

# ECOFIMÁTICA ANNUAL REPORT

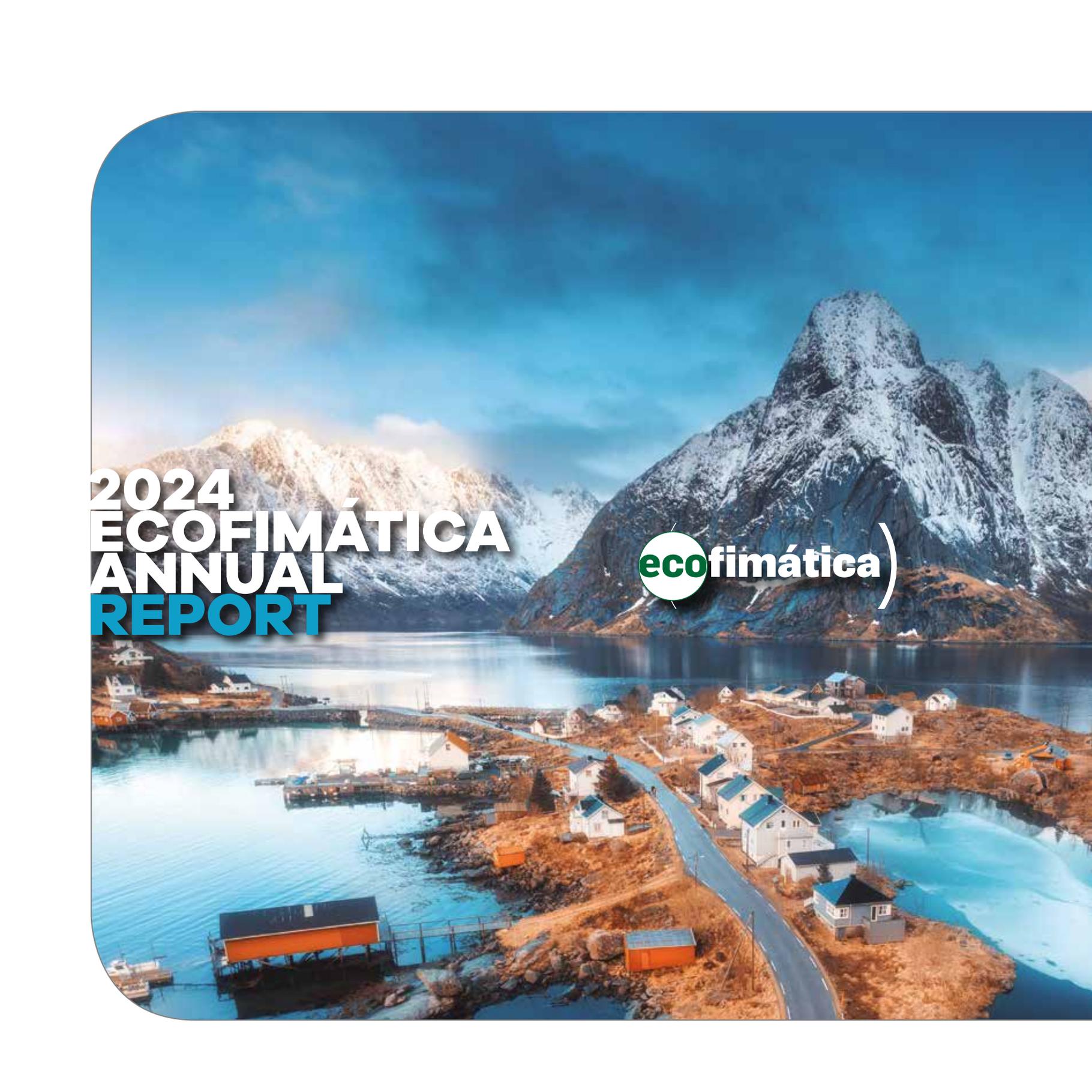
■ [www.ecofimatica.es](http://www.ecofimatica.es)

2024 ECOFIMÁTICA ANNUAL REPORT

# 2024



**ecofimática**



**2024  
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**ecofimática**)



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**01 / LETTER FROM**  
**THE CHAIR**

**01**





Vidal Vicente Buxadé  
CHAIR OF ECOFIMÁTICA

## Much more than an environmental obligation

Once again have the privilege of sharing my annual address with you to take stock of the Ecofimática Foundation's activity during 2024, a year in which we have continued to demonstrate that correct waste management is much more than an environmental obligation; it is an opportunity to strengthen our economy's autonomy, protect natural resources, and build a more resilient production model.

