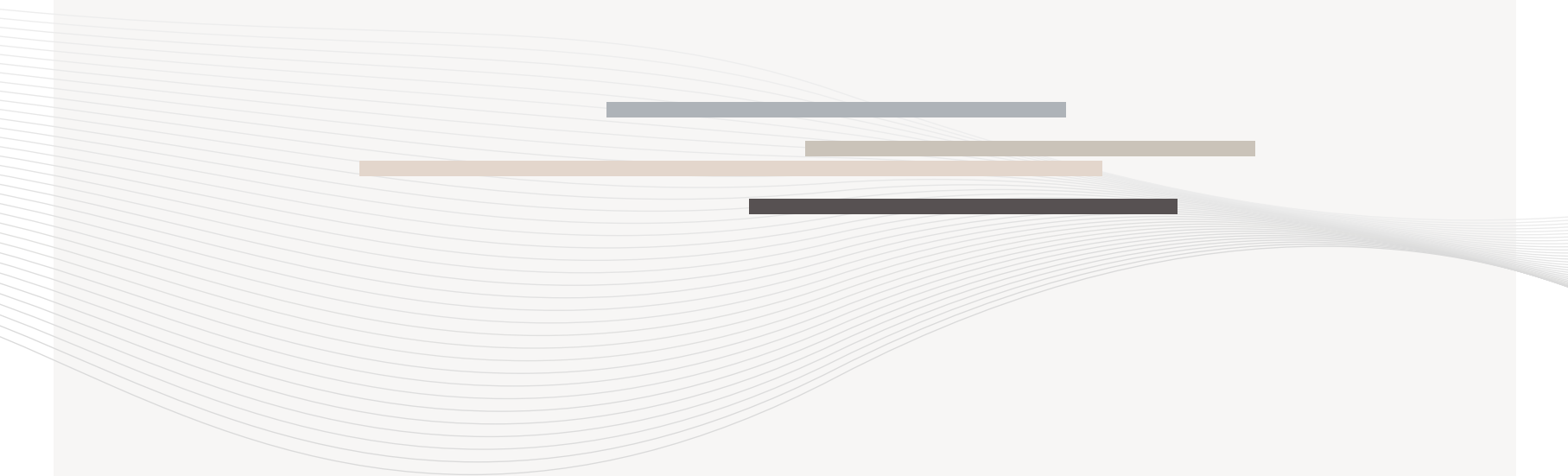




ECOLUM ANNUAL REPORT



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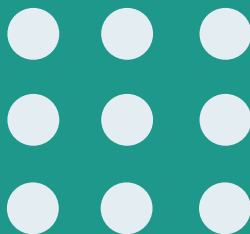
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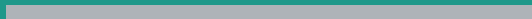
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LETTER  
FROM THE  
CHAIR

01

ECOLUM ANNUAL REPORT





Aurelio González Soriano  
CHAIR OF ECOLUM

“

*ECOLUM's strategy involves guaranteeing service at the highest possible level, making our clients' work easier and strengthening links with the sector, while anticipating future recycling needs.”*

to ensure its role in society. Rest assured, we all play a part in this story and our determination and commitment remains unshaken.

Thank you all for your contribution to making this such a successful project.

It gives me great pride to use this report to present the key data from an extraordinary year. Twelve remarkable months during which we have experienced new and unpredictable situations with no opportunity for a trial run.

As you'll be able to see in the story of 2020 detailed in this report, society gave up personal contact and close relations between human beings. In March 2020 world activity was put on hold, and it was the moment to face the pandemic with courage and innovative solutions.

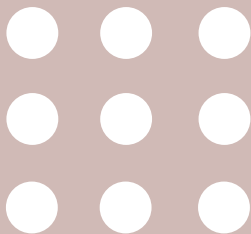
ECOLUM's initial response was to keep communications open and it encouraged people to work from home. We are aware that, without digital solutions, this wouldn't have been possible. Thanks to technology, we remained close to our members, our partners and the market and didn't have to break emotional and professional links; we had the clear goal of being present and operating as strategic managers of WEEE.

Markets become distorted in uncertain times and forecasts are hard to meet. The recycling sector wasn't immune to the pandemic; many processes were interrupted in 2020, but numerous others were also launched.

ECOLUM demonstrated resilience and a capacity to work in adversity. We revealed the quality of our team and everyone who makes the Circular Economy possible, firmly believing that we are doing the right thing.

