

# ECOFIMÁTICA ANNUAL REPORT

# 2019

  
FUNDACIÓN para la Gestión Medioambiental  
de Equipos Olímpicos



FUNDACIÓN para la Gestión Medioambiental  
de Equipos Ofimáticos

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# 01\_

# LETTER FROM THE CHAIR/



Vidal Vicente Buxadé  
CHAIR OF ECOFIMÁTICA

**F**or a further year, it is a pleasure to share this report detailing work by environmental foundation Ecofimática, this time for the 2019 financial year. Once again I can cast my mind back with satisfaction due to results that grow year after year, a professional and committed team and our unbeatable ability in the sector to offer and implement a successful solution to address the 2018 legally established obligation to collect and recycle printing consumables.

Generally speaking about the results that are described in greater details in the report, I would like to highlight that we managed 7,265 tonnes of waste office IT equipment in 2019, an impressive 63% increase compared to the previous year. Last year we reached a cumulative total of 55,000 tonnes since the beginning of our operations, 14.5% more than at the close of 2018.

To obtain these figures we have continued to work to make collecting waste office IT equipment more accessible for people at home and professional by expanding our network of collection points. Specifically, in 2019 we installed 88% more collection points than in the previous year, reaching 15,398. This unprecedented growth can be explained by the significant

**“THERE WAS  
UNPRECEDENTED  
GROWTH IN INSTALLING  
TRAGATONER/TRAGATINTA  
COLLECTION POINTS”**

work to install collection points through our Tragatóner/Tragatina programme, now in its second year, and the initiative has definitely been a great success.

And thanks to the well-oiled machine of the Ecofimática Foundation we managed 370,885 kg of toner and ink cartridges, responded to 12,463 collection requests (978% more than in 2018) and

installed 27,907 containers for this type of waste, in the first year of Tragatóner/Tragatina alone.

As part of our responsibility to our partners and our commitment to the environment and people's health, our work does not focus solely on management; we also collaborate with treatment plants to increase the percentage of materials recovered from this type of waste, and with R&D centres to find options for reusing ink and toner powder.

I would therefore like to take this opportunity to thank you all for placing your trust in the Ecofimática management model and team for a further year, for your decisive contribution that has helped consolidate our foundation as the best solution to guarantee the sustainability of our environment.

# 02\_

# ABOUT

# US/



## WHAT IS ECOFIMÁTICA?



Ecofimática is an environmental foundation that was created by the main office IT equipment manufacturers in 2002. The purpose of the foundation is to establish a collection and sustainable management network for waste from copiers, printers and faxes.

Ecofimática brings together 90% of office IT manufacturers and importers in Spain, providing national collection coverage for both domestic and professional waste electrical and electronic equipment.



It has operated for over 17 years and the Ecofimática system has progressively adapted to the unique features of an office IT sector that includes professional copying equipment and small household everyday printing equipment. At the close of 2019 it had over 15,398 collection points, some exclusively belonging to Ecofimática and others shared with other Recyclia collective systems such as Ecopilas, Ecoasimelec and Ecolum. Together the four foundations make Recyclia

the managing organisation with the widest network of collection points, with 79,271 collection points at the close of 2019.

Ecofimática provides its member companies, logistical operators and waste managers with an IT platform that guarantees full traceability of WEEE.

**Did you  
know?**

*ECOFIMÁTICA BRINGS TOGETHER 90% OF OFFICE IT MANUFACTURERS AND IMPORTERS IN SPAIN, PROVIDING NATIONAL COLLECTION COVERAGE FOR HOUSEHOLD AND PROFESSIONAL WASTE ELECTRICAL AND ELECTRONIC EQUIPMENT.*

## 8

## AREAS OF ACTIVITY

Ecofimática is an environmental foundation that was created by the main office IT equipment manufacturers in 2002. The purpose of the foundation is to establish a collection and sustainable management network for waste from copiers, printers and faxes.

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In addition, Recyclia provides its member companies, logistical operators and waste managers with an IT platform that guarantees full traceability of WEEE.

## AIMS

The main objectives of Ecofimática can be summarised as follows:

- Help its members to comply with regulations related to expanded producer responsibility.
- Guarantee an efficient and professional service to all its members.
- Organise efficient collection and recycling services to achieve the targets established by legislation.
- Raise awareness in the distribution channel and among the general public of their need to contri-

bute to protecting the environment.

- Agree best practice and operations with member companies for the efficient management of waste.
- Boost and revitalize selective collection and the recycling of office IT equipment at the end of its useful life.
- Reduce the environmental impact of these WEEE thanks to appropriate and efficient processing of this waste and recovering a high percentage (89%) of the raw materials that it contains.



## BOARD OF TRUSTEES



The Board of Trustees of ECOFIMATICA is the foundation's governing body and is made up of representatives of office IT manufacturing and importing companies. Its key functions include approving the foundation's annual budget and any modifications to its bylaws, and setting tariffs applicable to the different products released to market by the member companies.

<b>CHAIR</b>	<b>Vidal Javier Vicente Buxadé</b>	<b>Ricoh España, S.L.U.</b>
<b>DEPUTY CHAIR</b>	<b>Silvia Achaerandio</b>	<b>Konica Minolta Business Solutions Spain, S.A.</b>
<b>MEMBERS</b>	<b>Jaime Corderas Vilaró</b>	<b>Panasonic España</b> <i>Subsidiary of Panasonic Marketing Europe GmbH</i>
	<b>Juan Manuel Rodríguez Núñez</b>	<b>Canon España, S.A</b>
	<b>Edgar Vila Farré</b>	<b>Mastertec</b>
	<b>María Dolores Pérez Vega</b>	<b>Xerox España S.A.</b>
	<b>Javier Pérez Yela</b>	<b>Kyocera</b>
<b>DIRECTOR GENERAL</b>	<b>José Pérez García</b>	<b>Non-Trustee</b>
<b>SECRETARY</b>	<b>Gonzalo Torralbo Pérez</b>	<b>Non-Trustee</b>

# 03\_ 2019 FIGURES/

## SUMMARY OF KEY FIGURES FOR 2019

# 11



With just 15 member companies, the foundation has a large market share in the large device for professional use category at 9.24%, giving Recyclia a 37% when the shares of Ecoasimelec and Ecolum are combined.)

It increased its domestic market share by 16% compared to 2018 (a 39% increase compared to 2017.)

55,296 tonnes of office IT equipment have been collected since the start of operations.

15,398 collection points.

60% collection rate in 2019.

## 2019 DOMESTIC AND PROFESSIONAL / KG PROCESSED

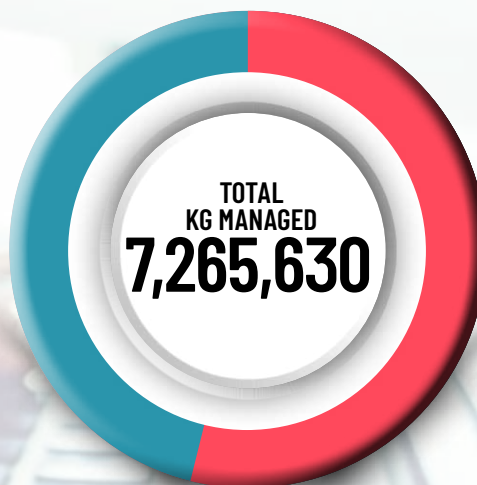
➤ Ecofimática managed more than 7,265 tonnes of waste during 2019, 53% of this amount was derived from the professional channel and 47% from the domestic channel.

