

2025

ECOFIMÁTICA ANNUAL REPORT
2025



ecofimática

2025

2025 ECOFIMÁTICA
ANNUAL REPORT

SUMMARY

01

LETTER FROM THE
CHAIR 4

02

ABOUT
US 6

03

2025
FIGURES 10

04

MEMBER
COMPANIES 20

05

COMMUNICATION
AND EVENTS 30



01 Letter from the Chair



Vidal
Vicente Buxadé
CHAIR OF ECOFIMÁTICA

Commitment to the environment put into practice

For yet another year, I am delighted to be able to share Ecofimática's annual report with you. On this occasion, I would like to focus on an idea that truly captures who we are and why we do what we do: an entire sector's commitment to the environment.

Correctly managing printing waste is not just an obligation or a box to tick when it comes to sustainability; it is a way of recognising that our responsibility does not end when printing equipment or consumables are put on the market, but rather when they reach the end of their life cycle and are recycled into new resources.

The printing industry has been making determined progress in this area for some time now, often behind the scenes, but with very tangible results: increasingly efficient equipment, more optimised use of materials, and more efficient collection and recycling systems.

At Ecofimática, our work is focused on ensuring the consistency and continuity of that collective commitment, on coordinating and promoting this initiative and enabling all stakeholders — from manufacturers, distributors, and public authorities to industry and the general public — to make an effective contribution to a more circular model.

We do all this against a challenging backdrop, characterised by pressure on resources and the need to move more swiftly towards more sustainable and responsible production and consumption models. A challenge that, far from being unrelated to our work, is central to its very purpose.

Ecofimática's 2025 results are a reflection of this

joint effort. We have managed 5,827 tonnes of office and printing waste, bringing the total to over 89,000 tonnes since we began operations. What's more, 882 new collection points were added to our network, bringing the total to 36,288 throughout Spain. The Tragatóner/Tragatinta initiative also continues to grow, having collected and recycled over 592,282 kg of consumables through a network of more than 27,324 collection points.

Beyond the figures, what really matters is what they stand for: a committed and engaged value chain that is aware of its responsibilities and keeps its sights firmly set on the future.

For all these reasons, I would like to thank the manufacturers and importers who are members of Ecofimática for their work. They understand that protecting the environment is not incompatible with competitiveness, but actually strengthens it when managed correctly. And, of course, I would also like to extend this gratitude to the Recyclia team, whose daily dedication underpins a system that, at this point, no longer surprises us with its figures, but rather with its robustness. Thanks to all of them and the support received from institutions, businesses, and the general public, Ecofimática continues to be the leading printing equipment waste management service provider in our country.

This is why we must continue to move forward with the same conviction. Because if this sector proves anything, it is that an environmental commitment is not just something that you declare; it is something that you put into practice day in, day out, through concrete actions.



02 About us

02

ABOUT US

Ecofimática was created in 2002 by the leading printing and digital imaging equipment manufacturers with a clear objective: to create an effective network for the collection and sustainable management of waste generated by photocopiers, printers, and other imaging equipment. Ever since it has represented 90% of Spain's office IT equipment manufacturers and importers and provides nationwide coverage for both the domestic and professional sectors.

Over its more than 20 years in operation, Ecofimática's management model has successfully adapted to the changing landscape of a diverse sector, ranging from large professional equipment to everyday home printers. As a collective system for extended producer responsibility (SCRAP), its main mission is to ensure compliance with environmental regulations regarding the management of waste electrical and electronic equipment (WEEE).

Its work contributes to the circular economy by recycling this waste to recover the raw materials it contains. To this end, Ecofimática's work covers several fronts: raising awareness among the professional sector and domestic users, developing and improving access to collection points, and continuously improving the collection process.



DID YOU KNOW THAT...?

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

Since its beginnings, Ecofimática has focused its activities on establishing an efficient collection network and ensuring that waste from office IT equipment is managed sustainably. Today, this network provides nationwide coverage for waste generated in both domestic and professional settings.

Together with Ecopilas and Ecoasimelec, it is part of the Recyclia ecosystem, which operates the country's most extensive collection network with 109,610 points across Spain. In addition, Ecofimática provides its member companies, logistical operators and waste managers with an IT platform to guarantee that WEEE is fully traceable.

Finally, it provides users with an online search tool allows them to locate publicly accessible Tragatóner/Tragatinta recycling bins (*ECO puntos*).

AIMS

Ecofimática's work is focused on helping its member companies comply with extended producer responsibility regulations, all while providing an efficient and professional service designed to meet legal requirements.

Ecofimática organises the separate collection of office IT equipment that has reached the end of its useful life and helps reduce its environmental impact by ensuring it is treated correctly, making it possible to recover up to 91.5% of the raw materials it contains.

Another of its priorities is raising awareness among the distribution channel and the general public, encouraging them to do their bit to protect the environment. In addition to this, it works closely with member companies to establish best practices and operational procedures that will enable more efficient waste collection.



STRUCTURE OF THE BOARD OF TRUSTEES

The Board of Trustees is the governing body of the Ecofimática Foundation. It includes representatives from companies that manufacture and import office IT equipment, and its main functions include approving the annual budget and any proposed amendments to the bylaws, as well as defining the 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

Gema Escudero Samaniego

Canon España S.A.U.

Edgar Vila Farré

Mastertec, S.A.

María Dolores Pérez Vega

Xerox España S.A.U.

