



Annual report
of the producer
responsibility
organization

2
0
2
0

NATUR-PACK
*thanks its clients
for their trust and collection
companies and municipalities
for cooperating on the constant
improvement of the municipal
waste separate collection system.*





Recognized
professional
capacity

Regional
coverage
- headquarters
and 7 branches

The largest
number of clients
among all PROs

The partner
of unique
eco-educational
projects

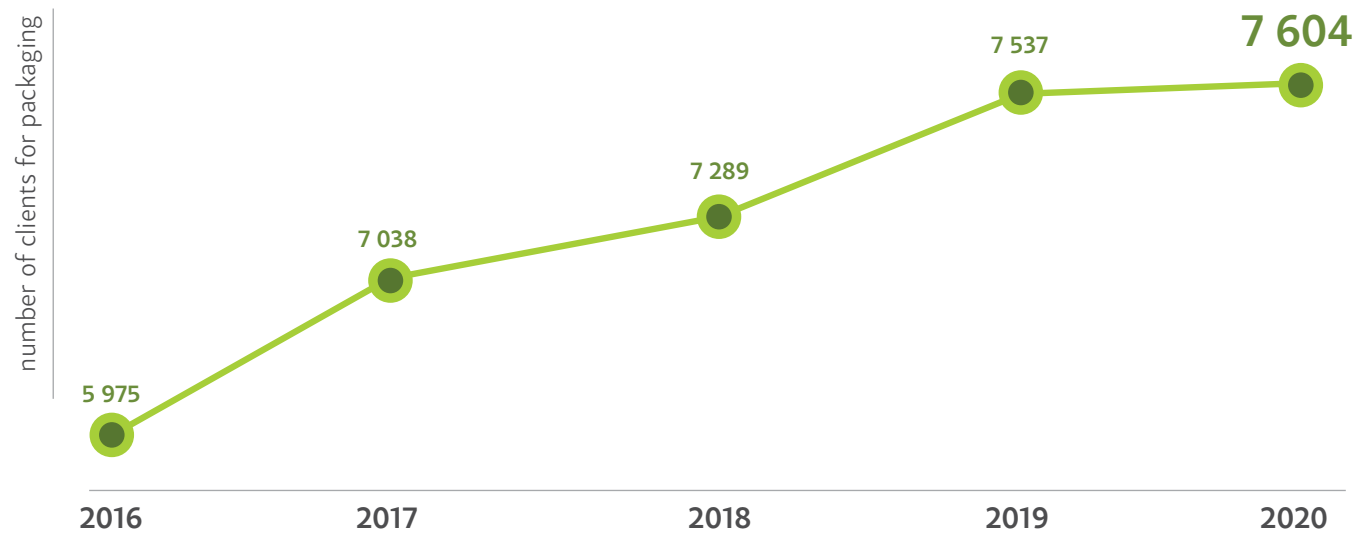
GARBAGE
GOBBLERS
pre
UČITEĽOV

www.garbagegobblers.sk

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 2020).

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





- 🌀 In 2020, our sales managers were available to our clients **at the headquarters in Bratislava**, as well as **at the branches in Žilina, Trenčín, Banská Bystrica, Košice and Prešov**.
- 🌀 The YouTube channel **NATUR-PACK for clients** ("klientom") was very popular, its seminars, reportages and informative videos reaching almost 127,000 views in 2020. Reportages on the social responsibility activities of our producers had a very strong response, for example regarding the fight against coronavirus.
- 🌀 Exclusively for our clients, we also prepared a webinar "**Packaging and non-packaging products from A to Z**", where we mainly focused on the forthcoming changes for 2020 and beyond, such as depositing of single-use beverage packaging, the so-called eco-modulation, or the ban on placing certain single-use plastic products on the market.
- 🌀 Our clients obtain important information on the **www.naturpack.sk** website. In 2020, we published **65 news there**. We published more detailed information on the **NATUR-PACK blog**, where 22 articles were added in 2020. Moreover, we continued to develop a communication channel for NATUR-PACK's clients and partners, the LinkedIn social network. At the end of 2020, the NATUR-PACK team had more than **11,000 contacts** in the LinkedIn contact network.
- 🌀 We ensure regular communication with the clients through electronic newsletters as well. In 2020, our clients received **15 newsletters** with up-to-date information and important alerts.
- 🌀 In 2020, we updated four **Manuals for Producers** for our clients (Packaging, Non-Packaging, Electric and Electronic Equipment, Batteries and accumulators), relating to the selected chapters of the Waste Act. For each client, they are available in an electronic form within the client zone.

