

www.ecofimatica.es

ANNUAL REPORT ²⁰₂₂

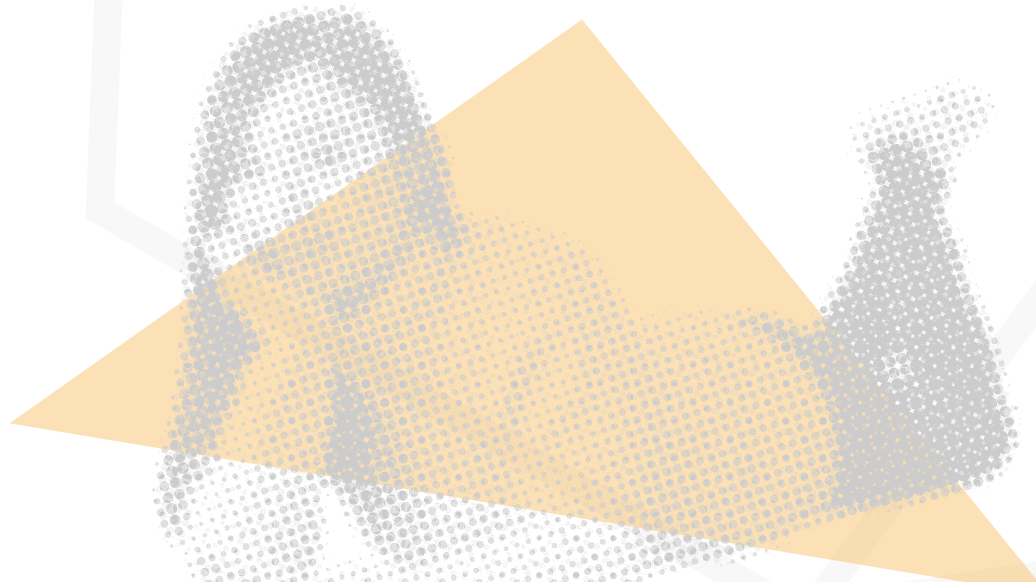
2022 ECOFIMATICA ANNUAL REPORT



www.ecofimatica.es

ANNUAL REPORT 2022

2022 ECOFIMATICA ANNUAL REPORT



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COMMUNICATION
AND EVENTS

01



LETTER FROM THE CHAIR

With Good Will and Safety

I'm spontaneously inspired to start this letter by saying, "we're OK, thanks." I say that because, from the perspective of our figures and the philosophy and objectives that guide us, our activity in 2022 can only be viewed as positive. And that's some achievement, bearing in mind the turbulent years we've recently been through that have affected us both personally and professionally.

When the health crisis of 2020 and 2021 was almost forgotten and we thought we could return to normality, war regrettably broke out in Europe when Ukraine was invaded by Russia. Aside from the human drama that is inherent to all wars, the consequences of the conflict have been far-reaching, and remain so. In fact, the impact of fuel prices and, as a result, logistics networks, has led to inflation and an extremely tense international geopolitical situation with the drumroll of an energy and economic crisis in the background. Which is why I reiterate the expression I used at the start of this letter: "We're OK, thanks."

Because, in 2022, Fundación Ecofimática managed 5,324 tonnes of IT and printing waste that, if added to the waste managed since it began its activity, means we've reached a total of 73,273 tonnes.

In 2022, we have also significantly increased the number of collection points for household and professional office waste. Specifically, we added 3,100 points to our network, almost 13% more than in 2021, giving us 27,276 points across Spain. For a further year, I'd like to emphasise the excellent progress of our Tragatóner/Tragatinta initiative, the first in Spain to focus on recycling printer cartridges. In fact, in 2022 we managed 666,137 kg of this type of waste.

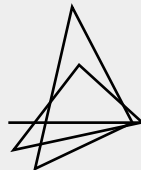
These figures consolidate the objective I referred to at the beginning of this letter, which is to offer manufacturers, importers and users of IT and printing equipment the best collective system in the Spanish market for correctly managing this type of waste from an environmental and operational perspective. The figures also back up our philosophy of contributing to the sustainability of our surroundings and planet, as far as possible.

