



EKOLOGI BREZ MEJA, OUR YEAR 2025



IMPORTANT NUMBERS

91

**workshops and
lectures**

24

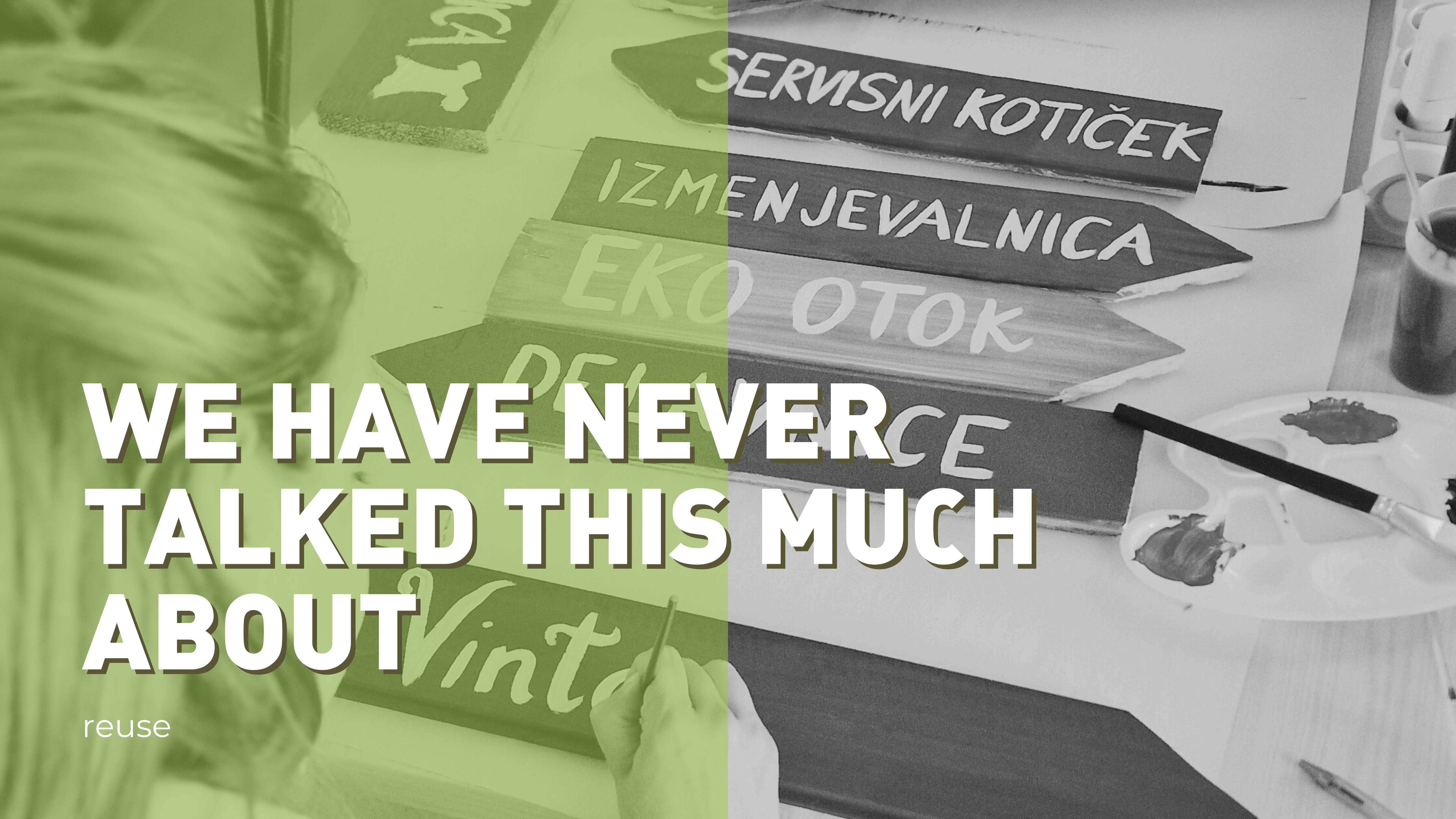
**legislative initiatives (our
own and co-signed)**

9

projects

24,6 %

**residents in
municipalities with zero
waste strategies**



**WE HAVE NEVER
TALKED THIS MUCH
ABOUT**

reuse

ENKRAT NI NOBENKRAT

SMERNICE ZA UVAJANJE
SISTEMOV PONOVNE UPORABE

ONCE IS NOT ENOUGH

Within the project, we addressed the challenges of reuse at different levels (consumer, organizations, cities, state).

