

# ECOIMÁTICA ANNUAL REPORT 2021





ECOFIMÁTICA  
**ANNUAL REPORT 2021**

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LETTER  
FROM THE CHAIR\_

01\_



Taking stock of the activity of the environmental foundation Ecofimática in 2021 compels me to open this letter by referring to the health crisis that we are still experiencing and the socio-economic consequences which we will still have to deal with in the coming years. Therefore, please allow me to begin by conveying the well wishes of the Recyclia team, the organisation that unites us with the rest of our sister foundations, to those affected by this pandemic. I would also like to extend our most sincere thanks to those professionals who have made it possible for our activity and our social commitment not only to be maintained in 2021, but also to be strengthened.

Today, thanks to scientific advances, we undoubtedly face a process of reconstruction in which we will value the immense personal and professional lessons learned from this situation of collective fragility that we are going through, undoubtedly under more optimistic conditions.

Despite the fact that the pandemic has continued to set the tone in 2021, the results summarised in these pages can only be described as positive. Firstly, for continuing to endorse our ability to offer the manufacturers and importers of office and printing equipment the best collective system on the market for the correct environmental management of this type of waste and, secondly, for making a significant contribution to the sustainability of our environment.

Broadly speaking, in 2021, we managed 6,235 tonnes of office automation waste. This figure means we have reached a cumulative total of over 67,888 tonnes since we began our activity in 2002.



*Despite the fact that the pandemic has continued to set the tone in 2021, the results summarised in these pages can only be described as positive."*



Vidal Vicente Buxadé  
CHAIR OF ECOFIMÁTICA

We have also significantly increased the number of collection points for household and professional office waste from 21,957 in 2020 to 24,176, a 10% increase. As in recent years, the deployment of collection points for our Tragatoner/Tragatinta initiative, the first in our country to manage print cartridges, has been essential in achieving this increase. To be more precise, this is 17% more than the previous year, which gives us a total of 15,530 containers, through which we have processed 548,403 kilos of toner and ink cartridges.

In short, the pages of this report reflect, firstly, the immense work and effort of the entire Ecofimática team, to whom I would like to express my gratitude. And, secondly, these results corroborate the fact that collaboration is and will continue to be at the heart of our work, regardless of the greater or lesser difficulty of the context in which we carry it out. I would therefore like to express my deepest gratitude to our members, to the citizens and to the public and private entities that have placed their trust in us and in our model of responsible management and commitment to society; because this trust gives us the optimism and renewed strength that will enable us to face the challenges that lie ahead.

ABOUT  
US\_

02.

## 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.

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 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.



FUNDACIÓN para la Gestión Medioambiental de Equipos Ofimáticos

### 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 Ecopilas and Ecoasimelec, Ecofimática is run by

Recyclia, the organisation with the widest network of collection points, over 90,000 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 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 (90.9%) of the raw materials that it contains.



