

# ECOASIMELEC ANNUAL REPORT 2021





ECOPILAS  
**ANNUAL REPORT 2021**

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**LETTER**  
FROM THE CHAIR\_

01\_

Here we present this assessment of the management and communication work carried out in 2021 by the Ecoasimelec environmental foundation in an environment different from that of the previous edition of this report. Fortunately, in the past year, the prospects of overcoming the COVID-19 pandemic have begun to emerge, both in our personal and in our professional environment, allowing us to gradually regain normality in our day-to-day lives.

However, although we have learned to live with the pandemic and to interact with each other from a distance, I would like to begin this letter by remembering all those people and institutions that have suffered directly from the effects of this health crisis, to whom we show our support and solidarity and express our appreciation.

In terms of our activity as a collective system, our resilience, experience and know-how accumulated since 2005 have enabled us to carry out our management and awareness-raising work practically as usual. For another year, we have thus consolidated a satisfactory balance sheet in terms of its direct impact on the environment, on the well-being of our society and on the economic recovery of our country.

In terms of management, the Ecoasimelec foundation has collected more than 43,197 tonnes of electronic equipment. I would also like to point out that our network of own collection points now exceeds 17,824 points and we have an average recovery rate of 89.7%.

With reference to the balance in terms of dissemination, I would like to highlight one of the main initiatives carried out in 2021. It is one of the initiatives we are particularly proud of because it demonstrates the professionalism and human quality of the Ecoasimelec team, and is a good example of collaboration between citizens, administrations, organisations, producers, distributors and managers.



*An example of professionalism, human quality and collaboration."*



**Carmen Aláez**  
CHAIR OF ECOASIMELEC

We are referring to the "Forest of Gratitude for Our Elders " campaign. A total of 258 kilos of electronic equipment and batteries deposited by the people of Madrid in the containers installed in more than 50 establishments of well-known commercial chains, allowed us to reforest an area of high biological value in Madrid's Southeast Regional Park last year. This protected natural area was renamed "Forest of Gratitude for Our Elderly", in memory of the deceased members of the group most affected by COVID-19.

These results and the excellent reception of initiatives such as this one, which are just the tip of the iceberg of work that continues to combine environmental and social aspects, allow us to gain the necessary momentum to continue contributing to the construction of a sustainable and decarbonised economy. For all these reasons, I would like to thank all those who join us in this objective, and I would like to thank the Ecoasimelec team for their professionalism and dedication.



**LETTER**  
FROM THE DIRECTOR  
GENERAL

02.

For the second year, I am pleased to address you all to take stock of the activities of the Ecoasimelec Foundation in the pages of a new edition of our activity report. And for the second year in a row, I would not be revealing anything new if I were to say that in 2021, the year for which we are presenting the balance sheet, our work has been carried out in a complex macroeconomic and social and health context, albeit hopeful, at least as far as the evolution of the pandemic is concerned.

Because 2021 was once again a year marked by the evolution of the health crisis, new waves and mass vaccination campaigns, but also by the transition to a more resilient and, above all, greener future.

It is precisely in the laying of the foundations for this future that the recycling of waste electrical and electronic equipment (WEEE) has once again reaffirmed itself as a key sector for efficiently combating climate change, progressing towards a more rational use of resources and implementing a production model based on the circular economy.

This is demonstrated by the results reflected in this report, which have already been briefly outlined in the letter by our Chair, Carmen Aláez, and which I invite you to read in detail on the following pages. These results can only be described as positive insofar as they endorse the fulfilment of our commitments to society, our member companies and all those public administrations and entities with which we have collaboration agreements.

Specifically, in 2021, we have continued to improve our collection and management processes for all types of electronic equipment. This has helped us to offer manufacturers and importers the most effective Collective Extended Producer Responsibility Scheme on the market in terms of management and citizen participation, and to society, an experienced organisation that contributes significantly to the sustainability of our environment and to the green economy.

Now that we are well into the third year of the pandemic, there are still many uncertainties about the global economy, even more so with the current increase in geopolitical tensions. Although the pace of the global recovery is slowing down, at Ecoasimelec, we are more than ready to continue the long-distance race to establish ourselves as the driving force for a more sustainable future, regardless of the context in which we carry out our work.

Therefore, I would like to use these pages to thank you for your confidence in the management model and in the human team forming Ecoasimelec. Because trust is the cornerstone of our commitment to society and our strategy as an organisation.



José Pérez García  
ECOASIMELEC  
DIRECTOR GENERAL



A key sector in **efficiently**  
combating climate change”.

