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(JP VOKA SNAGA)

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Closing note on the TRiFOCAL project – Ljubljana

Background

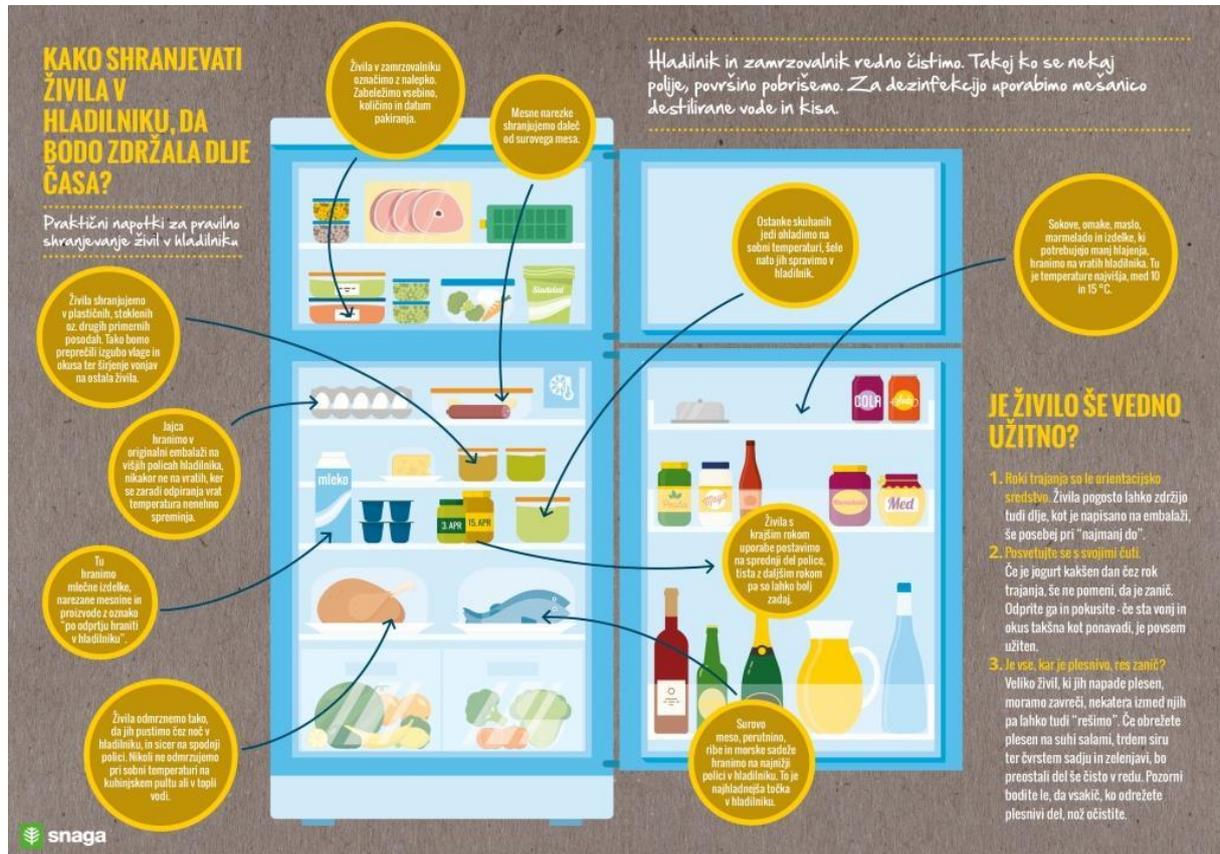
JAVNO PODJETJE VODOVOD KANALIZACIJA SNAGA, d. o. o. (JP VOKA SNAGA) is a public company for water and waste management in Ljubljana.

Ljubljana is distinguished by its sophisticated waste management system that produces excellent results: 68 % material recovery in 2018. With such a high share of separately collected waste, Ljubljana is in the leading position among the capitals of the European Union member states. In the last ten years the quantity of separately collected waste has increased almost ten-fold. Because of this rate, we have already exceeded the EU's recycling target for 2020 by almost 20%. Ljubljana was declared "European Green Capital of 2016" and is also the first European capital on its way towards a Zero Waste (ZW) society. The common European commitments — prevention of waste generation, re-use and maximum material recovery — are therefore being effectively fulfilled with the implementation of Zero Waste strategy.

