

ECOPILAS ANNUAL REPORT

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2024 ECOPILAS ANNUAL REPORT

2024



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José Pérez García
CHAIR OF ECOPILAS

This year, I cannot help but write these lines from a special perspective. The past year has been very meaningful year for me, not just because of the achievements outlined in this report, but also because it marks the end of my time as CEO of Recyclia. It has been an exciting journey full of commitments and shared challenges, but the most important part is the people who I have had the privilege of working with. That is why, especially on this occasion, my letter this year is also a way of saying 'thanks'.

Ecopilas is now a leader in the battery and accumulator management sector, not only because of its widespread presence or its impressive figures, but also because of the positive and lasting impact it has on the environment, society, and collective consciousness. I am extremely proud to be part of this project, and I continue to be just as enthusiastic and committed to this responsibility as I was on day one.

With the
same
enthusiasm
as ever

That legacy has once again been confirmed in 2024. This year, we have continued to consolidate our leading position in the selective collection of batteries and accumulators, while also promoting new forms of collaboration and innovation. We are involved in several national and European R&D projects aimed at optimising electric vehicle battery recycling to recover as many critical raw materials as possible and, therefore, help make Europe more independent in terms of technology and supplies.

We have also strengthened our social work and commitment to sporting values. Several new initiatives were launched in 2024. We sponsored the 46th Copa del Rey wheelchair basketball tournament, an enriching experience that reflects our commitment to inclusion and equal opportunities. We were also proud to join forces with Fundación Ecomar in a beach clean-up campaign, raising environmental awareness where it all begins: on the coast and in the oceans.

In addition to these new activities, as in previous years, we were present at a number of sporting events with a significant social and media impact such as the Tour of Spain Cycle Race, the Majorca Cycling Challenge, and the Descent of the Sella, as well as our partnerships with Fundación Real Madrid, Cadiz Football Club, CRC Pozuelo Rugby Club, and our very own mountain biking team Extremadura-Ecopilas. Thanks to all of these actions, we were able to spread the message of recycling and sustainability in a context that is built upon personal achievement and collective effort.

Once again, this was all made possible by the commitment of our more than 2,700 member companies and the collaboration of citizens, government bodies, and sector and social organisations, not to mention the extraordinary work of the team that makes every step we take a reality. This joint effort enabled us to selectively collect and recycle more than 11,114 tonnes of batteries and accumulators during 2024, consolidating a trajectory of sustainable growth that continues to move forward.

With all this experience under my belt, I am embarking on a new stage with the same enthusiasm as ever and a steadfast commitment to continue at the helm of Ecopilas, contributing everything that I have learnt over the years to a project that is an essential part of my professional life. The challenge continues, and it does so with greater momentum, with greater vision, and, if possible, with an even greater responsibility.

I could not possibly end this letter without saying a special 'thank you' to Recyclia's team of highly committed professionals. Not only have we shared projects and challenges, but also a way of understanding sustainability as a collective effort and a service to society. It has been, and continues to be, a real privilege.

Thank you for being there and for continuing to walk alongside us.

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02/ABOUT
US

02



ECOPILAS



Ecopilas, a non-profit foundation, was created in 2000 by the leading battery manufacturers and importers for the correct environmental management of waste batteries and accumulators across Spain.

It is defined by current legislation as a Collective System for Extended Producer Responsibility (SCRAP) for the environmental management of waste batteries and accumulators.



It contributes to the circular economy through the active participation of producers and other agents at every stage in the life cycle of batteries and accumulators, establishing a system that guarantees they are appropriately managed at the end of their useful life.

Ecopilas 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?

Ecopilas has established the widest collection network of portable batteries and accumulators in Spain with over 51,110 collection points to date.

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AREAS OF ACTIVITY



The Ecopilas Foundation, as a Collective System for Extended Producer Responsibility (SCRAP), performs the actions stated in current legislation, contributing to the circular economy by organising and financing collection operations and ensuring the correct processing of waste batteries and accumulators when they no longer work at the most modern recycling plants in Europe.

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Ecopilas selectively manages waste batteries and accumulators via recycling points and commercial/industrial establishments with coverage across Spain. It works with authorised processors in every Autonomous Community. Removal of waste batteries is rapid thanks to its own network of collection points, making recycling easier for the general public.

Ecopilas ensures that its member companies comply with legislation, channelling the processing and recycling of batteries that they place on the market in the most efficient and cost-effective conditions.

Recycling means that use can be made of the secondary raw materials obtained from waste; sometimes they can be reintroduced into the battery and accumulator production process or they are used to manufacture other products.

AIMS



The main objectives of Ecopilas are to:

- Implement a selective collection and recycling system for used batteries and accumulators irrespective of their brand and help producers who need it become members of the SCRAP.
- Contract economic agents who participate in the management process under the principle of shared responsibility.
- Optimise collection, recycling, administration, and communication costs.
- Guarantee economies of scale through the volume of waste that is managed.
- Ensure environmental management that is adapted to the selectively collected waste.
- Work to make collection points available so that selective collection is accessible for the general public.
- Raise awareness among the general public as domestic users, and also the professional sector, about the importance of collaborating in the selective collection and recycling of waste to reduce its environmental impact.
- Promote dialogue and collaborate with government agencies to achieve the most effective and efficient battery collection and recycling systems possible.
- Exchange experiences with other European SCRAPs for batteries.

STRUCTURE OF ECOPILAS BOARD OF TRUSTEES



The Board of Trustees is the foundation's governing body. It is comprised of representatives from battery and accumulator manufacturers, battery-powered electrical device manufacturers and representatives from the distribution sector.