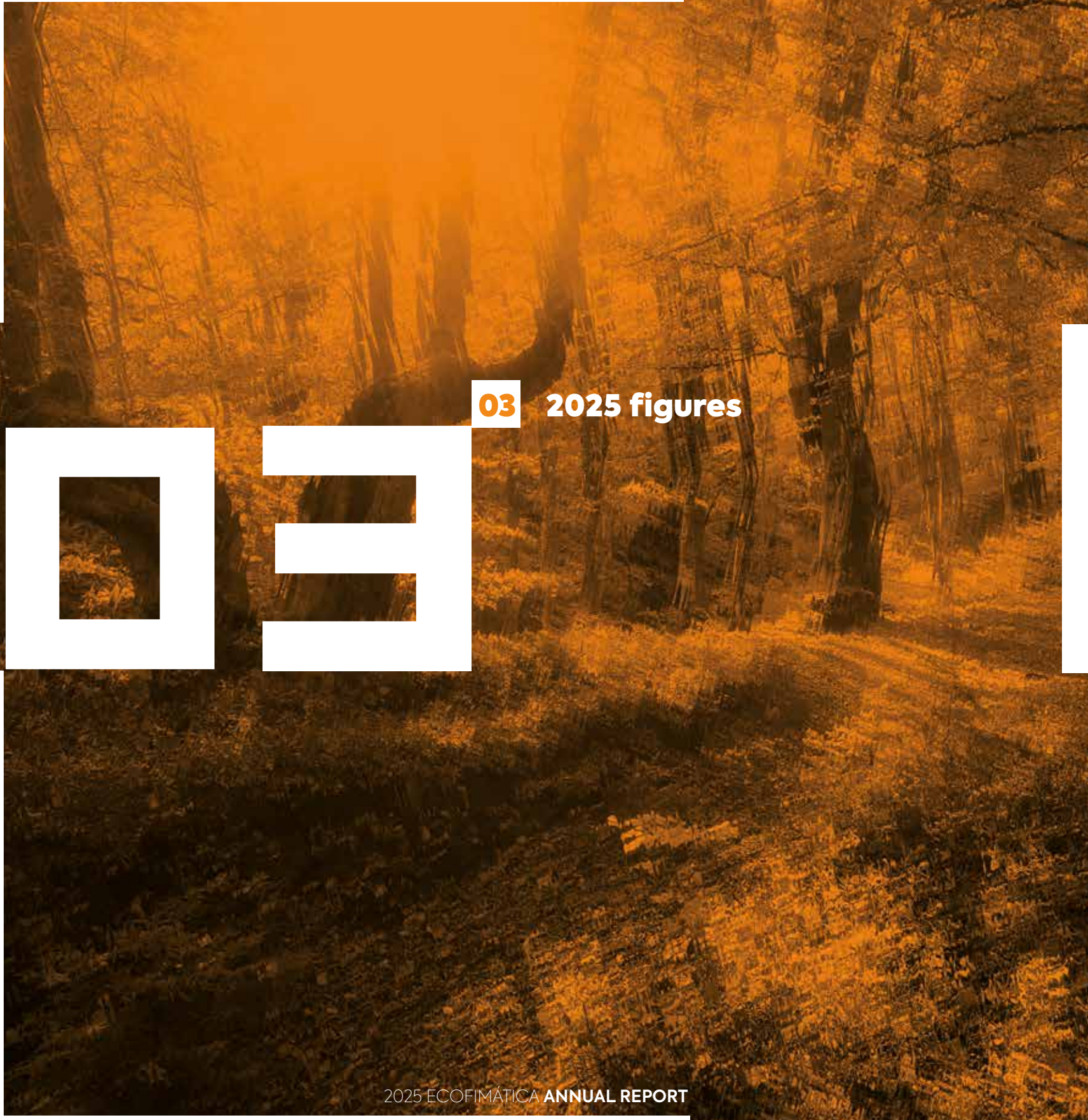
Javier Pérez Yela

Kyocera Document Solutions España, S.A.

SECRETARY

Gonzalo Torralbo

Non-Trustee



03

2025 figures

OE

KEY FIGURES FOR 2025

5,827,259kg
KG MANAGED IN 2025

59,545
COLLECTION REQUESTS

36,288
TOTAL COLLECTION POINTS

17
NO. MEMBER COMPANIES

03_2025 figures

11 ←

KG MANAGED BY USE

18% TOTAL DOMESTIC (KG)

82% TOTAL PROFESSIONAL (KG)

ECOFIMÁTICA 2025

Ecofimática managed **5,827,259 kg** of waste during 2025; 18% of this waste came from the domestic channel and 82% from the professional channel.



