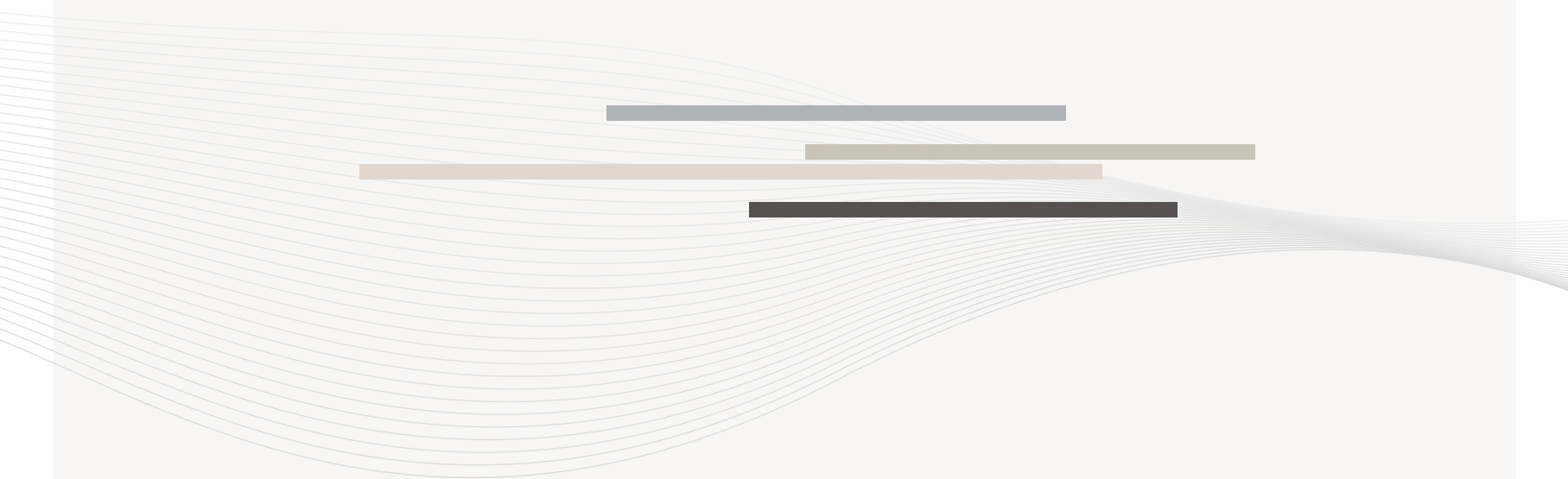


20



ECOASIMELEC ANNUAL REPORT





► INDEX

/// **ECOASIMELEC** ANNUAL REPORT / 2020

LETTER
FROM THE
CHAIR

4

LETTER FROM
THE DIRECTOR
GENERAL

6

ABOUT
US

8

FIGURES
2020

12

COVID
SPECIAL

20

COMMUNICATION
AND
EVENTS

22



LETTER FROM THE CHAIR 01

ECOASIMELEC ANNUAL REPORT





Carmen Aláez

CHAIR OF ECOASIMELEC

“

*THIS REPORT INTENDS TO
DRAW TO A CLOSE A YEAR
OF HEARTACHE”*

Many of the images and memories of 2020 will be engraved on our minds forever. One of them will definitely be the public applause that many of us took part in each day after the state of alarm was declared on 14 March, from our balconies and windows, in recognition of the numerous professional groups who, for the greater good, continued to perform their work in extremely complex circumstances.

We owe a debt of gratitude to healthcare workers, the security forces, supermarket employees and distributors, but I would also like to add another sector to this list, one that doesn't receive the media spotlight but is equally essential. I'm referring to waste collection and recycling and, if you'll allow me, the staff of environmental foundation Ecoasimelec in particular, plus all the processors, logistics operators and distributors with whom we collaborate.

I would like to acknowledge all these workers for their ability to adapt our organisation and infrastructure to the situation in a matter of days, adopting the prevention measures established by the healthcare authorities to guarantee our service and protect our employees. Thanks to the resilience our foundation showed, we were able to keep our logistics and management network running to meet flows of electronic waste, however small they might be, achieving the results set out in this report with extra effort and dedication.

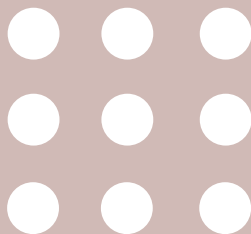
It is important to add that Ecoasimelec's work took on even greater importance during the health crisis; it became essential to equip spaces that would be used for patient care in hospitals and other healthcare facilities by removing unused equipment and reconditioning devices suitable for reuse by disadvantaged groups.