12

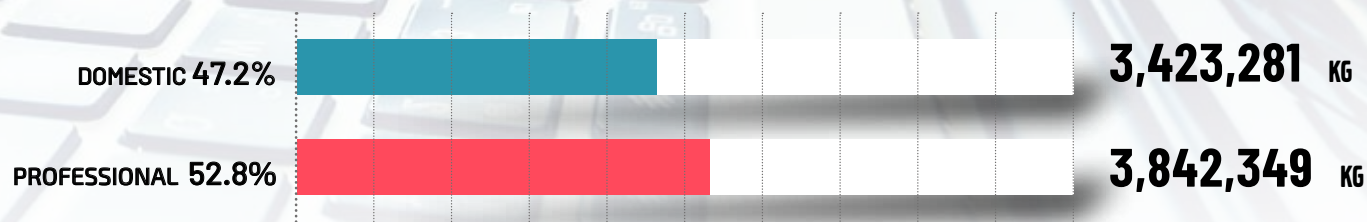
### CATEGORY 3 IT AND TELECOMS EQUIPMENT

Total Domestic (kg) ●

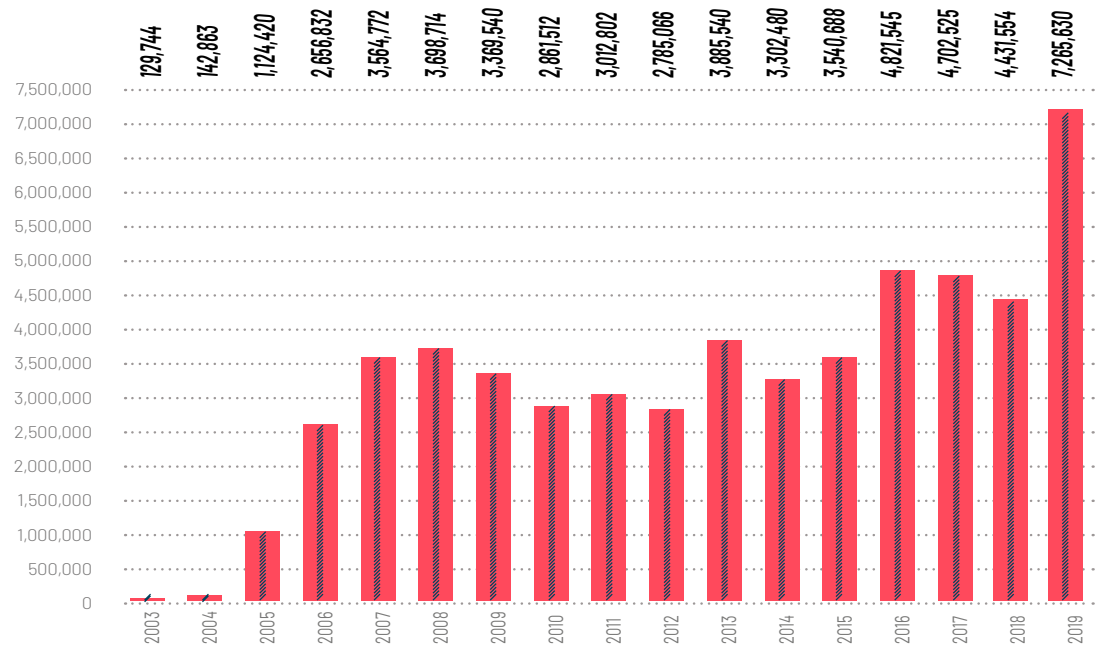
Total Professional (kg) ●



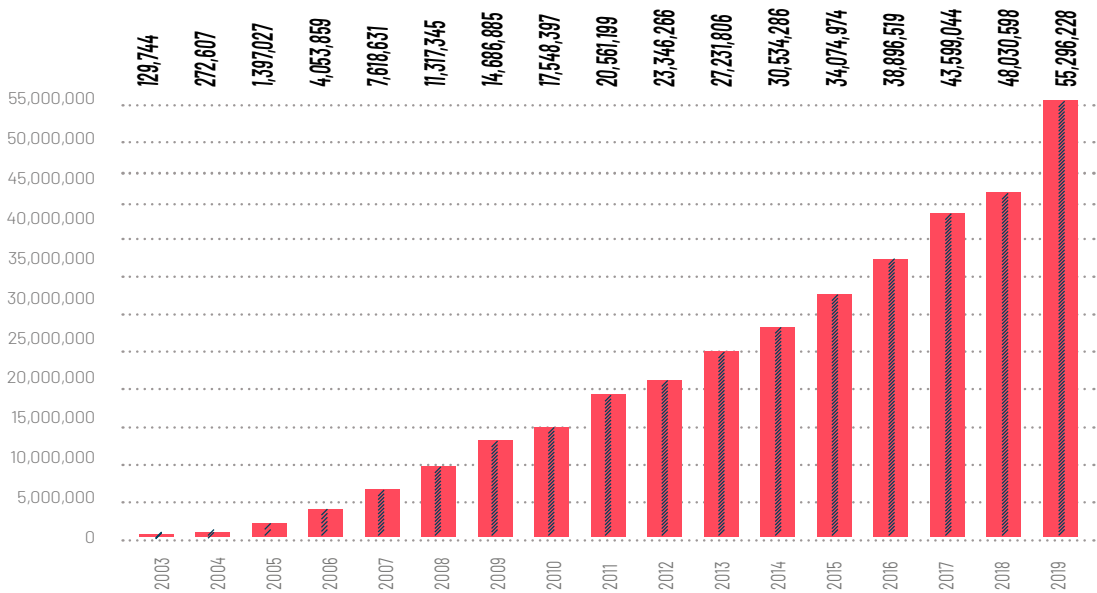
### C A T E G O R I E S



ARCHIVE KG MANAGED



KILOS MANAGED  
PER YEAR  
**7,265,630**



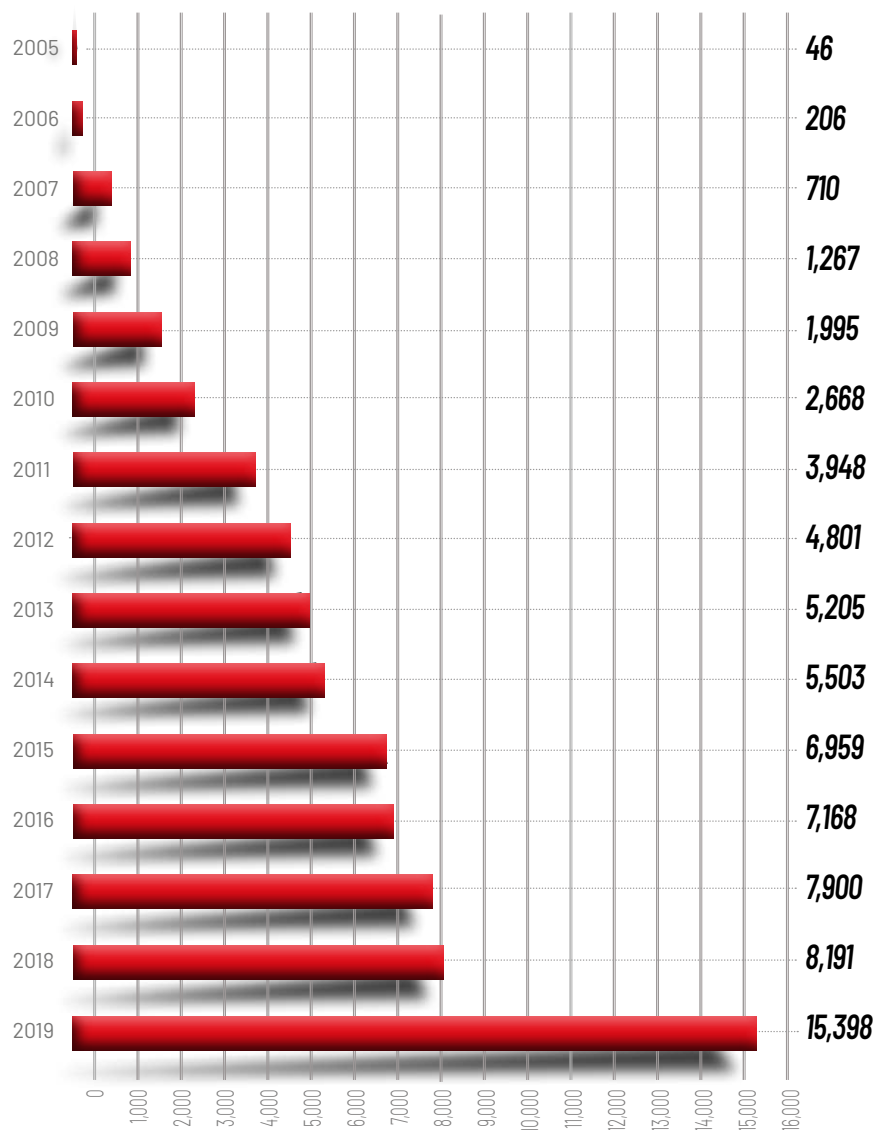
CUMULATIVE TOTAL  
KILOS MANAGED  
**55,296,228**