CATEGORIES



1,030,878

Kg

DOMESTIC

4,796,381

Kg

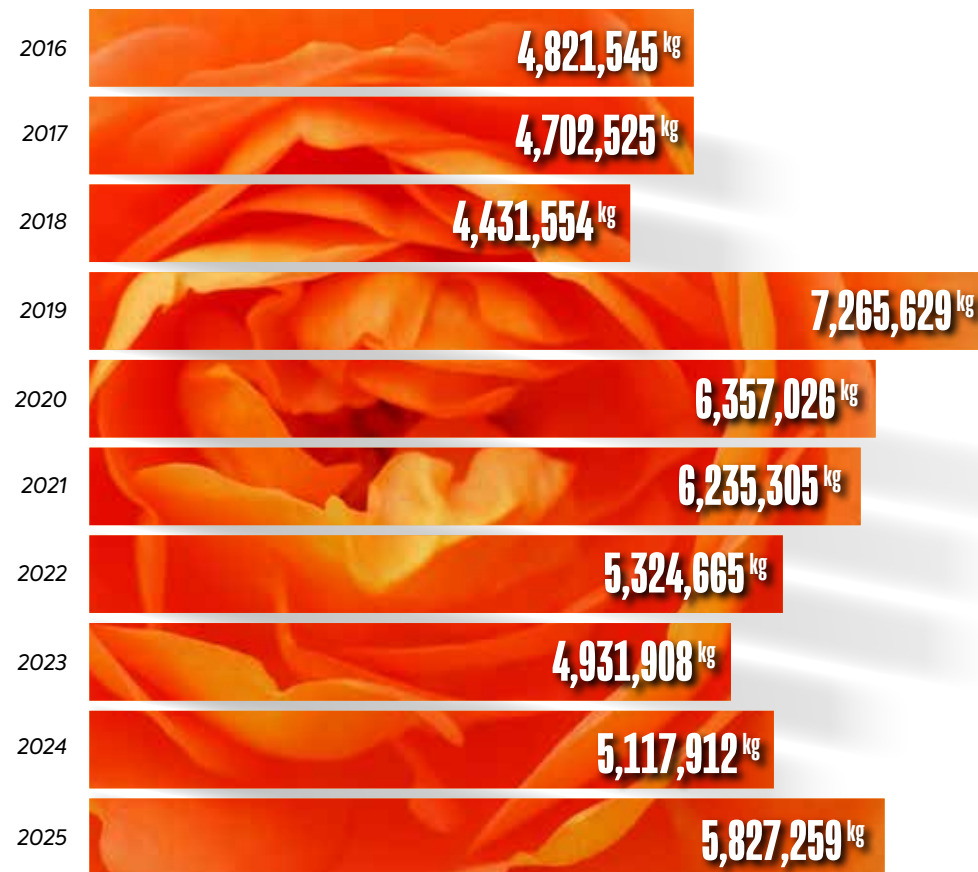
PROFESSIONAL

EVOLUTION OF KG MANAGED

5,827,259

KG MANAGED BY
ECOFIMÁTICA IN 2025

ECOFIMÁTICA 2016-2025



DID YOU KNOW THAT...?

89,090,303 kg

Quantities managed
by Ecofímica since it
started its activity.



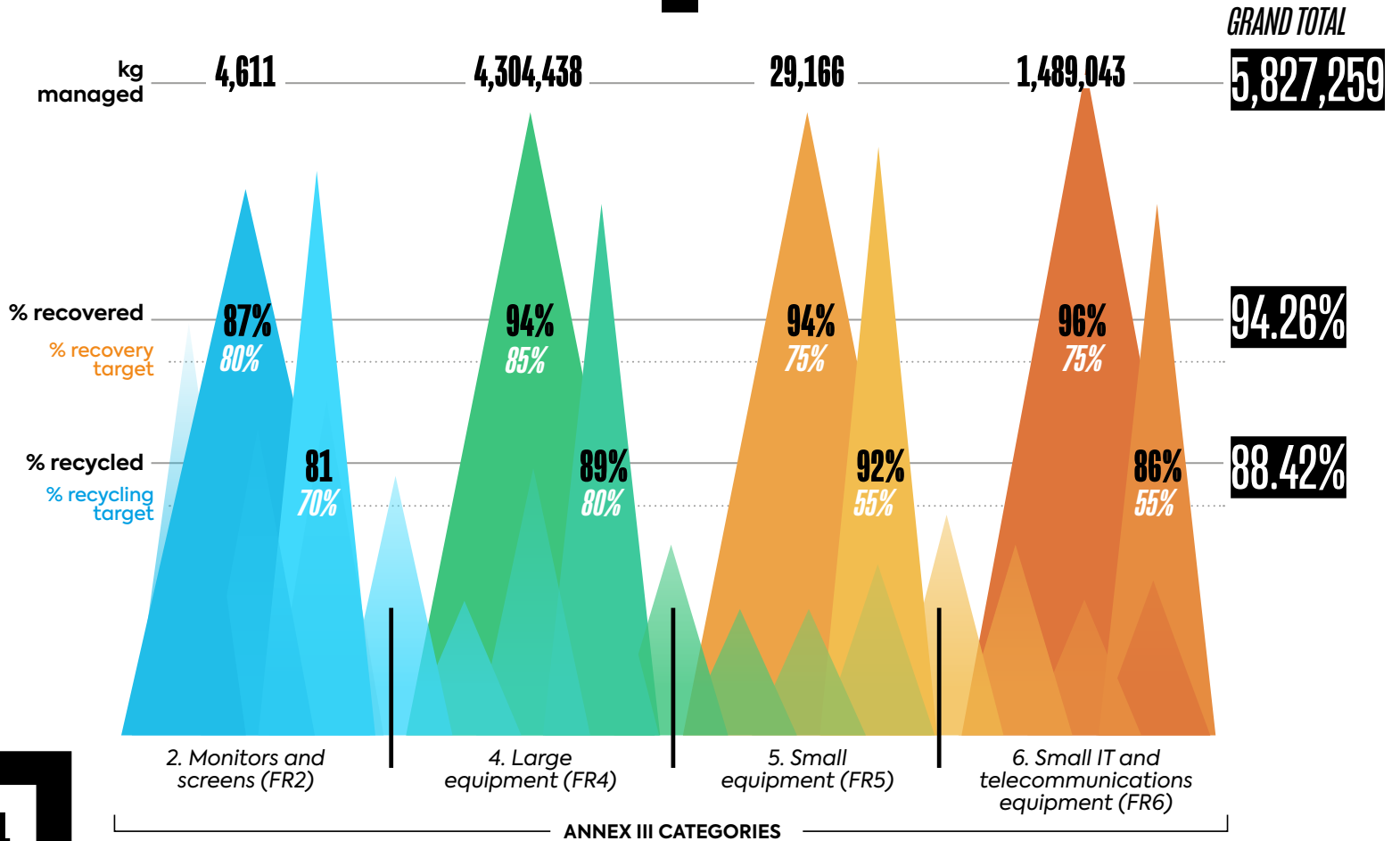
RECOVERY AND RECYCLING DATA

Recovery and recycling targets were exceeded in all categories.

