

# 2018

ECOFIMÁTICA ANNUAL REPORT



# S

SUMMARY

2018 ECOFIMÁTICA ANNUAL REPORT





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# LETTER FROM THE CHAIR





## *Continued efforts to mobilise the distribution channel*



It brings me great satisfaction to share the results of activity by Fundación Ecofimática for 2018, a year in which we have strengthened our position as the leading waste office equipment collection system in Spain due to our processing capacity and ability to adapt to the demands of the market and changes in legislation.

Our management efficiency has led to the recycling of 4,400 tonnes of office waste, 65% of which originated from the professional channel. Furthermore, our collection point network continues to grow making office IT waste collection more accessible for both domestic users and the professional channel. More specifically, in 2018 we installed 291 new collection points, reaching 8,191 in total.

In terms of our ability to adapt, it's important to highlight our skill at predicting the future of the electronic device segment and, specifically, printing consumables. This capacity led us to launch Tragatóner / Tragatinta, the first initiative in Spain to respond to manufacturers' obligation to finance the organisation of collecting and recycling consumables, classified as electronic devices since 15 August 2018.

Thanks to the support of the largest printer equipment manufacturers in Spain, today we have a mature project that guarantees the correct environmental management

of this new waste. This maturity meant we could set ambitious targets, such as collecting 7.7 million units of waste in the first year and having 42,000 own waste containers by 2020. This objective wouldn't be viable if it weren't for our advantageous starting point i.e. the resources and synergies Ecofimática has established during its 15 years of experience.

A further contribution to this result has been our continued work on mobilising the office equipment distribution channel to correctly manage, in environmental terms, these products at the end of their useful life by running the 1st ECO Awards in Galicia and Andalusia.

I'd like to finish this letter by giving my thanks to everyone who has been committed to the environment through recycling and has contributed to this successful result. Thank you for helping us continue to progress with confident steps along the road to sustainability and responsibility.



**Vidal Vicente Buxadé**  
Chair of ECOFIMÁTICA



# 2 ABOUT US





## WHAT IS ECOFIMÁTICA?



Ecofimática is an environmental foundation that was created by the leading office IT equipment 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.

The system designed by Ecofimática has been operating for over 16 years and has progressively adapted to the unique nature of the office IT sector, which covers everything from professional copying equipment to small, everyday household printers, with a current network of over 8,191 collection points, some exclusively belonging to Ecofimática and others shared with other collection systems.

Fundación Ecofimática, together with Ecopilas, Ecoasimelec and Ecolum, is part of Recyclia, the largest administrator of electrical, electronic, battery and lightbulb waste.

Recyclia provides its member companies, logistical operators and waste managers with a computerised system that guarantees the complete traceability of WEEE and batteries.



*ECOFIMÁTICA BRINGS TOGETHER 90% OF OFFICE IT MANUFACTURERS AND IMPORTERS IN SPAIN, PROVIDING NATIONAL COLLECTION COVERAGE FOR HOUSEHOLD AND PROFESSIONAL WASTE ELECTRICAL AND ELECTRONIC EQUIPMENT.*

**DID YOU  
KNOW?**



### AREAS OF ACTIVITY

As a Collective System of Expanded Producer Responsibility, Fundación Ecofimática performs the functions set out by current legislation, contributing to organising and financing collection and processing operations shared with other Systems such as recycling points and distribution channels. It also has its own channels specifically designed for the office IT equipment sector, bringing the collection of this waste closer to its source.

Ecofimática participates, together with the other Collective Systems authorised in Spain, in the WEEEs Coordination Office where collections from local authority recycling points are organised and distributed and the different collaboration framework agreements that the Collective Systems have with the Autonomous Communities are monitored.

As part of its activity, Ecofimática runs a work group in which all the foundation's member companies participate.

This group works on creating new collection operations that will help the foundation to reach its collection targets, searching for improved recycling processes, creative ways of communicating and unique projects that encourage companies and the public to collaborate with the foundation's activity.

### AIMS

The foundation's main objectives can be summarised as follows:

- Help its members to comply with regulations related to Expanded Producer Responsibility.
- Reach the collection targets established by law.
- Raise awareness in the distribution channel and among the public of their need to contribute to protecting the environment.

- Establish best practice and operations that make managing office IT waste more efficient by optimising resources.
- Boost and revitalize selective collection and recycling of office IT equipment.
- Reduce the environmental impact caused by a failure to control this waste.





## 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 key functions include approving the foundation's annual budget and any modifications to its bylaws, and setting tariffs applicable to the different products released to market by the member companies.

### CHAIRMAN

Vidal Javier Vicente Buxadé

Ricoh España, S.L.U.

### DEPUTY CHAIR

Silvia Achaerandio

Konica Minolta Business Solutions Spain, S.A.

### MEMBERS

Jaime Corderas Vilaró

Panasonic España  
Panasonic Subsidiary  
Marketing Europe gmbh

Juan Manuel Rodríguez Núñez

Canon España, S.A

Edgar Vila Farré

Mastertec

María Dolores Pérez Vega

Xerox España S.A.

### DIRECTOR GENERAL

José Pérez García

Non-Trustee

### SECRETARY

Gonzalo Torralbo Pérez

Non-Trustee

Appointed 13/12/2017



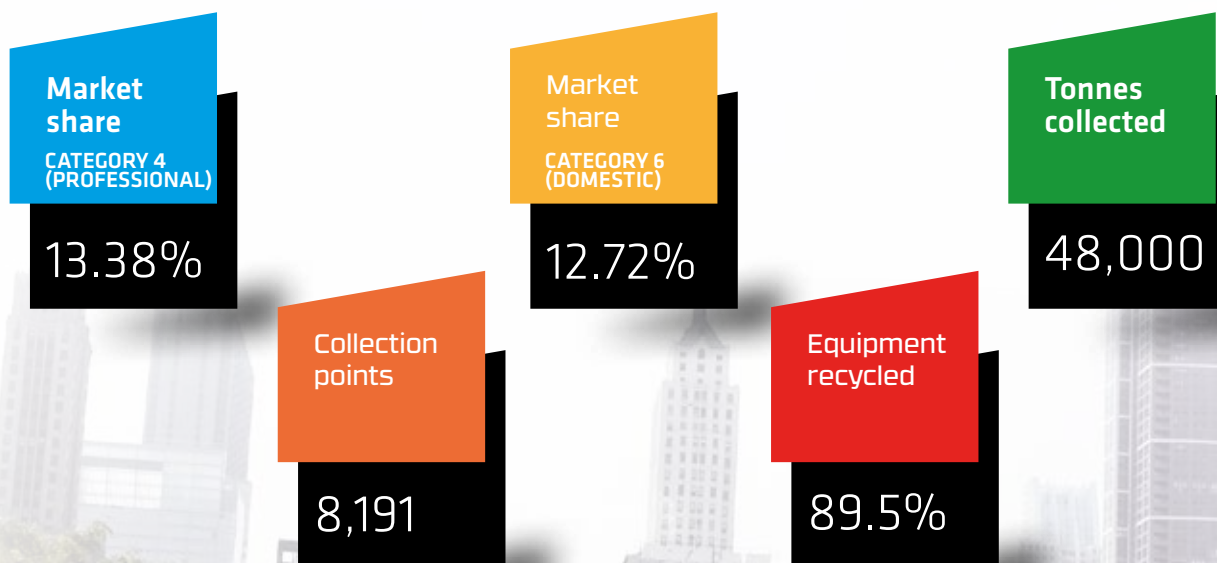


# 3 2018 FIGURES





## SUMMARY OF KEY FIGURES FOR 2018



With just 16 companies: firm presence in the large device for professional use category with a market share of 13.38% (Recyclia's share of the professional category was 46.46% if you combine the shares of ECOASIMELEC and ECOLUM.)