CHAIR

José Pérez García

Ecopilas

TRUSTEES

Andreu Vilà Ramos

FUNDACIÓN ECOTIC

Idoia Marquiegui

ANGED

Benigno Martínez González

SAFT BATERÍAS, S.L.

Jaime Corderas Vilaró

Panasonic España,
Subsidiary of Panasonic Marketing Europe GmbH

Ramón José Campos García

IMPREX EUROPE, S.L,

Daniel Jaria

VARTA Consumer Batteries
Iberia SLU

SECRETARY

Gonzalo Torralbo Pérez

Ecopilas

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03 / 2024
FIGURES

03

KEY FIGURES FOR 2024



KG MANAGED 2024

11,114,014 kg

2,745

NO. MEMBER
COMPANIES

COLLECTION
REQUESTS

39,935

51,110

TOTAL
COLLECTION POINTS

NUMBER OF CALLS PRO-
CESSED BY ECOPILAS CALL
CENTRE

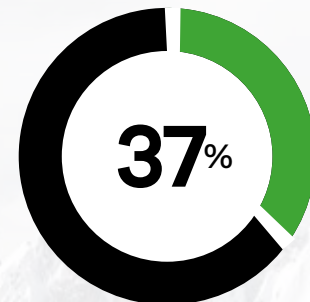
98,872



ECOPILAS MEMBER COMPANIES

2016-2024

The number of companies grew by almost 37% compared to 2023.
736 new companies.

