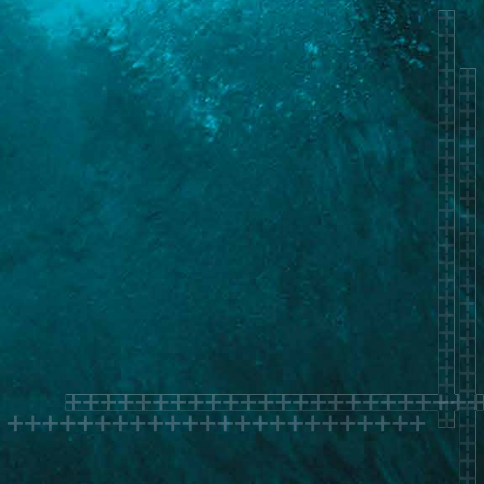


MAR
RECYCLIA ANNUAL REPORT
2017



recyclia 



summary

4

1 A WORD FROM
THE PRESIDENT

6

2 A WORD FROM
THE CEO

8

3 ABOUT US

16

4 FIGURES

28

5 RECYCLIA
OPERATIONS

34

6 COMMUNICATION
AND EVENTS

48

7 SOCIAL COMMITMENT
AND CSR

52

8 COLLABORATIVE
FOCUS

54

9 INTERNATIONAL
PRESENCE

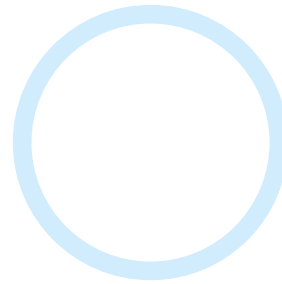


1

A WORD FROM
THE PRESIDENT



●●● Institutional recognition



Taking stock of Recyclia's activities in 2017 means talking about the consolidation of our management model, not only in the light of the large number of companies who are members of our environmental foundations and the quantities of electronic waste, batteries and light fixtures handled, but also because of the institutional and public recognition of the work of the collection systems.

With regard to the first of these factors, our results, it is very satisfying to report that in 2017 we have managed 241,704 tonnes of waste electrical and electronic equipment (WEEE) and batteries since operations began and reached 1,354 member companies, with an expansion of our representation in every category.

In terms of institutional recognition, 2017 is the year in which the European Commission, through its Director General for the Environment, Daniel Calleja, lauded the collection model of waste management as the most efficient one in the market.

In his remarks at the sector's annual event, EcoEncuentro 2017, Calleja made a case for extending the collection model of management of electronic equipment to the other member states, as a means of guaranteeing fulfilment of recycling laws, and he highlighted the opportunities for exporting Spanish technology and knowledge in this area.



Luis Pérez Bermejo
PRESIDENT OF RECYCLIA

In line with the consolidation of our leadership, 2017 will go down in the sector's history as the year in which Spain's collection systems made an assessment of their activity at the 1st National Congress of WEEE Recycling.

More than 300 professionals participated in this event, at which the collection systems demonstrated the reasons why 97% of manufacturers choose this model to meet their obligation to recycle the devices they sell when they reach the end of their useful life.

Finally, again this year, there was a positive public response to the awareness-raising work we carry out at Recyclia to promote public collaboration. This is one of the cornerstones of our operation as it contributes to the consolidation of recycling as a habit in Spanish homes and, in particular, among the younger generations.

In short, 2017 was, for us, a year full of milestones in the growth of the collection model in general and of Recyclia in particular, and full of satisfaction for the team of people involved. For more than 15 years, we have been turning our responsibility towards manufacturers into commitment to our society.



2

A WORD FROM
THE CEO



●●● The formula that has turned us into leaders

It is once again my pleasure to share a new report of Recyclia's year of activities with you. On this occasion we are looking at 2017, a year synonymous with a job well done by all our foundations, and one that has allowed Recyclia to consolidate its position as leader in the management of waste electrical and electronic equipment (WEEE) and batteries in this country.

Broadly speaking, this leadership translates into more than 241,000 tonnes of WEEE and batteries managed since our operations began and 1,354 member companies. In addition, in 2017, we greatly increased our representation, which means that currently one in every four domestic appliances released to market in Spain is declared through Recyclia foundations, and this figure rises to 31% in the case of professional use.

We must add to this the fact that **Recyclia has today the biggest collection network for electronic waste and batteries in the country, with a total of 54,192 recycling points spread across Spain, and more than 4,711 new points opened just in 2017.**

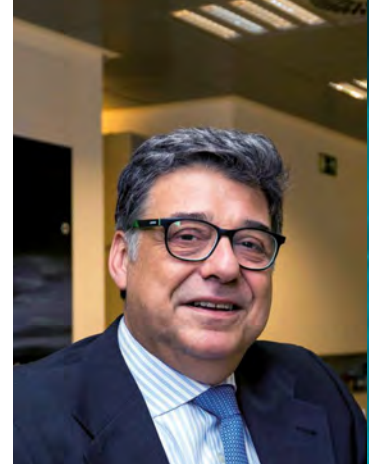
Ecopilas has earned a special mention, as it has reasserted its place as one of the leading battery systems in Europe by achieving a collection rate of 41% of the batteries released to market, having collected more than 3 million kilos via our network of recycling points and collaborating bodies.

Ecolum's achievements are similarly impressive. One year on from its effective incorporation into Recyclia, we have grown in efficiency and member services to meet the demands of all categories of equipment and we have managed over 9,500 tonnes of waste lighting since the foundation's creation in 2005.

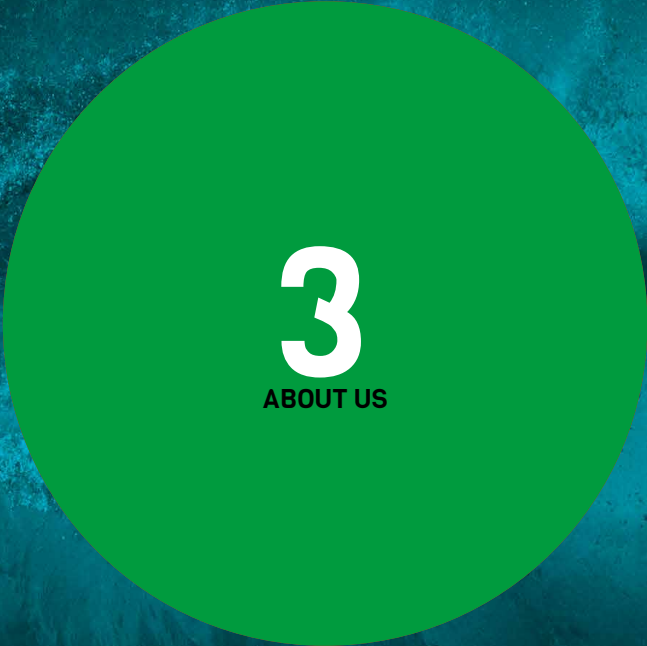
Without a doubt, these figures allow us to start 2018 from the strongest possible position and with a good degree of optimism in the face of the new year's challenge for the sector: the coming into force of the obligation to recycle a set of professional electronic equipment that has been exempt.

To take on this challenge, we will replicate the formula that turned us into leaders: dedication to serving our members, close collaboration with public institutions, managers and distributors, continuing to advance public awareness among the Spanish people and collaborating in the international projects and forums that help us stay at the cutting edge of trends in the national and global electronic recycling sector.

These ingredients will continue to be the central axis of Recyclia's work, given the solid endorsement we find in the excellent results set out in this report and the trust placed in our responsible and socially committed management model.



José Pérez García
CEO of RECYCLIA





RECYCLIA

RECYCLIA, the administrative body of the extended producer responsibility collection systems for electrical and electronic equipment, batteries and lighting, is the largest platform for the selective collection and management of this type of waste in Spain.

It is a non-profit body that manages the environmental foundations Ecopilas, Ecofímica, Ecoasimelec-Tragamóvil and Eco-lum, bringing together more than 1,354 production companies in Spain.

These foundations, which are now constituted as extended producer responsibility (EPR) collection systems in accordance with the terms of the environmental legislation currently in force, have been offering the tools and guarantees that member companies need to meet their environmental obligations for over 10 years.

RECYCLIA has in place the most extensive waste collection network in the country, now comprising more than 54,000 points, allowing the collection and proper recycling of more than 240,000 tonnes of waste since operations began in 2012.



RECYCLIA MANAGEMENT BOARD

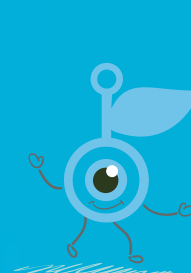
The Recyclia Management Board is the governing entity of the administrative body and it is made up of representatives from the four environmental foundations.

The respective Boards of Trustees select participants to represent the interests of each foundation and sector.

The Management Board's functions include approval of the administrative body's budget for the coordinated management, monitoring and control of business activity and the correct allocation of costs among members.

RECYCLIA's coordinated management model results in a significant cost saving and the creation of synergies, allowing it to become a reference figure in electronic recycling in Spain and a prime example of the circular economy for all of Europe.

●●● RECYCLIA MANAGEMENT **BOARD**

PRESIDENT**Luis Pérez Bermejo****Ecoasimelec****CEO****José Pérez García****Ecopilas****DIRECTORS****Enrique Muñoz****Ecoasimelec****Agustín Alarcón****Ecoasimelec****Benigno Martínez****Ecopilas****Rafael Gutiérrez****Ecopilas****Concepción García****Ecolum****Aurelio González****Ecolum****Ramón Campos****Ecopilas****Jaime Corderas****Ecofimática****Vidal Vicente****Ecofimática****Carmen Aláez****Ecoasimelec**

On 31 December 2017



**'Give Your
Batteries New
Life'**

The Ecopilas Foundation was founded in the year 2000 and since then has been a national and international flagship for the collection and proper management of waste batteries and accumulators. It has pioneered the creation and implementation of its recycling processes in Spain.

With 811 member companies, it is the national leader in this sector, registering constant growth in its operations throughout the country.

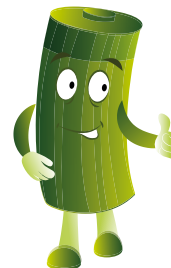
Its extensive collection network, now comprising 35,538 containers, has been set up to make it easier for the general public to deposit their spent batteries and accumulators properly, by bringing collection closer to end users.

The intense activity undertaken by Ecopilas over the years has allowed us to properly manage more than 25,988 tonnes of spent batteries and accumulators since the entry into force of the regulation in 2008, achieving a collection ratio of 41.25% of all batteries released to market.



Did you know?

Ecopilas makes on average more than 25,000 collections of used portable batteries per year, which equates to more than a hundred million portable batteries each year.



www.ecopilas.es



‘Make an Impression on the Environment’

Ecofimática is an environmental foundation that provides national coverage for the collection and recycling of waste printers, fax machines, photocopiers and multifunction devices, of both domestic and professional origin.