ABOUT  
US

03



## 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 758 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, 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 and control equipment, photovoltaic panels, electrical tools, lamps and lights, 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 practice 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 }

<b>Juan Manuel Rodríguez Núñez</b>	CANON ESPAÑA, SA
<b>Luis Pérez Bermejo</b>	RADIOTRANS
<b>Andrés Carasso Vendrell</b>	Asociación de Fabricantes de Material Eléctrico (AFME)
_____	CANDY HOOVER ELECTRODOMESTICOS, S.A
<b>Ricardo Llordén Romero</b>	TELCOM S.L.
<b>Agustín Alarcón Alarcón</b>	Sector Expert
<b>Enrique Muñoz García</b>	LIVELINK VENTURES

### DIRECTOR GENERAL }

**José Pérez García**

Non-Trustee

### SECRETARY }

**Pedro Poveda**

Non-Trustee



2021  
FIGURES

04.

KEY FIGURES  
FOR 2021

17,824

TOTAL COLLECTION POINTS

43,197,314<sub>kg</sub>

KG MANAGED 2021

758

NO. MEMBER COMPANIES

## KILOS MANAGED BY USE

ECOASIMELEC 2021

Ecoasimelec managed 43,197,314 kg of waste during 2021; 88% of this waste came from the domestic channel and 12% from the professional channel.



12%



Total professional (kg)

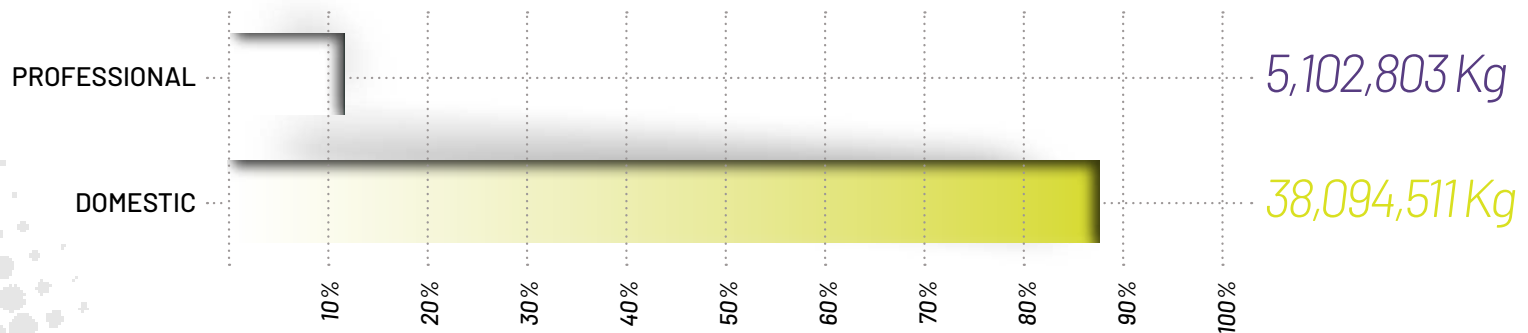
88%



Total domestic (kg)

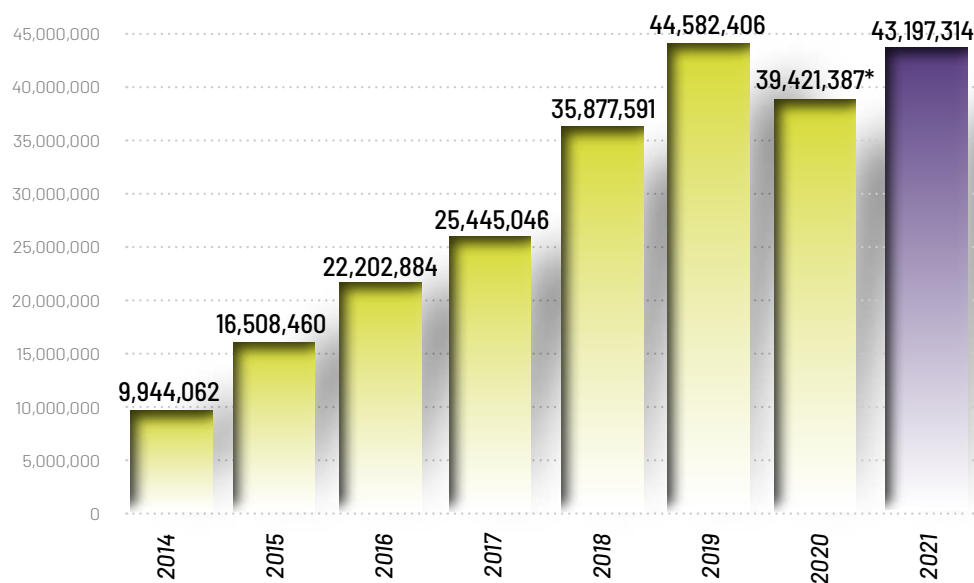


### CATEGORIES





## VARIATION IN KG MANAGED BY ECOASIMELEC 2014-2021



\*Numbers falling due to the pandemic



**TOTAL KG MANAGED IN 2021**  
**43,197,314**



**Did you know?**

the quantities managed by  
Ecoasimelec since 2014 **have**  
**increased fourfold.**