The 2020 Report covers an atypical twelve months, and also the determination and efficiency of ECOLUM. We are a benchmark organisation that aims to achieve excellence and to dedicate our resources to meet the most demanding expectations. This is reflected in the 2020 results, and a particular highlight is the increase in the number of companies that have placed their trust in our foundation, now rising to 426 member companies. This report also shows an increase in the number of kg of WEEE collected, despite the tough year, reaching 6,000 tonnes collected in a single year for the first time, almost 7% more than in 2019, continuing the upward trend of the past few years. This was achieved thanks to our firm commitment to people, training our professionals, and a network of over 7,000 collection points across Spain.

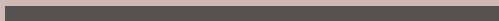
Taking stock of 2020, ECOLUM had the financial strength and drive it needed to work on the projects that were necessary



LETTER  
FROM  
THE CEO

02

ECOLUM ANNUAL REPORT





*José Pérez García*  
CEO OF ECOLUM

“

*IF YOU MEASURE THE TALENT,  
HARD WORK AND DEDICATION  
OF EVERYONE AT ECOLUM, I  
CAN EASILY STATE THAT IN 2020  
WE HAVE GROWN TO BE MORE  
PRODUCTIVE AND COMMITTED TO  
THE LIGHTING SECTOR”.*

If we look back on Ecolum’s progress, I feel confident in saying that 2020 was a milestone in the history of the foundation’s results. Remarkable results in an equally special year that was defined by the coronavirus, with the best figures achieved in many parameters.

If you measure the talent, hard work and dedication of everyone at Ecolum and look at the 2020 results, I can easily state that we have grown as an organisation to be more productive, competitive and committed to the lighting sector. Like the other Recyclia foundations, Ecolum grew by 7% in 2020 with 6,061 tonnes of lighting WEEE collected.

A highly positive year that represents conscientious work and the reliability of our management model. Confidence in the organisation is proven by the growth in collection points in 2020, expanding from over 6,000 in 2019 to 7,357 last year – growth of 28.5% in just 12 months, despite the adverse situation created by Covid-19. The results prove that joint work helps us go further and better, with cross-disciplinary solutions and committed, digital online work.

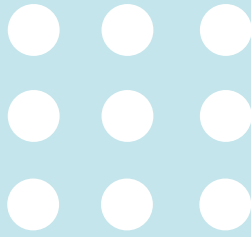
In 2020 our foundation gave a huge boost to our main projects that help us be more available to professionals and encourage recycling in large cities in Spain. This wouldn’t have been possible without support from the government and the sector as a whole.

Faced with structural changes to society, particularly environmental change, technology, eco-design and the boom in the Circular Economy, in 2020 Ecolum took part in various sector

forums to speak in depth about the future of installers, producers and distributors.

The challenges of the Circular Economy as faced by Europe, must be tackled but not simply by setting goals. It is important to discuss how these goals can be achieved, offering disruptive approaches to the new world that lies before us, fresh opportunities to keep building and maintaining facilities with sustainable criteria.

With all this in mind, this report reflects a stimulating year for the team at the Ecolum Foundation. I would like to give my thanks, and that of the team, for the invaluable support of Recyclia in an inclusive context where we can develop new projects to move towards a more sustainable and ‘circular’ world.



# ABOUT US

03

ECOLUM ANNUAL REPORT







## WHAT IS ECOLUM

---



The Ecolum Foundation was created when Royal Decree 208/2005 on electronic and electric devices and managing their waste came into force. Its aim was to provide a suitable solution to the needs of lighting sector companies when faced with the developments and obligations of this new regulation.

**Ecolum** is a Collective System for Expanded Producer Responsibility (SCRAP). Its management model complies with current legislation by transforming waste into resources, optimising processing expenses and applying the best technology to recycling services.

The Ecolum Foundation has over 15 years' experience and 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.

Its Board of Trustees consists of representatives from manufacturing and importing companies in the lighting sector, and various experts from the electric materials market, organised by activity sector.

---

### DID YOU KNOW?

---

*ECOLUM COMPLIES WITH CURRENT  
LEGISLATION, TRANSFORMING WASTE INTO  
RESOURCES, OPTIMISING PROCESSING  
EXPENSES AND APPLYING THE BEST  
TECHNOLOGY TO RECYCLING SERVICES*

## AREAS OF ACTIVITY

Services related to logistics and member companies are around 90% of the services provided by the customer service centre.

The main functions of the Ecolum customer service centre are as follows:

1. Provide users with information to answer their doubts and queries about how the IT platform works and the foundation's services.
2. Answer queries about managing waste from lights, lamps and illuminated signs.
3. Answer queries about producers' quarterly tax declarations, and queries related to legislation in

coordination with the member companies' area.

4. Process, with logistics operators, requests and incidents that users have in relation to the foundation's collection services.
5. Track data collected via the platform.
6. Respond to issues that users may encounter on the Ecolum Foundation IT platform.