It is devised to meet one of the environmental needs of companies in the office IT sector, to guarantee the proper management of end-of-life equipment generated in business activities.

The Ecofimática Foundation represents 90% of the sector and is made up of the bulk of companies that manufacture and import office IT equipment in the country, many of them represented on our Board of Trustees.

In order to facilitate the handover of the used equipment, Ecofimática has set up a major network of collection points offering nationwide coverage, currently comprising 6,746 points where both domestic and professional users can deposit their waste.

Given the sector's professional characteristics, one of the most important tasks that Ecofimática carries out relates to raising awareness among professionals in the office IT sector of the importance of their collaboration in collection through their channels of end-of-life equipment and its waste, in order to ensure its proper management.

MEMBER
COMPANIES

18

TONNES
MANAGED

4,702

COLLECTION
POINTS

6,746



Ecofimática brings together 90% of office IT manufacturers and importers in Spain, providing national coverage for waste electrical and electronic equipment collection.

www.ecofimatica.es



**'United by
responsible
recycling'**

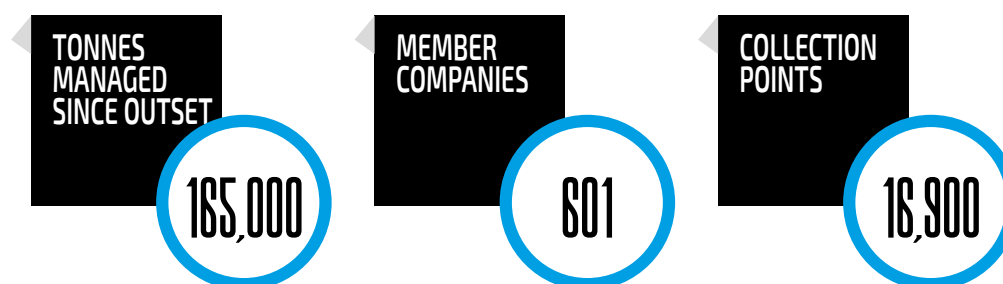
Ecoasimelec was set up in the year 2005 with the aim of assisting companies manufacturing and importing electrical and electronic equipment to comply with their environmental commitments derived from the issuance of Royal Decree 208/2005.

Ever since it was founded, the Ecoasimelec Foundation has been a national flagship in the management of waste electrical and electronic equipment (WEEE), and enjoys the trust of 600 member companies and notable representation across the sector in such major segments as IT and telecommunications, medical equipment, recreational machines, surveillance equipment, photovoltaic panels and machines and tools.

In 2014, Tragamóvil, the foundation created for the collection and proper management of mobile telephones, merged with Ecoasimelec to form a single body. From that moment, the two foundations joined forces in a shared project, optimising their processes and generating synergies with other operations implemented by Ecoasimelec.

In order to guarantee successful management and ensure compliance with its objectives, operations have progressively been defined in accordance with the needs of each of these sectors.

Since they first began, Ecoasimelec and Tragamóvil have managed more than 165,000 tonnes of waste electrical and electronic equipment, achieving a reuse and recycling ratio in excess of 80%.



Did you know?

Up to 90% of a mobile phone's components are recyclable. That is why it is so important to raise awareness among the millions of mobile phone users, so that they may contribute to this area of recycling.

www.tragamovil.es

ECOLUM

**'We recycle
light'**



The Ecolum Foundation has been a member of Recyclia since the end of 2016. This foundation was created in 2005 to help lighting manufacturers meet their waste collection and management obligations, and with it Recyclia completes the 10 categories of electrical and electronic waste that WEEE was divided into up to that year, as it covers the fifth category of lighting appliances, lamps and luminaires.

With more than 300 member companies, which it provides with the most efficient management of luminaires, lamps and illuminated signs, Ecolum has become the principal collection system for this type of product of both domestic and professional origin.

Currently, it is the EPR collection system that selectively collects and properly manages the most lighting waste in treatment plants, in an indication of its work in the professional ambit. This foundation is prepared to take on the obligation to also collect such waste in the domestic ambit in 2018.

The exponential growth in collection in recent years is, without doubt, one of the benefits of the synergies that emerged from Ecolum's incorporation into Recyclia.

TONNES
MANAGED
SINCE
OUTSET

8,555

MEMBER
COMPANIES

325

COLLECTION
POINTS

4,914

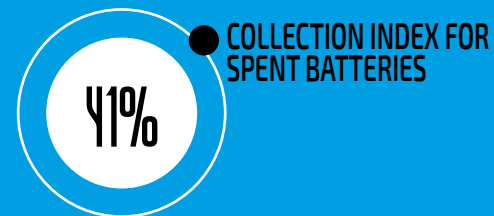
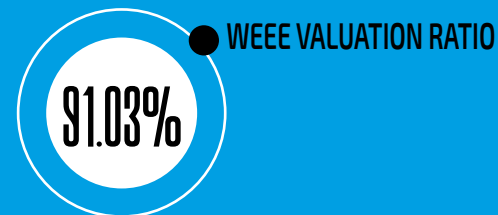
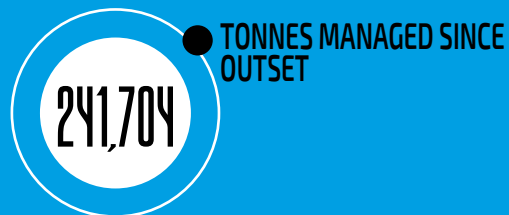
**Did you
know?**

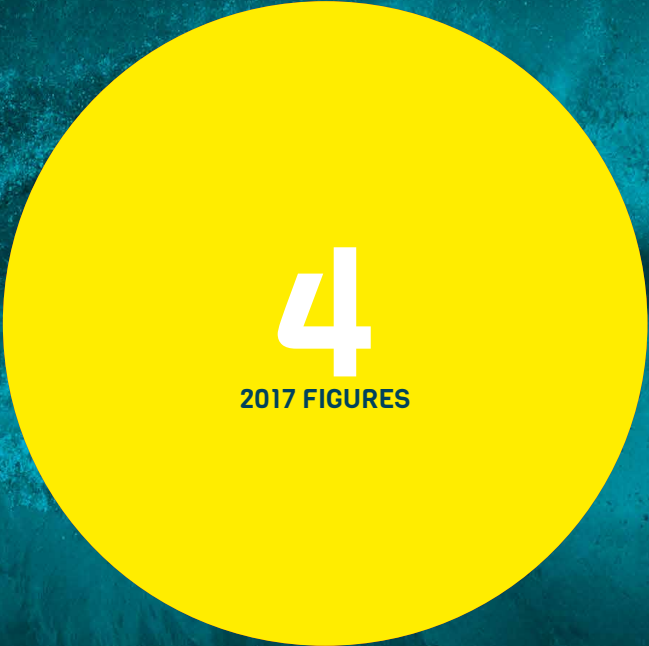
Ecolum is the leading collection system in the professional market for category 5 lighting equipment, with a 42% share of the market in 2017.

www.ecolum.es

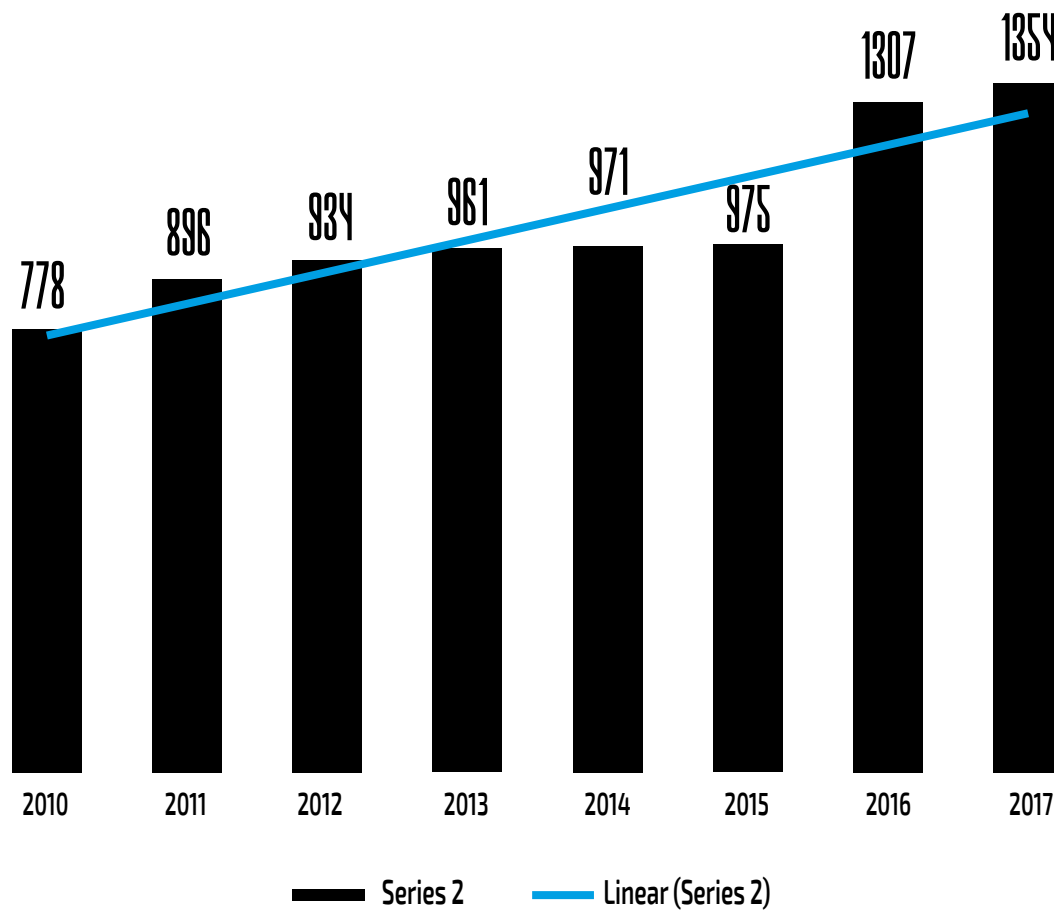
SUMMARY OF THE FOUNDATIONS' GENERAL DATA