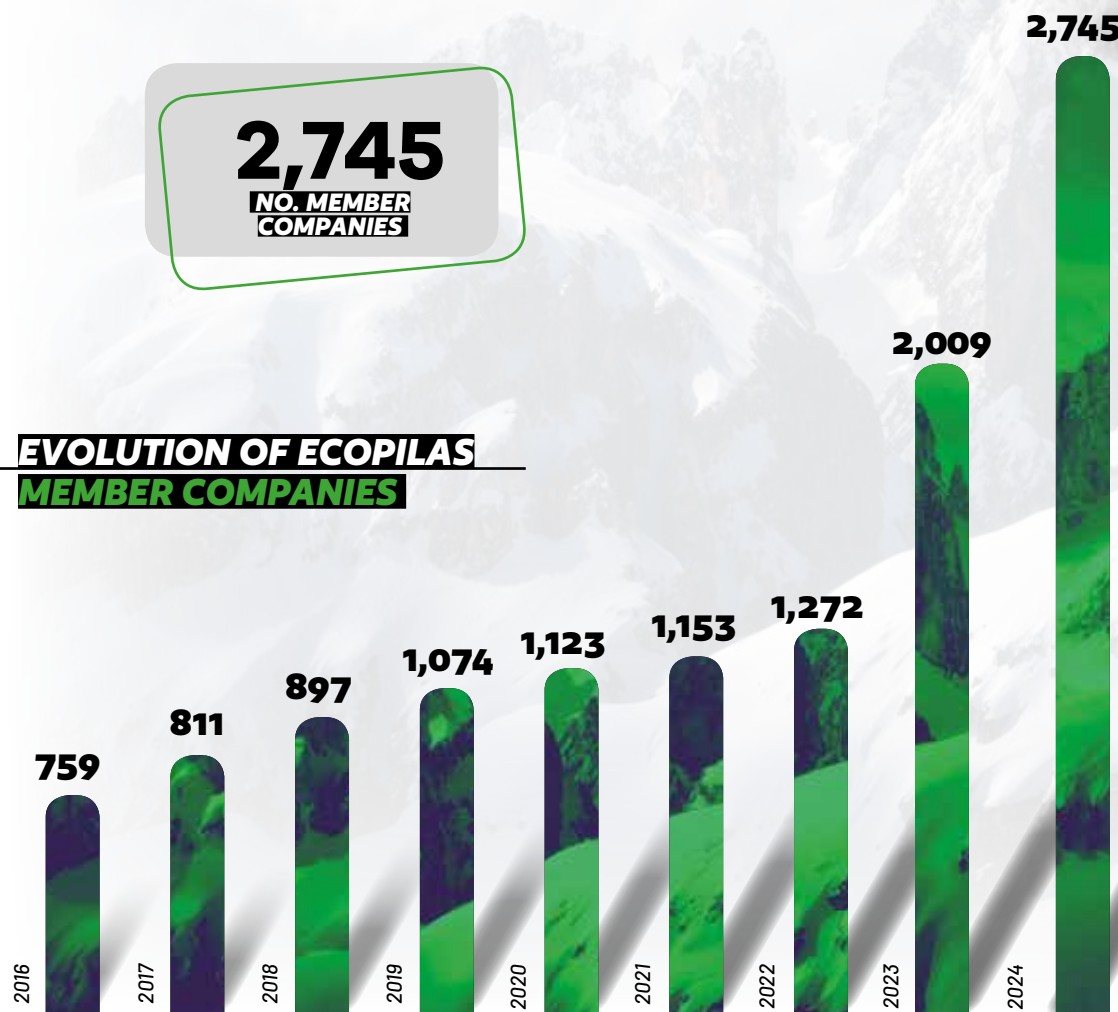


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2,745
NO. MEMBER
COMPANIES

EVOLUTION OF ECOPILAS MEMBER COMPANIES



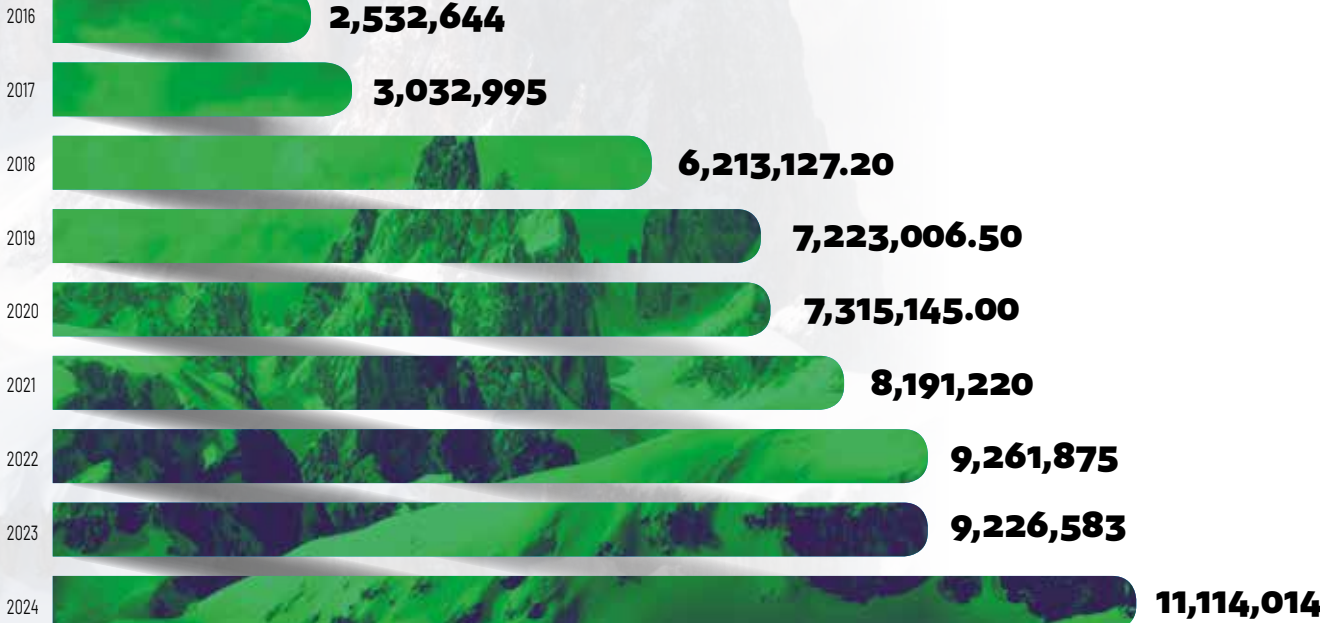


EVOLUTION KG MANAGED

2016-2024

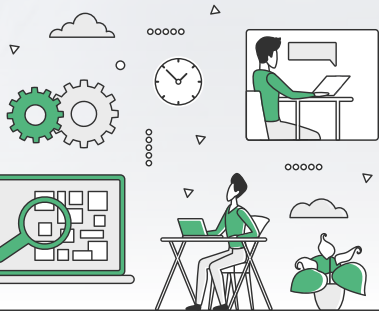
11,114,014

KG MANAGED
BY ECOPILAS 2024



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Did you
know?

81,761,059

Kg managed since start
of activity
(to date)



KILOS MANAGED BY USE

ECOPILAS 2024



Ecopilas managed **11,114,014 kg** of waste in 2024, of which 44% came from the industrial channel, 36% from the portable channel and the remaining 20% from the automotive sector.

20%

Total
automotive (kg)

36%

Total
portable (kg)

44%

Total
industrial (kg)

Automotive saw a **59.9%** increase compared to 2023.
Industrial **increased by 12.3%** compared to 2023.
Portable **increased by 1.05%** compared to 2023.