23% increase of domestic market share compared to 2017.

Almost 48,000 tonnes of office IT equipment collected since we began operations.

8,191 collection points.

34% collection rate in 2018.

Achieved 89.5% of equipment recycled in 2018.



## DOMESTIC AND PROFESSIONAL / KG PROCESSED

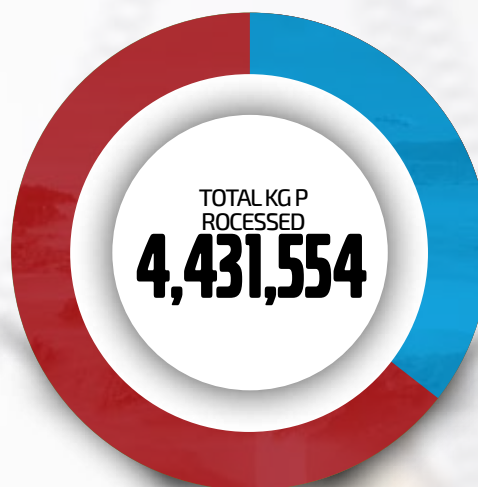


Ecofimática processed more than 4,400 tonnes of waste during 2018, 65% of which was derived from the professional channel.

### CATEGORY 3 IT AND TELECOMS EQUIPMENT

Total Professional (kg) ●

Total Domestic (kg) ●



### CATEGORIES

PROFESSIONAL 65%



**2,854,156.60** KG

DOMESTIC 35%



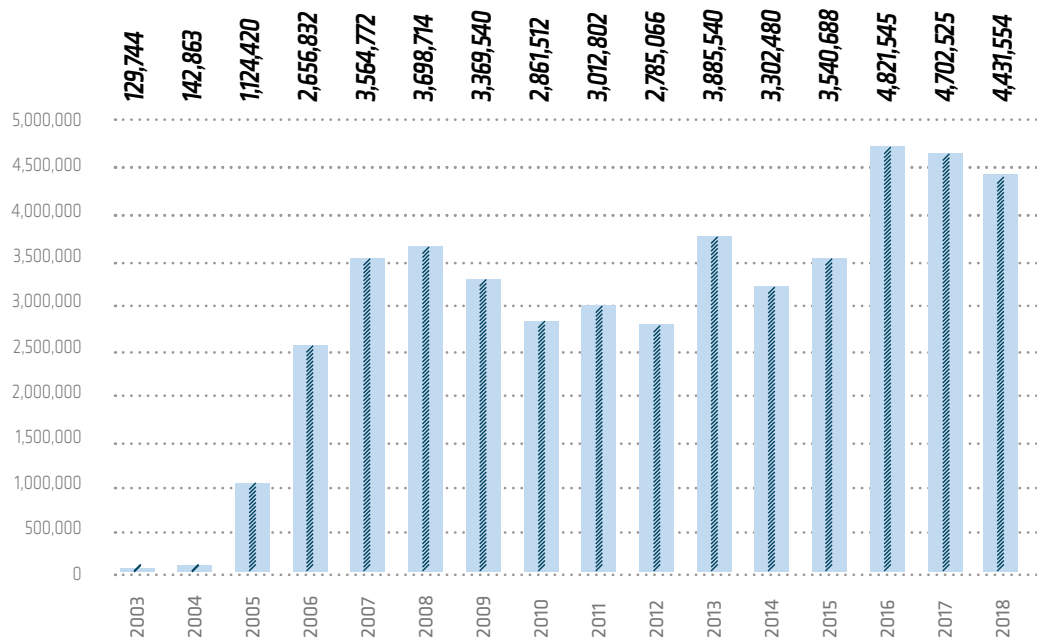
**1,577,397.40** KG



## KG MANAGED / HISTORY

KG PROCESSED

PER YEAR

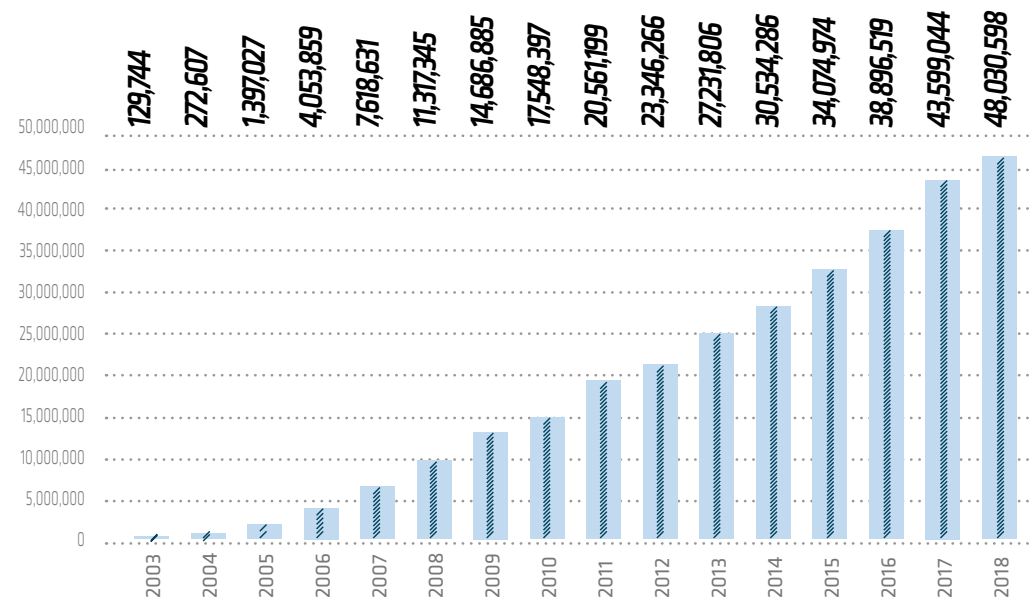


TOTAL KG 2018

4,431,554

KG PROCESSED

TOTAL ACCUMULATED



ACCUMULATED TOTAL KG

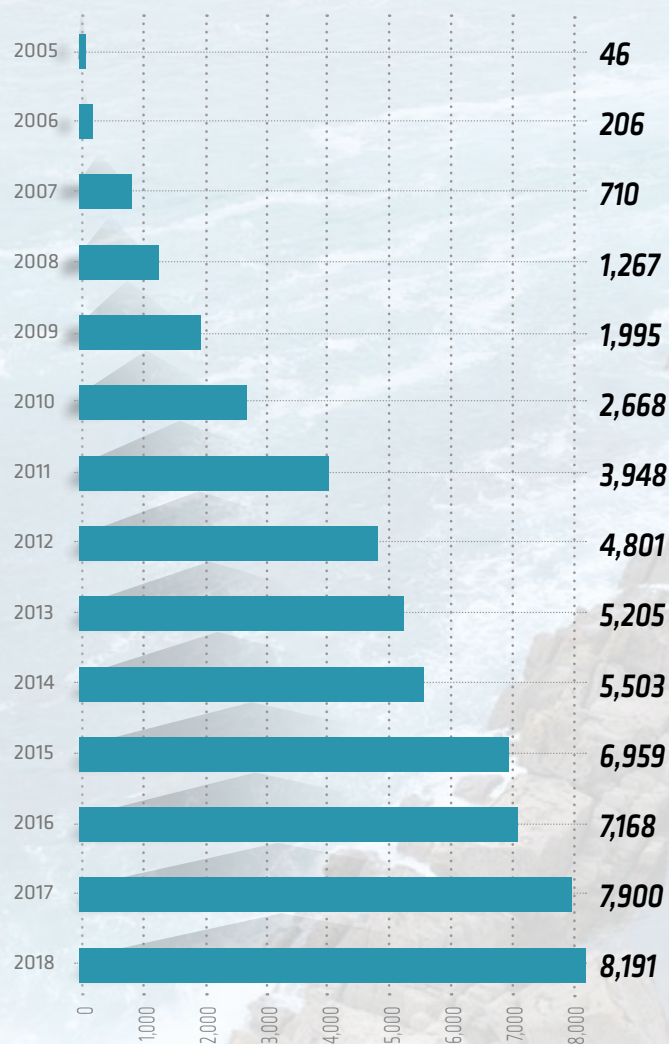
48,030,598



## GROWTH OF COLLECTION POINTS



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



