

ECOASIMELEC ANNUAL REPORT



2019



FUNDACIÓN para la Gestión Medioambiental
de RAÉES

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01_

LETTER
FROM
THE
CHAIR/



Carmen Aláez
CHAIR OF ECOASIMELEC

It is highly satisfying to share this report on the management and communication work by 2019 Ecoasimelec, the Recyclia environmental foundation that I have been delighted to chair since the end of 2017. 2019 was defined by the reaffirmation of waste electrical and electronic equipment (WEEE) as a key sector for efficiently fighting against climate change, progressing towards a more rational use of resources and implementing a production model based on a circular economy.

This has been recognised by both the central Spanish Government and important institutions such as the European Commission who have firmly acknowledged the essential work of the collective systems for expanded consumer responsibility as “credible spokespeople thanks to their knowledge and capacity for reaching the greatest number of people on a daily basis,” as stated by Hugo Morán, secretary of state for the Environment, at our 2019 EcoEncuentro.

In addition to institutional appreciation of our work, for a further year we have succeeded in obtaining excellent results thanks to efficient management and our capacity to ensure the selective collection and recycling of 44,582 tonnes of electronic devices in 2019. This volume of waste exceeded the 2018 figure by 24% and sets a collection record in our history; 87.2% of this waste came from the domestic channel and the remaining 12.8% from the professional channel.

**“THERE IS NO
SUSTAINABLE
FUTURE WITHOUT
AN INFORMED AND
AWARE SOCIETY.”**

It should also be highlight that this achievement is also the result of dedicating hard work and resources to continue making containers for this type of waste more accessible to the public and distribution channel by installing 7% more new collection points, reaching 17,206 in 2019.

This data is evidence of our efficiency, but equally important is the continued support for our proven

model from our member companies, whose number increased to 801 in 2019, with 48 new manufacturers and importers of electronic devices placing their trust in our professionalism.

And equally significant is the work that represents the backbone of Recyclia and all its foundations: raising cultural awareness about recycling through an increasing number of varied initiatives. Because if one thing has set us apart since we began our operations, it has been our conviction that there is no sustainable future without an informed and aware society.

Therefore, in view of the wonderful results detailed in this report and with a firm desire to continue outdoing ourselves in forthcoming years, I would like to close this letter by thanking everyone who has collaborated with us for a further year -the public, manufacturers, governments, distributors, processors, the media and associations and organisations from different sectors-, with a special mention to the Ecoasimelec and Recyclia teams, the unquestioned backbone of our successful management model and the reason behind all our recognition.

02_ ABOUT US/

WHAT IS ECOASIMELEC?



The Ecoasimelec Foundation 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 the 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.



FUNDACIÓN para la Gestión Medioambiental de RAEEs

(WEEE). It also provides them with an IT platform that ensures full traceability of WEEE. At the close of 2019, Ecoasimelec had reached 801 member companies and 17,206 collection points.

Did you know?

ECOASIMELEC STANDS OUT FOR ITS NUMBER OF MEMBER COMPANIES; IT CURRENTLY HAS OVER 801 MEMBERS WITH SECTORAL REPRESENTATION MAINLY IN SOME CATEGORIES OF ELECTRICAL AND ELECTRONIC DEVICES

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8

AREAS OF ACTIVITY

The Ecoasimelec Foundation, as a collective system for expanded producer responsibility, performs the actions stated in current legislation, contributing to organising and financing collection operations and ensuring the correct processing of waste. Also, the creation of some of our own channels has made it easier to collect waste by bringing collection points closer to the source of the waste.

As part of its activity, Ecoasimelec has a variety of work groups that enjoy the participation of companies from different sectors. These groups meet regularly to define strategies and respond to the needs of each sector,

in particular, by defining new operations that help to achieve the established collection aims. The work groups search for better recycling processes and creative ways to communicate that encourage companies and the public to collaborate with the foundation's activity and help it achieve its targets.

Some of the most outstanding operations by Ecoasimelec are those that provide services to the following sectors: IT and communications, medical devices, recreational machines, surveillance equipment, photovoltaic panels, and electrical tools, among others.

AIMS

Managing waste electrical and electronic equipment (WEEE) 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 these devices have had a new role, becoming responsible for the selective collection and management of waste generated when the products they distribute reach the end of their useful life.

To make compliance with this legislation easier, Ecoasimelec ensures that producers comply with legislation in terms of the correct management of equipment when it reaches the end of its useful life.

The foundation's objectives are:

- Reduce the environmental impact of WEEE thanks to appropriate and efficient management of this waste, also recovering a high percentage of the raw materials that it contains.
- Help its members to comply with regulations related to expanded producer responsibility.
- Reach the collection targets established by law.
- Raise awareness in the professional and distribution channels, and among the public, of the need to contribute to protecting the environment.
- Establish best practice and operations that make managing office IT waste more efficient by optimising resources.

BOARD OF TRUSTEES



The Board of Trustees of Ecoasimelec is the foundation's governing body and is made up of representatives from companies that manufacture and import electrical and electronic devices. The chair of the foundation is Carmen Aláez.

CHAIR	Carmen Aláez Usón	Federación Española de Empresas de Tecnología Sanitaria (FENIN)
MEMBERS	Juan Manuel Rodríguez 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	Sector Expert
	Enrique Muñoz	LIVELINK VENTURES
DIRECTOR GENERAL	José Pérez García	Non-Trustee
SECRETARY	Pedro Poveda	Non-Trustee

03_ 2019 FIGURES/

SUMMARY OF KEY FIGURES FOR 2019

DOMESTIC + PROFESIONAL CATEGORY MARKET SHARE**New categories - Placing on market**

CATEGORY		1 kg SCRAP	Total kg	Share
CAT. ①	Heat exchanging devices	8,704,954	196,841,924.60	4.42%
CAT. ②	Monitors, screens and devices with screens larger than 100 cm ² .	5,626,277	46,480,215.40	12.10%
CAT. ④	Large devices (with an exterior dimension greater than 50 cm).	54,195,832	381,196,082.7937	14.22%
CAT. ⑤	Small devices (no exterior dimension greater than 50 cm).	30,500,450	129,061,339.67	23.63%
CAT. ⑥	Small IT and telecoms devices (no dimension greater than 50 cm).	8,178,924.40	26,598,319.37	30.75%
CAT. ⑦	Large photovoltaic panels (with an exterior dimension greater than 50 cm).	20,016,726	83,256,343.66	24.04%

