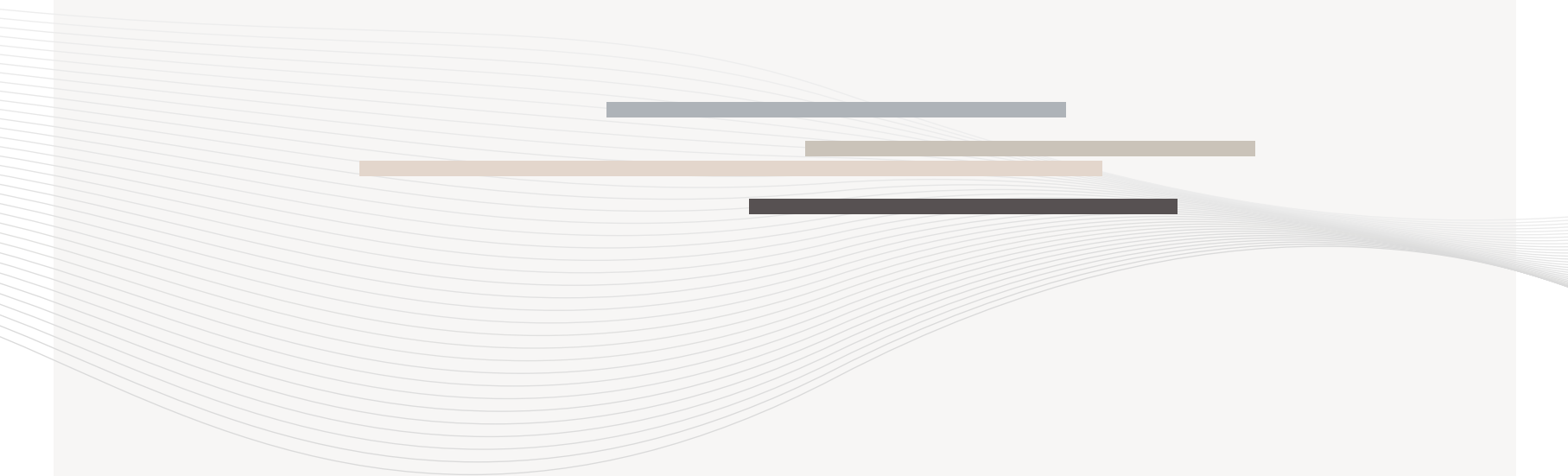




ECOFIMÁTICA ANNUAL REPORT



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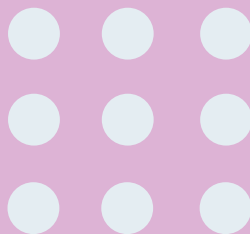
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LETTER
FROM THE
CHAIR

01

ECOFIMÁTICA ANNUAL REPORT





Vidal Vicente Buxadé
CHAIR OF ECOFIMÁTICA

“

*THE 2020 RESULTS
CAN BE CONSIDERED
POSITIVE”*

to essential installation work, particularly the collection points in our Tragatóner/Tragatina initiative, the first in Spain to guarantee the selective collection and recycling of printing cartridges.

No fewer than 5,646 new points were installed in 2020, almost 73.8% more than the previous year. This figure means we have been able to build a network of 13,298 points to date, and remove 438,517 kg of toner and ink cartridges last year alone, 18% more than in 2019.

In short, 2020 required an extra effort from us and was highly unpredictable, but in light of this report and the ability to adapt shown by our foundation, it was worth the effort. I would therefore like to reiterate my thanks to everyone who placed their trust in the Ecofimática Foundation during a difficult year, when it was essential that we didn't take the slightest step backwards in our work to build a more sustainable future.

In view of the events of 2020, it doesn't feel appropriate for me to begin this letter with my usual greeting of “for a further year, it's a pleasure to write to you and share this report detailing work by the Ecofimática Foundation during the past financial year.” Because one thing 2020 wasn't, was just another year.

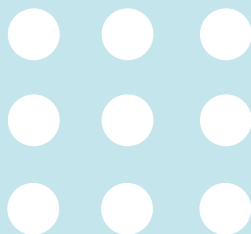
Instead, I would like to begin this letter by thanking the team of professionals at Ecofimática and Recyclia, and everyone who collaborated with us in a year that we could never have imagined. A year that saw us face greater challenges and make more significant decisions than ever for the continuity of our activity.

I would therefore like to give my most sincere thanks to the general public, producers, government agencies, distribution, processors, the media and organisations from different areas who, a year later, mean we can unequivocally say that recycling electronic devices (in this case office IT and printing equipment) doesn't believe in health crises.

I'm referring to the fact that, despite the adverse situation, the 2020 results were positive in terms of meeting our commitments to society and member companies, and the figures that are used to measure our activity.

To summarise the results that are given in greater detail in this report, in 2020 we managed 6,357 tonnes of office IT waste, a 43% increase compared to 2018. This figure means we have reached a cumulative total of over 61,600 tonnes since we began our activity.

In 2020 we also continued to work to make collecting waste office IT equipment more accessible for domestic and professional users by installing 6,559 new collection points, 42.5% more than in 2019. For a further year, such a significant increase was thanks



ABOUT US

02

ECOFIMÁTICA ANNUAL REPORT





WHAT IS ECOFIMÁTICA?