We prepared Guidelines for the introduction of reuse systems, provided mentoring sessions for interested stakeholders, and presented the guidelines at a round table in Maribor. We prepared the groundwork for monitoring reuse at the national level, conducted a tour of good practices in Graz, conducted free activities on the topic of reuse in 13 schools. The Manj je več (less is more) portal was further expanded, a communication campaign was launched, and another Festival of Reuse was organized.

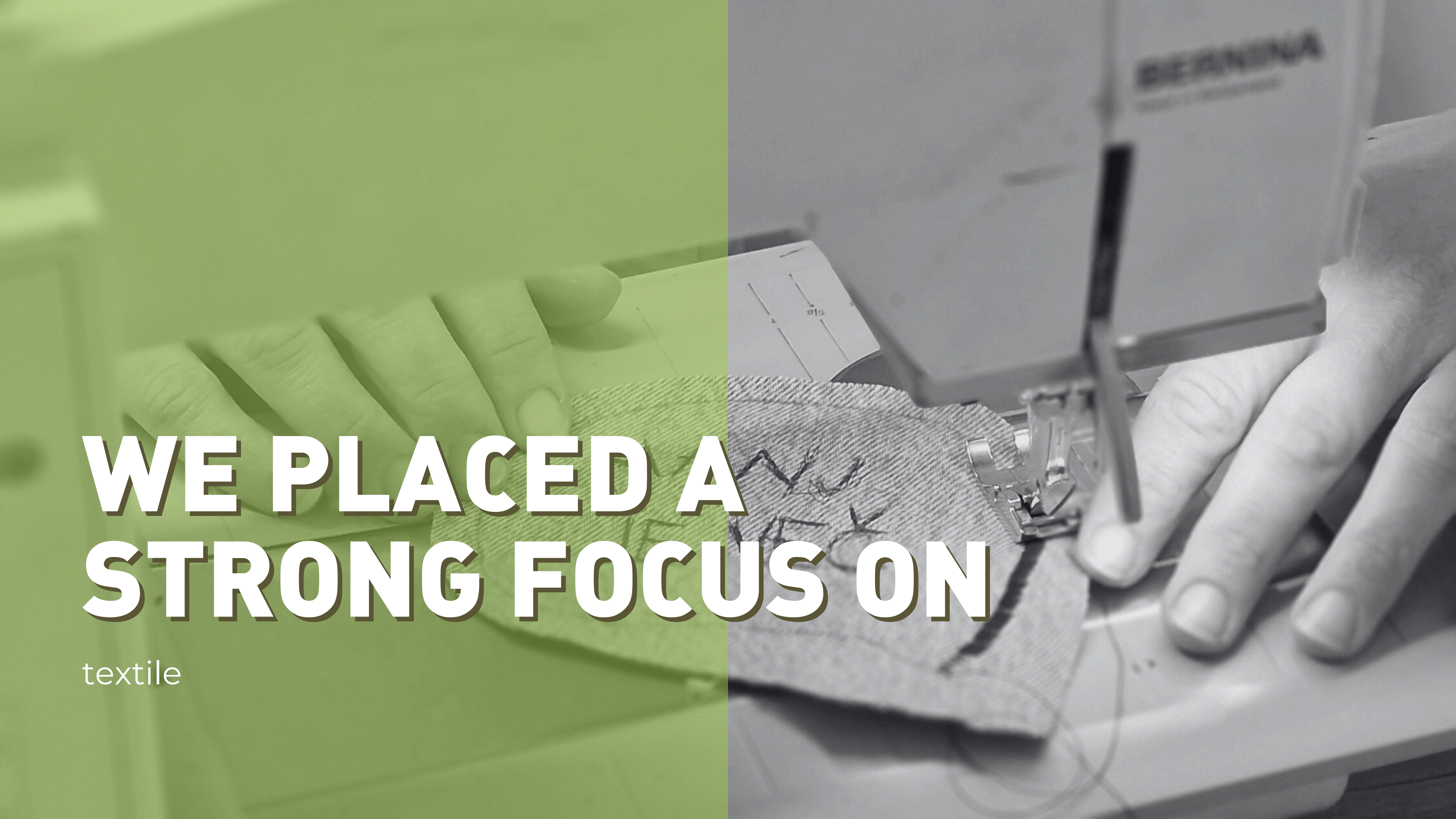


ERIC

ELEVATING REUSE IN CITIES

This year, the project was relaunched together with the City of Ljubljana, where a broad municipal working group is working on introducing a reuse system for public events. After a lot of joint brainstorming, we carried out the first pilot implementation at Pivska pot.