+++++





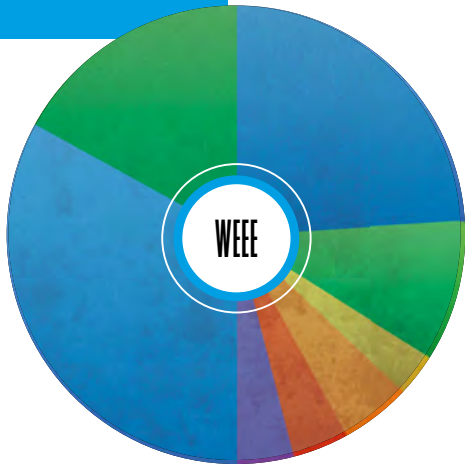
MEMBER COMPANIES RECYCLIA



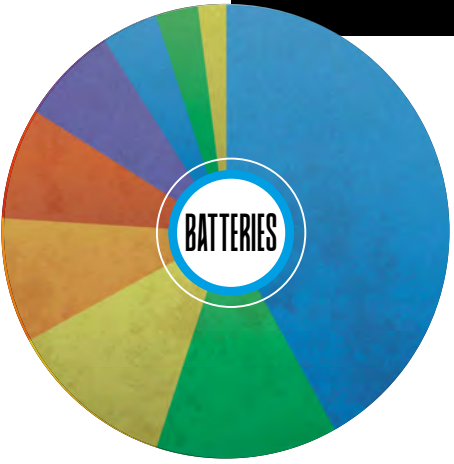
COMPANIES AND SECTORS
WEEE AND BATTERIES

COMPANIES BY SECTORS WEEE

●	COMPUTING, TELEPHONY, OFFICE IT AND CONSUMER ELECTRONICS	24%
●	ELECTRO-MEDICINE	10%
●	RECREATIONAL	3%
●	SURVEILLANCE AND CONTROL	5%
●	TOYS AND PROMOTIONAL GIFTS	4%
●	ELECTRICAL TOOLS AND AUTOMOTIVE	4%
●	LIGHTING APPLIANCES	33%
●	OTHER SECTORS	17%



COMPANIES BY SECTORS BATTERIES



●	CONS. ELECTRONICS / TELEPHONY / COMPUTING	42%
●	BATTERIES AND ACCUMULATORS	13%
●	ELECTRO-MEDICINE	12%
●	SMALL HOUSEHOLD APPLIANCES / HARDWARE / DIY / ELECTRICS	9%
●	TOYS / LEISURE / SPORTS	8%
●	PROFESSIONAL / INDUSTRIAL	7%
●	DISTRIBUTION	4%
●	TELECOMS AND RADIOCOMMUNICATIONS	3%
●	OFFICE IT	2%

●●● **DEVELOPMENT** OF SECTORS IN RECYCLIA
WEEE BY CATEGORY
2014 compared to 2017



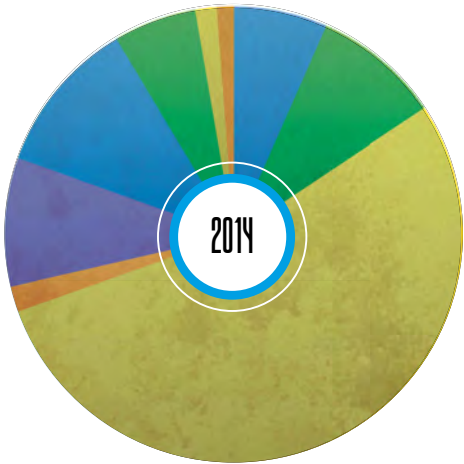
Total kg 2014	
6.58%	3,334,103.00
9.03%	4,579,446.00
53.98%	27,372,199.80
1.79%	906,104.00
0.00%	0.00
9.12%	4,625,514.00
10.96%	5,559,528.00
5.84%	2,959,097.00
1.50%	758,184.00
1.21%	613,585.00

50,707,760.80

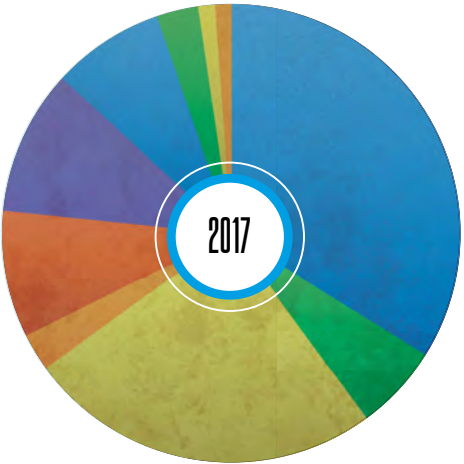
- CAT.1** Refrigeration, large household appliances, A/C, radiators
- CAT.2** Small household appliances
- CAT.3** IT and telecoms equipment
- CAT.4** Consumer electronics
- CAT.5** Lighting appliances
- CAT.6** Electrical and electronic tools
- CAT.7** Toys, leisure and sports equipment
- CAT.8** Medical devices
- CAT.9** Surveillance and control instruments
- CAT.10** Automatic dispensers

Total kg 2017	
33.87%	37,146,055.00
6.10%	6,691,730.00
25.02%	27,440,441.00
2.64%	2,894,271.00
9.03%	9,897,785.35
10.17%	11,148,405.00
7.91%	8,671,643.00
2.92%	3,206,962.00
1.18%	1,292,762.00
1.17%	1,279,696.00

109,669,750.35



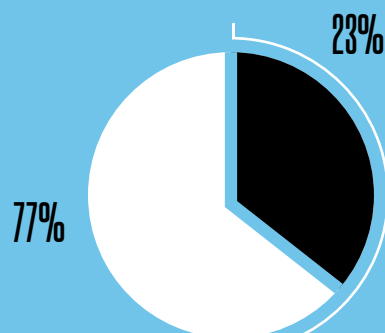
116.28%
Increase in kg declared since 2014



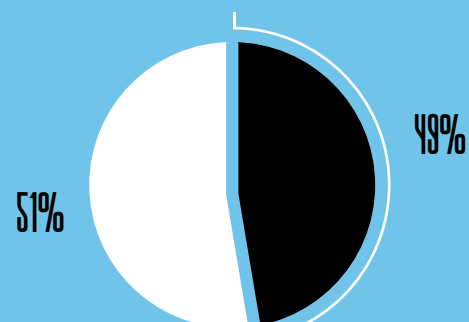
RELEASED TO MARKET

WEEE UNITS 2017 (RTM)

+++++



DOMESTIC UNITS MARKET



PROFESSIONAL UNITS MARKET

OTHER SYSTEMS

RECYCLIA FOUNDATIONS

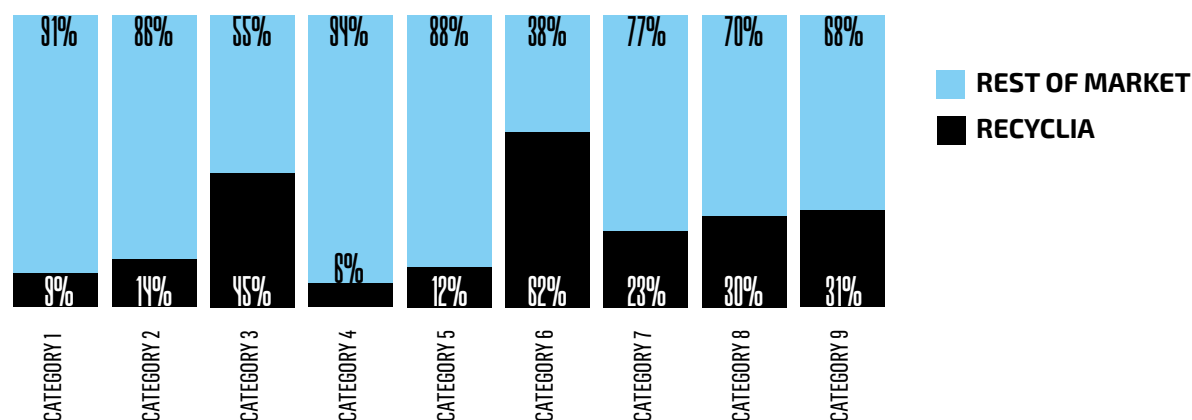
Did you know?

One in every two professional use electrical and electronic devices released to the Spanish market is declared through Recyclia member foundations, and one in every four domestic-use devices.

REPRESENTATIVENESS BY CATEGORY

1. DOMESTIC WEEE

DOMESTIC

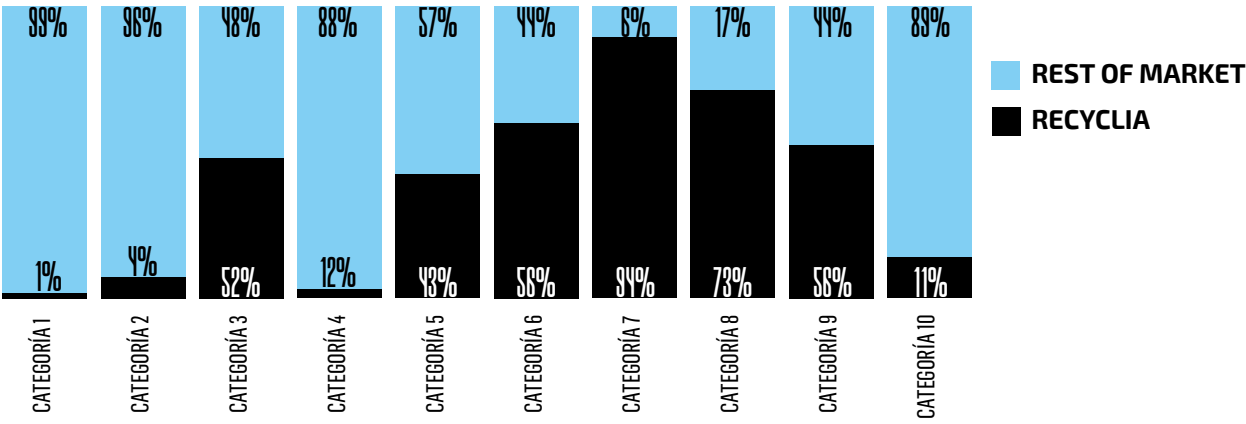


		Total RECYCLIA (Kilograms)	Rest of market (Kilograms)
CAT.1	Large household appliances	37,020,379	381,980,221
CAT.2	Small domestic appliances	6,636,296	39,928,647
CAT.3	IT and telecoms equipment	14,645,383	17,577,530
CAT.4	Consumer electronic equipment and photo-voltaic panels	2,409,064	39,807,815
CAT.5	Lighting appliances	806,491	5,729,039
CAT.6	Electrical and electronic tools	8,080,289	4,992,624
CAT.7	Toys, leisure and sports equipment	3,307,817	10,983,340
CAT.8	Medical devices	220,645	520,471
CAT.9	Surveillance and control instruments	188,998	422,573
CAT.10	Automatic dispensers	0	0
		73,315,362	501,942,261

