



# ANNUAL REPORT

Producer Responsibility  
Organization

2023



*Dear partners of PRO NATUR-PACK,*

*2023 was a year of discussion of the important legislative changes that can fundamentally change our current view of the packaging production and use, but also its handling. Concepts such as ESG, littering or the Packaging Regulation were repeatedly addressed.*

*The latter will be particularly important from the point of view of our cooperation with the producers. The European Regulation on Packaging and Packaging Waste should be finally approved after the elections to the European Parliament. We expect the adoption by Autumn 2024. Nevertheless, we already know what we have to prepare for.*

*And it is the strong professional potential of our environmental team that is the basis of our excellence. Therefore, you do not have to worry about any legislative change. We carefully follow every part of development on your behalf, we regularly inform you and we are well prepared to assist you with any new obligation also in 2024.*

*RNDr. Michal Sebníř, PhD.*

*Director*





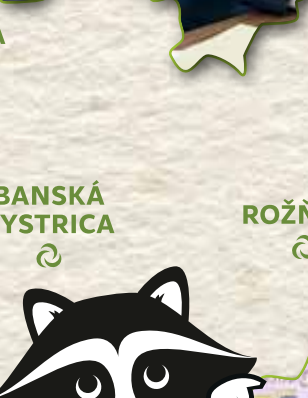
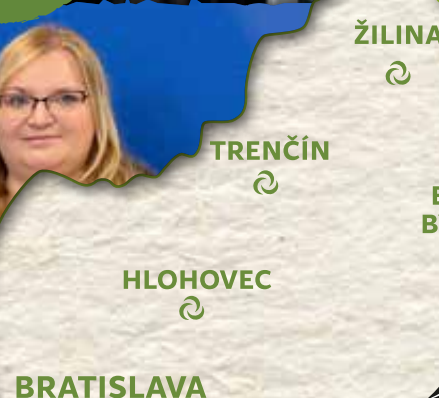


Recognized professional capacity

Regional coverage – headquarters and 7 branches

The largest number of clients among all PROs

The partner of unique eco-educational projects

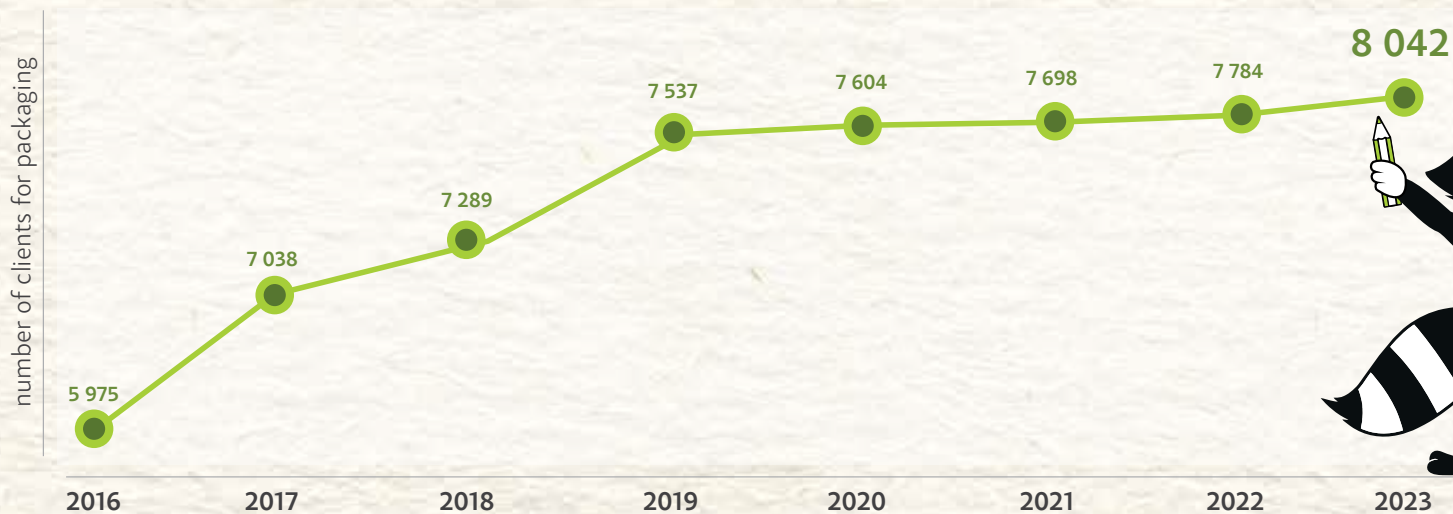




## NATUR-PACK FOR CLIENTS

Development of the number of clients for whom PRO NATUR-PACK ensured the fulfillment of legal obligations  
(recorded at the end of the year 2023)