In a changing world where uncertainty is no longer the exception but the norm — fuelled by geopolitical tensions, enduring conflicts, and the increasingly visible consequences of climate change — now more than ever before, we must not forget that resources are finite. What was until recently considered waste is now valuable a raw material that we must recover, process, and reintroduce into the production chain if we want to guarantee the future of our economy and our planet.

But we are not building this vision on our own. Our work is supported by a broad and cohesive value chain that involves manufacturers, distributors, managers, government bodies, and citizens. Together, in 2024, we continued to promote an efficient, transparent management model that has a vocation for continuous improvement and can adapt to the challenges of each stage. For years we have shown that it is possible to do this well, and there is always room for improvement.

With this vocation, we managed 5,117 tonnes of office IT and printing waste in 2024. Added to the totals from previous years, we have already managed more than 83,263 tonnes since the start of our activity. Our collection network has continued to expand with 5,147 new collection points, bringing the total to 35,406 throughout Spain. Also worthy of a mention in these lines is our Tragatóner/Tragatinta initiative, which has selectively collected and recycled more than 659,229 kilos of printing consumables.

Therefore, I cannot end this letter without thanking all those who are part of this project: manufacturers, government bodies, other collaborators, citizens, and, of course, Recyclia's team of professionals, whose experience, dedication, and commitment keep Ecofimática in a leading position year after year.

We will continue to work with rigour and a future-facing vision, because turning waste into resources is not just a technical task but a joint decision that we make about the type of society we want to build.

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**02/ ABOUT**  
**US**

02



# 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 digital image 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.

It has operated for over 20 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.

Ecofimática is a Collective System for Extended 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.



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**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 Ecofimática 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 Eco-pilas and Ecoasimelec, Ecofimática is run by Recyclia, the organisation with the widest network of collection points, over 105,090 points across Spain.

Similarly to the other foundations, Ecofimática 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 Ecofimática can be summarised as follows:

- Help its members to comply with regulations related to extended 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 (91.5%) of the raw materials that it contains.

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# 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.U.

**Edgar Vila Farré**

Mastertec, S.A.

**María Dolores Pérez Vega**

Xerox España S.A.U.

**Javier Pérez Yela**

Kyocera Document Solutions España, S.A.

## DIRECTOR GENERAL

**José Pérez García**

Non-Trustee

## SECRETARY

**Gonzalo Torralbo Pérez**

Non-Trustee

03 / 2024 FIGURES

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**03 / 2024**  
**FIGURES**

03



# KEY FIGURES FOR 2024



KG MANAGED 2024

**5,117,912** kg

**17**

NO. MEMBER  
COMPANIES

COLLECTION  
REQUESTS

**49,798**

22,289 Ecofimática requests  
+ 27,509 Tragatóner requests

TOTAL  
COLLECTION POINTS

**35,406**

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# KILOS MANAGED BY USE

## ECOFIMÁTICA 2024

Ecofimática managed **5,117,912 kg** of waste during 2024; 15% of this waste came from the domestic channel and 85% from the professional channel.