4,851,323

Kg

3,990,011

Kg

2,272,680

Kg

AUTOMOTIVE

PORTABLE

INDUSTRIAL

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CAT
EGO
RIES

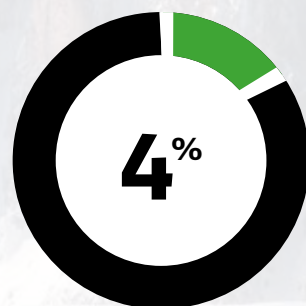




ECOPILAS COLLECTION POINTS

51,110

**ECOPILAS COLLECTION
POINTS 2024**

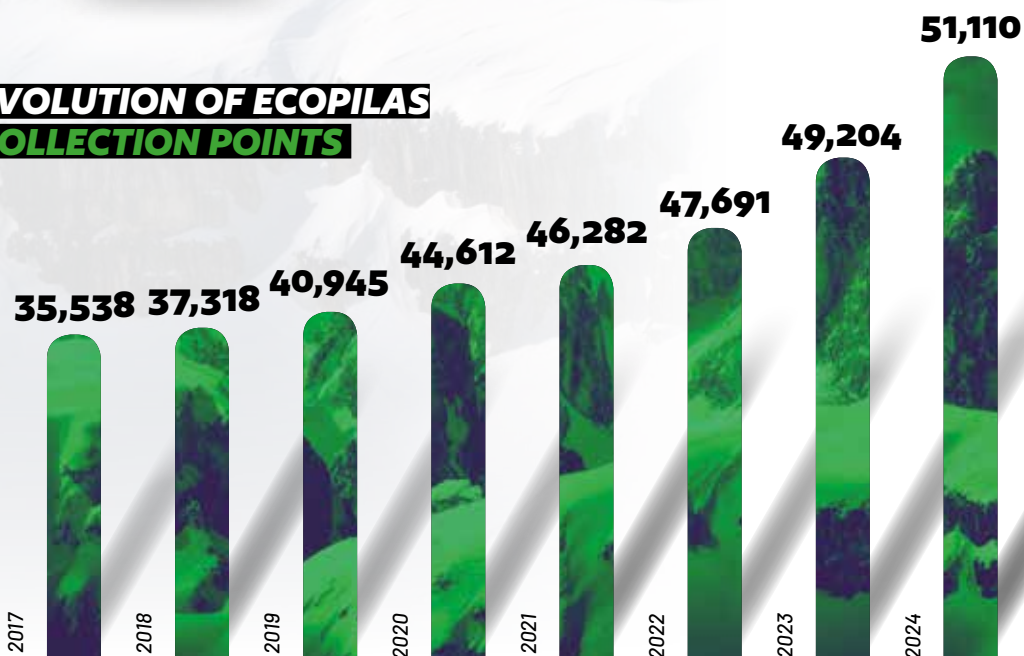


Growth in the number of Ecopilas collection points in 2024 compared to 2023: 1,906, growth of 4%.

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EVOLUTION OF ECOPILAS COLLECTION POINTS





DISTRIBUTION OF COSTS

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INSTITUTIONAL
AND COMMUNICATION

9.7%



6.5%

COMPANY
SERVICE

ADMINISTRATION
AND OTHER
EXPENSES

5.1%



78.7%

WASTE
MANAGEMENT





ACTIVITY SECTORS



At the end of 2024, Ecopilas had reached **2,745** member companies, thanks to its continuous work to attract new companies, and it guarantees that they comply with regulations and avoid unfair competition.



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ACTIVITY SECTORS

MAIN BATTERY AND ACCUMULATOR CATEGORY

% BY BATTERY TYPE

■ Portable	76%
■ Industrial	16%
■ Electric vehicle (car, motorbike, truck, and similar)	3%
■ Batteries for starting up, igniting, and illuminating vehicles	3%
■ Modes of light transport (electric bicycle, scooter, and similar)	2%



ELECTRIC MOBILITY SECTOR

171,794

**KG MANAGED ELECTRIC
MOBILITY BATTERIES**

During 2024, Ecopilas increased its activity as an electric mobility battery manager, strengthening its leadership in a waste category that will be an important challenge for the sector and an area of future growth.

In 2024, Ecopilas managed 171,794 kg of this type of battery, which is used in bicycles, scooters, motorbikes, and electric cars.

KG COLLECTED

ELECTRIC
VEHICLE
(CAR)

159,037 kg



eMOTORBIKE
(MOTORBIKE)

3,561 kg



eBIKE

9,196 kg





CALL CENTRE ACTIVITY



ECOPILAS 2024

Number of calls processed
by the ECOPILAS CALL
CENTRE in 2024.

98,872
CALLS
PROCESSED
IN 2024

POINTS LINKED TO CAMPAIGNS



**WELCOME A
CONTAINER**



**HOUSE A
CONTAINER**

CONTAINERS DELIVERED

75,465

MINI COLLECTION BIN

2,395

CARDBOARD
COLLECTION BIN

3,125

TUBE
COLLECTION BIN



CARDBOARD
COLLECTION BIN

MINI COLLECTION BIN

TUBE
COLLECTION BIN

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04 / INSTITUTIONAL
RELATIONS

04

INSTITUTIONAL AND MEDIA RELATIONS



Activities performed by Ecopilas feature in the media almost daily, including both the general media and specialised information and digital information channels, thanks to collaboration with outlets such as Trece TV, Prensa Ibérica, El Español, Cope, Cadena Ser, Ecogestiona, and IndustriAmbiente.

Following Recyclia's integration into CEOE (Spanish Confederation of Employers' Organisations) in 2024,



Ecopilas strengthened its industrial relationships with business and sector organisations, city councils, and other government bodies, and a particular highlight was the renewal of agreements regarding waste batteries and accumulators with many of these entities.

Likewise, special relationships with organisations linked to industrial batteries and electric mobility also continued in 2024, such as CIRMAT in Tenerife, AEDIVE

(Business Association for the Promotion and Development of Electric Mobility), and AMBE (Spanish Bicycle and Brand Association).

The foundation was represented at several events, including AEPIBAL DAY, an informative conference sponsored by Ecopilas that was attended Virginia Blasco alongside more than 450 people.



Ecopilas also attended the main events organised by the Spanish Photovoltaic Union (UNEF) such as Solar Forum, and member companies, collaborating organisations, and recycling plants were visited on a practically monthly basis.



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COMMUNICATION
AND EVENTS

05

COMMUNICATION AND NETWORKS



Over 145,000 visits to the Ecopilas website by more than 21,065 users were registered during 2024.

Twenty-four news items were published on the website.

Facebook: Ecopilas currently has 4,500 followers on Facebook, a social media network where users can find the most popular news stories on social and sporting topics.

On **X**, formerly known as Twitter, the Ecopilas Foundation currently has 6,000 followers. The total number of posts or tweets since the profile was created reached **9,169**, 250 of which were shared in 2024.

Ecopilas is continuing to see strong growth on the **ln**



stagram profile it shares with Recyclia and had **21,000** followers at the end of the period, almost **5,000** more than the previous year.

The Ecopilas Foundation also shares a profile with Recyclia on **LinkedIn**, which currently has **3,512** followers, almost 1,000 more than the previous year. More than 225 posts were shared over the course of the year.

Tik Tok continues to be the platform of choice for younger audiences and has the largest number of influencers. The Ecopilas profile on this network doubled its total followers in 2024, reaching more than **2,510**.