## STRUCTURE OF THE ECOFIMATICA BOARD OF TRUSTEES

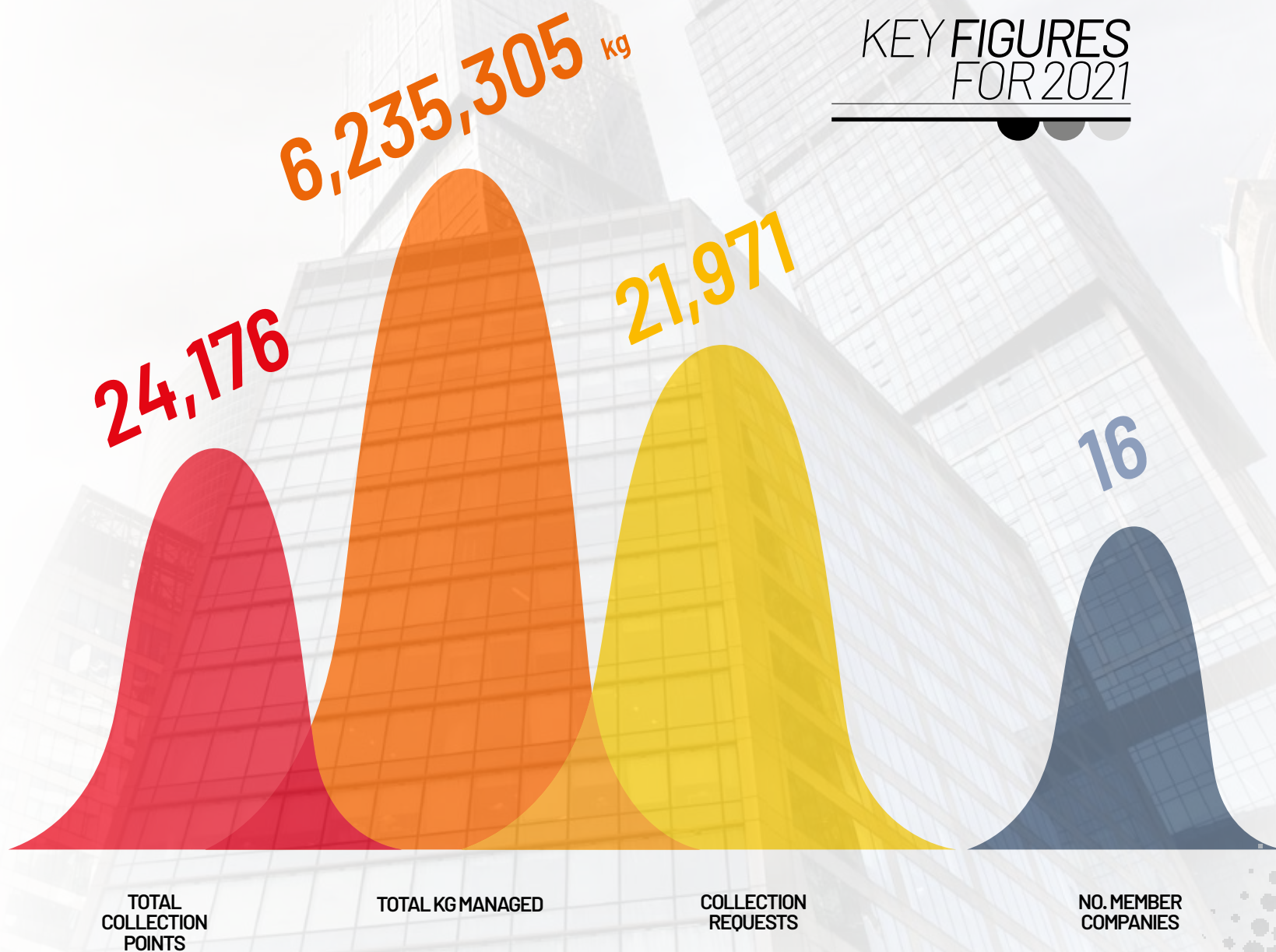
The Board of Trustees of ECOFIMATICA is the foundation's governing body and is made up of representatives of office IT manufacturing and importing companies. Its main functions include approving the foundation's annual budget, amending the statutes and corporate development strategy.

|                           |                                    |   |
|---------------------------|------------------------------------|---|
| <b>CHAIR }</b>            | <b>Vidal Javier Vicente Buxadé</b> | RICOH ESPAÑA, S.L.U.                          |
| <b>DEPUTY CHAIR }</b>     | <b>Jesús Avila</b>                 | Konica Minolta Business Solutions Spain, S.A. |
| <b>MEMBERS }</b>          | <b>Juan Manuel Rodríguez Núñez</b> | Canon España, S.A.                            |
|                           | <b>Edgar Vila Farré</b>            | Mastertec                                     |
|                           | <b>María Dolores Pérez Vega</b>    | Xerox España S.A.                             |
|                           | <b>Javier Pérez Yela</b>           | Kyocera Document Solutions España, SA         |
| <b>DIRECTOR GENERAL }</b> | <b>José Pérez García</b>           | Non-Trustee                                   |
| <b>SECRETARY }</b>        | <b>Gonzalo Torralbo Pérez</b>      | Non-Trustee                                   |

2021  
FIGURES\_

03\_

## KEY FIGURES FOR 2021



## KILOS MANAGED BY USE

### ECOFIMÁTICA 2021

Ecofimática managed more than 6,235,305 kg of waste during 2021. 64% of this amount was derived from the professional channel and 36% from the domestic channel.