●●● REPRESENTATIVENESS BY CATEGORY
1. PROFESSIONAL WEEE



PROFESSIONAL

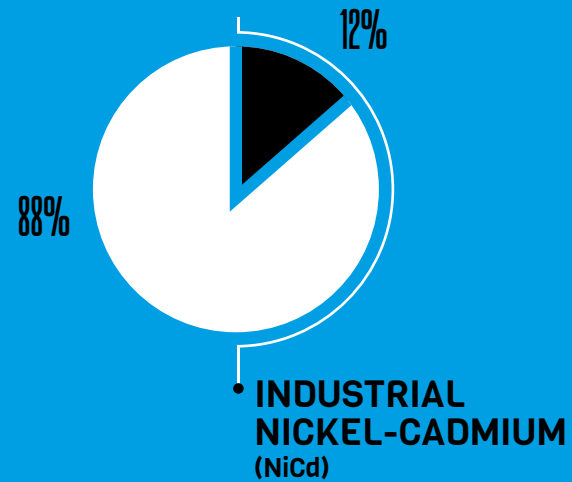
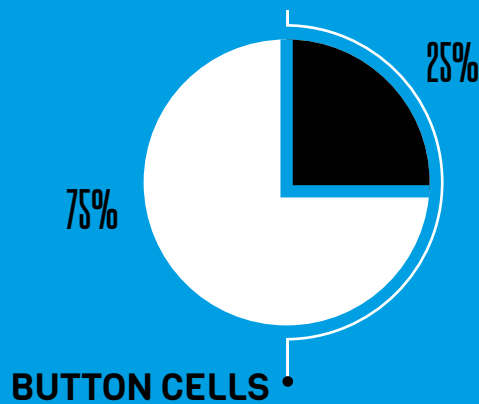


		Total RECYCLIA (Kilograms)	Rest of market (Kilograms)
CAT. 1	Large household appliances	125,676	12,443,181
CAT. 2	Small domestic appliances	55,434	1,203,085
CAT. 3	IT and telecoms equipment	12,795,058	11,608,185
CAT. 4	Consumer electronic equipment and photovoltaic panels	485,207	3,518,184
		9,091,294	12,284,998
CAT. 5	Lighting appliances	3,068,116	2,376,739
CAT. 6	Electrical and electronic tools	5,363,826	333,904
CAT. 7	Toys, leisure and sports equipment	2,986,317	1,108,163
CAT. 8	Medical devices	1,103,764	879,187
CAT. 9	Surveillance and control instruments	1,279,696	9,938,327
CAT. 10	Automatic dispensers	36,354,388	55,693,953

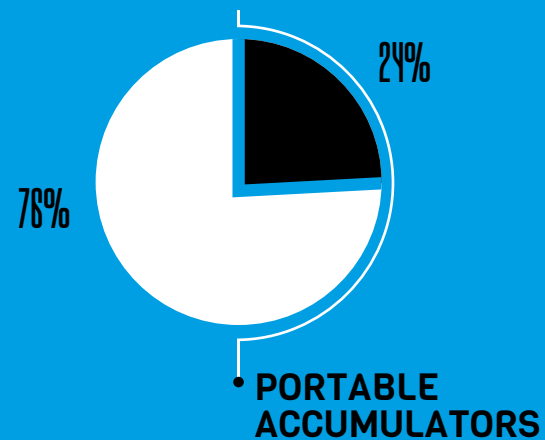
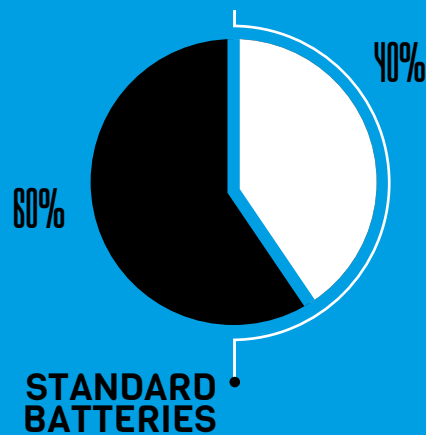
REPRESENTATIVENESS BY CATEGORY (RTM)

ECOPILAS

+++++

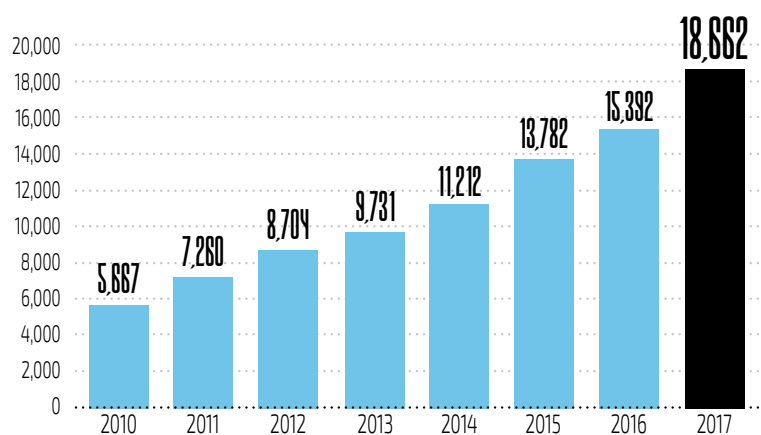


ECOPILAS REST OF MARKET

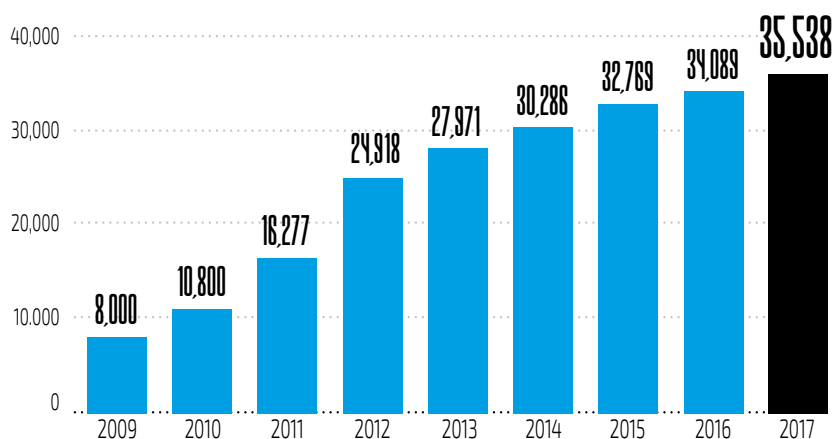


RECYCLIA COLLECTION POINTS WEEE/BATTERIES

EVOLUTION OF WEEE



EVOLUTION OF BATTERIES

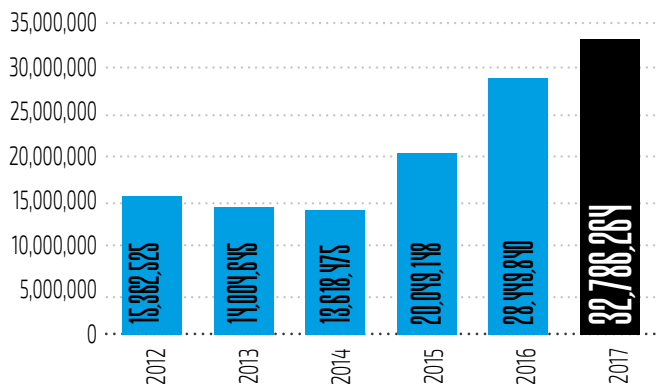


Did you know?

The number of collection points is now over 50,000, with nearly 5,000 new points added in 2017.



WEEE QUANTITIES MANAGED ANNUALLY



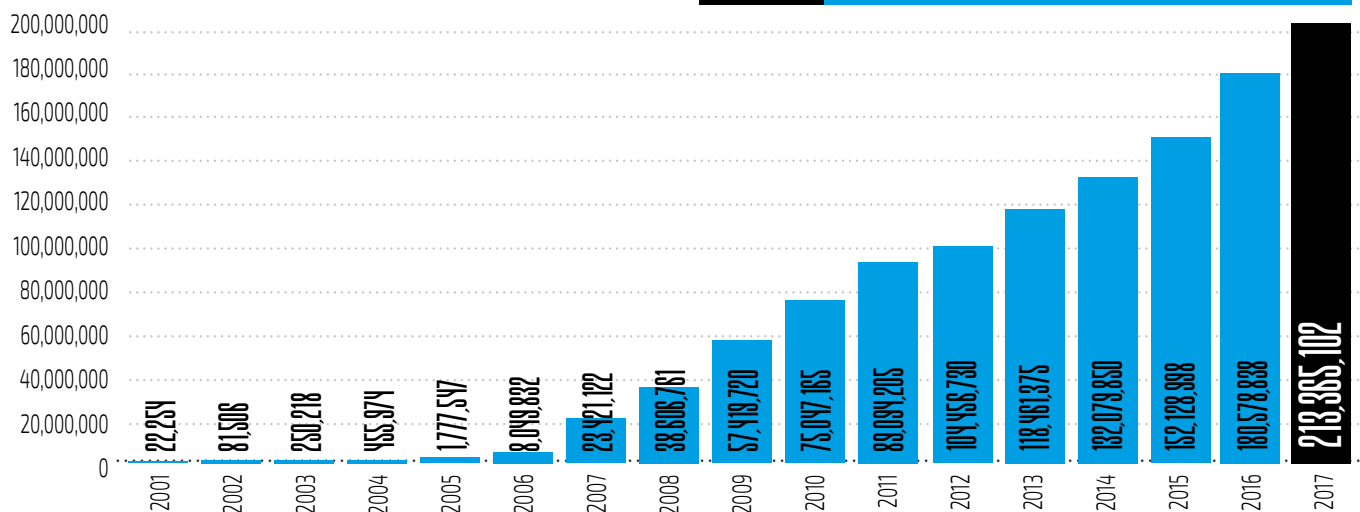
Did you know?

Recyclia carried out an average of 150 collections of electronic waste per day in 2017.

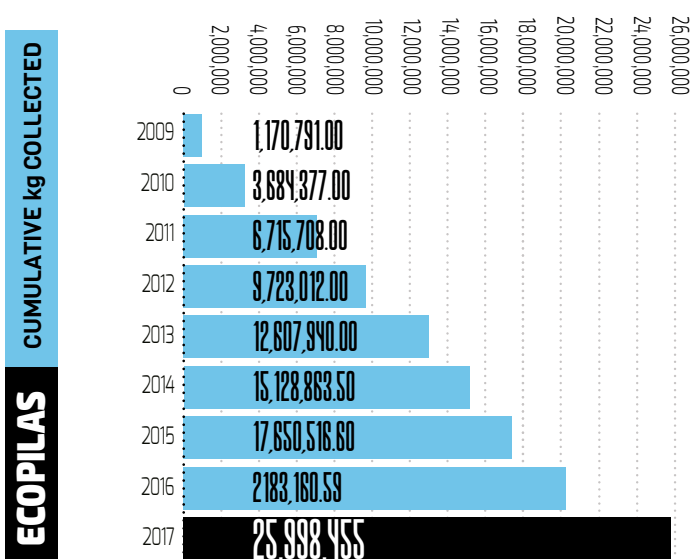
Did you know?

More than 200,000 tonnes of WEEE have been managed since the Recyclia foundations' operations began.