Communication with the professional public

Despite the pandemic, we did not fall behind at **professional forums in Slovakia and abroad**, where our representatives - online or in person - presented and discussed topics related to the extended producer responsibility and the ever-changing waste legislation, of which the area of packaging and non-packaging products, the current problems of waste management and visions for the future were mostly addressed. To illustrate, we participated **in the Waste Management in the Circular Economy conference in Berlin**, where the forthcoming EU legislation and examples of practice in the circular economy were discussed. For manufacturers, we prepared **online seminars** focused on the fulfillment of reserved obligations, as well as on the overview of the current legislative changes. We actively participated in seminars for various business associations.

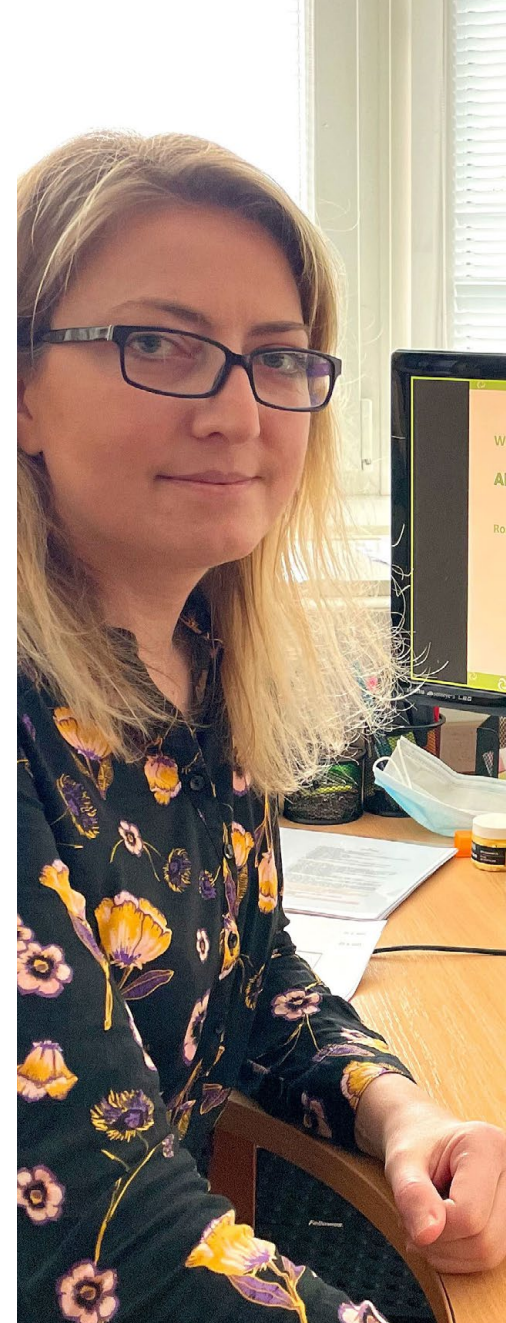
NATUR-PACK and legislation

The year 2020 was also marked by changes in the Waste Act and its implementing regulations. Within the area of **extended producer responsibility** it brought, for example, an extension of the period for which the contracts for the performance of reserved obligations are concluded, set a date for the submission of the application for the granting of authorization for individual fulfillment of reserved obligations, defined under which conditions the obligation of the packaging and non-packaging products manufacturer to ensure the fulfillment of reserved obligations in relation to packaging and non-packaging products placed on the market in the Slovak Republic in the relevant calendar year does not expire. By issuing a regulation on the extended producer responsibility of reserved products and on the management of reserved waste streams, the Ministry has set rates for determining the costs of ensuring the separate collection and the recovery of waste from packaging and non-packaging products, which will significantly affect the producers of packaging and non-packaging products in 2021 and the following years.

