

2018

ECOASIMELEC ANNUAL REPORT

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SUMMARY

2018 ECOASIMELEC ANNUAL REPORT



04

1/ LETTER FROM THE CHAIR

06

2/ ABOUT US

10

3/ 2018 FIGURES

20

4/ ECOASIMELEC OPERATIONS AND TREATMENT

26

5/ RECYCLIA NEWS

32

6/ COMMUNICATION AND EVENTS

38

7/ SOCIAL COMMITMENT

1

LETTER FROM THE CHAIR



National reference point for the management of electronic waste



As chair of Ecoasimelec, it's a pleasure to address you for the first time through these pages to report on the foundation's environmental activity during 2018. Given that it's our first opportunity, before assessing the results of the past financial year I'd like to briefly go over the foundation's history to be able to report more precisely on exactly where we are now and our goals.

Similarly to the other environmental foundations managed by Recyclia, Ecoasimelec is characterised for being a pioneer and reference point in Spain for the management of electronic waste. Since it was created in 2005, it has implemented a system that adapts to the unusual nature of a sector that includes a wide variety of devices, from mobile phones to medical scanners, refrigerators, vending machines and photovoltaic panels.

Over the years our capacity to predict and adapt to the market has been based on efficient management which meant that in 2018 we were able to guarantee the selective collection and recycling of 35,877 tonnes of electronic waste. This figure, over 10,000 tonnes more than the amount processed in 2017 and achieving 101.4% compliance with the compulsory target, represents a milestone in our history and there is no better result with which to open this report.

This proven solvency has meant that 753 manufacturers and importers of electronic waste have placed their trust in us and are now members of our foundation, an impressive figure of 150 more than in 2017.



Carmen Aláez
Chair of Ecoasimelec

To earn this trust, at Ecoasimelec we work daily to improve our services and logistical processes, which inevitably occurs as we offer our collaboration to the public, companies, institutions and other organisations. In practical terms, it involves bringing suitable containers closer to all the agents who participate in the recycling chain and in 2018 we had a network of 16,109 points.

We should also remember our hard work on providing information and raising awareness, aimed at all social agents, which is the backbone of any activity that, like us, aims to preserve the environment and the sustainability of resources.

In short, we've shared our remarkable result in this report with the knowledge that the objectives that were set have been achieved, which is why, from Ecoasimelec, we would like to thank you and encourage you to continue contributing to our work so that our future goals can also be obtained.

Finally, I'd like to thank the Ecoasimelec team for their work, commitment and professionalism: the real reason that our organisation improves day after day and successfully completes its mission.



2 ABOUT US

ecoasimelec

WHAT IS ECOASIMELEC?



Fundación Ecasimelec was created in 2005 when Royal Decree 208/2005 came into force to provide electrical and electronic device manufacturers with the necessary coverage to comply with this new legislation, regardless of their sector of activity.

2014 saw the consolidation of the fusion between Tragamóvil and Ecoasimelec and the foundations joined forces on a shared project.

At the heart of Recyclia, Fundación Ecoasimelec provides solutions and advantages for the producers of electrical and electronic devices, whether they are manufacturers, distributors, importers, community purchasers, intermediaries or any other person responsible for initially placing electrical and electronic devices on the Spanish market, providing them with the necessary coverage for the correct and convenient recycling of waste electrical and electronic equipment (WEEE).

As a SCRAP, Ecoasimelec stands out for its number of member companies; it currently has over 753 members with sectoral representation mainly focused in the categories of electrical and electronic devices.

Ecoasimelec is part of RECYCLIA, the administrative organisation that provides its members (Ecolum, Ecopilas, Ecofimática and Ecoasimelec) with varied services that help to optimise resources, offering a shared administration and management platform while upholding the independence of its members.



FOUNDATION for the Environmental Management of WEEEs

ECOASIMELEC STANDS OUT FOR ITS NUMBER OF MEMBER COMPANIES; IT CURRENTLY HAS OVER 753 MEMBERS WITH SECTORAL REPRESENTATION MAINLY FOCUSED IN THE CATEGORIES OF ELECTRICAL AND ELECTRONIC DEVICES.

DID YOU KNOW?

AREAS OF ACTIVITY

As a Collective System of Expanded Producer Responsibility, Fundación Ecoasimelec performs the functions set out by current legislation, contributing to organising and financing collection and processing operations and managing its own channels specifically designed for the sector, bringing the collection of this waste closer to its source.

As part of its activity, Ecoasimelec has a variety of work groups that enjoy the participation of companies from different sectors, and these groups meet regularly to

define strategies and respond to the demands of each sector; define new operations that help to achieve the established collection aims; and search for better recycling processes, creative ways to communicate and unique projects that encourage companies and the public to collaborate with the foundation's activity.

Ecoasimelec operations are divided into sectors such as electromedicine, recreational machines, professional tools, printing consumables and new WEEEs.

AIMS

Managing waste electrical and electronic equipment (WEEEs) represents a major environmental challenge for society, particularly for anyone involved in producing these devices and placing them on the market.