13

## COLLECTION POINTS (Evolution)



The network of Ecofimática collection points continues to grow year by year, making office IT waste collection more accessible for both domestic and professional users.



## AUTONOMOUS COMMUNITY COLLECTION POINTS

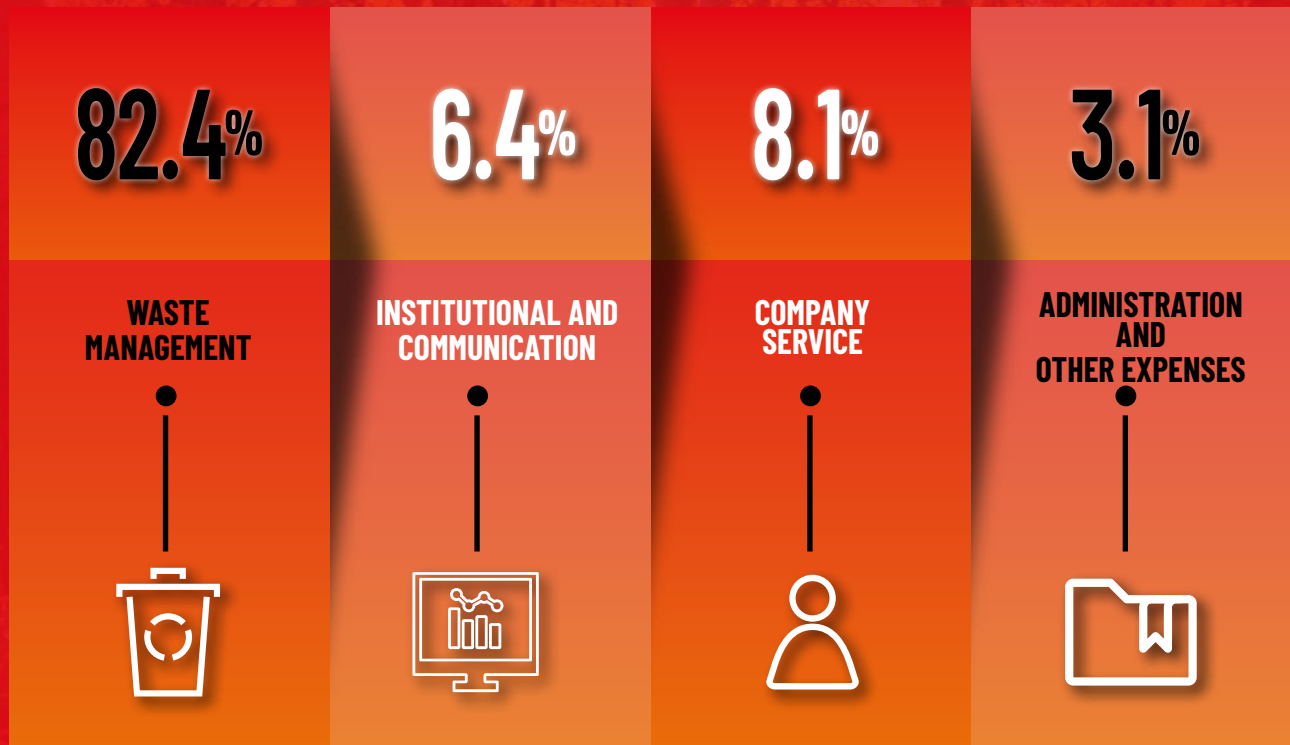
ANDALUSIA	4,008
ARAGON	372
ASTURIAS	303
CANARY ISLANDS	726
CANTABRIA	165
CASTILLE AND LEÓN	1,484
CASTILLE LA MANCHA	518
CATALONIA	2,003
CEUTA	14
EXTREMADURA	232
GALICIA	1,297
BALEARIC ISLANDS	323
LA RIOJA	91
MADRID	1,685
MELILLA	14
MURCIA	358
NAVARRRE	154
BASQUE COUNTRY	656
VALENCIA	995

**TOTAL 15,398**



ECOFIMÁTICA DISTRIBUTION OF COSTS

15





# 04\_

## MEMBER COM PANIES/

## MEMBER COMPANIES

# 15

ECOFIMÁTICA  
member  
companies

BROTHER / CANON / DYTECA / EPSON / KONICA MINOLTA / KYOCERA  
/ LEXMARK / MASTERTEC / OKI / PANASONIC / RICOH / RISO /  
TOSHIBA TEC / TOSHIBA TEC EUROPE / XEROX

# 17

brother  
at your side



At **Brother** we constantly work to reduce the environmental impact of everything we do, from design and development to reusing and recycling our products. By adhering to our 5 Rs (Reject, Reduce, Reuse, Reform and Recycle) we do everything in our power to help build a recycling-focused society. Our Brother Earth programme outlines our environmental commitment to our communities and the planet. Further information at [www.brother.es](http://www.brother.es).



**Canon España, S. A.** is a sponsor and founding member of Ecofimática.

ONE OF THE BEST-KNOWN BRANDS IN THE WORLD. Since 1937 we have manufactured products that let people do amazing things in life and business.

Over the years, the brand has built a reputation for quality, reliability and innovation and we have been rewarded with a strong relationship with our customers.

The brand name Canon comes from 'Kwanon', the Buddhist goddess of mercy, and it is deeply bound to our heritage and values within our principles based on the Kyosei Corporate Philosophy, a Japanese term that means 'living and working together for the common good'.

Canon



**Dysteca** has been the exclusive importer of the DEVELOP brand to the Canary Islands since 1987. The brand has always stood out for its respect for the environmental conditions of its products, and through membership of Ecofimática, which implements a complete waste management system, the company aims to take part in working to conserve our planet.





Sustainability is one of **Epson's** guiding principles. There is no more time for doubts, it is time to fight for the planet and this objective has been a part of Epson's business activity for decades. The UN's 17 sustainable development goals are used as the basis for the company's projects and any partnerships it establishes with collaborators.

One of our firm convictions is the need to reduce waste throughout our activity cycle. We are fully aware of this and, always placing the client at the forefront of our ideas, have launched eco-innovations such as the EcoTank and WorkForce Pro RIPS printing solutions that eliminate the use of regularly replaced consumables, instead using ink bottles for filling high performance deposits, and ink bags that can print up to 86,000 pages, respectively. Together with our collaboration with Recyclia, these measures have made Epson one of the leading technology companies in

waste reduction.

At Epson, the UN's 17 sustainable development goals are part of our business vision, and we set ourselves the target of improving people's quality of life through compact, efficient and precise technology. Goal 17 on Partnerships means that we continue to collaborate closely with all our stakeholders, one of whom is Ecofimática. We want to make life easier for companies and the users of our technology, motivating them to take one more step towards committing to the environment and sustainability.