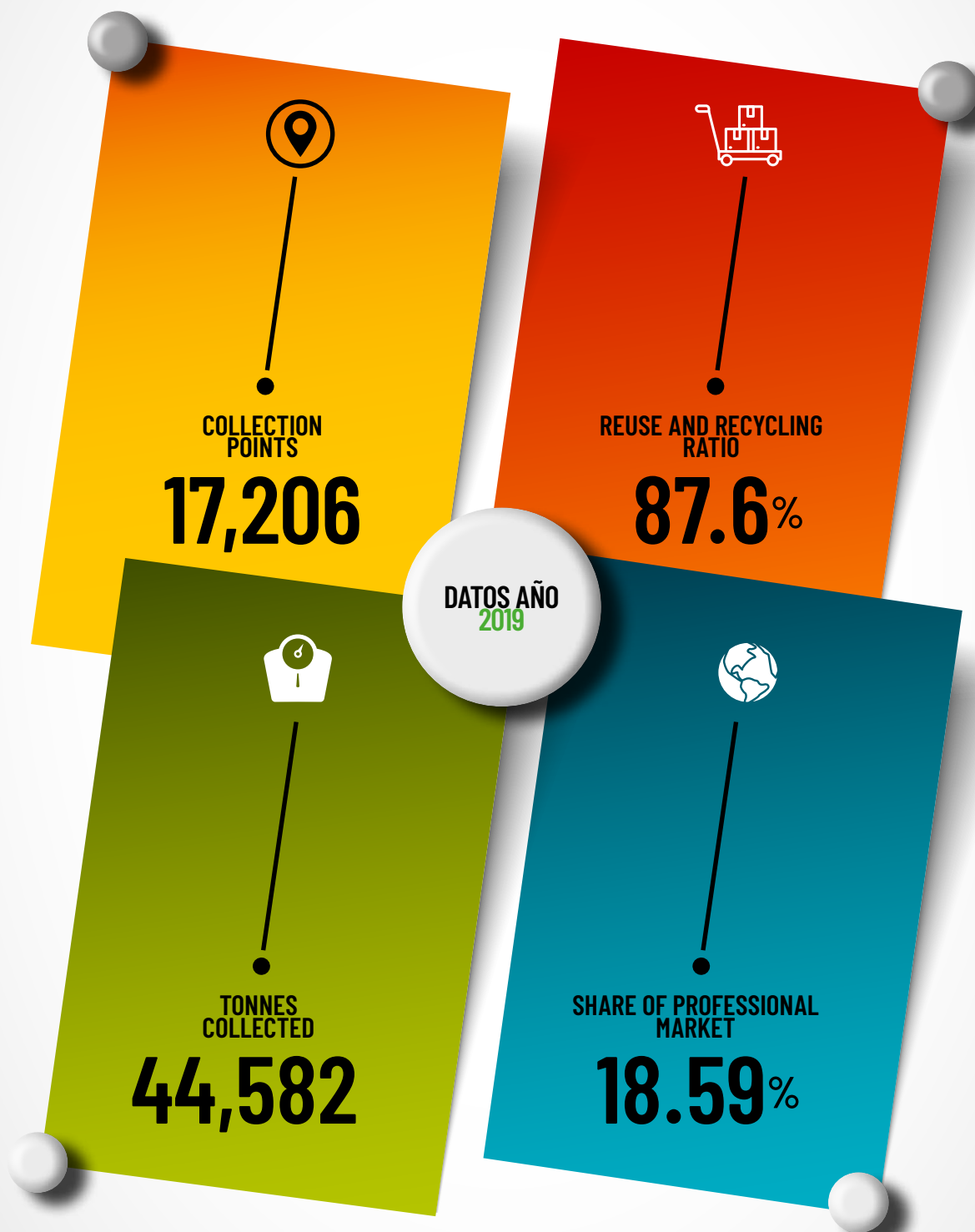
11

DOMESTIC MARKET SHARE

CATEGORY		Kgs.	% Share 2019
CAT. ①	Heat exchanging devices	8,430,458	5.01%
CAT. ②	Monitors, screens and devices with screens larger than 100 cm2.	5,515,678	12.90%
CAT. ④	Large devices (with an exterior dimension greater than 50 cm).	37,864,950	12.76%
CAT. ⑤	Small devices (no exterior dimension greater than 50 cm).	25,932,235	24.32%
CAT. ⑥	Small IT and telecoms devices (no dimension greater than 50 cm).	8,178,924	30.75%
		85,922,245	13.29%

SHARE OF PROFESSIONAL MARKET

CATEGORY		Kgs.	% Share 2019
CAT. ①	Heat exchanging devices	274,496	0.97%
CAT. ②	Monitors, screens and devices with screens larger than 100 cm2.	110,599	2.98%
CAT. ④	Large devices (with an exterior dimension greater than 50 cm).	16,330,882	19.36%
CAT. ⑤	Small devices (no exterior dimension greater than 50 cm).	4,568,215	20.36%
CAT. ⑦	Large photovoltaic panels (with an exterior dimension greater than 50 cm).	20,016,726	24.04%
		41,300,918	18.59%





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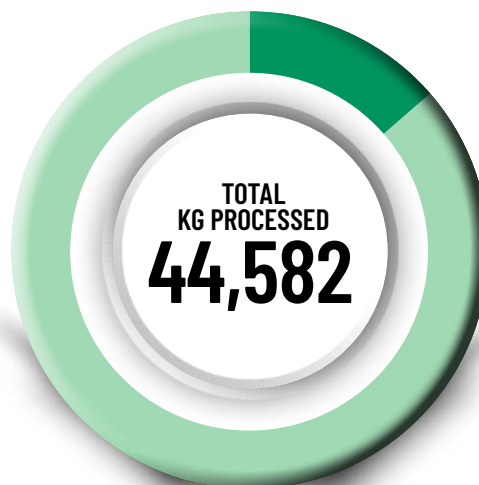
DOMESTIC AND PROFESSIONAL / KG PROCESSED



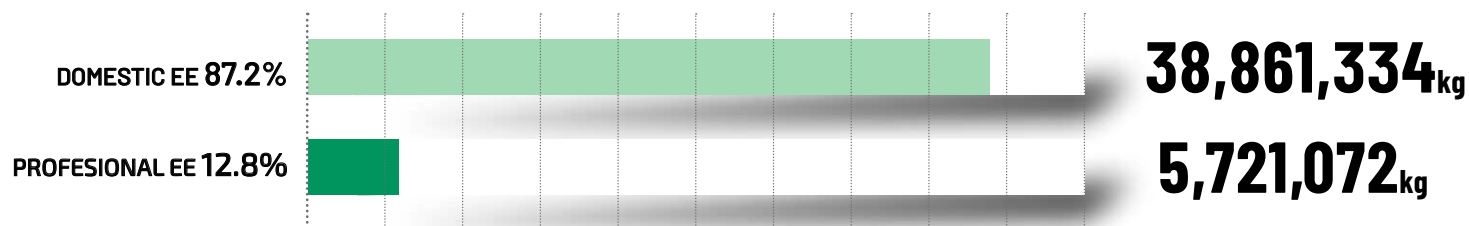
Ecoasimelec managed **44,582 tonnes** of waste during 2019; 87.2% of this waste came from the domestic channel and 12.8% from the professional channel.