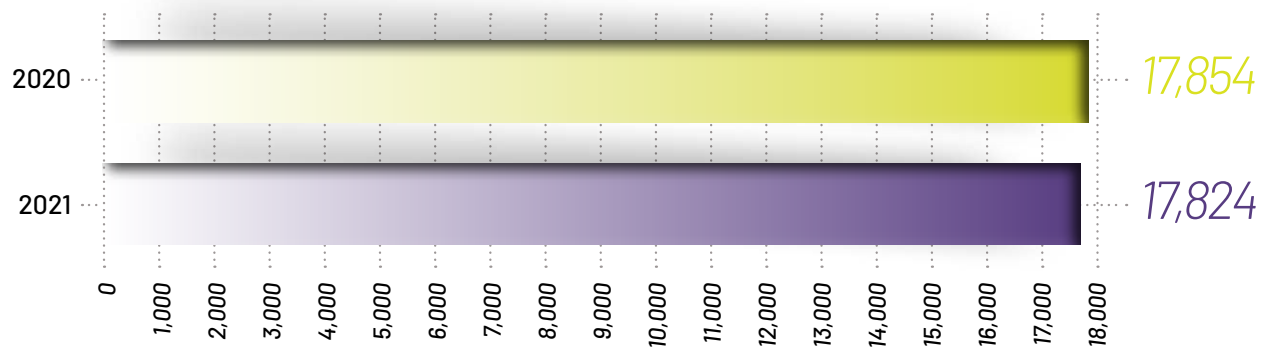
**TOTAL FOUNDATION  
ECOASIMELEC (historic)**

**322,479,206kg**

## COLLECTION POINTS

### TOTAL ECOASIMELEC NETWORK 2021

In the last year, Ecoasimelec's network of collection points has seen a slight decrease due to the closure of some collection points due to the pandemic. Ecoasimelec continues its commitment to making electrical and electronic waste collection more accessible for both domestic and professional users.

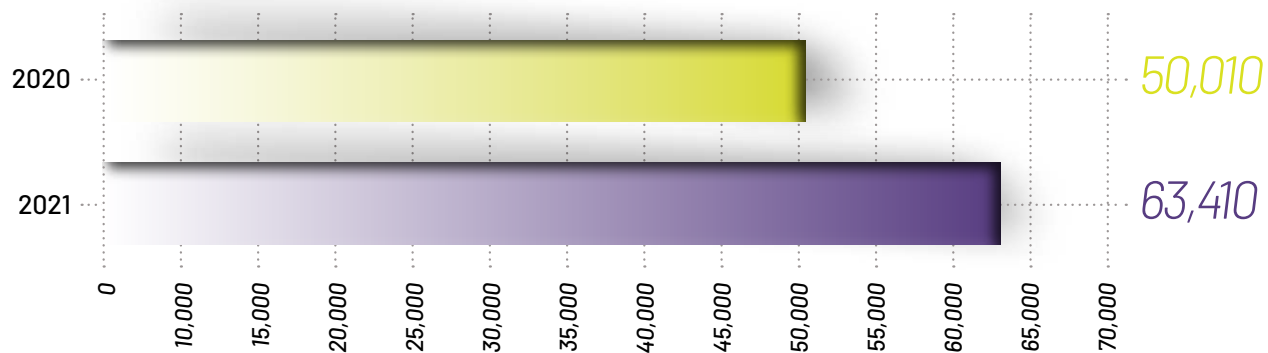


TOTAL COLLECTION  
POINTS 2021

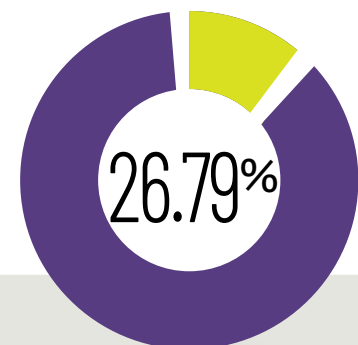
**17,824**



## COLLECTION REQUESTS



13,400 new requests in 2021, 26.79% more than in 2020.