FOLLOWERS OF NEWS ON SOCIAL MEDIA

f	X	in	📷	🎵
4,500	6,000	3,512	21,000	2,510



CAMPAIGNS



The most recycling-friendly towns on the Tour

Ecopilas kicked off 2024 by presenting trophies to the towns that recycled the largest quantities during the previous year's Tour of Spain Cycle Race. First place went to the town of Ólvega (Soria), and the commercial director of Recyclia-Ecopilas presented the trophy to the mayor and councillor for the environment. Local students also received mini collection bins. With a grand total of 175 kg, Ólvega topped the ranking of the more than 40 municipalities that hosted the start and finish lines of last year's race and, therefore, an Ecopilas collection point.



Gabriel García, Director General of Recyclia, and Julio Lema, Head of Marketing and Events, presented the second place award to the town council of Íscar (Valadolid), which recycled 75 kg, while third place went to the town of Burriana (Castellón), with a grand total of 70 kg.

Launch of the new Berto Zampapilas and Pilabot campaigns in Valencia and Galicia

January marked the launch of 2024's 'Berto Zampapilas' campaign in the Valencian Community and 'Pilabot' campaign in Galicia. Both initiatives were organised by ECOPILAS and other battery and accumulator collective systems for extended producer responsibility (SCRAPs), in collaboration with the respective regional Ministries for the Environment. The aim of these campaigns is to raise local schoolchildren's awareness of correct waste battery and accumulator management.

At the beginning of the year, ten of the schools par-



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participating in the 'Berto Zampapilas' campaign also enjoyed an awareness-raising activity led by environmental trainers, who handed out mini battery collection bins to students.

The 2024 campaign came to a successful close at the end of the school year, having collected a total of 21,219 kg of portable batteries and accumulators.

This figure represents an increase of 4,100 kg compared to last year, and a total of 20,923 students from



100 schools joined the challenge.

Our marketing director, Julio Lema, represented Ecopilas at the awards ceremony.

In June, prizes were also awarded to the winning schools of the 5th Pilabot Contest. This school cam-



paign contributed 13% of the total amount of batteries collected in Galicia in 2023, which reached almost 316 tonnes.

A total of 40,304 kg of this type of waste was collected in this initiative's 5th year, and the winning schools were responsible for more than 6 tonnes of this amount.

The 6th Pilabot campaign was officially announced at the end of the year and ran until May, with 150 primary and secondary schools taking part.





Supporting effort and recycling in the Balearic Islands

Ecopilas was at the 33rd Majorca Cycling Challenge, a series of cycling races held over 5 days between 24 and 28 January 2024 that covered a total distance of 150.1 kilometres on the Balearic island.

Ecopilas set up its stand at the start of each stage and was also present in the signing area, where it encouraged everyone to recycle their used batteries as efficiently as possible.

As part of the campaign organised by the Regional Government of the Balearic Islands through its Ministry for the Environment alongside the company Un-

isport with the aim of promoting recycling and sport in the Balearic Islands, the Foundation also sponsored the 9th Maó 10-mile and 5-mile races that took place in Menorca on 1 June.

This sponsorship agreement also includes the Majorca Cycling Challenge held at the beginning of the year, the Formentera Half Marathon held on 11 May, and the Formentera Triathlon in October.

Next to the main marquee was the Ecopilas dome tent, where participants and spectators could dispose of waste batteries while also learning about the environmental benefits of recycling.

The Chair of Ecopilas presented participants with their prizes alongside the island's leading authorities.

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For inclusive sport at the 46th Copa del Rey wheelchair basketball tournament

Ecopilas strengthened its support for inclusive sport by sponsoring the 46th Copa del Rey wheelchair basketball tournament, which took place at the end of February in Burgos. This initiative is part of the company's Corporate Social Responsibility policy, which aims to improve the well-being of groups at risk of exclusion and help them integrate into society and the workplace.



THE EXTREMADURA -ECOPILAS TEAM — a great season ahead

The presentation of the 2024 season line-up of Extremadura-Ecopilas, the professional mountain-biking team sponsored by the Foundation, took place on 16 February at the Las Claras Cultural Centre in Plasencia in an event that brought together local authorities, representatives of the Regional Government of Extremadura, organisers of the Tour of Spain Cycle Race, and Ecopilas. The Extremadura-Ecopilas mountain-biking team, led by Manu Cordero from the town of Llerena (Extremadura), was made up of seven cyclists, including two riders from Extremadura, María del Pozo and María Reyes. Javier Benítez, who is also new to the team, completes the line-up alongside Juan Utrero, Adrián González, and Marcos García.

The event concluded with the customary mass 'Gesture for Recycling', which Ecopilas has successfully spread across the length and breadth of Spain in support of sport, its values, and recycling.





The Fuenlabrada City Council asserts its commitment to battery recycling

In April, the City Council of Fuenlabrada, a municipality located in the Community of Madrid, reached an agreement with the Ecopilas Foundation to increase the volume of batteries and accumulators managed, which sat at 9,000 kg in 2023, a 12% increase compared to the previous year.

Under the agreement, which will initially run for a period of four years, Ecopilas will be responsible for collecting and processing the batteries deposited in the 200-container strong network, with points located in public buildings, shops, and large retail outlets, as well as mobile points. With this collection network, Fuenlabrada has one container for every 1,000 inhabitants.

Ecopilas also provides the council with reports on the waste collected at each location, detailing the total number of kilograms collected and the type of waste, as well as the dates of collection and delivery to the plant, all in the aim of ensuring traceability.