But 2020 was that and much, much more. The year we will never forget will go down in history in our sector for the huge opportunity for socioeconomic growth in Spain represented by

the ambitious legislative package on environmental issues approved by the Government. I'm referring to the Spanish Circular Economy Strategy and the preliminary draft Law on Waste and Contaminated Soils.

In short, this report intends to draw to a close a year of heartache during which, like in all crises, we have also learned something due to the extremity of the situation. The heartache of a health crisis, and here I offer my sincerest condolences to its victims and their family members, and the strength and environmental awareness shown by a grateful society to its key workers.

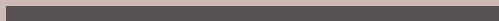
As chair of Ecoasimelec, a foundation whose work is an essential activity, I would like to dedicate my clapping in recognition of all those people who, despite the difficulties, haven't let their guard down in terms of the environment and have joined our work to increase the volume of electronic waste we manage each year.



**LETTER FROM
THE DIRECTOR
GENERAL**

02

ECOASIMELEC ANNUAL REPORT





José Pérez García
ECOASIMELEC DIRECTOR GENERAL

“

I WOULD LIKE TO RECOGNISE THE WORK BY THE MEN AND WOMEN WHO, BOTH INSIDE AND OUTSIDE ECOASIMELEC, HAVE CONTRIBUTED TO US CLOSING THE YEAR WITH THAT FEELING OF: “WE DID A GOOD JOB”.

to those already installed across Spain, we now have 17,854 points in total. This consolidates us as one of the most solid and widely-spread networks in the recycling sector and we intend to continue expanding it to be ever closer to the general public.

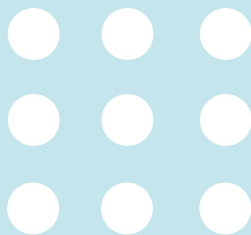
Finally, despite the restrictions, we have continued to run various environmental awareness actions; this is one of our priorities because it is a key element of any environmental strategy. I would like focus on one in particular, the reforestation of an area of high ecological value in the Community of Madrid, the South-East Regional Park, with a thousand indigenous trees. This project, called the “Forest of Gratitude for Our Elders”, pays tribute to an entire generation that was so unfairly afflicted by the pandemic, and I say unfairly given that their work and self-sacrifice built the social and economic framework of the world in which we live, triumph and achieve our dreams. I would also like to take this opportunity to give my sincerest thanks to them all, and to express my solidarity and support for everyone who sadly suffered the loss of loved ones in 2020.

Similarly to any other economic activity, whatever it may be, taking stock of 2020 inevitably means discussing the health crisis that it has been our misfortune to live through. The Ecoasimelec Foundation is no exception, although I should say that, before examining our main figures, far from being a year of alarming downtown, 2020 proved that environmental awareness and the electronic waste management system have the capacity to overcome any adversity, however small, or microscopic, it might be. And as people are always behind it all, I would like to recognise the work by the men and women who, both inside and outside Ecoasimelec, have contributed to us closing the year with that feeling of: “we did a good job”.

Turning now to the numbers that have defined our work during 2020, Ecoasimelec maintained its pace of growth in terms of the number of member companies. In fact, we ended the year with 824 organisations. This consolidates the constant upward trend that we have maintained over the past few years and that has seen us grow by 45% in the last four years, from 569 companies in 2016 to 824 in the last year.

With regard to the number of electronic devices managed, in 2020 we managed 39,500 tonnes. Here we do have to blame COVID-19 for having broken the trend for growth that we had maintained in recent years and that saw us shoot up from 22,202 tonnes in 2016 to double this amount in just three years, ending 2019 with the collection of 44,582 tonnes. Even so, despite the pandemic, in 2020 we only decreased by around 5% and can expect to recover our pace in 2021, particularly bearing in mind the boom in the use of every kind of electronic device due to the pandemic. As an aside note, since it was founded, Ecoasimelec has now managed 279,281 tonnes.

I would also like to highlight the growth in collection points that we installed during 2020. There were 648 new points and, added



ABOUT US

03

ECOASIMELEC ANNUAL REPORT





WHAT IS ECOASIMELEC?



The **Ecoasimelec** Foundation was created in 2005 just before 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.

The fusion of Tragamóvil and Ecoasimelec was consolidated in 2014 and the foundations joined forces on a shared project.



At the heart of Recyclia, the Ecoasimelec Foundation provides solutions and services 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).