WEEE QUANTITIES MANAGED, CUMULATIVE (kg)

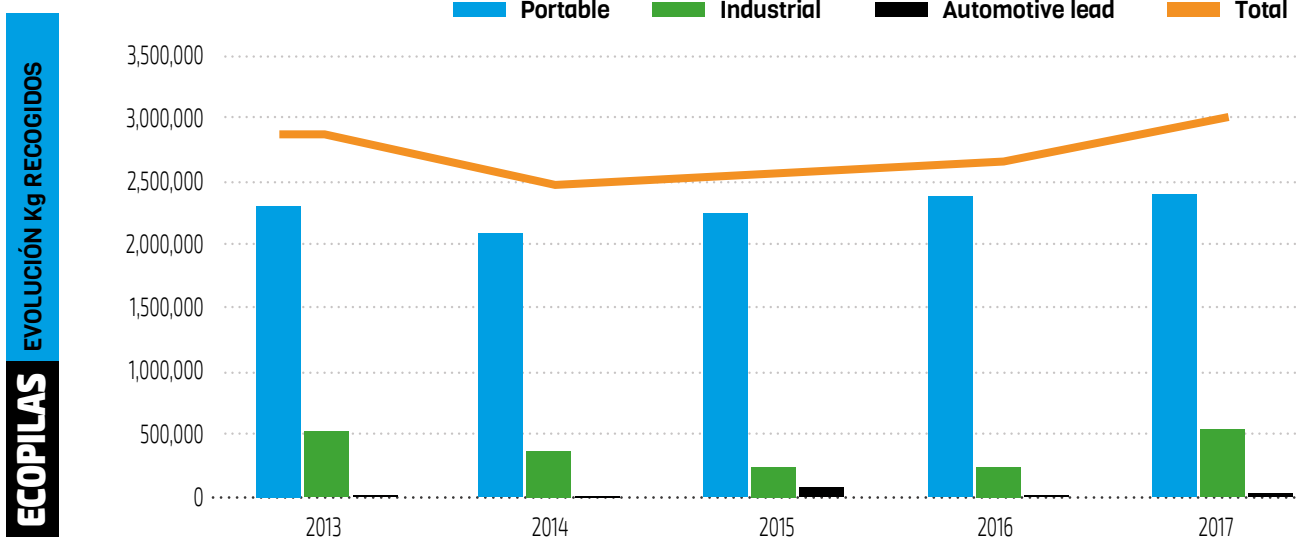


TOTAL KILOS MANAGED BATTERIES

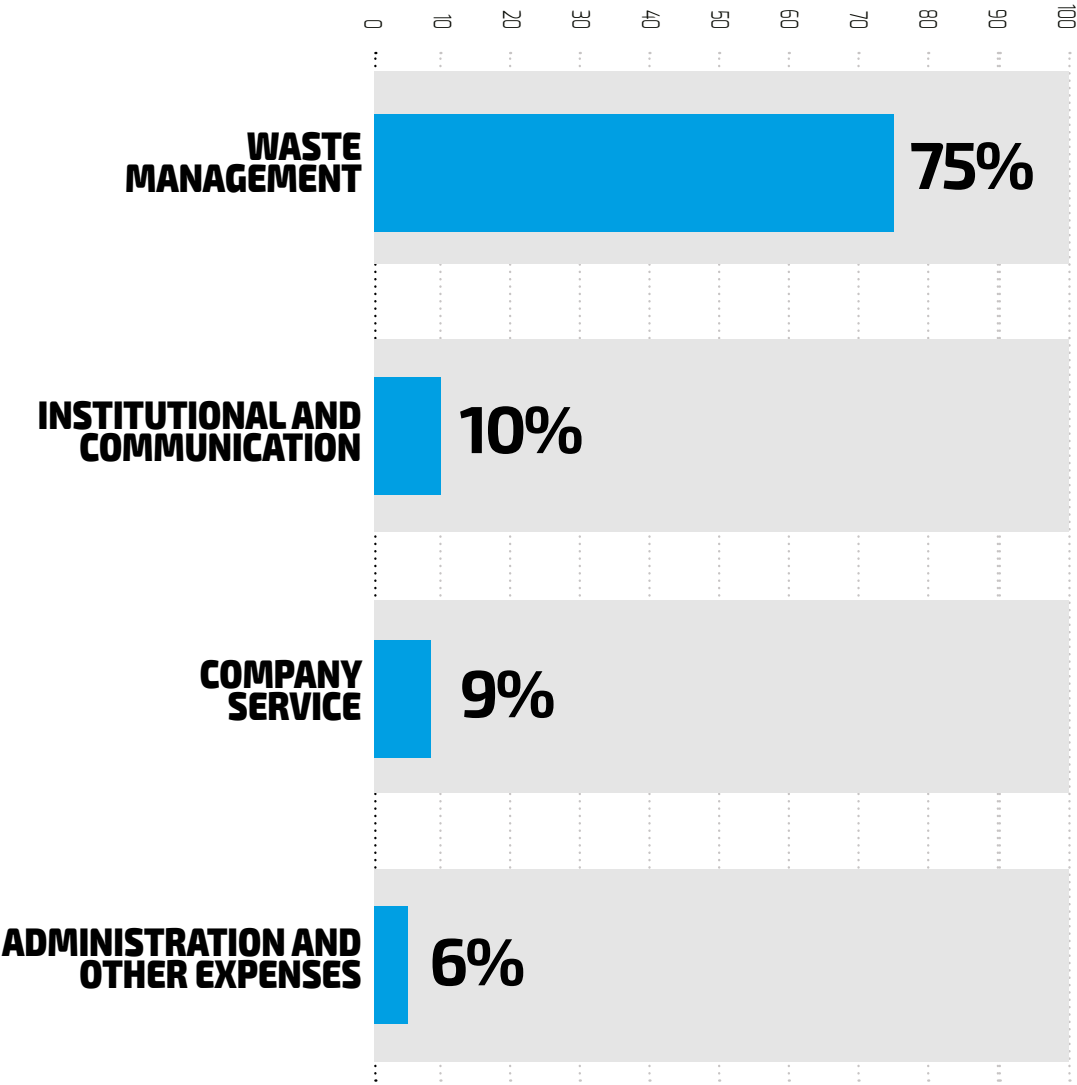


Did you know?

In 2017, more than 3 million kilos of batteries and accumulators were collected through the Ecopilas network.



COST DISTRIBUTION
RECYCLIA FOUNDATIONS





5

RECYCLIA OPERATIONS



SPECIFIC OPERATIONS RECYCLIA

The foundations belonging to our platform present an optimised waste collection and recycling model, fulfilling the management needs of the domestic and professional channels.

The management models are designed to guarantee the proper collection and final management of waste at authorised treatment plants.

LOGISTICAL MODELS

BATTERIES

PORTABLE BATTERIES

DISTRIBUTION CHANNEL

Collections at retail centres, shops

MUNICIPAL CHANNEL

Collections at recycling points and public authority centres

PROFESSIONAL CHANNEL

Collections at technical services, workshops, maintenance companies, management companies

INDUSTRIAL batteries

INDUSTRIAL CHANNEL

Collections at large industrial facilities, largely for lead and NiCd

ELECTRIC VEHICLE CHANNEL

Collections at manufacturers and official distributors

DOMESTIC WEEE

DISTRIBUTION CHANNEL:

Collection at retail centres

MUNICIPAL CHANNEL:

Collection at recycling points

DISTRIBUTORS' SPECIFIC CHANNELS

PROFESSIONAL WEEE

Electro-medicine collections

Professional tools collections

Recreational machines collections

Ecofímica collections

Specific lamps and luminaires collections

Photovoltaic panels collections

ELECTRICAL EQUIPMENT

SPECIFIC RECYCLIA OPERATIONS

1 DOMESTIC

MUNICIPAL CHANNEL

The municipal waste electrical and electronic equipment and battery and accumulator collection networks are based on containers installed at municipal recycling points, which have the purpose of assisting users in handing over their waste and achieving an effective separation by categories in accordance with the treatment they require.

In order to cover these recycling points, **municipalities and local bodies may request the removal of the containers via the Recyclia foundations, or otherwise use the shared services of OFIRAEE and OFIPILAS**, established jointly by all the collection systems for this purpose.

Did you know?

The fundamental aim of the municipal recycling points is to assist users in handing over their waste.



SPECIFIC RECYCLIA OPERATIONS

1 DOMESTIC

DISTRIBUTION CHANNEL

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

MULTI-CONTAINER: Specially created for the joint collection of batteries, portable accumulators, small household appliances, energy-saving bulbs and fluorescent tubes at hypermarkets and retail centres. Their design and implementation have involved collaboration by various collection systems similar to the Recyclia foundations, to obtain operational and logistical synergies that are vital for containers of this type.

ECOLUM PROFESSIONAL DISTRIBUTORS

>> Small card container



>> Large sturdy plastic container

ECOASIMELEC COMMERCIAL ESTABLISHMENTS AND DISTRIBUTORS

>> Waste electrical and electronic equipment collection box



TRAGAMÓVIL COMMERCIAL ESTABLISHMENTS

>> Mobile phone tube container



ECOPILAS COMMERCIAL ESTABLISHMENTS

>> Ecopilas box



>> Ecopilas igloo



>> Ecopilas tube



SPECIFIC RECYCLIA OPERATIONS

2 PROFESIONAL WEEE



1

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

2

RECREATIONAL MACHINES: The collection system for recreational machines agreed with FACOMARE (Association of the Recreational Industry) and Ecoasimelec, is designed to guarantee the traceability of the collection and final management of end-of-life machines, with a system of tickets handed out to operators at the point of market release.

3

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

4

INDUSTRIAL PORTABLE BATTERIES: Operation created to resolve the specific needs of the industrial battery sector and large-scale portable battery users, guaranteeing compliance with the legislation governing both hazardous waste and hazardous goods (ADR).

5

HYBRID-ELECTRIC VEHICLE BATTERY: The collection of these batteries has developed jointly with the main companies in the automotive sector, through collaboration with their corporate programmes. The main aim is to develop the most appropriate procedures for the collection, transportation and ultimate recycling of such batteries.

6

ECOFIMÁTICA: Operation intended to cover the needs of producers, distributors and professional users of office IT products. This is the longest-standing operation of all the Recyclia professional activities, as it was set up on a small scale back in 2003, before being extended nationwide in 2005.

7

ECOLUM: Waste collection operation for lights, lamps and illuminated signs. Ecolum has several different types of container to install at distributors' facilities and for each type of waste. It also collects directly from the facilities or places where large amounts of waste are generated (such as construction sites and large companies).