Clean and sustainable RUGBY in Pozuelo de Alarcón

On 1 and 2 June, Pozuelo de Alarcón in Madrid hosted the 2024 National Rugby Schools Festival, organised by CRC Pozuelo Rugby and sponsored by the Ecopilas and Ecoasimelec foundations. Over 150 teams and more than 2,000 players from across Spain took part in the event. It was attended by boys and girls aged between four and ten and their families, meaning that over 6,000 people attended the event.

Dome tents were set up so the general public and participating players could dispose of their waste batteries and accumulators in return for merchandise materials.

This year, the event supported the environment and its slogan was 'Clean and Sustainable'.

In December, Ecopilas and the CRC Pozuelo Rugby Club carried out a joint initiative at the Puerta de Hierro Hospital in Majadahonda, Madrid, that involved visiting children on Christmas Eve to hand out Christmas cards, puzzles, light bulbs, mini collection bins, and lots of smiles.



Cádiz and El Puerto de Santa María promote environmental awareness

The province of Cádiz hosted a number of activities organised by the Ecopilas Foundation throughout the summer, such as the renewal of the agreement with the Fundación Cádiz Club de Fútbol SAD, which was signed at the latter's offices by its chair and the Chair of Ecopilas, José Pérez. These formalities were followed by the launch of the successful 'Pilamanía Amarilla' campaign, which is part of the 'Blue and Yellow Beaches' environmental awareness-raising programme.

The first activity took place on Playa de La Caleta beach, where passers-by were able to dispose of their used batteries and therefore ensure that they are recycled correctly.

Also on Friday 5 July, Ecopilas and the El Puerto de Santa María Town Council presented the results of the waste battery collection and awareness-raising campaign carried out in the Toruños Natural Park



during the previous month. This initiative involved installing containers and information panels to encourage people to bring in their used batteries and explain the importance of recycling this type of waste. Over a hundred kilograms were collected over the course of those days.

At the end of this information campaign carried out as part of the 'Magical Lands' project, the containers were added to the El Puerto de Santa María Town Council's battery collection network. A ceremony was held to mark the occasion, attended by Germán Bear-do, mayor of El Puerto de Santa María; Manuel Cam-puzano, director of Los Toruños Natural Park; and José Pérez, Chair of Ecopilas.





Liftoff of the 9th Apilo XII Mission

The 9th Apilo XII campaign carried out in Catalonia in 2024 saw record participation levels. A total of 1,140 schools from across the region registered to take part, and more than 433,000 students became 'Apilo Agents' to promote battery recycling in their schools, with their families, and among their friends.

The Apilo XII initiative is organised by Ecopilas, ERP, Ecolec, and Unibat, in collaboration with the Catalan Waste Agency.

**Cariño, Fuerteventura, and Altea
— winners of the competition
organised by Ecopilas and Ecomar**

Ecomar and Ecopilas once again organised the 'Charge Your Batteries and Recycle' competition in summer. Around fifty sailing clubs and schools who are members of Grímpola Ecomar 2024 took part in the initiative.

The Club Do Mar Cariño in A Coruña took home first prize in the 'Charge Your Batteries and Recycle' competition, having collected a record 967 kg of this type of waste.

The club, which had already won the competition in previous years, was rewarded with 50 life jackets and a sail for its sailing school.



A total of 150 kg of batteries and accumulators earned the Fuerteventura Yacht Club second place in the competition, and third place went to the Altea Yacht Club with 85 kg.

Since 2015, the 'Charge Your Batteries and Recycle' programme has encouraged students and members of yacht clubs and sailing schools in Spain to recycle this type of household waste. The three centres that collect the most batteries during July and August win prizes of sports equipment, such as life jackets and sails.

Ecopilas representatives also joined the chair of Ecomar and Olympic sailor Theresa Zabell at the event to mark the organisation's anniversary.





Wide participation in summer camps with Valencia CF

For the second year in a row, the Ecopilas Foundation worked alongside Valencia CF to raise students' and their families' awareness of environmental issues at the summer camps organised by Valencia CF during the month of July.

As part of the initiative, students built their own electrical mechanisms using batteries and various materials in awareness-raising workshops, mini collection bins were distributed, and a dome tent was set up to encourage battery collection through a competition.

The WOLFAST UNIOVI continues at full speed from Oviedo



Waste battery management agreement with Melilla

Melilla's Regional Ministry for Environment and Nature ratified a four-year agreement with the collective systems for extended producer responsibility (SCRAPs) belonging to OfiPilas, one of which is the Ecopilas Foundation.

As announced by the Regional Minister for the Environment, Daniel Ventura, who signed the document, the agreement sets out a collaboration framework with the authorities of Melilla for recycling battery and accumulator waste generated by portable batteries and accumulators placed on the market by the member companies of these SCRAPs.



The University of Oviedo and Ecopilas have renewed their collaboration and support agreement to develop the Wolfast Uniovi team's electric motorcycle prototype, the University of Oviedo's entry in the MotoStudent competition.

The agreement was signed at a ceremony attended by the Vice-Rector for Transfer and Business Relations, Susana Luque; the coordinating professor of the Wolfast Uniovi team, Álvaro Noriega; and the Chair of Ecopilas, José Pérez García. The event was also attended by Santiago Fernández, director of the Fundación Universidad de Oviedo, and members of the Wolfast Uniovi team.



The Tour of Spain Cycle Race and the Descent of the Sella: world-renowned races where Ecopilas has a strong presence

Thanks to the excellent reception of the Foundation's initiatives with sports fans, in 2024 Ecopilas collected a total of 5,143 kg of used household batteries in collection bins installed at both amateur and professional sporting events involving Ecopilas throughout the year.