Total Domestic (kg) 

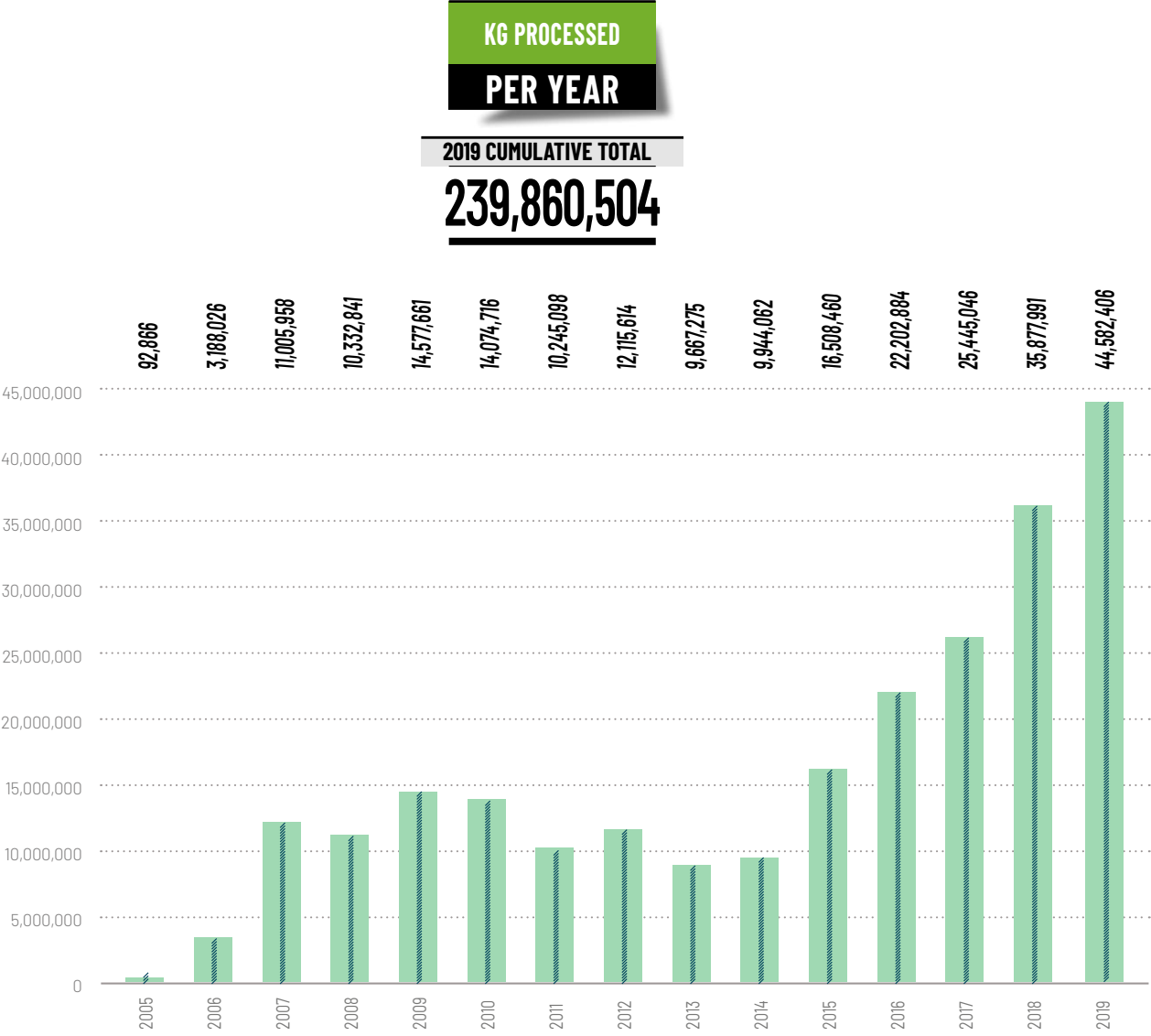
Total Professional (kg) 



