



2022

# ANNUAL REPORT

of the Producer Responsibility Organization NATUR-PACK



*If I had to describe 2022 in one word, I would select the word COOPERATION. We succeeded to strengthen our long-term liaisons, but also to establish new ones with a key partners and new entities in the waste management sector. We successfully built a network of partners with similar understanding of the Extended Producer Responsibility issues and separated waste collection. We are not a single voice any more – we are able to communicate jointly the problems and preferably also the solutions of the current unstable situation. The proper meaning of our vision is also confirmed by the growing number of clients who have expressed their trust in us. Allow me to conclude by expressing my gratitude to all our partners for their excellent cooperation – our clients, partner municipalities, waste collection companies, non-profit organizations and other companies and individuals: in conjunction we can achieve higher goals.*

*Thank you.*

*RNDr. Michal Sebíň, PhD.*

*Director*





Recognized professional capacity



Regional coverage – headquarters and 7 branches



The largest number of clients among all PROs



The partner of unique eco-educational projects



# NATUR-PACK FOR CLIENTS

Development of the number of clients for whom PRO NATUR-PACK ensured the fulfillment of legal obligations  
(recorded at the end of the year 2022)

Client type	2016	2017	2018	2019	2020	2021	2022
Clients for packaging	5 975	7 038	7 289	7 537	7 604	7 698	7 784
Clients for non-packaging products	1 180	1 346	1 262	1 295	1 291	1 288	1 271
Clients for electric and electronic equipment	564	625	611	639	658	692	724
Clients for batteries and accumulators	203	216	221	231	236	243	262





- Our sales managers in the headquarters in **Bratislava**, as well as in the branch offices in **Žilina, Trenčín, Banská Bystrica** and **Prešov** were available to our clients during the year 2022.
- Our YouTube channel **NATUR-PACK for clients** continued to attract a great attention – webinars, reportages and information videos achieved a remarkable **506 000** views in 2022. Thanks to the specially targeted spots our team addressed hundreds of companies that had no idea they were manufacturers within the meaning of the Waste Act and they did not contribute to the Extended Producer Responsibility system.
- We produced webinars exclusively for our clients on the fundamental topics as **ECOMODULATION** or **PACKAGING and SUSTAINABILITY**. Inspirational examples of good practice from our clients also attracted a lot of attention (**4HOME, BROSE, Regal BURGER**).
- During 2022 we created a brand new web-page [www.naturpack.sk](http://www.naturpack.sk), which is overflowing with permanently increasing content in the form of news, blogs and educational and informational materials.
- NATUR-PACK became a leader in the PRO segment in 2022 also in the **LinkedIn** social network, where we continuously gain new followers and where we communicate all substantial issues to our producers.
- We completely upgraded the **Guidance for producers** (Packaging, Non-packaging products, Electric and electronic equipment, Batteries and accumulators) regarding the selected Waste Act chapters also in 2022. The documents are available in electronic format to all our customers in the client zone.
- In 2022, our intensive **cooperation** with the **Administrator of the deposit system continued**, which is continuously helped by the results of our analyses confirming the rapid decrease of waste deposited packaging from the separated waste collection system during the previous year.



## COMMUNICATION WITH THE PROFESSIONAL PUBLIC

In 2022 we joined several working groups on the issues related to the packaging and non-packaging products or electric and electronic equipment and waste generated thereof. A new working group (from the Extended Producer Responsibility point of view) was established for the textiles where we did not get lost professionally. NATUR-PACK as the only PRO in the Slovak market actively contributed to the creation of an important document entitled **Assessment Study for Introduction of the Textile Waste Management System Including Implementation of the Extended Producer Responsibility (EPR) for Textiles and Data Collection on the Textile Reuse**. The study was sponsored by Ministry of Environment SR. The study outputs should serve as a background for adjustment of the legislative framework and practical application of textile separated collection.

We spoke and lectured at larger and smaller forums and discussed with the participants in the framework of networking. During one of those events, the conference Waste 2022, we presented the results of the **"Study of 100 Analyses of the Separated Municipal Waste"** and communicated in the following discussion panel the examples of municipal approaches – association of municipalities vs. city. Among others, we also communicated the ECOMODULATION issues.

### NATUR-PACK and legislation

We can mark the year 2022 in the waste issues as a year of "unfinished amendments" as nearly all launched legislative processes were not yet practically implemented and their publication in the collection of laws is still awaited. MoE SR Regulation No. 373/2015 Coll. amendment on EPR for reserved products and on reserved waste streams handling was finalized, which establishes the scope of the activity report of the collection company and amended the scope of report of the PRO, as well as the MoE SR Regulation No. 371/2015 Coll. amendment which implements certain provisions of the Waste Act (adjusted collection standards and collection targets with respect to the recently launched depositing system). OZV NATUR-PACK itself or by means of the professional associations of which it is a member, actively participates in the development of the national legislation, provides information from analyzes in the area of separated waste collection, interprets the data obtained by these analyzes in expert working groups and at various conferences.