A significant portion of this total — 2,856 kg — was collected at the 250 collection bins set up by Ecopilas at the start and finish lines of the 21 stages of the 79th Tour of Spain Cycle Race, which started in Lisbon on 17 August.

In 2024, 20,000 household collection bins for used batteries, twice as many as during last year's race, were distributed to fans, as well as hundreds of promotional

and merchandise materials.

In addition, the 'Gesture for Recycling' with the used battery collection bin took place at the start of just over half the stages, in a ceremony involving town authorities, the Tour organisers, and guests.

Once again, Ecopilas also had a prominent presence





at the International Descent of the Sella, which has taken place on the first Saturday in August for over 80 years in Asturias.

In addition to decorating the bridge at the start line, the Foundation sets up a done tent in the Plaza del Cañón in Arriondas, the town where Spain's most famous canoeing race begins, and of which our Chair, José Pérez, is an ambassador.

This year also saw José María López Suárez, who embodied the figure of King Aurelio in the Fiesta de les



Piragües for four decades, be presented with the first 'Ecopilas Values of the Sella Award'. Sadly deceased, a few months later he was honoured with an emotional tribute at the team presentation and official opening ceremony.





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Presentation of the joint 'We are waste management' programme in the Balearic Islands

In November, the presentation ceremony of the 'We are waste management' campaign took place. This initiative is carried out in the Balearic Islands by Ecoembes, Ecovidrio, and battery and WEEE collective systems for extended producer responsibility alongside Ecopilas, Ecoasimelec, and Ecofimática.

This initiative was launched as part of the European Week for Waste Reduction and ran until March 2025.

It included various audiovisual proposals, advertisements, and the participation of influential figures in a range of scheduled awareness-raising activities.

The Regional Minister for Business, Employment, and Energy, Alejandro Sáenz de San Pedro, presented the awareness campaign to the media alongside the Director General for Circular Economy, Energy Transition, and Climate Change, Diego Viu, and representatives from Collective Systems for Extended Producer Responsibility (SCRAPs) at a press conference that was also attended by Leticia Pou and Ivan Tolsà, repre-

senting the SCRAPs Ecoembes and Ecovidrio, respectively, and Julio Lema, on behalf of Recyclia's battery, accumulator, and electrical and electronic equipment SCRAPs.

The aim of this initiative is to increase efforts from all stakeholders to achieve EU targets and fulfil applicable legislation related to the proportion of waste prepared for reuse or recycle (55% by 2025 and 65% by 2035), waste reduction (20% by 2030 compared to 2010), and separate collection (50% by 2035).

First meetings of the Recycling Samurai

At the end of October, meetings began between Ecopilas representatives and the town councils of Coria del Río and Sanlúcar de Barrameda to bring the story of Japan's first official embassy in Spain to life and recreate the river route travelled by the samurai under the command of Hasekura Tsunenaga, linking it to an activity to promote battery recycling.

Schools in both municipalities were invited to take part and gift vouchers for school supplies were distributed to encourage students to collect used batteries.





'A battery of reasons' campaign to raise public awareness in Andalusia

The 'A battery of reasons' campaign kicked off in Seville in September and ran until November, with the aim of raising Andalusian citizens' awareness of the importance of recycling waste batteries and accumulators (WBA). This new initiative travelled through the eight provinces of Andalusia and reached more than 160 municipalities, including all the towns that signed the Framework Agreement on the Recycling of Waste Batteries and Accumulators. This represented 6.5 million people, 77.4% of the population of Andalusia.

The 'A battery of reasons' campaign is part of the global 'Recycle your batteries in Andalusia' initiative, which aims to promote battery and accumulator recycling throughout the region. It is organised by the Regional Government of Andalusia's Ministry for Sustainability and Environment and the Andalusian Towns and Provinces Federation (FAMP), and supported by the Collective Systems for Extended Producer Responsibility (SCRAPs) that operate in the region: Ecolec, Ecopilas, and ERP España.

Throughout the year, the initiative carries out intensive social media, media relations (hyperlocal, local, region-



al, general, and specialised), public relations, and public awareness-raising activities, with the aim of increasing the volume of waste batteries and accumulators collected year after year.

Other activities related to the initiative include participation in the Science Fair held in spring at Fibes Sevilla, where a number of games and workshops promote the environmental benefits of recycling batteries.



Collaboration between Ecopilas and 270 STIHL stores throughout Spain

In autumn, STIHL, a leading forestry and agricultural machinery manufacturer and distributor, worked alongside ECOPILAS to convert 270 specialist stores across the length and breadth of Spain into collection points for used batteries and accumulators.

The 'RECYCLE WITH STIHL' campaign reaffirmed the company's commitment to the environment, society, the circular economy, and the Ecopilas Foundation. This pioneering project aimed to raise customers' and non-customers' awareness of the importance of our shared commitment to selective waste collection and recycling, with a view to ultimately reducing our environmental impact.

This kind of campaign contributes to STIHL's global objective of promoting the circular economy by using only essential raw materials and minimising waste at the end of a product's life cycle. STIHL has been operating in line with this corporate policy for many years.

STIHL Spain's goal is to continue expanding this project to the rest of the country's stores over the coming years.

In addition, recycling with STIHL and Ecopilas has its



rewards. By scanning the QR code on the bins, visitors to the stores can win fun merchandise items.