Significant effort was also devoted to improving waste management at the Christmas market stalls. This time, caterers were required – not just encouraged – to use industrially compostable cups to make proper waste separation easier.

A close-up, black and white photograph of a person's hands operating a Bernina sewing machine. The person is sewing a piece of light-colored, textured fabric. The machine's needle and foot are visible, stitching the fabric. The Bernina logo is visible on the machine's body. A green semi-transparent overlay covers the left side of the image, where the text is placed.

**WE PLACED A
STRONG FOCUS ON**

textile



STICT

STRENGTHENING THE IMPLEMENTATION OF CIRCULAR TEXTILE STRATEGIES IN THE EU

The project aims to establish a data-driven framework for textile waste management that will benefit not only the three participating municipalities in Slovenia, Belgium, and Estonia, but also a wider range of European cities and regions.

As part of the project, we supported the Municipality of Bled in implementing better textile waste collection, carried out a local communication campaign and organized several events focused on textile waste prevention.

<https://ebm.si/stict-krozni-tekstilni-sistemi>



FESTIVAL OF REUSE

In cooperation with the Municipality of Bled and Infrastruktura Bled, we organized an event in the Health Resort Park in August that impressed both local and foreign visitors. Attendance exceeded expectations, and above all, the festival proved that it is possible to organize environmentally friendly events in Bled.

In addition to clothing exchange, vintage and upcycling stands, where providers showed how unique products can be created from used materials, there was a great emphasis on discussions about repair, reducing household waste and, of course, sustainable tourism. Due to the excellent response, we will repeat the festival.

<https://manjjevec.si/2025/08/12/festival-ponovne-uporabe-na-bledu/>



THREADS OF CHANGE

The project, which is part of the Connect for global change program, aims to empower young people to critically understand the environmental and social impacts of fast fashion and to encourage their active involvement in sustainable solutions. In addition to a competition for aspiring activists, the virtual roundtable The impact of our clothes received by far the greatest response. The discussion brought together Chilean (Desierto Vestido) and Indian (Hasaru Dala) partners from the GAIA network.

<https://ebm.si/klobcic-sprememb>



BACK ON OUR PLATES

food

PLATE 12.3

In the project, we worked intensively on **reducing food waste in restaurants and cafés**, while also encouraging a shift towards more **local, seasonal and plant-based** offerings.

In addition to analyzing the situation in three restaurants and taking subsequent action, we prepared thorough Guidelines for less waste and more sustainable food in restaurants and pubs (available in English).

The project results were presented on the occasion of the Slovenian Day Without Food Waste 2025.





CLEAN FOREVER

our programme guidelines

**Narava vate
ne meče
smeti.
Zakaj jih v
naravo ti?**



EW EUROWAG



NARAVA VATE NE MEČE SMETI

NATURE DOESN'T THROW GARBAGE AT YOU

In collaboration with the Eurowag company, we prepared a project focused on roadside littering. An awareness-raising campaign was carried out, along with a survey on attitudes towards littering among road users. At three rest stops, signs with waste separation instructions were installed and waste sorting analyses were conducted. With these activities, we drew attention to the growing problem of waste alongside major and minor roads.

<https://ebm.si/proti-smetenju-ob-cestah>



ZW MUNICIPALITIES

In addition to the regional meeting of the municipalities of Gorenjska, together with representatives of the municipalities and the municipal authorities, we also visited examples of good practice in waste management and reuse abroad (Contarina, Italy and Graz, Austria). At the end of the year, the Municipalities of Bled and Gorje successfully passed another external audit, retaining their two-star Zero Waste Cities certification.

Together with the Municipality of Vrhnika and KPV, we carried out a campaign promoting stricter supervision of proper waste separation.

ebm.si/zw/obcine/

ZW TOURISM



We presented our work and **examples of good practices** at several events: in Kostanjevica na Krki, Idrija, Radlje ob Dravi, Kranjska Gora, Maribor, Bela Krajina and Bled.

