

— Reduce —



**RE  
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Loop project - National research  
**INTERVIEWS:** Entry # 50

## IVANA PETRIČEVIĆ

Quality Director of the Beverage  
Group within the Fortenova Group



Jamnica logo, uploaded to ELF by helena.radic-bosanac@jamnica.hr and granted permission to download it

### Ivana Petričević

Quality Director of the Beverage Group within the Fortenova Group (additional explanation: The Beverage Group is an organizational unit of the Fortenova Group, consisting of Jamnica Plus in Croatia, Sarajevski Kiseljak in BiH, Mg Mivela in Serbia, Jamnica Mineral Water in Slovenia and Jamnica Water in Hungary). Main tasks: harmonization of operations within the companies of the Beverage Group, continuous improvement, and management of the systems of quality, food safety, environmental protection, and energy efficiency in order to ensure harmonization with the vision and goals of the Beverage Group.

As the quality director of the Beverage Group within the Fortenova Group, I am in charge of three production companies (Jamnica Plus, Sarajevski Kiseljak and Mg Mivela) that have a total of five production plants at five different locations in the region, and two distribution companies: Jamnica Mineral Water in Slovenia and Jamnica Water in Hungary). I have been working in Jamnica for 21 years, and I worked in the production, laboratory, and quality department that I now lead. I graduated from the Faculty of Food Technology and Biotechnology in Zagreb and completed postgraduate studies at the Faculty of Economics, majoring in quality management.

### **SOME AREAS I WORK ON ARE:**

Systems and processes management

- Implementation, certification and maintenance of quality systems, food safety, environmental protection and energy efficiency and maintenance of ISO 9001, HACCP, IFS Food, NSF, ESMA, ISO 22000, US Army, ISO 14001, ISO 50001 certificates throughout the Beverage Group

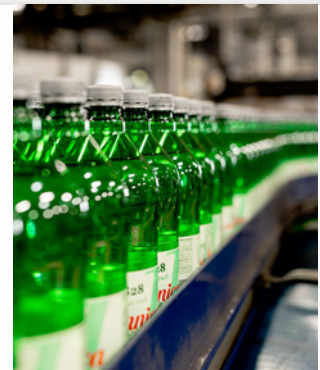
## Food safety management system

- Defining the food safety process (analysis of system trends, CCT - critical control points, risk analysis, etc.)
- Maintaining good production practice in accordance with the legislation through the entire business of the Beverage Group (from input raw materials, production processes, to storage and distribution)
- HACCP, TACCP, hazard categorization, risk assessment and opportunity of the food safety system, verification of documentation and records (in the Fortenova Group beverage group I was appointed the person responsible for maintaining the food safety system - IFS Food System)

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

As a leading regional producer of natural mineral waters and beverages, water and environmental protection, as well as responsible management of water and other resources is woven into our business, and it is our obligation as a member of the community in which we operate.

For many years we have been implementing various initiatives, trainings and projects for smart waste management and proper waste separation, and one of them is the project of reducing the total amount of municipal waste to the lowest possible level.



Jamnica factory, uploaded to ELF by [helena.radic-bosanac@jamnica.hr](mailto:helena.radic-bosanac@jamnica.hr) and granted permission to download it

Water is one of the most valuable resources in our environment, and without water there wouldn't be any of our products. In order to prevent excessive abstraction or potential pollution of sources, we continuously identify and assess the impact on the environment, focusing on the interrelationship of soil, air, flora and fauna, and people and landscapes.



We are aware that we cannot take more from nature than it provides, so we respect nature and make systematic efforts to preserve our resources in the long run, while respecting the company's compliance obligations and voluntary commitments.

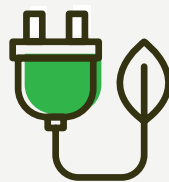
We draw natural mineral water from springs in Pisarovina, Gorica Svetojanska, Kiseljak, Kreševo and Veluč. In addition to natural mineral water, we pay great attention to the rational use of our technological waters. In all our production facilities, wastewater is treated, and the quality of wastewater is regularly checked in accordance with the requirements.



I also work in Laboratory process management, so I'm acquainted with defining and maintaining good laboratory practice, management of processes of conducting microbiological analyses of raw material base, finished products, technological waters etc. and management of control and analytical laboratories in accordance with the requirements of good laboratory practice according to the prescribed food safety plans and sampling plans.



There are devices for biological wastewater treatment in the Jamnica and Jana plants. In biological treatment, a membrane for ultrafiltration is used, i.e. a technology called MBR (membrane biological reactor), where UF membranes are used to separate the activated sludge from the treated wastewater. Today, MBR is considered the best available technique (BAT) for wastewater treatment in the food industry.



## WHAT THE REDUCTION INVOLVES

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

We are adapting our business and production processes to a new way of working in the field of reducing the impact of certain plastic products on the environment and waste management systems, which primarily includes the extended responsibility of product manufacturers.

As the person in charge of environmental management system and waste management I deal with establishment, maintenance, and improvement of the environmental management system (according to the requirements of the ISO 14001 standard and applicable legislation).



Production line, uploaded to ELF by helena.radic-bosanac@jamnica.hr and granted permission to download it

With the aim of using as little plastic as possible, we have been working on changing the design for many years in order to reduce the weight of our PET bottles, and thus also reduce the potential for environmental pollution with plastic. Thus, this year, our Jamnica underwent a major redesign of the PET bottle, which is lighter and thus contributes to reducing the amount of plastic.

