARTNER FOR MORE THAN 8 500 CLIENTS



Follow our informative videos, reports, webinars
and examples of good practice
of our clients on our YouTube channel

NATUR-PACK FOR CLIENTS

The trust of more than 8 500 clients and the largest market share confirm NATUR-PACK's position as a **leader in the PRO market**. On behalf of our clients – manufacturers – in 2024 we ensured obligations in **municipalities with a total population of almost 2.2 million inhabitants**.

In 2024, we continued to provide **intensive support to our clients** for better understanding the issues that can significantly affect them. After a break of several years, we organized **successful seminars in selected regional cities**, where we addressed key issues in the field of Extended Producer Responsibility.

The **YouTube channel NATUR-PACK for clients** remains an important source of information. In 2024, we held successful webinars on it and opened up a number of current issues within the **#ROZHOVORmeSA ("Let's talk")** section.

As in previous years, in 2024 our YouTube channel **significantly contributed to the raising awareness among manufacturers** who would otherwise **not have fulfilled their legal obligations** and were not registered with any PRO. Hundreds of companies learned about their obligations through our specially targeted spots.

Our goal is **to build the most equitable Extended Producer Responsibility system possible**, in which the financing of separate collection is distributed among the largest possible number of entities. **We are jointly working on a more efficient and sustainable system.**



STRONG PARTNER FOR MUNICIPALITIES

Follow our informative videos and reports
on waste prevention, separation and recycling
on our YouTube channel



NATUR-PACK FOR PUBLIC

Producers fulfill their obligation to educate the public through the Producer Responsibility Organization. And in this area we are extremely active not only as a creator, but also as **a co-creator of several unique activities**.

In addition to the extensive video production on the social networks YouTube, TikTok, Instagram, Facebook and LinkedIn, where hundreds of posts are added every year, we are pleased by another successful educational activity that has proven extremely successful in practice. It is an online guide on waste separation and waste prevention, known as the **Alchemy of Municipal Waste Separation**. We are continuously working on it in a joint project with the Institute of Circular Economy (INCIEN) and, in the version for the capital city, also with the Municipality of the Capital of the Slovak Republic Bratislava and the company OLO. In 2024, it underwent a major update, the 5th in a row. We added new types of waste that pose a problem for the public, and a new chapter, Collection Yard, was attached. Alchemy is available for free download on the websites www.naturpack.sk and www.incien.sk, the Bratislava version also on www.olo.sk and www.bratislava.sk.

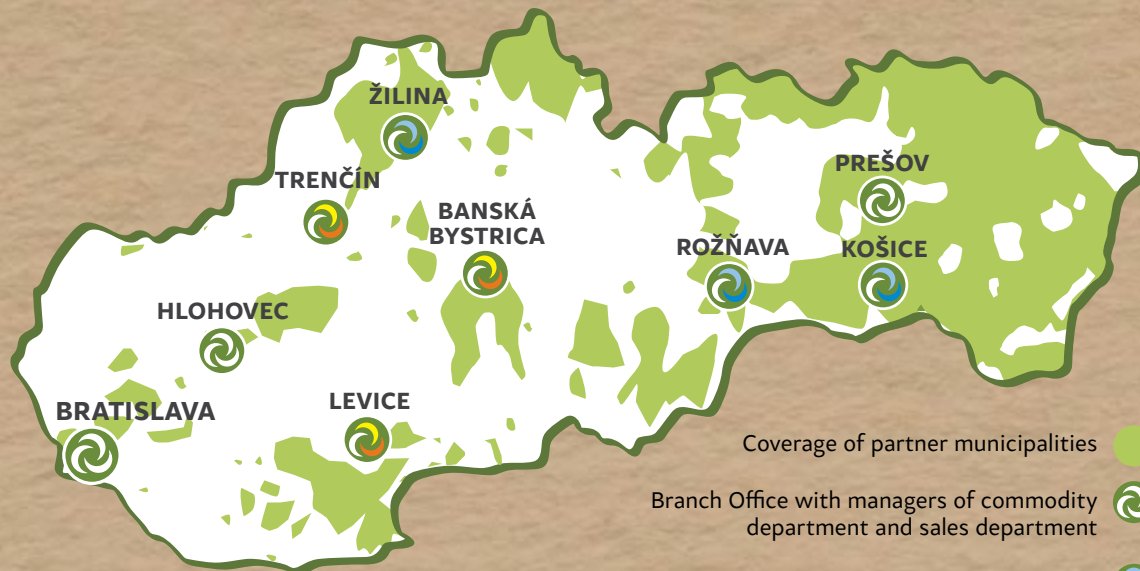




čierna labuť
REALIZUJE ŽIVICA



GARBAGE
GOBBLERS



Coverage of partner municipalities

Branch Office with managers of commodity department and sales department

Branch Office with commodity department manager

Branch Office with sales department manager



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Video version
of the Annual Report