**15%** Total domestic (kg)

**85%** Total professional (kg)

**4,361,691 kg** Kg

**756,221 kg** Kg

DOMESTIC

PROFESSIONAL



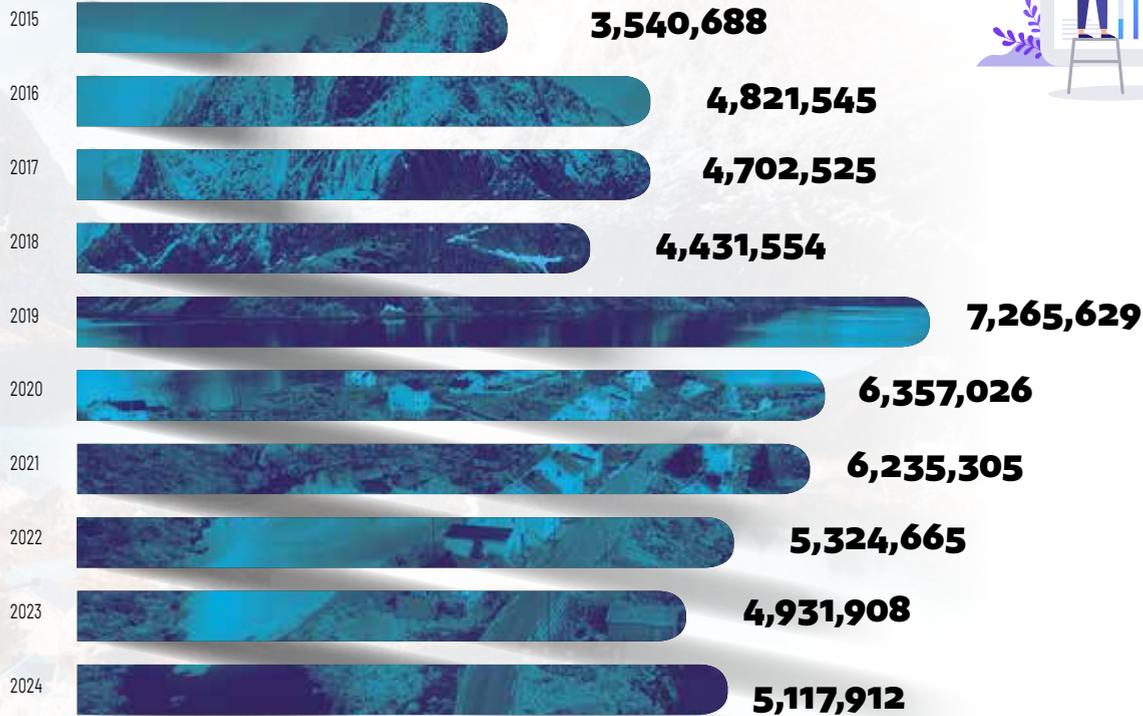
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CAT-  
EGO-  
RIES

# EVOLUTION KG MANAGED

## ECOFIMÁTICA 2015-2024



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↑  
**+3.8%**

Slight increase  
in the no. of kg  
vs. 2023 (+3.8%).

Did you  
know?

**83,263,044** kg

**Quantities  
managed by  
Ecofímica  
since it started  
its activity.**

# ECOFIMÁTICA COLLECTION POINTS

## TOTAL ECOFIMÁTICA NETWORK 2024

**35,406**  
TOTAL COLLECTION  
POINTS 2024

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

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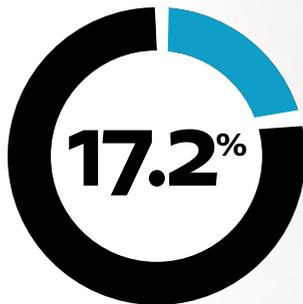
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2023

30,259

2024

35,406



Growth in the number of Ecofimática consumables collection points in 2024 compared to 2023 **5,147 new points in 2024, 17.2% more** than in 2023.





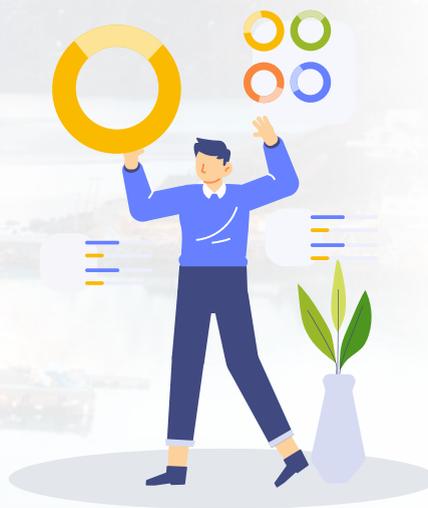
## COLLECTION POINTS 2024 BY ACTIVITY

**25,666**  
TOTAL ECOFIMATICA  
CONSUMABLES  
COLLECTION POINTS 2024

**+20%**  
Compared to 2023

**9,740**  
ECOFIMATICA  
EQUIPMENT COLLECTION  
POINTS

**+10.9%**  
Compared to 2023



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**35,406**  
ECOFIMATICA  
COLLECTION POINTS  
2024

**Did you  
know?**

Average number of requests  
per day: 136 requests per day (if  
divided by 365 days).

22,289 Ecofimática requests  
+ 27,509 Tragatóner requests



# DISTRIBUTION OF COSTS

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INSTITUTIONAL  
AND COMMUNICATION 3.5%



9.6%

COMPANY  
SERVICE

ADMINISTRATION  
AND OTHER  
EXPENSES 2.4%



84.5%

WASTE  
MANAGEMENT





# GENERAL ACTIVITY INFORMATION

## TRAGATÓNER / TRAGATINTA 2024

Domestic users can use a web search tool to locate public containers that are closest to their location; these containers are called ECOpuntos.