5,827

TONNES MANAGED BY ECOFIMÁTICA IN 2025

03_2025 figures



TARGETS EXCEEDED

In 2025, Ecofimática exceeded its collection targets, a significant achievement that is particularly commendable for a highly professional SCRAP, demonstrating the sector's commitment.



MITERD 2025 EF
TARGET
Total

5,483,690

Total KG managed
by ECOFIMÁTICA

5,827,259

OVERALL
DATA

MITERD 2025 EF TARGET

5,483,690

5,827,259

106%

KG managed by ECOFIMÁTICA

03_2025 figures

15 ←

ECOFIMÁTICA COLLECTION POINTS

TOTAL ECOFIMÁTICA NETWORK 2025

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

36,288

TOTAL COLLECTION
POINTS 2025

Growth in the number of Ecofimática consumables collection points in 2025 compared to 2024: **882 new points in 2025, 2.49%** more than in 2024.

882

NEW COLLECTION POINTS
IN 2025

2024

35,406

2025

36,288

COLLECTION POINTS 2025 BY ACTIVITY



36,288

ECOFIMÁTICA
COLLECTION POINTS
2025

27,324

TOTAL ECOFIMÁTICA
CONSUMABLES
COLLECTION POINTS 2025

6.46%

COMPARED TO 2024
An increase of 1,658
collection points

8,964

ECOFIMÁTICA EQUIPMENT
COLLECTION POINTS 2025

DID YOU KNOW THAT...?

Average number of requests per day: **163 requests per day**
(if divided by 365 days).

28,249 Ecofimática requests
31,296 Tragatóner requests

DISTRIBUTION OF COSTS



ECOFIMÁTICA 2025

03_2025 figures



GENERAL ACTIVITY INFORMATION

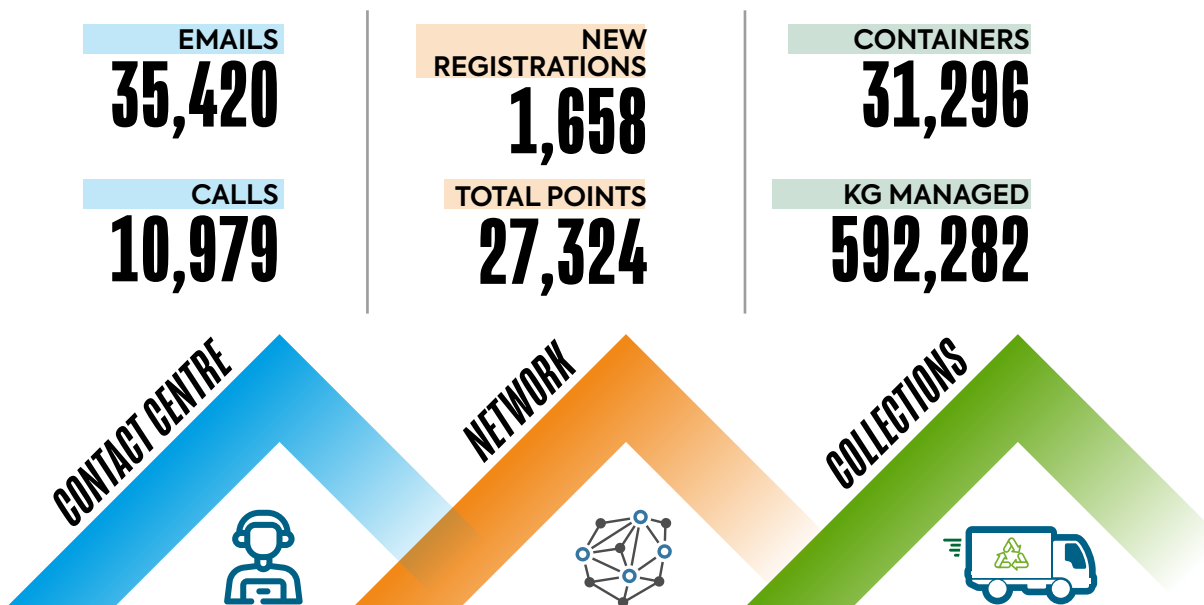
TRAGATONER / TRAGATINTA 2025



Domestic users can use a web search tool to locate nearby public containers, which are called *ECO*puntos.



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





04

Member companies

MEMBER COMPANIES

17 MEMBER
COMPANIES
OF ECOFIMÁTICA

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

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 activities that restore and conserve the ecosystem.

Brother



Canon España, S.A.U., a trustee and founding member of Ecofimática, is one of the world's best-known brands. Since 1937, we have been creating solutions that enable individuals and businesses to achieve extraordinary things. Throughout our history, we have built our reputation on a foundation of quality, reliability, and innovation — values that are reflected in the strong, trusting relationship we have with our customers.

Our identity is inspired by Kwanon, the Buddhist goddess of mercy, and is closely linked to the corporate philosophy of kyosei. This Japanese concept, which defines our business philosophy, means 'living and working together for the common good'.