NATUR-PACK is constantly striving to set up a fair and functioning system, and therefore one of its tasks remains to participate **in commenting on adjustments and changes in legislation** and **proposing application practice improvements**. Subsequently, we regularly inform our clients about the planned and adopted changes. In case of problematic provisions of the Waste Act, NATUR-PACK tries to actively communicate with the Ministry of the Environment of the Slovak Republic and requests opinions and guidelines ensuring uniform application of the individual provisions of the Waste Act in practice.

Consulting and audits

By providing professional **advice, auditing** within the scope of legislative requirements or client requirements and by representing **clients during the Slovak Environmental Inspectorate inspections**, we build a relationship with our clients based on help and trust. We also provide professional advice to municipalities, for example consultations of generally binding regulations for the municipal waste management.





NATUR-PACK in the regions

NATUR-PACK at municipalities as of December 31, 2020

Number
of municipalities

1 179

Population
in contracted
municipalities

2 300 554

Number of partner
collection companies

61

In 2020, our regional managers were available to their municipalities not only at the headquarters in **Bratislava**, but also at branches in **Žilina, Hlohovec, Rožňava, Košice** and **Prešov**.

Despite the difficult situation resulting from the measures against the spreading of COVID-19 in the course of 2020, in cooperation with collection companies we performed several **analyses of separated waste components** in selected partner municipalities, aiming to verify the purity of the collection containers' contents, as well as the proportion of packaging and non-packaging products contained therein. We are pleased with the growing public interest in the topics related to waste separation, which we provide to our partner municipalities in the form of regular newsletters and through social media networks. In 2020, we - once again - recorded a **growing trend** in the quantities of separated waste components collected, which represents **up to 18%** year-on-year. In response to the increased amount of separated waste components collected, in 2020, we financed more than **3 billion liters of collection capacity in our contracted municipalities**.

Eco-educational programs in 2020 were strongly affected by the COVID-19 crisis, as a result of which virtually all mass education events were canceled. Therefore we focused intensively on continuing to develop online activities. In the spring of 2020, we managed to launch a unique educational portal **www.garbagegobblers.sk**, which won the prestigious Golden Ant 2020 award.

In 2020, on our website (**www.naturpack.sk**, Download section - documents - municipalities ("obce"), we published 8 sets of educational activities that we regularly prepare for our partner municipalities. They contain an overview of educational reportages and articles from our own production, as well as materials available to download and usable in schools, leisure centers and at home.

Our educational YouTube channel NATUR-PACK experienced an extraordinary development. Reportage on the correct separation of egg packaging and toilet paper rolls which reached more than **80,000 views** became the video of the year. Furthermore, the reportages on landfills, electric and electronic waste recycling, analysis of the largest trial of waste collection by bags in Slovakia as well as the reportage on waste in nature received a great response.

NATUR-PACK for public ("NATUR-PACK verejnosti")

Since May 2019, we have been regularly publishing, on a weekly basis, reportages covering these topics on our **YouTube channel NATUR-PACK** for public: **waste prevention, waste separation, recycling and education**. In 2020, we prepared a total of 66 reportages and educational videos for the public, which together reached more than 800,000 views. NATUR-PACK for public is still **the only YouTube channel in Slovakia with regular reportages on waste issues**.

Educational portal garbagegobblers.sk

The winner of the Golden Ant 2020 award

In 2020, a unique educational portal **www.garbagegobblers.sk** was launched, which further develops the message of the eponymous tablet game by Táňa Zacharovská. The portal is designed for children, parents and teachers and contains a number of activities, which allow an unconventional and engaging presentation of the waste issues. At the end of 2020, this portal received the prestigious Golden Ant 2020 award, namely in the category of environmental education. At the end of 2020, we started preparing trainings for teachers to work with this portal. Their successful launch started in March 2021.