<https://tragatoner.es/establecimientos-colaboradores/>

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### CONTACT CENTRE

EMAILS

48,527

CALLS

11,926



### NETWORK

NEW REGISTRATIONS

4,189

TOTAL COLLECTION

25,666



### COLLECTIONS

CONTAINERS

22,489

KG COLLECTED

659,229



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**04 / MEMBER**  
**COMPANIES**

**04**





## MEMBER COMPANIES

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MEMBER COMPANIES  
OF ECOFIMÁTICA

*BROTHER IBERIA, S.L.U / BROTHER INTERNATIONAL EUROPE LTD  
CANON / DYTECA / EPSON IBÉRICA / EPSON SUBSCRIPTION EUROPE  
KONICA MINOLTA / KYOCERA / LEXMARK / MASTERTEC / OKI  
PANASONIC / RICOH / RISO / TOSHIBA TEC GERMANY  
TOSHIBA TEC EUROPE / XEROX*

**brother**  
at your side

**Brother** designs more sustainable products, protecting our planet and supporting our community with everything we do.

We have made a commitment to reducing CO2 emissions throughout the whole value chain and in all business operations. Through these actions, we contribute to creating a carbon-free society.

We maximise the recycling of consumables and equipment to guarantee the sustainable use of natural resources and minimize our environmental impact.

Similarly, we minimise the impact of our business operations on the ecosystem and expand our activities that restore and conserve the ecosystem.

Brother

Canon

**Canon España S.A.U** is a trustee 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

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**Dysteca** has been the exclusive importer of the DEVELOP brand to the Canary Islands since 1987. The brand has always stood out for its environmentally friendly 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.

**DYSTECA**

Dysteca

**EPSON®**

Our objective as the leading company in innovation is to create efficient, compact, and accurate technology that improves people's quality of life and boosts the productivity and efficiency of companies, while also helping build a better world.

We are committed to managing our company based on environmental, social, and governance criteria that guide us towards being carbon negative and underground resource free by 2050.

At the end of 2024, our organisation announced two major sustainable management milestones that demonstrate the efforts we have made to meet our 2050 Environmental Vision. Firstly, all **Epson Group** production facilities are now running on 100% renewable energy, and secondly, in Europe, we have already made good on our promise and phased out laser printing technology two years earlier than originally announced. We focus our efforts on innovation that reduces or has the potential to help reduce our customers' environmental footprint. Inkjet heat-free printing technology is a particularly good basis for plans to reduce emissions and energy consumption.

Likewise, we continue to make progress in terms of the circular economy with valuable proposals such as our recyclable and refillable ink consumables or the development and expansion of our technologies with refillable ink tanks to eliminate the use of cartridges, as well as significant advances in dry fibre technology. In fact, the second generation of PaperLab, an on-site paper making system that is capable of shredding and recycling used paper to produce new paper without the need for water, has already been presented. Work is also being carried out to adapt it for use in the textile sector, using fibres from discarded fabric to generate new materials. Japanese designer Yuima Nakazato has already used this technique to create designs, which are subsequently printed onto fabrics using digital pigment textile printing with the Monna Lisa printer range, reducing the amount of water used by 97% compared to traditional dyeing techniques (Fuluhashi Environmental Institute, 2024 *Report on Direct Water Input in Digital Textile Printing*).

In Spain, in 2024, efforts were made to disseminate studies focused on raising awareness of the need to reduce our consumption and environmental footprint:

- Report on the water footprint of the textile-fashion sector: a Europe-wide study (including Spain) that analyses the total amount of water needed to make the garments in our wardrobes and explains how the available alternatives to reduce this water footprint could represent an important opportunity for producers, brands, and consumers.
- Reports on lower impact technology in the education sector: In response to the need to improve presence and sustainability indexes in the education sector, Epson promoted studies on the use of printing in education and the implementation of audio-visual technology in the classroom.

Epson

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## KONICA MINOLTA

**Grupo Konica Minolta** aims to promote sustainable development and growth. We integrate environmental, economic, and social perspectives into our business strategies so that every aspect of our activity is carried out in harmony with human life and the environment.

Konica Minolta is based on the concept of making existing businesses grow and creating new ones while helping to solve environmental problems such as climate change.