36%



Total domestic (kg)

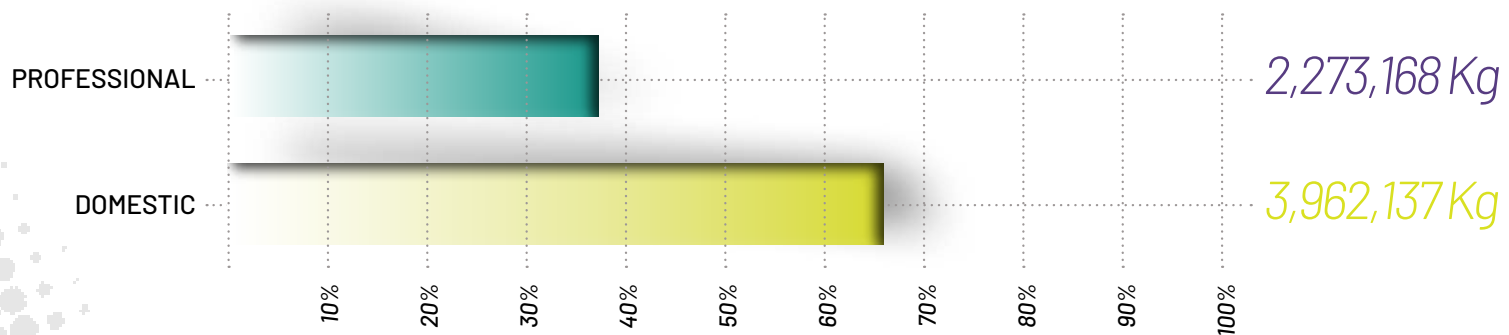
64%



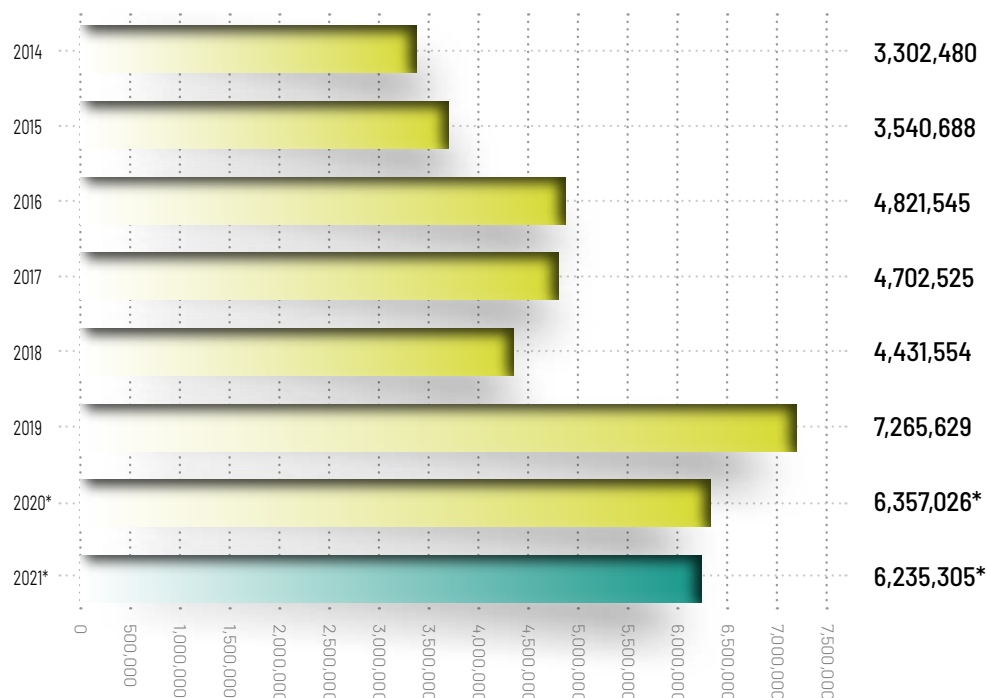
Total professional (kg)



### CATEGORIES



## EVOLUTION OF KG MANAGED BY ECOFIMÁTICA 2014-2021



\* The decrease is due to the pandemic and its impact on professional sectors.



**TOTAL KG MANAGED IN 2021**  
**6,235,305**



### Did you know?

The quantities managed by Ecofimática since 2014 **have doubled**.