In 2013 Voka Snaga shifted its communication strategy and redefined its activities, goals and responsibilities. We decided to move the key efforts away from awareness-raising on separate collection and towards encouraging citizens to reduce the amount of waste they produce, promoting reduction, reuse and responsible consumption. The company launched the campaign "Get used to reuse", which was later expanded to the national level in cooperation with the Chamber of Commerce. Voka Snaga also focused on food waste with the campaign called "Raise your voice against food waste", which focused on rising awareness about the amount of food citizens buy and throw away. The media, local NGOs and food service providers joined this work in a form of "bins protesting".



Towards the end of 2013, the first reuse centre in Ljubljana opened its doors. Surveys show that thanks to these efforts, almost 70% of residents make sure that their products are being reused when they don't need them anymore; almost 200 items are sold every day.



About Ljubljana

Ljubljana is the capital city of Slovenia with nearly 300,000 permanent residents and is smaller compared with other European capital cities. The population rises seasonally because of a huge increase of tourists and students. Dense population and buildings are limited to the city centre and main traffic arteries. In general, there are a lot of individual houses and greenery.

The area of the municipality of Ljubljana is 275 km² with 1041 residents/km² population density. The average age of residents is 42 years. Approximately 91% of the population speaks Slovene as their primary native language. The second most-spoken language is Bosnian, with Serbo-Croatian being the third.

Food Waste Situation in Ljubljana

Ten years ago, almost all household waste was collected in one bin; the content of the bin went directly to the local landfill. On one hand we used land to dispose waste and the environmental burden of the landfills is great (gas emissions, leachate waters, etc.), on the other hand we buried valuable resources, such as bottles, metals, and bio waste that can be used to produce electricity and compost.

Food waste in particular is a large proportion of the generated waste. By separate collection of waste from homes and by treating residual and organic waste into useful circular products, we reduced the need for landfill by 95%. Land is now used for other purposes and gas emissions with leachate waters are no longer an issue.

Consumption has not yet reached its peak and food waste is an acceptable practice. Buying cheap products without quality supports working for minimum wage, undercuts local agriculture and raises health issues. Reducing food waste can have a visible impact in our wallets at the end of the day.

Further statistical figures regarding household waste in Slovenia are available from the Statistical Office Republic of Slovenia www.stat.si/StatWeb/Field/Index/13/70. There is a well shared article about food waste statistics available at www.stat.si/StatWeb/en/News/Index/8433 and a publication "Food among waste" at www.stat.si/StatWeb/File/DocSysFile/9173/hrana_med_odpadki-splet.pdf.

Waste collections

As a public company for waste collection in the ownership of municipalities, it is mandatory for us to offer public service of waste collection. We recognized that organic waste makes up a large proportion of generated waste and that it can be treated to produce two sustainable products; biogas (methane, electricity, heat) and compost. This is the closest practice to recycling for this waste stream and necessary for the circular economy we are trying to adopt. Also, Ljubljana has entered the Zero Waste programme, so we have put in place improved practices regarding waste management, such as reduce, reuse, recycle instead of incineration and landfilling.

It will be mandatory among the members of the European Union to separately collect organic waste by 2023. We introduced separate collection of organic waste in Ljubljana in 2006. At the same time we implemented a "door-to-door" waste collection system that has given excellent results. We encourage our users in rural area of Ljubljana to have their own compost point at home. We give away kitchen caddies to make collecting bio waste more comfortable. If collected in door-to-door bins, we treat bio waste at the Regional Centre for Waste Management Ljubljana and produce both biogas (electricity, heat) and compost.

Objectives

As Ljubljana organised many socially responsible campaigns in the past regarding reducing, reusing and recycling waste, we wanted to improve our communications with good practices from London and other replication cities.

Adapting the messages

The most relevant of the Small Change Big Difference posters was the message regarding banana skin recycling, which highlights the importance of separately collecting organic waste. It gives people an idea of how much energy a familiar waste product holds if treated correctly. The potato peel recycling message is also relevant, but composting is a less common treatment method.

Slovenia is a country with high beef consumption. Because of this, and to work with the data available, we calculated the impact of eating meatless once a week. Vegetarianism is rising in Ljubljana and still debated for its advantages and disadvantages, so we also combined this message to point out the importance of methane gas, which we turn into electricity at our waste treatment plant from organic waste. In the cattle industry methane is also being emitted but cannot be contained.