And I'd like to end with our planet, because in addition to the other worrying events that 2022 brought, which I mentioned briefly above, the year was also filled with worrying news about climate change and its consequences. In fact, 2022 was the hottest year ever on record in Spain, with an average temperature of over 15 degrees.



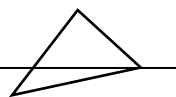
Vidal Vicente Buxadé
CHAIR OF ECOFIMÁTICA

02



ABOUT US

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.

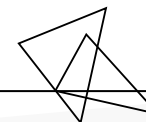
One of the foremost goals of Ecofimática is to guarantee that regulations on electrical and electronic waste are met. It contributes to the Circular Economy through the active participation of producers and other agents at every stage in the life cycle of equipment, establishing a system that guarantees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

Did you know?

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

AREAS OF ACTIVITY



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

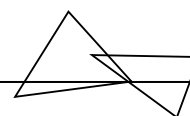
It currently provides coverage in Spain for the collection of waste electrical and electronic equipment generated by the domestic and professional channels.

Together with environmental foundations Ecopilas and Ecoasimelec, Ecofímica is run by Recyclia, the organisation with the widest network of collection points, over 90,000 points across Spain.

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

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

AIMS



The main objectives of Ecofímica can be summarised as follows:

- Help its members to comply with regulations related to expanded producer responsibility.
- Guarantee an efficient and professional service to all its members.
- Organise efficient collection and recycling services to achieve the targets established by legislation.
- Raise awareness in the distribution channel and among the general public of their need to contribute to protecting the environment.
- Agree best practices and operations with member companies for the efficient management of waste.
- Boost and revitalize selective collection and the recycling of office IT equipment at the end of its useful life.
- Reduce the environmental impact of WEEE by appropriately and efficiently processing this waste and recovering a high percentage (90.9%) of the raw materials that it contains.

STRUCTURE OF THE ECOFIMÁTICA BOARD OF TRUSTEES

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

CHAIR_

Vidal Javier Vicente Buxadé

RICOH ESPAÑA, S.L.U.

DEPUTY CHAIR_

Jesús Avila

Konica Minolta Business Solutions Spain, S.A.

MEMBERS_

Juan Manuel Rodríguez Núñez

Canon España S.A.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

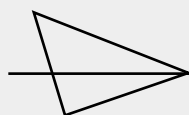
Non-Trustee

SECRETARY_

Gonzalo Torralbo Pérez

Non-Trustee

03



2022 FIGURES

KEY FIGURES FOR 2022

16

NO. MEMBER
COMPANIES

5,324,665

KG MANAGED 2022

42,053

COLLECTION
REQUESTS

20,985 Ecofimática requests +
21,068 Tragatóner requests

27,276

TOTAL COLLECTION
POINTS

KG PROCESSED

BY USE

ECOFIMÁTICA 2022

Ecofimática managed 5,324,665 kg of waste during 2022; 36% of this waste came from the domestic channel and 64% from the professional channel.