Our concept is to take firm steps forwards towards solving environmental challenges by using quantitative measuring and analysing reliable data related to performance and environmental impact.

At Konica Minolta, we have always prioritised our responsibility to the world in which we live and this has been included in the four responsible investment (RI) indexes adopted by the Japanese Government Pension Investment Fund. These four indices are: FTSE Blossom Japan Index, MSCI Japan ESG Select Leaders Index, MSCI Japan Empowering Women Index, S&P/JPX Carbon Efficient Index, and it thereby takes on its responsibilities as a corporate citizen.

Konica Minolta has a clear commitment to the prevention of global warming, conservation, reuse, and efficiency of resources to support the preservation and restoration of the planet's biodiversity. 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.

Konica Minolta is known around the world and included on the most prestigious indexes for its commitment to sustainability. It receives countless awards, prizes, and certifications each year.

Konica Minolta

Kyocera

**Kyocera Document Solutions España** is a company in the Kyocera Document Solutions Inc. group, a leading worldwide supplier of document solutions with headquarters in Osaka (Japan). Its portfolio includes printers and high quality, environmentally-friendly multifunctional equipment, professional commercial and industrial printing with sustainable inkjet technology, ICT solutions, ECM, and consultancy services that help its clients optimise and manage their infrastructure, workplace, and document workflow to achieve new efficiency rates. Under the principles of technological excellence and empathy, the company aims to help organisations put their knowledge into practice, thereby boosting the transformation.

Its initiatives are based on its decades of leadership in technology innovation, which means sustainability is a key aspect in everything from product design, envisaged from an energy-savings perspective, to maintenance, reuse, and recycling policies. In addition, Kyocera implements Life Cycle Assessment (LCA) on its products to analyse and ultimately reduce their environmental impact. Kyocera España holds the most demanding environmental certifications, such as ISO 14001, EMASIII, and the carbon footprint register (reduced by 25% since 2018). Energy Star, EPEAT, RoHS, and EcoMark. It is also part of the United Nations Global Compact and the Responsible Business Alliance (RBA), the largest world alliance that aims to guarantee sustainability and good practices in the worldwide supply chain through a shared code of conduct.

All of this forms a fundamental part of the philosophy driven by its founder, Dr. Kazuo Inamori, which considers sustainability to be part and parcel of the innovation that has led us to pioneer PET film recycling processes, transforming it into reusable materials. Thanks to the company's commitment to preserving a fair work ethos and respecting not just people and the company itself but also the entire planet, TIME has named us one of the 500 most sustainable companies in the world.

 **KYOCERA**

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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](https://crs.lexmark.com).

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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 CO<sub>2</sub> 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.

**MASTERTEC**

Mastertec

Oki

**OKI** develops and promotes technology that is based on respecting the environment, and offers a range of products 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 use of plastic in printers and toner consumption, generating far more light while using less electricity, thereby saving energy and protecting the environment.

OKI is committed to creating a sustainable society and is proud to have been part of the United Nations Global Compact (UNGC) since 2010. In 2023, OKI was awarded certification from the international Science Based Targets (SBTi) initiative for its FY2030 reduction in greenhouse gas emissions objectives. On its path to creating a sustainable society, and as part of its medium and long-term 2030/2050 environmental objectives, OKI will reduce CO2 emissions at its production sites by 42% by 2030, achieve practically zero CO2 emissions at its production sites by 2050, and establish practically zero energy consumption for new products. This is all part of its 2030/2050 Environmental Vision and reflects the critical challenge of keeping average global warming beneath 1.5°C due to the risks of climate change.

OKI

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**Panasonic Group** has established a long-term environmental vision, the 'Panasonic GREEN IMPACT' plan, which aims to achieve better lives and a sustainable environment for all. Under this plan, the Panasonic Group is working to achieve practically zero net CO2 emissions from its own operations by 2030, helping to reduce more than 300 million tonnes (\*1) of CO2, representing around 1% of the current world total, and approximately 31.7 billion tonnes (\*2) by 2050. The Group is also applying a circular economy where resource efficiency helps to achieve decarbonisation and reduce the consumption of limited natural resources.

\*1: CO2 emissions factor based on 2020.

