

Ready to reuse: Slovenians show strong support for waste reduction measures at events

KEY INSIGHT

Public support for reuse systems at events in Slovenia is high, particularly when systems are convenient, hygienic, and well-organised.

Reuse systems are becoming an important part of public events also in Slovenia. To better understand public perceptions, experiences, and support for such practices, a survey was conducted in March 2026 focusing on reusable cups, deposit-return schemes, and sustainable event organisation. The survey, part of the [Elevating Reuse In Cities \(ERIC\) project](#), was conducted among 1,019 respondents. Representative sampling was used across gender, age groups, and place of origin.

KEY FINDINGS

The responses indicate strong public support for reuse systems at public events:

- **Reusable cup systems received an average rating of 4.04/5**, with women rating them more positively (4.10) than men (3.96)
- **69% of respondents returned their reusable cup at the last event**, support was highest among younger respondents (18–34)
- A majority of respondents expressed **preference for events actively reducing waste**, with support rated at 4.2/5

Most respondents had already used reusable cups at public events, indicating that reuse systems are increasingly recognised and socially accepted.

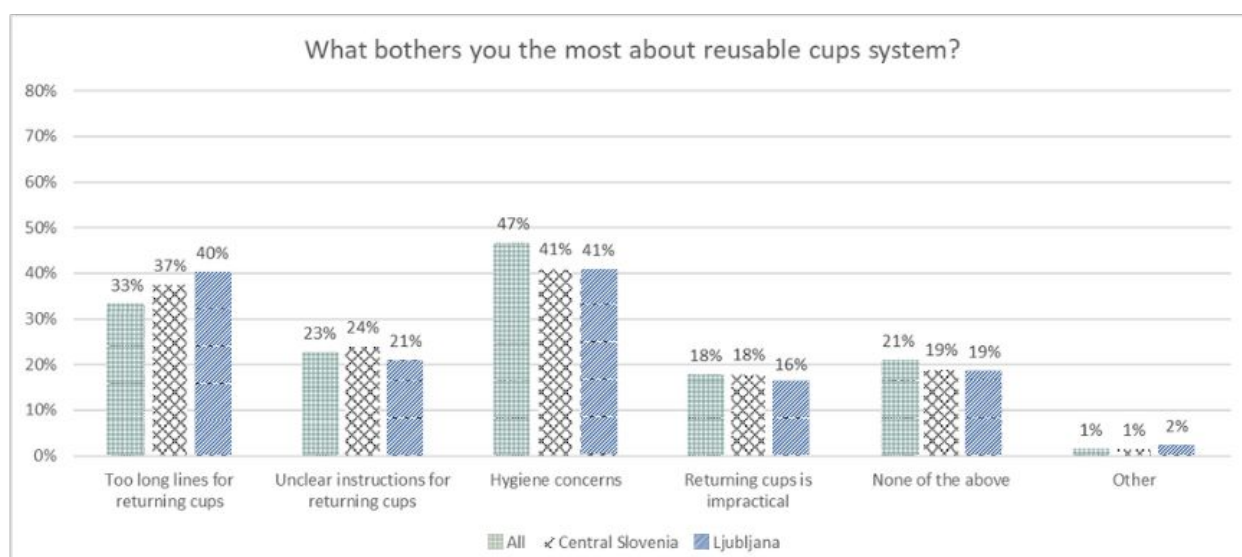
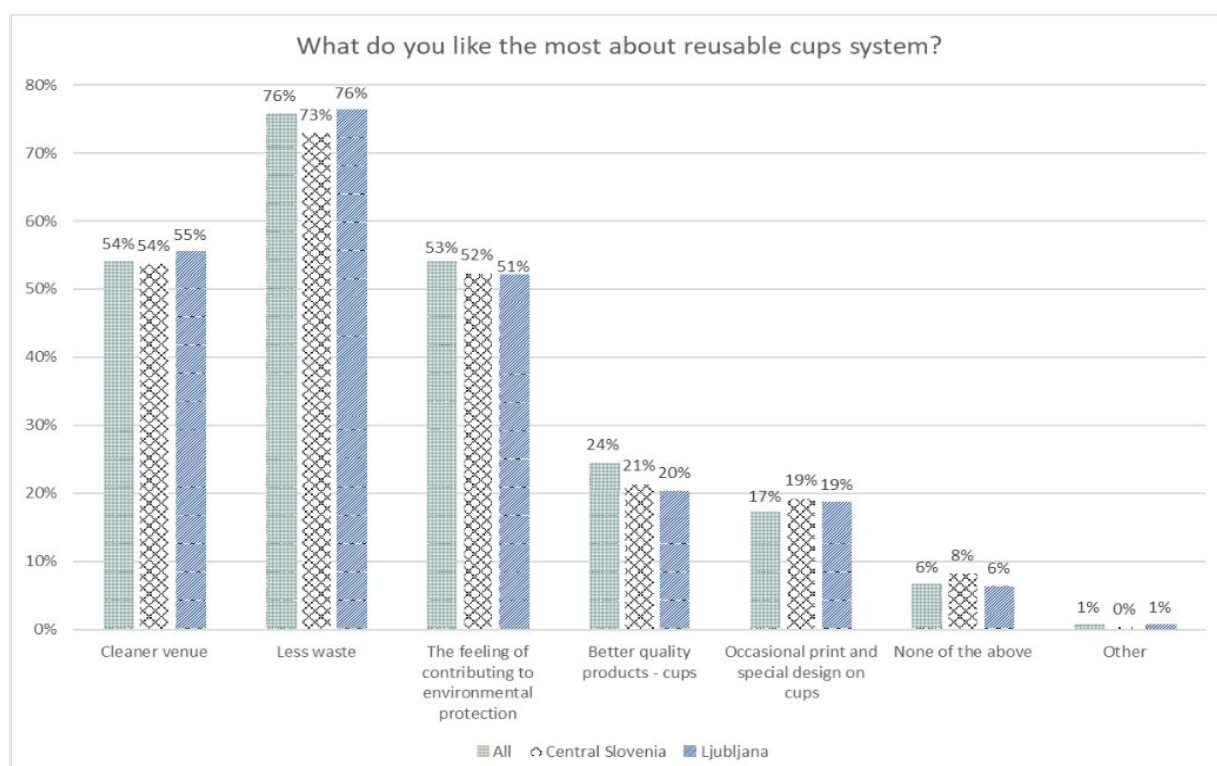