8

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

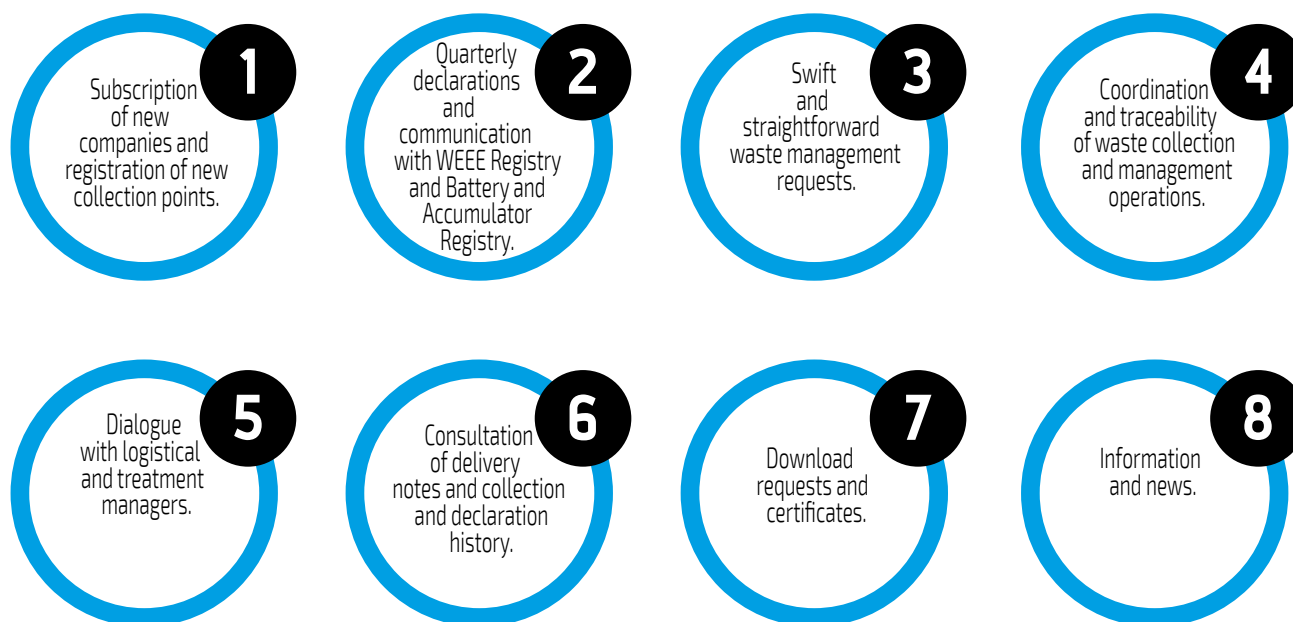
9

ELECTRICAL EQUIPMENT: In 2017, work has been undertaken to define the collection operation for the electrical equipment sector, in order to be prepared for the new obligations established by Royal Decree 110/2015.



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 declarations 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:





6

COMMUNICATION AND
EVENTS



WEBSITES AND SOCIAL MEDIA

RECYCLIA

Web 2.0 and the media are, today, essential platforms for initiatives like Recyclia's that seek to raise public awareness of the importance of recycling, biodiversity, the problems with climate change and other such issues. Recyclia has continued working to increase the resonance of environmental information throughout our society via the media.

In 2017, there were more than 1,800 hits in the press, radio and television on a national and regional level. The majority of them (52.2%) correspond to articles in the generalist media, followed by environmental and waste management media (18.4%). Next comes other specialist media (15.1%), such as corporate social responsibility, education, sport, printing and graphic arts, industry and construction. This is followed by technology, electronics and distribution channel media (11.2%), and finally, finance and economics (3.1%).



In 2017, there were more than 1,800 hits in the press, radio and television on a national and regional level.

With regard to internal communication over the course of 2017, a total of four digital newsletters were sent to member companies and commercial and institutional contacts, as well as three paper Econoticias bulletins, sent by post.

At the end of the year, the update and redesign process began on the website www.recyclia.es to optimise it for use on mobile devices (responsive web design) and for better positioning in web searches (SEO).

With regard to social media, the @Recyclia profile on Twitter closed 2017 with more than 5,000 followers, with an average increase of 100 followers per month, equivalent to a daily average of 3 to 5 followers of the tweets produced each day with photos and news about corporate activity.

On Facebook, the most popular network, the number of fans exceeds 1,400 and 526 professionals follow the platform's daily reports on the LinkedIn professional network.

The year 2017 also saw the launch of Recyclia's profile on Instagram, the most popular network among young people, which focuses on visual images and where the number of followers is more than 100.

Over the year, Recyclia collaborated with the foundations to design a broad programme of activities to publicise the need to recycle batteries and electrical waste effectively to professionals and the public. Among the most significant actions in terms of scale were EcoEncuentro2017, now in its seventh edition, the Recyclia Environment Awards and Ecopilas' participation in the Vuelta a España. Recyclia participated actively in numerous awareness-raising activities in the fields of sports and education, in collaboration with the autonomous regions and other recycling systems.



ECOENCUENTRO 2017

Recyclia's annual meeting brought together more than 200 professionals, public authority representatives, electrical appliance and battery manufacturers, and waste, distribution and media managers, to analyse the challenges the electronic recycling sector faces in 2018 in the framework of the Circular Economy strategy.

'The collection model for managing end-of-life electronic devices is essential in order to finance the selective collection and recycling of this type of waste without the need for greater public spending,' affirmed Daniel Calleja, Director General for the Environment of the European Commission in his talk at EcoEncuentro 2017.

Similarly, José Pérez, CEO of Recyclia, championed the effectiveness of the model that has facilitated the collection of 230,000 tonnes since its outset, via more than 50,000 recycling points nationwide.

EcoEncuentro 2017 also served as a platform for Spain's key political groups to debate the Circular Economy and waste management: Loreto Cascales (PP), Ricardo García (PSOE), José Luis Martínez (Ciudadanos) and Juan Antonio López de Uralde (Podemos) concurred in affirming the need to improve coordination between the various agents in the sector.



3RD RECYCLIA ENVIRONMENT AWARDS

On 20th December, the Ritz Hotel in Madrid hosted the 3rd Recyclia Environment Awards, an annual ceremony by which Recyclia recognises the work carried out by individuals, organisations and the media in the area of sustainability and the environment.

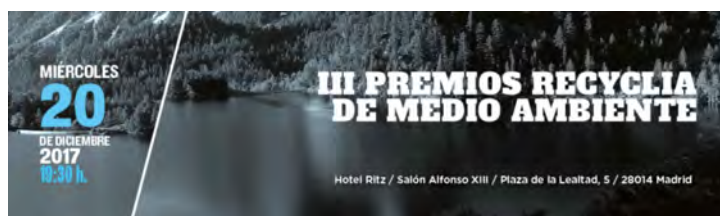
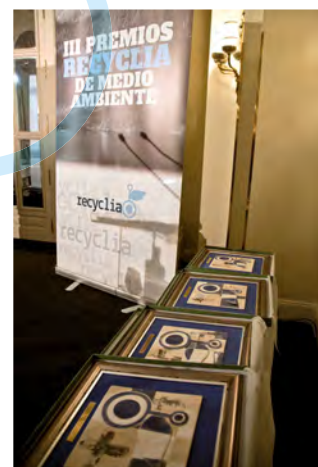
As part of the event presented by Luis Pérez Bermejo, President of Recyclia, a special recognition was awarded to Daniel Calleja, Director General for the Environment of the European Commission, for his work to promote the 'Europe 2020 Strategy' on the Circular Economy.

The Nature Protection Service of the Civil Guard (SEPRONA) and Lanzarote Council were awarded prizes in the category of 'Greatest Support by a Public or Private Body for Promoting Recycling'.

In the case of the former, Recyclia recognises the body's work in vigilance, especially in the face of a recent increase in environmental crime such as illegal trafficking of waste. The award was collected by Jesús Gálvez Pantoja, lieutenant colonel of operations at SEPRONA headquarters, and José Manuel Vivas, captain and head of the Central Unit for the Environment (UCOMA). Domingo Cejas, officer of the Lanzarote Council Waste Management Area, received the award that acknowledged the body's work in awareness raising and training in sustainable practices.

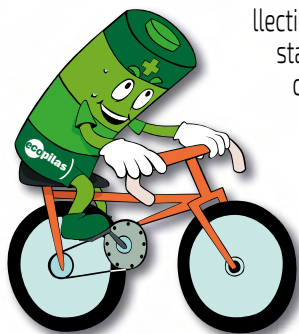
In the category, 'Best Performance by a Media Organisation to Promote Recycling', the 3rd Recyclia Award went to EFEverde, the environmental information platform of the EFE agency, a leader in environmental journalism in Spain.

Finally, Eva González, environment reporter at Europa Press, was awarded in the category, 'Best Performance by a Journalist to Promote Recycling' for her extensive track record in environmental journalism and her reporting on current affairs in the recycling sector.



2017 VUELTA A ESPAÑA CYCLE RACE

In 2017, Ecopilas continued its work to bring battery collection closer to the general public through sports, with an intense campaign in top-level competitions held in this country. Among them, the Vuelta a España has a special position because it was the first sports event that the foundation began collaboration with in 2011.



As in the previous six editions, Ecopilas set up collections at the start and finish lines of every stage, thus adding to the more than 37,000 containers that are already in operation across Spain. The foundation also acknowledged the most active municipalities among the 40 that hosted the collection campaign. In 2017, this recognition went to two Andalusian districts, Écija (Seville) and Alcalá la Real (Jaén).

The citizens of Écija dropped off 300 kg in the containers installed at the start line of the 14th stage of the competition, while the people of Alcalá la Real collected 100 kg at the 15th stage.



European Battery Recycling Day

On 9th September, Ecopilas celebrated the European Battery Recycling Day for the third consecutive year in Spain, at the initiative of Eucobat. As part of this event, the foundation brought collection points to the people at the queen stage of the Vuelta a España, between Corvera de Asturias and Alto de L'Angliru. In addition, the race winner, Chris Froome from Britain, lent a hand to the initiative by depositing some batteries in a container located at the start line.



OWN CAMPAIGNS

1ST VEJER DE LA FRONTERA SCHOOLS CAMPAIGN

'If you recycle your batteries at school... the planet smiles' is the slogan of the awareness and collection campaign that Ecopilas is running in schools in various municipalities across Spain. The latest to join, in 2017, was Vejer de la Frontera. A total of seven schools in the municipality actively participated in the initiative that awards a prize of 500 euros-worth of classroom materials to the school that collects the most batteries over the year.



TELORECICLO



Recyclia collaborated with this initiative, launched by Orange, to promote the recycling of mobile phones alongside the employment of people with learning difficulties in the province of Almería.

The association 'A Toda Vela' works towards the integration of disabled people, and eight of its members received training about the collection process, the final use of recycled mobile phones and the impact of their treatment on the environment, and they took responsibility for phone collections in several districts of Almería.