Ecofimática is the environmental foundation that was created by the leading printing and digital image manufacturers in 2002 with the aim of establishing a collection and sustainable management network for photocopier, printer and fax machine waste.

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.



FUNDACIÓN para la Gestión Medioambiental
de Equipos Ofimáticos

It has operated for over 19 years and the Ecofimática system has progressively adapted to the unique features of an office IT sector that includes professional copying equipment and small everyday domestic printing equipment.

Ecofimática is a Collective System for Expanded Producer Responsibility (SCRAP) and its main aim is to manage waste from digital image and printing equipment.

One of the foremost goals of Ecofimática is to guarantee that regulations on electrical and electronic waste are met. It contributes to the Circular Economy through the active participation of producers and other agents at every stage in the life cycle of equipment, establishing a system that guarantees it is appropriately managed at the end of its useful life.

Ecofimática works along several lines: communication and raising awareness in its channels, increasing collection points and their accessibility for all users, and optimising the waste management process at a logistical and processing level.

DID YOU KNOW?

ECOFIMÁTICA BRINGS TOGETHER 90% OF DIGITAL IMAGE AND PRINTING MANUFACTURERS AND IMPORTERS IN SPAIN, PROVIDING NATIONAL COLLECTION COVERAGE FOR DOMESTIC AND PROFESSIONAL WASTE ELECTRICAL AND ELECTRONIC EQUIPMENT.

AREAS OF ACTIVITY

Created by the leading office IT equipment manufacturers, the purpose of the Ecofímica Foundation has been to establish a collection and sustainable management network for photocopier, printer and fax machine waste.

It currently provides coverage in Spain for the collection of waste electrical and electronic equipment generated by the domestic and professional channels.

Together with environmental foundations Ecopilas, Ecoasimelec and Ecolumn, Ecofímica is run by

Recyclia, the organisation with the widest network of collection points, over 90,000 points across Spain.

Similarly to the other foundations, Ecofímica provides its member companies, logistical operators and waste managers with an IT platform that guarantees full traceability of WEEE.

In addition, domestic users can use a web search tool to locate the Tragatóner/Tragatinta containers in a public place that are closest to their location; these containers are called ECOpuntos.

AIMS

The main objectives of Ecofímica 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

contribute to protecting the environment.

- Agree best practices 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 WEEE by appropriately and efficiently processing this waste and recovering a high percentage (89%) of the raw materials that it contains.

STRUCTURE OF THE ECOFIMÁTICA BOARD OF TRUSTEES

The Board of Trustees of ECOFIMÁTICA is the foundation's governing body and is made up of representatives of office IT manufacturing and importing companies. Its main functions include approving the foundation's annual budget, amending the statutes and corporate development strategy.

CHAIR

Vidal Javier Vicente Buxadé

RICOH ESPAÑA, S.L.U.

DEPUTY CHAIR

Jesús Avila

Konica Minolta Business
Solutions Spain, S.A.

MEMBERS

Juan Manuel Rodríguez Núñez

Canon España, S.A.

Edgar Vila Farré

Mastertec

María Dolores Pérez Vega

Xerox España S.A.