C A T E G O R I E S

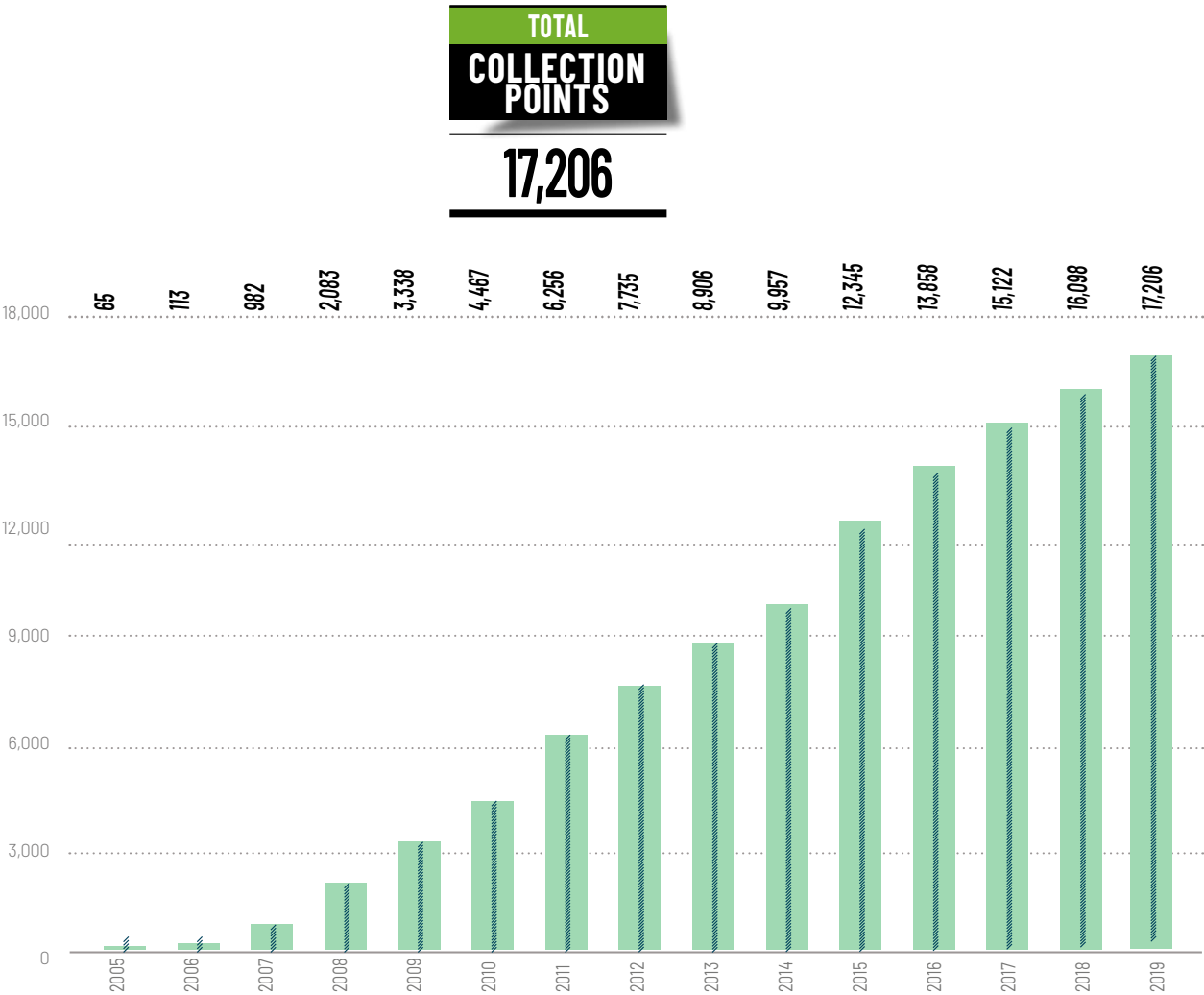


KG MANAGED / HISTORY

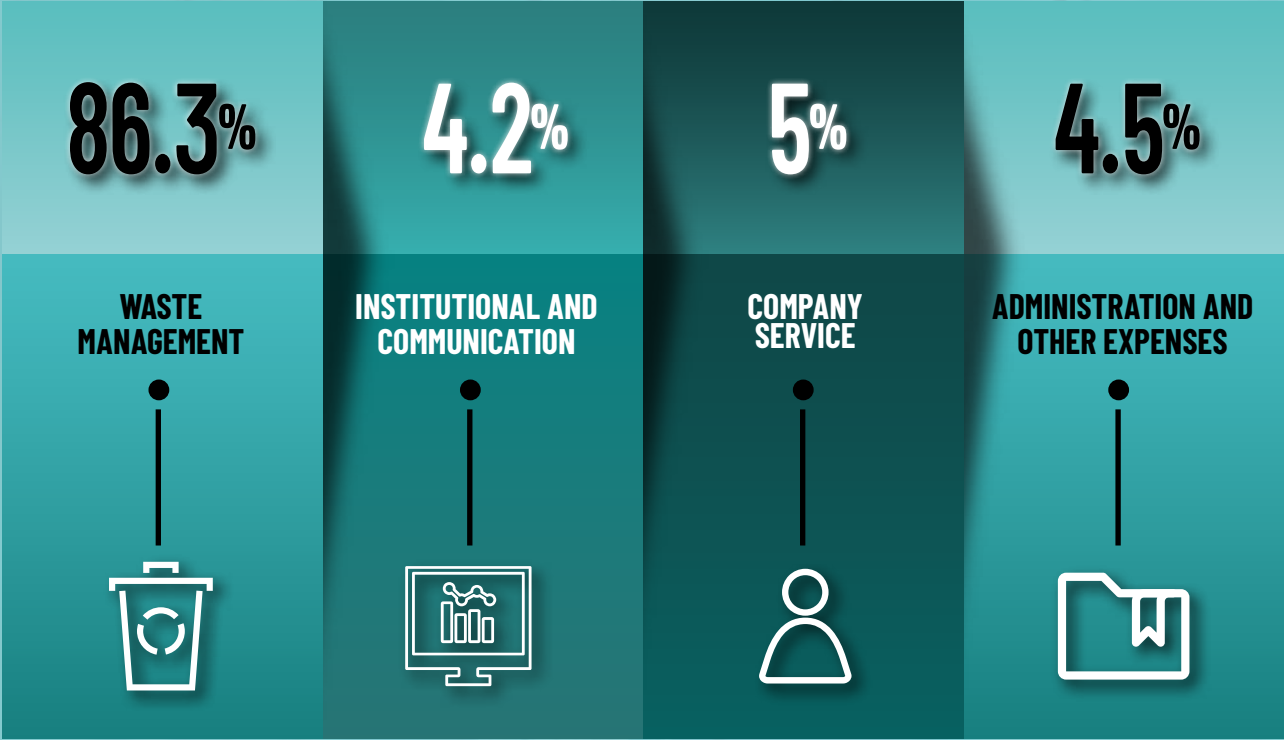


GROWTH OF COLLECTION POINTS

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.