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



# PACK



**WATCH OUR  
VIDEO SERIES**



- Our sales team was available to our clients in 2023 not only in the head-office in **Bratislava**, but also in the branch offices in **Trenčín, Žilina, Banská Bystrica** and **Prešov**.
- In 2023 we continued with our video-production on our YouTube channel **NATUR-PACK for clients**. Thanks to specially targeted spots, our team managed to attract hundreds of companies that had no idea that they were producers within the meaning of the Waste Act - and thus did not contribute to the Extended Producer Responsibility System. Thus we became a market leader that actively contributes to a fairer distribution of costs for separated waste collection, which is fully financed by the PRO clients.
- We transformed inspiring examples of good practice implemented by our clients (**COOP Jednota, KAUF LAND, Martinus**) into engaging video reports, which succeeded to increase attention attention.
- Exclusively for our clients we have developed webinars on the essential issues, e.g. on **Evidence and reporting obligations of the single-use plastic products manufacturers**; an extraordinary response response was received for the discussion with experts and **TEXTILE** study authors (which edition we participated in); and also webinar on the issues of **Evidence of packaging and non-packaging products material composition** was positively received.
- We updated the Manuals for reporting over the year, and were continuously adding other useful materials (presentations, instruction videos, webinars) that are accessible to all of our clients on our website in the client section [www.naturpack.sk](http://www.naturpack.sk).
- We actively promoted the interests of our clients thanks to active participation in several unions and associations (Union of Waste Industry, Slovak Chamber of Commerce and Industry, Trade Association SR, Textile Association SATEX, platform Circular Slovakia). We became one of the founding members of the **Alliance for packaging recycling**, which engages also in the essential issues related to the packaging sustainability.



#ROZHOVORMESA

#PORADENSKEOKIENKO



## COMMUNICATION WITH THE PROFESSIONAL PUBLIC

In 2023, we participated in several working groups at the Ministry of the Environment SR on the Extended Producer Responsibility and its implementation, as well as practical problems and modifications resulting from the EU legislation. Moreover, we discussed shared infrastructure issues, system stabilization towards achieving ambitious recycling targets and improved reporting that are ahead of us in the course of coming years, in parallel with the problem of waste littering and other issues. In the framework of working group created by the Institute of Environmental Policy, focused on the **strategy and action plan for waste management in the sector of municipal waste, industrial and dangerous waste** we actively contributed in commenting and discussions about Extended Producer Responsibility and PRO, municipal and industrial waste.

We spoke and lectured at various forums, e.g. on the issues of **current legislation in the SR waste management and its changes** during the fair EMBAXprint in Brno, Czech Republic. We explained and discussed the issues to be implemented in the near future to various associations and chambers, among which the expected packaging regulation and ecomodulation undoubtedly belong.

### NATUR-PACK and legislation

Reflecting the political situation, year 2023 did not bring significant changes. However, textile issues attracted serious attention twice: first, as part of the preliminary information by the end of September 2023, when we expressed the need to modify Extended Producer Responsibility and to avoid the repetition of certain faults, and second, in December in the framework of the proposal for a preliminary opinion of MoE SR to the draft European Parliament and Council Directive amending the Directive 2008/98/EC on waste, focused on textile and food waste (hereinafter referred to as „Draft Regulation“). By means of a mandatory commenting entity we expressed our recommendations to complement the Draft Regulation and also to reassess partly the SR opinion in the sense of increased number of PROs (not just the single one), as it results from the Draft Regulation preamble.

### Advisory services and audits

In compliance with legislation we also performed verification of reported data by the represented producers, either, by correspondence or by physical visitation. In 2023, we revised the structure of the sample reports by an audit with regard to the new legislative requirements, e.g. the need to complement details on the material composition of packaging and non-packaging products in the framework of ecomodulation implementation. During the audit the producers are offered to receive **advisory services** on their obligations and streamlining of the record keeping, in order to prevent potential shortcomings.







## NATUR-PACK IN THE REGIONS

Number of municipalities, inhabitants and partner waste collection companies as of 31 December 2023:



Our team of regional managers was available to the partner self-governments in 2023 in the head-office in **Bratislava**, as well as in the branch offices in **Trenčín, Žilina, Hlohovec, Rožňava, Košice** and **Prešov**.

In 2023 we financed in our contractual self-governments more than **3.86 billion liters of the collection capacity**.