Javier Pérez Yela

Kyocera Document Solutions
España, SA

DIRECTOR GENERAL

José Pérez García

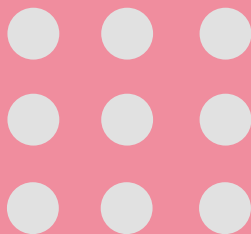
Non-Trustee

SECRETARY

NON-TRUSTEE

Gonzalo Torralbo Pérez

Non-Trustee



FIGURES

2020

03

ECOFIMÁTICA ANNUAL REPORT



SUMMARY OF MAIN FIGURES 2020

2020 REQUESTS

17,365

TOTAL
COLLECTION
POINTS

21,957

NO. MEMBER
COMPANIES

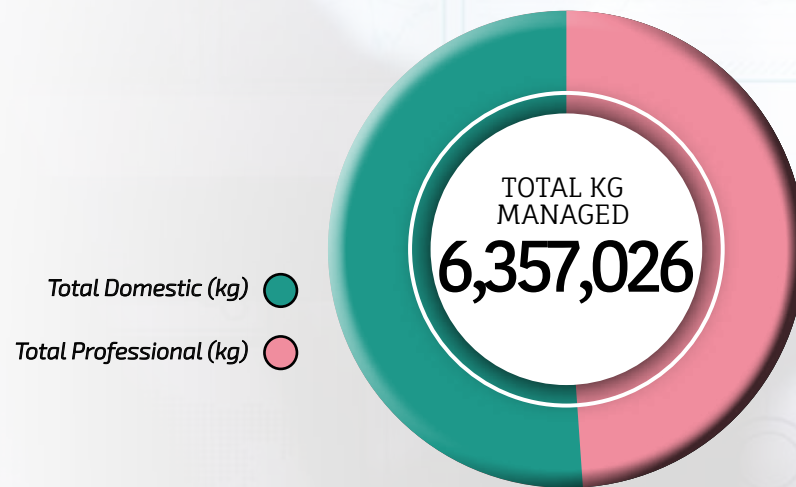
16

KG MANAGED
2020

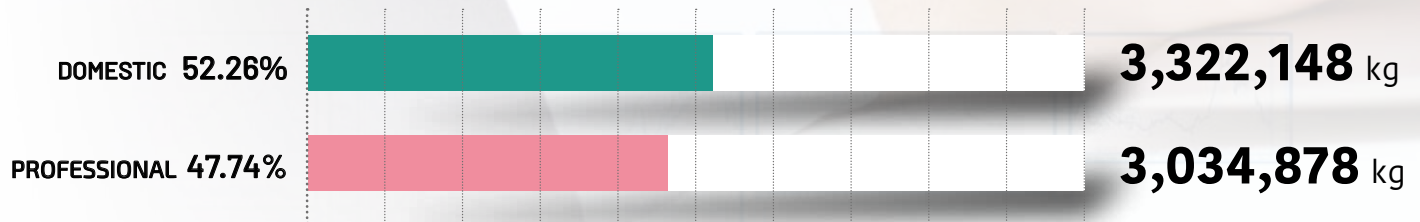
6,357,026^{kg}

2020 DOMESTIC AND PROFESSIONAL / KG PROCESSED

➤ Ecofimática managed more than 6,357,026 kg of waste during 2020. 48% of this amount was derived from the professional channel and 52% from the domestic channel.

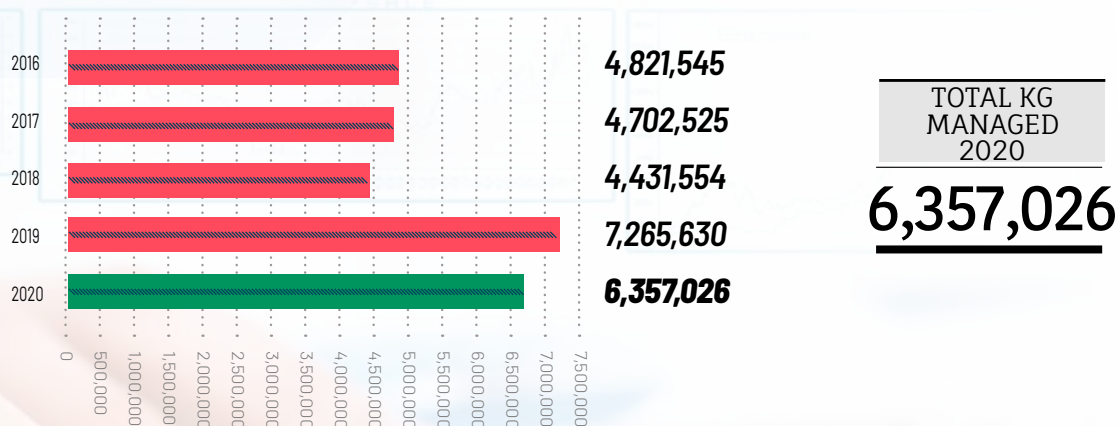


C A T E G O R I E S



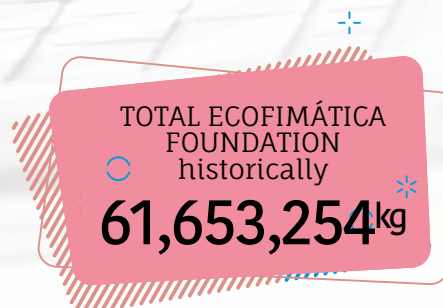
EVOLUTION OF KG MANAGED

● Ecofimática period 2016-2020



KG MANAGED BY ECOFIMÁTICA

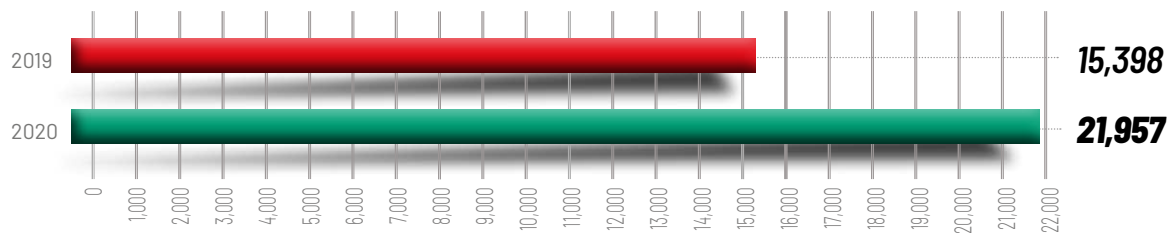
● since start of activity



COLLECTION POINTS

TOTAL ECOFIMÁTICA NETWORK 2020

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



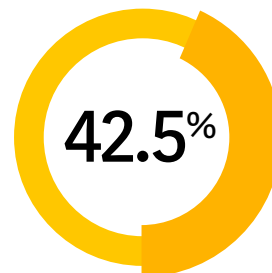
**NEW
ECOFIMÁTICA
COLLECTION
POINTS 2020**