As advocates of the circular economy alongside Ecofimática, we prioritise the cycle of reduction, reuse, and recycling:

- Reuse: We aim to give our products a second life.
- Reduction: We optimise the design of our devices to make them lighter and incorporate a higher proportion of recycled materials.
- Recycling: When all other options have been exhausted, we turn waste into new raw materials.

We have a steadfast commitment to sustainability: we aim to halve our emissions by 2030, with the ultimate goal of achieving net zero emissions by 2050.




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.





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 eliminating the use of underground resources by 2050.

All of the **Epson Group's** production centres and facilities run on 100% renewable energy. In the field of the circular economy, Epson continues to make progress with value propositions such as the recycling and refilling of our own ink consumables and the development and expansion of our refillable ink tank technologies that do away with the use of cartridges, as well as significant advances in waste recovery. This concept relates to the development of our Dry Fiber Technology, which is capable of recycling and producing new paper from waste paper and is also being applied in the textile sector to use fibres from discarded natural fabrics to create new materials.

Throughout 2025 in Spain, efforts were made to disseminate guidelines aiming to help ensure socially responsible ICT procurement and promote the circular economy.

DIRSE Toolkit. How to implement sustainable ICT procurement in businesses.

Sustainable procurement in the ICT sector is no longer a trend, but a strategic imperative that organizations must face with a proactive approach to ensure they are prepared for current regulatory, ethical, and environmental challenges and aligned with the Sustainable Development

Goals and 2030 Agenda. This guide is part of the DIRSE Toolkits series and has been developed in collaboration with Epson to provide sustainability departments with useful tools and case studies to help them better manage their responsibilities and strengthen their ability to influence the creation of long-term sustainable value.

Rethink your style – a new dimension in hotel interior design. This project was developed alongside ibis Styles hotels for establishments in Spain and Portugal. The project was carried out at two of its sites (Barcelona and Lisbon) by a group of students from two design schools (LCI Barcelona and the Lisbon School of Design), based on the principle of using circular or recycled materials and printing techniques with a lower environmental impact. Thanks to the collaboration of partners such as the Seaqual Initiative, Cartonlab, Textilfy, AM Publicidade, and Brildor, various spaces in these hotels were redesigned in a conscious and socially responsible manner using circular textiles, recycled cardboard, and other materials printed using Epson's SureColor technology.

Read Epson Europe's Sustainability Report: www.epson.es/greenreport

Read Epson Ibérica's EMAS Environmental Statement: www.epson.es/emas

Konica Minolta

Sustainability is at the heart of the corporate strategy of **Konica Minolta**, a global company with over 39,000 employees across 150 countries. It is fully integrated into our business model and designed to address the major environmental, social, and economic challenges of our time. Our ESG (environmental, social, and governance) approach is aligned with the United Nations Sustainable Development Goals (SDG) and has a clear priority: to drive rigorous, measurable climate action that has a real impact.



KONICA MINOLTA

With an ambitious, science-based climate commitment, we have set targets in line with the Science Based Targets initiative (SBTi) to help limit global warming, as established in the Paris Agreement.

- Achieve a 51% reduction in absolute greenhouse gas emissions by 2030.
- Take action to reduce Scope 3 emissions (products, supply chain, and use), achieving significant reductions over the same period.
- Reach net zero emissions across our entire value chain by 2050.

Since 2005, we have reduced our overall CO₂ emissions by more than 60%, successfully striking a balance between growth and decarbonisation. This progress is underpinned by continuous improvements in energy efficiency, the gradual transition to renewable energy sources, and the development of digital solutions that optimise processes and reduce the need for travel.

What's more, together with our clients, we have offset more than 30,000 tonnes of CO₂ in Europe over the past five years, extending our positive impact beyond our own operations. We are a member of the RE100 initiative, reaffirming our commitment to using 100% renewable energy by 2050, and we promote initiatives that deliver measurable emissions reductions in areas such as transport and logistics. In the short term, we are committed to developing the circular economy potential of our own products.

Our ESG performance is backed by leading international accolades, such as our continued inclusion in the FTSE4Good Index Series for over two decades, our high AA rating from MSCI ESG Ratings, and our inclusion in CDP's Climate A List, which recognises leadership in climate transparency and management.

Beyond environmental aspects, our strategy incorporates a firm commitment to human rights, diversity, inclusion, and workplace safety throughout the organisation and its supply chain. We also have robust corporate governance systems that reinforce business ethics, regulatory compliance, and transparency.

At Konica Minolta, we believe that sustainability is a shared responsibility and a long-term commitment. Our aim is to continue moving forward with rigour, consistency, and a forward-looking approach towards an increasingly sustainable and low-carbon business model.

Kyocera

Kyocera Document Solutions España is a company in the Kyocera Document Solutions Inc. group, a leading worldwide supplier of document solutions headquartered 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.

Sustainability is a strategic pillar of Kyocera's strategy, covering aspects from product design based on the ECOSYS concept of long service life and low energy consumption to circular economy practices that reduce waste and promote the reuse of materials.



Our commitment to the environment is reflected by the company's robust environmental management system, certified to stringent standards such as ISO 14001 and aligned with the requirements of EMAS III and the Spanish government's carbon footprint registry. This comprehensive approach to sustainability also extends to society and people, as evidenced by the Great Place to Work certification, which recognises the company's commitment to creating a working environment based on trust, respect, and professional development. It also implements an active collection and recycling policy for consum-

ables: Kyocera Document Solutions España works with organisations such as Recyclia to help its customers collect and manage toner cartridges and other electrical and electronic waste correctly, ensuring that these items are treated in a responsible and transparent manner.