We continued our cooperation with **Turizem Ljubljana** and **Voka Snaga** on the project “Implementing the 'zero waste' strategy with Ljubljana hotel providers”. Nine hotels continued carrying out waste weighing activities, the analysis was further upgraded, and a study visit to Ribno Alpine Resort was organized for participating hotels.

<https://ebm.si/zw/turizem/>



ZW ACCOMMODATIONS

Two new providers joined the Zero Waste network: **B&B Dvor** and **Penzion letališče. Ribno Alpine Resort** was the first accommodation provider to achieve all three stars within the European **Zero Waste Business certificate**.

Staša Dolar Grobelšek, manager of B&B Dvor: “Our operations have been guided by the principles of sustainability from the very beginning. Obtaining the Zero Waste certificate was therefore the next step for us and also confirmation that we are working in the right direction. Their professional and very supportive leadership is commendable and we are grateful to them for guiding us where improvements were still possible. We believe that initiatives like this are key to a better future for the planet and hope that more accommodation providers will decide to join.”

<https://ebm.si/zw/turizem/hoteli/>

ZW EVENTS



In 2025, we supported **20 events** on their zero waste journey, including **7 new ones**. Lahinja Trail remains the only event on the zero waste path with **three stars**, although some of its “competitors” are not far behind.

The goal of more than 90% separately collected waste was achieved by the (Z)mešani Festival, Pika Festival, Svečana trgatev stare trte, Kino otok, Marathon treh src, Dan Evrope, Cankarjev hike and Festival kave in Vrhnika, Odlično je, Vrhniško je! Slovenian Book Days in Maribor, Family Picnic in the Park in Krško, Tek od faksa do faksa, PIFcamp and Slovenian Forestry Trail. On average, only **64 grams of waste** per visitor per day were generated at all events.

<https://ebm.si/zw/turizem/prireditve/>

ZW IN CULTURE

We launched the project **Zeleni korak za kulturo** (*Green Step for Culture*) with the Youth Cultural Centre Maribor.

The project focuses on **sustainable management, operations and carbon footprint monitoring within public institutions in the cultural sector.**

As part of the project, we prepared guidelines for sustainable management and operations with the support of project partners and tested their implementation through a pilot project at the Youth Cultural Centre Maribor. Several training sessions for public institutions across Slovenia were also carried out.

<https://ebm.si/zeleni-korak-za-kulturo>



LET'S CLICK OFF DIGITAL WASTE

Continuation of the nationwide digital cleanup campaign in cooperation with the o28 communications group. This year **9,471 individuals** participated, and collectively deleted **23,689 GB of data** from their digital devices, which represents almost **5 tons of greenhouse gas emissions savings**. Makom, Ljubljanske mlekarne, Hofer, Eles, PML joined this year's campaign.

<https://digital.ocistimo.si/>



- At our initiative, World Refill Day was also marked in Slovenia on 16 June.
- We encouraged municipalities to submit data to receive reimbursement for the costs of cleaning up litter from certain single-use plastic products.
- We dedicated significant effort to advocacy work at the European level, particularly regarding amendments to the Packaging and Packaging Waste Directive.



PLASTICS



LESS IS MORE

Manj je več (Less is More) is the central Slovenian portal for promoting reuse. As part of the Enkrat ni nobenkrat project, we upgraded the portal: added over 1,150 locations with drinking water, 295 events and 520 providers promoting reuse, rental and repair services. We also published numerous news on the topic of reuse. This year, Leopold I. and Um&Kuna helped us spread the word about the portal.

manjjevec.si



CLIMATE PACT

In the summer, we took over the coordination of the European Climate Pact in Slovenia. We provided support to the European Climate Pact ambassadors in activities to raise awareness among the general public, exchange knowledge, experiences, and good practices in the climate change field.

We supported ambassador Vlasta Krmelj in organizing a regional meeting and a round table on climate change adaptation in municipalities across the Podravje region.

<https://ebm.si/evropski-podnebni-pakt>

ADVOCACY

We participated in **35 domestic and international initiatives** and public consultations.

As key waste legislation in our country remains unresolved (ZVO-2 in court), we have invested more effort in the **international arena**. From the global convention on plastics to mainly European legislation in the areas of packaging, food, chemicals and the circular economy in a broader sense.