\*2: 31.7 billion tonnes of CO2 emissions produced by energy in 2020 (Source: AIE)

Panasonic

Panasonic

**RICOH**  
imagine. change.

**Ricoh** is a leader in digital services, using innovative technology that helps people work smarter. Ricoh has driven innovation for over 88 years and currently helps companies to successfully adapt to new ways of working, offering solutions and digital services in three key areas: work stations, digital, digital transformation of processes and critical IT infrastructures. 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, 2,100 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 ESG criteria and 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

## TOSHIBA

**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.

95% of the materials from a Toshiba multifunction printer are already reused in the manufacture of new products, giving Toshiba one of the highest recycling rates in the market. Toshiba, which launched its '3R Design' sustainability strategy in 2009, aims to produce 100% reusable equipment by 2030.

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 Toshiba Group' 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™

For over a century, **Xerox** has continuously redefined the workplace experience. Using our position as leaders in office printing and production technology, we have expanded into software and services to give a sustainable boost to the hybrid workplace of today and tomorrow.

Today, Xerox continues with its legacy of innovation to offer client-focused, digitally-driven technological solutions and meet the needs of the contemporary, dispersed global workforce. From the office to industrial environments, our differentiated business and technological products and financial services are essential workplace tech solutions that drive our clients' success. At Xerox, we make work.

Find out more at [xerox.es](https://xerox.es) and discover our commitment to diversity and inclusion.

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Xerox

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**05 /**  
**COMMUNICATION**  
**AND EVENTS**

**05**



# COMMUNICATION AND SOCIAL MEDIA



**176,000**

web visits in 2024

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

Ecofimática had received 750 likes and had 315 followers on Facebook.

**ECOFIMÁTICA news** is also shared on Recyclia's Twitter and Facebook profiles, which had **2,633 followers on Facebook** and **6,868 followers on Twitter** at the end of 2024.

The Foundation's news also appeared on its **Instagram** profile (shared with Recyclia), which has more than **21,300 followers**,

as well as on LinkedIn and YouTube (also shared with Recyclia), which have 3,504 and 1,940 followers, respectively.

The number of visits/events recorded on the Tragatóner / Tragatinta.es website remained above **176,000** in 2024, with a total of 15,609 users.

Over **3,274 users** made a total of 22,549 visits to the ECOFIMÁTICA website in 2024.

On **X**, formerly known as Twitter, the Ecofimática Foundation closed 2024 with **464 followers**, and the total number of posts or tweets since the profile was created reached **715**.

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## FOLLOWERS OF NEWS ON SOCIAL MEDIA



**6,868**

**2,633**

**3,504**

**21,300**

**1,904**



## CAMPAIGNS AND EVENTS



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### **'YOU ARE THE KEY' continues its successful tour of Castile-La Mancha**

In early February, the 2023 results of the 'You are the key' environmental awareness campaign supported by Ecofimática were announced. This initiative continues its tour around the municipalities of Castile-La Mancha to prevent electronic waste and promote selective collection, reuse, and recycling.

Our Director General, Gabriel García, attended the results presentation event.

A total of 29,670 people participated in the activities carried out during 2023 as part of the 'You are the key' environmental education programme, which toured around the five provinces of Castile-La Mancha to promote the selective collection, reuse, and recycling of some of the most common types of household waste, such as packaging, glass, and electrical and electronic equipment.

'You are the key' is a pioneering programme in the region as the first joint initiative stemming from a collaboration agreement between the Regional Govern-

ment of Castile-La Mancha's Ministry of Sustainable Development and the collective systems Ecoembes, Ecovidrio, Ecolec, Ecotic, ERP, Ambilamp, Ecolum, Ecoasimelec, Ecofimática, and Eco-Rae's. The initiative includes more than 2,000 activities aimed at schoolchildren, young people, and the general public.

Various environmental activities took place throughout the spring, especially in May coinciding with the San Isidro Labrador pilgrimage, when a stand was set up by the Argamasilla de Calatrava Town Council and the Regional Government of Castile-La Mancha to raise the population's awareness of the importance of recycling.





**'REPAIR, REUSE, RECYCLE'  
managed 2,000 kg  
of WEEE in 127 municipalities  
throughout Castile-La Mancha**

Following its launch in May 2024, this travelling initiative visited 127 municipalities throughout Castile-La Mancha, 58% of which are located in areas affected by intense or extreme depopulation, reaching 27% of the region's population.

Some 3,200 people took part in the activities organised in the travelling workshop-van, which served as a location for repairing and recycling electrical and electronic equipment, as well as providing visitors with advice on this topic.