36%

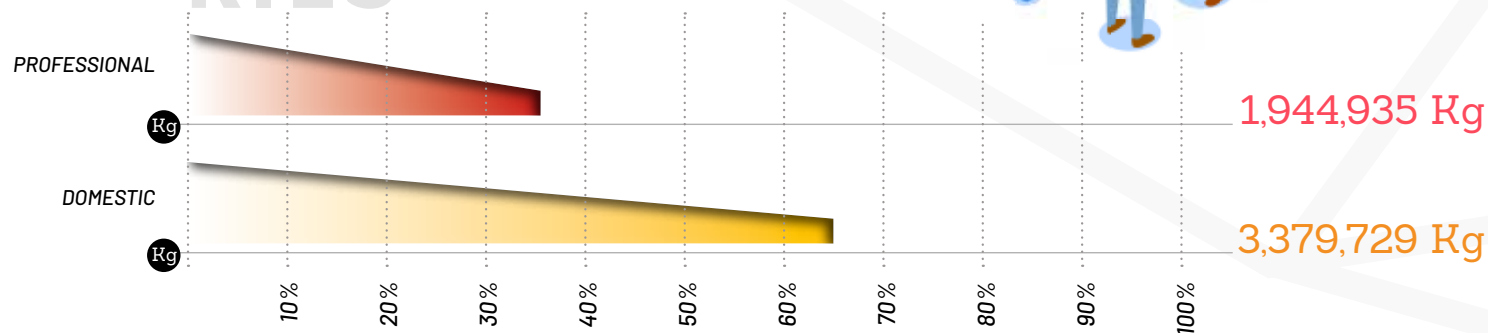
Total domestic (kg)

64%

Total professional (kg)

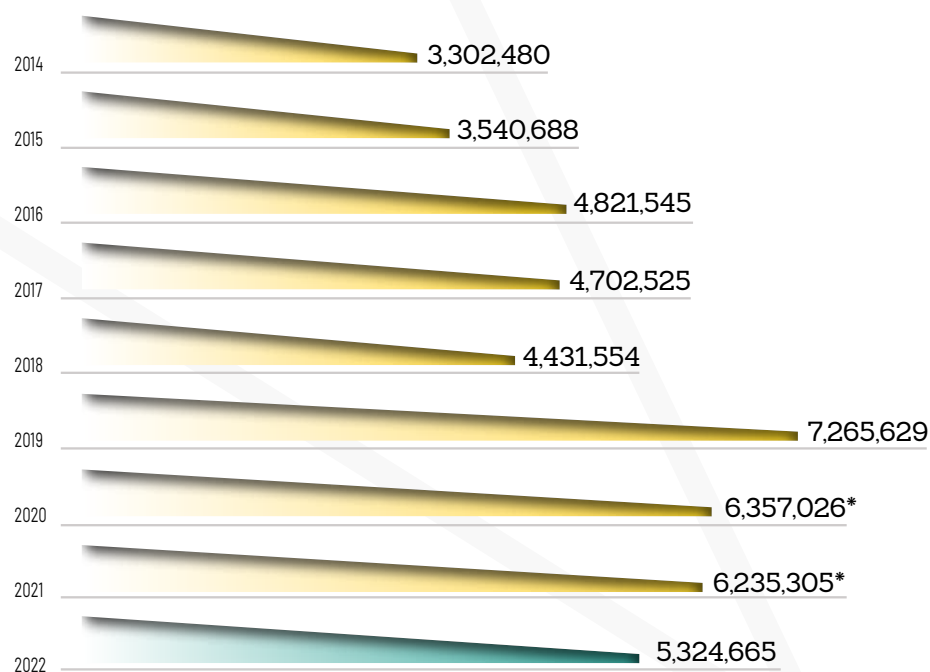


CATEGORIES



EVOLUTION KG MANAGED

ECOFIMÁTICA 2014-2022



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

Did you know?