NATUR-PACK blog

We also communicate all the topics we consider important through the **NATUR-PACK blog**, which is available at www.natur-pack.sk. The NATUR-PACK team does not avoid even the difficult issues. For example, freeriders, municipalities that were left without their producer responsibility organization, as well as zero waste were the topics that resonated in 2020.



Blog



Prečo nie sú recyklačné poplatky

07.05.2020 - "Poplatky v rámci ro...
nastavené správne a neodzrk...
materiálov." Ako ukazujú údaje od...
odlišná." [Čítaj viac...](#)



Sú free rideri problémom finan...

06.07.2020 - V oblasti rozšíren...
podnikatelia, ktorí spĺňajú definíciu...
povinnosti si neplnia." [Čítaj viac...](#)



NATUR-PACK for clients ("NATUR-PACK klientom")

- 🌀 YouTube channel **NATUR-PACK for clients serves** as one of the important tools for NATUR-PACK's communication with clients. We founded it in 2018 and we publish there information videos on legislation, interesting facts from the activities of our manufacturers and, exclusively for our clients, also educational online webinars. In 2020, we published 15 videos and reportages on this channel. Great attention was drawn to the reportages on social responsibility activities of our producers, for example supporting the fight against the coronavirus pandemic.

NATUR-PACK educational activities

- 🌀 Providing educational activities for the public is one of the legal obligations of producers, which is on their behalf provided by the producer responsibility organization. NATUR-PACK is one of the leaders also in the field of education. **We are an active partner of unique educational programs**, through which tens of thousands of children from all over Slovakia are educated every year. For a long time, NATUR-PACK has been building partnerships with non-profit organizations (e.g. **DAPHNE, CEEV Živica, Deti čistej Zeme, Eviana, INCIEN, Slovakia going Zero Waste**), collection companies (e.g. **OLO, KOSIT, Technické služby mesta Prešov**) and other partners, thanks to which many long-term and significant educational projects were created.

Communication with the media

- 🌀 NATUR-PACK as a professional organization continuously communicates the topics related to waste separation and recycling, as well as changes in the legislation. Selected media outputs are available on our website in the NATUR-PACK in the media section ("v médiách").



NATUR-PACK is trusted by the most clients out of all producer responsibility organizations. The most beautiful reference from our manufacturers is their cooperation. And in 2020, which was a year different in all respects, we are happy to say that thanks to the cooperation with our clients, we managed to process very interesting topics related to the combat of the coronavirus pandemic, the development of volunteering as well as the development of educational activities aimed at waste prevention on our **YouTube channels**.

NATUR-PACK values building a partnership principle when fulfilling its mission. We are proud of the number of partnerships and friendships, which started thanks to the educational and informative activities on YouTube. With the portal on YouTube, where we create a content for the public, self-governments and manufacturers, we reached the finals of the competition for the **VIA BONA award 2020** in the category **SOCIALLY INNOVATIVE COMPANY**. The evaluation of the competition will take place in the autumn of 2021.

In this way, we would like to thank all the manufacturers, self-governments, non-profit organizations, activists and other collaborators who have become a part of the YouTube channels NATUR-PACK for clients or the NATUR-PACK for public . The scope of the collaboration is illustrated by the YouTube photo collage and the verbal map represents the proportion of the reportages with a given partner.