Smart collection bins in ALCAMPO supermarkets

Recyclia supports the installation of smart collection bins at Alcampo supermarkets and has fitted 56 smart recycling containers at establishments located across Spain through its Ecoasimelec, Ecofímica, and Ecopilas foundations. These devices are designed to make it easier for customers to recycle waste such as lamps, batteries, small electronic devices, and fluorescent tubes. The containers have motion detectors for contactless use and are equipped with technology that monitors how full they are and sends an automatic signal when they need to be emptied.





Energy and Decarbonisation Forum

On Thursday, 14 November, Recyclia's Commercial Director, Gonzalo Torralbo, participated in the Energy and Decarbonisation Forum organised by Prensa Ibérica. He was part of the Expert Panel on 'Energy Storage and Batteries' alongside David Santiago, founder and CEO of Tera, which was moderated by Roberto Giner, CEO of Octopus Energy Spain.

The panel highlighted advances in storage and distribution to address the intermittency of renewable sources and ensure a constant and stable supply.

The event was sponsored by the Ecopilas and Ecoasimelec foundations, among others.



Ecopilas with Ciclosfera City at the Global Mobility Call in IFEMA

Ecopilas attended the Global Mobility Call 2024 international trade fair that took place at the end of the year in IFEMA as part of the Ciclosfera stand, which also received the award for the most sustainable stand at the fair, much to the delight of everyone involved.

During the three-day event, Ciclosfera strengthened ties with other exhibitors, opening doors to new collaborations that promote urban cycling and sustainability as a key element of the Ciclosfera CITY Cycling City.

Being recognised as the most sustainable stand highlighted the values and priorities of all the organisations behind it: coexistence and collaboration between people, the beauty and fundamental importance of plants and, of course, urban cycling.

Ecopilas participated in this adventure alongside Mobility Lab Vitoria-Gasteiz, Solarcycle, Velo de Ville, and Zicla.





SOCIAL COMMITMENT

For well-being and social integration alongside Real Madrid, Funviba, and other groups

As part of its Corporate Social Responsibility policy, Ecopilas works with numerous associations and foundations to improve the well-being of young people and the elderly and help them integrate into society and the labour market.

One of the most representative examples is the annual agreement with **Fundación Real Madrid** and its social sports schools in Segovia, Seville, and Mazarrón (Murcia).

In fact, the Fundación Real Madrid's Social Sports Schools Tournament, which was held in May last year, regularly sees one of the most popular and successful sporting events in the Ecopilas collection campaign. In 2024, more than 1,500 students from the foundation's 22 schools participated in



the competition and collected 544 kg of batteries.

The collaboration agreement between the two organisations, which was ratified by Enrique Sánchez, Executive Vice-President of the Fundación Real Madrid, and José Pérez, Chair of Ecopilas, has been in place since 2011.

As part of this agreement, on 20 February, the Chair

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of Ecopilas visited the Social Sports School that it has promoted alongside **Fundación Real Madrid** in Segovia since the 2010-2011 season. He was accompanied by the mayor of the town, José Mazariás, and Real Madrid's director of institutional relations, Emilio Butragueño. This school in Segovia provides football training sessions to more than fifty students aged between 5 and 16, while also transmitting sporting values.



Ecopilas also continues to support organisations such as **Fundación Vivir Sin Barreras**, which has already deployed more than fifty electric scooters in shopping centres, museums, and health centres throughout the country to make these locations more accessible for people with reduced mobility.

Throughout the year, all kinds of educational centres and organisations ask Ecopilas for its support in their sustainability campaigns for young people and adults, such as **Aspace** Asturias (cerebral palsy) to implement projects related to the SDGs.



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Ecopilas with Eucobat

Throughout 2024, Ecopilas continued to work on the international stage in close collaboration with its European counterpart schemes and the EUCOBAT employers' organisation, whose Secretary General, Eric Ruyters, visited our offices in Madrid for a couple of days in April to share knowledge.

The European organisation held its general meeting in Luxembourg from 27 to 29 May 2024, along with several meetings of the technical working groups and operations committee.

Patricia Sánchez, Gabriel García, and José Pérez rep-



resented Ecopilas at this event, as well as at the anniversary celebrations of the Luxembourg management systems, Ecotrel and Ecobatterien.

The Chair of Ecopilas was also present at the event held in Paris to celebrate the 25th anniversary of the constitution of CorePile, a French battery recycling system. This very special event took place at the Science Museum, and the Chair had the opportunity to share experiences with the then director of CorePile, Frederic Hedouin, and the operations manager.

The second Eucobat general meeting was attended by José Pérez and Gabriel García in September in Basel.



Forging closer ties with the East at the China-EU Ecommerce Summit

More than 200 entrepreneurs and professionals gathered at the China-EU Ecommerce Summit, a key event on e-commerce and a bridge between East and West, which was held in Madrid in December.

Throughout a full day full of events, there were several opportunities for networking, especially during the cocktail and after parties. In addition, the more than 10 talks and round table sessions ensured that knowledge exchange was a given.

José Pérez García, Chair of Ecopilas, was responsible



for one of these talks, 'a powerful reminder of how the correct management of batteries and accumulators can be a key pillar in the transition towards a circular economy'.



In his talk entitled 'Sustainability in e-commerce: The role of responsible battery and accumulator management', he not only highlighted the achievements of Ecopilas, but also the importance of joining global efforts to take steps towards sustainability.

Gonzalo Torralbo, the Sales and Commercial Relations Director of Ecopilas, also participated in one of the round table sessions: 'Sustainable transformation of e-commerce: global challenges and opportunities', from SUMMIT 2024.

Previously, representatives of the event organiser and the Ecoeche system, with whom we shared a stand at the event, visited the Recyclia /Ecopilas facilities.



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