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

45,981,417 kg

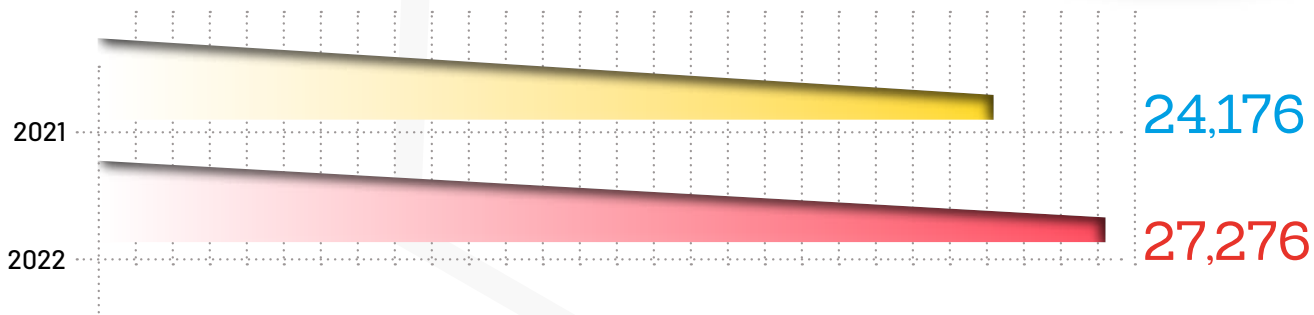
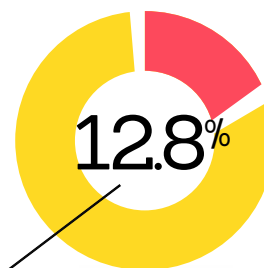
COLLECTION POINTS

Ecofimática

TOTAL ECOFIMÁTICA NETWORK 2022

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.

3,100 new points in 2022, 12.8% more than in 2021



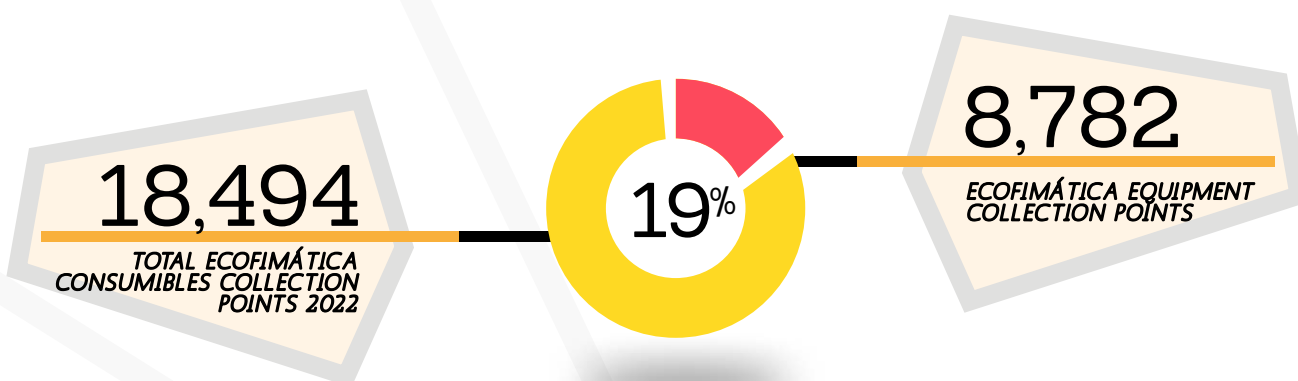
27,276

TOTAL COLLECTION
POINTS
2022



COLLECTION POINTS 2022

By activity



**Total consumables
collection points
18,494.**
19% more than in 2021.

Growth in the number of Ecofimática consumables
collection points 2022 compared to 2021
2,964 new points in 2022.



Did you know?

Average number of requests per
day: **More than 115 requests per day**
(365 days).

