

— Reduce —



**RE  
DUCE**

Loop project - National research  
**INTERVIEWS:** Entry # 61



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## GORDANA

is the regional sales manager in a company called Don Don, which manufactures bakery products



Authorized  
by Don don - bakery

### Gordana

finished elementary school. After that, she attended a gymnasium, and later transferred to the hotel and tourism school. After that, she gained a lot of work experience and 18 years ago she got a job in Don Don as a regional sales manager, where she still works today. In the meantime, she earned a degree as a tour guide. She also sometimes works as a tour guide in her spare time.

## REDUCING also means wasting less: tell us how you approached this topic both economically and culturally.

Our company invests effort in reducing, which as you said yourself means waisting less. First of all, it is in our interest to reduce the regular consumption of materials and equipment, therefore we invest more money in the purchase of better quality equipment that we regularly use in transport, and an example of this equipment are crates in which we stack our products.



Cost/efficiency, <https://www.seguetech.com/wp-content/uploads/2015/03/segue-blog-Does-Your-Software-Testing-Include-Quality-Process-Control-THUMB.png>

In addition to having a great benefit in reducing spending money, we also reduce our waste in large quantities. If we used cheaper and lower quality equipment, we would have to buy new ones regularly, which would increase costs and the amount of waste over time.



Digital technology, <https://www.techfunnel.com/wp-content/uploads/2018/04/Benefits-of-Digital-Technology-in-Business.jpg>

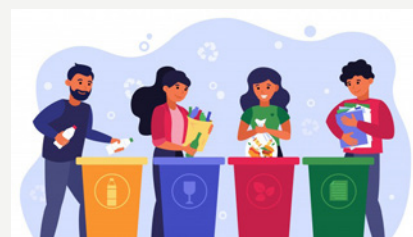
From all this, we can conclude that it is a much greater benefit to use better quality equipment which reduces the amount of waste and spending money over a longer period. Mechanization used in production also plays a major role. In addition to speeding up production, it also reduces the amount of material used and improves the quality of our product.

There is also a much smaller chance of some kind of manufacturing error occurring. We reduce our cost by paying external associates, distributors who are in charge of transporting the product. Our company is part of a group operating in Slovenia, Croatia, Serbia, Bosnia and Herzegovina, Montenegro, and Bulgaria. In Croatia, its headquarters are in Donja Zelina, which means that all transport in Croatia takes place from Donja Zelina to a certain place where we need to bring the product, which is why there are a lot of distributors.

We have also incorporated today's modern technology into our business.

Employees who work in the commercial part of the business receive a business cell phone and tablet that regularly help them get the job done.

Before they had to do a lot of their work on paper, while today they can do most of it on a tablet, which is very useful, in addition to reducing paper consumption, it makes our work easier and all our things are in one place.



Separate collections, [https://image.freepik.com/free-vector/waste-sorting-concept\\_74855-7934.jpg](https://image.freepik.com/free-vector/waste-sorting-concept_74855-7934.jpg)

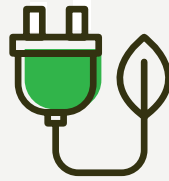
At the beginning of the 20th century, we did not have such technology, everything had to be written on paper, all agreements and meetings had to take place live and we had to navigate through the city with the help of maps, which was quite difficult.

Today we have technology that makes things much easier for us. In addition to all this, waste sorting and energy saving also play a big role in our company.



Some waste simply cannot be reduced and i.e. why we have a great need to sort waste. We get a lot of waste from paperwork. In addition to helping us a lot by sorting waste in an ecological sense, we also reduce our own cost, which is, in a way, somewhat motivating.

For example, if we threw our paper in mixed waste, our containers would fill up faster and we would have to pay for their removal much more often. These are all our main ways of reducing our consumption in economic and cultural terms.



## WHAT THE REDUCTION INVOLVES

### **in your activity: give us concrete examples.**

I am employed as a regional sales manager and my job involves a lot of travel. When I started working the technology was not yet so developed. To get to a particular store, I had to use a city map. Google Maps did not exist then as they do today.

Many times I used to miss a street or just take a wrong turn, it used to be very frustrating. And because of that, of course, fuel consumption would increase, which is certainly not desirable. A lot of time is also wasted looking for a place, not only live but also on the map. So the very beginning was quite difficult, but over time one gets used to it and learns. In a previous response, I mentioned the contribution of technology i.e. the result of the rapid modernization of today's world.



Modernization contributes greatly to the development and facilitation of various jobs. As for my job, technology played one of the main roles that made our job easier. With the help of emails and calls, I can make important conversations with people, whereas before I had to travel.

In this way, I greatly reduce the amount of travel which in addition to saving fuel, time and money, also contributes to the environment, maybe not much, but any change is welcome when it comes to preserving the environment.



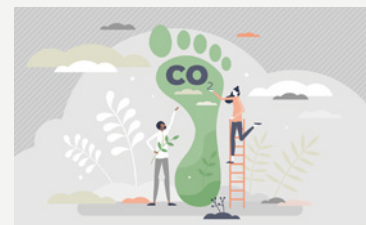
If every person made such a small change in life over time, significant changes would be seen. Also, Google Maps help me get to new locations, even though over the years I have learned everything I could and should have. If nothing else, when new employees come to this job, they won't get lost and won't have to spend time looking for a place using city maps. We also often organize meetings via Skype so we don't have to travel.



Online meeting (cc), <https://www.pxfuel.com/en/free-photo-xaayi>

Basically, in any case, I can say that the possibility of communication created by the development of technology has made it possible to reduce the travel of a large number of employees, including me. I also had to work on papers on a large part of my work before, but today I have my business mobile phone and tablet with which I have the opportunity to do a large part of my work.