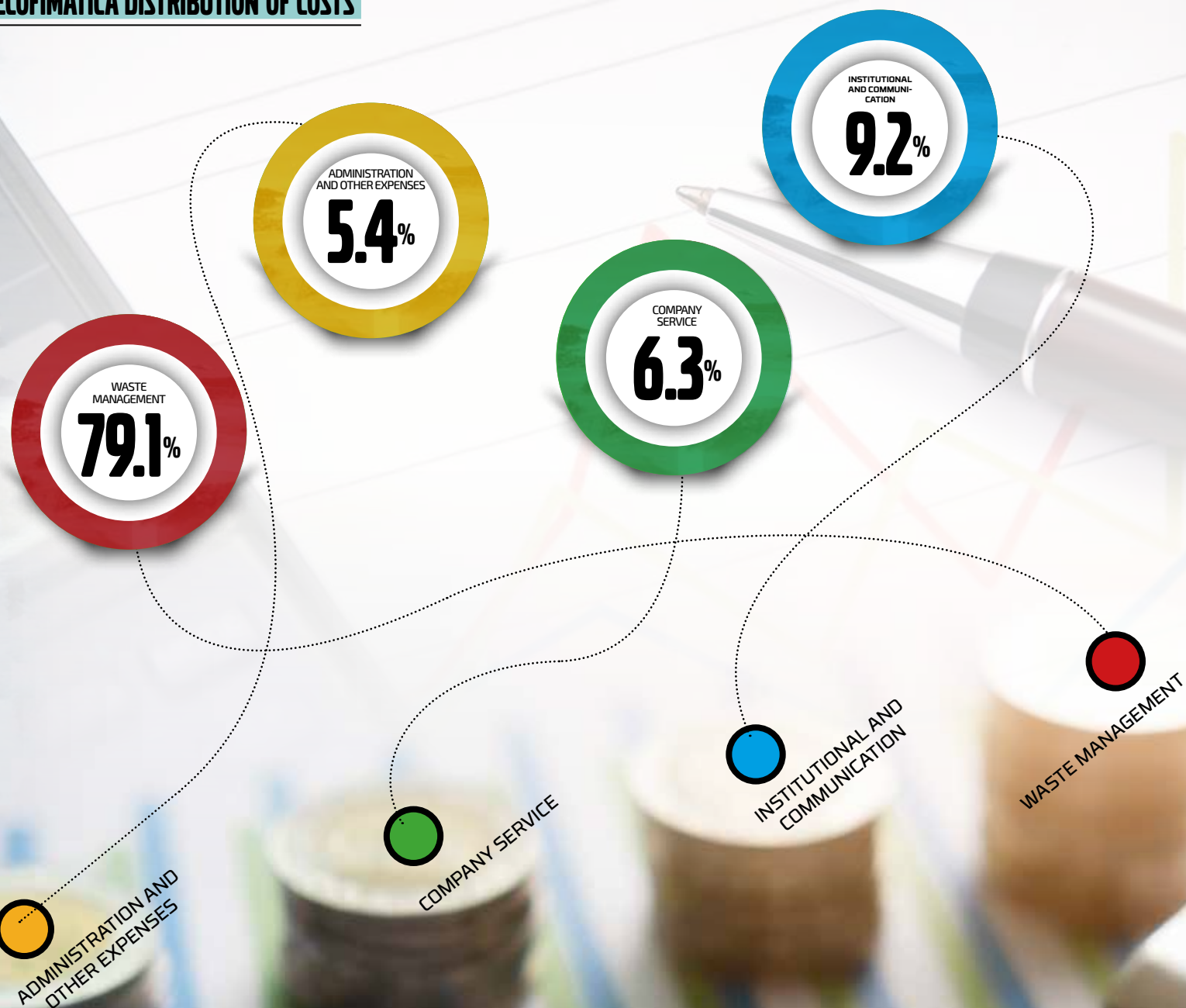
## AUTONOMOUS COMMUNITY COLLECTION POINTS




ANDALUSIA	2,867
ARAGON	165
ASTURIAS	167
CANARY ISLANDS	285
CANTABRIA	78
CASTILLE AND LEÓN	1,109
CASTILLE LA MANCHA	221
CATALONIA	840
CEUTA	7
EXTREMADURA	71
GALICIA	723
BALEARIC ISLANDS	166
LA RIOJA	44
MADRID	545
MELILLA	5
MURCIA	202
NAVARRRE	60
BASQUE COUNTRY	250
VALENCIA	386
<b>TOTAL</b>	<b>8,191</b>



## ECOFIMÁTICA DISTRIBUTION OF COSTS







# 4 MEMBER COMPANIES





# 16

MEMBER  
COMPANIES  
A ECOFIMÁTICA

BROTHER / CANON / DYTECA / EPSON / KONICA MINOLTA / KYOCERA / LEXMARK / MASTERTEC / OKI / PANASONIC / RICOH / RISO / SAGEMCOM / TOSHIBA TEC / TOSHIBA TEC EUROPE / XEROX



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](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 our heritage and values within our principles based on the Kyosei Corporate Philosophy, a Japanese term that means 'living and working together for the common good'.