**Kg managed** since start of activity

**TOTAL FOUNDATION  
ECOFIMÁTICA(historic)**

**67,888,559 kg**

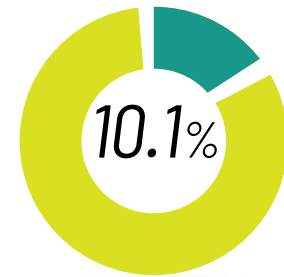


## COLLECTION POINTS

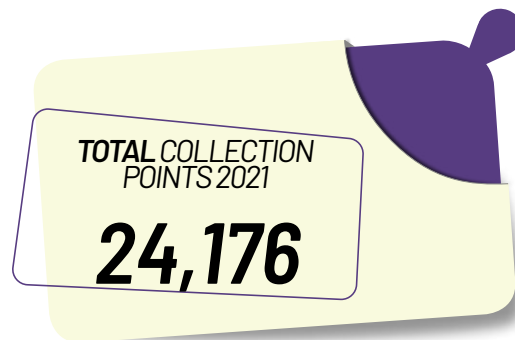
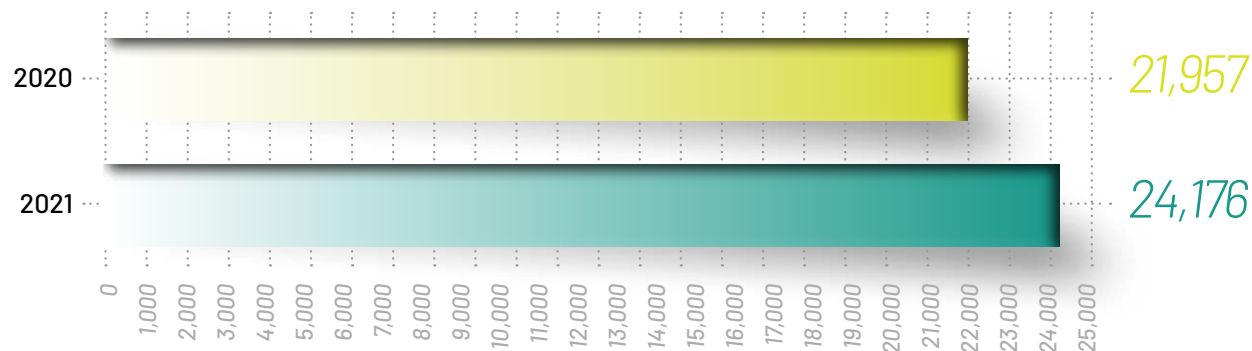
TOTAL ECOFIMÁTICA NETWORK 2021



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

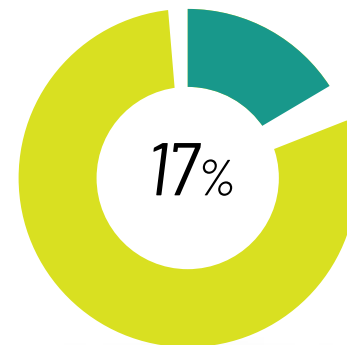
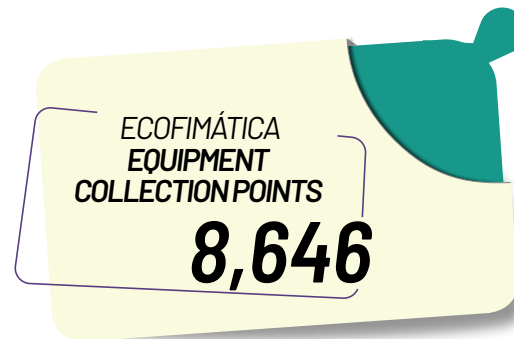
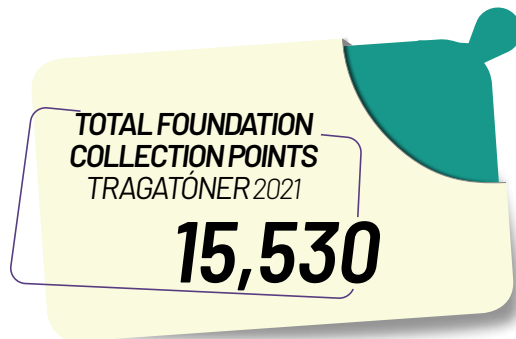


2,219 new points in 2021,  
10.1% more than in 2020



## COLLECTION POINTS 2021

BY ACTIVITY



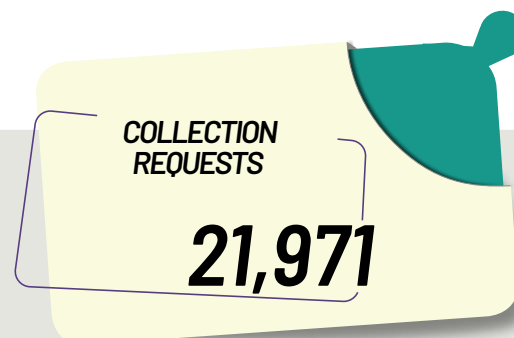
Growth in the number of Ecofímica consumables  
collection points 2021 compared to 2020

2,232 new points in 2021, almost 17%  
more than in 2020



**Did you know?**

Average number of requests per day.  
**More than 60 requests per day** (365  
days).



## GENERATION INFORMATION ABOUT TRAGATONER/TRAGATINTA ACTIVITY 2021

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.