NIE SOM PRASA - iniciatíva
 Televízia MARKÍZA
 ECOREC Slovensko - spracovateľ odpadu
 Mesto Topoľčany
 Ekotopfilm
 Rytmika - hudobná skupina
 KAUFAND Slovensko - výrobcu
 CEEV ŽIVICA
 Mesto Trebišov
 INCEN - Inštitút cirkulárnej ekonomiky
 Viktor Vincze - influencer
 ZMOS
 Technické služby mesta Prešov
 Less Waste Run - iniciatíva
 EVIANA, n.o.
 Daniel Hevier - spisovateľ
 ŠVEC Group - výrobcu
 PRELIKA - výrobcu
 VELUX - výrobcu
 MČ Bratislava Lamač
 Magio Pláž
 BRATISLAVA - hlavné mesto SR
 KOSIT - zberová spoločnosť
 Zväz obchodu SR
 ZŠ s MŠ Závodie v Žiline
 BEZOBALIS - bezobalový obchod
 Thomas Puskiller
 BROSE - výrobcu
 Zberová spoločnosť AVE
 DAPHNE - Inštitút aplikovanej ekológie
 Garbage Gobblers - portál
 TAVAI - recyklátor
 Správca zálohového systému
 RTVS - Rádio Regina
 VIDEO ACADEMY
 VETROPACK Nemšová - recyklátor
 PÚPAVA - bezobalový obchod
 Braňo Jobus - spisovateľ, spevák
 PANTA RHEI - výrobcu
 Odvážene - bezobalový obchod
 Deti čistej Zeme, o.z.
 BONAVIDA SERVIS - projekt Chytrý Macko
 EKOVIĽETY.sk
 LUDOPRINT - recyklátor
 MONDI SCP - výrobcu
 PET KAJAK projekt - iniciatíva
 Mesto Prešov
 OZV SEWA
 General Plastic - recyklátor
 Asociácia APOH
 Greentech Slovakia - recyklátor
 Mesto Štúrovo
 Pernod Ricard Slovakia
 Milk Agro - výrobcu
 Café Európa - iniciatíva
 GREENCORP - bioplynové stanice



A strong partner for more than 1,100 municipalities

The city of Prešov has been cooperating with PRO NATUR-PACK since 2016. We evaluate our cooperation as positive and highly professional in every regard of waste management. Through the company's representatives, our municipality always receives a comprehensive answer to our questions. We appreciate the up-to-date, understandable and instructive videos published on the company's website, as well as the sending of these educational videos to our municipality. We highly value the consultations in relation to legislative changes, expertise, transparency and proactivity in communication.

Ing. Andrea Turčanová, Prešov Mayor



Since 2016, the city of Košice and NATUR PACK a.s. have, in accordance with the legislation in force, a contractual relationship on participation in the system of collective management of reserved waste streams. It affects the awareness of us all, the responsibility in the performance of duties and at the same time it impacts our relationship with the environment we live in. We highlight and appreciate the approach of the company's employees when it comes to mutual communication, operational solutions and proposals for changes in the established system. We especially point out the expertise, efficiency and interest in resolving the requirements. The cooperation lasts for several years, and its positive results have an increasing trend. As the area of the contractual relationship also includes the providing of informative activities in the city, it is highly desirable to appreciate the personal active approach of the company's employees in their creation. With respect to the previous experience in this area, we can state that our decision when choosing a contractual partner was the right one.

Mgr. Marcel Čop, Košice municipality director



The collection company EKOS, Stará Ľubovňa Ltd, has been cooperating with PRO NATUR-PACK, a.s., since 2016. Concerning our cooperation, we appreciate the correct, factual and highly professional approach, even at a time of dynamic legislative changes in the field of waste management. Creation and sharing of the original informative materials for the general public as well as the personal meetings between the PRO, the region and the collection company are considered huge advantages. Professional discussion moves things forward, which is positively reflected in the annual increase of the recycled quantities of waste in accordance with the waste management hierarchy. We appreciate the cooperation very much and I believe it will continue successfully, aiming at further development of a "Greener Slovakia", with high quality environment and a sustainable circular economy.

RNDr. Ján Kundľa, director EKOS, spol. s r.o. Stará Ľubovňa



NATUR-PACK, a.s.
Bajkalská 25, 821 01 Bratislava, Slovenská republika
tel: +421-2-700 21 222

www.naturpack.sk

-  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

Video version of the annual report



čierna labuť
REALIZUJE ŽIVICA