EVENTS IN NUMBERS

91

**of our own lectures,
workshops and guest
appearances**

137

**hours dedicated to training
EBM staff**

9457

minutes of programme

6

appearances for an international audience

58

**different topics that
were presented at
events**

2689

participants at our lectures and workshops

INTERNATIONAL



Over the past year, the demand for study visits has increased both at home and abroad. In Slovenia, we presented examples of good practices to groups from **France, Italy, Spain, Norway and the Balkans.**

We guided 58 participants through a Zero Waste treasure hunt in Ljubljana.

At the same time, we visited examples of good practices in **Spain, Austria and Italy.** Project routes also led us to **Estonia, Bulgaria and Croatia.**

In cooperation with **Spar**, we provided communication support for topics related to returnable bottles, shopping with your own packaging and collecting waste cooking oil.

Lidl also improved access to waste cooking oil collection to dispose by installing collection containers in front of its stores. The funds collected during the 2025 campaign will be used to support our work.

With **BSC Kranj**, we listed examples of good practices in the circular bioeconomy.



BUSINESSES

We are members of networks

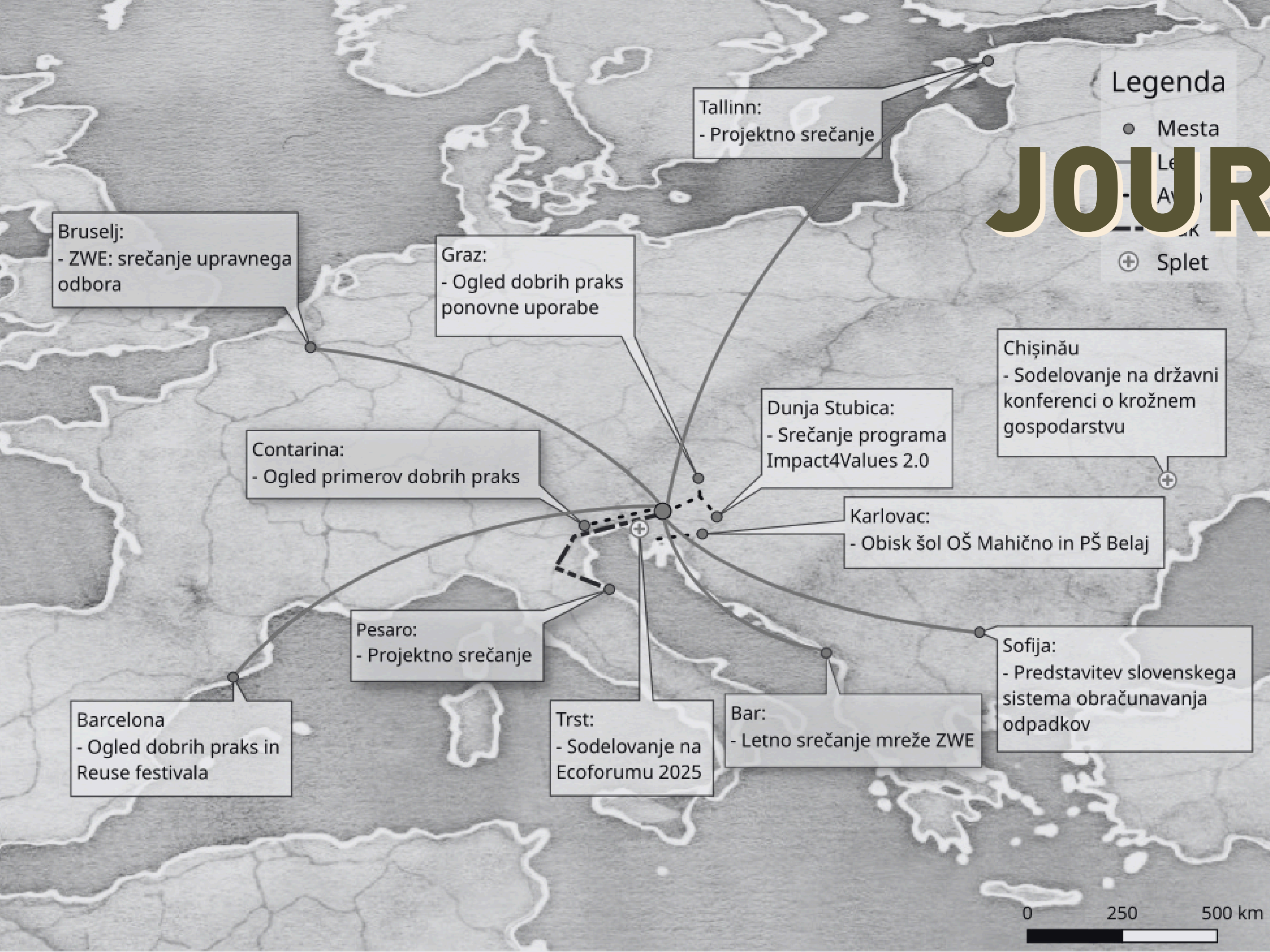
- Plan B for Slovenia: network for sustainable development (network of Slovenian environmental NGOs)
- Zero Waste Europe (network of European national ZW organizations)
- Let's Do It! (movement of mass cleanup campaign organizers)
- Break Free From Plastic (movement against plastic pollution)
- Right to Repair (coalition for promoting repairability)
- Reuse&Recycle (reuse initiative focused on textiles)