**In cooperation with the collection companies and self-governments** we performed **14 analyses** of the separated waste components in the selected partner self-governments in 2023. They were focused on checking the purity of the collection containers content, as well as the proportion of waste from packaging and non-packaging products contained. **Our analyses brought extremely valuable, otherwise unattainable data.**

At the beginning of 2023, we have launched the information portal for partner self-governments **AKO TRIEDIŤ** (HOW TO SEPARATE) ([www.akotriedit.sk](http://www.akotriedit.sk)). It became an assistant tool for the inhabitants of the partner self-governments who can easily verify the waste separation system in their community, and if interested they can also quickly access additional help in the issues of proper waste separation and waste generation prevention.

In 2023, NATUR-PACK continued in successful educational activities including the trainings in the reuse center **KOLO** in **Bratislava**, joined by the **Deposit System Administrator** in the original educational program **COLLECTION YARD** with Braňo Jobus. We also followed our cooperation with the eco-musical **ODPAD JE POKLAD** (WASTE IS A TREASURE) and the Center for Environmental Education **KOSIT**.

Our web-site ([www.naturpack.sk](http://www.naturpack.sk), section **To be downloaded – Documents MUNICIPALITIES**) published **5 sets of educational activities in 2023**, regularly created for our partner self-governments. They comprise number of educational reports and articles from our production, as well as downloadable materials to be used in schools, in the leisure time centers or households.



## NATUR-PACK FOR PUBLIC

Impressive count of **117** reportages and informational videos were published on our YouTube channel **NATUR-PACK for public** reaching **822 000** new views. YouTube channel NATUR-PACK for public is still the only YouTube channel in Slovakia bringing regular reports on the waste issues. Its contribution to raising awareness on the waste sector was awarded by several prestigious prizes (2020, 2022).



NATUR-PACK

VEREJNOSTI



## INFORMATION PORTAL „AKO TRIEDIŤ“ (HOW TO SEPARATE)

[www.akotriedit.sk](http://www.akotriedit.sk)

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In 2023 we launched our information portal [www.akotriedit.sk](http://www.akotriedit.sk). Very frequently asked questions by the public were the main motivation for creation of this portal. Separated waste collection in Slovakia is not fully harmonized. The portal can be easily used for quick verification of the separated waste collection system operated in the given NATUR-PACK partner self-government location. And those who want to know more about separation can also easily access other tools, e.g. the on-line manual **Alchemy of municipal waste separation**. This is the most detailed manual for (not only) waste separation in Slovakia.



## INITIATIVE MIESTA PREČ

In 2023, the NATUR-PACK team in cooperation with the organizations under the Institute of Circular Economy (INCIEN) continued in popularization of waste separation and recycling by attractive reportages covered by the joint initiative **MIESTA PREČ**. The goal of the initiative is to show the places where municipal waste ends up when it is managed properly (recycling etc.), and in contrary the sites when it is handled irresponsibly (dump-sites, littering in the nature etc.).

You can follow the initiative MIESTA PREČ on the YouTube channel of NATUR-PACK for public, and of INCIEN – Institute of Curcular Economy. More than **50 reportages** were created under the initiative.

SLEDUJTE SÉRIU





**NATUR-PACK**

**KLIENTOM**



## NATUR-PACK FOR CLIENTS

YouTube channel **NATUR-PACK for clients** poses as an important communication tool. Impressive number of **110 webinars, reportages, spots and information videos were published in 2023.**

Certain part of the content is not publicly available, as it was exclusively developed only for our clients. Also in 2023 a high attention was paid to our reportages on the activities of partner producers in the field of social responsibility. **Each of our producers who are proactive in this area are welcome and we will be happy to cover their topic in the form of an inspiring reportage.**

## EDUCATION WITH NATUR-PACK

Public educational activities represent one of the legal obligations of the producers, performed on their behalf by the PRO NATUR-PACK is one of the leaders in this area as well thanks to active and long-lasting partnerships. Tens of thousands of children and adults from entire Slovakia are educated each year by these programs. NATUR-PACK builds long-term partnerships with non-profit organizations, e.g. **DAPHNE, CEEV Živica, ODVÁŽNE oz., Deti čistej Zeme (Children of Clean Earth), INCIEN, Circular Shield, Správca zálohového systému (Deposit System Administrator)**..., waste collection companies (e.g. **OLO, KOSIT, Brantner Poprad, Marius Pedersen, Technical Services of Prešov municipality**...) and other partners, resulting in creation of numerous important and persisting educational projects, as for example the event-based program **ZBERNÝ DVOR (COLLECTION YARD)** or inspirational musical **ODPAD JE POKLAD (WASTE IS A TREASURE).**

## COMMUNICATION WITH MEDIA

Our cooperation with media continued also in 2023 and we continuously, openly and consistently communicated the issues related not only to educating the general and professional public, but also more difficult and less popular topics linked to the Extended Producer Responsibility.