Canon





**Dysteca** has been the exclusive importer of the DEVELOP brand to the Canary Islands since 1987. The brand's products have always stood out for respecting the environment, while through its membership of Ecofimática, which implements a comprehensive waste management system, the company aims to collaborate in conserving our planet.

The logo for Dysteca, featuring the word "DYSTECA" in a bold, italicized, blue sans-serif font. To the left of the text is a stylized graphic element consisting of three horizontal bars in red, white, and blue.

Sustainability should be and is a part of business at **Epson**. The planet needs commitment, which is one of the foundations of Epson's corporate strategy around the world. In fact, the company has incorporated and implemented the 17 Sustainable Development Objectives set by the UN as the basis for its various business projects and any alliances that it establishes with collaborators. And it does this while keeping its sights set on two main aims linked to the company's relationship with its surroundings, with society (commitment to talent) and the environment (commitment to the planet).

We have branded the 17 sustainable development objectives onto our company vision and our business strategies. But we still have one far more solid aim:

improving people's lives. And we don't do it alone, because it can't be done alone. We need the support of all our stakeholders, including Ecofimática.

We want to make life easier for companies and the users of our technology, motivating them to take one more step towards a commitment to the environment and sustainability.

In 2019 we will present our second The Green Choice report where we outline the actions taken and commitments made from a corporate social responsibility perspective. Epson positions itself as a firm defender of sustainable innovation, as demonstrated by its "Activate Change" initiatives in Spain that encourage people to use sustainable printing technology, or "B-Searcular", an example of a platform for the textile sector that helps to eliminate plastic from our seas and rivers, transforming them into polyester thread that can be printed using digital technology.

Further information at:

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

[www.epson.es/bsearcular](http://www.epson.es/bsearcular)

The Epson logo, featuring the word "EPSON" in a bold, blue, sans-serif font. Below it, the tagline "EXCEED YOUR VISION" is written in a smaller, blue, sans-serif font.





At Konica Minolta, we have always prioritised our responsibility towards the world we inhabit. That is why we have developed the numerous proprietary technologies and characteristics of Konica Minolta to help minimise the impact of using our products on the environment, with the aim of preventing global warming and conserving resources to support the preservation and restoration of our planet's biodiversity.

Konica Minolta takes its responsibilities as a corporate citizen very seriously. Protection of the environment is one of its challenges and an essential part of the management philosophy of New Value Creation, which is why we work to protect the environment, reducing the environmental impact of our products and services throughout their life-cycle, combining performance with ecological and economic efficiency to obtain: lower energy consumption, optimised use of paper, reductions in waste and our carbon footprint and saved time.



Sustainability in organisations is an inherent aim of the KYOCERA Document Solutions portfolio. A world-leading technology company in document solutions and processes with a broad and innovative portfolio of business solutions and products aimed at facilitating the construction of smarter workspaces. KYOCERA technology means businesses can be sustainable in terms of environmental impact and use of resources, resulting in cost savings at the same time. Its most innovative business content management platform, Solphea Suite, has the capacity to store, share, collaborate on and manage all of a company's information, tasks and processes, making it the most effective way to achieve significant reductions, given the development into mobile and cloud workspaces.





#### 4 MEMBER COMPANIES



**Lexmark** provides companies of all sizes with an extensive range of products, software, solutions and printing and image services, helping our customers to print less and save more. Lexmark International takes responsibility for the environmental management of its products from the earliest stages of research and design right up to the end of their useful life. Product initiatives include all the products and processes we develop to help our customers reduce their ecological footprint, including solutions to help them cut their paper and energy consumption and waste generation.

At **Mastertec-Develop** we believe that the prevention of waste can help protect the environment while offering economic benefits. We are therefore concerned with identifying and eliminating 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, which 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**

**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. During 2019 OKI is implementing the "OKI Environmental Challenge 2030/2050" which aims to prevent global warming and contribute to achieving the Sustainable Development Objectives established by the United Nations, continuing its journey as a corporate group that supports a safer, more convenient 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.





## 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** is a global technology company that has been changing the way people work for over 80 years. Under its slogan - imagine. change. - Ricoh continues to empower people and companies with services and technologies that inspire innovation, increase sustainability and drive business growth. They include document management, IT services, production printing solutions, visual communication systems, digital cameras and industrial systems.



Ricoh Group headquarters are in Tokyo and it operates in around 200 countries and regions. In the tax year ending in March 2019, the Ricoh Group's global sales totalled 2,013 trillion Japanese yen (around 18,330 million dollars).

Ricoh Spain and Portugal was launched over three decades ago. Today, with headquarters in Sant Cugat del Vallés (Barcelona), the company has 17 local offices, 2,000 employees, over 100 distributors and 50,000 clients. Ricoh supports the development of its business in Spain and Portugal through three axis: office printing, office service, and commercial and industrial printing. For more information please visit: <https://www.ricoh.es> y <http://www.ricoh.pt>

## 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 technologies.



Respect for the environment is one of the values of **Sagemcom**. As a leading manufacturer in the energy and telecoms sector, Sagemcom is committed to protecting the environment, incorporating specific measures into our quality management systems and during the life-cycle of our products.

The Sagemcom logo, featuring the word 'Sagemcom' in a bold, uppercase, sans-serif font.



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

Toshiba actively participates in all types of environmental initiatives like, for example, Spanish and international forest conservation. To achieve this it is running the "Plant a forest of a million and a half trees with Grupo Toshiba" initiative. To preserve biodiversity, it is supporting the protection of pandas in China through its "Donate to the research base for the breeding of giant pandas in Chengdu" programme, etc.

Toshiba ZERO CARBON

Toshiba TEC offsets the CO2 footprint of its multifunction devices by investing in sustainable projects that tackle climate change, offsetting the CO2 emissions involved in both their production and use, including the printing of a million pages. This initiative helps our systems to be used in an environmentally neutral way.



**TOSHIBA**



**xerox™**

+ In the age of smart work, we don't just think about the future, we're creating it. **Xerox Corporation** is a technology leader that specialises in the crossover between the digital and the physical. We use automation and next generation customisation to redefine productivity, boost growth and make the world safer. Every day our innovative technology and smart work solutions, developed by Xerox®, help people to communicate and work better.

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.



# 5 ECOFIMÁTICA OPERATIONS





## WASTE MANAGEMENT AT ECOFIMÁTICA

### COLLECTION CHANNELS

The Ecofimática collection network consists of two main channels: the domestic channel and the professional channel.

**The domestic channel** collects office IT equipment from recycling points and municipal facilities, as well as the collection points installed at commercial retailers, achieving greater proximity between end users and the collection of small office IT equipment such as photocopiers, printers and multifunction devices.

**The professional channel** consists of an extensive collection network across Spain that reaches manufacturing companies and large-scale distributors. There are over 1,859 collection points and together with end client collection, when collections are made directly from large clients of office IT equipment producers, ensuring that waste generated by professional office IT equipment is correctly managed.