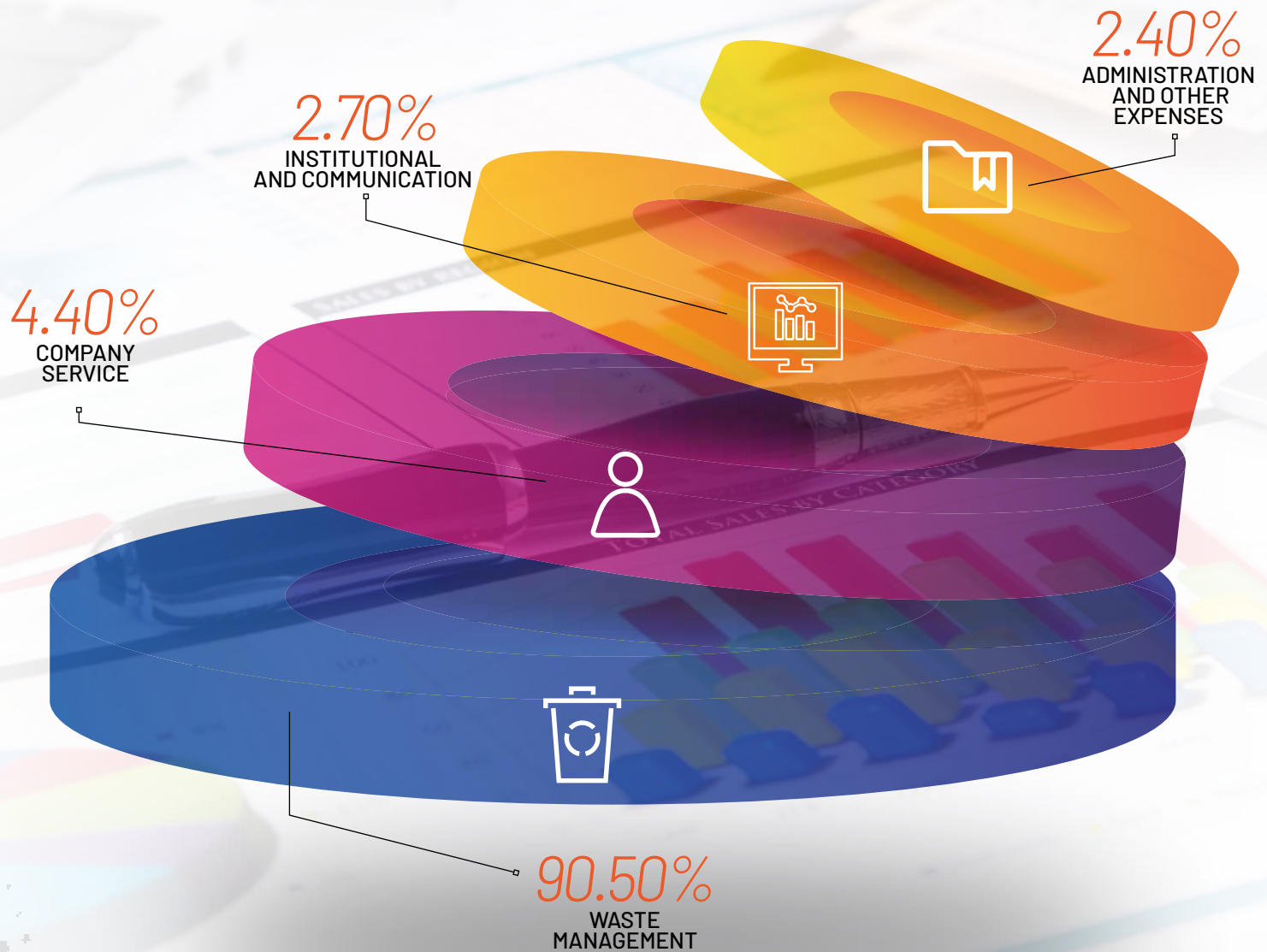


*Did you know?*

Average number of requests per day:  
**More than 173 requests per day** (365 days).