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

Ecoasimelec works along several lines: communication and raising awareness, increasing collection points and their accessibility for all users, and optimising the waste management process at a logistical and processing level.

DID YOU KNOW?

*ECOASIMELEC STANDS OUT FOR ITS
NUMBER OF MEMBER COMPANIES; IT
CURRENTLY HAS OVER 824 COMPANIES
FROM MULTIPLE SECTORS IN THE
DOMESTIC AND PROFESSIONAL SPHERES.*





AREAS OF ACTIVITY

The Ecoasimelec Foundation, as a Collective System for Expanded Producer Responsibility (SCRAP), performs the actions covered by 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, particularly 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 and control 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 becomes waste.

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 practices and operations that make managing office IT waste more efficient by optimising resources.

STRUCTURE OF ECOASIMELEC 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 García

LIVELINK VENTURES

DIRECTOR GENERAL

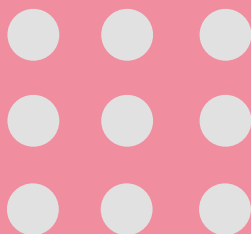
José Pérez García

Non-Trustee

SECRETARY

Pedro Poveda

Non-Trustee



FIGURES

2020

04

ECOASIMELEC ANNUAL REPORT



SUMMARY OF MAIN FIGURES 2020

NO. MEMBER
COMPANIES

824

KG MANAGED
2020

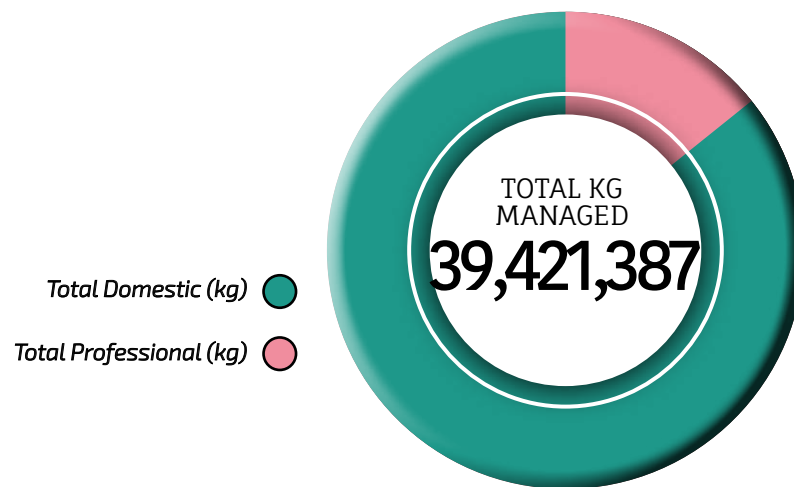
39,421,387^{kg}

TOTAL
COLLECTION
POINTS

17,854

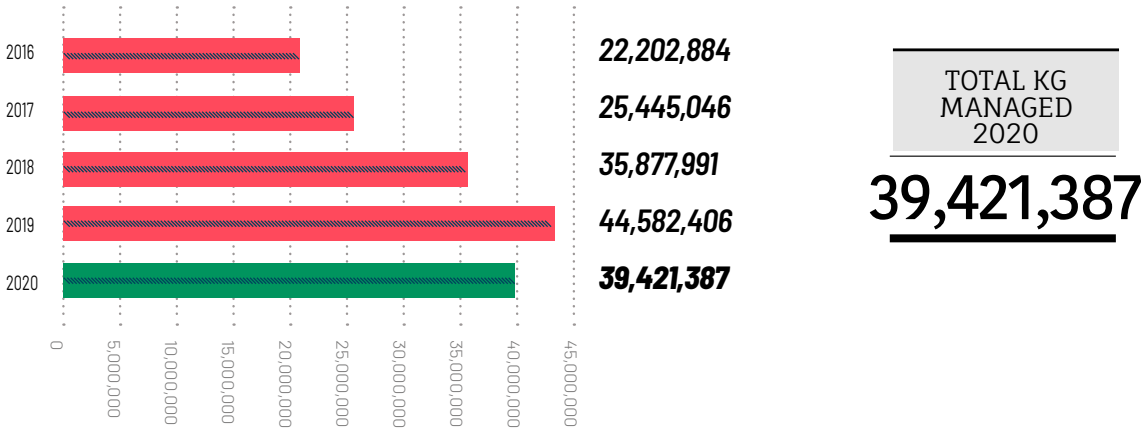
KILOS MANAGED BY USE ECOASIMELEC 2020

➤ Ecoasimelec managed **39,421,387 kg** of waste during 2020; 87.12% of this waste came from the domestic channel and 12.88% from the professional channel.