Professional  
collection  
points

1,859

Reuse and  
recycling  
rate

89.5%



## TRAGATONER/ TRAGATINTA: ECOFIMÁTICA'S CONSUMABLES OPERATION



**traga** **toner**  
**tinta**

**ecofimática**



When the scope of the regulation on WEEEs was expanded, consumables with electrical parts became classified as WEEEs and henceforth became subject to the same obligations specified by RD 110/2015 for machines.

In response to this requirement, the main printing equipment manufacturers and wholesalers, predominantly Recyclia member companies through Fundación ECOFIMÁTICA, launched a specific system for managing printing consumables called "Tragatoner y Tragatinta".

The Tragatoner y Tragatinta collection system helps the different agents (producers, distributors and users) to comply with the legal requirements established by current WEEE legislation. Furthermore, the system has been designed in such a way that all requests can rapidly be processed and viewed via the website while the whole process is also traceable.



By 31 December 2018 the Tragatoner/Tragatinta network already had over 800 collection points and had installed more than 2,800 containers in retailers, large companies, public buildings and at recycling points to sustainably manage toner and ink waste across Spain.

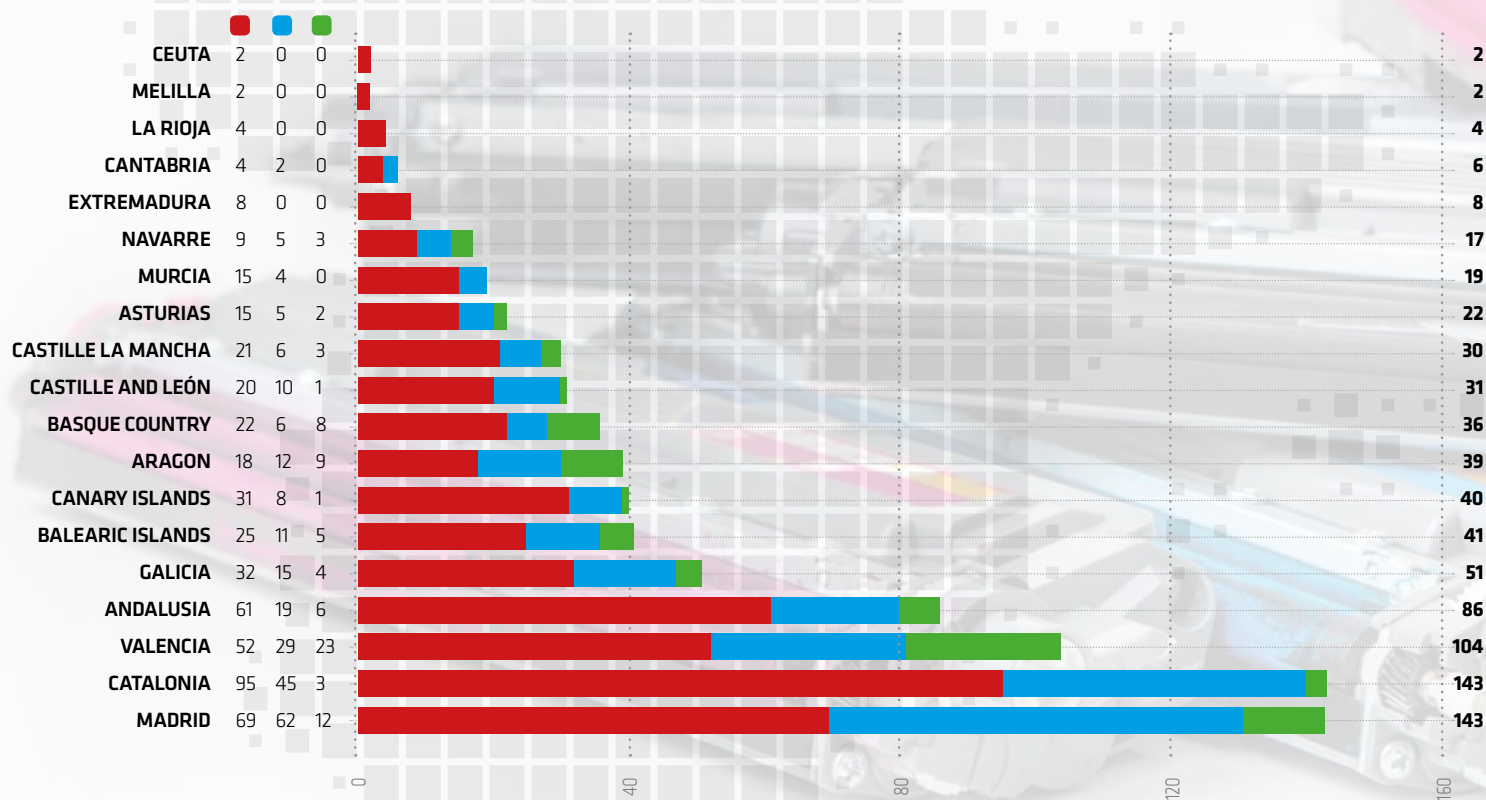
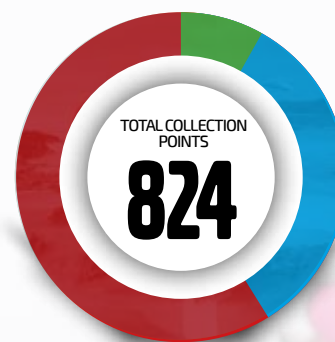
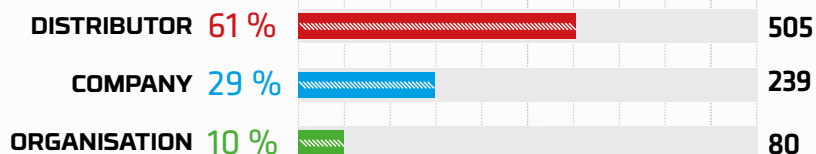


*BY 31 DECEMBER 2018 THE TRAGATONER/  
TRAGATINTA NETWORK ALREADY HAD OVER  
800 COLLECTION POINTS AND HAD INSTALLED  
OVER 2,800 CONTAINERS.*