Since Royal Decree 208/2005 on electrical and electronic devices was published in the BOE, producers and distributors of electrical and electronic devices have had a new role, becoming responsible for the selective collection and processing of waste generated when the products they distribute reach the end of their useful life.

To assist with complying with this legislation, Ecoasimelec provides its services to companies operating in Spain that produce electrical and electronic devices.

The foundation's objectives are:

- Reduce the environmental impact generated by uncontrolled management of waste, thereby complying with current legislation.
- 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 processing electrical and electronic waste more efficient by optimising resources.

BOARD OF TRUSTEES

The Board of Trustees of Ecoasimelec, chaired by Carmen Aláez, is the foundation's governing body and it consists of representatives of electrical and electronic device manufacturers and importers who are board members.

MEMBERS	CHAIR	Carmen Aláez Usón	Federación Española de Empresas de Tecnología Sanitaria (FENIN)
		Juan Manuel Rodriguez Núñez	CANON ESPAÑA, SA
		Luis Pérez Bermejo	RADIOTRANS
		Andrés Carasso Vendrell	Asociación de Fabricantes de Material Eléctrico (AFME)
		—	CANDY HOOVER ELECTRODOMESTICOS, S.A
		Ricardo Llordén Romero	TELCOM S.L.
		Agustín Alarcón Alarcón	Experto
DIRECTOR GENERAL		José Pérez García	No Patrono
SECRETARY		Pedro Poveda	No Patrono

Appointed 13/12/2017



3 2018 FIGURES

ecoasimelec

SUMMARY OF KEY FIGURES FOR 2018

SHARE OF MARKET CATEGORY

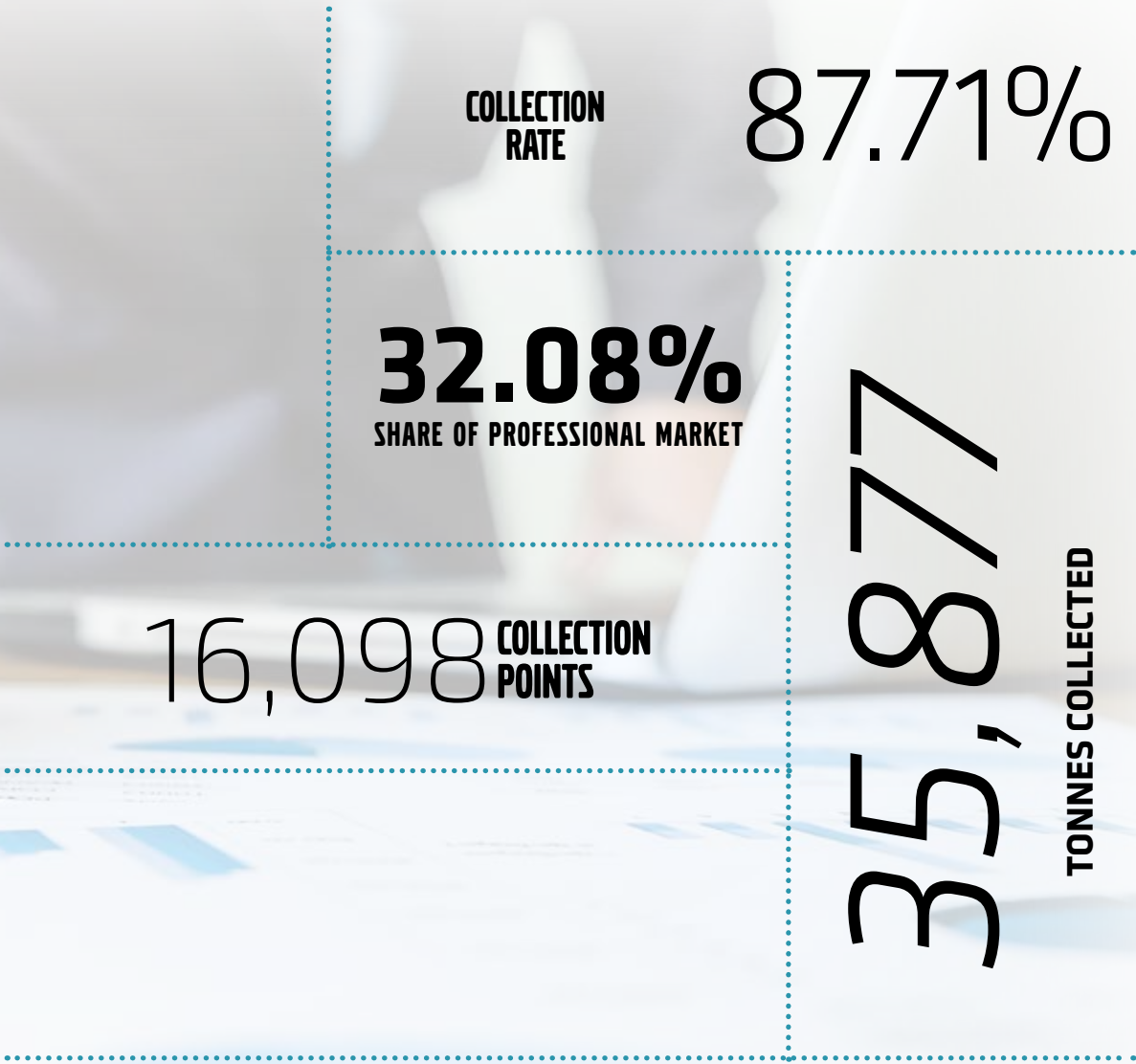
CATEGORY		Kg. SCRAP	Total Kg.	Share
CAT. ①	Heat exchanging devices	6,151,135.50	176,608,691.44	3.4829%
CAT. ②	Monitors, screens and devices with screens larger than 100 cm ² .	4,659,901	47,051,930-34	9.9037%
CAT. ④	Large devices (with an exterior dimension greater than 50 cm).	42,259,637.64	341,477,264.22	12.3755%
CAT. ⑤	Small devices (no exterior dimension greater than 50 cm).	28,906,168.83	107,515,065.88	26.8857%
CAT. ⑥	Small IT and telecoms devices (no dimension greater than 50 cm).	8,659,154	28,177,673.71	30.7305%
CAT. ⑦	Large photovoltaic panels (with an exterior dimension greater than 50 cm).	20,326,202	21,854,535.37	93.0068%