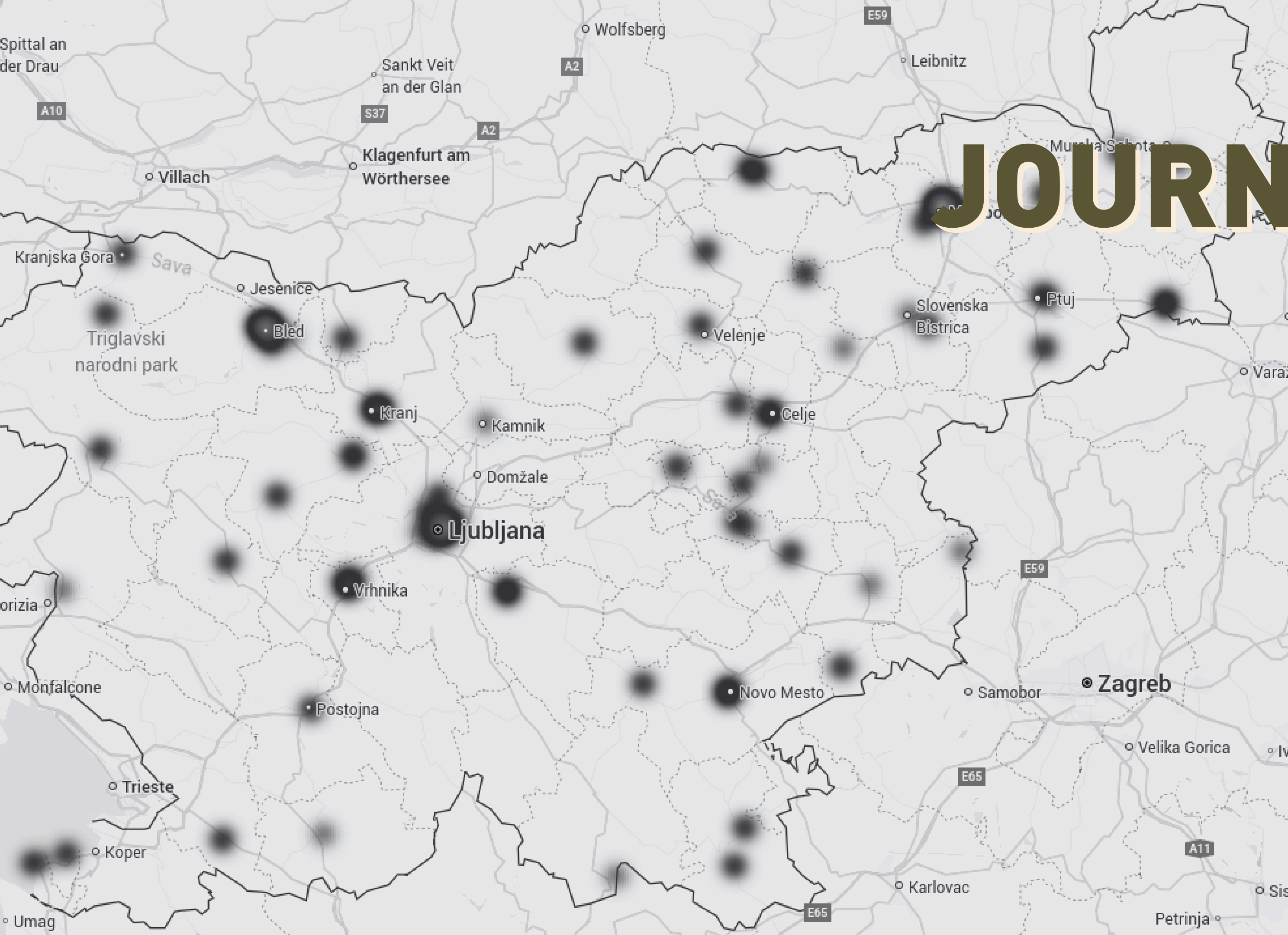
WE ARE NOT ALONE

BSC Kranj; Bunker; Cankarjev dom; CNVOS; CPT Krško; Društvo ljubiteljev gradu Snežnik; E-Zavod; Ecorys; Ekosklad; Eles; Eurowag; FGG; Gimnazija Tolmin; Goriška knjižnica Franceta Bevka; Hiša Mrak; Hofer; Interes; Javni zavod za turizem in šport Ormož; JKP Vrhnika; Jurij Bavdaž; Kino otok; Komunala Idrija; Komunala Kranj; KŠTM Sevnica; KUD Mreža; Lara Valentič; Ljubljanske mlekarne; Lokalpatriot; LU Velenje; Luka Koper; Makom; Marcel Heing-Becker; Matija Mazi; Mestna občina Ljubljana; Mestna občina Velenje; Mission Zero Academy; MKC Maribor; Mladinsko društvo Kostanjevica; MOPE; MOPE; Morigenos; Narodni dom Maribor; Natalija Godeša; Občina Hrpelje-Kozina; Občina Laško; Občina Zreče; OŠ Alojza Gradnika Dobrovo; OŠ Dravljje; Oštro; OTP banka; Penzion Letališče; Petruzalek; PGD Grad; Philip Morris International Ljubljana; Planet Reuse; Podjetje za informiranje Murska Sobota; Posoški razvojni center; Predstavništvo Evropske komisije v Sloveniji; Projekt Atol; Radenska; Razvojna Agencija Sora; RC Kočevje Ribnica; RC Murska sobota; Rdeči križ; Regionalna razvojna agencija za Koroško; RIC Bela Krajina; Senzor; SGGOŠ; SiDG; Sloga; Slovenski gozdarski trail; Spar; SZOTK; ŠD Šmartno ob Paki; Šolski center Celje; Šolski center Postojna; TD Petrovče; Tehniška založba; Tina Dular; Toleranca; Triglav Skladi; Turizem Bohinj; Turizem Ljubljana; Tutela; Univerza v Ljubljani; Viktorija Kos; Za Zemiata; Zavod Ivana Cankarja za kulturo, šport in turizem Vrhnika; Zavod za podjetništvo, turizem in mladino Brežice; Zavod za turizem Kranj; Zavod za turizem Ljubljana; Zavod za turizem Maribor; Zero Waste Europe; ŽKK Domžale