6,559

**TOTAL
ECOFIMÁTICA
COLLECTION
POINTS**

21,957

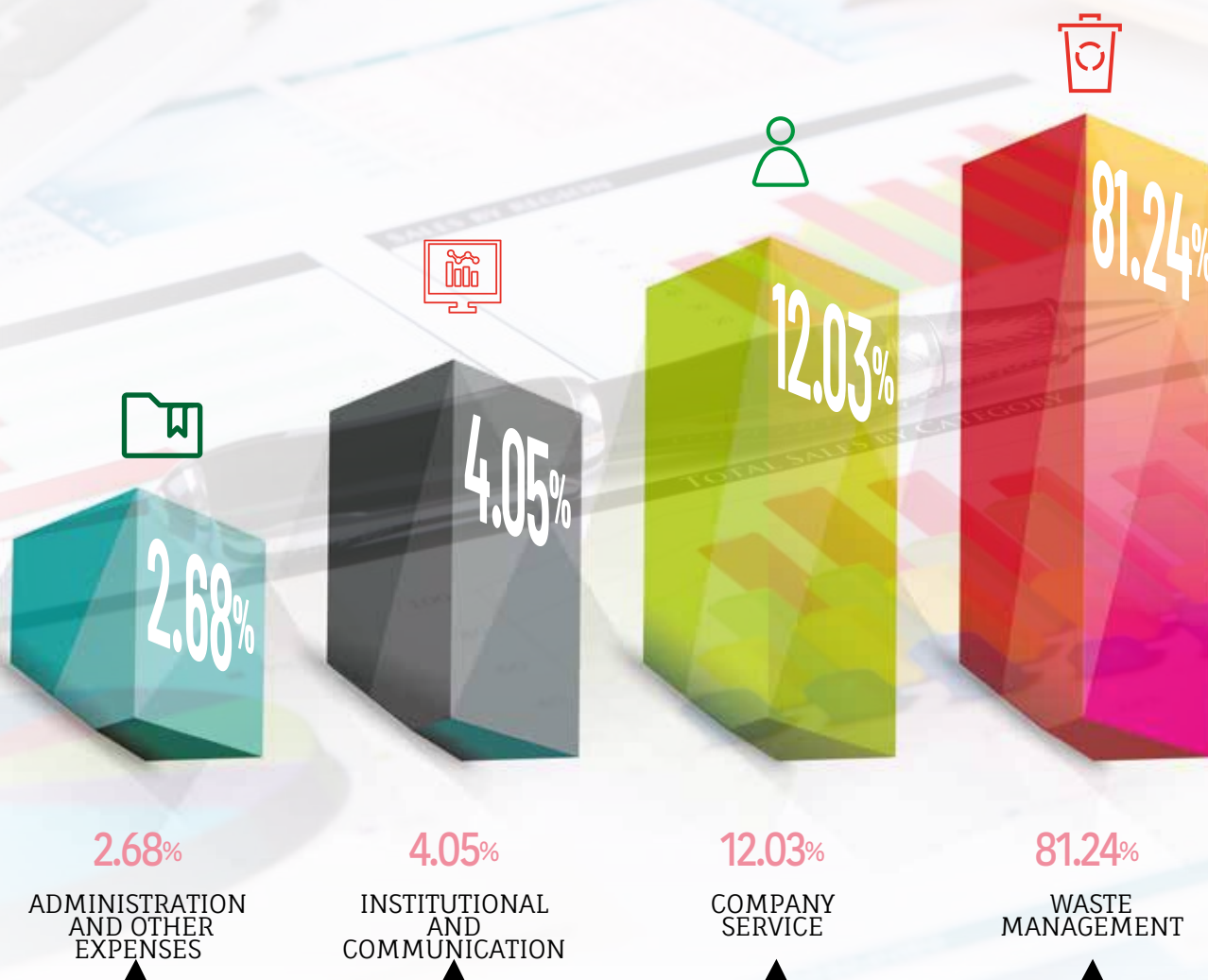
*Growth in the number of
Ecofímica collection points
2020 compared to 2019:*



*6,559 new points in 2020,
42.5% more than in 2019.*

DISTRIBUTION COSTS

ECOFIGMÁTICA 2020



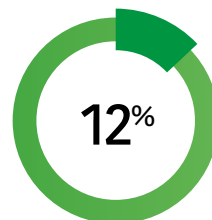
COLLECTION POINTS

● Ecofimática 2020 by operation



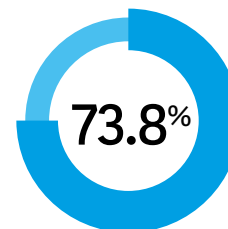
*Growth in the number of
ECOFIMÁTICA COLLECTION POINTS
2020 compared to 2019*