DOMESTIC MARKET SHARE

CATEGORY	Kg.	% Share 2018
CAT. ① Heat exchanging devices	5,948,763.50	3.68 %
CAT. ② Monitors, screens and devices with screens larger than 100 cm2.	4,586,623.00	10.43 %
CAT. ④ Large devices (with an exterior dimension greater than 50 cm)	27,217,683.64	9.93 %
CAT. ⑤ Small devices (no exterior dimension greater than 50 cm).	24,714,784.83	27.28 %
CAT. ⑥ Small IT and telecoms devices (no dimension greater than 50 cm).	8,659,154.00	30.73 %
	71,127,008.97	11.77 %

SHARE OF PROFESSIONAL MARKET

CATEGORY	Kg.	% Share 2018
CAT. ① Heat exchanging devices	202,372	1.36%
CAT. ② Monitors, screens and devices with screens larger than 100 cm2.	73,278	2.39%
CAT. ④ Large devices (with an exterior dimension greater than 50 cm).	15,041,954	22.29%
CAT. ⑤ Small devices (no exterior dimension greater than 50 cm).	4,191,384	24.79%
CAT. ⑦ Large photovoltaic panels (with an exterior dimension greater than 50 cm).	20,326,202	93.01%
	39,835,190	32.08%



COLLECTION RATE BY CATEGORY (TARGETS ACHIEVED):