This is also a positive consequence of the development of technology. This way I reduce paper consumption, I find it easier to get around at work and all my work is in one place. And of course, in addition to all that, I regularly sort waste both at home and at work, I also try to save energy and money in various ways, but it's all more about my attitude, not just my duties and needs at work. These are mostly the main ways I try to reduce consumption in my activities.



Carbon footprint, [https://otegotextile.com/wp-content/uploads/2021/01/shutterstock\\_1851755698.png](https://otegotextile.com/wp-content/uploads/2021/01/shutterstock_1851755698.png)

## **DID your choice also involve raising awareness among collaborators, or the supply chain? Tell us how you handled these instances.**

It should certainly be said that we all together make one team and we have our goal, and i.e. to do our job well and with quality. As for important decisions, they are made jointly. As I said, we are a team and we work together and everyone's idea is respected, even though we don't all have to agree with it.

Teamwork is our quality and if there is a problem we will all try to solve it together, also when a person has a problem in their department, we will not leave them alone to deal with the problem, we will help them. It's a big part of our quality and that's how our team works.



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We all work together to achieve better results and raising awareness of today's economic situation in our team is very important. I would not say that my choices have raised any level of awareness of the situation among others, rather I would say that these are our choices that we have decided to follow together, at least at work. Every good suggestion in our team is put into action at a higher level, which everyone respects and follows.

That's the way our team comes to some kind of joint decisions. We are all somewhat aware of the whole situation in the world and we try to do everything we can to positively contribute to the whole situation. We are regularly looking for new ways to contribute economically, but not much can be done in our business, but we try our best to find new ways to contribute to the whole economic situation without jeopardizing our business.



It takes a lot of effort and innovation because it is the golden mean in our business between quality work and work that contributes to the environment. If we focus entirely on work, and if we neglect the environment, our product will be great and our contribution to the environment catastrophic.

If we focused entirely on the goodness of the environment, our product would be in a bad situation.



That is why it is important to find a golden mean and continue to wait for a new way to contribute to the environment. It may sound a little selfish, but otherwise, it makes no sense to produce a product without quality, in which case the business would fail.



Cans recycling pixabay  
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it/vectors/scatola-riciclare-  
contenitore-2864331/](https://pixabay.com/it/vectors/scatola-riciclare-contenitore-2864331/)

I know that many companies today are not aware of this situation and do not want to do anything about it, their job is a priority, which would be somewhat reasonable if we were in another situation that has no impact on the whole world.

It is not only the companies in question but also the people, they are simply not aware or do not know what is happening and what will happen if our actions are as they are now.

RE  
DUCE

# QUESTIONNAIRE

## 1. What is the so-called “circular economy”?

A	B	C
86.7%	6.7%	6.7%

## 2. Do you believe that a more sustainable economic system can be equally productive than the current one?

A	B	C
80%	20%	0%

## 3. Which of these consumer choices have you decided to implement in the last 10 years to protect the environment?

A	B	C
40%	20%	40%

## 4. How will the so-called “circular economy” affect the job market?

A	B	C
6.7%	60%	33.3%

## 5. In your work, how many strategic choices related to sustainability have been made in the last 10 years?

A	B	C
60%	13.3%	26.7%



**6. Which of these 4 “Rs” is more important to ensure a better future for humanity?**

A	B	C	D
20%	13.3%	60%	6.7%

**7. Which of these 4 “Rs” is most present in your family’s daily life?**

A	B	C	D
0%	26.7%	46.7%	26.7%

**8. In your opinion, what link is there between technology and the “circular economy”?**

A	B	C
53.3%	40%	6.7%

**9. Do you think we will be able to change the way we consume so as not to affect the environment and its limited resources?**

A	B	C
20%	60%	20%

**10. Are you familiar with the UN 2030 Agenda or have you ever heard of SDGs?**

A	B	C
46.7%	13.3%	40%

## QUESTIONNAIRE

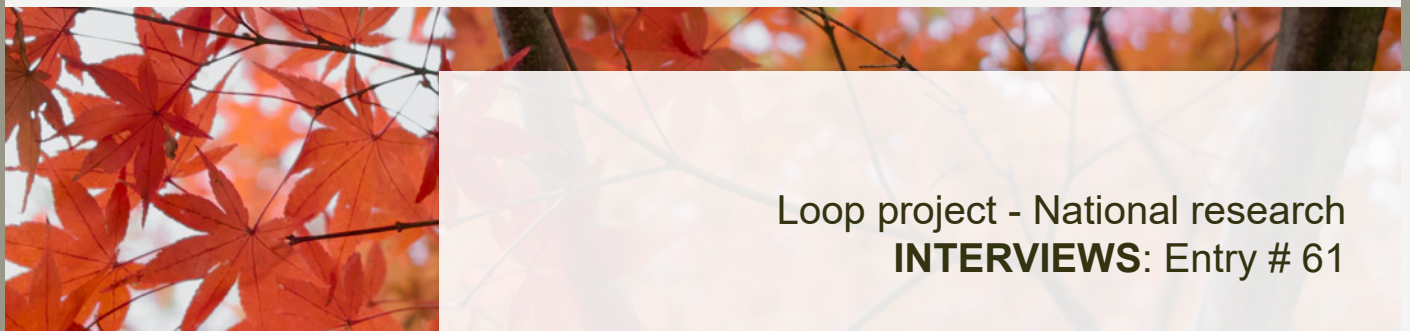
# QUESTIONNAIRE

**11. Do you think that the economy in the past was more sustainable than it is today?**

A	B	C
60%	20%	20%

**12. Which of these 3 statements do you consider the most true and important?**

A	B	C
33.3%	53.3%	13.3%



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