*913 new points in 2020,
almost 12% more than in 2019*



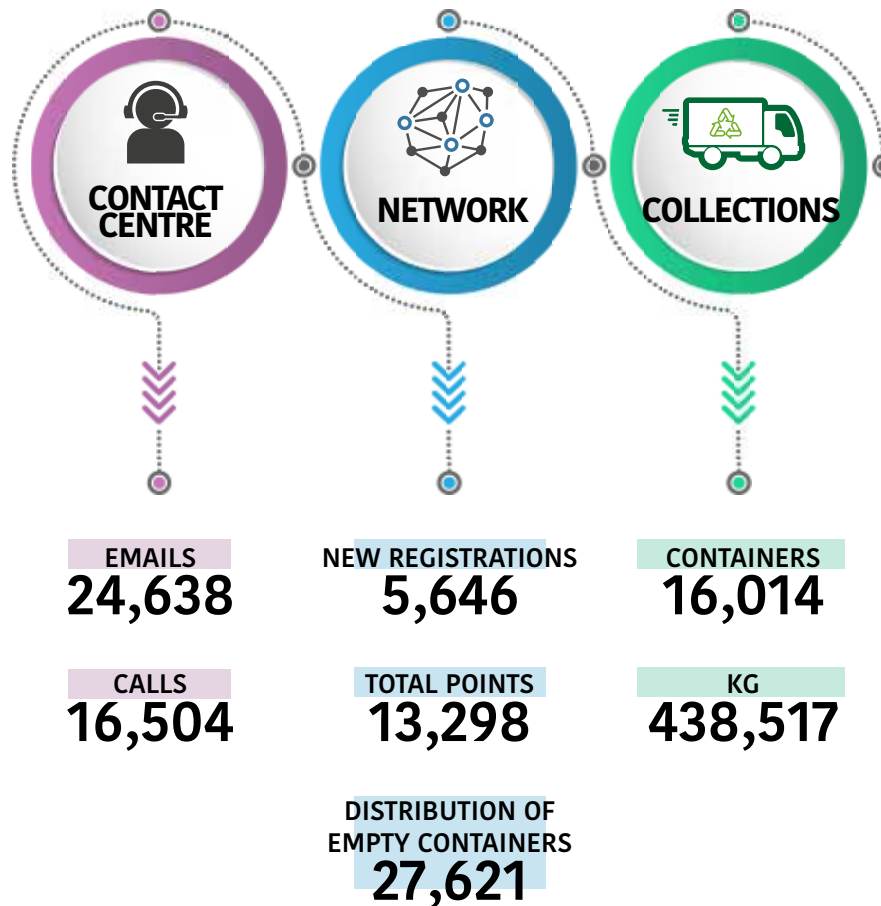
*Growth in the number of
ECOFIMÁTICA CONSUMIBLES
collection points 2020 compared to
2019*

*5,646 new points in 2020,
almost 73.8% more than in 2019*



Generation information about TRAGATÓNER/TRAGATINTA ACTIVITY 2020

Domestic users can use a web search tool to locate the closest public containers to their location (<https://tragatoner.es/establecimientos-colaboradores/>). These containers are called ECOpuntos.

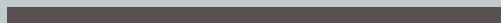
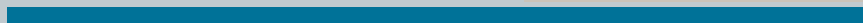




COVID SPECIAL

04

ECOFIMÁTICA ANNUAL REPORT



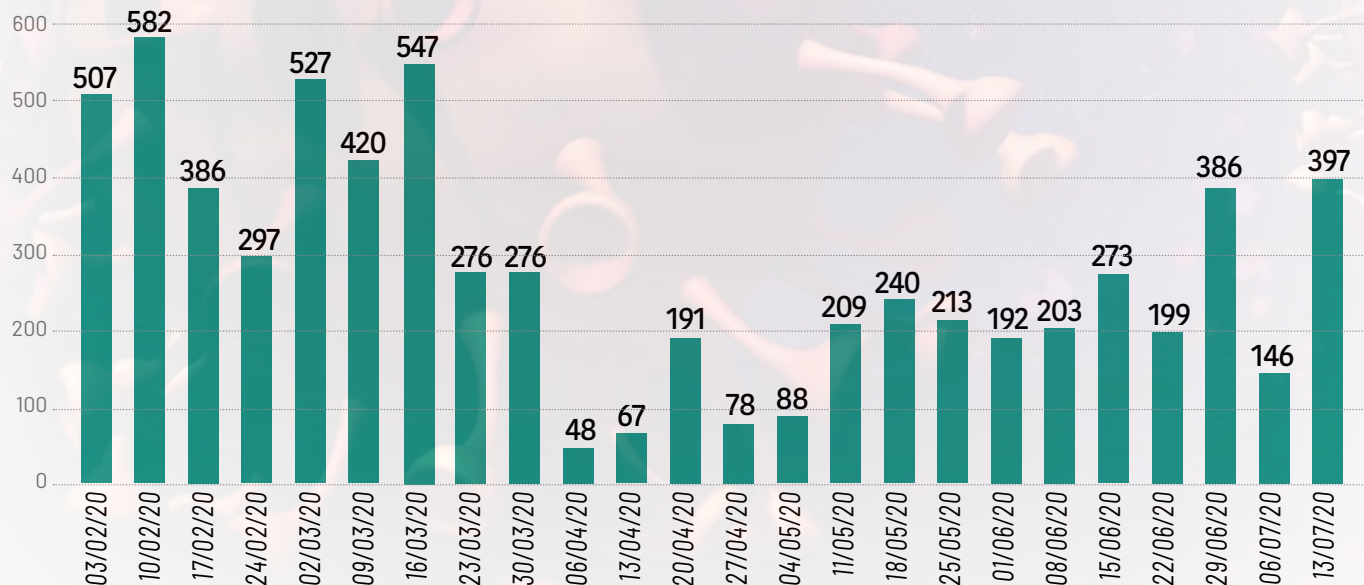
2020 was unquestionably a complex year that was difficult for companies and society in general due to the situation produced by the COVID-19 pandemic. Consumer patterns, business methods and social interaction all saw clear changes and this also had repercussions on waste generation. Some sectors were severely damaged by the overall economic panorama, especially those in the professional sector. However, others, such as those linked to the domestic, IT or e-commerce sectors have thrived thanks to the boom in virtual communication and the need to adapt homes to distance working and new ways of interacting, consuming and leisure.