TOTAL DOMESTIC 2018

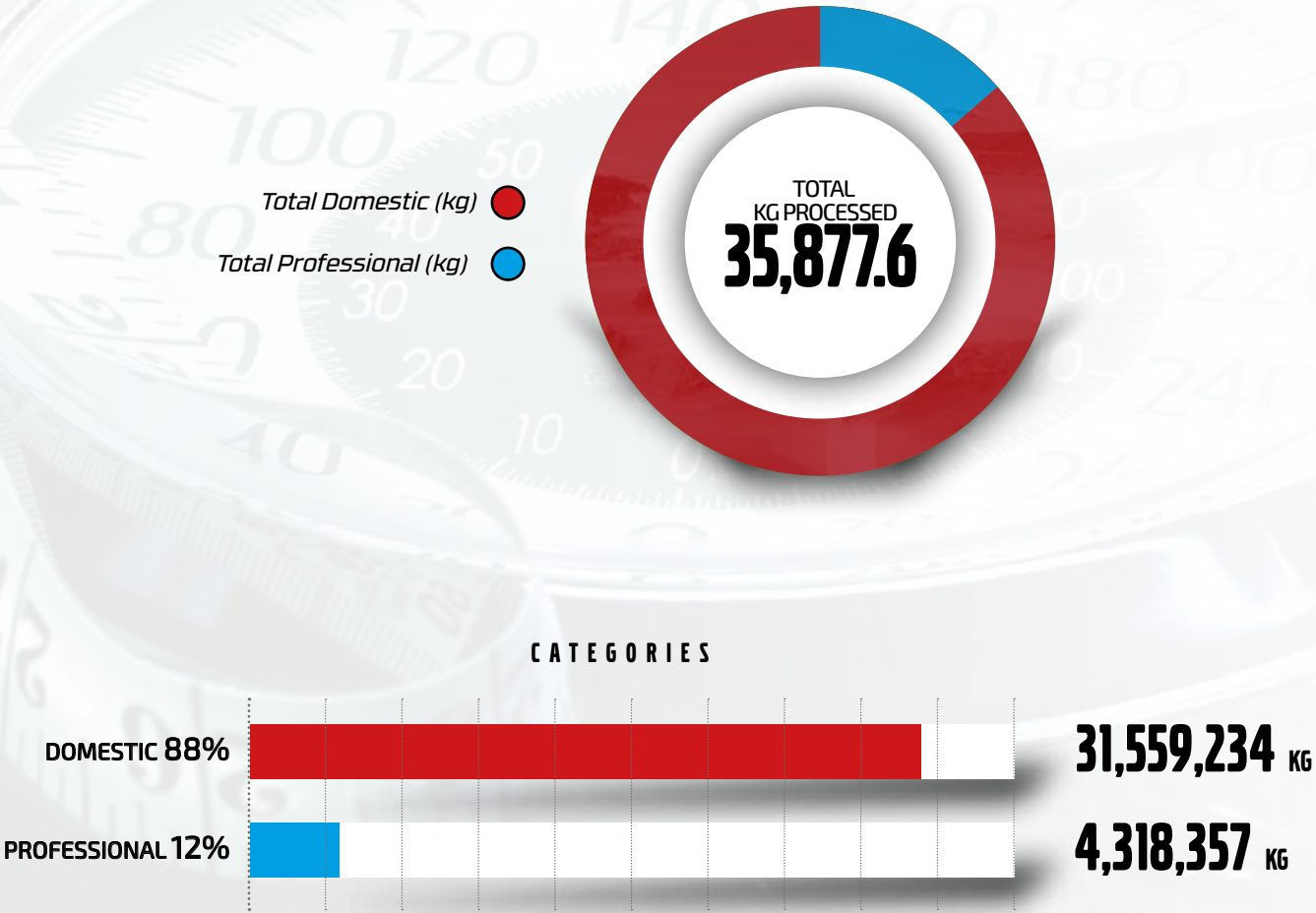
DOMESTIC
TARGET 2018
31,120,929

% OF TARGET
ACHIEVED
101.41%

DOMESTIC WEEES
PROCESSED 2018
31,559,234

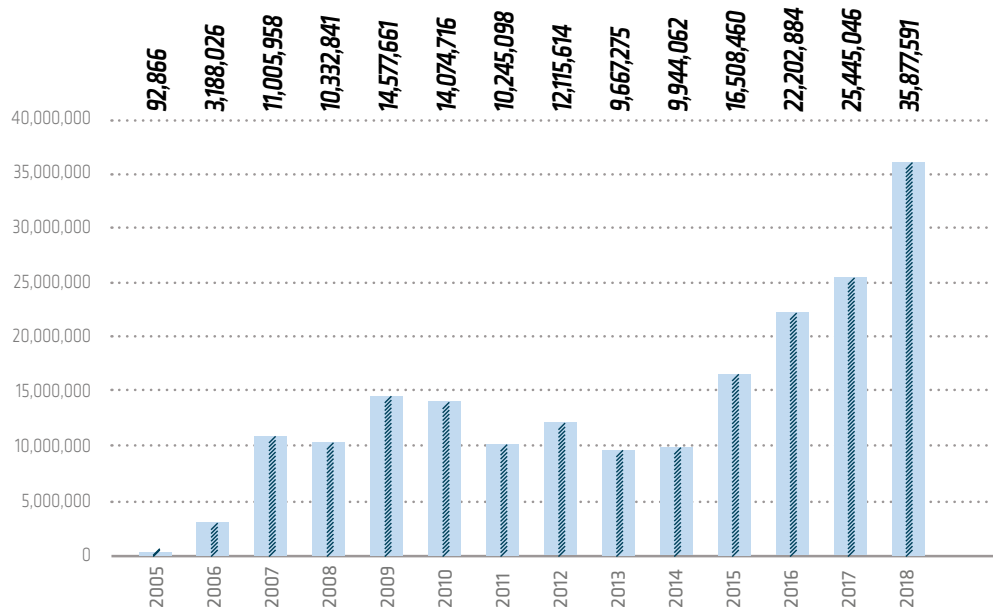
DOMESTIC AND PROFESSIONAL / KG PROCESSED

Ecoasimelec managed more than 35,800 tonnes of waste during 2018, 12% of which was derived from the professional channel.



KG MANAGED / HISTORY

PER YEAR
KG PROCESSED



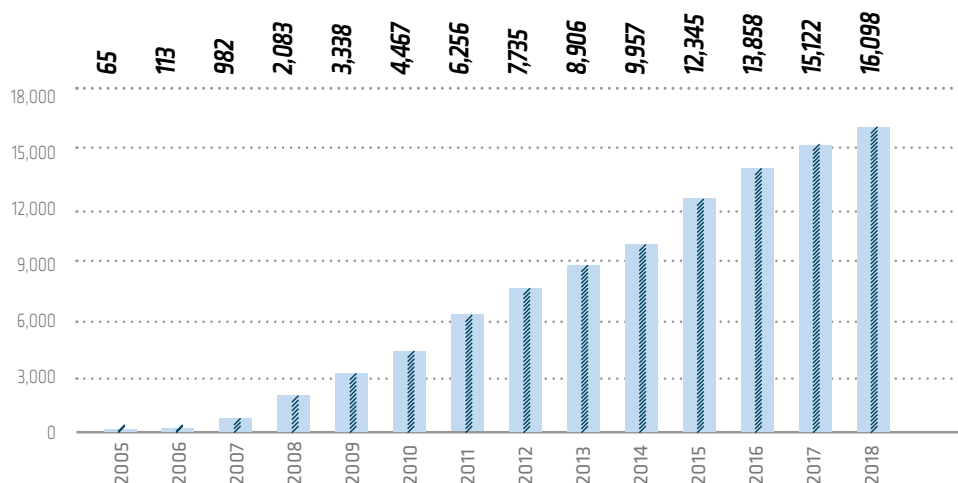
TOTAL KG 2018

195,278,098

GROWTH OF COLLECTION POINTS

The network of Ecoasimelec collection points continues to grow year by year, making electrical and electronic waste collection more accessible for both domestic and professional users.