## AIMS

Offer a quality service that meets the needs of the different users that collaborate with Ecolum: manufacturers, importers, distributors, installers, government authorities, i.e. all the organisations linked to the lighting sector, and develop different yet complementary activities that require fresh solutions.

Achieve the objectives determined by the regulation: Every year, Ecolum analyses its results, improves existing action lines and develops new projects to achieve the collection, recycling and evaluation targets established by Royal Decree 110/2015 of 20

February on waste electric and electronic devices.

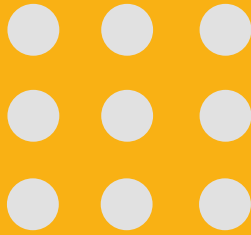
Guarantee the correct processing of waste lighting devices that are collected from your facilities:

Inform users and raise people's awareness about the importance of collecting and recycling waste lighting devices by running training activities and communication campaigns, and boosting direct, personalised contact through our sales network.

## STRUCTURE OF ECOLUM BOARD OF TRUSTEES

Representatives on the Board of Trustees are chosen every four years so that all companies, regardless of their size or sector, can participate in Ecolum's decision-making process.

<b>Aurelio González Soriano</b> NORMAGRUP TECHNOLOGY, S.A.	Chair- Trustee Emergency lighting SAC
<b>Jose Luis Candia</b> LLEDO ILUMINACIÓN, S.A.	Deputy-chair - Trustee Lighting SAC
<b>Francisco Pardeiro</b> SCHREDER SOCELEC, S.A.	Trustee of Lighting SAC
<b>Alberto Manuel Rouco Agra</b> SIMON LIGHTING, S.A.	Trustee of Lighting SAC
<b>Ibai Fernández de Arroyabe</b> DAISALUX	Trustee of Emergency Lighting SAC
<b>Francisco Muñoz</b> LEGRAND GROUP ESPAÑA, S.L.	Trustee of Emergency Lighting SAC
<b>Pilar Vázquez</b> C&G CARANDINI, S.A.	Trustee of Lighting SAC
<b>Jesús Marset</b> MARSET ILUMINACIÓN, S.A.	Trustee of Lighting SAC
<b>Manuel Ayllón</b> ASERLUZ - RÓTULOS RODRÍGUEZ, S.L.	Trustee of Illuminated Signs SAC - Treasurer
ANFALUM	Trustee
- Fernando Monge	Secretary - Non-trustee



**FIGURES**  
**2020**

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ECOLUM ANNUAL REPORT



## SUMMARY OF MAIN FIGURES 2020

CALLS PROCESSED  
BY THE CALL  
CENTRE

31,348

TOTAL  
COLLECTION  
POINTS

7,357

NO. MEMBER  
COMPANIES

426

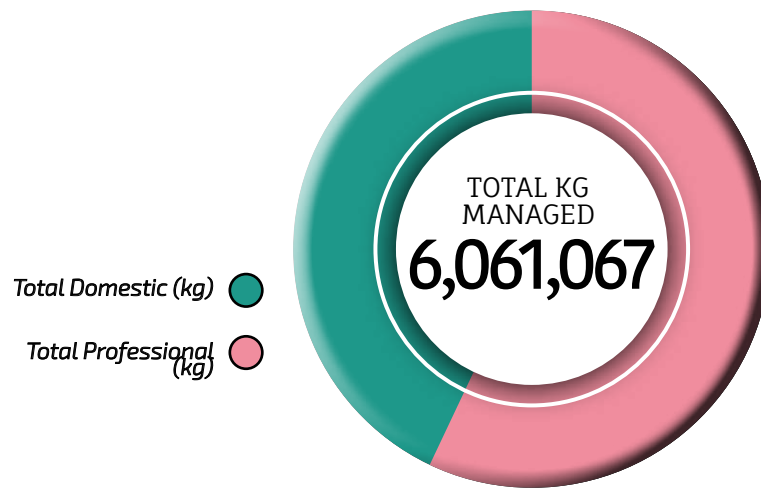
KG MANAGED  
2020

6,061,067<sup>kg</sup>

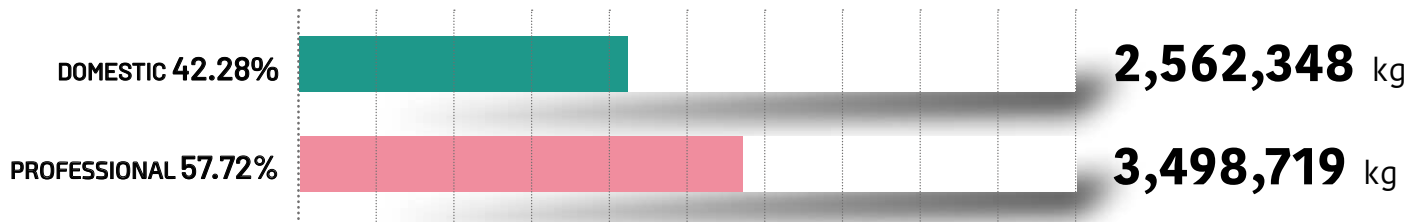


# KILOS MANAGED BY USE ECOLUM 2020

➤ Ecolum managed **6,061,067 kg** of waste during 2020; 42.28% of this waste came from the domestic channel and 57.72% from the professional channel.