Thanks to these new PET bottles for Jamnica, we plan to reduce the amount of plastic by about 220 tons and CO<sub>2</sub> emissions by about 9% by the end of the year.

During 2020, we started new business and production processes by developing, and this year placing on the market, a new bottle made of 100% recycled PET material for our natural mineral water Jana.

This is another step forward because recycled plastic or rPET involves the reuse of plastic in the production of new bottles.

Reuse is the foundation of the circular model of the economy.



Natural mineral water-Jamnica factory, uploaded to ELF by helena.radic-bosanac@jamnica.hr and granted permission to download it

In addition, it is important to note that this reduces CO<sub>2</sub> emissions by as much as 79% or 1,229 tons of CO<sub>2</sub> per year. It's kind of like we took 307 cars out of traffic.

This year, in addition to the mentioned Jamnica and Jana, we introduced PET packaging of reduced weight for all our other brands: Sarajevski Kiseljak, Mg Mivela, Sky and in the coming period we plan to introduce rPET packaging in other brands - not only in Croatia but in the entire region which we do business with.



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We emphasize our commitment to reducing plastics and CO<sub>2</sub> emissions in the new, redesigned packaging of our brands with the Going Green brand - less plastic, less CO<sub>2</sub> emissions.

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

We believe that change starts with ourselves and that is why we decided on a smart waste management pilot project to reduce the total amount of municipal waste at the location of the production plant Jamnica. As part of the project, containers for various types of waste have been set up, employees are being made aware of the importance of proper waste separation, and we are continuously improving our separation system.

I'm responsible for energy management system and by that, I mean the establishment, maintenance and improvement of the energy management system and energy efficiency according to the requirements of the ISO 50001 standard (in the Beverage Group I was appointed the person responsible for the maintenance of the energy management system). In the coming period, we plan to implement the project in other production facilities.



Jamnica products, uploaded to ELF by [helena.radic-bosanac@jamnica.hr](mailto:helena.radic-bosanac@jamnica.hr) and granted permission to download it

The ultimate goal of the Zero Waste project at the landfill is to ensure that nothing ends up at the landfill by properly separating different types of waste. The concept of zero waste or zero waste is a process in which all waste resources can be returned to the system. It is known that it is not easy to recycle all waste, and our focus is on reducing waste and reusing materials.



Jamnica plant, uploaded to ELF by [helena.radic-bosanac@jamnica.hr](mailto:helena.radic-bosanac@jamnica.hr) and granted permission to download it

In the first phase of the project, at the location of the Jamnica production plant, we researched and analysed what municipal waste includes. For such an analysis, we measured different waste streams and detected incoming waste components. After collecting the data and determining the quantities, we divided the obtained results into categories and identified potential possibilities.



Proper sorting and disposal by category prevents waste from ending up in landfills. At the same time, we are finding new ways and partners interested in the treatment, processing / use of individual waste components. Today, most of our useful technological waste ends up with processors. For example, Jamnica glass bottles are separated and taken to an authorized processor for the production of new glass packaging, PET packaging is handed over to our partner for further processing, sugar bags are used as packaging for other products, foil is separated and sent to the processor, as well as cardboard packaging, metal plugs... thus saving resources and protecting the environment.

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# QUESTIONNAIRE

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

A	B	C
27	3	0

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

A	B	C
5	20	5

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

A	B	C
11	6	13

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

A	B	C
5	14	11

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

A	B	C
3	9	18



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

A	B	C	D
10	5	12	3

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

A	B	C	D
12	6	12	0

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

A	B	C
21	8	1

**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
13	8	9

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

A	B	C
9	13	8

## QUESTIONNAIRE

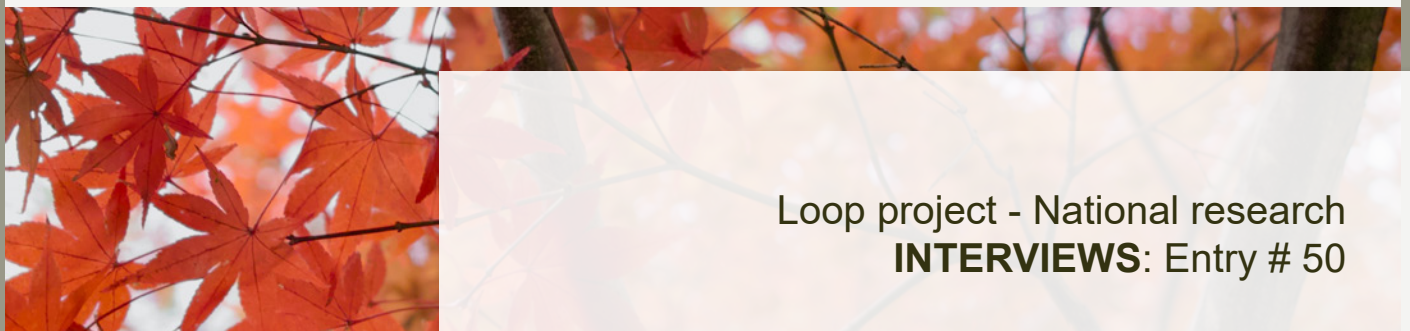
# QUESTIONNAIRE

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

A	B	C
17	5	8

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

A	B	C
5	22	3



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