Selected medial outputs are available on our web-page, section **NATUR-PACK in media**, where you can find our communications, e.g. in **RTVS, SME, Aktuality, Dennik N**. Our outputs belong to the most followed ones also in the partner portals [odpady-portal.sk](http://odpady-portal.sk) a [ciernalabut.dennikn.sk](http://ciernalabut.dennikn.sk).



## STRONG PARTNER OF MORE THAN 8 200 CLIENTS

Thanks to more than 8 200 clients, NATUR-PACK is a PRO market leader, appreciating the trust of the highest number of companies. On behalf of our clients, i.e. producers, we managed to meet the obligations of self-governments with the total number of more than 2 200 000 inhabitants.

Our activities also continued in 2023, assisting our clients in understanding the issues that could influence them to a high extent. We organized successful **webinars** on our YouTube channel **NATUR-PACK for clients**, in parallel with the **ADVISORY COLUMN**. New, important and inspiring issues were opened also in our column **ROZHOVORmeSA (Let's talk)**.

Similarly as to the previous years, also in 2023 the YouTube channel NATUR-PACK for clients significantly contributed to the increased number of producers who would otherwise not fulfill their obligations resulting from the Waste Act, and would fail in their registration in selected PRO. Hundreds of companies learned their duties only thanks to our specialized spots. This is also how we strive to achieve that the Extended Producer Responsibility System will become as fair as possible - where financing of separated waste collection (producer obligation) is spread among the highest possible number of entities.



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

## NATUR-PACK FOR CLIENTS







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

**NATUR-PACK FOR PUBLIC**

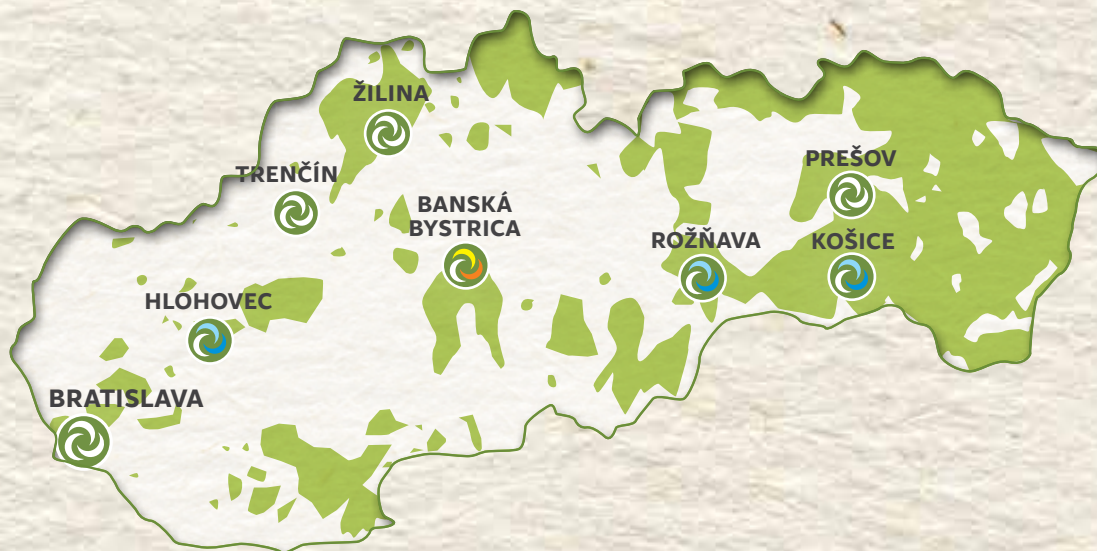
## STRONG PARTNER OF SELF-GOVERNMENTS

The producers fulfill their obligation to educate the public by means of Producer Responsibility Organizations. We are extremely active also in this issue, being a creator or co-author of the unique activities. In parallel with the YouTube channel NATUR-PACK for clients, which serves for the public education ever since 2018, we are pleased by another successful educational activity achieving a high appreciation in practice: On-line manual for waste separation and waste generation prevention, known as **Alchemy of municipal waste separation**. We prepared it in the framework of a common project with the Institute of Circular Economy (INCIEN). The first version was issued in 2019, and it reflected the inconsistency of the separated waste collection in Slovakia – therefore it was created in five versions. In 2020 a special version for the capital city was developed under cooperation with Bratislava municipality and collection company OLO. It is still a living document, which is continuously supplemented and updated. Until 2023 it faced 4 updates, another extensive one is foreseen in 2024.

At the end of 2023 we were rewarded for this project by the ASPEK Association together with our partners by the National Environmental Business Award 2023.







-  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



[www.naturpack.sk](http://www.naturpack.sk)



**čierna labuť**  
 REALIZUJE ŽIVICA