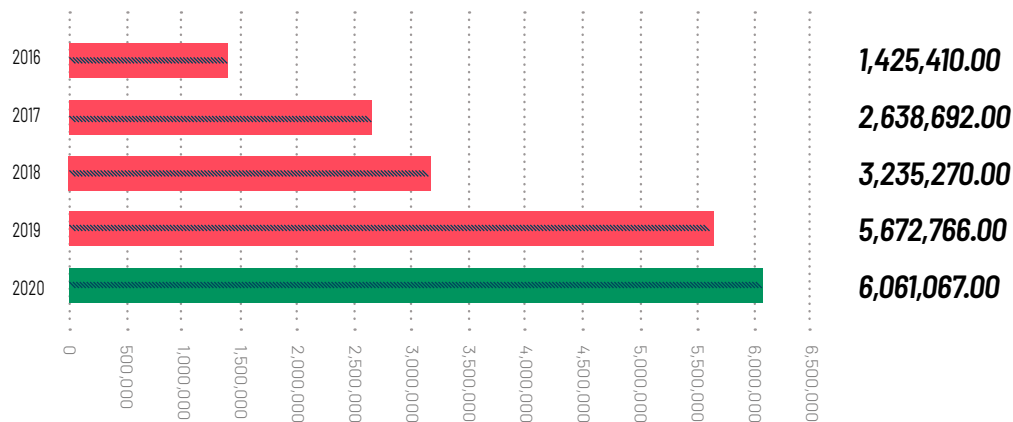


## C A T E G O R I E S



## EVOLUTION OF KG MANAGED

● Ecolum 2016-2020



TOTAL KG  
MANAGED  
2020  
**6,061,067**

## KG MANAGED BY ECOLUM

● since start of activity

TOTAL ECOLUM  
FOUNDATION  
to date  
**24,523,471kg**

## COLLECTION POINTS

### TOTAL ECOLUM NETWORK 2020



The Ecolum collection network expands year after year. In 2020 it reached 7,357 points so that installers (mainly SMEs and freelancers) can dispose of their waste. The Ecolum Foundation also collaborates with the government on collection from municipal facilities: recycling points and eco-parks.

Ecolum even makes it easy to collect waste at building sites and from refurbishment and one-off maintenance work.

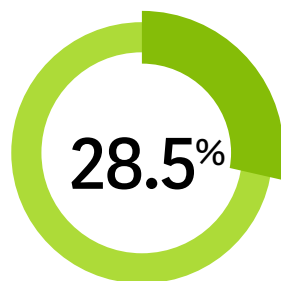
**NEW ECOLUM  
COLLECTION  
POINTS  
2020**