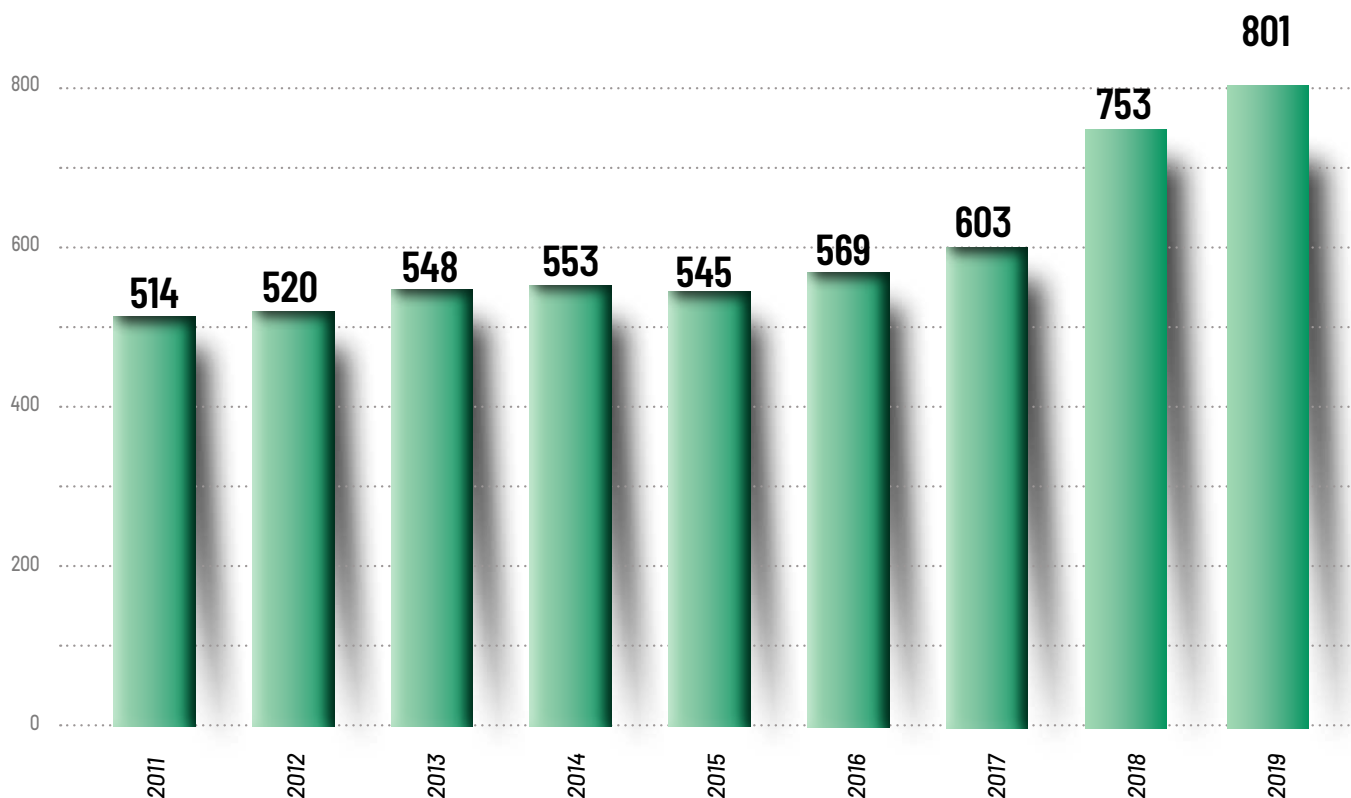
ECOASIMELEC DISTRIBUTION OF COSTS



ECOASIMELEC MEMBER COMPANIES



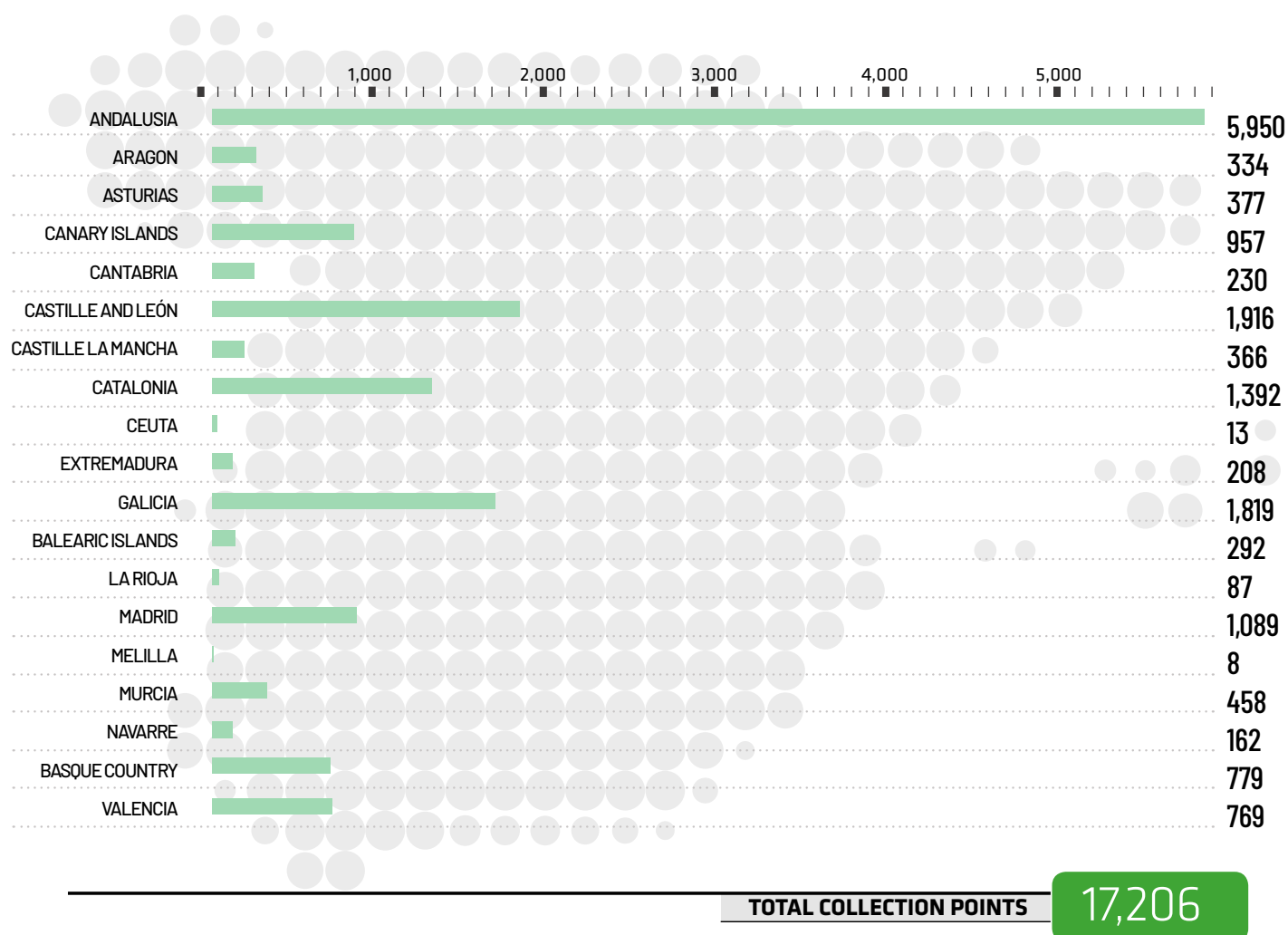
48 new **companies joined** Ecoasimelec in 2019, an increase of 6,3%. The addition of these 48 companies means that Ecoasimelec now has **801 member companies**, making it the collective system of expanded consumer responsibility in which the greatest number of companies have placed their trust.



COLLECTION POINTS BY AUTONOMOUS COMMUNITY



Ecoasimelec's main aim is to have a collection network that is accessible and close to the public. A tool has been developed that can be used by any user to locate its collection points that it is accessed through the website <https://tragamovil.es/mapa-ecoasimelec/>. It is essentially a WEEE collection point search tool that the public can use to find their closest disposal point.



04_ ECOASIMELEC OPERATIONS AND TREATMENT/

COLLECTION CHANNELS

➤ The Ecoasimelec collection network consists of 17,206 points that correspond to two main channels, the domestic channel (municipal and distribution), and the professional channel with authorised waste managers. It also has a network of temporary waste storage and management 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 is specifically processed in authorised treatment plans by the competent authorities as established by legislation on waste electrical and electronic devices, with 87.6% of this waste being prepared for reuse and recycling.



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*Did you
know?*

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

LOGISTICAL MODELS

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- **DISTRIBUTION CHANNEL**
Collection in retail centres
- **MUNICIPAL CHANNEL:**
Collection in recycling points



- 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 municipal recycling points that aim to assist the public in disposing of its waste, effectively separating it in accordance with the treatment it requires.



DISTRIBUTION 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 and accumulators, small household appliances, energy-saving bulbs and fluorescent tubes. This container has been implemented in hypermarkets and shopping centres that collaborate with Recyclia and its foundations.