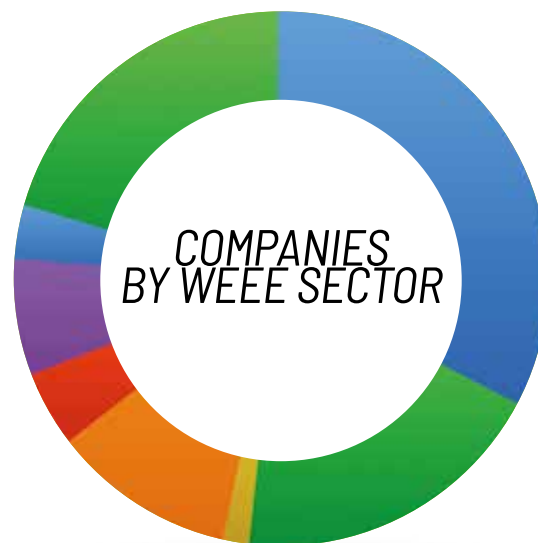
## DISTRIBUTION OF COSTS 2021



## ACTIVITY SECTORS



At the close of 2021, Ecoasimelec had reached 758 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	247	32.6%
Electromedicine equipment	145	19.1%
Recreational machines	12	1.6%
Surveillance and control, electric and industrial material	85	11.2%
Distribution and wholesalers	35	4.6%
Electrical and DIY tools	54	7.1%
Photovoltaic panels	25	3.3%
Big and small household appliances and Other sectors	155	20.4%
	<b>758</b>	<b>100%</b>

COMMUNICATION  
AND EVENTS.

05.



## COMMUNICATION AND NETWORKS

The results of the European Circ4life project and various actions carried out with FENIN, BBVA and CEOE were widely reported in the specialised media.

Ecoasimelec and Tragamóvil have their own Facebook profiles (with **450 followers**).

*During 2021, the health situation continued to limit the public activity and consequent impact on the mainstream media of the Ecoasimelec Foundation.*

**65,308**

web visits in 2021

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

The Ecoasimelec/Tragamóvil website doubled the number of visits during 2021, reaching 65,308 compared to 31,000 in 2020. The number of users of the site reached 33,182.

In the digital world, activity continued throughout the year, reflecting the current situation and campaigns that the Foundation participated in, despite the lack of big events. All of them were reflected on the website, with 16 news items uploaded, and on social media.