TOTAL
COLLECTION POINTS



TOTAL COLLECTION POINTS

16,098

ECOASIMELEC DISTRIBUTION OF COSTS

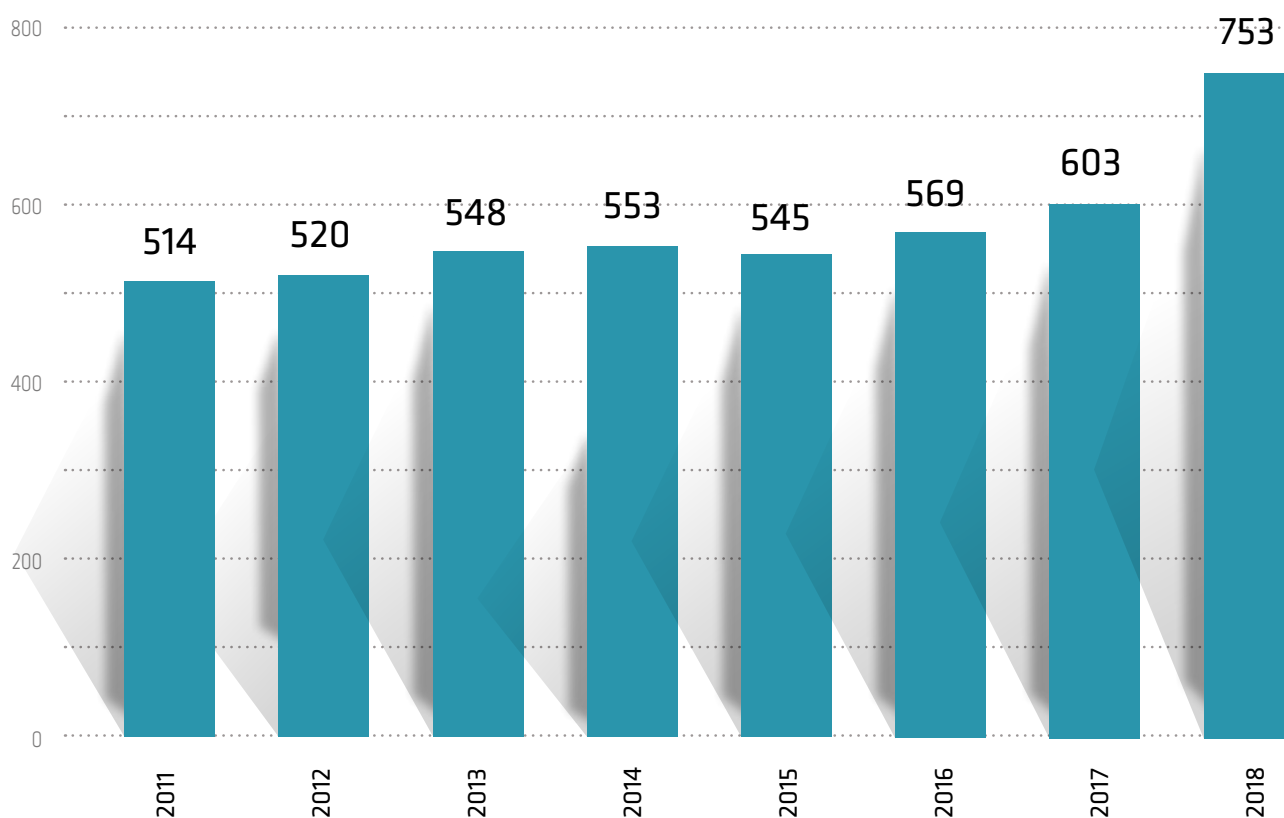


ECOASIMELEC MEMBER COMPANIES



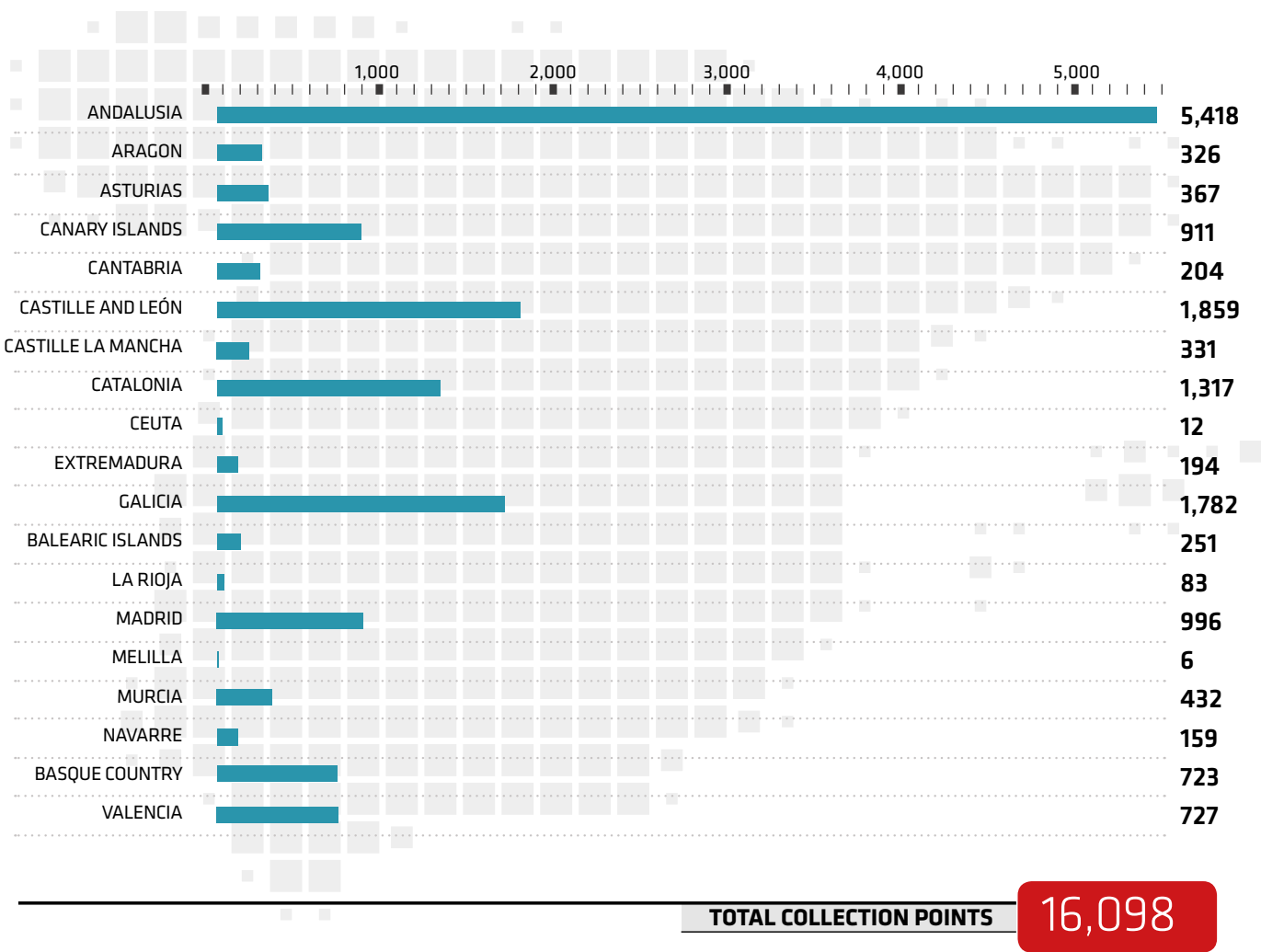
150 new companies joined Ecoasimelec in 2018, an increase of over 20%. These companies demonstrate the trust placed by WEEE producers in the foundation and its leadership in the sector.

Ecoasimelec predicts a constant increase in activity over the next few years, given that the market and type of electrical and electronic devices affected by the legislation have also expanded significantly.



COLLECTION POINTS BY AUTONOMOUS COMMUNITY

Ecoasimelec’s main aim is to establish a collection network that is accessible and close to the public and one of the key tools it uses to achieve this aim is its collection points search tool on the <https://tragamovil.es/mapa-ecoasimelec/> website where people can find their closest public recycling point.



A coastal landscape featuring rocky cliffs and a boat on the water. The image is overlaid with a green diagonal band and a blue circular graphic. The text '4 ECOASIMELEC OPERATIONS AND TREATMENT' is centered in the green band.

4 ECOASIMELEC OPERATIONS AND TREATMENT



COLLECTION CHANNELS

The Ecoasimelec collection network consists of 16,109 points that correspond to two main channels: the domestic channel (municipal and distribution) and the professional channel, and it has a network of temporary waste storage and processing centres across Spain.

The foundation's number of collection points constantly grows thanks to the progressive incorporation of points in the distribution network and recycling points as collaboration agreements are signed with the Autonomous Communities and Town Halls.

Waste electrical and electronic devices collected by domestic and professional users, and waste disposed of in our temporary waste storage centre network, are specifically processed by managers authorised by the relevant authorities as established by legislation on waste electrical and electronic devices, with 87.71% of this waste being prepared for reuse and recycling.



THE FOUNDATION'S NUMBER OF COLLECTION POINTS CONTINUOUSLY GROWS THANKS TO THE PROGRESSIVE INCORPORATION OF POINTS IN THE DISTRIBUTION NETWORK AND RECYCLING POINTS.