20,985 Ecofimática requests
+ 21,068 Tragatoner requests

42,053

COLLECTION REQUESTS

GENERATION INFORMATION ABOUT

TRAGATONER/TRAGATINTA ACTIVITY 2022

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/>



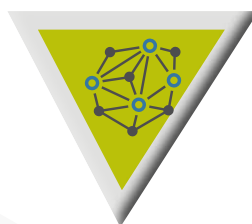
CONTACT CENTRE



EMAILS
30,480

CALLS
14,239

NETWORK

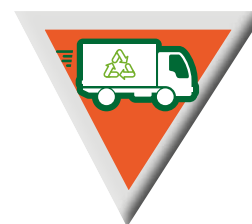


NEW
REGISTRATIONS
2,964

TOTAL
COLLECTION
18,494

DISTRIBUTION
OF EMPTY
CONTAINERS
22,355

COLLECTIONS

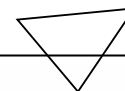


CONTAINERS
21,068

KG
COLLECTED
666,137

DISTRIBUTION OF ECOFIMÁTICA COSTS

2022



***COMPANY
SERVICE***

12.3%



***INSTITUTIONAL
AND
COMMUNICATION***

4.2%



80.9%

***WASTE
MANAGEMENT***



2.6%

***ADMINISTRATION
AND OTHER
EXPENSES***

04

**MEMBER
COMPANIES**

Member companies

16 **member
companies
of ECOFIMÁTICA**

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

brother

brother
at your side

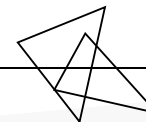
At **Brother** we constantly work to reduce the environmental impact of everything we do, from design and development to reusing and recycling our products. By adhering to our 5 Rs (Reject, Reduce, Reuse, Reform and Recycle) we do everything in our power to help build a recycling-focused society. Our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

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 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'.

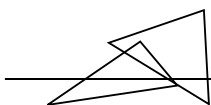
Canon

dysteca



DYSTECA

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.



epson

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

EPSON®

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

In November 2022, we were the first technology company to receive certification as a business with a management system that is aligned with the Sustainable Development Objectives. The certification was awarded by Bureau Veritas and establishes our commitment and sense of duty to reducing our environmental impact. In fact, 770 million euros have been earmarked for decarbonisation, the circular economy and developing sustainable innovation over the next ten years.

Our mission is to develop technology solutions that add value to sustainability through our five development areas: printing, visual communication, sensors, robotics and Dry Fiber Technology, which has already been used to develop the world's first paper recycler that uses shredded used paper and consumes virtually no water in the process. At the beginning of 2023, it was demonstrated at Paris Fashion Week that this technology also has other potential uses, such as recycling cellulose fibres to generate new materials that can be used in the textile sector, without using water in the process. Definitely a sustainable revolution.

These efforts have been backed by sustainability certifications from third parties, accrediting us as one of the most important companies to emphasise ESG criteria: EcoVadis Platinum, RBA Platinum, CDP Lista A, FTSE4Good, RE100 Climate Group, and EMAS. We are also listed in carbon footprint registers.

In Spain, we have three large projects underway that embody this desire to value sustainability:

- **BSEArcular:** a collaborative project that enables us to support new talent in design, working with a circular economy concept and reusing resources, giving them a new life thanks to our heat-free printing technology.
- **EDU2030:** a resource platform for the education sector that meets two significant needs that have been observed by teachers and the education community: digitalisation based on reflection, energy efficiency and resources, and the search for alternatives that have the least impact; and teaching tools to work on the SDG with students.
- **Heat-Free Day:** every 16 March, we remember that there is another way of living and making responsible decisions, and that every small action counts, based on the example of our heat-free technology.

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

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

konica minolta



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.

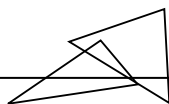
Our concept is to take firm steps forwards towards solving environmental challenges by using quantitative measuring and analysing reliable data related to performance and

environmental impact.

At Konica Minolta, we've 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.



Kyocera

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 Solpheo platform, companies can succeed in improving their levels of environmental and economic sustainability. Working under the corporate development philosophy developed by Kyocera founder Dr Kazuo Inamori, the company is committed to taking pride in fair work and respect for people, the company and the whole planet.



lexmark



Lexmark™

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

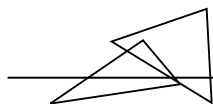
This has led the company to establish a business model based on a circular economy and on reducing its environmental impact. This means that its operations control both energy consumption and waste emissions. But even more importantly, it develops products with a clear philosophy: planned durability 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.

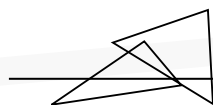


mastertec

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

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

MASTERTEC



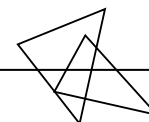
oki

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.