During 2020, we are going to boost our circular economy strategy yet further. It will be applied to our own process and to initiatives and technology that we place on the market. Paperlab is a clear example: the first safe destruction and recycling system for paper documents that can be used to create new paper from waste without using water.

These initiatives, and many more, will be included in a new edition of "The Green Choice", our European Corporate Responsibility Report, and in local Sustainability Reports.

Further information at [www.epson.es](http://www.epson.es).



At **Konica Minolta**, we have always prioritised our responsibility towards the world we inhabit. That is why we have developed the numerous technologies and features that belong to Konica Minolta to help minimise the impact of using our products on the environment, with the aim of preventing global warming and conserving

resources to support the preservation and restoration of our planet's biodiversity.

**Konica Minolta** takes its responsibilities as a corporate citizen very seriously. Protection of the environment is one of its challenges and an essential part of the management philosophy of New Value Creation, which is why we work to protect the environment, reducing the environmental impact of our products and services throughout their life-cycle, combining performance with ecological and economic efficiency to obtain the following: lower energy consumption, optimised use of paper, reductions in waste and our carbon footprint and saved time.



# 19



**Kyocera Document Solutions**, the leading company in data management solutions that generates knowledge to maximise efficiency in companies' back office, works through its software and hardware product portfolio to turn work spaces into Smarter Workspaces. Since it was founded it has been notably been one of the most environmentally-friendly manufacturers, fitting all of its products into three key areas: information and communications, conserving the environment and improving quality of life. In addition, the Japanese company is a pioneer in the use of technology that protects the planet thanks to the development of Ecosys, technology based on using long-lasting components that help to significantly reduce waste and the use of consumables. Thanks to its document management services, such as the Solphea Suite platform, companies can succeed in improving their levels of environmental and economic sustainability.





"As a socially responsible company, **Lexmark** focuses on creating innovative, high quality image technology and solutions that are socially and environmentally responsible.

This has led the company to establish a business model based on a circular economy and on reducing its environmental impact. This means that its operations control both energy consumption and waste emissions. But even more importantly, it develops products with a clear philosophy: planned durability or, to put it another way, products designed to last with expansion options and the supply of suitable parts so that one of our products takes as long as possible to become obsolete.

Furthermore, through the use of innovative use of post-consumption recycled materials, we positively influence our surroundings by reducing the consumption of new natural resources and the amount of waste disposed in dumps. But that's not all: Lexmark solutions are designed to ensure users reduce their consumption of utilities and energy, also helping to reduce physical infrastructures with cloud solutions and establishing energy savings or toner savings solutions.

To complete the cycle, as part of this philosophy, in addition to collecting and recycling our devices, we collect and recycle our consumables through the "Collected by Lexmark" programme. This programme ensures that 100% of the millions of cartridges that we collect each year around the world are reused and recycled.

Each year Lexmark publishes these and other data related to environmental sustainability in the company's Corporate Social Responsibility Report, which can be viewed at [crs.lexmark.com](http://crs.lexmark.com).



At **Mastertec-Develop** we believe that the prevention of waste can help protect the environment while offering economic benefits. Environmental developments over the past few years has meant that we have progressed from suggestions to environmental good practice obligations. Now we need to take a further step: be prepared for the future. We are therefore concerned with the identification and elimination of different types of waste (including raw materials, energy, activities and time), thereby also improving our economic efficiency. Our equipment is manufactured with long-lasting components to avoid regularly replacing spare parts and that leads to the generation of waste. Meanwhile, producing the polymerised toner used in our devices emits 40% less CO2 than the process used to manufacture conventional toner.

Mastertec has certified environmental management in its organisation in accordance with the requirements of standard UNE-EN ISO 14001:2015.




**OKI** develops and promotes technology based on respecting the environment through a range of products, services and solutions that contribute to a more sustainable future. In addition to investing in reusing and recycling parts, OKI is famous for the robust, durable quality of its products and its digital LED technology that reduces the amount of plastic used in printers and toner consumption, generating plenty of light while using little electricity, thereby saving energy and helping to protect the environment. During 2019 OKI is implementing the "OKI Environmental Challenge 2030/2050" which aims to prevent global warming and contribute to achieving the Sustainable Development Goals established by the United Nations, continuing its journey as a corporate group that supports a safer, better social infrastructure. Looking towards the future to 2050, the group will promote product innovation and services that contribute to solving environmental problems, including preventing global warming and adapting to climate change, in addition to the development and sale of these products and services. OKI will contribute to achieving a sustainable society through these activities.



Ever since it was founded, **Panasonic** has always focused on people and on improving their lives through a variety of products and services. Inspired by the maxim of 'a better life, a better world', Panasonic aims to achieve a more sustainable society through solutions that make use of technologies that save, create, store and manage energy and allow for a more comfortable life in both residential and non-residential settings, through the lowest possible energy consumption.



## 22



**Ricoh** is a leader in digitizing work places and in corporate collaboration, using innovative technology and services that help people to work more efficiently. Its head office is in Tokyo and the group operates in around 200 countries and regions, including Ricoh Spain and Portugal, with

17 branch offices, 2,000 professionals, over 100 distributors and 50,000 clients.

For over 80 years, Ricoh has driven innovation and currently develops digitization, document management, distance communication, security, IT services and commercial and industrial printing solutions, among work in other areas. One of the company's core values is sustainability, in line with its commitment to the UN's 17 Sustainability Development Goals that form the basis of its three areas of activity: People, Planet, and Prosperity. In terms of the environment, the company focuses on creating a society that doesn't rely on carbon-based energy through its pioneering circular economy model (reduce, reuse and recycle), responding to affordable, non-polluting objectives, responsible consumption and production and action for the climate. At an international level, Ricoh is working to reduce its CO2 emissions to zero by 2050.

For further information please visit [www.ricoh.es](http://www.ricoh.es) and [www.ricoh.pt](http://www.ricoh.pt).

**RICOH**  
imagine. change.



**Riso** products and solutions have been designed to operate sustainably with the environment, from the manufacturing process up to the end of the equipment's useful life. Riso printers are based on cold printing technology, which entails a significantly lower energy consumption than other technologies.

In addition, because it uses vegetable oil-based ink instead of toner, the recycling process is optimised and the toxic emissions typical to toner printing are avoided. Riso stands out for developing environmentally-friendly technologies.

**iRISO**



➤ **TOSHIBA TEC** aims to be the leading company in the creation of ecological products (ECP) designed with clear environmental awareness, and is committed to reducing the environmental impact at every stage of its business operations: development, manufacture and distribution.

Toshiba actively participates in all types of environmental initiatives, for example, Spanish and international forest conservation, such as its "Plant a forest of a million and a half trees with Grupo Toshiba" initiative. To preserve biodiversity, it is supporting the protection of pandas in China through its "Donate to the research base for the breeding of giant pandas in Chengdu" programme, etc.

#### Toshiba ZERO CARBON

Toshiba TEC offsets the CO2 footprint of its multifunction devices by investing in sustainable projects that tackle climate change, offsetting the CO2 emissions involved in both their production and use, including the printing of a million pages. This initiative helps our systems to be used in an environmentally neutral way.

**TOSHIBA**

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**xerox™**



**Xerox** makes daily work better. We are a workplace technology company that creates and integrates software and hardware into small and large companies. Xerox offers a fluid, safe and sustainable experience for clients who want to manage information through digital and physical platforms. Whether it is inventing the copier, ethernet, laser printer and more, Xerox has defined the modern work experience for decades. Find out how we are continuing to innovate at [www.xerox.es](http://www.xerox.es).