ECOASIMELEC

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

>>Waste electrical and electronic equipment collection box



PROFESSIONAL WEEE

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1

ELECTRO-MEDICINE



1. ELECTROMEDICINE

Recyclia's collaboration with the healthcare technology sector through its Ecoasimelec and Ecopilas foundations dates back to the publication of legislation applicable across Spain when framework agreements were signed in collaboration with the FENIN (Spanish Federation of Healthcare Technology Companies) in 2005 and 2008.

This collaboration has two aims:

1. To make complying with legislation easier for over 80 companies in the sector.
2. To jointly define operations, adapting these to the needs of the healthcare sector, such as the following:

- Ownership and decontamination clauses in collection/delivery notes.
- Adaptation of collection transport and specialised staff.
- Additional specific details regarding certain types of waste: hazardous, X-ray, etc.
- Development of specific guides and manuals for the sectors: Guide for transferring WEE and a manual to help draw up prevention plans.

This has meant that, over the years, over 8 million kilos of healthcare technology waste has been processed, in addition to the batteries and accumulators used in the equipment. Over 700 requests are fulfilled each year.

2

RECREATIONAL

**2. RECREATIONAL**

The recreational machines work group continues to meet, adapting its operations to the needs of the companies in this sector.

The work group is coordinated through the main companies associated with the ASESFAM (Spanish Association of Recreational Machine Manufacturers). Meetings involve an analysis of data related to operations, fulfilment of specific targets and possible opportunities for improvement.

At the last meeting, it was decided to keep and strengthen the traceability system that uses collection tickets, which has been a distinctive feature of the operations in this sector within Ecoasimelec for years, representing a unique model within Spain for the control and monitoring of waste.

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3. ELECTRIC TOOLS_

In 2014 a framework agreement was signed with AFME (Association of Electric Material Manufacturers) with the following aims:

- A) Establish collaboration procedures that make it easier and faster for electric tool companies to become members of the Ecoasimelec and Ecopilas foundations.
- B) Create a Electric Tool Work Group under the Recyclia framework.

The work group has the following objectives:

- Make it easier for electric tool companies to comply with the obligations related to both regulations (batteries and WEEE) and guarantee the correct management of waste generated by using devices placed on the market by member companies. Adapt to operational and logistical needs and strengthen existing synergies to organise the collection of tools at the end of their useful life.
- Increase the amount collected through the own network of manufacturers: distributors, technical services, large clients, etc. This involves actively working with own manufacturers to incorporate any amounts that are managed through its technical services and distributors/installers.
- Actively acquire electric tool waste by Ecoasimelec through end processors and intermediary managers.
- Communication actions and installment of containers in collaboration with large-scale distributors, local organisations, etc.

All these actions have contributed to a significant increase in the amount of electric tool waste that has been managed over the past few years.

4

PHOTOVOLTAIC
PANELS**4. PHOTOVOLTAIC PANELS**

In 2019, the Ecoasimelec Foundation increased its activity in this sector through a strategic collaboration with PV Cycle, a leading association in the European management of waste photovoltaic panels sector. Manufacturers who are members of PV Cycle can more efficiently become members of Ecoasimelec.

In turn, Ecoasimelec continued to participate in the main forums and congresses in the sector, such as the 6th UNEF /Spanish Photovoltaic Union) Forum, or the congress on photovoltaic plants in Spain organised by Soltec in collaboration with UNEF. It also continued to collaborate and attend congresses with associations such as SOLARTYS (Spanish Association for the Internationalisation and Innovation of Solar Companies), APIEM (Professional Association of Electrical and Telecommunications Installers of Madrid) and APPA (Spanish Renewable Energy Association) with the aim of broadening knowledge about the sector and offering our services and solutions to all the agents that participate in the photovoltaic panel recycling chain.

Over the past three years this type of energy has seen considerable growth. According to the statistics, in 2019 Spain was the European market that installed the most power with 4.4 GW and it is predicted that in the next few years it will be increasingly committed to photovoltaic solar power until it reaches the target of 39 GW in 2030, stated in the 2021-2030 National Integrated Energy and Climate Plan (PNIEC).

In 2019, Ecoasimelec managed 112 tonnes of photovoltaic panels, a 136% increase compared to 2018. In general, the waste flow of photovoltaic panels remains low, and the growth forecasts for forthcoming years present a big challenge for the Spanish recycling sector.

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5

ELECTRICAL
MATERIAL

6

ELECTRIC BICYCLE
SECTOR

5º ELECTRICAL MATERIAL

In 2019, Ecoasimelec continued to work alongside companies in the sector and other interested parties in the work group. Operations were defined for companies and the collective system, applying the rates agreed based on work performed since 2015.

The work group held several meetings, achieving the twin aims of defining the system and being able to successfully record, from October 2019 onwards, new devices that are affected in the Integrated Industrial Register.

6ª ELECTRIC BICYCLE SECTOR

Ecoasimelec increased its activity in this sector during 2019. To achieve this, it signed strategic agreements with the electric bicycle sector. One of the foundation's most strategic collaborations was with AMBE (Spanish Bicycle and Brand Association). These agreements aim to help comply with legislation and to organise efficient formulas for collecting and appropriately processing waste bicycles and their batteries.