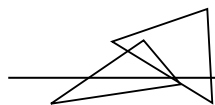
OKI

OKI is committed to creating a sustainable society and is proud of being part of the United Nations Global Compact (UNGC) since 2010. To achieve its objective, OKI reviews its global warming prevention measures to reflect international trends related to this important worldwide concern. 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.

panasonic

**Panasonic**

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.

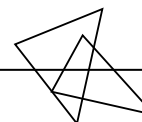


ricoh

Ricoh is a leader in digital services, using innovative technology that helps people work smarter. Ricoh has driven innovation for over 87 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.

RICOH
 imagine. change.

riso

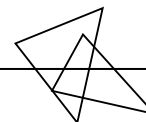


Riso products and solutions have been designed to operate sustainably with the environment, from the manufacturing process up to the end of the equipment's useful life.

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

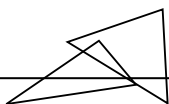
TOSHIBA TEC aims to be the leading company in the creation of ecological products (ECP) designed with clear environmental awareness, and is committed to reducing the environmental impact at every stage of its business operations: development, manufacture and distribution.

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 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

For over a century, Xerox has continuously redefined the workplace experience. Using our position as leaders in office printing and production technology, we've expanded our operations into software and services to give a sustainable boost to people working today. From office to industrial environments, our business and differentiated financial service solutions are designed to make daily work better for our clients, regardless of where they do their jobs. Today, Xerox scientists and engineers continue our legacy of innovation with disruptive technology in digital transformation, augmented reality, the automation of robotic processes, 3D printing, the Industrial Internet of Things and clean technology. Further information at xerox.es.

xerox™

05

COMMUNICATION AND
INSTITUTIONAL EVENTS

COMMUNICATION AND NETWORKS

During 2022, visits to the Ecofimática and Tragatoner website and the evolution of their social network profiles followed general sector and influencer marketing trends. Website visits slightly decreased and the year closed with 17,218 visits by 5,256 users.

Visits to the Tragatóner/Tragatinta.es website remained above 100,000 in 2022, with 120,288 visits by 25,758 users.

120,288

website visits in 2022






www.tragatoner.es

Traditional social networks such as Facebook and Twitter saw slight growth, with 208 and 448 followers respectively.

Recyclia's Instagram and Tik Tok accounts also rocketed, tripling their follower numbers and increasing to 10,400 and 540 respectively.

Recyclia/Ecopilas also consolidated its presence on professional network LinkedIn with around 2,600 followers, a thousand more than the previous year.

SOCIAL MEDIA FOLLOWERS

	208
	448
	10,400
	540
	2,600



Campaigns and Events

2ND 'SUSTAINABLE DIGITALISATION' CAMPAIGN

Following the success of the first 'Sustainable Digitalisation' campaign, which succeeded in gathering 4,692 devices and components from IT equipment during 2021, thanks to charitable donations from over 60 companies and the self-employed across Spain, Fundación CEOE and the SCRAP began the year by presenting the second campaign.

2,594 devices were refitted to be reused by people with limited access to technology and were distributed thanks to collaboration by Fundación SEUR through 40 ONGs that typically collaborate with Fundación CEOE, the foundation that organised the campaign, together

with the leading SCRAP in the area of electronic recycling, like Ecofimática.

The devices will be used to respond to requests made by schools and training centres, non-profit residences for the elderly, organisations that help those at risk of social exclusion and other people and groups who need them.

"The success of the campaign inspired us to run it for the second time to continuing making progress in our commitment to reducing the digital divide and encourage equal opportunities and communication, particularly among the most vulnerable," explained Antonio Garamendi, chair of CEOE.



BENEFIT CONCERT FOR UKRAINE

Santo Tomás Moro parish church in Majadahonda, Madrid, hosted a benefit concert for Ukraine. The music recital was performed by gospel choir Every Praise and was warmly received by the audience.

The Ecopilas, Ecofimática and Ecofimática foundations supported the cause by making a financial donation and promoting the event. Recyclia was represented by Gonzalo Torralbo, its sales director and director of institutional relations.