At Xerox, sustainability is inherent to the way we work. We orientate our environmental, health and safety goals around five key areas to achieve results along our whole value chain at a worldwide level. Together with our suppliers, clients and interested parties, we strive to maintain the strictest standards with the aim of conserving the environment and protecting and improving the health and safety of our employees and communities.

# 05\_ ECOFI MÁTICA OPERA TIONS/

## WASTE MANAGEMENT AT ECOFIMÁTICA

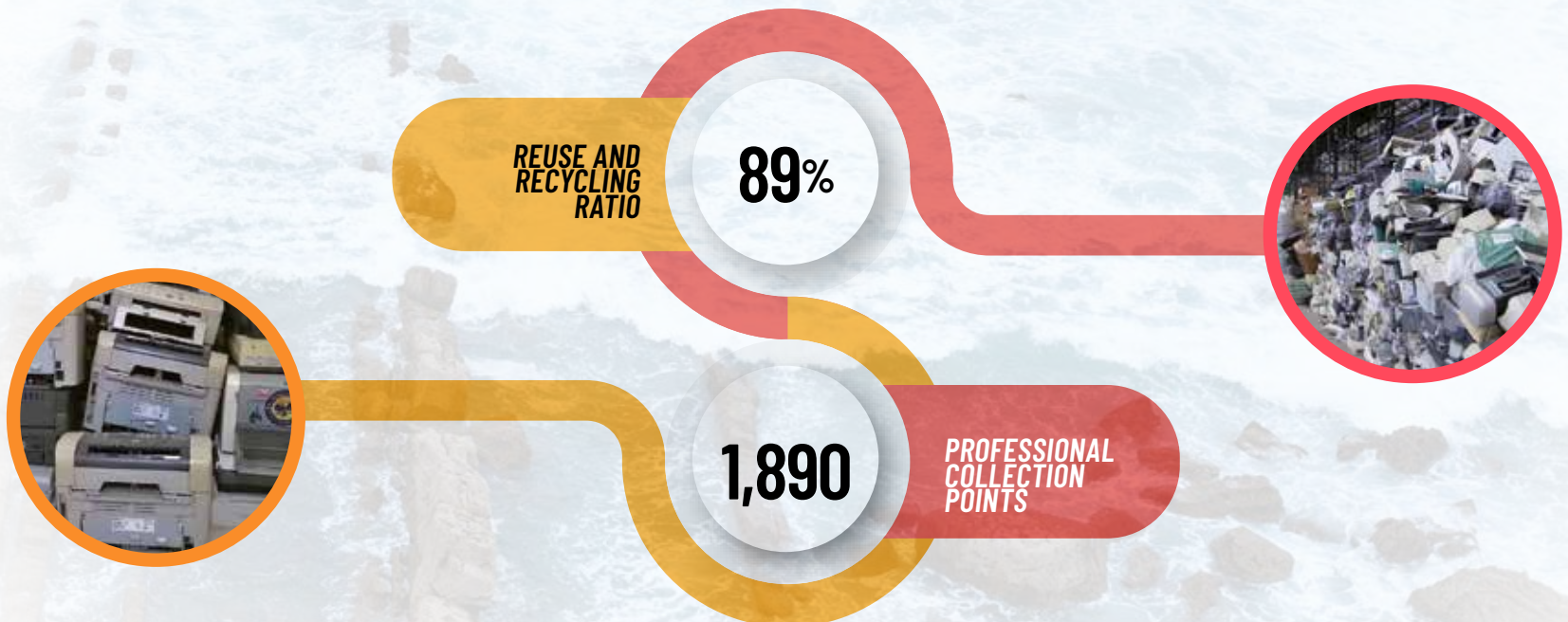
### COLLECTION CHANNELS

➤ The Ecofimática collection network consists of two main channels: the domestic channel and the professional channel.

**The domestic channel** collects office IT equipment from recycling points and municipal facilities, as well as from collection points installed at large retailers, bringing end users closer to the collection of small office IT equipment such as printers and multifunction devices.

**The professional channel** consists of an extensive collection network across Spain for manufacturing companies and large-scale distributors. There are over 1,890 collection points and together with end client collection, when collections are made directly from large users of office IT equipment, waste generated by professional office IT equipment is correctly managed.

# 25



## ANNUAL REPORT 2019 / ECOFIMÁTICA TRAGATONER/ TRAGATINTA: ECOFIMATICATICA CONSUMABLES OPERATIONS

26



[www.tragatoner.es](http://www.tragatoner.es)  
[www.tragatinta.es](http://www.tragatinta.es)



When the scope of the WEEE Directive was expanded on 18 August 2018, consumables with electrical parts became classified as EEE and henceforth became subject to the same obligations specified by RD 110/2015 for machines.

In response to this requirement, the main printing equipment manufacturers, through the Ecofimática Foundation, launched a specific system for managing printing consumables called "Tragatóner" and "Tragatinta".

The Tragatóner and Tragatinta collection system helps the different agents (producers, distributors and users) to comply with the legal requirements established by current WEEE legislation. Furthermore, the system has been designed in such a way that all requests can rapidly be processed and viewed via the website while the whole process is also traceable.







*Did you  
Know?*

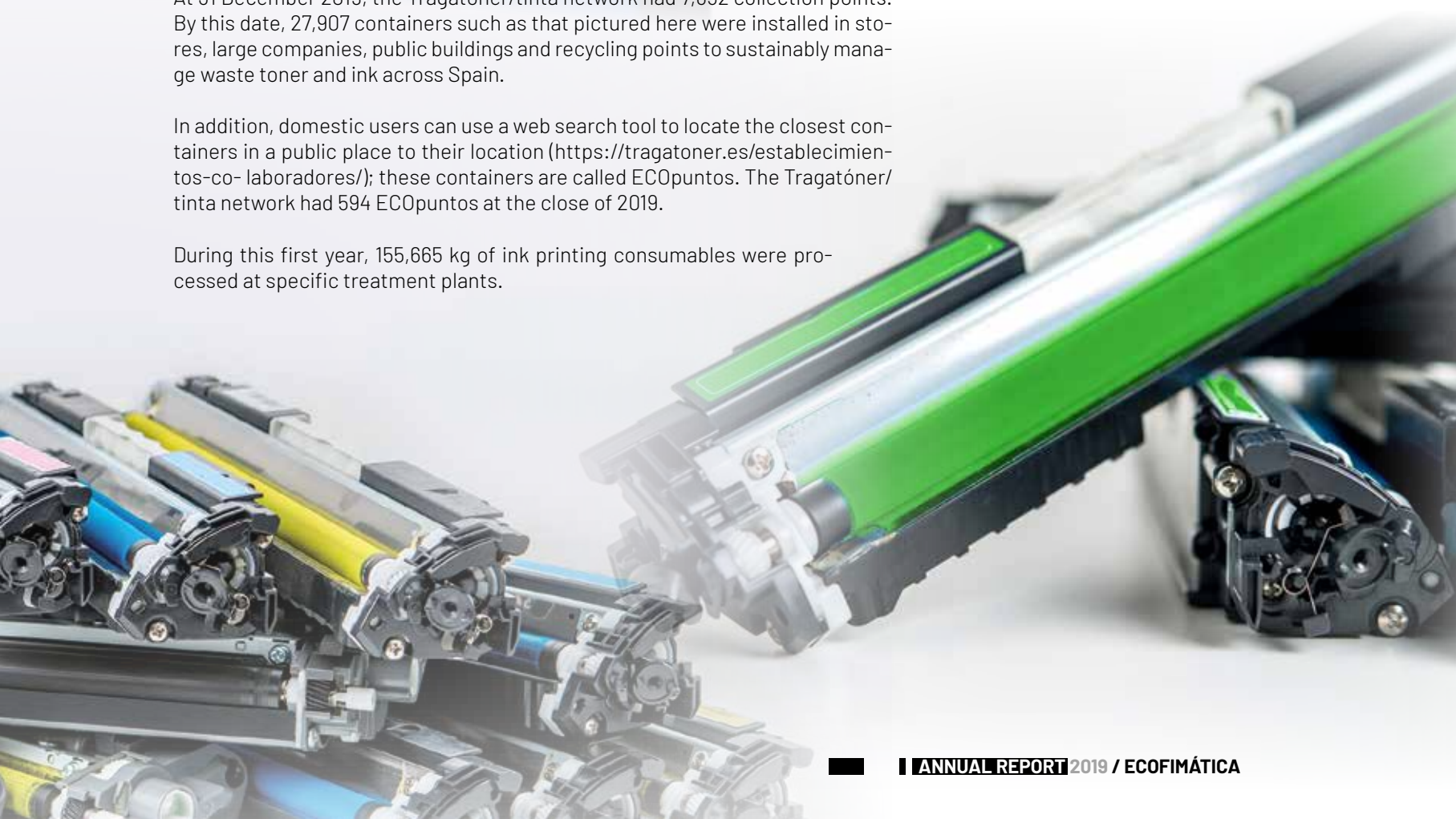
*BY 31 DECEMBER 2019 THE TRAGATONER/  
TRAGATINTA NETWORK HAD OVER  
7,652 COLLECTION POINTS AND HAD  
INSTALLED OVER 27,900 CONTAINERS.*