**1,635**

**TOTAL ECOLUM  
COLLECTION  
POINTS**

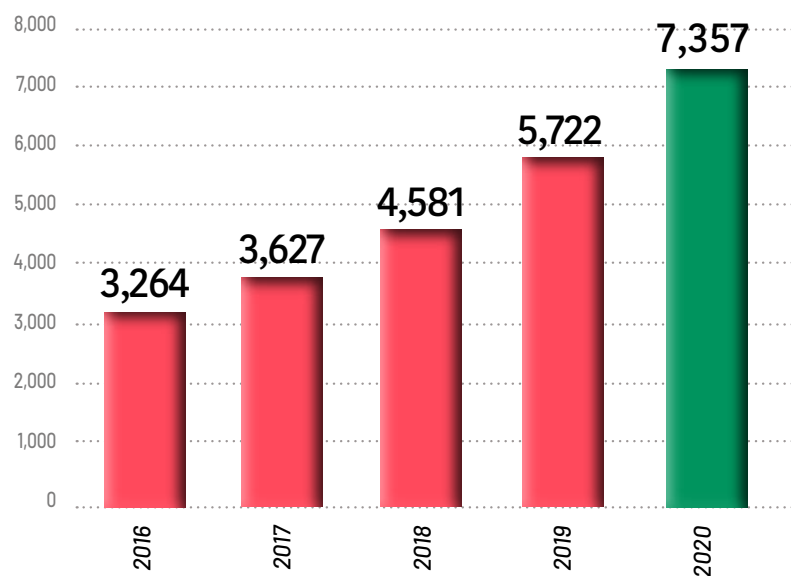
**7,357**

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



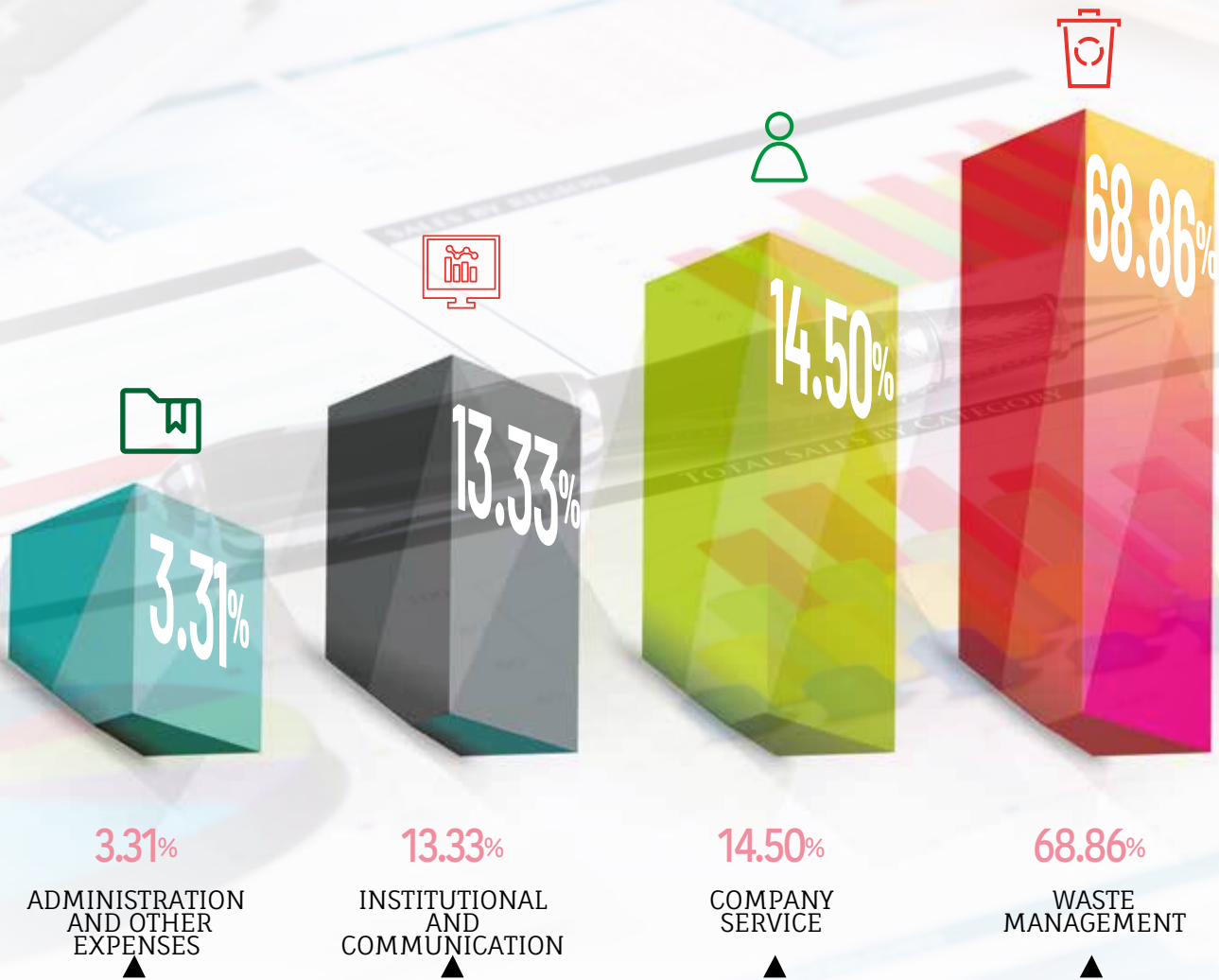
*1,635 new points in 2020,  
28.5% more than in 2019.*