EVOLUTION OF KG MANAGED

Ecoasimelec period 2016-2020



KG MANAGED ECOASIMELEC

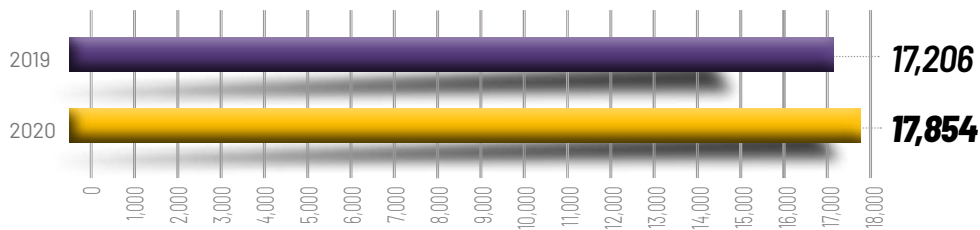
since start of activity



COLLECTION POINTS

TOTAL ECOASIMELEC NETWORK 2020

➤ 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.



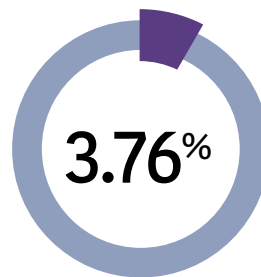
**NEW
ECOASIMELEC
COLLECTION
POINTS 2020**

