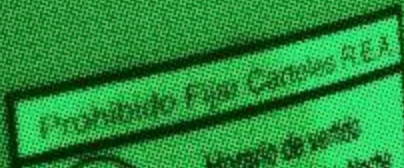


# Ecovidrio, a unique model



**ecovidrio**  
ENTIDAD SIN ÁNIMO DE LUCRO

*Reciclar hoy, construir el mañana.*

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**About us**

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# 01. About us

Glass packaging. Circular economy

01

NATURAL ORIGIN

02

INERT MATERIAL

03

100% RECYCLABLE



04

MANUFACTURED  
USING RECYCLED  
GLASS

05

GLASS NOT FOUND  
IN LITTER

06

REUSED PACKAGING  
IN HORECA

# 01. About us

## Recycling chain

### Our functions

#### 01. Committed citizen and HORECA professional

We design awareness campaigns aimed at the citizens and the HORECA sector.

#### 02. Collection and transport

We carry out containerization, selective container collection, collection in urban waste plants, additional *ad hoc* collections, intensive collection operations in the HORECA sector.

#### 03. Glass treatment

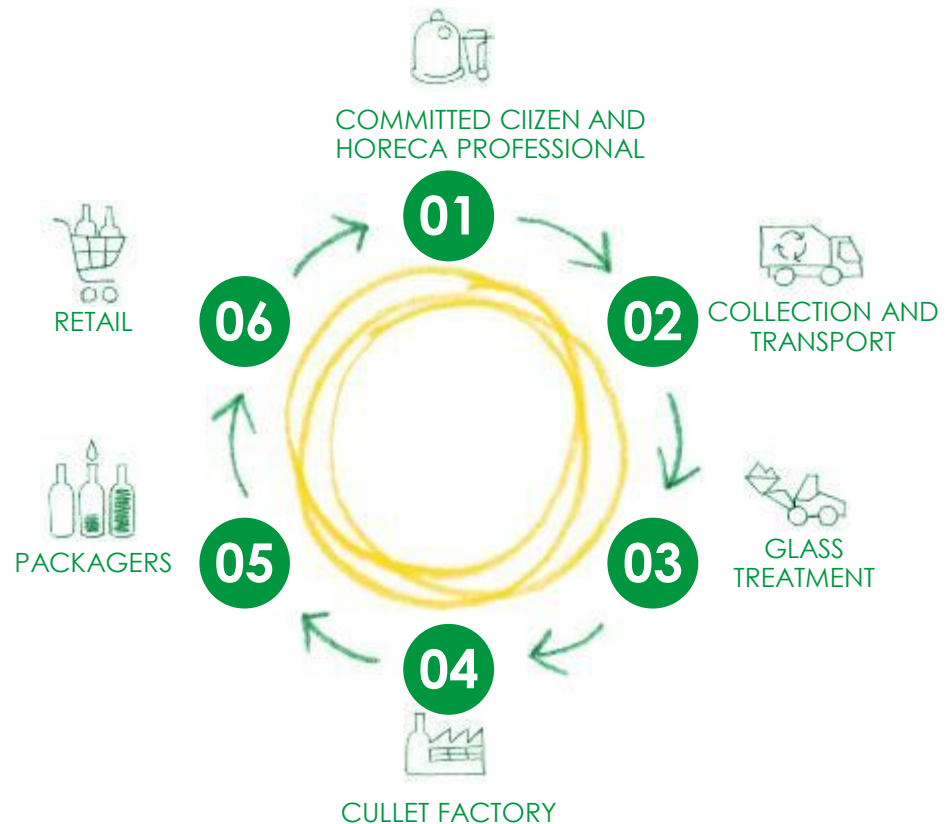
We monitor treatment operations to obtain cullet under the principles of sustainability, efficiency, effectiveness and traceability.

#### 04. Cullet factory

We sell material to glass manufacturers for its reincorporation in the production process as a secondary raw material.

#### 05. Packagers

We guarantee regulatory compliance and design prevention and eco-design programmes.



We manage all single-use  
**glass packaging waste throughout the country**

# 01. About us

## A unique management model

### 01 Universality

We manage all kinds of packaging throughout the country.

### 02 High quality selective waste collection

We manage recycling through **monomaterial containers**, thereby guaranteeing maximum quality (**only 2% impurities**).

### 03 Direct management of collection

In **60,4% of Spanish municipalities**, Ecovidrio is directly responsible for the collection of glass packaging waste (no cost for the municipalities).

### 04 Versatility

We adapt the collection management model to the needs and characteristics of the municipality.

### 05 Focusing on horeca sector

We develop specific programmes for the sector, which generates 52% of recyclable glass packaging waste.

### 06 Governance and transparency

We foster sustainability in the recycling chain.