### Consulting and audits

Company NATUR-PACK, a.s. performs in compliance with the legislative requirements also the verification of the correctness of data provided by the producers represented. Verification of the data correctness is performed by two procedures: correspondence verification of the correctness of the data provided and physical verification of the correctness of the data directly at the producer.

# NATUR-PACK



100 ANALÝZ TRIEDENÉHO ZBERU  
KOMUNÁLNYCH ODPADOV

alebo

„VEDA ČI BIEDA TRIEDIŤ“

Štúdia OZV NATUR-PACK



Marec 2022

VÝBER Z REPORTÁŽÍ YOUTUBE  
KANÁLA NATUR-PACK VEREJNOSTI  
Z ANALÝZ TRIEDENÉHO ZBERU



# NATUR-PACK IN THE REGIONS

Number of municipalities, inhabitants and partner waste collection companies as of 31 December 2022:



Our regional managers were available to the self-governments in 2022 not only in the head-office in **Bratislava**, but also in the branch offices in **Žilina, Hlohovec, Rožňava, Košice** and **Prešov**.

During 2022 we financed more than **3.92 billion liters of collection capacity** in our contractual self-governments.

**In cooperation with the collection companies and self-governments** we performed **26 analyses** of separated waste components in the selected municipalities in 2022. Purity check of the collection containers content, as well as the proportion of packaging waste and waste from non-packaging products contained were the objective.

After processing of the **NATUR-PACK analyses** data collected during the years 2018 – 2021 we published in spring 2022 a unique study "**100 Analyses of Separated Municipal Waste Collection**" (60 pp.). It is freely available on our web page.

Over the evaluated period the NATUR-PACK team continuously performed the successful activities like **on-line educational webinars**, including the first live broadcast on the YouTube channel of the attractive lecture prepared in cooperation with the organization DAPHNE and the manager of the Intervention team for the brown bear.

In 2022 we published on our web-page ([www.naturpack.sk](http://www.naturpack.sk), section **For download – Documents MUNICIPALITIES**) **7 sets of educational activities**, regularly offered to our partner self-governments. They involve number of educational reportages and articles from our production, as well as materials to be downloaded and potentially used in schools, leisure centers or households.



## NATUR-PACK FOR PUBLIC

Our YouTube channel **NATUR-PACK for public** was expanded in 2022 by extraordinary number of **72** reportages and information videos with the total of new followers exceeding **700 000**. YouTube channel NATUR-PACK for public is still the only YouTube channel in Slovakia with regular reportages on the waste issues. It was awarded in 2022 by additional prestigious prize – the National business award for the environment.

NATUR-PACK

VEREJNOSTI



## EDUCATIONAL PORTAL GARBAGEGOBBLERS.SK

Holder of the prize "Golden Ant" 2022

The original educational portal [www.garbagegobblers.sk](http://www.garbagegobblers.sk) follows the message of the identical tablet game of the author Tatiana Zacharovská. The portal is dedicated to children, parents and teachers and it contains lot of activities allowing introducing the waste issues by an unconventional and engaging way. The portal was upgraded in 2022 by adjustment to the recently launched beverage packaging depositing system.



## MIESTA PREČ

The NATUR-PACK team in 2022 in cooperation with the organizations Institute for Circular Economy (INCIEN) and Slovakia Going Zero Waste significantly contributed to the popularization of the waste separation and recycling by means of attractive reportages under the joint initiative **MIESTA PREČ**. The initiative ambition is to exhibit the sites of the municipal waste disposal after a proper management (recycling facilities etc.), but also the sites of irresponsible handling (landfills, dumpsites in the nature etc.).

SLEDUJTE SÉRIU



MIESTA  
PREČ

**NATUR-PACK**

**KLIENTOM**



## NATUR-PACK FOR CLIENTS

YouTube channel **NATUR-PACK for clients** serves as an important communication tool. In 2022 a **record-breaking 50 webinars, reportages, spots and information videos were added**. The total number of views exceeded **506 000** in 2022.

Certain part of the content is not public and it is exclusively elaborated only for our clients. Also during 2022 a high attention was attracted by reportages on activities of our clients in the sector of the social responsibility. Each our client who is proactive in this field is mostly welcome and we would be glad to process his proposal into an inspiring reportage.