# 27

At 31 December 2019, the Tragatóner/tinta network had 7,652 collection points. By this date, 27,907 containers such as that pictured here were installed in stores, large companies, public buildings and recycling points to sustainably manage waste toner and ink across Spain.

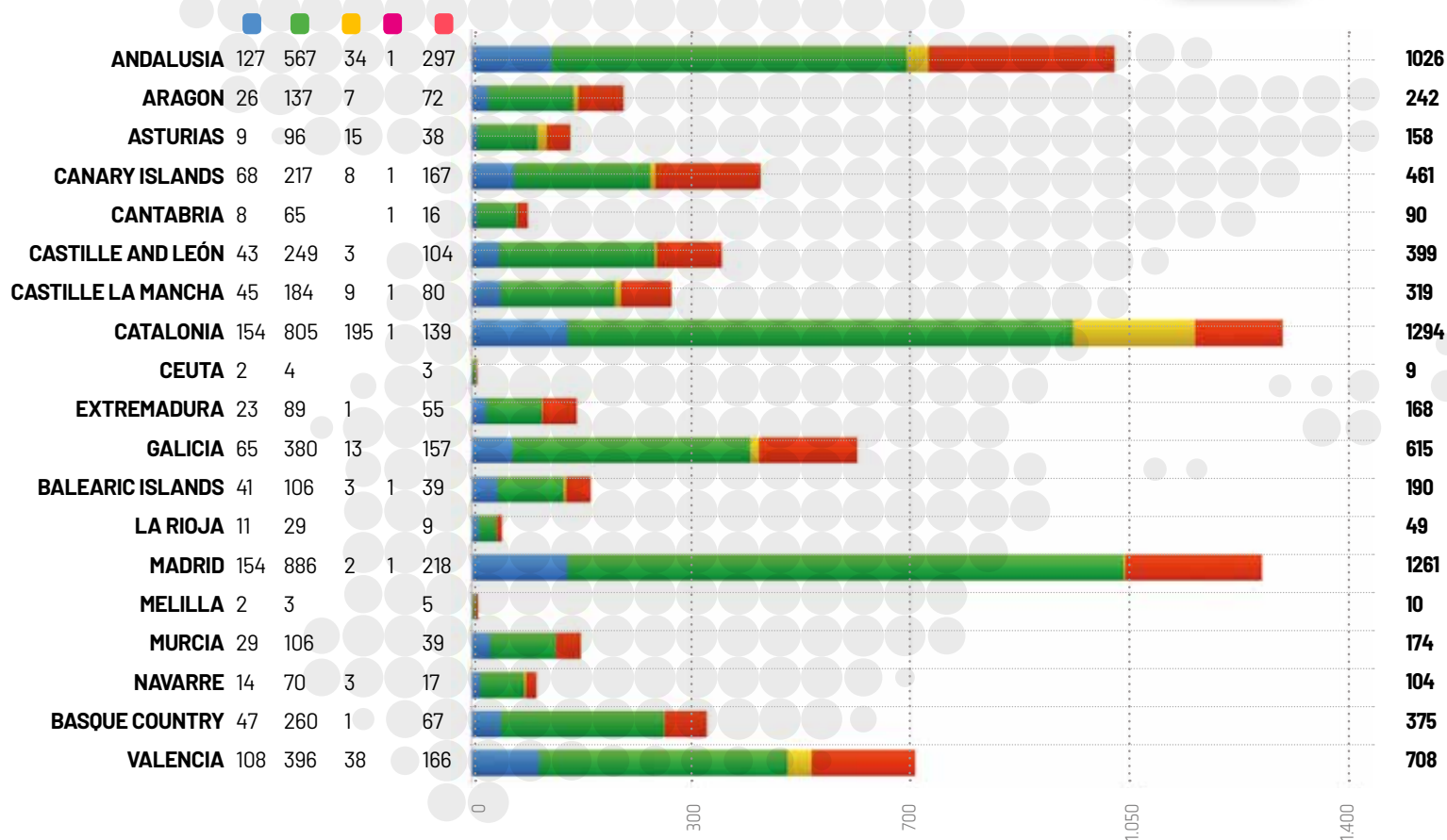
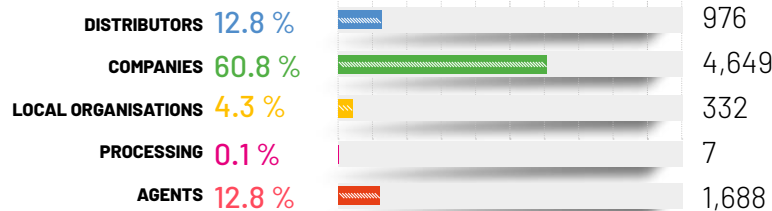
In addition, domestic users can use a web search tool to locate the closest containers in a public place to their location (<https://tragatoner.es/establecimientos-co-laboradores/>); these containers are called ECOpuntos. The Tragatóner/tinta network had 594 ECOpuntos at the close of 2019.

During this first year, 155,665 kg of ink printing consumables were processed at specific treatment plants.