In total, more than 2,000 kg of WEEE were recycled as part of this initiative thanks to the fact that the workshop-van was also used as a mobile recycling point.

The most common items brought to the workshop included small household appliances such as vacuum cleaners, hairdryers, coffee makers, toasters, and kitchen robots, as well as technological devices like mobile phones and tablets.

The best repair rates were seen in lamps, dryers, and fans, while the most difficulties were encountered when trying to repair screens, printers, and mobile phones due to lack of spare parts and the design of these products, which are not made to be repaired.

As well as repairing broken items, the campaign also carried out outreach activities in electrical appliance retail outlets, visiting nearly 100 shops across the region to promote free WEEE collection practices and raise awareness of the importance of recycling.

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### 5th RAEEmplicate Awards

In April, the Global Omnium auditorium at the Seville Aquarium was the perfect setting for the ceremony that saw Federación FAEL present a total of 25 awards grouped into various categories, in recognition of commitment and excellence in several fields. The event was attended by Recyclia's CEO, José Pérez, and Director General, Gabriel García.

RAEE Andalucía; the Regional Government of Andalusia's Ministry of Sustainability, Environment and Blue Economy; Famp Comunicación; the Regional Government of Andalusia's Ministry of Employment, Business and Self-Employment; Ecolec; and European Recycling Platform Spain also collaborated in the awards.



### The 'MADRID HAS ITS GOOD POINTS' campaign is back

World Recycling Day, which takes place every year on 17 May, was the date chosen to relaunch this campaign involving Ecofimática under the slogan 'Madrid has its good points... and they're very close', in reference to mobile and local collection points. Digital kiosks were installed at various locations throughout the city of Madrid to raise public awareness.

The aim of this campaign is to inform citizens how to use fixed, mobile, and local recycling points, as well as how to manage waste, with a particular focus on waste electrical and electronic equipment (WEEE).

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**'SUSTAINABLE DIGITALISATION'  
delivered refurbished computers to  
25,000 people**

In June, Fundación CEOE presented the results of its Sustainable Digitalisation project's 2023 campaign in an event held at the CEOE (Spanish Confederation of Employers' Organisations) headquarters in Madrid. The event was inaugurated by the Chair of CEOE, Antonio Garamendi, who highlighted the 'good figures' achieved by this 'successful initiative' that 'extends the useful life of computers thanks to the collaboration of companies'.

The Chair of CEOE took stock of the main figures achieved by this initiative in its third year, such as the participation of 80 social entities, which represents a '33.3% increase compared to 2022' and the '25,000 beneficiaries, 25% more than the previous year'.

This year, 45% of the donated equipment was re-used, a 5% increase on the previous year, and a total of 11,674 computers and parts were collected, almost double the previous year's figure of 6,542.

The event, which also marked the launch the 2024 campaign, was closed by the Chair of Fundación

CEOE, Fátima Báñez, who stated that 'Sustainable Digitalisation is a three-pronged project that brings together technology, sustainability, and people. It is a partnership that directs all its efforts into people. We are growing with a team-based, charitable, and socially innovative project that places us at the forefront of Europe. At a time of uncertainty and faced with the challenges of digitalisation and sustainability, Sustainable Digitalisation makes these two transformations more beneficial for people.'

The meeting was attended by representatives from companies involved in and committed to the circular economy such as CEPESA, BSH Electrodomésticos, Recyberica, RECYCLIA, and TD Synnex.

Sustainable Digitalisation is a charitable initiative promoted by Fundación CEOE and waste electrical and electronic equipment Collective Systems for Extended Producer Responsibility (Ecotic, Ambilamp, Ecoasimelec, Ecofimática, Ecolum, Ecoltec, ERP España, and ECO-RAEE's), with the collaboration of Fundación SEUR. It aims to contribute to the development of the circular economy by giving electrical and electronic equipment a second life, while also promoting universal access to technology.



## CIRCULAR PLACE

Throughout 2024, Ecofimática continued to be part of the 'Circular Place, stock that shows solidarity' initiative alongside other WEEE collective system for extended producer responsibility, a project that

has donated a total of 80,987 pieces of EEE over the course of its lifetime. During the year, 29,449 devices were donated in response to 211 donation requests. Of these requests, 130 (60.5%) were submitted by educational institutions and a further 85 were received from non-profit organisations (NGOs).