**DID YOU
KNOW?**

LOGISTICAL MODELS

DOMESTIC WEEE

- **DISTRIBUTION CHANNEL**
Collection in retail centres
- **MUNICIPAL CHANNEL:**
Collection in recycling points
- **DISTRIBUTORS' SPECIFIC CHANNELS**

PROFESSIONAL WEEE

- Electromedicine collections
- Professional tools collections
- Recreational machines collections
- Photovoltaic panels collections
- **ELECTRICAL MATERIAL**

MUNICIPAL CHANNEL

Municipal waste electrical and electronic equipment collection networks are based on containers installed at municipal recycling points that aim to assist users in disposing of their waste, effectively separating it in accordance with the treatment it requires. To provide coverage to these recycling points, towns and local authorities can request that the containers be taken to Fundación Ecoasimelec.



MUNICIPAL CHANNEL

The collection points established in the commercial distribution system (retail centres, supermarkets etc.) have the fundamental aim of increasing users' options in disposing of their waste, while assisting distributors to fulfil their legal obligations, since in many cases such establishments must by law have collection containers available to consumers.



MULTICONTAINER: specially created for jointly collecting portable batteries, small household appliances, energy-saving bulbs and fluorescent tubes at hypermarkets and retail centres. Its design and implementation involved collaboration by various Collective Systems similar to Recyclia, to obtain operational and logistical synergies that are vital for containers of this type.

TRAGATONER/TINTA: 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.

To respond to this requirement, a specific management system for printing consumables was launched called Tragatoner y Tragatinta and the main IT wholesalers actively collaborate in this initiative.

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.



ECOASIMELEC

Ecoasimelec cardboard containers are placed in commercial establishments, technical services and with distributors.



>> Waste electrical and electronic equipment collection box

PROFESSIONAL WEEE

1

ELECTROMEDICINE

Operation tailored to the needs of the health sector, agreed by and between ECOASIMELEC and FENIN (Spanish Federation of Health Technology Companies), requiring the signature of ownership and decontamination clauses, along with collection measures and specialist personnel. In operation since 2007, it is an example of collaboration between operators and producers in the healthcare technology sector.

2

RECREATIONAL MACHINES

The collection system for recreational machines determined by the sector and Ecoasimelec is designed to guarantee the traceability of the collection and final management of unused machines, with a system of tickets handed out to operators at the point of market release.

3

PROFESSIONAL TOOLS

Operation designed jointly by and between AFME and Ecoasimelec, for the collection and final management of professional electrical tools.

4

PHOTOVOLTAIC PANELS

The operation designed by Pv cycle and Ecoasimelec for the collection and management of waste photovoltaic panels is Recyclia's newest operation, given that since 2015 the law expressly includes photovoltaic panels among the equipment that must be collected and recycled.

5

ELECTRICAL MATERIAL

Since 2017 work has been performed on defining a collection operation for the electrical material sector, to be ready for the new obligations established by RD110/2015

WEB PLATFORM A MEETING POINT

Recyclia provides its member companies, logistical operators and waste managers with a computerised system that guarantees the complete traceability of WEEE and batteries, allowing producers to file their quarterly tax returns in a straightforward and secure manner.

Recyclia centralises all its operations through the “Recyclia Web Platform” which can be used to perform the following procedures:

- 1 Subscription of new companies and registration of new collection points.
- 2 Quarterly tax returns and communication with WEEE registry and battery registry.
- 3 Swift and straightforward waste management requests.
- 4 Coordination and traceability of waste collection and management operations.
- 5 Dialogue with logistical and processing managers.
- 6 View delivery notes and collection and tax return archives.
- 7 Download requests and certificates.
- 8 Information and news.



5 RECYCLIA NEWS

ecoasimelec

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

4th Recyclia Environmental Awards

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 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, depu-

ty minister for the Environment and Land Planning at the Regional Government of Andalusia.

“Best Support by 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. 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 in 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.



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.

According to Mr Cachón, electronic recycling is “a sector with a high level of technological development. Producers

should continue working on initial product phases to foster ecodesign, improve durability and generate the least amount of electronic waste possible. In addition, collection systems are vital to reintroducing the maximum volume of devices to the production cycle and preventing these devices from ending up as landfill.”

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.





The Professor Emeritus in Business Economics at the Autonomous University of Madrid, referred to Spain's "heavy dependence on importing raw materials, and an inefficient use of hydrocarbons by our economy."

Next, Arturo Pérez de Lucía, director general of the Business Association for the Development and Promotion of Electric Vehicles (AEDIVE) described 2019 as a key year for implementing a basic electric vehicle infrastructure that covers all of Spain. "Electric mobility," he added, "represents an opportunity that mustn't be missed for industry, technology and services linked to job creation, competitiveness and GDP."

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 since 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."



2ND NATIONAL CONGRESS ON WEEE MANAGEMENT

On 4 and 5 October 2018, 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.”

In turn, Ximo Puig, president of the Regional Government of Valencia, defended the need to establish an alliance between the authorities, companies and management systems with the public as the foundation. “A change in



awareness by all these agents will make the circular economy work,” concluded Mr Puig in his speech. The collective systems for collecting and recycling electronic waste processed 262,000 tonnes of this type of waste in 2017, 17% more than in 2016, stated Luis Moreno, chair of the WEEE Coordination Office.