### FOLLOWERS OF THE NEWS ON SOCIAL MEDIA



1,850



6,600

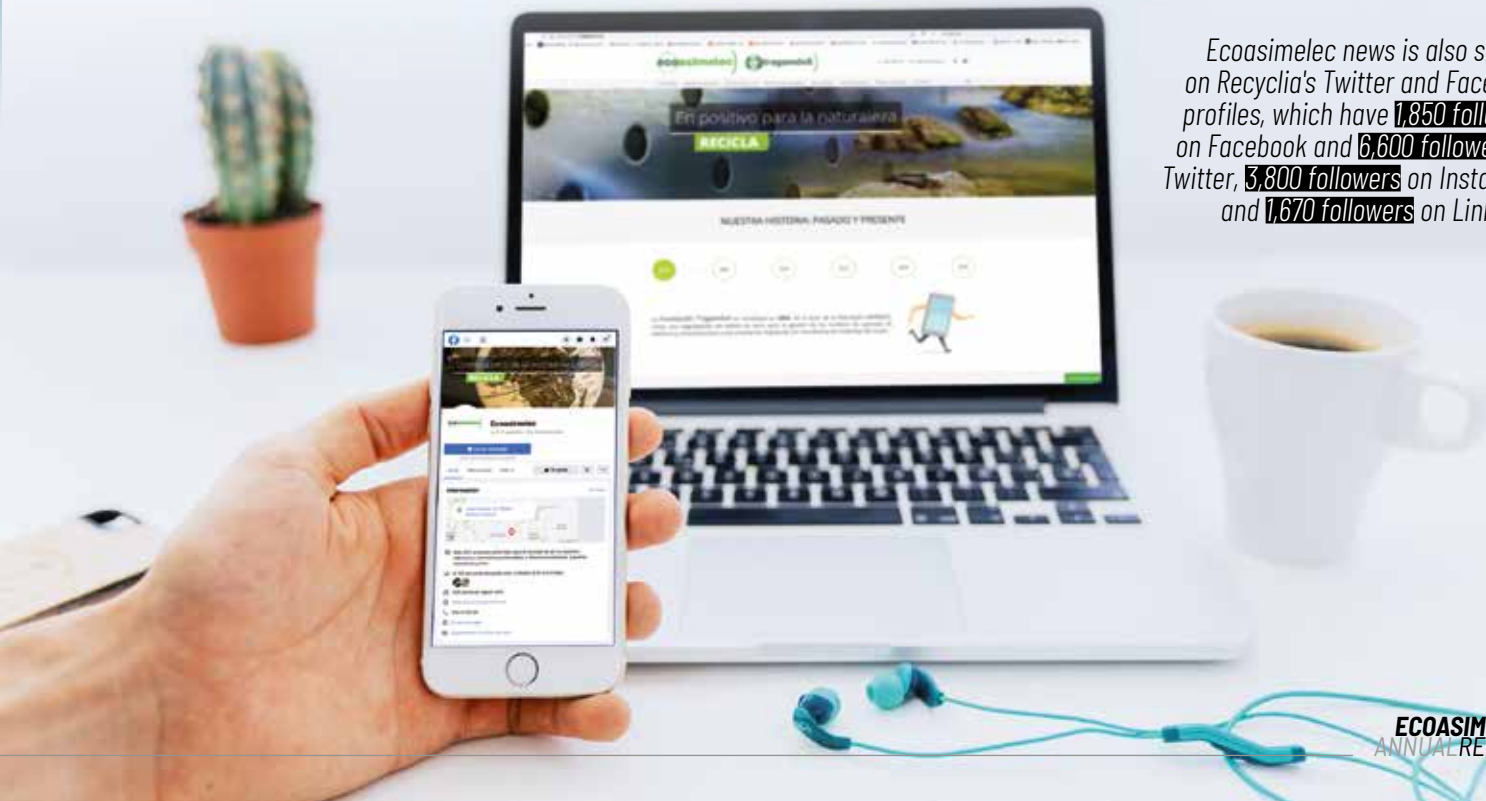


3,800



1,670

Ecoasimelec news is also shared on Recyclia's Twitter and Facebook profiles, which have **1,850 followers** on Facebook and **6,600 followers** on Twitter, **3,800 followers** on Instagram and **1,670 followers** on LinkedIn.



## ECOASIMELEC EVENTS AND ACTIVITIES

### FENÍN AND ECOASIMELEC RECYCLE SANITARY TECHNOLOGY TOGETHER

On the occasion of World Environment Day, celebrated on 5 June, the Spanish Federation of Healthcare Technology Companies (Fenín) and Recyclia ratified their commitment to recycling and the environment, which began more than 15 years ago with the collaboration agreements signed with Ecoasimelec and Ecopilas, environmental foundations managed by Recyclia.

The efforts and commitment of the companies in the sector were reflected in the collection of more than

8.5 million kilograms of waste electrical and electronic equipment (WEEE) from healthcare technology, as well as the batteries and accumulators for this equipment, since 2005.

On behalf of Recyclia, the CEO, José Pérez, indicated that "the active involvement of companies in the Healthcare Technology sector has been fundamental in achieving these important figures for the recycling of healthcare technology, batteries and accumulators. In fact, more than 80 Fenín member companies are members of Ecoasimelec and Ecopilas, and request an annual average of 700 WEEE collections, which demonstrates their commitment to the environment."

Over these years of collaboration, Fenín and Recyclia have developed various specific tools for the sector, such as the 'Guide to the Transfer of Electrical and Electronic Equipment used in Healthcare Technology companies', as well as the manual to help in the preparation of waste prevention plans for this type of waste.

A comprehensive guidance document was produced in order to inform companies in the sector about their responsibility in the correct management of Waste Electrical and Electronic Equipment, Batteries and Accumulators.



## INITIATIVE FOR THE RECYCLING AND REUSE OF MOBILES, IN CATALONIA

The Ecoasimelec Foundation launched the initiative "Reuse your mobile", in collaboration with the Generalitat de Catalunya and various companies and foundations specialising in the traceability and repair of mobile phones.

In order to raise awareness of the benefits of this practice among users, given the widespread tendency to hoard old devices at home, the campaign focused on communicating to consumers the environmental benefits of reusing and recycling old mobiles. Their correct management can save 400 litres of water and avoid the emission of 30 kg of CO<sub>2</sub>.

In this regard, the campaign, which began on 18 June, classified the handsets deposited in the Tragamóvil

containers deployed by Ecoasimelec in four Movistar shops in Catalonia into two groups - suitable for reuse or recycling.

When the condition of the device has allowed its re-use, data erasure and final destination tracing technologies were employed to extend the lifetime of the terminals.

It is estimated that five mobile phones are sold every minute in Catalonia, which means that 2.5 million mobile phones were purchased in 2020 alone. Mobile phones are mostly made of materials that are non-renewable natural resources. The reuse and recycling of these materials avoids the extraction of new raw materials and reduces energy consumption in the manufacture of new equipment.

Along with Ecoasimelec, the Generalitat and Movistar, the initiative also involved USody, a company responsible for the traceability of recycled devices, Andrómines, experts in the preparation for the reuse of electronic waste, and the Trinijove Foundation, which specialises in the classification of devices.





## GREAT SUCCESS OF THE SOLIDARITY INITIATIVE, "FOREST OF GRATITUDE FOR OUR ELDERS"

The presentation of the "Forest of Gratitude for Our Elderly" took place in May at the El Campillo Environmental Education Centre (CEA), located in Rivas Vaciamadrid. The event was attended by Mariano González, Deputy Minister for the Environment, Territorial Planning and Sustainability of the Community of Madrid; Luis del Olmo Flórez, Director General of Biodiversity and Natural Resources; José Pérez, CEO

of Recyclia, and representatives of the distribution organisations participating in the campaign.