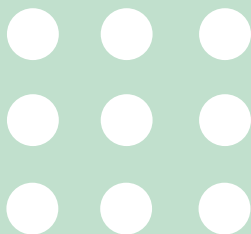
Waste collection is considered to be an essential activity and our foundation has remained available

to the collection points, even during the months of total lockdown, given that some vital sectors are key channels that use our waste collection services. Despite this, and due to the closure of many other businesses, offices, waste recycling points and mobility restrictions, collection requests decreased to historic figures in all waste flows from March to May.

From June onwards, activity linked to the domestic sector gradually began to recover, mainly at waste recycling points. In terms of the professional sector, in some cases (due to the pandemic) collection activity has not returned to the previous level because the restrictions and limitations to operations in some sectors have led to a significant decrease in their activity.

IMPACT OF THE PANDEMIC ON COLLECTION FIGURES





**MEMBER
COMPANIES**

05

ECOFIMÁTICA ANNUAL REPORT





MEMBER COMPANIES

16 member
companies
of ECOFIMÁTICA

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



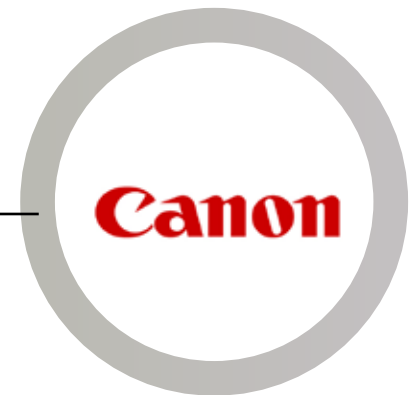
At **Brother** we constantly work to reduce the environmental impact of everything we do, from design and development to reusing and recycling our products. By adhering to our 5 Rs (Reject, Reduce, Reuse, Reform and Recycle) we do everything in our power to help build a recycling-focused society. Our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

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 the heritage and values that form part of our principles, which are based on the Kyosei Corporate Philosophy, a Japanese term that means 'living and working together for the common good'.





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 Ecofímica, which implements a complete waste management system, the company aims to take part in working to conserve of our planet.

Sustainability is the compass that sets our course. We're fully aware that the word 'sustainability' isn't a loose term that companies should bandy about. It's far more than that. It's a key aspect of the future and sustainable growth of our planet. It's a commitment, a responsibility that we should all recognise and in recent years it has taken shape under the United Nations Foundation 17 Sustainable Development Goals.

Epson has been working to achieve the 17 SDG for several years. Because we don't know how to work any other way. Sustainability is part of our make-up and we integrate it into everything we do.

But our environmental commitment goes much further. We also take the behaviour of our collaborators into account. We work closely with all our stakeholders, including Ecofímica. We want to help companies and organisations meet the environmental goals and save money at the same time.

During 2020, we reduced green house gas emissions per employee by 8.56%, recycled 23,700 tonnes of materials such as batteries, paper, wood, plastic and waste electrical equipment, and succeeded in entirely powering buildings belonging to Epson by renewable energy, among other initiatives.

But our passion for sustainability goes far beyond that. We have seen that it will become a key ingredient to companies' success. For this reason, in 2021 we have decided to work together and harder than ever to make the best decisions



and create a more sustainable future for people and the planet.

Paperlab is a clear example of how we are going to achieve it: the first safe destruction and recycling system for paper documents that can be used to create new paper from waste without using water.

These and many other initiatives will be included in a new edition of our European Corporate Responsibility Report, The Green Choice, and in local Sustainability Reports. We are also renewing our Environmental Vision 2050, a declaration of intent on the company's environmental objectives for 2050.

Further information at 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.



Kyocera Document Solutions España is a leading company in data management solutions that generate knowledge to maximise back office efficiency in organisations. Its portfolio includes printers and high quality, environmentally-friendly multifunctional equipment, business solutions and consultancy services that help clients optimise and manage their document work flow and achieve new efficiency rates, converting their work spaces into smart, hybrid work spaces. Under the principles of technological excellence and empathy, the company aims to help organisations to put their knowledge into practice, thereby boosting the transformation.

Since it was founded, the Japanese company has been one of the most environmentally-friendly leading manufacturers and positions itself as 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.