QUEBRANTAHUESOS

Quebrantahuesos, or 'Bone Breaker', is Spain's biggest public cycling race and, as well as sponsoring it for the first time, Ecopilas also set up a stand and containers for domestic batteries at the start and finish lines in Sabiñánigo (Huesca).



DESCENT OF THE SELLA

As in previous years, Ecopilas took part in the 81st edition of the International Descent of the Sella, setting up an information stand and collection facilities in Arriendas and Ribadesella.

Fans who discarded their spent domestic batteries in these containers on August 5th received a gift and, at the end of the campaign, the three people who brought the largest amount of waste batteries were awarded prizes.



VUELTA A ASTURIAS

As in previous years, Ecopilas sponsored the three-day Vuelta a Asturias cycle race which was celebrating its 60th anniversary in 2017. Cycling fans deposited more than 100 kilos of batteries in the containers set up at the start and finish lines of the three stages of the race that ran from 29th April to 1st May.

In the summer, Ecopilas was also present at another event in Asturias, the 9th Travesera Reino Astur in Nembra, which was held in July with a total of 200 participants.



MALLORCA CYCLE CHALLENGE

For another year, Ecopilas supported the biggest event in the European professional cycling calendar, held in Mallorca from 26th to 29th January.

Ecopilas ran an awareness campaign for the public and sponsored the Combativity Award that Ecopilas Secretary Gonzalo Torralbo presented to the winner, Alejandro Valverde.



'CHARGE YOUR BATTERIES'

This most recent edition of the competition organised by Ecopilas and the waste management area of Lanzarote Council was a great success, with the participation of 50 nursery, primary and secondary schools and 2,215.3 kilos of batteries recycled.

The winning schools in this fifth edition of the event were CEIP Capella-nía del Yágabo, which once again claimed the top prize with 556 kilos. CEIP Múnique won in the category, 'Most batteries collected per pupil' with 139 kilos of batteries and just 10 pupils. In addition, as part of the campaign, more than 17,000 domestic mini-containers were distributed among the Lanzarote school community.

Since 2015, Ecopilas and Burgos Council have been running the campaign, 'Give your batteries more life', with which they aim to raise public awareness of the importance of recycling batteries, through the most highly-anticipated sports competitions in the province: the Cross de Atapuerca and the Vuelta a Burgos.

VUELTA A BURGOS



There were Ecopilas collection points at the start and finish lines of all five stages of the Vuelta a Burgos' 39th edition, which was held on 1st to 5th August. The locals could drop off their spent domestic batteries and find out information about the benefits of recycling for the environment.



CROSS DE ATAPUERCA

On 12th November, this cross-country competition took place and Ecopilas organised its famous collection competition, which managed to collect almost 11 kilos of spent batteries.

BURGOS SCHOOLS CAMPAIGN

Also, as part of the collaboration agreement between Ecopilas and Burgos Council, fifty local schools joined the campaign. 'If you recycle your batteries at school... the planet smiles.' Through this campaign, the foundation raises awareness in schools of the importance of recycling spent batteries and accumulators.



EXTREMADURA-ECOPILAS

Cycling events were among the most successful ones in terms of public participation in 2017, and in particular, the professional mountain biking races in which Extremadura-Ecopilas competed. The team has been sponsored by the Recyclia environmental foundation for the last three seasons.

In 2017, Extremadura-Ecopilas promoted the collection of 1,140 kilos of batteries, a figure three times higher than the 360 kilos achieved in 2016.

It is worth noting that 300 of these 1,140 kilos were collected at the **1st Marcha BTT Por el Corazón de las Villuercas**, which is one of the competitions in which Extremadura-Ecopilas participated. The team, whose main sponsor is the Government of Extremadura, has been competing professionally for eight seasons and has several Spanish champions among its ranks.



TOGETHER WE CAN CLOSE THE CIRCLE

In 2017, Ecofimática strengthened its awareness campaign among retailers and wholesalers, with a view to promoting membership of the foundation's network of collection points for end-of-life office IT and printing equipment.

Ecofimática launched the ECO Awards in Andalusia and Galicia, which aim to recognise distributors' work in collecting this type of waste, and also added the 'Together we can close the circle' campaign. This initiative entails the creation of a mark that recognises companies' environmental commitment and compliance with legislation, and as a result of it, **more than 200 new distributors have now joined the Ecofimática collection point network.**

LONG LIVE YOUR ELECTRONIC DEVICES! (GALICIA)

The people of Santiago de Compostela recycled 1,051 kilos of batteries and 1,531 kilos of small electronic devices as part of the environmental awareness campaign, 'Long live your electronic devices!', launched by Santiago de Compostela Council, Recyclia, Teimas Desenvolvemento and Revertia.

Recyclia opened 15 collection points at various socio-cultural and sports centres throughout the province and took care of removing them and transporting their contents to the authorised recycling plants.



LUGO COLLECTS (GALICIA)

Towards the end of 2017, Ecopilas launched this pilot project in Foz, and it is hoped that around thirty more Galician provincial councils will sign up to it over the course of 2018. Over three months, Lugo Collects will travel around the province's main municipalities where it will set up a touring tent in which a team of environment monitors will provide information and raise public awareness of the importance of contributing to battery recycling.



JOINT CAMPAIGNS

1ST NATIONAL WEEE RECYCLING CONGRESS

In June, the Spanish electronic recycling sector came together for the 1st National WEEE Recycling Congress, on the initiative of the collection systems. More than 300 professionals from the electronic recycling and energy efficiency sectors came together in Antequera to analyse the role played by various stakeholders in the management of end-of-life electronic devices and the challenges of meeting the collection targets set out in the 2015 legislation.

The participants concurred in emphasising the economic and environmental viability of the collection systems, a model that has enabled the management of tonnes of electronic waste in Spain, 235,000 of which were collected in 2016.

The congress brought to light two equally important facts: the level of public support for such systems (94% of the amount recycled in 2016 were domestic appliances) and the great socio-economic potential of the waste sector, which is the largest producer of green jobs in Spain with around 27% of the total.

The meeting also highlighted the important innovation work carried out by the collection systems in the development and financing of their own waste traceability tool: OfiRaee. Considered a public-private collaboration success story, the efficiency of this IT solution has made it possible to certify the traceability of more than 300,000 electronic waste collections since 2005 from recycling points and municipal facilities throughout Spain.



1ST ENVIRONMENTAL INFORMATION WORKSHOP FOR JOURNALISTS ON WEEE RECYCLING (ANDALUSIA)

The electronic waste collection systems, including Ecolum, Ecofímica and Ecoasimelec, led the 1st Environmental Information Workshop for Journalists on WEEE Recycling, with the collaboration of WEEE Andalusia and the Association of Environmental Information Journalists (APIA). In Seville on 17th and 18th October, twenty professionals attended the informal talks and went on a guided tour of the Recilec recycling plant in Aznalcóllar.



ELECTROIMPLÍCATE (ANDALUSIA)

Within the framework of the campaign, 'Nature doesn't need us to throw it a line', the first edition of the Electroimplícate Awards acknowledged Andalusian businesses, individuals and institutions for their involvement in and commitment to recycling small domestic appliances and the conservation of the environment.

The awards were presented at a ceremony that took place on 21st April and that was attended by 49 schools and more than 800 domestic appliance businesses from Andalusia.

The initiative is part of the programme of awareness-raising actions set out in the collaboration agreement between the Government of Andalusia's Department of Environment and Land Planning, the Andalusian Electrical Appliance Federation (FAEL) and the collection systems.



IF YOU CAN PLUG IT IN, YOU CAN RECYCLE IT (GALICIA)

Under the slogan, 'If you can plug it in, you can recycle it', the Government of Galicia and the region's authorised collection systems installed 1,000 containers in locations across the region and carried out 700 informative events in 138 towns.



LA RAEVOLUCIÓN (EXTREMADURA)



Aimed at more than 225 organisations in Extremadura, 'LA RAEVOLUCIÓN' offered prizes, including the presentation of a seal of quality to the distributor for its management and a prize draw for sets of domestic appliances to reward customers for their collaboration.

RECYCLE YOUR DEVICES (VALENCIA)

As part of this campaign, environmental educators travelled around Valencia in 2017 to raise public awareness of the importance of recycling electronic waste properly, and they set up drop-off points for the locals to dispose of their end-of-life devices properly.



LANZAROTE RECYCLES (CANARY ISLANDS)

Lanzarote Council and the OfiRAEE platform closed 2017 with a presentation of this campaign to foster electronic waste recycling, which consists of distributing 60 containers in public places for the disposal of small domestic appliances.

It is coordinated by the Lanzarote Recycles programme and enjoys the collaboration of the island's town councils.



APILO XII (CATALONIA)

Apielo XII, the battery collection competition held between Catalan schools and led by the Catalan Waste Agency and the collection systems, including Ecopilas, reached a new record in this, its third edition, with 69,323 kilos of batteries and the participation of 902 schools.

Two schools in Lleida province were the winners: Marinada de Vilanova de Bellpuig, which collected the greatest total volume with 2,293 kilos, and Els Set Focs de Bellaguarda, which came first in the amount collected per pupil, with 82.23 kilos for each child.



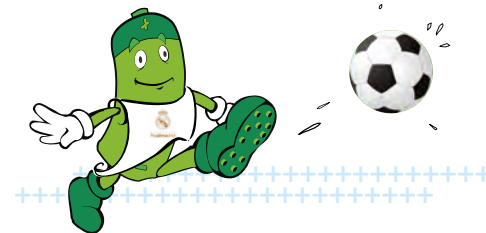
BERTO ZAMPAPILAS (VALENCIA)

Berto Zampapilas is the star character in this campaign that began running in Valencia driven by Ecopilas, ERP and the General Directorate of Climate Change and Environmental Quality, with the aim of involving primary school pupils in battery collection. The action includes drama activities and children's games, as well as the installation of battery collection buckets in the schools.





CSR ACTIVITIES 2017



REAL MADRID FOUNDATION

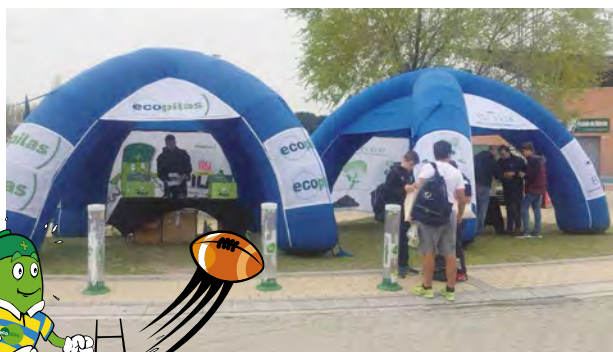
In 2017, Ecopilas renewed its support for the seventh time for the socio-educational work of the Real Madrid Foundation, with the aim of raising awareness and educating the club's multi-sports school pupils about the environment and the importance of recycling. Ecopilas' support means the continuity of the Multi-Sports School of Football for Inclusion in Segovia and, for the first time, its extension to Seville.