## DEVELOPMENT OF EDUCATIONAL ACTIVITIES WITH NATUR-PACK

Organization of educational activities for the public is one of the legislative obligations of the producers ensured by the PRO on their behalf. Also in this segment NATUR-PACK belongs to the **leaders** thank to the active and long-term partnerships. As a result, tens of thousands of children and adults from entire Slovakia are educated each year. NATUR-PACK develops long-term partnerships with non-profit organizations, e.g. **DAPHNE, CEEV Živica, ODVÁŽNE oz. (BRAVELY), Deti čistej Zeme (Children of Clean Earth), INCIEN, Slovakia going Zero Waste, Circular Shield, SPRÁVCA zálohového systému (ADMINISTRATOR of the depositing system)**..., collection companies e.g. **OLO, KOSIT, Brantner Poprad, Marius Pedersen, Technické služby mesta Prešov (Technical services of the city Prešov)** and other partners – thank to which many long-term and significant educational programs were created like the event-based program **ZBERNÝ DVOR (COLLECTION YARD)** or inspiring musical **ODPAD JE POKLAD (WASTE IS A TREASURE)**.

## COMMUNICATION WITH THE MEDIA

NATUR-PACK is a recognized professional capacity and continuously, openly and consistently communicates topics related not only to the education of the general and professional public, but also difficult and unpopular issues related to the problems in the field of Extended Producer Responsibility. We were extraordinarily successful in 2022 from the medial releases point of view; selected outputs are available on our web-page, section **NATUR-PACK in the media** (e.g. television and broadcast stations **RTVS, TV Markíza**, daily papers **Aktuality, Hospodárske noviny**). Our communications belong to the mostly viewed also in the portals of our partners **odpady-portal.sk** (waste-portal.sk) and **ciernalabut.dennikn.sk** (blackswan.dennikn.sk)

# STRONG PARTNER FOR MORE THAN 8 000 CLIENTS

Thanks to the trust of more than **8 000 clients** **NATUR-PACK** is a **market leader**, enjoying the belief of the highest number of companies. On behalf of the producers we ensured the obligations for more than **2 200 000** citizens in 2022.

NATUR-PACK also in 2022 further strengthened the partnerships and professional relationships thank to which we succeed to communicate the most important topics with the producers, self-governments and public. We were awarded another prize for our educational activities by means of the YouTube portal in 2022, namely the **National business award for the environment**. We understand it as another strong motivation, confirming that our activities in the education field are meaningful.

Our YouTube channel in addition contributed significantly in 2022 to the increased number of producers who would otherwise fail to meet their obligations resulting from the Waste Act. Hundreds of them learned about their duties thank to the specialized information spots.

**We would like to thank also this way all producers, self-governments, non-profit organizations, activists and other partners who became a component of our activities on the YouTube channels NATUR-PACK for public and NATUR-PACK for clients.**



Watch our informative videos, reportages, webinars and examples of good practice of our clients on the YouTube channel

## NATUR-PACK FOR CLIENTS



## ZISTITE PODMIENKY ZBERU A TRIEDENIA ODPADU VO VAŠEJ SAMOSPRÁVE

Zadajte obec

HLADAť



WWW.AKOTRIEDIT.SK



Watch our informative videos and reportages  
on waste prevention, waste separation  
and recycling on the YouTube channel

**NATUR-PACK FOR PUBLIC**

## STRONG PARTNER FOR THE SELF-GOVERNMENTS

We developed an on-line assistance tool for the self-governments in 2022 induced by very frequent queries from the public: separated waste collection in Slovakia is not uniform and this fact causes lot of uncertainties and resulting separation faults.

The on-line portal [www.akotriedit.sk](http://www.akotriedit.sk) (howtoseparate.sk) serves as the above mentioned assistance tool – we launched it in January 2023.

How can this portal help? Very quickly and very easily. It requires only entering the name of any of our partner self-governments and the currently operating collection system will display. But that's not all: if you wish to learn more about the separation rules, you can view or download the electronic version of the **information leaflet** directly in the system of the respective self-government. And if you require even more details, you can view or download **Alchemy of municipal waste separation** – the most exhaustive on-line guideline for (not only) waste separation.

Lack of uniformity in the separated waste collection in Slovakia means certain obstacle; however, we firmly believe that it is more easy to overcome it also thank to our tool. Moreover, our team is trying its best wherever possible to harmonize the system by so called "triple combination" – joint collection of plastic, metal and beverage packaging waste.



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-  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

Video version of the annual report



**čierna labuť**  
 REALIZUJE ŽIVICA