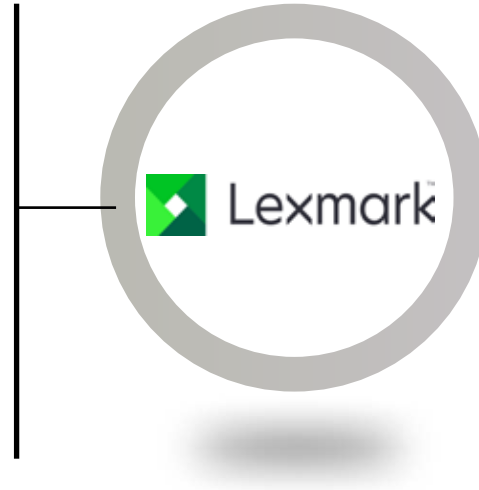
Working under the corporate development philosophy developed by Kyocera founder Dr Kazuo Inamori, the company is committed to taking pride in fair work and respect for people, the company and the whole planet.

As a socially responsible business, **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.



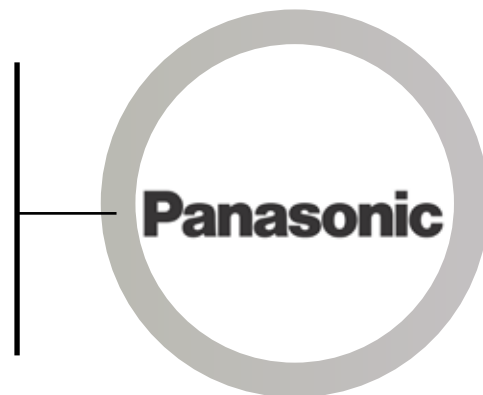
At **Mastertec-Develop** we believe that the prevention of waste can help protect the environment while offering economic benefits. Environmental developments over the past few years has meant that we have progressed from suggestions to environmental good practice obligations. Now we need to take a further 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.



Ricoh is a leader in digital services, using innovative technology that helps people work smarter. Ricoh has driven innovation for over 80 years and currently helps companies to successfully adapt to new ways of working, offering digital solutions in three key areas: work stations, critical infrastructures and app development.

It has central offices in Tokyo and the group operates in over 200 countries, including Spain, where it began operations over more than three decades ago. Today it has 17 branches across Spain, 2,000 professionals, over 100 distributors and 50,000 clients. One of the company's core values is sustainability, in line with its commitment to the UN's 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



a 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.



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 technology to keep the world clean and healthy. Its high speed equipment means you can work safely without waiting and its highly durable designs guarantee reduced expense as there is less need to rotate pieces.

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 like, for example, Spanish and international forest conservation. To achieve this it is running the “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

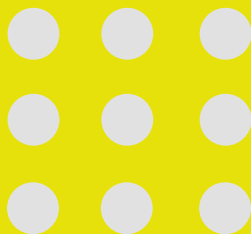


CO2 emissions involved in both their production and use, including the printing of a million pages. This initiative helps our systems to be used in an environmentally neutral way.



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.

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.



COMMUNICATION AND EVENTS

06

ECOFIMÁTICA ANNUAL REPORT





COMMUNICATION AND NETWORKS

The situation caused by Covid limited public activity with repercussions on coverage in the conventional media, however, the Tragatóner/Tragatinta initiative continued to draw considerable news coverage due to the high level of demand for collection.

In the digital world, activity continued throughout the year, reflecting the current situation and campaigns that the Foundation participated in, despite the lack of big events.

@Ecofimática has its own profiles on Twitter and Facebook



352 followers of **Twitter profile** @ecofimatica



It has **200 followers** on **Facebook**

Ecofimática news is also shared on the Recyclia Twitter and Facebook profiles and it has 1,800 Facebook followers and 6,450 Twitter followers. It has over a thousand Instagram followers and 1,280 on LinkedIn.



The Ecofimática website had more than **26,800 visits in 2020**, compared to 24,000 recorded in the previous year, and the Tragatóner/Tragatinta websites smashed all the records.



258,354

visits to
Tragatóner website

The number of **visits was 258,354** by 72,092 visitors, doubling the 2019 figure.



ECOFIMÁTICA EVENTS 2020

ALLIANCE FOR SUSTAINABLE DIGITALIZATION

The Ecofimática Foundation, together with the other main collective systems for recycling electronic waste in Spain, is part of an alliance reached with the CEOE Foundation that runs a campaign to bridge the digital gap and helps encourage universal access to technology for the most disadvantaged groups.

Under the name “Sustainable Digitalization” the prime movers behind this initiative encourage the business world to get involved in the selective collection of computers and tablets at places of work with the aim of giving this equipment a second life.

To achieve this, WEEE are reconditioned and given to schools and training centres, young people and people at risk of social exclusion, old people’s homes, and other groups that need them.



AGREEMENT WITH ZARAGOZA CITY COUNCIL TO OPTIMISE WEEE RECYCLING

By collaborating with environmental foundations Ecofimática, Ecosimelec and Eolum, Zaragoza City Council will be able to improve its management of domestic electrical and electronic waste, as established in the collaboration agreement signed at the end of the year.

The agreement defines the terms and conditions used to establish a collaboration framework between the city council and the SCRAP, and it governs the collection conditions of WEEE solely generated by domestic use deposited in municipal installations.