## TRAGATONER TRAGATINTA COLLECTION POINTS

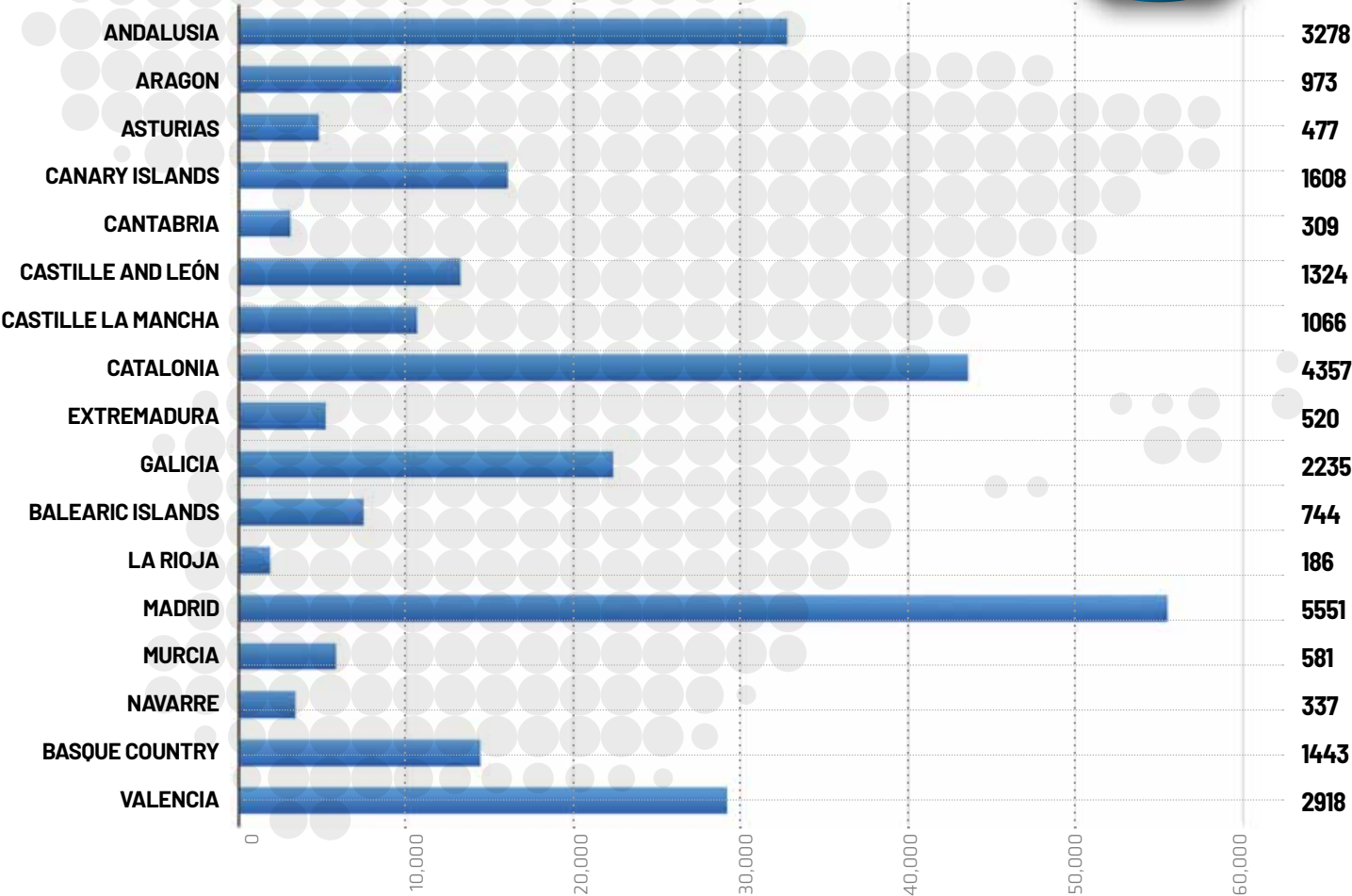
28



CONSUMABLES COLLECTED



29





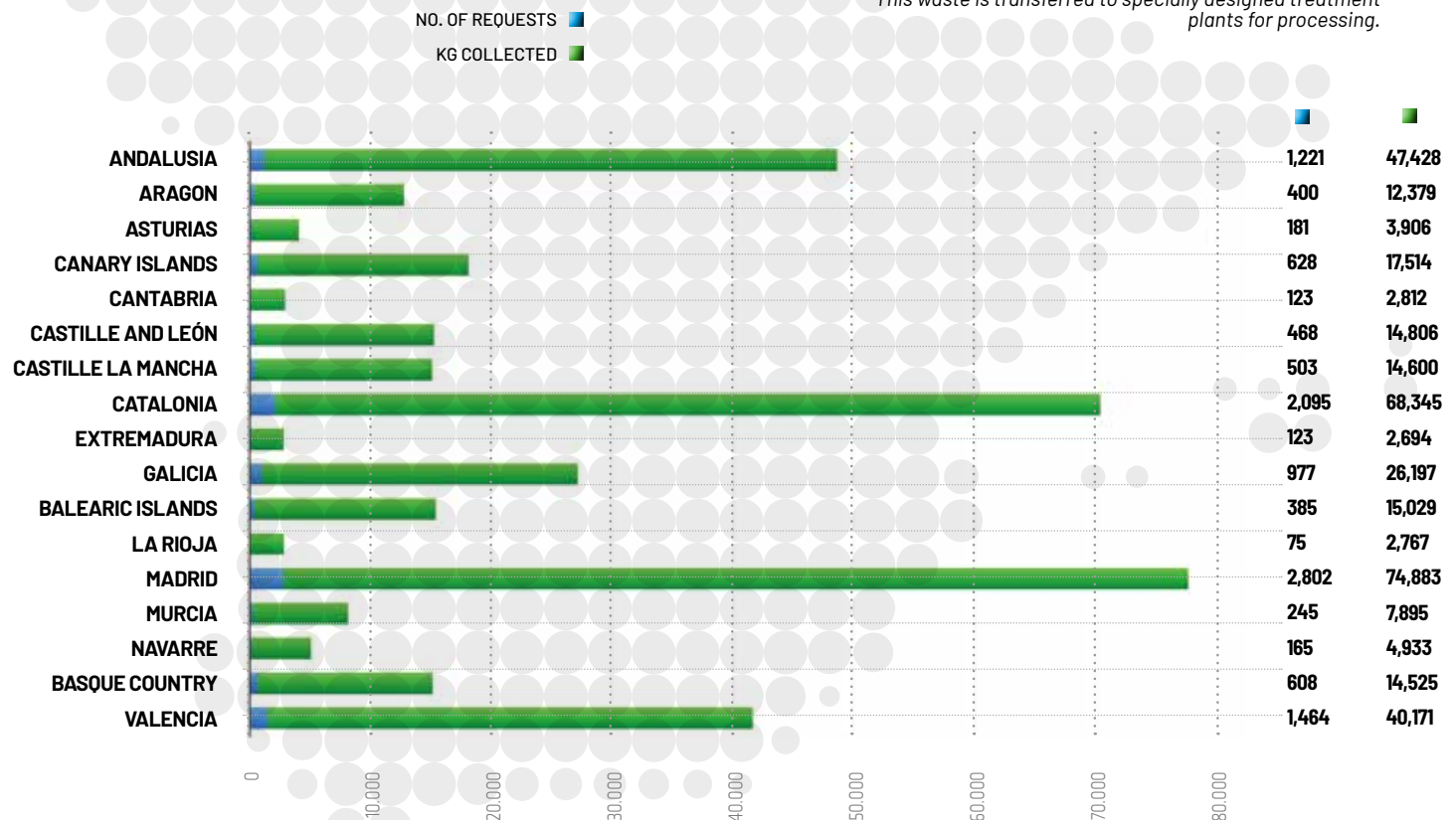
## ECOFIMÁTICA COLLECTION METHODS AND MANAGEMENT PLATFORM



REQUEST  
**12,463**

KG\*  
**370,885**

*\*This waste is transferred to specially designed treatment plants for processing.*



## ECOFIMÁTICA COLLECTION METHODS AND MANAGEMENT PLATFORM



To make it easier for manufacturers and distributors to dispose of their office IT waste, Ecofimática offers them two methods:

### Method 1:

#### Method 1:

Collection from the company by an authorised manager (a producer or a distributor previously authorised by a producer). A minimum stockpile is required.

### Method 2:

**Method 2:** Delivery by the producer or distributor via their own resources to one of the Temporary Storage Centres provided by Ecofimática. This method is aimed at producers and distributors who do not have sufficient space in their own facilities or who do not reach the minimum stockpile of 300 kg. The full list of Temporary Storage Centres is available on the web platform ([www.raeeasimelec.es](http://www.raeeasimelec.es)).

### IT PLATFORM

Ecofimática provides its member companies with a web platform ([www.raee-asimelec.es](http://www.raee-asimelec.es)) for waste collection requests and processing, which manufacturers can use to properly manage their office IT waste and authorise their distributors to register and request their own collection and recycling services.