**DID YOU  
KNOW?**

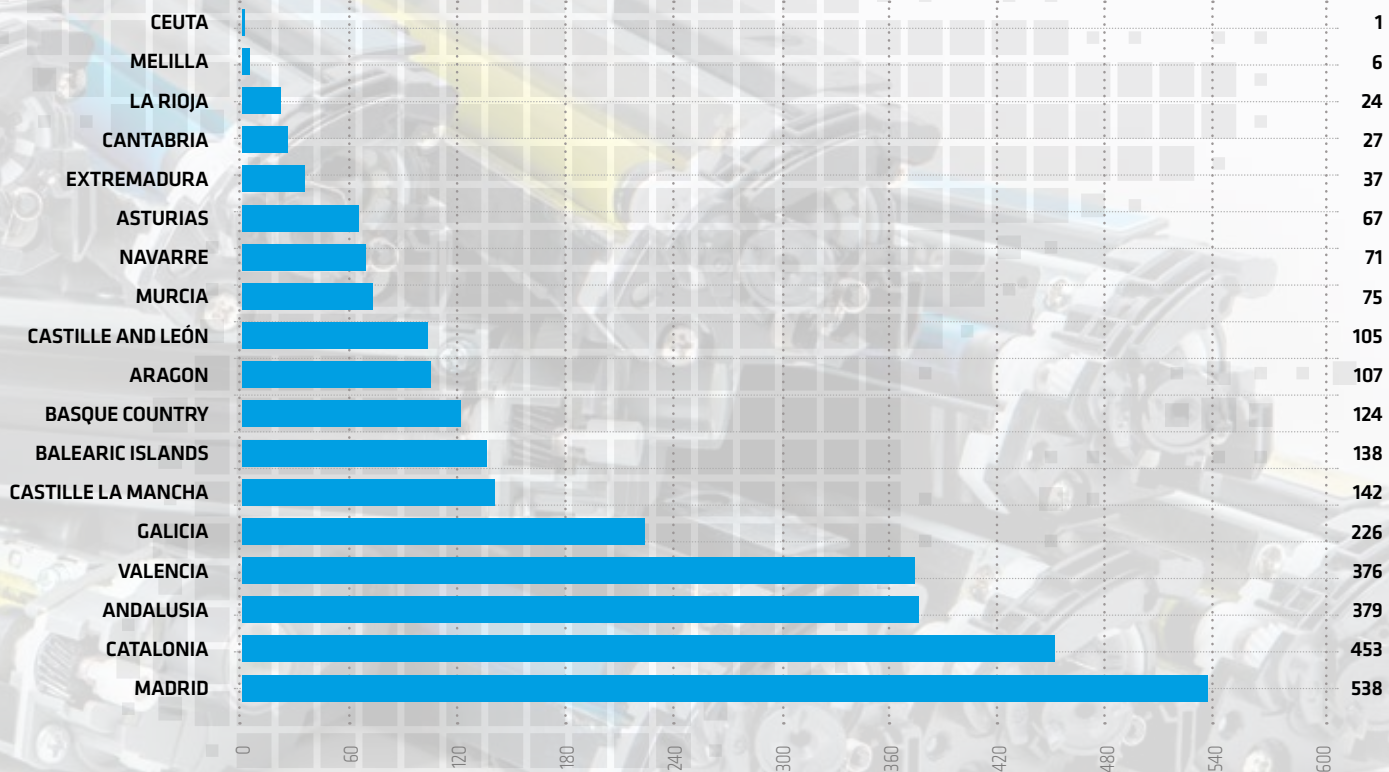
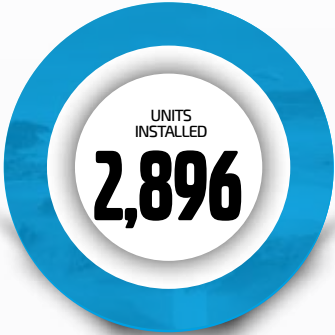


## TRAGATONER TRAGATINTA COLLECTION POINTS





DISTRIBUTION OF CONTAINERS





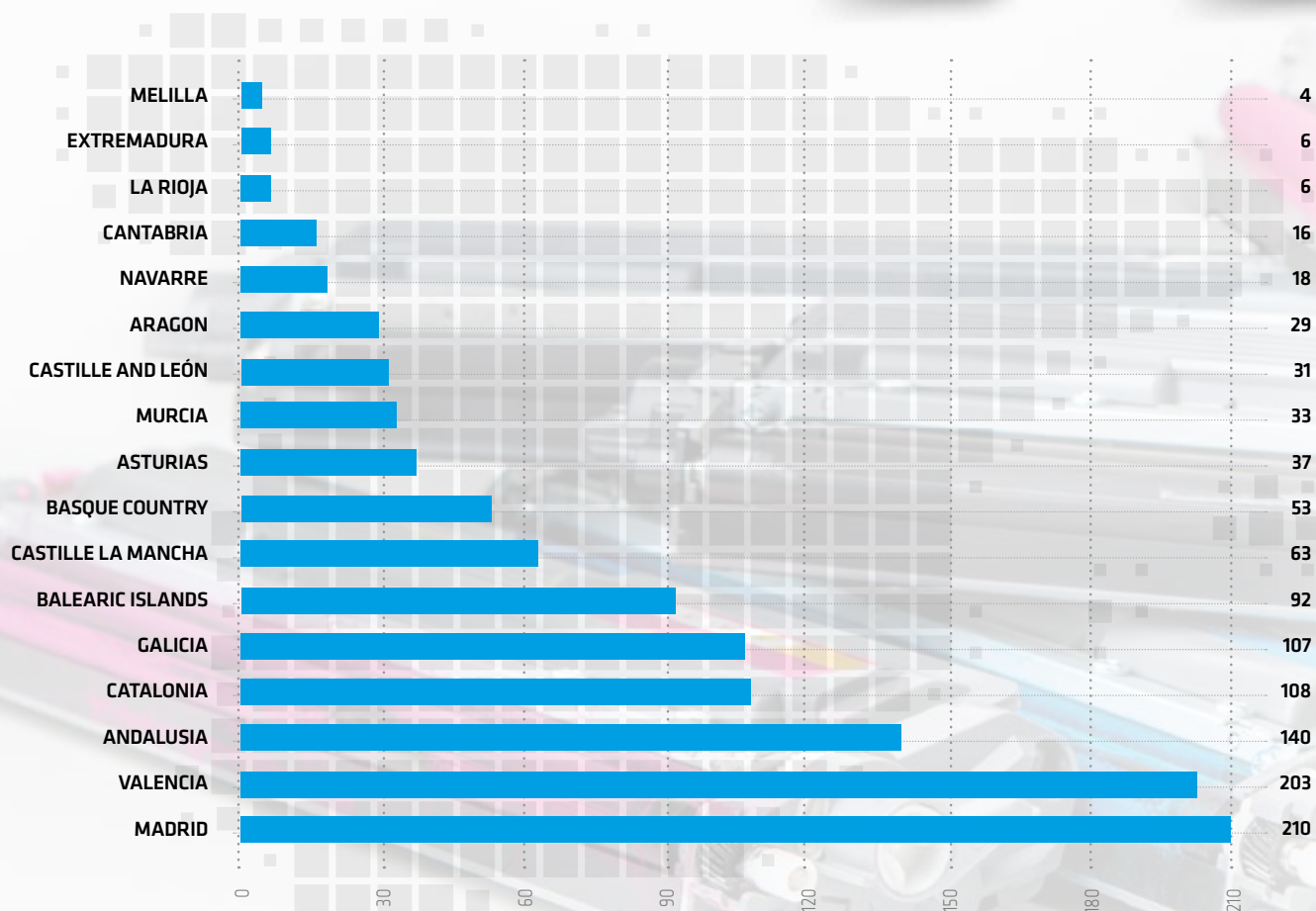
CONSUMABLES COLLECTED

Requests

1,156

Kg

37,510





## ECOFIMÁTICA COLLECTION METHODS AND MANAGEMENT PLATFORM



Ecofimática provides production and distribution companies with two methods for disposing of their waste office:

### METHOD 1

#### Method 1:

Collection from the company (a producer or a distributor previously authorised by a producer) by an authorised manager. A minimum stockpile is required.