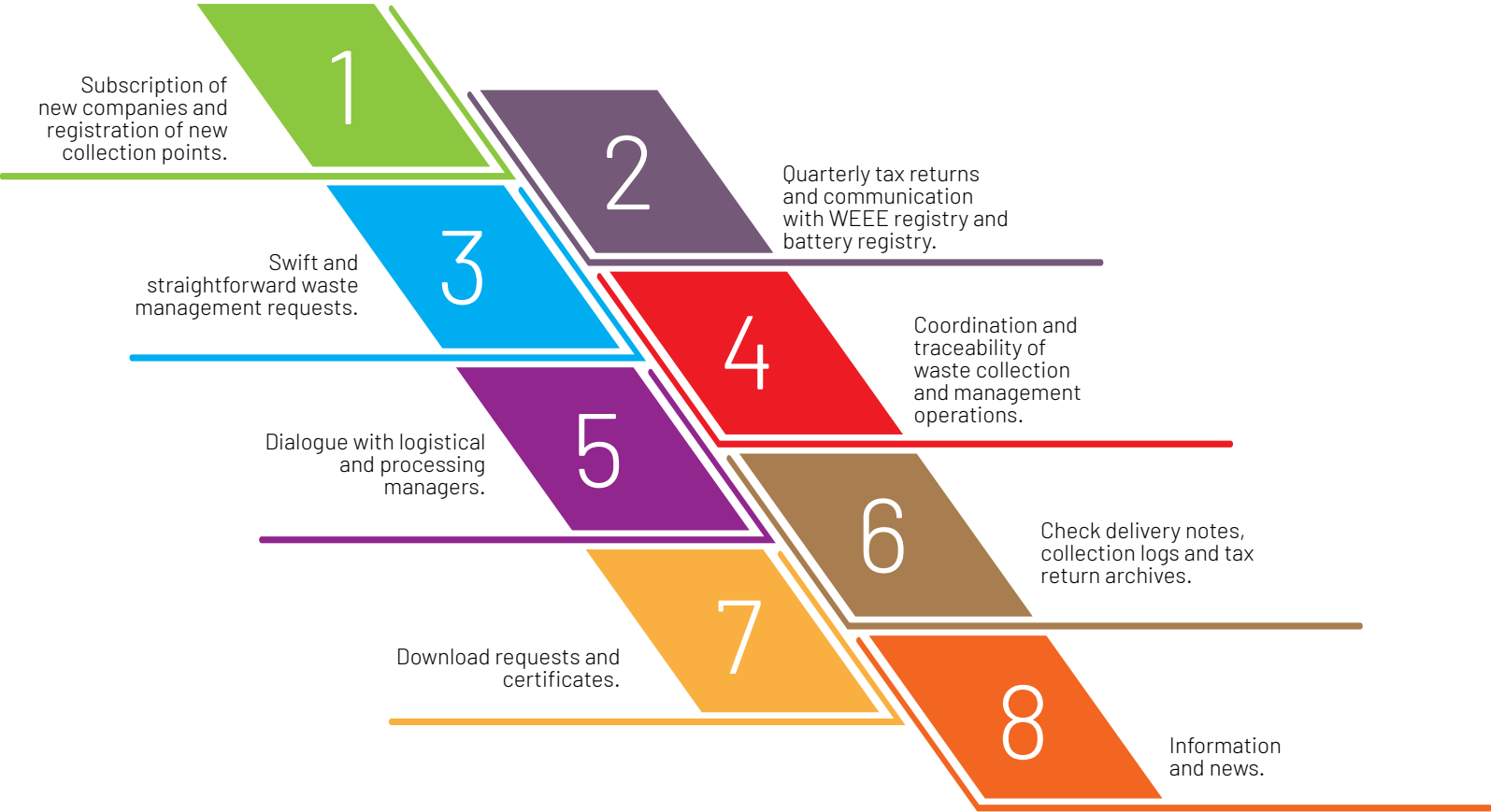
Over the past few years, electric bicycles have seen annual growth because they are a key way to transform city transport at the same time as helping people to avoid other more polluting modes of transport.

At the end of their useful life, electric bicycles generate two types of waste: the Li-Ion battery used by the bicycle, and the WEEE that the vehicle becomes.

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:



05_ **ECOASIM ELEC MILESTO NES/**

ECOASIMELEC 2019 MILESTONES

38,861
TONNES OF WASTE
FROM DOMESTIC
CHANNEL

Ecoasimelec managed 38,861 tonnes of waste from the domestic channel, 23% more than in 2018.

5,721
TONNES OF WASTE
FROM DISTRIBUTION
CHANNEL

Ecoasimelec managed 5,721 tonnes of waste from the professional channel, 32.5% more than in 2018.

44,582
TONNES MANAGED

In 2019 the total tonnes managed by Ecoasimelec increased to 44,582, 24% more than in 2018.

17,206
COLLECTION POINTS

2019 closed with 17,206 collection points, 7% more than in 2018.

801
MEMBER COMPANIES

Ecoasimelec now has 801 member companies, 6% more than in 2018.

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06_ COMMUNI CATION AND EVENTS/

3rd NATIONAL CONGRESS ON WEEE MANAGEMENT

In 2019, the National Congress for the Management of Waste Electrical and Electronic Equipment (WEEE) celebrated its third event at the Toledo Palacio de Congresos with a two-day conference attended by over 200 professionals from the sector. The event was attended by representatives from every link in the management chain for this type of waste: producers, distributors, processing companies and governments.

For the past three years the congress has sought to highlight the work of the different agents in WEEE management and the circular economy as a new example of socioeconomic development, and to spread knowledge about the importance of recycling this type of waste.

On the first panels at the congress Spanish and international experts analysed the European management model and the transposal of the new EU legislation on waste management.



The final part of the congress focused on the latest innovations in technology applied to WEEE recycling, the challenges in setting up separated collection of waste at municipal facilities and the importance of public awareness campaigns to increase the volume of waste that is processed, among other issues.

Headlines from the third congress included an announcement by the Ministry for Ecological Transition (MITECO) that Royal Decree 2015 will be revised to incorporate measures from the European Union's circular economy package.

According to Javier Cachón, director general of Biodiversity and Environmental Quality at MITECO, "our regulations were pioneering in Europe because they included ambitious reuse targets but they needed to be updated to improve issues such as traceability from waste collection to its processing. We are therefore working on a draft that incorporates the Directives modified by the package of measures on the circular economy approved by the EU into Spanish law."

WEBSITE AND SOCIAL NETWORKS

34



**350
followers**

Ecoasimelec and Tragamóvil have Facebook profiles where they publish the latest news about the sector and have over 350 followers.



**36,000
web followers**

In 2019 the website that the Ecoasimelec Foundation shares with the Tragamóvil brand doubled its number of visitors, increasing from 18,000 recorded by Google Analytics to 36,000.



The latest Ecoasimelec news are also shared on the Recyclia profile on professional social network LinkedIn.



**500
followers**

Ecoasimelec shares a profile with the other foundations managed by Recyclia on Instagram, the fastest growing social network, where it has over 500 followers.

Instagram was primarily used to spread knowledge about the awareness event held by Ecoasimelec at several branches of Leroy Merlin that encouraged people to recycle professional tools, and was a great success.

*Internet
users choose
Ecoasimelec
to find out
more about
WEEE*



OWN CAMPAIGNS

LEROY MERLIN: RECYCLING ELECTRIC TOOLS

During July, Leroy Merlin shared the benefits of recycling domestic electric tools among its clients with an information campaign that the DIY chain developed in collaboration with Ecoasimelec. The foundation explained that you don't have to buy a new tool to hand in your obsolete one, and the availability of small recycling points in Leroy Merlin stores where you can dispose of old tools to ensure they are recycled.

Specifically, all Leroy Merlin branches in Spain have a container designed and managed by Ecoasimelec, in compliance with the regulation on electronic devices that obliges all retailers over 400 m² to have a container. It is important to remember that, since 2015, these types of retailers must collect devices under 25 cm for free, even if the user does not purchase a new piece of equipment.

Retailers therefore have containers with three sections to dispose of small electronic devices, low-energy lightbulbs and fluorescent tubes, and portable batteries and accumulators.

Ecoasimelec is responsible for collecting this was-

te and transferring it to an authorised treatment plant where it is processed to recover the maximum amount of raw materials possible.

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ECOASIMELEC PROMOTES THE RECYCLING OF RECREATIONAL MACHINES AT THE 2019 INTERNATIONAL GAMING FAIR

The Ecoasimelec Foundation attended the 37th International Gaming Fair held in Madrid on 9 and 10 April.