648

**TOTAL
ECOASIMELEC
COLLECTION
POINTS**

17,854

*Growth in the number of
Ecoasimelec collection points
2020 compared to 2019:*

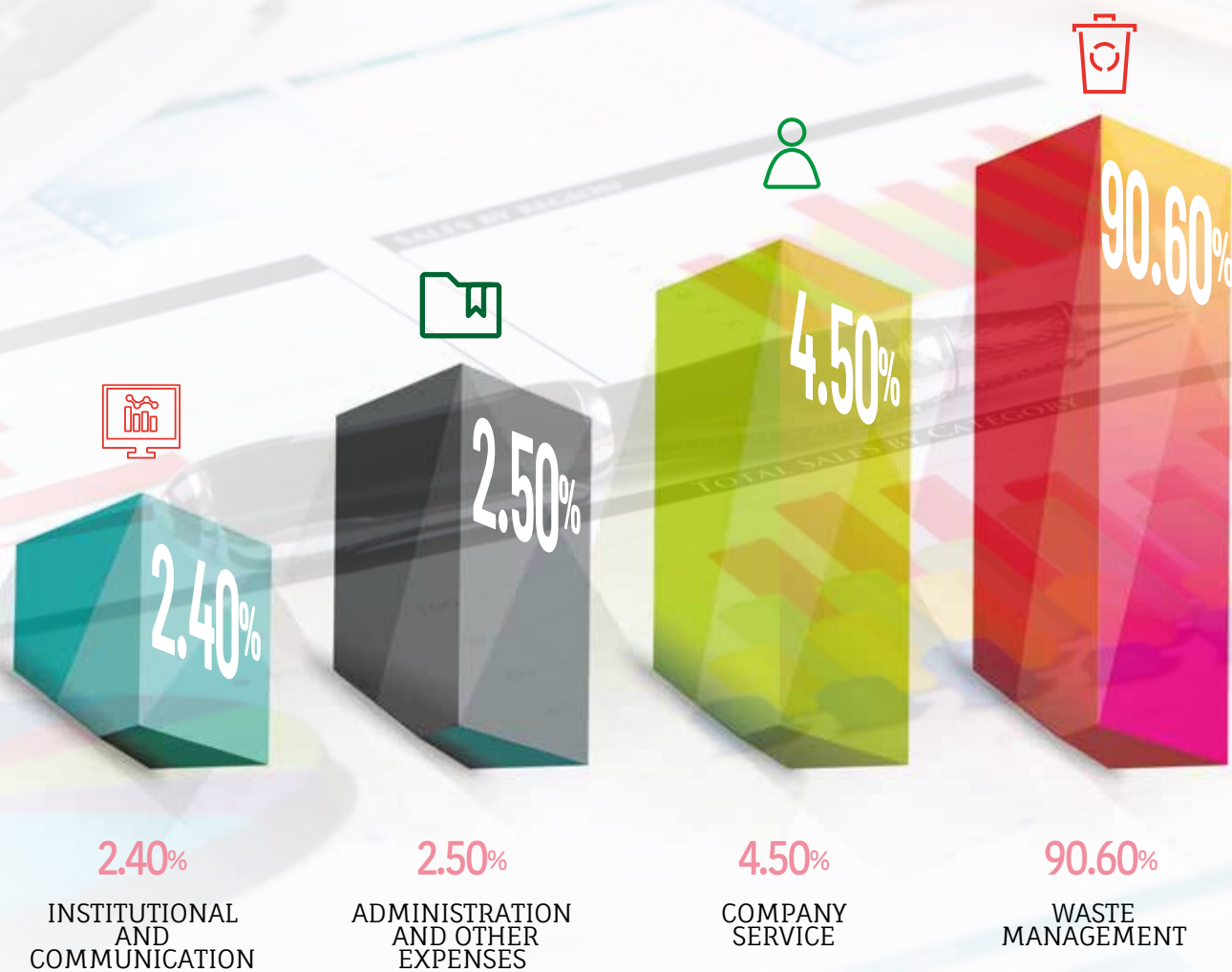


*648 new points in 2020, 3.76%
more than in 2019.*



DISTRIBUTION OF COSTS

ECOASIMELEC 2020



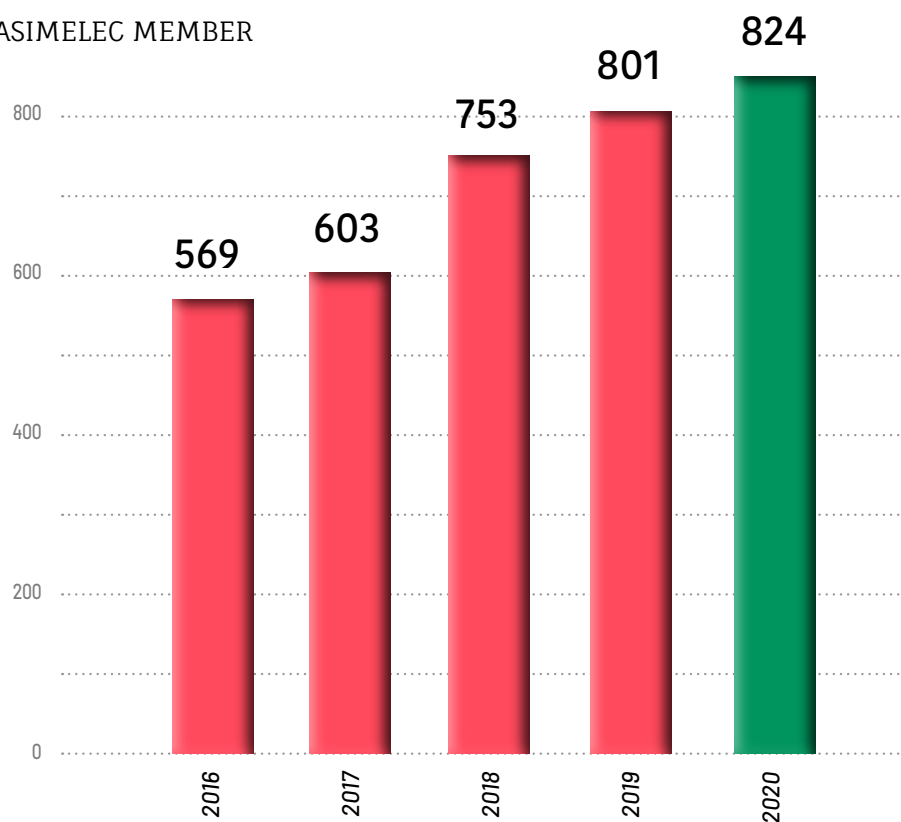
MEMBER COMPANIES

● ● ● Ecoasimelec period 2016-2020



Our continued growth lies in the significant work of attracting companies to guarantee their regulatory compliance, thereby avoiding unfair competition.

EVOLUTION OF ECOASIMELEC MEMBER COMPANIES 2020





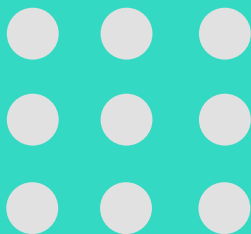
ACTIVITY SECTORS

At the close of 2020, Ecoasimelec had reached 824 member companies thanks to the continuous work of attracting new companies, thereby guaranteeing that they comply with regulations and avoid unfair competition.