### EVOLUTION OF ECOLUM MEMBER COMPANIES 2020





●●● DISTRIBUTION COSTS  
●●● ECOLUM 2020



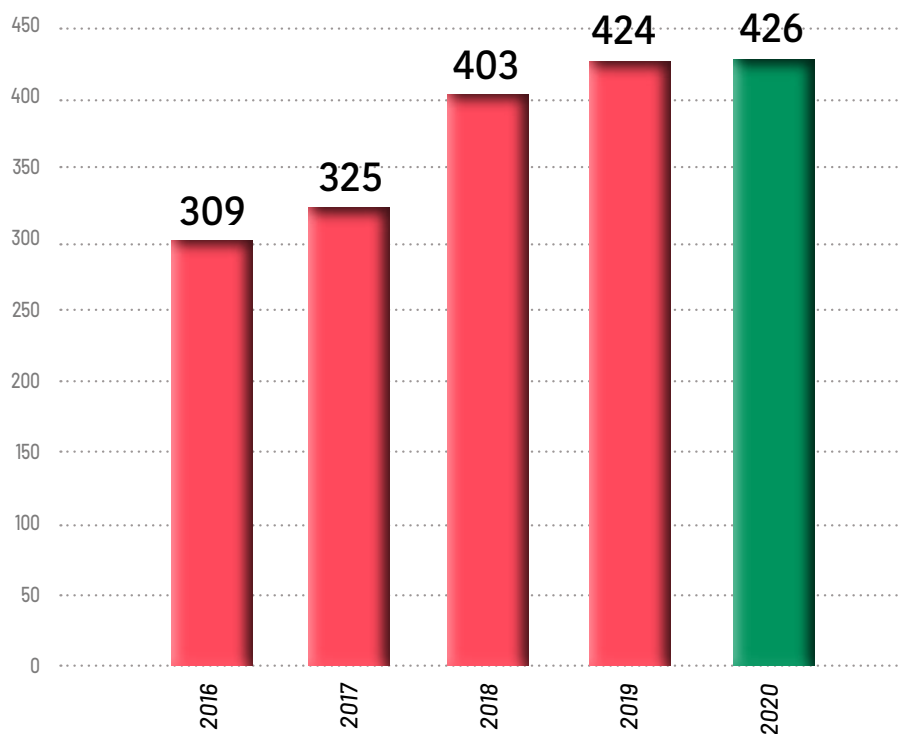
# MEMBER COMPANIES

● ● ● Ecolum 2016-2020



The Ecolum Foundation provided services to 426 member companies last year. Growth in its number of members demonstrates the trust placed in our foundation year after year by producers in the lighting sector.

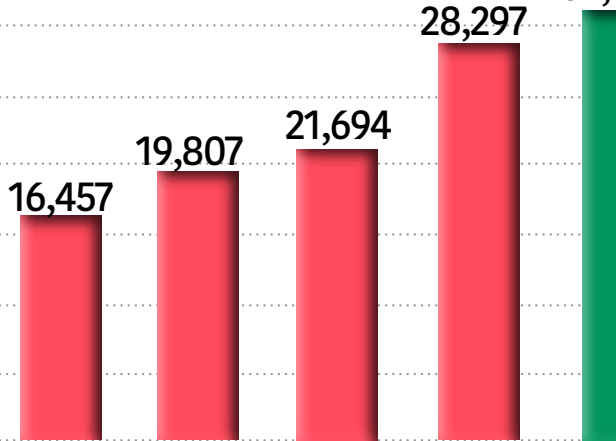
## EVOLUTION OF ECOLUM MEMBER COMPANIES 2020



Despite the pandemic, the activity rate in 2020 grew by more than 13% compared to 2019

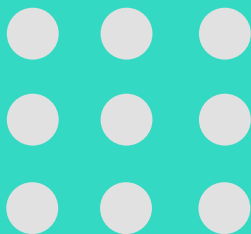
A donut chart with a green segment representing 13% of the total. The number '13%' is displayed in the center of the chart.

3,051 new calls processed in 2020, 13% more than in 2019.



Year	Number of Employees
2016	16,457
2017	19,807
2018	21,694
2019	28,297
2020	31,348