VISITOR PERCEPTIONS OF REUSE SYSTEMS

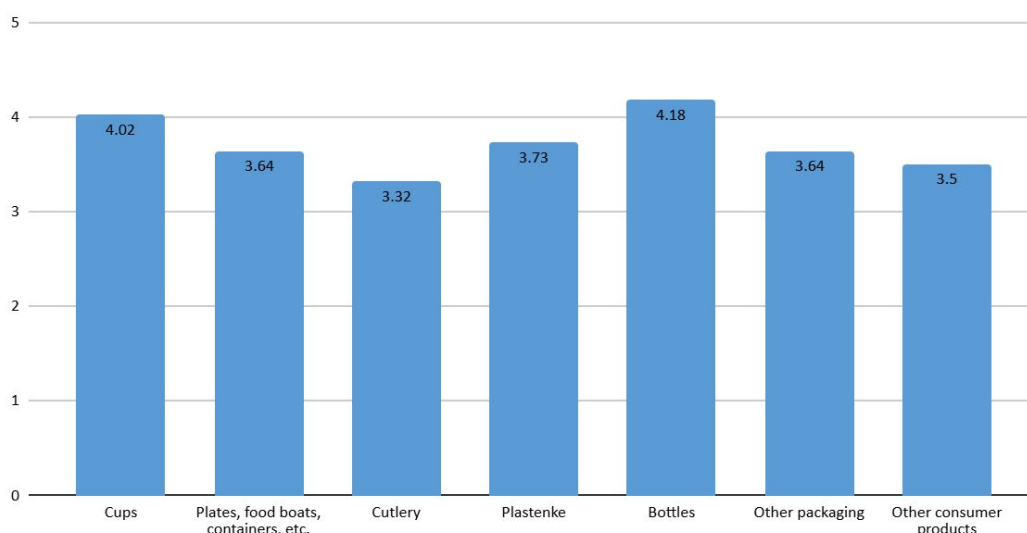
Respondents most frequently associated reuse systems with:

- Less litter and plastic waste
- Cleaner event spaces
- A sense of contributing to environmental protection

At the same time, concerns were mainly related to hygiene, waiting lines, and return system efficiency rather than to sustainability measures themselves, indicating that **operational quality and user convenience are key factors for public acceptance**.



Would you support mandatory use of the following reusable items at all major public events in Slovenia?



DEMOGRAPHIC INSIGHTS

Gender: Women consistently showed slightly more positive attitudes towards reuse systems and waste reduction measures, while men more frequently highlighted practical and logistical concerns.

Age: Younger respondents showed slightly higher support for reuse systems and sustainable event practices, while older respondents were somewhat more cautious regarding system convenience and additional procedures.

Region: Only slight differences were observed between regions. Responses from Ljubljana, which is taking part in the ERIC project, also did not stand out.

CONCLUSIONS AND RECOMMENDATIONS

The findings suggest overall **positive public perceptions of reuse systems at public events, especially when systems are convenient and well organised**. Visitors mainly associate reuse systems with cleaner events and waste reduction, while concerns focus primarily on hygiene and return logistics.

To improve things further, the responders suggested focusing policies on **improving and simplifying return system organisation and reducing waiting times, ensuring visible hygiene standards, and increasing public awareness**.





Zero Waste Europe Factsheet



[Zero Waste Europe](#) is the European network of communities, local leaders, experts, and change agents working towards the prevention and elimination of waste in our society. We advocate for sustainable systems; for the redesign of our relationship with resources; and for a global shift towards environmental justice, accelerating a just transition towards zero waste for the benefit of people and the planet.



[Ekologi brez meja \(EBM\)](#) is a non-profit organisation founded in 2009 and one of the leading Slovenian NGOs dedicated to improving the state of our environment, focusing on efficient resource use and active citizenship. Most of the organisation's activities are centered around waste prevention and waste management optimisation, together with businesses, governments, the public sector, individuals and other NGOs.



[The Elevating Reuse in Cities \(ERIC\) project](#) aims to support 18 to 30 EU municipalities in embedding waste prevention at the local level through the creation of Plastic Prevention Plans (PPPs). These plans focus on implementing reuse actions within the municipalities' direct sphere of public control, including public events, buildings, and procurement tenders.



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