SUPPORTERS AND COLLABORATORS

OUR JOURNEYS I





OUR JOURNEYS II

We use public transport or electric vehicles for parts of our journeys across Slovenia

OUR REACH

1722

media appearances

413.040

individuals reached

12.988

subscribers to our
newsletter

74

articles on our websites

Katja Sreš, Marina Ferfolja, Tina Cipot, Mateja Zupan, Karin Jurman Marn, Maja Modrijan, Meta Pavlin Avdić, Jana Ficko, Erika Mubi Smolak, Tina Markun, Igor Kuna in Urh Mlakar aka UM & KUNA in Gregor Šmalcelj.

NEWSLETTER

We hosted
insightful
columnists and
engaged in
conversations with
inspiring guests.



All our reports are public

SHARES OF USED RESOURCES:



TRANSPARENCY

final edition

**of the nationwide Let's
Clean Up Slovenia's
Digital Waste campaign**

strengthening the zero
waste network and
certification for
**municipalities and
companies**

hosting the meeting of
**Zero Waste Europe
network**

implementing projects

**focused on school waste, toy
waste, reuse, and fast
fashion**

strengthening collaboration
**in the textile sector,
including hosting a major
international conference**

training

**a new generations of
municipal mentors and
auditors**

FUTURE PLANS

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ordering our
services

We encourage you to invite us to your town or organization, where we gladly present our interesting lectures and workshops. We also develop successful sustainability stories together with companies. Get in touch and let's create one together.

THANK YOU

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boundaries with us!