The 258 kilos of electronic equipment and batteries deposited by the people of Madrid in the Recyclia containers installed at more than 50 establishments of well-known commercial chains allowed the reforestation of an area of high biological value in the Southeast Regional Park, a protected natural area forming part of the Natura 2000 Network and interconnected with other areas through the Green Arc of the Community of Madrid.

The reforested area was named "Forest of Gratitude for Our Elderly", in memory of the deceased members of the group most affected by COVID-19.



This is the result of the collection campaign of the same name that the environmental foundations, Ecoasimelec, Ecopilas y Ecofimática, carried out during the months of June and July 2020, with the collaboration of the BricoDepot, Decathlon, Leroy Merlin and MediaMarkt chains.

For every kilo of electronics and batteries removed, Recyclia made a financial contribution to carry out this reforestation project, a forest that "not only honours the memory of so many elderly people who have died, in many cases without the comfort of their families, as a result of this terrible disease. It should also remind us that this pandemic is rooted in the human-induced disruption of ecosystems and



that we have an inexcusable duty to protect nature, every day, in all our actions."

## BBVA AND ECOASIMELEC RECYCLE THE FIRST 90,000 CREDIT CARDS

In the middle of the year, BBVA and Ecoasimelec signed a collaboration agreement to create a process for collecting credit and debit cards, guaranteeing their recycling and the maximum reuse of materials.

This initiative, which allows BBVA customers to hand in their damaged or expired cards at branches, facilitated the recycling of a total of 85,962 cards before the end of the first quarter of the agreement.

The recycling process allows the reuse of 90% of the raw materials that make up the bank cards and the creation of energy through the burning of 3.8% of the material using controlled machinery for the emission of noxious gases.

On average, BBVA issues approximately 950,000 cards a quarter, some 3.8 million a year.





## JOINT CAMPAIGNS IN VALENCIA AND ANDALUCIA

### *RAEECCIONA promotes the work of sales outlets*

On 9 February, a new edition of the "Raeeciona" campaign was presented online, with the participation of Joan Piquer, the Director General of Environmental Quality and Education of the Valencian Community.



More than 600 shops in a hundred or so municipalities in the Valencian Community took part in "Raeeciona", an awareness campaign that aims to promote the collection of electronic equipment, involving the points of sale as prescribers of good environmental habits among citizens and informing them of their rights as consumers and the points available for depositing them.

The Ecoasimelec and Ecofimática foundations are participating in this initiative launched by the

Regional Ministry of Agriculture, Environment, Climate Change and Rural Development of the Valencian Community, in collaboration with the rest of the collective systems for the management of electronic equipment.

### *Recycle your Devices*

Since the beginning of the year, Ecoasimelec has also collaborated with the activity of the BIKE-INFORMERS that travelled through more than 30 Valencian municipalities, in a new edition of the "Recycle your appliances" campaign, adapted to the health circumstances.

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 bike-informers ran mobile recycling points for the general public in each municipality and were responsible for collecting small unused electronic devices.

Coinciding with the start of the school year in October, the 'Recycle your appliances' campaign resumed its usual route with the aim of informing the citizens of the Valencia Region about the importance of recycling electrical and electronic equipment (WEEE), with the support of Ecoasimelec and Ecofimática, foundations both managed by Recyclia.



## Valencia Inland Consortium

Ecoasimelec continued to work in 2021 with the Valencia Inland Consortium to encourage the selective collection of small electrical appliances within its territory, following the presentation of the annual awareness campaign that had been presented in the town of Buñol.



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. To this end, information was delivered to the 30 counties that make up the Valencia Inland Consortium and information stands were set up.

In the Valencian Community, Ecoasimelec also continues to collaborate with the "Recycle with the Five Senses" initiative, the workshops it organises for schoolchildren and the informative actions through social networks and the internet.

## WEEE Andalusia

In Andalusia, throughout 2021, numerous informative activities also continued to be carried out, within the framework of "WEEE Andalusia", a joint communication strategy initiative between the Regional Ministry of Agriculture, Livestock, Fisheries and Sustainable Development, the Andalusian Federation of Municipalities and Provinces (FAMP) and the Extended Producer Responsibility Collective Systems, such as Ecoasimelec and its brand Tragamóvil, which have been promoting the correct management of WEEE in Andalusia, since 2015.