WEEE SECTOR

■ IT, telephone and consumer electronics	29.5%
■ Electromedicine equipment	17.6%
■ Recreational machines	1.5%
■ Surveillance and control, electric and industrial material	10.2%
■ Distribution and wholesalers	13.0%
■ Electrical and DIY tools	6.6%
■ Photovoltaic panels	2.8%
■ Big and small household appliances and Other sectors	18.9%



COVID
SPECIAL

05

ECOASIMELEC ANNUAL REPORT



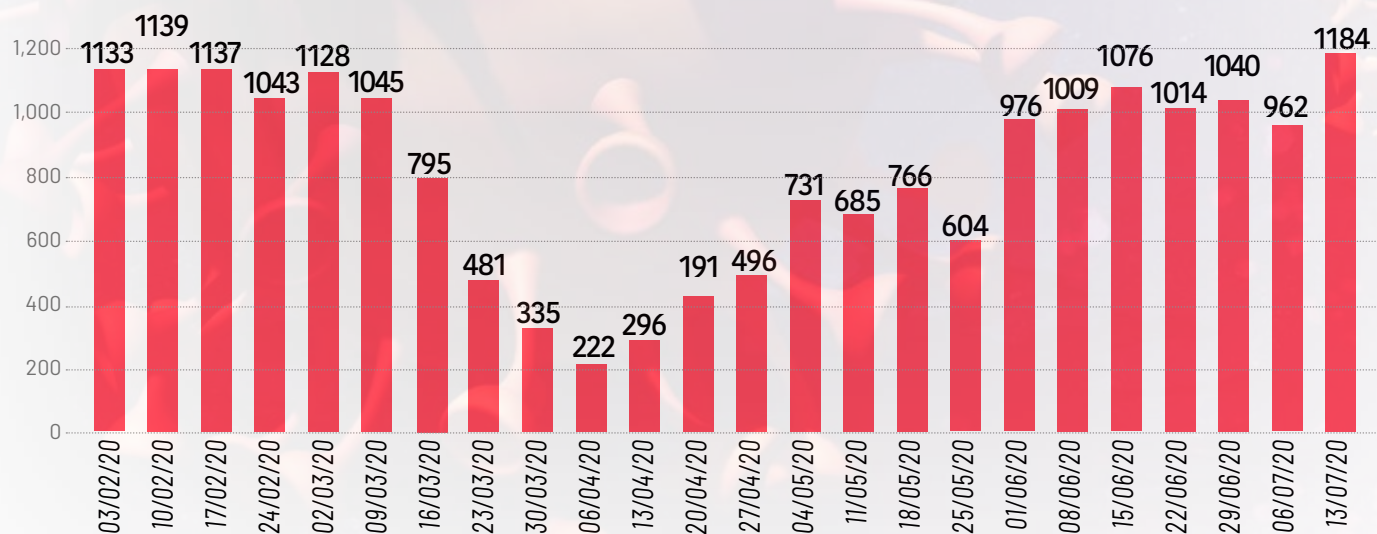
2020 was unquestionably a complex year that was difficult for companies and society in general due to the situation produced by the COVID-19 pandemic. Consumer patterns, business methods and social interaction all saw clear changes and this also had repercussions on waste generation. Some sectors were severely damaged by the overall economic panorama, especially those in the professional sector. However, others, such as those linked to the domestic, IT or e-commerce sectors have thrived thanks to the boom in virtual communication and the need to adapt homes to distance working and new ways of interacting, consuming and leisure.

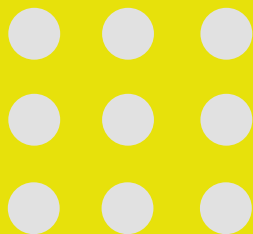
Waste collection is considered to be an essential activity and our foundation has remained available

to the collection points, even during the months of total lockdown, given that some vital sectors are key channels that use our waste collection services. Despite this, and due to the closure of many other businesses, offices, waste recycling points and mobility restrictions, collection requests decreased to historic figures in all waste flows from March to May.

From June onwards, activity linked to the domestic sector gradually began to recover, mainly at waste recycling points. In terms of the professional sector, in some cases (due to the pandemic) collection activity has not returned to the previous level because the restrictions and limitations to operations in some sectors have led to a significant decrease in their activity.

IMPACT OF THE PANDEMIC ON COLLECTION FIGURES



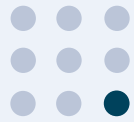


COMMUNICATION AND EVENTS

06

ECOASIMELEC ANNUAL REPORT





COMMUNICATION AND NETWORKS

The situation caused by Covid limited public activity with repercussions on coverage in the conventional media, but in the digital world activity continued throughout the year, reflecting the current situation and campaigns that Ecoasimelec participated in, despite the lack of big events.