In addition to its internal initiatives, Kyocera's technological excellence and sustainability have received external praise. In recent years, it has received significant accolades from Keypoint Intelligence, including the 'Most Reliable A3 Brand 2025-27' award, as well as multiple BLI Pick Awards for both A3 and A4 equipment, which highlight the durability, efficiency, and low environmental impact of its devices.

All of this reflects a comprehensive commitment focused on designing innovative solutions, moving towards more sustainable production and consumption models, and supporting customers in their transition towards environmentally responsible practices, in line with Kyocera's corporate principles and its philosophy of respecting both people and nature.

Mastertec

MASTERTEC

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 have 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 the resulting 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 the organisation's environmental management system in accordance with the requirements of standard UNE-EN ISO 14001:2015.

OKI develops and promotes environmentally friendly technology and offers 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 equipment and digital LED technology that helps reduce the use of plastic in printers and toner consumption, generating far more light while using less electricity, thereby saving energy and protecting the environment.

To drive these priorities forward, in April 2023 the Group created a dedicated sustainability department and appointed an executive to strengthen corporate governance. Progress on ESG matters is monitored by the Management Committee and, where necessary, reported to the Board. In addition, the company's materiality analysis includes the reduction of the operational environmental impact and risk management within the supply chain, encompassing issues such as human rights and responsible procurement.

Committed to building a sustainable society, OKI has been a signatory of the United Nations Global Compact (UNGC) since 2010. In 2023, it obtained the Science Based Targets initiative (SBTi) certification for its FY2030 targets: compared with FY2020 figures, a 42% reduction in CO₂ emissions at its own production centres and a 25% reduction in emissions from its supply chain and resulting from usage of its products.

In 2025, the company achieved SBT Net-Zero certification for its FY2050 targets, with the aim of achieving net zero emissions across all stages of its operations. Near-zero energy in new products and support for the 1.5°C limit on climate change.

OKI

OKI

Panasonic

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 net zero CO2 emissions from its own operations by 2030, helping reduce more than 300 million tonnes (*1) of CO2, which represents around 1% of the current world total, and approximately 31.7

Panasonic

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)

RICOH

imagine. change.

Ricoh is a global technology company that supports the digital transformation process in businesses to optimise performance. A leading provider of digital services and printing and image capture solutions designed to drive the digital transformation of

workplaces and spaces. Its operations are focused on three main business areas: Cloud & Cyber, a division that brings together IPM's expertise and experience following the 2019 acquisition and consolidates the services offered in the areas of data centres, cloud, and cybersecurity; Digital Workplace, a division that includes its printing business and workplace solutions; and Process Automation, which encompasses document management, application modernisation, and digital experience.

Headquartered in Tokyo, Ricoh operates globally and serves customers in over 190 countries and regions, drawing on the expertise, technologies, and organisational capabilities it has built up over its 90-year history. In the tax year ending in March 2025, the Ricoh Group's global sales totalled ¥2.527 trillion (around \$16.8 billion). Of this total, €380 million comes from its turnover in the Iberian Peninsula, where the company has been present for over four decades with offices in Sant Cugat del Vallés (Barcelona), Madrid, and Vila Nova de Gaia (Porto), as well as 17 branches, 2,200 members of staff, 100 distributors, and 15,000 customers.

Ricoh's mission and vision is to empower people to find fulfilment through their jobs by understanding and transforming the way they work, so we can unlock their potential and creativity to bring about a sustainable future.

One of the company's core values is sustainability, in line with its commitment to the UN's ESG criteria and Sustainable 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 does not 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 of 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.

Riso

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

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 manufacture 100% reusable equipment by 2030.

Toshiba actively participates in all types of environmental initiatives, such as forest conservation efforts both in Spain and further afield. 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-Lexmark



Xerox has been redefining the workplace experience for over a century. As a service-oriented, software-enabled company, we are driving today's hybrid working environment through advanced printing technologies, digital solutions, and AI-powered capabilities. In 2025, Xerox acquired **Lexmark**, an operation that expanded our global presence, strengthened our service capabilities, and enabled us to offer an even broader portfolio of workplace technologies.

At Xerox, sustainability is part of the way we do business. We orientate our environmental, health, and safety goals around six key areas to achieve a global impact. 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. The products inherited through the acquisition of Lexmark share these same goals and values.

Today, we continue to build on our legacy of innovation to deliver customer-focused, digitally-driven solutions that meet the needs of a global and distributed workforce. Whether in offices, schools, or hospitals, we help our customers thrive in an ever-changing business environment. Find out more at <https://www.xerox.es/es-es/quienes-somos/ambiente>



05

05

Communication and events

COMMUNICATION AND SOCIAL MEDIA

Figures as at 31 December 2025

150,996

Visits to the website
www.tragatoner.es in 2025



Key figures and data regarding the online and social media presence of the Ecofimática Foundation website and social media profiles.

Number of website visits/events **16,233** by **2,367** users.

Number of news items published on the Ecofimática website in 2025: 10, with particular emphasis on joint campaigns involving the organisation in regions.

On **X**, formerly known as Twitter, the Ecofimática Foundation has **650 followers**.

Ecofimática's **Facebook** profile has **819 followers**.

Ecofimática news is also shared on Recyclia's Twitter and Facebook profiles, which have **6,868 followers** and **3,200 followers**, respectively.

Similarly, there are more than **20,200**

*SOCIAL MEDIA
FOLLOWERS
at the end of
2025*



3,200



6,868



4,051



20,200



2,060

followers on Instagram (shared with Recyclia), 2,060 followers on YouTube, and 4,051 followers on LinkedIn.