#### Method 2:

Delivery by the producer or distributor via their own resources to one of the Temporary Storage Centres provided by Ecofimática. This method is aimed at producers and distributors who do not have sufficient space in their own facilities or who do not reach the minimum stockpile of 300 kg. The full list of Temporary Storage Centres is available on the web platform ([www.raee-asimelec.es](http://www.raee-asimelec.es)).

### METHOD 2

#### IT PLATFORM

Ecofimática provides its member companies with a web platform ([www.raee-asimelec.es](http://www.raee-asimelec.es)) for waste collection requests and processing, which producers can use to properly manage their office IT waste and authorise their distributors to register and request their own collection and recycling services.





# 6 RECYCLIA NEWS





In 2018 Ecofimática took part in various events run in conjunction with the Collective Systems for Expanded Producer Responsibility for collecting electronic waste managed by Recyclia.

## EcoENCUENTRO 2018

In 2018 Recyclia held its annual EcoEncuentro conference for the eighth time and this year it focused on the future of electric vehicles, and renewable energy and its contribution towards a sustainable development model. The conference attracted over 200 professionals from the renewable energy and recycling sector and also dedicated a special section to the challenge of processing photovoltaic panels and batteries, two currently limited waste flows that are predicted to see significant growth in the next few years.

The conference was opened by Javier Cachón, director general of Biodiversity and Environmental Quality at the Ministry for Ecological Transition (MITECO) who highlighted the important role of device manufacturers in the Spanish Circular Economy Strategy who *"should continue to work on initial product stages to foster ecodesign, improve durability and generate the least amount of electronic waste possible."*

In turn, the CEO of Recyclia described the management of what is known as *"electronic waste of the future"* as the *"greatest challenge faced by the recycling sector around the world."* According to Mr Pérez, *"Recyclia has been able to predict the future in terms of legislation and the market, and today we have mature, proven collection and management systems for this new type of waste."*

To effectively anticipate this challenge, EcoEncuentro 2018 saw participation from various experts and a

round table on renewable energy during a conference that began with a keynote speech by Emilio Ontiveros, Professor Emeritus in Business Economics at the Autonomous University of Madrid.



During his participation in EcoEncuentro 2018, José Pérez García referred to the principle milestones of Recyclia and its foundations during the financial year, with an emphasis on the Tragatoner/Tragatinta initiative, recycling photovoltaic panels, electric car batteries and the CIRCA4 Life European project.

In turn, members of the expert panel on renewable energy all highlighted that using top quality raw materials in photovoltaic panels is essential to ensuring that they can be recycled correctly and these raw materials subsequently reintroduced into the production process. Recyclia began contributing to this work before the legislation on processing these devices came into force, emphasised Gabriel García, director of operations, who highlighted *"dialogue with the authorities as a key work line to achieve the objectives established for all types of electronic waste."*





## 4TH RECYCLIA ENVIRONMENTAL AWARDS



The jury of the 4th Recyclia Awards awarded the work on raising awareness and promoting recycling by the Department for the Environment and Land Planning of the Regional Government of Andalusia, presenting it with a prize in the “Best Support from a Public or Private Institution for the Promotion of Recycling” category for the 43 million kg of electronic waste processed in Andalusia in 2017. The award was collected by José Luis Hernández Garijo, deputy minister for the Environment and Land Planning at the Regional Government of Andalusia.

“Best Support by a Public Figure for the Promotion of Recycling” was awarded to cyclist Pedro

Romero, a member of the Extremadura-Ecopilas professional mountain bike team. Recyclia wanted to recognise the importance of his role in raising awareness about the benefits of recycling batteries at all the competitions he competed in on the Spanish circuit and his involvement in collection campaigns.

On 20 December, the Hotel Palace in Madrid hosted the 4th Recyclia Environmental Awards, an event that the foundation uses to acknowledge the work of people, institutions and the media who support sustainability and that encourage the recycling of electronic waste and batteries. This year award winners included the Department for the Environment and Land Planning of the Regional Government of Andalusia; Pedro Romero, the

Spanish mountain bike champion; digital media Residuos Profesional; and Neox journalist María José Celada.

The cyclist explained that “we’ve collected over 1,500 kg of batteries” thanks to various collection campaigns driven by Extremadura-Ecopilas.

In 2018 Recyclia once again awarded the media for its work on informing the public and sharing knowledge. The 4th Recyclia Awards presented the award for the “Best Work by a Media Outlet for Broadcasting Information about Recycling” to Residuos Profesional, the leading digital publication on waste management.

Finally, María José Celada, content manager and presenter of the “Hazte Eco” segment on Neox (Atresmedia) won the “Best Work by A Journalist on Broadcasting Information about Recycling” award. The foundation presented her with the prize for her career in environmental journalism and her skill at combining entertainment with awareness about the importance of conserving the environment.





## 2ND NATIONAL CONGRESS ON WEEE MANAGEMENT

On 4 and 5 October, the 2nd National Congress on Waste Electronic and Electric Equipment (WEEE) Management drew 300 professionals from the sector to the Palau de les Arts in Valencia. Over the course of two days, 50 speakers took part in various round tables that certified the contribution of recycling electronic waste to the transition towards a productive model based on the circular economy and, specifically, Spanish collective systems that are dedicated to this activity.

At the opening, Javier Cachón, director general of Biodiversity and Environmental Quality at the Ministry for Ecological Transition stated that, *"only by guaranteeing the traceability of waste from its collection to its recycling will it be possible to bury the image of African countries flooded by uncontrolled electronic waste exported by European countries, including our own."*

This recycling prevented CO2 emissions that would be equivalent to 107,871 cars driving for a year. To improve these figures, José Pérez, CEO of Recyclia, highlighted the importance of the forthcoming launch, as announced



by MITECO, of the electronic platform that will make it possible to account for and ensure the traceability of different electronic waste flows.

Among other issues, on the first day it was highlighted that 20% of electronic devices are now sold online, but only a third of operators comply with their collection duty, meaning that there is an *"urgent"* need to control websites and non-EU *marketplaces* and to involve customs authorities.

During the second day the spotlight was turned on practical experiences of the circular economy and communication, and also legislation on transport and transferring office IT waste, and improvement opportunities for the sector.

For a further year, the speakers agreed on the need to put an end to fraudulent practices and illegal management; according to a study by EERA Recyclers, these issues cause managers losses of 165 million euros in Europe as a result of the cannibalisation of 10.5 million tonnes of electronic waste a year.







7

## COMMUNICATION AND EVENTS





## WEBSITE AND SOCIAL NETWORKS



In 2018 the ECOFIMÁTICA website received over 58,000 visitors. It was visited by over 18,600 users who focused on the Collection Points section that gives direct access to the Management Platform and directory of member companies.

ECOFIMÁTICA also has a Facebook profile that publishes news about member companies and developments in the sector with around a hundred followers: <https://www.facebook.com/EcofimaticaFundacion/> and also Twitter: @Ecofimatica with 255 followers.