In addition, the battery collection campaign that Ecopilas launched to mark the Real Madrid Foundation's Socio-Sports Schools Tournament made a new collaboration record with the collection of 1,208 kilos of waste batteries.



NATIONAL SCHOOL RUGBY TOURNAMENT 2017

More than 3,000 players from more than 40 clubs and 200 rugby teams from all over Spain took part in the National School Rugby Tournament 2017, organised by the Spanish Rugby Federation and CRC Pozuelo, with the support of Pozuelo de Alarcón Council and the Community of Madrid. Ecopilas sponsored the sporting event, and was able to collect more than 150 kilos of batteries.



CUDILLERO HARBOUR CLEAN-UP

At the end of October, a group of volunteers brought together by Ensidesa Underwater Activities Group (GEAS) met in Cudillero (Asturias) to clean up the harbour seabed.

For at least three years, Ecopilas has attended this event, together with other lovers of the Asturias sea, including the managers of the mini-recycling points who set up our igloo there to bring spent battery collection even closer to the clean-up participants.

The Great National Seabed Clean-Up is an initiative by the Marine Guards Network and its participants include dozens of diving schools and clubs across Spain.



ADAPTED DESCENT OF THE SELLA

Ecopilas renewed its sponsorship of the Adapted Descent of the Sella, the popular canoeing competition for people with disabilities. As in previous years, the foundation provided information about the environmental benefits of battery recycling, making the most of the enthusiasm for the event which beat its participation record with 135 competitors.



ECOMAR FOUNDATION

The 64 yacht clubs and sailing schools that participated in Ecopilas and the Ecomar Foundation's 'Charge your batteries and recycle' competition beat their waste collection record with 1,397 kilos: 27% more than in 2016. In 2017, the winning school was the Vela Theresa Zabell de Rota Municipal School (Cádiz) with 836 kilos, which was nearly 62% of the total amount collected.



ALMAR FOUNDATION RACE

For three years, we have collaborated with the Charity Night Race organised by the Almar Foundation in Boadilla del Monte, Madrid, supporting all the participants and setting up an igloo in the town where fans and neighbours can drop off their spent batteries.

The Almar Foundation is a non-profit organisation created in February 2011 to work for health, support and social integration. It aims to be the reference centre for Friedreich's ataxia and other degenerative ataxias.



ARGADINI ASSOCIATION



Recyclia and its foundations, Ecofímica and Ecopilas, have collaborated over recent years with the Argadini Association, whose purpose is attending to people at risk of exclusion for physical or psychological reasons. In 2017, several members of the Association took an active part in the 3rd Recyclia Environment Awards, helping us welcome attendees and present awards.



BOBATH – ECOFIMÁTICA



Every year, Ecofímica renews its commitment to the Bobath Foundation, which handles care and treatment for children suffering from cerebral palsy.

Ecofímica collaborates to provide the classrooms at the Bobath Centre in Spain with novel technological tools for communication, information and learning to be used by the children to foster their social and family integration, improving their relationship with their immediate environment.

The adapted technological equipment, funded with the collaboration of Ecofímica, comprises eye movement mice, interactive blackboards and IT equipment, allowing the students at the centre to significantly improve their communication capability once they have been trained in their use.

APADIS – ECOFIMÁTICA

The APADIS Foundation is an association of parents of people with learning disabilities in San Sebastián de Los Reyes, seeking to fulfil the basic educational, leisure, vocational training and employment needs of their children.

Ecofímica participated in the APADIS Foundation's Crossing Paths programme for people with learning disabilities, the key aim of which is to include them in normalised activities already on offer in the municipality and its surroundings.





8

COLLABORATIVE FOCUS



Recyclia has signed more than 3,285 agreements with distributors and other entities to bring collection closer to the public and end users. With the incorporation of Ecolum, around 300 more collection points at electrical equipment distribution companies have been added to the network, aimed mainly at professional users and installers.

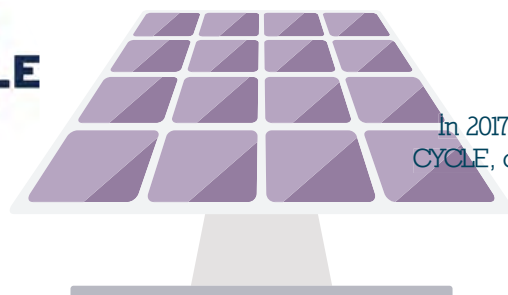
It also entered more than 1,600 agreements with local authorities and framework agreements with Spain's autonomous communities for WEEE and waste battery management across the country.

Equally numerous are the collaboration agreements and contracts with sectoral associations, including FENIN, FACOMARE, ANFAC/ANIACAM, ANFALUM, SIGRAUTO, ANESDOR and AMBE, to offer specific solutions to the sectors these bodies represent.

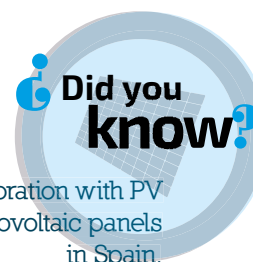
Over the course of 2017, the PV CYCLE ASSOCIATION AISBL and Recyclia have continued their collaboration so that manufacturers of photovoltaic panels in Spain can manage this type of waste in accordance with the legislation in force.



In 2017, the Ecolum foundation also sponsored the Transforming Lighting event, organised in Madrid by the Spanish Association of Lighting Manufacturers, Anfalum.



In 2017, ECOASÍMELEC, in collaboration with PV CYCLE, collected 126 tonnes of photovoltaic panels in Spain.





ICBR 2017: 22nd International Congress for Battery Recycling and General Assembly of EUCOBAT

As every year, in September the General Assembly of Eucobat was held, coinciding with the International Congress for Battery Recycling (ICBR) that took place in Lisbon on 20th and 21st September.

Part of the General Assembly of Eucobat was an overview of the strategy that the association will take in the review process for the directive on waste batteries and accumulators that is in its public consultation phase at the start of this process.

The association is busy finalising the Position Paper on the issues that most concern the collection systems, such as, improving the calculation method for the collection targets that the directive proposes, in order that they take into account batteries that are 'available for collection' and not just sales in recent years.

As in previous years, the ICBR focused on the growth and development of the Li-ion battery market, as this is now the most widely-used technology in mobile devices, from consumer electronics to electric vehicles and even products and sectors that are still in development, such as off-grid storage and 'wearables'.



IERC 2017 - INTERNATIONAL ELECTRONIC RECYCLING CONGRESS

In January 2017, the CEO and General Secretary of Recyclia attended one of the most important international congresses for electronic recycling in Europe, the IERC 2017 International Congress, which was held, as is customary, in Salzburg, Austria.

IERC is the European recycling industry's biggest event, bringing together more than 500 international producers, collection systems, equipment manufacturers, recycling associations, restorers, standardisation bodies, NGOs, regulators and many more.



UKRAINIAN AUTHORITIES CONSULTANCY

On 18th and 19th May, 2017, Recyclia representatives met in Kiev with producers, managers and officers of the Ukrainian authorities to pass on knowledge and the Spanish experience of creating collection systems for the management and recycling of spent batteries and accumulators and electrical and electronic waste.

Our CEO, José Pérez, at the invitation of the Ukrainian Secretary of State for the Environment, gave a detailed presentation of current European law and operational needs for the organisation of an extended responsibility system, before an audience of more than 60 people.

An intense discussion, lasting over four hours, took place in which Recyclia provided pertinent data so that Ukraine may avoid early mistakes and select the best model in order to reach a consensus with all stakeholders regarding the regulations that will govern the collection, management and recycling of batteries and WEEE, responding to many questions posed by the participants.

José Pérez was accompanied on this visit by our General Secretary, Gonzalo Torralbo, and the Sales and Communications Director, Julio Lema, as well as representatives of the Government of Valencia, which is developing an environmental project together with their Ukrainian counterparts, Eduard Krugliak, Secretary of State for Ukraine's Ministry of Regional Development, Public Works, Housing and Community Services, Maksym Barinov, Head of the Department for Land Improvements and Urban Services, Elina Velinova Stoyanova-Lazarova, Resident Twinning Adviser (RTA) and Olesya Voroniuk, attaché to the RTA.

The following day, at the Ministry of the Environment's premises, another meeting with fewer participants took place in which legal aspects, the financing model and targets reached by the collection systems in our country were discussed in more detail.





THE CIRCULAR ECONOMY IN COLOMBIA

In recent years, Ecopilas and Recyclia have played an important role in several Latin American countries which have come to them for advice and consultancy in relation to electrical and electronic equipment, lighting and battery recycling: Argentina, Chile, Colombia and Uruguay.

In October 2017, at the invitation of the European Commission, Recyclia and Ecopilas took part in a Meeting on the Circular Economy that took place in the cities of Medellín and Bogotá, Colombia, in which more than 60 European companies participated, along with several institutions such as Ecoembes, Erp and Ecopilas, and a range of international experts. Daniel Calleja, Director General for the Environment of the European Commission, drove the meeting, together with the Trade Commissioner for the EU in Colombia, Christophe Saurenbach.

The aim of these meetings was to foster exchange between public and private sectors, and between Spaniards and Colombians, about their experiences and challenges in relation to the Circular Economy, a concept that aims to change the classic economic paradigm of production, use and disposal, to one in which products are recycled, reconsidered and reused intelligently.



MABIC

Ecopilas, in its ongoing commitment to improving energy storage and the applications that such improvements entail for the environment, participated in the Metal Air Batteries International Congress (MaBIC 17).

From 4th to 7th June, Ecopilas attended the third edition of MaBIC which took place in Huesca, in the Walqa technology park, which was the ideal place for such an event to be held as it coincided with World Environment Day and it was here in Huesca that the first large battery and accumulator factory (Tudor) in Spain was set up.




GERMAN ELECTRONICS ASSOCIATION

Last October, the CEO and General Secretary of Recyclia attended the Annual Meeting of the German Electronics Association, VERE e.V., held in Munich and which focused on analysing the current ElektroG act on recycling waste electrical and electronic equipment and the transposition of the European WEEE Directive.

The meeting was attended by representatives of the European Union and the German authorities, as well as the directors of the OPEMED consultancy, Fernando Arocas and José Ortiz.

At Recyclia, we took the opportunity to establish the foundations for a future collaboration agreement that allows the establishment of reciprocal agreements on representation for Spanish and German companies in both countries. This agreement will eventually benefit companies affected by very similar problems in relation to the application of the directive.





● PUBLISHED BY RECYCLIA
● DESIGN LEADERS COMUNICACIÓN
● LEGAL DEPT. M-16587-2018



RECYCLIA

Calle Orense, 62. 28020 MADRID
Tfno.: 91 417 08 90 – Fax: 91 555 03 62
recyclia@recyclia.es

www.recyclia.es



@recyclia