### CONTACT CENTRE



EMAILS  
**31,023**

CALLS  
**19,474**

### NETWORK



NEW REGISTRATIONS  
**2,232**

TOTAL POINTS  
**15,530**

DISTRIBUTION OF  
EMPTY CONTAINERS  
**24,352**

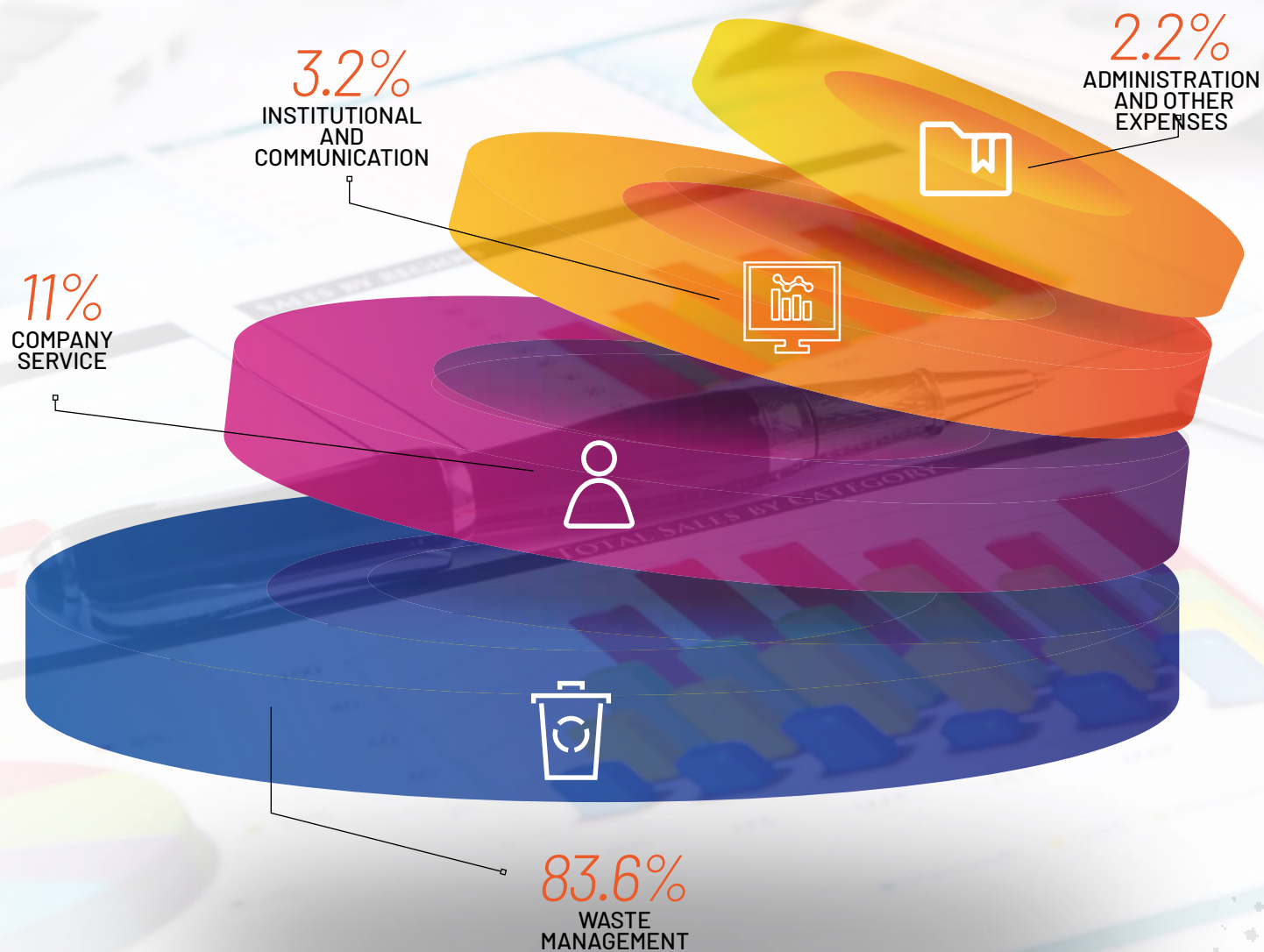
### COLLECTIONS



CONTAINERS  
**20,406**

KILOS PROCESSED  
**548,403**

## DISTRIBUTION OF COSTS 2021



MEMBER  
COMPANIES\_

04\_



## 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](http://www.brother.es).

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

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

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

The brand name Canon comes from 'Kwanon', the Buddhist goddess of mercy, and it is deeply bound to 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 Ecofimática, which implements a complete waste management system, the company aims to take part in working to conserve of our planet.