This event has consolidated its position as an essential meeting point for the leading companies in the Spanish gaming sector, and Ecoasimelec used this opportunity to inform visitors about regulations on environmental management of recreational machines and the solutions and traceability guarantees it offers manufacturers.



COLLABORATION WITH ELECTRONIC WASTE MANAGEMENT AT THE LOCAL GOVERNMENT OF PONTEVEDRA

At the end of the year, the Local Government of Pontevedra and the Ecoasimelec, Ecolum and Ecopilas foundations established a collaboration agreement to make managing waste electronics, batteries and accumulators more accessible at the Príncipe Felipe Centre.

This educational and social organisation is dedicated to housing and educating children and young people at risk of social exclusion.



INSPIRING GIRLS

In 2019, Recyclia and the Spanish Federation of Household Appliance Traders (FECE) collaborated with the Inspiring Girls Foundation to promote various environmental workshops and fun competitions. Inspiring Girls aims to increase the professional ambitions, self-esteem and employment prospects of girls, showing them the wide variety of professions in the world, in this case those related to the environment.

The event "Girls and recycling: a circular economy for a sustainable world", was promoted by MITECO and drew 80 girls to the event, which aimed to familiarise participants with recycling through different workshops and recycling challenges. In turn, nearly 50 Madrid school children from San Sebastián state school took part in the "We care for the planet" recycling workshop organised within the framework of COP25 and were taught ideas about the circular economy and the life cycle of electronic devices in the home and school spheres. In addition, for the first

time ever an event was held in Extremadura that aimed to get girls used to the idea of recycling and the circular economy, offering them the vision of a future vocation in environmental sciences.



13TV COMMUNICATION CAMPAIGN

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"Recyclia and Trece, together for recycling" This was the slogan for the environmental awareness campaign run by Recyclia and TRECE TV in 2019. Recyclia signed an agreement with the national television channel to broadcast recycling awareness messages and show the image and work of its foundations to an audience of over 4.1 million people per day.

The campaign consisted of over 200 advertisements spread across the following the formats and slots:



- Sponsorship of different slots: The weather, SOS Tierra programme.
- Did you know?: 30 second segments with interesting data about recycling.
- Internal Moments: one-minute segments in the channel's main programmes in which the presenter explains about the different Recyclia foundations.
- TV advertising.



In addition, TRECE TV covered the main Recyclia events such as the 2019 Ecoencuentro and the 5th Environmental Awards, and held several interviews with José Pérez, Recyclia's CEO, about the processes involved in recycling waste electrical and electronic equipment.

JOINT CAMPAIGNS

AWARENESS ACTIVITIES IN NAVARRE



In 2019 several activities were run in Navarre to spread knowledge in collaboration with the Regional Government of Navarre Office for Waste Prevention and Promotion of the Circular Economy(OPREC).

In February, the Public University of Navarre (UPNA) in Pamplona set up an escape room, a type of adventure game, based on waste; the aim was to raise awareness in the university community about recycling electronic waste.

This initiative enjoyed collaboration from public company Environmental Management of Navarre (GAN), the municipal association of Pamplona Province, the

Ecoembes, Ecovidrio, Ambilamp systems, our Ecoasimelec, Ecofimática and Ecolum foundations and Trapeiros de Emaús.

The collective systems for expanded consumer responsibility also collaborated in organising the first Innovative Projects for Waste Awards, held among primary and secondary schools and vocational training centres; 21 schools across Navarre took part in this project, and also with the campaign, “Your old devices still have plenty of life left, don’t throw them away or abandon them”, held to coincide with Black Friday.



AGREEMENT WITH THE ASSOCIATION OF TOWN HALLS IN NORTHERN GRAN CANARIA TO RECYCLE WEEE

The Ecoasimelec, Ecofimática and Ecolum foundations signed a collaboration agreement between the Town Hall Association of Northern Gran Canaria and the collective systems for expanded WEEE producer responsibility to ensure this waste is collected in the northern municipalities.

The municipalities of Gáldar, Moya, Teror and Valleseco are the first to have joined the WEEE recycling agreement.

DONATE LIFE TO THE PLANET ANDALUSIA

Atarfe in Granada, Cartaya in Huelva and Seville city were some of the municipalities in Andalusia that saw the launch of the "Donate life to the planet" campaign in October. The campaign aimed to raise awareness about the benefits of recycling electronic waste and the importance of its selective collection among 60,000 Andalusian residents and the initiative visited over 200 municipalities, nine university campuses and 500 retailers.

This initiative by RAEE Andalucía, held for the second time in 2019, is promoted by the Department for Agriculture, Farming, Fishing and Sustainable Development at the Regional Government of Andalusia, the Andalusian Federation of Municipalities and Provinces (FAMP) and the authorised collective systems in the region, including Ecoasimelec, Ecofimática and Ecolum.



RAEECCIONA. VALENCIAN COMMUNITY



Over 300 retailers selling electrical household equipment in the Valencian Community took part in the second "Raecciona", an environmental awareness campaign that promotes the collective systems, including Ecoasimelec, Ecofímica and Ecolum, with the Ministry for Agriculture, Rural Development, Climate Emergency and Ecological Transition.

"Raecciona" aims to boost the collection of obsolete devices at retailers where these products are sold, offering distributors incentives such as a seal of quality that certifies good management and their work to involve consumers in the separate collection of this type of waste.



RECYCLE WITH THE FIVE SENSES VALENCIAN COMMUNITY

Since 2014, 350,000 Valencians have taken part in the "Recycle with the five senses" workshops run by the Valencian Community with support, among other collective systems for expanded consumer responsibility, from the Ecolum, Ecoasimelec and Ecofimática foundations. Since the initiative was launched, 4,200 workshops and activities have been organised that aim to raise awareness about recycling among the Valencian community, its relationship with the environment and the fight against climate change.

In 2019, close to 70,000 Valencians took part in 800 free workshops that were tailored to every age group and type of group. During the workshops the environmental

education team taught people about the correct way to manage waste to promote a culture of recycling and sustainable lifestyle habits.



RIBERA Y VALLDIGNA INFORMATION CAMPAIGN



As part of the collaboration agreement between the collective systems and the Regional Government of Valencia, Ecoasimelec, Ecofimática and Ecolum collaborated with the Ribera y Valldigna Consortium, an organisation that provides domestic waste processing services and manages 51 "eco-parks" in the 51 municipalities and three smaller local member organisations.

This collaboration involved a campaign to promote traceability in household electronic waste collection through the consortium's network of eco-parks. To aid with this traceability, the collective systems supported the computerisation of three mobile eco-parks and their integration into the network's IT system.

Training actions were also performed related to the importance of selectively collecting this type of waste, audiovisual materials were created to help spread the collection campaign and, finally, a campaign was run in the media.





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