Slovenia is not a huge toast consumer (toast is more common among students), but is a big consumer of bread in general. Bread is taken for granted, so we developed our campaign story to talk about losing touch with food production, resulting in food being easily and recklessly thrown away. We reminded citizens of the option to freeze excess bread and other uses for it.

The content was translated and calculated for the population of Slovenia (see also: Challenges).

Campaign highlights

Due to internal changes in Voka Snaga in early 2019, we had limited time to deliver the campaign activities. Nevertheless, two approaches were used to deliver the campaign in Ljubljana.

VISITS AND EVENTS

We succeeded in communicating the campaign messages at numerous visits to the Regional Centre for Waste Management Ljubljana (RCERO Ljubljana), alongside messaging on the importance of circular economy and the Zero Waste strategy. The messages were added to the presentation and handouts. We held 12 visits (German, Swiss, French, Serbian, Latvian delegations and Slovenian faculties, high schools) in September and October 2019, as well as the Open day of RCERO Ljubljana that around 300 people (families, residents, experts, schools, reporters, etc.) visited on 4th October 2019.

We organised this method of communication to specifically target different groups in terms of their age and level of expertise in waste management. The visitors included experts in waste management, political delegations or general public such as families with children, curious individuals and touristic groups as well as high schools and faculties within a field trip. These visitors have different backgrounds that motivated them to visit RCERO Ljubljana, with most seeking to know what happens to household waste. As we are a public company, visiting us is becoming a part of annual educational plans, field trips, touristic offers, and delegation agendas.

Translated posters were also used at public events that we were a part of Open Kitchen, Nature-Health Fair and World Food Day events at Minicity Ljubljana.



SOCIAL MEDIA

We focused on reducing the food waste, exploring the reasons behind food waste and creating solutions such as recipes for leftovers, explaining expiry dates and correct food storage in the fridge/freezer. Posts were shared on our Facebook page, but due to a low number of followers, comments were limited.

JP VOKA SNAGA
Objavil Vanja Fabjan [?] · 09. september 2019 · 🌐

Na svetu zavržemo kar 20 odstotkov vseh mlečnih izdelkov. Poleg tega za proizvodnjo enega kozarca mleka porabimo 200 litrov vode! 🌊
Nakupujemo premišljeno in poskrbimo, da je v hladilniku pod 5 stopinj Celzija, saj s tem mleku podajšamo življenje tudi do tri dni. 🐄 Lahko pa iz pokvarjenega mleka naredimo sir 😊

#smallchangebigdifference #foodwaste #trifocalproject
#SmallChangeLondon



90 ogledov

Small Change Big Difference
17. oktober 2018 · 🌐

We pour 3.1 million glasses of milk down the drain every day! Check your fridge temperature to make sure it's set below 5C and keep your milk fresher for 3 days longer. #chillthefridgeout

662 Dosežene osebe 17 Dejavnosti Promoviranje ni na voljo

Justina Simičič, Stane Fortuna in drugi (6) 1 delitev

JP VOKA SNAGA
Objavil Vanja Fabjan [?] · 12. september 2019 · 🌐

Ste kdaj skušali ohraniti solato svežo in hrustljivo, pa je prehitro ovenela kljub temu?

Preverjeno deluje! Zavijte jo v kuhinjsko krpo ali brisačo. Mnogo podobnih nasvetov najdete na povezavi <http://bit.ly/SCBDtips>.

#SmallChangeLondon #smallchangebigdifference #foodwaste #trifocalproject



Small Change Big Difference
30. avgust 2019 · 🌐

No one likes limp lettuce... Keep it fresher and crunchier for longer by placing in a tub with kitchen roll.

This is just the tip of the iceberg when it comes to our helpful hints... You'll find more here: <http://bit.ly/SCBDtips>

#SmallChangeLondon

595 Dosežene osebe 14 Dejavnosti Promoviranje ni na voljo

Justina Simičič, Simona Berden in drugi (2)

JP VOKA SNAGA
Objavil Vanja Fabjan [?] · 17. oktober 2019 · 🌐

V Londonu so na zanimiv način uprizorili, koliko hrane zavrže samo 14 gospodinjstev vsako leto. 🍌

No, v Ljubljani pa ločeno zberemo približno 27.000 ton bioloških odpadkov letno. 🌱🍌🍌 Iz njih v RCERO Ljubljana pridelamo kompost. 🌱 Če bi takšna količina pristala na odlagališču, bi povzročili približno 12.500 ton emisij CO2.