CAMPAIGN #GratitudparaNuestrosMayores A GREAT JOINT INITIATIVE

The end of June saw the launch of a campaign driven by environmental foundations Ecopilas, Ecoasimelec, Ecolum and Ecofimática, which was held over a few weeks in Leroy Merlin España, Media Markt, Bricodepot and Decathlon stores in the Community of Madrid. This campaign was in support the elderly and all who had lost their lives in recent months due to COVID-19.

Madrid locals contributed to the reforestation of an area of high biological value in the region by simply disposing of their small electronic devices and used batteries in the containers for this type of waste located in the stores of these chains.

For each kilo of electronic waste, batteries and accumulators collected, Recyclia gave one euro to the reforestation project that will create the “Forest of Gratitude for Our Elders”.

Laptop computers, tablets, telephones and other equipment that could be reused was reconditioned and donated to old people’s homes.

Due to lockdown and the mobility restrictions in place during the state of alarm, many people had accumulated unused devices and batteries in their homes while they waited to dispose of them in recycling containers. This initiative aimed to make it easy to recycle and support environmental conservation work that is currently so vital.

The general public, particularly children, also took part in a hard-fought Instagram photography competition in which they had to show their recycling work.



OUR PARTICIPATION IN THE VALENCIAN CAMPAIGNS

Despite the COVID crisis, Ecofimática has continued to participate in several publicity campaigns that began in previous years and have continued, especially from the summer onwards. The campaigns run together with other SCRAPs in the Valencian Community are particularly noteworthy.

RECYCLE WITH THE FIVE SENSES

The “Recycle with the Five Senses” initiative continued to run workshops aimed at children that were planned with all the necessary health safety measures. They covered different aspects of recycling



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sentidos**

waste related to light packaging, glass, paper and cardboard, medication packaging and waste, and waste electronic and electrical devices.

RAEECIONA

The Raeecciona campaign also aims to raise awareness about the correct management of waste electrical and electronic devices and it has worked to involve all the agents that are implicated in the life cycle of these devices, from the distribution and sales teams working with electrical and electronic devices in the Valencian Community to the general public, as consumers of EEE.

Over 600 businesses across more than 100 municipalities in the Valencian Community took part in the campaign.





DE-VUELTA A LA TIENDA

The Consorcio Valencia Interior encouraged the collection of small devices.

On 21 December, Buñol hosted the presentation of a selective collection of electronic waste awareness campaign in the area covered by the Consorcio Valencia Interior. This initiative saw participation by all the collective systems, and aimed to inform the general public about the importance of correctly managing this waste and making the consortium visible as the organisation that drives forwards its recycling in collaboration with the collective systems.

As part of the campaign, information activities were run on the different types of electronic waste and the role of stores that sell devices and DIY stores as delivery points for their correct management. Information was shared to the 30 regions in the Consorcio Valencia Interior and information stands were set up.



BICI-INFORMADORES

Ecofimática also collaborated in the BICI-INFORMADORES campaign, which travelled to over 30 Valencian municipalities.

Promoted by the Regional Government of Valencia via the Department of Agriculture, Environment, Climate Change and Rural Development, and the main collective systems for managing this type of waste (including Ecofimática), the bici-informadores ran mobile recycling points for the general public in each municipality and were responsible for collecting small unused electronic devices.



CONSORCI RIBERA I VALLDIGA

Together with the Consorci, WEEE collection increased by 43%.

The Ecomóviles and Ecomóviles network run by Consorci Ribera i Valldigna collected 43% more waste electrical and electronic devices during 2020 than 2019, before sending this waste to be recycled by different authorised processors. This success in collecting and processing this type of waste, one of the most polluting types of domestic waste, was possible thanks to its agreement with Recyclia and the Ecofímica Foundation, among other reasons.

Inhabitants of Ribera Alta, Ribera Baja and Valldigna (320,000 people) disposed of 1,717 tonnes of waste electrical and electronic devices in the 26 permanent and 3 mobile Ecomóviles belonging to the Consorcio.



In total, the Consorcio's Ecomóviles and Ecomóviles network collected 37,688 tonnes of hard-to-manage domestic waste in 2020, including rubble, wood, metal, large-scale waste such as equipment, and WEEE, together representing a 15% increase compared to the 2019 figure.

In the case of Waste Electrical and Electronic Equipment, there was a far greater

increase of 43% thanks to the greater efficiency of the network and the agreement signed between the Consorci and the ECOASIMELEC, ECOFIMÁTICA and ECOLUM foundations.

ANDALUSIAN CAMPAIGNS



#RAEEIMPLÍCATE AND WEEE ANDALUCÍA AWARDS

30 January saw one of the few events that were possible in 2020 held at the Seville Aquarium, the #RAEEImplícate awards, organised by FAEL with collaboration from the Ecofímica Foundation, among other organisations.

The event was attended by Gabriel Garcia, director general of Recyclia, and was also supported by the Federation of Andalusian Municipalities, the Regional Department for the Environment and the RAEE Andalucía project. Collaboration with this project is also in place and it was tracked throughout the year, especially on line, with support for its social network messages that encourage WEEE recycling and protecting the environment.



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Calle Orense, 62. 28020 MADRID



Tel.: +34 91 417 08 90 - Fax: +34 91 555 03 62



fundaciones@recyclia.es



www.ecofimatica.es