Ecoasimelec news is also shared on the Recyclia LinkedIn and Instagram profiles, which have over a thousand followers



*The Ecoasimelec/Tragamóvil had over **31,000** visits in 2020.*



31,000
website visits

*Ecoasimelec and Tragamóvil have their own profiles on Facebook (**with almost 400 followers**) and their news is also shared on the Recyclia Twitter and Facebook profiles:*



6,450 followers
on Twitter



1,800 followers
on Facebook



ECOASIMELEC EVENTS 2020

WASTE MANAGEMENT WITH ONCE

Ecoasimelec, together with Eolum and Ecopilas, managed the collection of waste electronic equipment and batteries from the ONCE facilities after reaching an agreement at the beginning of the year.

Over fifty containers for small electronic devices, lightbulbs, lamps, batteries and accumulators have now been installed in 25 ONCE centres and offices.

The agreement also includes making the Recyclia online management platforms available to ONCE so it can request waste collections and access detailed information about waste collection, storage and delivery to recycling facilities, ensuring that ONCE has full traceability of its waste.

Ecoasimelec will also provide certificates for the correct environmental management of waste and will supply employees and users of ONCE centres with information materials. Both organisations have also agreed to collaborate on public awareness campaigns to promote the benefits of recycling this type of waste.

The collaboration agreement was ratified by Jorge Íñiguez, deputy director general of Coordination and Human and General Resources at ONCE and José Pérez, CEO of Recyclia.

AGREEMENT WITH ZARAGOZA CITY COUNCIL TO OPTIMISE WEEE RECYCLING

By collaborating with environmental foundations Ecofímica, Ecosimelec and Eolum, Zaragoza City Council will be able to improve its management of domestic electrical and electronic waste, as established in the collaboration agreement signed at the end of the year.

The agreement defines the terms and conditions used to establish a collaboration framework between the city council and the SCRAP, and it governs the collection conditions of WEEE solely generated by domestic use deposited in municipal installations.



CAMPAIGN #GratitudparaNuestrosMayores A GREAT JOINT INITIATIVE

The end of June saw the launch of a campaign driven by environmental foundations Ecopilas, Ecoasimelec, Ecolum and Ecofimática, which was held over a few weeks in Leroy Merlin España, Media Markt, Bricodepot and Decathlon stores in the Community of Madrid. This campaign was in support the elderly and all who had lost their lives in recent months due to COVID-19.

Madrid locals contributed to the reforestation of an area of high biological value in the region by simply disposing of their small electronic devices and used batteries in the containers for this type of waste located in the stores of these chains.

For each kilo of electronic waste, batteries and accumulators collected, Recyclia gave one euro to the reforestation project that will create the “Forest of Gratitude for Our Elders”.

Laptop computers, tablets, telephones and other equipment that could be reused was reconditioned and donated to old people’s homes.

Due to lockdown and the mobility restrictions in place during the state of alarm, many people had accumulated unused devices and batteries in their homes while they waited to dispose of them in recycling containers. This initiative aimed to make it easy to recycle and support environmental conservation work that is currently so vital.

The general public, particularly children, also took part in a hard-fought Instagram photography competition in which they had to show their recycling work.



OUR PARTICIPATION IN THE VALENCIAN CAMPAIGNS

Despite the COVID crisis, Ecoasimelec has continued to participate in several publicity campaigns that began in previous years and have continued, especially from the summer onwards. The campaigns run together with other SCRAPS in the Valencian Community are particularly noteworthy.



**Recicla
con los cinco
sentidos**

RECYCLE WITH THE FIVE SENSES

The “Recycle with the Five Senses” initiative continued to run workshops aimed at children that were planned with all the necessary health safety measures. They covered different aspects of recycling waste related to light packaging, glass, paper and cardboard, medication packaging and waste, and waste electronic and electrical devices.

RAEECIONA

The Raeeciona campaign also aims to raise awareness about the correct management of waste electrical and electronic devices and it has worked to involve all the agents that are implicated in the life cycle of these devices, from the distribution and sales teams working with electrical and electronic devices in the Valencian Community to the general public, as consumers of EEE.

Over 600 businesses across more than 100 municipalities in the Valencian Community took part in the campaign.



DE-VUELTA A LA TIENDA

The Consorcio Valencia Interior encouraged the collection of small devices.