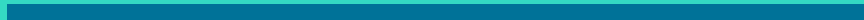
31,348



COVID  
SPECIAL

05

ECOLUM ANNUAL REPORT



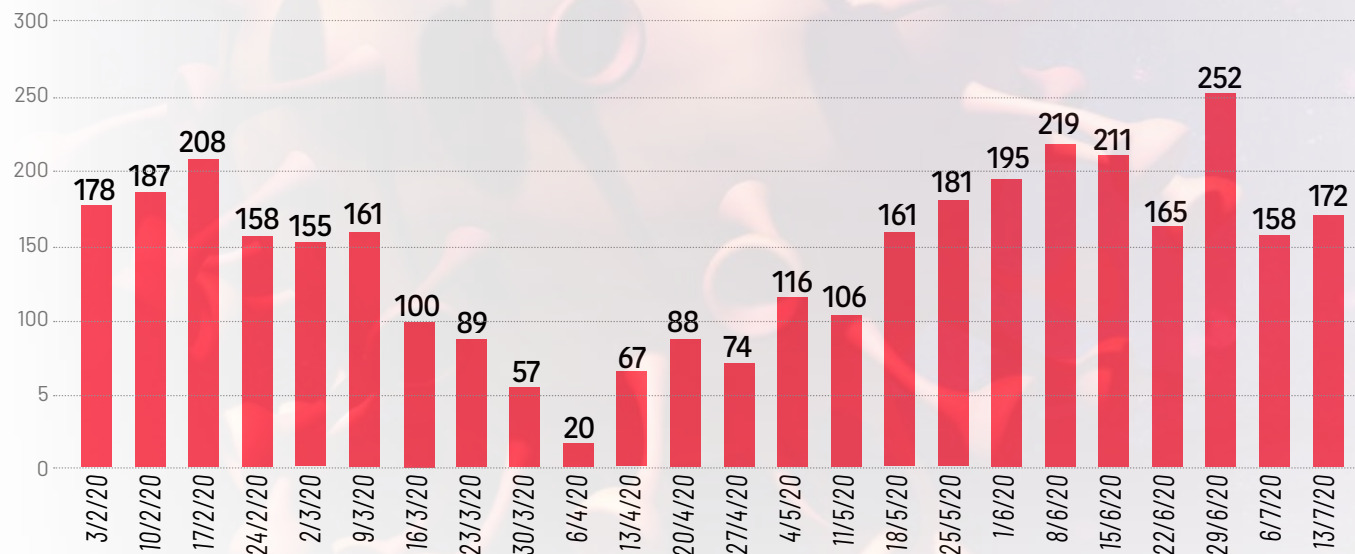
2020 was unquestionably a complex year that was difficult for companies and society in general due to the situation produced by the COVID-19 pandemic. Consumer patterns, business methods and social interaction all saw clear changes and this also had repercussions on waste generation. Some sectors were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

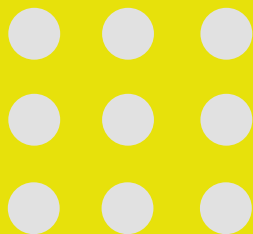
Waste collection is considered to be an essential activity and our foundation has remained available

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

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

## IMPACT OF THE PANDEMIC ON COLLECTION FIGURES





**COMMUNICATION  
AND  
EVENTS**

06

ECOLUM ANNUAL REPORT



# COMMUNICATION

## ALWAYS ACCESSIBLE ALWAYS IN TOUCH

Being a benchmark in professional recycling means we have a presence in all the media and communication channels in the electric sector, sharing information about our work and most important actions.

For a further year, we increased the impact of our activity in the media and social networks, multiplying Ecolum's visibility. Communication is one of our strategic values, adding value and transparency to all our work. And in the unique year that was 2020, we boosted our digital presence in channels that mean we are always accessible and in touch with our audiences.

*ECOLUM coverage in the media:*

**492**

*Number of press articles:*

**15**

*Audience:*

**+16,090,000**

*Great approval of the media campaign:*

**EVERYTHING IS RECYCLIA  
ECOLUM CAN HELP YOU**

The 2020 media plan had a powerful slogan: **EVERYTHING IS RECYCLIA**, bringing together the force of the RECYCLIA group and ECOLUM as a SCRAP.





## 13TV COMMUNICATION CAMPAIGN

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

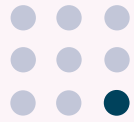
In 2020 the agreement with the national television channel, which has over 4 million viewers per day, was renewed.

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

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







## ECOLUM ONLINE AND SOCIAL NETWORKS

The number of visits to the Ecolum website rose to **68,103 visits during 2020**, an increase of 12% compared to 2019 when 61,283 visits were recorded.



**68,103**  
website visits

There **were 8,378** users, compared to 7,082 the previous year and the bounce rate decreased during the year from 17.67% to 8.94%.



Most visited webpages:

- Home
- Lighting Waste Management Collection Points
- Collection
- About us

During 2020, **16 news articles were published in the website's communication area** and it was constantly kept up to date, despite the lack of big events due to the health crisis.



**2,130 followers** on Twitter  **46,353 impressions**

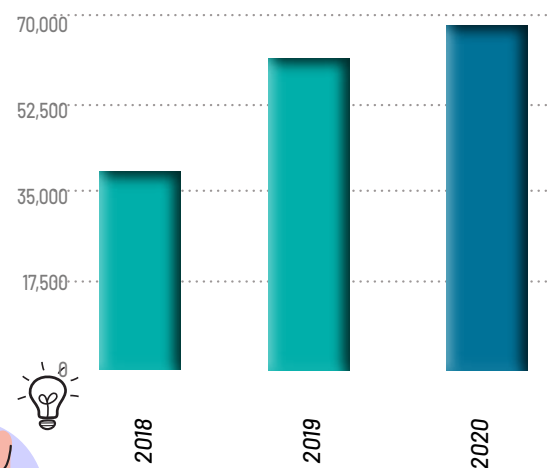
The year closed with 2,130 **Twitter** followers and 46,353 impressions were recorded via this social network.