As a global leader in sustainable innovation, we continue to work to deliver on our commitment to sustainability and to working to build a better future for the planet to improve people's quality of life. As a company, we are committed to reducing total emissions in line with the 1.5°C scenario by 2030, as well as using 100% renewable energy across the Epson Group by 2023. Our goal is to reduce direct emissions by 19% and indirect emissions by 44% by 2025 and to move towards becoming a carbon neutral and underground resource free company by 2050.

With this vision in mind, we have already started to transform manufacturing and distribution processes so that our sites are 100% powered by energy from renewable sources. In Spain we have been pioneers in Europe, being one of the first companies in the Group to achieve this goal, although the overall target is set for 2023. However, it is also important to reduce the environmental impact of our supply chain, for which the use of trucks has been reduced, with transport being mostly by rail (70%) and ship (28%) to our central warehouse in Germany.

Without a doubt though, our mission remains to develop sustainable technologies, capable of offering an efficient, highly productive and more sustainable alternative for multiple activities linked to our 5 areas of innovation: printing, video projection, wearable/sensor technology, robotics and Dry Fiber Technology (in-house recycling and creation of new material with paper fibre without the need for water in the process).

Certifications such as EcoVadis Platinum, RBA Platinum, CDP A List A (double certification, in water and climate), FTSE4Good, RE100 Climate Group, EMAS or our inclusion on the carbon footprint registers, are proof of our compliance and position us as a trusted supplier worldwide, capable of responding to the needs of our customers with the added bonus of offering them a sustainable alternative.

The **Epson Group** has €770 million available to spend over the next ten years on decarbonisation, resource recycling and an accelerated partnership programme that focuses on the development of sustainable technologies. In Spain, we have also launched an annual milestone that responds to this spirit of collaboration, awareness and responsibility: Heat-Free Day (16 March) becomes a moment of reflection and direct action to curb the increase in global temperature, with simple actions for a great common goal. We all matter, and Epson wants to help in that global commitment for a more sustainable future.

See Epson Europe's Sustainability Report: [www.epson.es/greenreport](http://www.epson.es/greenreport)

See Epson Ibérica's EMAS Environmental Statement: [www.epson.es/emas](http://www.epson.es/emas)



At **Konica Minolta**, we have always prioritised our responsibility towards the world we inhabit. Konica Minolta has been included in the four Responsible Investment (RI) indices adopted by the Government Pension Investment Fund of Japan (GPIF). 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 as such faces its responsibilities as a corporate citizen. For this reason we have developed numerous proprietary Konica Minolta features and technologies that together with the offerings of our partners help to minimise the impact that the use of our products has on the environment. 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. 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 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 platform, companies can succeed in improving their levels of environmental and economic sustainability.

Working under the corporate development philosophy developed by Kyocera founder and ex-chairman 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](http://crs.lexmark.com).

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

*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.*

The OKI logo is displayed in a bold, red, sans-serif font.The Panasonic logo is displayed in a bold, black, sans-serif font.

*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.

**RICOH**  
imagine. change.



**Riso** products and solutions have been designed to operate sustainably with the environment, from the manufacturing process up to the end of the equipment's useful life.

Riso printers are based on cold printing technology, which entails a significantly lower energy consumption than other technologies. In addition, because it uses vegetable oil-based ink instead of toner, the recycling process is optimised and the toxic emissions typical to toner printing are avoided.

Riso stands out for developing environmentally-friendly 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 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 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](http://www.xerox.es).

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

**xerox**™

COMMUNICATION  
AND EVENTS.

05.

## COMMUNICATION AND NETWORKS

**During 2021, the health situation continued to limit the public activity and consequent mainstream media coverage of the Ecofimática Foundation.** However, an informative meeting of interest was held with the newspaper El Norte de Castilla and the specialised media widely reported on the agreement reached with the University of Oviedo regarding research into toner powder.

**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. All of them were reflected on the website, with the uploading of a dozen news items and on social media.

Ecofimática news is also shared on the Recyclia Twitter and Facebook profiles and it has **1,850 Facebook followers** and **6,600 Twitter followers**. **Instagram with 3,800 followers** and **LinkedIn, with 1,670**.

@Ecofimática has its own profiles on Twitter and Facebook

It has **200 followers on Facebook**



**400 followers** of Twitter profile @ecofimatica

The Ecofimática website surpassed the figure of **25,270 visits in 2021** and visits to the Tragatóner website reached 122,908 by **36,000 users**. The low bounce rate and the usage times are remarkable.