# 06\_

# COMMUNI

# CATION

# AND

# EVENTS/

# WEBSITE AND SOCIAL NETWORKS



**200**  
followers

EcoFIMÁTICA also has a Facebook profile with around 200 followers that publishes news about member companies and developments:

<https://www.facebook.com/EcofimaticaFundacion/> and also Twitter: @Ecofimatica has 315 followers and 5,600 recorded impressions during the year.



**315**  
followers



**5,600**  
impressions

In 2019, the ECOFIMÁTICA website was visited over 24,000 times, and users particularly focused on the Collection Points section that gives direct access to the Management Platform and directory of member companies.



**24.000**  
Ecofimática  
website visits

The Ecofimática website and its social networks have benefited over the past two financial years from the creation and successful launch of the Tragatóner/Tragatinta initiative.

**140,400**  
website visits  
TRAGATÓNER/TINTA



The [www.tragatoner.es](http://www.tragatoner.es) and [www.tragatinta.es](http://www.tragatinta.es) websites were visited over 140,400 times during 2019.



**500**  
followers

Ecofimática shares a profile with Recyclia and the other foundations on Instagram, the fastest growing network, with 500 followers, and LinkedIn, with over 980 professional followers.



**980**  
followers



Internet users show their interest in recycling office IT equipment.

**33**

In 2019, Ecofimática took part in various events run in conjunction with the collective systems for expanded consumer responsibility for collecting electronic waste, organised by the managing organisation Recyclia, such as the 5th Recyclia Environmental Awards and the 2019 Ecoencuentro

## 3rd NATIONAL CONGRESS ON WEEE MANAGEMENT

# 34

In 2019, the National Congress for the Management of Waste Electrical and Electronic Equipment (WEEE) celebrated its third event at the Toledo Palacio de Congresos with a two-day conference attended by over 200 professionals from the sector. The event was attended by representatives from every link in the management chain for this type of waste: producers, distributors, processing companies and governments.

For the past three years the congress has sought to highlight the work of the different agents in WEEE management and the circular economy as a new example of socioeconomic development, and to spread knowledge about the importance of recycling this type of waste.

On the first panels at the congress, Spanish and international experts analysed the European management model and the transposal of the new EU legislation on waste management. The final part of the congress focused on the latest innovations in technology applied to WEEE recycling, the challenges in setting up separated collection of waste at municipal facilities and the importance of public awareness campaigns to increase the volume of waste that is processed, among other issues.

Headlines from the third congress included an announcement by the Ministry for Ecological Transition (MITECO) that Royal Decree 2015 will be revised to incorporate

measures from the European Union's circular economy package.

According to Javier Cachón, director general of Biodiversity and Environmental Quality at MITECO, *"our regulations were pioneering in Europe because they included ambitious reuse targets but they needed to be updated to improve issues such as traceability from waste collection to its processing. We are therefore working on a draft that incorporates the Directives modified by the package of measures on the circular economy approved by the EU into Spanish law."*





CAMPAIGNS

RAEECCIONA.  
VALENCIAN COMMUNITY

Over 300 retailers selling electrical household equipment in the Valencian Community took part in the second “Raeecciona”, an environmental awareness campaign that promotes the collective systems, including Ecoasimelec, Ecofimática and Ecolum, in conjunction with the Ministry for Agriculture, Rural Development, Climate Emergency and Ecological Transition.

“Raeecciona” aims to boost the collection of obsolete devices at retailers where these products are sold, offering distribu-



tors incentives such as a seal of quality that certifies good management and their work to involve consumers in the separate collection of this type of waste.

RECYCLE WITH THE FIVE SENSES  
VALENCIAN COMMUNITY

Since 2014, 350,000 Valencians have taken part in the “Recycle with the five senses” workshops run by the Valencian Community with support from the Ecolum,



Ecoasimelec and Ecofimática Foundations. Since the initiative was launched, 4,200 workshops and activities have been organised that aim to raise awareness about recycling among the Valencian community, its relationship with the environment and the fight against climate change.



In 2019 alone, over 70,000 local residents took part, participating in 800 free workshops that are tailored to every age group and to people with special needs. In each workshop the environmental education team informed the public about the correct way to manage waste to promote a culture of recycling and sustainable lifestyle habits.

## AWARENESS ACTIVITIES IN NAVARRRE



In 2019 several activities were run in Navarre to spread knowledge in collaboration with the Regional Govern-

ment of Navarre Office for Waste Prevention and Promotion of the Circular Economy (OPREC).

The collective systems for expanded consumer responsibility also collaborated in organising the first Innovative Projects for Waste Awards, held among primary and secondary schools and vocational training centres, under the campaign, "Your old devices still have plenty of life left, don't throw them away or abandon them". The systems also worked on the escape room devised by the Public University of Navarre (UPNA).

## COMPUTERISATION CAMPAIGN WITH RIBERA Y VALLOIGNA



As part of the collaboration agreement between the collective systems and the Regional Government of Valencia, Ecoasimelec, Ecofimática and Ecolum collaborated with the Ribera y Valldigna Consortium, an organisation that provides domestic waste processing services and manages 51 "eco-parks" in the 51 municipalities and three smaller local member organisations.

This collaboration involved a campaign to promote traceability in household electronic waste collection through the consortium's network of eco-parks. To aid with this traceability, the collective systems supported the computerisation of three mobile eco-parks and their integration into the network's IT system.

Training actions were also performed related to the importance of selectively collecting this type of waste, audiovisual materials were created to help spread the collection campaign and, finally, a campaign was run in the media.





## DONATE LIFE TO THE PLANET ANDALUSIA

Atarfe in Granada, Cartaya in Huelva and Seville city were some of the municipalities in Andalusia that saw the launch of the “Donate life to the planet” campaign in October. The campaign aimed to raise awareness about the benefits of recycling electronic waste and the importance of its selective collection among 60,000 Andalusian residents and the initiative visited over 200 municipalities, nine university campuses and 500 retailers.

This initiative by RAEE Andalucía, held for the second time in 2019, is promoted by the Department for Agriculture, Farming, Fishing and Sustainable Development at the Regional Government of Andalusia, the Andalusian Federation of Municipalities and Provinces (FAMP) and the authorised collective systems in the region, including Ecoasimelec, Ecofimática and Ecolum.



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## 13TV COMMUNICATION CAMPAIGN



“Recyclia and Trece, together for recycling” This was the slogan for the environmental awareness campaign run by Recyclia and TRECE TV in 2019. Recyclia signed an agreement with the national television channel to broadcast recycling awareness messages and show the image and work of its foundations to an audience of over 4.1 million people per day.

The campaign consisted of over 200 advertisements spread across the following the formats and spaces.

# TRECE

## 2019 ECOFIMÁTICA MILESTONES

38

53%

**INCREASE IN  
COLLECTION RATE  
COMPARED TO 2018**

We increased the collection rate by 53% in 2019.

63%

**INCREASE IN  
METRIC TONNES  
MANAGED**

7,265 tonnes were managed during 2019, 63% more than in 2018.

55,000<sup>TM</sup>**CUMULATIVE TONNES  
COLLECTED  
SINCE START OF  
ACTIVITY**

The cumulative total amount of tonnes collected since the start of activity increased to 55,000 tonnes. This was 14.5% tonnes more than at the close of 2018.

## TRAGATÓNER/TINTA MILESTONES

15,398

**COLLECTION POINTS**

88% more collection points than in 2018. This was due to the large increase in Tragatóner collection points.

27,907

**CONTAINERS**

27,907 Tragatóner/tinta containers were installed in 2019.

12,463

**COLLECTION REQUESTS**

In 2019 the number of Tragatóner/tinta collection requests increased to 12,463.

370,885

**KG CONSUMABLES  
COLLECTED**

The amount of consumables collected by Tragatóner/tinta increased to 370,885 kg.



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