## MADRID HAS ITS POINT FOR BETTER RECYCLING OF E-WASTE

The environmental foundations Ecoasimelec and Ecofimática started the year with the launch of an information campaign, in collaboration with the Madrid City Council and other electrical waste management systems.

The aim of the campaign was to increase the use of the clean points by the citizens of Madrid to deposit their electronic waste.

Under the title 'Madrid has its point', the initiative reinforces the signposting of these points and the information about this service, which is essential in guaranteeing the recycling of this type of waste.

With it, the signposting in the neighbourhoods was



improved to identify both the mobile clean points, consisting of lorries with special containers for selective waste collection, and the local waste collection points, as the urban furniture dedicated to this purpose is known.

The campaign also included the display of information posters in approximately 47,000 blocks of flats located in areas close to the local clean points, with a map showing the location of the nearest one and information on the type of waste that could be deposited there.

Currently, Recyclia's environmental foundations collect electronic waste at a total of 563 collection points in the Community of Madrid, 435 of which are owned by Recyclia and 128 by the municipalities. Approximately 43% of these points are located in the capital.

As the CEO stated, "we are aware that depositing unused electronic equipment in the appropriate containers requires an extra effort by citizens as they are not as close to their homes as those for other more common types of household waste. That is why every year we devote a significant part of our resources to increasing our network, which now totals more than 38,000 points for the deposit of this type of waste."





## INTERNATIONAL

SUCCESSFUL COMPLETION  
OF THE EUROPEAN  
CIRC4LIFE PROJECT

The pilot test of the first incentive system implemented in our country to increase the collection of small electronic devices, by means of smart containers, ended with the removal of 600 kilos of electronic waste, 10% of which will be reused.

This pioneering experience in our country has been coordinated by Recyclia and the waste management company Indumetal Recycling, responsible for managing the waste, both for recycling and reuse. It has

been one of the four pilot experiences forming part of the European "CIRC4Life" project, the aim of which is to study the viability of new business models based on the Circular Economy.

Recyclia is the only Spanish management system to participate in this project, which is financed by the Horizon 2020 programme and coordinated by the University of Nottingham. 17 organisations from eight EU countries participate in CIRC4Life, including universities, research centres, processing plants, collective systems, private companies and NGOs.

On average, each user participating in the pilot experience, which ran from November 2020 to October 2021 in the Bizkaia municipality of Getxo, made five waste deliveries. In addition, there have been more than 1,500 downloads of the mobile application required to identify the user, enable the opening of the smart container door and receive the corresponding eco-credits as a reward.

In order to carry out the project, the organisations previously installed two roaming smart containers in three public buildings and three schools in Getxo, in collaboration with the town council.



## JOINT EUROPEAN CAMPAIGN ON INTERNATIONAL E-WASTE DAY

Since the Ecoasimelec Foundation has rejoined the European WEEE Forum, different informative actions have been carried out in the different participating European countries.

Throughout 2021, other activities have included the sharing of various interesting infographics on the



recycling of mobile phones, TV screens and other WEEE, as well as the raw materials that constitute them and the importance of recycling them, through the social networks and websites of the organisations that make up the WEEE Forum

In particular, we are helping to raise awareness in European society together, coinciding with #ewasteday.

## INTERNATIONAL E-WASTE DAY, at the Mexican university of Monterrey

In October, the CEO of Recycليا and general director of Ecoasimelec, José Pérez, gave an online conference to the community of the UANL University in Nuevo León, Mexico, coinciding with the celebration of e-Recycling Week 2021, on the other side of the Atlantic.

The conference entitled "The recycling of electronic equipment in Spain and Europe. Regulations, practical experience and management models" could be followed on Facebook Live on the platform "UANL Sustentable" of the Autonomous University of Nuevo León, in the state of Monterrey.

UANL SEMANA DEL RECICLAJE ELECTRÓNICO UANL 2021

La Universidad Autónoma de Nuevo León a través de la **Secretaría de Sustentabilidad** dentro del Marco del Día Internacional de los Residuos de Aparatos Eléctricos y Electrónicos (RAEE) invita a la conferencia:

**"EL RECICLAJE DE EQUIPOS ELECTRÓNICOS EN ESPAÑA Y EUROPA. NORMATIVA, EXPERIENCIA PRÁCTICA Y MODELOS DE GESTIÓN"**

JOSÉ PÉREZ GARCÍA  
CONSEJERO DELEGADO DE RECYCLIA  
MADRID, ESPAÑA

13 de octubre de 2021  
11:00 am  
f LIVE /UANLSustentable/

Información:  
Dirección de Gestión Ambiental y Seguridad Operativa:  
gestionambiental@uanl.mx





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