**122,908**  
tragatonerweb visits  
[www.tragatoner.es](http://www.tragatoner.es)



## ECOFIMÁTICA EVENTS AND ACTIVITIES

### THE RECYCLING OF TONER AND INK, UNDER DEBATE, EL NORTE DE CASTILLA

The recycling of toner and ink was the focus of the meeting organised in Valladolid in November by the newspaper El Norte de Castilla, sponsored by Recyclia, the Ecofimática Foundation and Tragatóner/Tragatinta.

Under the title 'The contribution of the printing technologies sector to the circular economy. Tragatóner and Tragatinta, a success story', the guests discussed the novelty of the system designed for the processing



and reuse of such widely used products such as ink cartridges.

The meeting was attended by the Regional Minister of Development and Environment of Castile and Leon, representatives of Somacyl, Socamex, Recyclia and Ecofimática, manufacturers such as Marisol Martínez for Kyocera and treatment plants such as Ivan Rad for Ink Rec.

The conclusions of the meeting were reported over two pages in the following day's edition of the Spanish daily newspaper.

Broadly speaking, they all stressed the need to raise awareness from the first to the last link in the chain, including administrations and also SMEs.

Since one of the main objectives of the circular economy is to offer a second useful life to all kinds of materials, the focus was precisely on trying to get the most out of products that, once they have fulfilled their function, end up becoming waste. This challenge is also being taken up by other sectors, such as the automotive industry, which is studying actions to extend the useful life of car components and new batteries, and which could favour their reincorporation into the market once they have been transformed.





## MADRID HAS ITS POINT FOR BETTER RECYCLING OF E-WASTE

The environmental foundations Ecofimática and Ecoasimelec started the year with the launch of an information campaign, in collaboration with the Madrid City Council and other electrical waste management systems.

The aim of the campaign was to increase the use of the clean points by the citizens of Madrid to deposit their electronic waste.

Under the title 'Madrid has its point', the initiative reinforces the signposting of these points and the information about this service, which is essential in guaranteeing the recycling of this type of waste.

With it, the signposting in the neighbourhoods was improved to identify both the mobile clean points, consisting of lorries with special containers for selective waste collection, and the local waste collection points, as the urban furniture dedicated to this purpose is known.



The campaign also included the display of information posters in approximately 47,000 blocks of flats located in areas close to the local clean points, with a map showing the location of the nearest one and information on the type of waste that could be deposited there.

Currently, Recyclia's environmental foundations collect electronic waste at a total of 563 collection points in the Community of Madrid, 435 of which are owned by Recyclia and 128 by the municipalities. Approximately 43% of these points are located in the capital.

As the CEO stated, "we are aware that depositing unused electronic equipment in the appropriate containers requires an extra effort by citizens as they are not as close to their homes as those for other more common types of household waste. That is why every year we devote a significant part of our resources to increasing our network, which now totals more than 38,000 points for the deposit of this type of waste."

## GREAT SUCCESS OF THE SOLIDARITY INITIATIVE, "FOREST OF GRATITUDE FOR OUR ELDERS"

The presentation of the "Forest of Gratitude for Our Elderly" took place in May at the Environmental Education Centre (CEA) El Campillo, located in Rivas Vaciamadrid. The event was attended by Mariano González, deputy minister for the Environment, Territorial Planning and Sustainability of the Community of Madrid; Luis del Olmo Flórez, director general of Biodiversity and Natural Resources; José Pérez, CEO of Recyclia, and

representatives of the distribution organisations participating in the campaign.

The 258 kilos of electronic equipment and batteries deposited by the people of Madrid in the Recyclia containers installed at more than 50 establishments of well-known commercial chains allowed the reforestation of an area of high biological value in the Southeast Regional Park, a protected natural area forming part of the Natura 2000 Network and interconnected with other areas through the Green Arc of the Community of Madrid.

The reforested area was named "Forest of Gratitude for Our Elderly", in memory of the deceased members of the group most affected by COVID-19.





This is the result of the collection campaign of the same name that the environmental foundations, Ecofimática, Ecoasimelec and Ecopilas carried out during the months of June and July 2020, with the collaboration of the BricoDepot, Decathlon, Leroy Merlin and MediaMarkt chains.

For every kilo of electronics and batteries removed, a financial contribution was made to carry out this reforestation project, a forest that "not only honours the memory of so many elderly people who have died, in many cases without the comfort of their families, as a result of this terrible disease. It should also remind us that this pandemic is rooted in the human-induced disruption of ecosystems and



that we have an inexcusable duty to protect nature, every day, in all our actions."