Ecofimática shares a profile with other foundations on Instagram, the fastest growing network, with 300 followers as

@Recyclia. It also has a profile on LinkedIn with over 630 professional followers.

**In 2018 the Ecofimática web platform and networks profited from the creation and successful launch of the [www.tragatoner.es](http://www.tragatoner.es) website, an initiative by the foundation that also shares its social networks.**





### 1st ECO Awards ANDALUSIA AND 1st ECO Awards GALICIA

The **1st ECO Awards Andalusia** recognised the important contribution of 25 distributors to collecting and recycling printing and office IT equipment at the end of its useful life. Thanks to this initiative, created by Fundación Ecofimática to raise awareness in the wholesale and retail commercial channel of its work as a collection point, in 2017 Ecofimática collected over 800 tonnes of waste printing and office IT equipment, 4.5% more than in 2016. The foundation also increased collection in the professional channel by 45% and recorded 22% growth in the number of distributors who are members of its collection network, rising from 83 to 102.

Ecofimática uses these types of campaigns to make distributors aware of the importance of contributing to collecting waste office IT equipment while simultaneously providing them with a free solution and guarantees that the waste will be correctly treated.



The “ECO Award Andalusia for Responsible Management”, which honours the distributor that has collected the greatest amount of waste during the campaign, was presented to Copiadores Cádiz. Ecofimática also awarded 24 “ECO Awards for Effort” (three per province) to acknowledge distributors’ dedication to collecting equipment according to their storage capacity and sales.







In turn, the **1st ECO Awards Galicia** presented awards to 14 distributors. The “ECO Award Galicia for Responsible Management” was presented to Vsm Sistemas Coruña S.A. and Documentación e Imagen del Noroeste S.L. Vigo, the companies that collected the greatest volume of waste during the campaign. As in Andalusia, three “ECO Award for Effort” awards were handed out to each province.

Thanks to the campaign, in 2017 Ecofimática processed over 300 tonnes of waste office IT equipment, 31.87% more than in 2016. In addition, the number of distributors

who collaborated with the Ecofimática collection network grew by 13%, from 42 to 56.

The 1st ECO Awards Andalusia ceremony was attended by José Fiscal López, minister for the Environment and Land Planning at the Regional Government of Andalusia and José Pérez, CEO of Recyclia and director general of Ecofimática, who also attended the 1st ECO Awards Galicia with María Cruz Ferreira Costa, director general for Environmental Quality and Climate Change at the Regional Government of Galicia.



## 7 COMMUNICATION AND EVENTS

### ELECTROINVOLVED WITH ANDALUSIA

Numerous events were held throughout the year in collaboration with the Regional Government of Andalusia, the other WEEE SCRAPs and other agents involved in the management, collection and processing of waste in this Autonomous Community.

In March, after three years of positive results the agreement with the Andalusian Electrical Household Appliance Federation (FAEL) was renewed for the correct managing of WEEEs in Andalusia, at the Board of Prevention and Environmental Quality of the Department for the Environment and Land Planning at the Regional Government of Andalusia; the agreement with the RECILEC treatment plant was also renewed, as an authorised WEEE manager for the collection, recycling and assessment of WEEEs within the agreement's framework.

Our CEO took part in various events, organised by media outlets such as El Economista and Cadena Ser, where he had the opportunity to talk to the main figures in the autonomous government and attend functions and awards ceremonies such as the RAEE Implicate awards.



### DONATE LIFE TO THE PLANET ANDALUSIA

The "Donate Life to the Planet" campaign, promoted by RAEE Andalucía, the Department for the Environment and Land Planning at the Regional Government of Andalusia and the Andalusian Federation of Towns and Provinces (FAMP) and the collective systems, including Ecoasimelec, Ecofimática and Ecolum, visited over 400 establishments and 120 Andalusian towns from May to June to promote environmental conservation via the recycling of electronic devices.

"Donate life to the planet" installed information points in shopping centres and at municipal collection centres, where six environmental educators informed the public about the benefits of recycling electronic waste through fun educational games for all ages.

### 2ND WORKSHOP FOR ENVIRONMENTAL JOURNALISTS

The collective systems for electronic waste ran a new environmental workshop for journalists on recycling and reusing electronic waste. Around twenty professionals took part in this initiative, organised by RAEE Andalucía and the Association of Environmental Journalists (APIA) with collaboration by the Faculty of Communication Sciences at the University of Malaga. It included training talks and a visit to the Emma Medioambiental WEEE recycling plant.





## IF IT PLUGS IN, RECYCLE IT. GALICIA

During 2018, events took place in the four Galician provinces under the framework of the “If it plugs in, recycle it” campaign in which we participated to become part of OfiRaee with EcoAsimelec and Ecolum.

Cangas, Oleiros, Betanzos, Boiro, Cambados, Mazaricos and Carnota, were just some of the towns that were visited.

Famous characters “Os Bolechos” joined the campaign in homes and schools to emphasise the importance of recycling electrical and electronic waste among children.



## RECYCLE WITH THE FIVE SENSES VALENCIA



To coincide with the start of the school year, schools in the Autonomous Community of Valencia programmed Recycling Workshops under the framework of the “Recycle with the Five Senses” programme, now in its fifth year, with support from our EcoFimática, Ecoasimelec and Ecolum foundations.

The workshops run by “Recycle with the Five Senses” throughout the Autonomous Community of Valencia, in collaboration with the Department for Agriculture, Environment, Climate Change and Rural Development, and other SCRAPs, aim to raise public awareness about recycling, its relationship to the environment and the fight against climate change.

In these workshops the environmental education team explains the keys to recycling to children in a simple, fun way.

## RECYCLE YOUR DEVICES. VALENCIA

Similarly, the Autonomous Community of Valencia relaunched its “Recycle your devices” campaign, which aims to raise awareness about the importance of recycling waste electrical and electronic equipment (WEEEs) and is periodically run in markets or areas with a high concentration of public traffic.

Following the success of past events, the Regional Government of Valencia, through the Department of Agriculture, Environment, Climate Change and Rural Development, together with the WEEE SCRAPs, once again committed itself to this initiative that aims to raise awareness, inform and encourage direct involvement in collecting the greatest number of tonnes of waste electrical and electronic devices to ensure they are recycled correctly.





### 2019 CONOMA FAIR

From 26 to 29 November, Recyclia and its environmental foundations attended the 14th National Environmental Congress in Conoma.

Its stand presented a fresh image with an innovative design and predominately focused on the future challenges faced by the four foundations, such as recycling new WEEEs, toners and ink, electric vehicle batteries, etc.

Advancing towards #RecyclingoftheFuture.



FUNDACIÓN BOBATH



In 2018, Ecofimática renewed its commitment to the Fundación Bobath, which handles care and treatment for children suffering from cerebral palsy. Its collaboration involves incorporating technological tools for communication, information and learning into classrooms at the Bobath centre that will be used by children to improve their social and family integration, improving their relationship with their immediate environment.

The technological equipment consisted of eye mices, interactive whiteboards and IT equipment that will help students at the centre improve their means of communicating.








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