On 21 December, Buñol hosted the presentation of a selective collection of electronic waste awareness campaign in the area covered by the Consorcio Valencia Interior. This initiative saw participation by all the collective systems, and aimed to inform the general public about the importance of correctly managing this waste and making the consortium visible as the organisation that drives forwards its recycling in collaboration with the collective systems.

As part of the campaign, information activities were run on the different types of electronic waste and the role of stores that sell devices and DIY stores as delivery points for their correct management. Information was shared to the 30 regions in the Consorcio Valencia Interior and information stands were set up.



Ecoasimelec also collaborated in the BICI-INFORMADORES campaign, which travelled to over 30 Valencian municipalities.

Promoted by the Regional Government of Valencia via the Department of Agriculture, Environment, Climate Change and Rural Development, and the main collective systems for managing this type of waste (including Ecoasimelec), the bici-informadores ran mobile recycling points for the general public in each municipality and were responsible for collecting small unused electronic devices.



CONSORCI RIBERA I VALLDIGA

Together with the Consorci Ribera i Valldigna, WEEE collection increased by 43%.

The Ecoparques and Ecomóviles network run by Consorci Ribera i Valldigna collected 43% more waste electrical and electronic devices during 2020 than 2019, before sending this waste to be recycled by different authorised processors. This success in collecting and processing this type of waste, one of the most polluting types of domestic waste, was possible thanks to its agreement with Recyclia and the Ecoasimelec Foundation, among other reasons.

Inhabitants of Ribera Alta, Ribera Baja and Valldigna (320,000 people) disposed of 1,717 tonnes of waste electrical and electronic devices in the 26 permanent and 3 mobile Ecoparques belonging to the Consorcio.



In total, the Consorcio's Ecoparques and Ecomóviles network collected 37,688 tonnes of hard-to-manage domestic waste in 2020, including rubble, wood, metal, large-scale waste such as equipment, and WEEE, together representing a 15% increase compared to the 2019 figure.

In the case of Waste Electrical and Electronic Equipment, there was a far greater increase of 43% thanks to the greater efficiency of the network and the agreement signed between the Consorci and the ECOASIMELEC, ECOFIMÁTICA and ECOLUM foundations.

13TV COMMUNICATION CAMPAIGN

Work by Ecoasimelec and the other foundations run by Recyclia was followed closely by television channel Trece TV.

In 2020 the agreement with the national television channel, which has over 4 million viewers per day, was renewed.

The work of the foundations during the time of the coronavirus and special sales events such as Black Friday received special coverage.

Several reports were made: an interview and several advertisements in different formats and slots emphasising the importance of recycling electrical and electronic waste and raising public awareness about recycling more efficiently every day, and with good reason, as was shown on our screens in "Recycling is for Smart People".



ALLIANCE FOR SUSTAINABLE DIGITALIZATION

The Ecoasimelec Foundation, together with the other main collective systems for recycling electronic waste in Spain, is part of an alliance reached with the CEOE Foundation that runs a campaign to bridge the digital gap and helps encourage universal access to technology for the most disadvantaged groups.

Under the name “Sustainable Digitalization” the prime movers behind this initiative encourage the business world to get involved in the selective collection of computers and tablets at places of work with the aim of giving this equipment a second life.

To achieve this, WEEE are reconditioned and given to schools and training centres, young people and people at risk of social exclusion, old people's homes, and other groups that need them.



ANDALUSIAN CAMPAIGNS



#RAEEIMPLÍCATE AND WEEE ANDALUCÍA AWARDS

30 January saw one of the few events that were possible in 2020 held at the Seville Aquarium, the #RAEEImplícate awards, organised by FAEL with collaboration from the Ecofimática Foundation, among other organisations.

The event was attended by Gabriel Garcia, director general of Recyclia, and was also supported by the Federation of Andalusian Municipalities, the Regional Department for the Environment and the RAEE Andalucía project. Collaboration with this project is also in place and it was tracked throughout the year, especially on line, with support for its social network messages that encourage WEEE recycling and protecting the environment.

RAEE Andalusia has a joint media strategy coordinated by the Regional Department for Agriculture, Farming, Fishing and Sustainable Development, the FAMP and the SCRAP. It involves intense work on social



networks, relationships with the media (ultra-local, local regional, general and specialist), and PR and public awareness campaigns that aim to increase the volume of waste electrical and electronic devices that are collected each year. Collaboration from the general public is the most important part of this task, which is why the “Act, recycle and connect with nature” initiative was so important.




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