Na žalost pa še vedno velik del bioloških odpadkov pristane v zabojnikih za mešane odpadke, ki pa ne more postati kompost. 🍌... Prikaži več



House of Food Waste
00:52

SMALLCHANGEBIGDIFFERENCE.LONDON
House of Food Waste Več informacij

9.068 ogledov

Small Change Big Difference
16. oktober 2019 · 🌐

#Didyouknow London households produce 910,000 tonnes of food waste every year which, if sent to landfill, would be responsible for more than 420,000 tonnes of C...
Prikaži več

560 Dosežene osebe 15 Dejavnosti Promoviranje ni na voljo

Tomaž Butina in Mateja Nose Maroit

JP VOKA SNAGA
Objavil Vanja Fabjan [?] · 16. oktober 2019 · 🌐

Danes ob svetovnem dnevu hrane 🍌🍌 In vsak dan se opomnimo, da je hrana vrednota. Zakaj nam je tako enostavno zavržiti hrano? Zaradi pomanjkanja spoštovanja do nje. Ne vidimo dela, truda, prostora in virov, ki so potrebni, da hrano dobimo na krožnik. 🍌🍌

Nakupujemo in kuhamo premišljeno. 🙏

#protizavrženihrani #foodwaste #nemečmohranestran #stopfoodwaste #stranpanebornometal



Stran pa ne bomo metal!
00:24

638 ogledov

JP VOKA SNAGA
Objavil Tamara Vidic Perko [?] · 04. december 2018 · 🌐

Zavržena hrana je nekaj, kar se nam "zgodí", ker nanjo pozabimo. Prvi korak, za manj zavržkov hrane v vašem gospodinjstvu, je lahko urejen in organiziran hladil...
Prikaži več

576 Dosežene osebe 49 Dejavnosti Promoviranje ni na voljo

Anja Avšič, Rajka Gojčič in drugi (11) 1 komentarjev

Challenges and solutions

Because of the short timeframe it was hard to prepare measurable goals and we didn't organise any activities that would need to be financed. We simply implemented material into our existing communication activities.

The posters enhanced our existing food waste campaign material, but it was complicated to calculate as the statistics for Slovenia. The biggest challenge was to find data for the calculations; the data is either collected differently or doesn't exist for Slovenia. We therefore had to adapt the calculations making sure the numbers still spoke representatively and were supported by official data. Where official data was not available, we based the number on data from media articles that executed their own surveys.

As we were translating posters, we had difficulties opening the files due to having an older version of the software. After the upgrade, the assigned font for the campaign didn't allow special letters used in Slovenian language (ČŽŠ). We used a similar font that allowed these special letters.

The TRiFOCAL budget available to replication cities was limited to organising a dissemination seminar; if this had a broader remit to deliver the campaign instead, it would be more successful. The budget could then have been used for printing materials such as posters, flyers and banners that would accompany all our events.

Benefits and results

We recognized different aspects in communication regarding food waste with support from TRiFOCAL:

- We introduced the terms "necessary" and "unnecessary" food waste, which helped people realize that there is more we can do to avoid it.
- We added recipes for using leftovers and tips for storing food properly, which enhanced our existing campaign (on proper fridge storage).
- We discussed the differences that small changes make, with illustrations/posters and content adapted for Ljubljana's population.

Our existing campaign "Raise your voice against food waste" covered the topic with "bin protests" on the street i.e. bins with signs saying "If I am on the street, it doesn't mean I'm hungry". We gave away sustainable packaging for people to use when they have leftover food. A few bin protests were held at special events in Ljubljana, where food was also sold.

Due to the constraints around time, the results couldn't be measured in this case, but the activities definitely left benefits and some changes in behaviours. Debating these topics triggered both concern and the will to act among visitors, but it is true that visitors were prone to be environmentally friendly (for visiting us in the first place and being interested in this topic). They shared thoughts and examples of their own engagement in food waste reduction and recycling.