## CIRCULAR PLACE

Informe 2024 (hasta 31/12/2024)



**80.987**  
unidades de  
AEE donados



**51,64**  
Tm de residuo  
NO generado



**683**  
solicitudes  
de donación



**203**  
usuarios  
dados de alta



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## Smart collection bins in ALCAMPO supermarkets

Recyclia supports the installation of smart collection bins at Alcampo supermarkets and has fitted 56 smart recycling containers at establishments located across Spain through its Ecoasimelec, Ecofimática, and Ecopilas foundations. These devices are designed to make it easier for customers to recycle waste such as lamps, batteries, small electronic devices, and fluorescent tubes. The containers have motion detectors for contactless use and are equipped with technology that monitors how full they are and sends an automatic signal when they need to be emptied.





### **Ecofimática at the presentation of the 'We are waste management' programme in the Balearic Islands**

The 'We are waste management' campaign — carried out in the Balearic Islands alongside Ecoembes, Ecovidrio, and battery and WEEE collective systems for extended producer responsibility such as Ecopilas, Ecoasimelec, and Ecofimática, in collaboration with the Government of the Balearic Islands — was launched as part of the European Week for Waste Reduction and ran until March 2025.

It included various audiovisual proposals, advertisements, and the participation of influential figures in a range of scheduled awareness-raising activities.

The Regional Minister for Business, Employment, and Energy, Alejandro Sáenz de San Pedro, was in charge of presenting the programme to the media alongside the Director General for Circular Economy, Energy Transition, and Climate Change, Diego Viu, and representatives from Collective Systems for Extended Producer Responsibility (SCRAPs), such as Julio Lema on behalf of battery, accumulator, and electrical and electronic equipment SCRAPs.

### **Fifth 'GIVE LIFE TO THE PLANET' campaign in Andalusia**

November saw the launch of a new edition of the 'Give Life to the Planet' campaign, which ran until the end of January 2025 and gave participants the chance to win a tablet or scooter.

Numerous information points were set up throughout Andalusia to encourage citizens to recycle their electrical and electronic waste and participate in an online draw to win one of these prizes.

The campaign was coordinated by RAEE Andalucía, organised by the Regional Government of Andalusia's Ministry for Sustainability and Environment and the Andalusian Towns and Provinces Federation (FAMP), and supported by the Collective Systems for Extended Producer Responsibility (SCRAPs) that operate in the region: Ambilamp, Ecoasimelec, Ecofimática, Ecolec, Ecolum, Eco-Raee's, Ecotic, and ERP-España.

It aims to raise awareness of the importance of correctly managing waste electrical and electronic equipment (WEEE) for society, and through the #GiveLifeToThePlanet campaign, it does its bit for environmental conservation by recycling WEEE throughout the region.



## **Ecofimática at the National WEEE Congress, EcoEncuentro event, and Recyclia Awards**

Throughout the year, the Ecofimática Foundation was represented at various events organised by Recyclia and the OfiRae Office.

On 3 and 4 October, the 6th National WEEE Congress was held in Cordoba and brought together more than 3,000 professionals, experts, institutions, companies, and entities related to electronic waste management to discuss the current and future challenges facing the sector and explore sustainable solutions within the framework of the circular economy.



The Chair of OfiRae, José Pérez, welcomed attendees and drew their attention to the substantial changes to the Congress, as well as the challenges, opportunities and regulatory changes affecting the sector.

The event was attended by Margarita Ruiz, Deputy Director General for Waste at Spain's Ministry for the Ecological Transition and Demographic Challenge, as well as Regional Government of Andalusia's Secretary General for the Environment and Climate Change and representatives from the European Commission, Cordoba City Council, and the collective systems for extended producer responsibility (SCRAPs) that organised the gathering.



A month later, the EcoEncuentro 2024 event took place in Madrid. This year, it delved deeper into developments in the recycling of Recyclia's activity streams, electronic waste and batteries, which have now been joined by the new commercial and industrial packaging system for 2025, and paid special attention to the strategic role of this activity in the supply of critical raw materials.

As part of the EcoEncuentro 2024 event, Recyclia presented its *5th Annual Report on trends in the WEEE and battery recycling industry in Spain*.

The Recyclia Awards and, of course, the winners once again provided the perfect ending to 2024. The Real Casino de Madrid was the venue of the 9th Environment Awards, held on 10 December, which celebrated the shared commitment to sustainability and environmental protection. The event brought together around a hundred representatives from the environmental, business, and media sectors in an event marked by gratitude and recognition for those who work every day to build a greener future.



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