The number of visits/events recorded on the Tragatóner / Tragatinta.es website remained above **150,996** in 2025, by a total of 13,529 users.

PROMOTIONAL AND COMMUNICATION ACTIVITIES

OWN CAMPAIGNS



● Informative event in partnership with Smartlighting

In February, Ecofimática and the Smartlighting Publishing Group organised the ‘**Sustainable Homes and Responsible Recycling**’ event, in collaboration with the Regional Government of Castile-La Mancha’s Ministry of Sustainable Development through the Directorate-General for the Circular Economy and the 2030 Agenda, and Tarancón Town Council.

Presented by Mario Prieto, editor of the digital publication Smartlighting, the opening of the second event of this series was led by Elisa Sánchez Morales, Councillor for Agriculture, the Environment and the 2030 Agenda at Tarancón Town Council, and Julio Lema, Recyclia’s Director of Marketing and Events.

The first session took place on 26 September in Cuenca, and half a dozen additional events were held in various towns across Castile-La Mancha.

● World Environment Day

On **World Environment Day**, celebrated on 5 June, Ecofimática reaffirmed its commitment to recycling office IT equipment, with posts on the Foundation’s social media profiles and appearances in our regular media outlets, such as 13TV, Cadena Ser, and La Razón.

Posts and premium adverts were published under the slogan ‘Giving your printers and photocopiers a new lease of life also means looking after the planet. Join the sustainable revolution!’. These actions were also carried out during periods of heightened environmental awareness, such as Earth Day in April or Recycling Day in mid-May.



JOINT CAMPAIGNS

Throughout 2025, Ecofimática took part in numerous awareness-raising events, as well as in campaigns alongside the other SCRAPs from OfiRaee, in the various regions where cooperation agreements have been signed with the respective regional authorities: Andalusia, Catalonia, Madrid, the Balearic Islands, Galicia, Castile-La Mancha, and Valencia.



● **YOU'RE THE KEY and REPAIR, REUSE, RECYCLE in Castile-La Mancha**

More than 83,000 people have taken part in the 'You're the Key' campaign — launched by WEEE SCRAPs and the Regional Ministry of Sustainable Development of Castile-La Mancha — since it was first launched, as was highlighted at the event held in the middle of the year to review the results of the initiative.

In June, the 'Dance and Laugh with Recycling' Eco-Festival was also held. This event aimed at adults combined songs, games, and awareness-raising messages.

'You're the Key' has already visited more than 350 towns and villages across the region and organised over 1,800 free activities. More than a

thousand schools have hosted the programme across the five provinces of Castile-La Mancha.

In the same region, WEEE SCRAPs also run the 'RAEE CLM' programme, which hosts a series of events, including the **3rd Castile-La Mancha WEEE Conference** in Toledo in November, with the aim of continuing to promote the responsible management of this type of waste. The occasion brought together representatives from various institutions, some SCRAPs, associations, and organisations that are involved in the programme to share experiences, results, and new challenges in the field of the circular economy and public awareness.





● MADRID HAS ITS GOOD POINTS

February 2025 marked the launch of the fifth **campaign focusing on Madrid's** waste recycling centres — one of the communication initiatives carried out under the WEEE management collaboration agreement between the Department of Urban Planning, Environment, and Mobility and the SCRAPs from OfiRaee.

During the campaign, a travelling exhibition toured all 21 of the city's districts to explain why waste electrical and electronic equipment must be disposed of at waste recycling centres and which items should not be placed in household waste bins (organic waste; plastic, metal and cartons; glass; paper and cardboard; clothing and footwear; vegetable oil; and other waste), with a helping hand from new technologies and virtual reality.

● RAEE RE3NDOLLATS in Catalonia

In 2025, WEEE SCRAPs supported the Catalan Waste Agency's campaign to promote the separate collection of electrical and electronic equipment and the production of the documentary 'RE3NDOLLATS. The invisible destination of our technology'.

Lasting around 30 minutes, the documentary explores the electrical and electronic appliances that surround us and are essential in our daily lives, taking us on a journey through the life cycle of these devices. From the source of the raw materials right through to when the buyer stops using a device, it raises the question of whether we are all sufficiently aware of the consequences of how much we consume.

The documentary premiered in November during the 17th European Week for Waste Reduction, which highlighted the importance of tackling the growing challenge of WEEE and ensuring it is recycled properly.



● **WE ARE WASTE MANAGEMENT in the Balearic Islands.**

At the end of May, Diego Viu, Director-General for the Circular Economy, Energy Transition, and Climate Change of the Government of the Balearic Islands, and representatives from various SCRAPs presented the initiatives planned as part of the ‘**We Are Waste Management**’ awareness campaign.

The message that gives its name to the campaign — ‘We Are Waste Management’ — emphasises the responsibility that all individuals and organisations share in circular economy processes to reintegrate waste into the productive economic cycle in an environmentally efficient manner through reuse and recycling.

This highlights the key role played by the general public in ensuring that waste is managed correctly, working together with the regional government, island councils, local councils, waste collection and treatment companies, waste management organisations, schools, and the 10 other participating SCRAPs, together with Ecofimática.



● **IF IT PLUGS IN, RECYCLE IT campaign in Galicia.**

Ecofimática continues to promote the ‘**if it plugs in, recycle it**’ campaign across the region of Galicia. This initiative has been running in all four provinces for several years, with an updated slogan and colours for each new season.