INTA CHOOSES ECOFIMÁTICA TO RECYCLE ITS WEEE



The INTA (National Aerospace Technology Institute), under the Spanish Ministry of Defence, chose the collective systems for expanded producer responsibility managed by Recyclia for the effective and efficient recycling of its electric and electronic equipment (WEEE), which will be performed by the Ecofimática foundation, and the removal of its waste batteries and accumulators by Ecopilas.

"O QUE SE ENCHUFA RECICLAXE" CAMPAIGN IN GALICIA

The 'O que se enchufa, reciclaxe' campaign, which was launched in 2016, continued in 2022 and was run by the Galician Department for the Environment and Land Management with the support of the SCRAP in Ofirae, which includes Fundación Ecofimática. During the year, new adverts were released on billboards, scrolling advertising boards and the digital press, and the website was updated.



ECOFIMÁTICA CELEBRATES THE RESULTS OF THE WEEE AGREEMENT IN ANDALUSIA



In May, the Andalusian Household Appliance and Other Household Equipment Federation (FAEL) presented its 2021 results to the General Directorate for Environmental Quality and Climate Change in Andalusia. 8,042,567 kg of WEEE were correctly managed through the agreement signed with SCRAP for electric and electronic equipment, such as Ecofimática and Recilec.

During the event, which was attended by María López Sanchis, director general for Environmental Quality and Climate Change in Andalusia, José Pérez Garcia, CEO of Recyclia, speaking on behalf of Ecofimática, stated that: "sales distribution is closest to the end user, so it plays an essential role in increasing the volume of correctly managed WEEE."

20th SCIENCE FAIR

For the third consecutive year, RAEE Andalucía took part in the Science Fair that was held from 12 to 14 May at Seville's Exhibition and Conference Centre. It was an in-person event after two years of virtual events due to the pandemic.

At the event, which was in its 20th year, Fundación Ecofimática was represented with the other SCRAP at the customised stand set up by RAEE Andalucía. It ran games, activities and workshops based around the two main issues of this year's fair, relating these activities to reusing waste electric and electronic equipment.

The 20th Science Fair focused on the Sustainable Development Goals (SDG) with the aim of exchanging,

publicising and communicating scientific knowledge between schools, research centres and other institutions.



ECOFIMÁTICA SUPPORTS WEEE COLLECTION IN CASTILE-LA MANCHA

In May, in Toledo, the Government of Castile-La Mancha, through the Department for Sustainable Development and the SCRAP for WEEE, which include Ecofimática, presented a communication and action plan for the whole region. The aim is to "increase and strengthen public awareness for the correct environmental management of waste electric and electronic equipment, and to boost the use of the resources they contain, giving them a second life."

These were the words of José Luis Escudero, minister for Sustainable Development who, for World Recycling Day on 17 May, presented the 'WEEE-CLM' brand and accompanying activities with Fernando Marchán, deputy minister for the Environment and Rafael Serrano, director of Institutional Relations at Fundación Ecolec, who acted on behalf of all the SCRAP for WEEE.



The campaign announced several plans to increase information and people's awareness so that WEEE are recycled correctly.

Under the umbrella of the regional 'WEEE-CLM' brand, a new website (www.raeeclm.com) was published for the general public and all agents, plus profiles on various social networks and a regular newsletter with news and developments related to WEEE management.

The next step will involve running a travelling communication and environmental campaign among the local population.

Also in Castile-La Mancha, Ecofimática supported the 'You're the Key' campaign to raise awareness about waste management with the other SCRAP for waste electronics and also Ecoembes and Ecoovidrio.

The campaign was presented in October by José Luis Escudero, minister for Sustainable Development and includes over 2,000 activities, a website, brand image and social network profiles.

It is expected to reach 65,000 people between school children, young people and consumers.