Tweets that had a particular impact were related to digital events, the inclusion of new collaborating stores and links to other institutions through campaigns such as **“Recycle with the 5 Senses”** and **“Raecíclate”**.

**540 followers** on Facebook  **250 followers** on LinkedIn 

Ecolum reached 540 followers on its Facebook profile, with over 70 publications during the year, and 250 followers on professional network LinkedIn.

#### VISITS TO THE ECOLUM WEBSITE



## ECOLUM EVENTS 2020



### SPONSORSHIP OF THE MALLORCA CYCLING CHALLENGE

For a further year, Ecolum sponsored the Mallorca Cycling Challenge, one of the most important international professional cycling events in the region that celebrated its 9th year in 2020. The competition was held from 30 January to 2 February and over these two days an Ecolum tent was set up so that residents from the towns that the cycling race passed through could come and recycle their used lightbulbs. Ecolum also sponsored the “Prize for the Greatest Fighting Spirit” award.



### TRAINING DAY BY THE CATALANIAN RECYCLING ASSOCIATION

In February, Ecolum participated in the training day organised by the Gremí de Recuperació de Catalunya (Catalonia Recycling Association), which enjoyed great success among the public. Various points of interest were presented and discussed during the day, such as how the SCRAP work, users that are involved in the useful life of electric and electronic devices, possible collaboration with waste processors, etc.



## MANAGEMENT ANALYSIS WITH ADEMI AND KPMG

On 13 February, a work breakfast was organised by ADEMI and KPMG Spain at the ADEMI Training Centre in Madrid. The ECOLUM Foundation/Recyclia also took part. This year, the event was called "Challenges to the global management of EPC\*".

Ecolum/Recyclia was represented by Patricia Alcolea from the Operations Department.

In her speech she outlined the organisation's social and environmental contribution to the Circular Economy and defined the activity lines that it develops in this field. She also analysed "how the old linear model of materials (resource-product-waste) has to adapt to an efficient, circular model that helps to organise and manage the responsible consumption of our natural resources", emphasising the importance of reuse.



## PARTICIPATION IN THE WELLBEING CONGRESS

Ecolum has a long history of supporting professionals at sector events and conferences. It began 2020 by taking part in the Wellbeing Congress, held in February in Plasencia.

The congress saw participation by Guillermo Fernández Vara, president of the Regional Government of Extremadura, and numerous popular speakers such as Boris Izaguirre, who didn't hesitate to have his photo taken next to the Ecolum container, joining the Recycling Challenge.





## INFORMATION DAY IN GRANADA

Before lockdown was declared, Ecolum held an information day in Granada in collaboration with Instaladores 2.0. Both organisations have run this type of professional event in different areas of Spain since 2019. The conference brought together professional installer associations from the most eastern provinces of Andalusia: Almería, Jaén, Málaga and Granada. Recyclia was represented by its sales director and director of institutional relations Gonzalo Torralbo.



## DIGITAL EVENTS

From March onwards, when the pandemic arrived, it was time to put networking online and hold virtual events to boost our message. Ecolum organised two digital conferences called ECOLUM CONNECTS that shone a spotlight on the real business opportunities that are created by the Circular Economy and over 100 attendees followed both online events live.

## CAMPAIGN #GratitudparaNuestrosMayores A GREAT JOINT INITIATIVE

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

Madrid locals contributed to the reforestation of an area

of high biological value in the region, just by disposing of their small electronic devices and used batteries in the containers for this type of waste located in the stores of these chains.



## EFICAM FAIR

During the second half of 2020, Ecolum took part in a different type of experience: a hybrid event held for the EFICAM fair. This event has traditionally been visited by attendees in person and held in the Community of Madrid but due to the pandemic it was redesigned as a virtual space.



The foundation also took part in the virtual conference programme, participating on 17 November 2020 in the round table on Vectors of Growth in the Electric Sector. Gonzalo Torralbo, sales director and director of institutional relations at ECOLUM RECYCLIA, conveyed an unambiguous message about the drive towards the Circular Economy and the role of installers in a decarbonised future.



## ALLIANCE FOR SUSTAINABLE DIGITALIZATION

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

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

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



*During 2020, Ecolum demonstrated that it is ready for the economic recovery and new challenges to installation. The electricity market has to go beyond efficiency and energy savings by introducing the concept of the Circular Economy to construction. SCRAPS specialists such as Ecolum help the Circular Economy with the comprehensive management of environmental obligations, reducing uncertainty and converting it into opportunity.*

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