In September of this year, Ecofimática also renewed its agreement with the Regional Government of Galicia to continue promoting the separate collection and proper environmental management of WEEE, as well as batteries and accumulators, at municipal recycling centres. These agreements are part of the partnership framework between the Regional Government of Galicia and SCRAPs and will remain in force until 2028, consolidating an exemplary public-private partnership model.

According to the latest figures, Ecoasimelec and Ecofimática collect over 2,700 tonnes of WEEE in Galicia — including telecommunications equipment, household appliances, printers, and photocopiers — through their own network of more than 4,600 WEEE collection points.





● **GIVE LIFE TO THE PLANET and WEEE ANDALUSIA**

As always, the 2025 **Give Life to the Planet** campaign began at the start of the previous school year and concluded at the start of the new calendar year. In January 2025, the fifth edition of the campaign drew to a close in Jaén at the Carrefour store in the city's La Loma shopping centre, attended by the Regional Government of Andalusia's Delegate for Sustainability and the Environment in Jaén, alongside other officials. Now in its fifth year, the campaign has expanded into new areas to increase its presence across Andalusia, with information points and routes in 549 municipalities and local organisations. This represented 6.6 million people, 80% of the population of Andalusia.

In October 2025, the sixth edition of the campaign (which ran until February 2026) was also launched in Jaén with the aim of raising awareness amongst all Andalusian citizens of the importance of recycling and reusing WEEE, once again reaching out

to Andalusia's major cities and public universities, after having visited all municipalities in the region.

The Give Life to the Planet initiative is organised as part of the agreement between WEEE Andalusia, the Regional Government of Andalusia's Ministry for Sustainability and the Environment, the Andalusian Towns and Provinces Federation (FAMP), and SCRAPs operating in the region.

WEEE Andalusia was represented for the sixth consecutive year at the Science Fair, one of the region's most important scientific and cultural events, which took place in April at the Seville Exhibition and Congress Centre (FIBES). It was also present at the **6th RAEEImplicate Awards** presented by the Andalusian Household Appliance and Other Home Equipment Federation (FAEL), which recognise SMEs in the household appliances sector, local authorities, educational establishments, companies, retailers, and institutions committed to proper WEEE management and the circular economy in Andalusia.

Gabriel García, Director General of Recyclia, attended the awards ceremony on behalf of Ecofimática.





● **SUSTAINABLE DIGITALISATION and CIRCULAR PLACE.**

In collaboration with the main SCRAPs that make up OfiRae, the WEEE coordination office, throughout 2025 Ecofimática continued to participate in two initiatives of great importance to the business community: Sustainable Digitalisation and Circular Place.

Sustainable Digitalisation is a charitable initiative launched by the CEOE Foundation and SCRAPs for WEEE recycling, in collaboration with the courier company SEUR. At the end of May, the foundation's Chair announced that the initiative had reached new record activity levels and achieved the best results since its launch in 2021. More than 34,700 people gained access to technology thanks to the 130 companies that donated their electronic devices to 180 organisations, thereby helping bridge the digital divide. Furthermore, these donations prevented the release of 560,000 kg of CO2 emissions into the atmosphere.

Fátima Báñez highlighted the 'excellent results'

that have been achieved. 'They encourage us to continue growing and approach the project's fifth edition with even more enthusiasm, as there is no future without sustainability, nor sustainability without economic growth and social commitment'.

The **Circular Place** project, a marketplace where producers and distributors can donate unsold surplus stock to prevent it turning into waste, achieved great successes throughout the year, organising various activities and a special webinar in November to coincide with the European Week for Waste Reduction (EWWR).

The CIRCULAR PLACE initiative — which involves Ecofimática, as well as Ambilamp, Ecoasimelec, Ecotic, Eco-Rae's, and ERP — was launched with the aim of not only protecting the environment but also supporting the most disadvantaged sectors of society. The latest available figures indicated that more than 55,688 electrical and electronic appliances had been donated to non-profit organisations and educational institutions.

The Spanish Ministry for Ecological Transition and Demographic Challenge (MITECO) also recognised Circular Place as a leading waste prevention initiative.



● **Active participation in the 7th NATIONAL CONGRESS ON WEEE MANAGEMENT in A Coruña**

The **7th National Congress on WEEE Management**, which was held in October in A Coruña, spanned two intensive days during which WEEE was promoted as an essential resource for addressing the challenges of the energy and digital transitions, with the circular economy as the primary objective.

The congress, organised by OfiRae — the Spanish WEEE Coordination Office that brings together the main WEEE SCRAPs— and supported by the Regional Government of Galicia, has established its position as Spain's leading WEEE management event, an unmissable date in the diary for addressing the challenges posed by this growing waste stream and, at the same time, the opportunities it offers in terms of recovering materials

and creating green jobs.

The congress closing ceremony was attended by María José Echevarría Moreno, the Regional Government of Galicia's Director-General for Environmental Quality and Sustainability, and Luis Moreno, Deputy Chair of OfiRae

A large delegation of technical experts and professionals attended the congress on behalf of Ecofimática and Recyclia and took part in several panel discussions and the various activities held throughout the event. Our Director General, Gabriel García, chaired the afternoon panel discussion, presenting all the latest news from the Allocation Office, alongside Raquel Gómez, a representative from the Spanish Ministry for Ecological Transition and Demographic Challenge, Paula Paz from ADEN, and Fermín Rodríguez from Recyberica Ambiental.





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The logo for ecofimática features the word "ecofimática" in a bold, green, sans-serif font. The letter "e" is enclosed within a green circle that has a small gap at the top and bottom, resembling a stylized leaf or a circular arrow. A large green closing parenthesis ")" is positioned to the right of the word.

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