SECOND 'RECYCLE THEM AS THEY DESERVE' IN CATALONIA

The second 'Recycle them as they deserve' campaign began in October. This campaign is run by the Catalanian Waste Agency (ARC) in collaboration with local organisations, Barcelona City Council, and with the support of the SCRAP that manage waste electronic and electric equipment, such as Fundación Ecofimática.

The campaign ran until Black Friday in November when sales of technological and household devices is highest.

As in the previous campaign, 'Recycle them as they deserve' placed particular emphasis on consumers' right to return electric and electronic equipment they no longer use, or are unable to repair, at the points of sale where they purchase a new device, and also to home delivery people.

Ecofimática organised several communication and awareness activities in Catalonia, such as events in libraries and co-editing the Guide to the Correct Management of WEEE at Recycling Points.



FOR DOÑANA AND PLANET EARTH, WITH THE BROTHERHOODS OF EL ROCÍO

In October, RAEE Andalucía, organised by the Department for Sustainability, Environment and Blue Economy at the Regional Government of Andalusia, the Andalusian Towns and Provinces Federation (FAMP) and with support from the Collective Systems for Expanded Consumer Responsibility (SCRAP) that operate in the region, such as Ecofimática, celebrated the launch event for the "Brotherhood of Recycling. Recycle for Doñana and Earth" campaign. The Brotherhoods of El Rocío from the eight provinces of Andalusia took part in the initiative.

The campaign was run for the first time and aimed to collect WEEE, raise awareness among Brotherhood members and people linked to the Brotherhoods about correctly managing and processing WEEE, promote the social work of the Brotherhoods and give them financial support for their social work.

The campaign was run in Doñana, an area closely linked to the El Rocío Brotherhoods and an ecosystem with a unique biodiversity in Spain.

A small cardboard container was installed at each of the headquarters of the participating Brotherhoods so that their members, and the general public, could dispose of unused WEEE.

THIRD GIVE LIFE TO THE PLANET CAMPAIGN

The 3rd 'Give Life to the Planet' campaign presentation ceremony was held on Monday 14 November. The campaign travelled across Andalusia from 7 November to 23 December, raising awareness about reusing and recycling waste electric and electronic equipment (WEEE).

The launch event was held at the Carrefour Shopping Centre on Avenida del Mediterráneo de Almería and was attended by Manuel de la Torre Francia, regional minister for Sustainability, the Environment and Blue Economy; José Juan Martínez Pérez, fourth deputy president of the Andalusian Towns and Provinces Federation (FAMP) and mayor of Tíjola; Margarita Cobos, minister for



Environmental Sustainability at Almería City Council; Rafael Serrano, director of Marketing, Communication and Institutional Relations at Fundación Ecolec; Julio Lema, director of Marketing and Events at Recyclia; and Francisco Molina, manager of Carrefour Almería.

The campaign is promoted by RAEE Andalucía, organised by the Department for Sustainability, Environment and Blue Economy at the Regional Government of Andalusia, the Andalusian Towns and Provinces Federation (FAMP) and the Collective Systems for Expanded Consumer Responsibility (SCRAP) that operate in the region, which include Fundación Ecofimática.

RECYCLE WITH THE FIVE SENSES REACHES OVER HALF A MILLION PEOPLE IN VALENCIA

As 2022 drew to a close, the 'Recycle with the Five Senses' campaign published the most important figures related to its activity. Since it began in June 2014, it has run 6,818 workshops with participation from 564,284 people.

92% of the activities were aimed at children and workshops were run in kindergarten, primary and secondary schools.

Fundación Ecofimática, and the main SCRAPs in Spain, are all involved in the 'Recycle with the Five Senses' campaign, which is promoted by the Regional Government of Valencia.

The Five Senses Network is a community of organisations



that are committed to recycling and promote good practices for the circular economy through the continuous training of members using the 'Recycle with the Five Senses' environmental education programme run by the Regional Government of Valencia.

Primary and secondary schools, professional training centres, adult education centres, etc., plus institutional organisations such as consortiums, city councils, associations, etc. are all part of this network.



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