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. According to Mr Pérez, “legislation that governs the management of waste electronics in Spain has opted for an open model where the systems don’t have control over all flows and for this to be viable it’s essential to guarantee their traceability.”

Among other topics, during the first day some of the key issues addressed included the responsibility of online sales in the management of waste electronics, the situation of preparing waste for reuse and the social economy.





Specifically, 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.





6 COMMUNICATION AND EVENTS



WEBSITE AND SOCIAL NETWORKS



Fundación Ecoasimelec and the Tragamovil brand have shared a website for the past few years and in 2018 it received over 18,000 visitors who particularly focused on the following sections: What are WEEEs? and Collection Points

To coincide with the inclusion of new products under the applicable scope of legislation from August 2018 onwards under Royal Decree 110/2015 on Waste Electrical and Electronic Equipment (WEEE II), a new, expanded section of the website was created called New WEEEs.

Ecoasimelec also has a Facebook profile where it posts the main news stories about member companies and current affairs in the sector. <https://www.facebook.com/Ecoasimelec-294304844017574/>

Ecoasimelec shares a profile with the other foundations managed by @Recyclia on Instagram, the fastest growing social network, where it already has 300 followers. It also has a LinkedIn profile with over 600 professional followers.



6 COMMUNICATION AND EVENTS

ATTENDANCE AT FAIRS, CAMPAIGNS AND INFORMATION EVENTS

During 2018 Fundación Ecoasimelec appeared at several information events and sector fairs, contributing to spreading knowledge about extremely current issues, such as new WEEEs, recycling toners and ink through Tragatóner and collecting and recycling photovoltaic panels.



We also attended fairs such as Conama, together with the other environmental foundations managed by Recyclia, and other events with a firm focus on renewable energy.

Similarly, we participated in numerous publicity campaigns at the invitation of different authorities, including "Recycling household appliances is in your hands", which was run in Lanzarote, and others that will be covered in further detail in the following pages.

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.

The aim of the workshop was to bring these media professionals closer to WEEE treatment and to promote training and up-to-date knowledge about its tools and techniques for the journalists working in this field.



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 processing 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 Andalu-



sia; 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.



Ecofimatica, Ecoasimelec and Ecolum also participated in the "Donate Life to the Planet" campaign. Coinciding with one of our Ecoasimelec board meetings, we had the opportunity to show our trustees the details of our publicity campaign run in conjunction with RAEE Andalucía. As part of this campaign, information points were installed in shopping centres and at municipal collection centres. At these points, six environmental educators informed the public about the benefits of recycling electronic waste through fun educational games for all ages.

WITH THE FIVE SENSES. VALENCIA

To coincide with the start of the school year, schools in the Autonomous Community of Valencia ran 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 explained the **keys to recycling** to children in a simple, fun way.

Around 350,000 people have taken part in the “Recycle with the Five Senses” workshops since 2014. **More specifically, 826 workshops were run in 2018 with nearly 71.000 participants and 506 centres and 184 towns were visited.**



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 electric and electronic equipment (WEEE) 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.

IF IT PLUGS IN, RECYCLE IT. GALICIA

During 2018 events were run in the four Galician provinces under the framework of the “If it plugs in, recycle it” campaign in which we participated as 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.

“Long life for your electronic devices”

In the Galician community, Ecoasimelec also participated in the “Long life for your electronic devices” campaign that encourages efficient recycling of unused electrical and electronic devices.

For example, our CEO and COO attended the conference on the circular economy held in March in Santiago de Compostela that was framed within the collection cam-



paign for small electrical and electronic devices that was run in Santiago de Compostela to improve the collection rate for this category of waste and increase the percentage that is reused and recycled, in collaboration with Revertia, Tropa Verde and Teimas.

People in Santiago de Compostela recycled 1,051 kg of batteries and 1,531 small unused electronic devices as a result of this environmental awareness campaign.



IF IT PLUGS IN, RECYCLE IT. GALICIA

In 2016 Fundación Ecoasimelec (Recyclia) and Orange launched the “The Recyclators” competition aimed at primary school teachers and pupils to raise awareness in the school community about protecting the environment. In addition to providing containers for collecting mobile phones to schools, the campaign showed pupils the process of recovering materials and the boost it provides to employment in the “R Sector”.

Through Ecoasimelec, Recyclia was responsible for collecting and recycling the mobile phones disposed of in schools.

During 2017, Fundación Ecoasimelec/Tragamovil continued to collaborate with teleoperator Orange by launching the TeloReciclo campaign that kicked off 2018 by receiving a donation from Seguros Santalucía of 500 used mobile phones collected in its offices.



TeloReciclo was created to generate new jobs, boost the integration of people with learning disabilities and maintain a more sustainable environment through recycling.

In May the Centro Integral de ATADES in Zaragoza welcomed the launch of **TeloReciclo** in the city, uniting the drive to recycle mobile phones with social work.

Together ecosocial courier service Koiki and **Recyclia** succeeded in finding the most socially beneficial end possible to the thousands of telephones and mobile devices that are kept in drawers in Spanish homes and to boost socially inclusive employment, as people with learning disabilities collect unused mobile phones to encourage the recycling of these devices.






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