## AGREEMENT WITH THE UNIVERSITY OF OVIEDO TO RESEARCH THE USE OF TONER POWDER

Toner dust could be used to remove heavy metals from polluted water, according to a study by researchers at the University of Oviedo, in collaboration with the Ecofimática foundation. Until now, the handling of toner dust was considered a hazardous element that was difficult to handle even in toner dust treatment plants.

Professor Juan María Menéndez Aguado, professor at the Department of Mining Exploitation and Prospecting, who is leading the research on the possible applications of toner powder, has been working closely with Ecofimática and its brands Tragatóner and Tragatinta for the past year.



## JOINT CAMPAIGNS IN VALENCIA AND ANDALUCIA

### *RAEECCIONA promotes the work of sales outlets*

On 9 February, a new edition of the "Raeeciona" campaign was presented online, with the participation of Joan Piquer, the Director General of Environmental Quality and Education of the Valencian Community.



More than 600 shops in a hundred or so municipalities in the Valencian Community took part in "Raeeciona", an awareness campaign that aims to promote the collection of electronic equipment, involving the points of sale as prescribers of good environmental habits among citizens and informing them of their rights as consumers and the points available for depositing them.

The Ecofimática y Ecoasimelec foundations are participating in this initiative launched by the Regional Ministry of Agriculture, Environment, Climate Change and Rural Development of the Valencian Community, in collaboration with the rest of the collective systems for the management of electronic equipment.

### *Recycle your Devices*

Since the beginning of the year, Ecofimática has also collaborated with the activity of the BIKE-INFORMERS that travelled through more than 30 Valencian municipalities, in a new edition of the "Recycle your appliances" campaign, adapted to the health circumstances.

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 Ecoasimelec), the bike-informers ran mobile recycling points for the general public in each municipality and were responsible for collecting small unused electronic devices.

Coinciding with the start of the school year in October, the 'Recycle your appliances' campaign resumed its usual route with the aim of informing the citizens of the Valencia Region about the importance of recycling electrical and electronic equipment (WEEE), with the support of Ecoasimelec and Ecofimática, foundations both managed by Recyclia.



## Valencia Inland Consortium

Ecofimática continued to work in 2021 with the Valencia Inland Consortium to encourage the selective collection of small electrical appliances within its territory, following the presentation of the annual awareness campaign that had been presented in the town of Buñol.

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.

## Recycle with the Five Senses

In the Valencian Community, Ecofimática also continues to collaborate with the "Recycle with the Five Senses" initiative, the workshops it organises for schoolchildren and the informative actions through social networks and the internet.



After the health crisis, interactive workshops have continued to be organised in schools and with various social groups.

## WEEE Andalusia

In Andalusia, throughout 2021, numerous informative activities also continued to be carried out, within the framework of "WEEE Andalusia", a joint communication strategy initiative between the Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development, the Andalusian Federation of Municipalities and Provinces (FAMP) and the Extended Producer Responsibility Collective Systems, such as Ecofimática, which have been promoting the correct management of WEEE in Andalusia, since 2015.





## INTERNATIONAL

### JOINT EUROPEAN CAMPAIGN ON INTERNATIONAL E-WASTE DAY

Since the Recyclia joined the European WEEE Forum, different informative actions have been carried out in the different participating European countries.

Throughout 2021, other activities have included the sharing of various interesting infographics on the recycling of mobile phones, TV screens and other WEEE, as well as the raw materials that constitute them and the importance of recycling them, through the social networks and websites of the organisations that make up the WEEE Forum

They all agree in asking citizens, companies and governments to make a greater effort to take electrical appliances, broken electronics or spent batteries for repair or recycling in order to recover the main raw materials that they contain and reduce the need to search for new resources in the natural environment.

The amount of waste electronic and electrical equipment (WEEE) in 2021 will reach around 57.4 million tonnes, a weight exceeding that of the Great Wall of China.

### INTERNATIONAL E-WASTE DAY, at the Mexican university of Monterrey

International E-Waste Day, at the Mexican university of Monterrey.

In October, the CEO of Recyclia and general director of Ecofimática, José Pérez, gave an online conference to the community of the UANL University in Nuevo León, Mexico, coinciding with the celebration of e-Recycling Week 2021, on the other side of the Atlantic.

The conference entitled "The recycling of electronic equipment in Spain and Europe. Regulations, practical experience and management models" could be followed on Facebook Live on the platform "UANL Sustentable" of the Autonomous University of Nuevo León, in the state of Monterrey.







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