# 01. About us

## Financing

24.2%  
SALES OF  
CULLET



75.8%  
CONTRIBUTION  
FROM GREEN DOT  
FEES



8,264  
packaging  
companies

The main financing sectors are:



02

**Our results**

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# 02. Our results

## Key figures 2020

SELECTIVE COLLECTION  
AT GREEN CONTAINERS



843,786

TONNES OF  
GLASS PACKAGING

▼ -5,9% \*

vs. 2019

17.8  
KILOGRAMS  
PER INHABITANT

61  
PIECES OF  
PACKAGING  
PER INHABITANT

\* Consequence of the decrease  
in the consumption of glass  
packagings due to the restrictions  
in tourism and hospitality

COLLECTION  
THROUGH  
20 MBT PLANTS



63,749

TONNES OF  
GLASS PACKAGING

▲ +2,4%

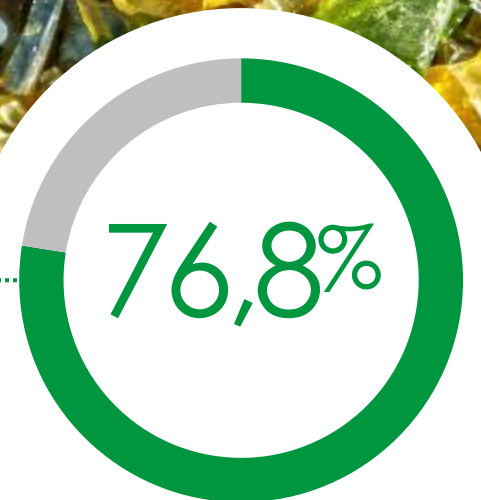
vs 2019

(Representing only 7%  
of overall tonnage)

## 02. Our results

### Glass packaging recycling rate 2018

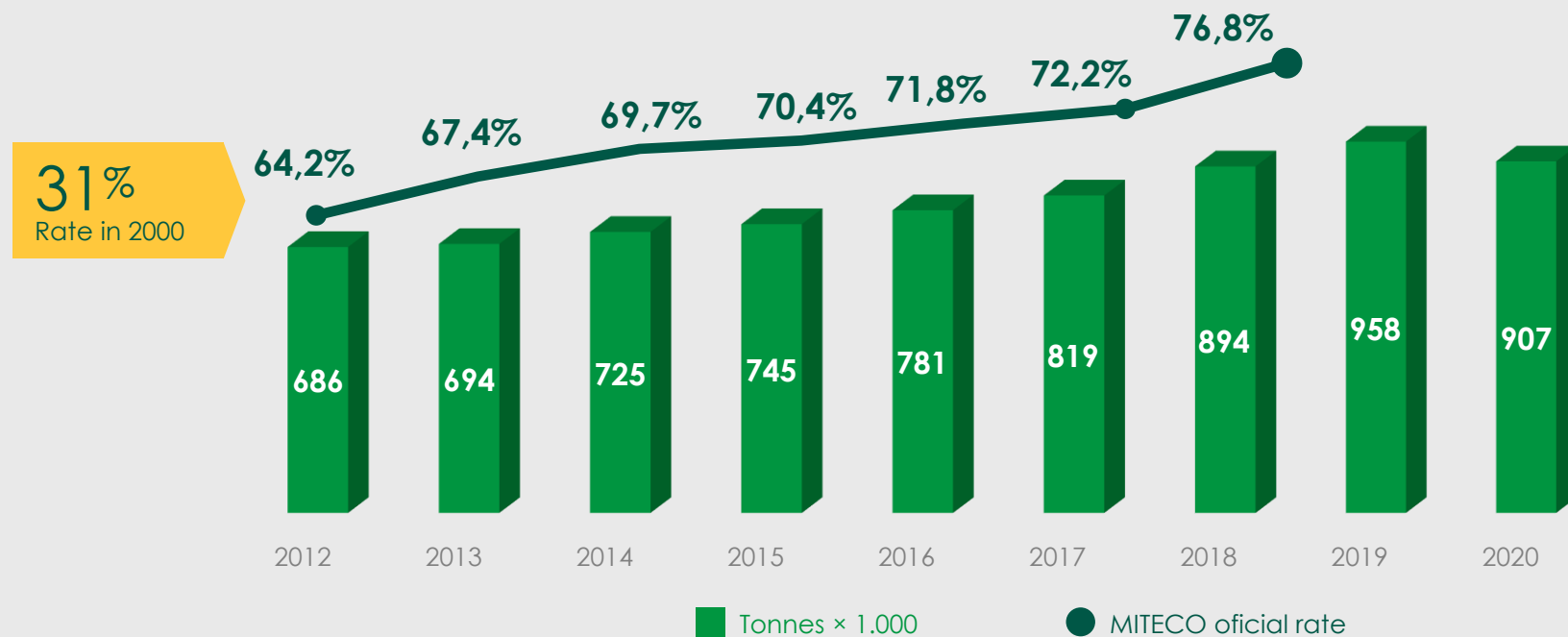
OFFICIAL RATE  
MITECO  
(MINISTRY OF  
ENVIRONMENT)  
2018



In Spain, more than 7 in every 10 pieces of single-use glass packaging on the market are recycled

## 02. Our results

### Trend in glass packaging collection and recycling rate



# 02. Our results

## Why do we recycle?



### SUSTAINABLE DEVELOPMENT GOALS

- 8 TRABAJO DECENTE Y CRECIMIENTO ECONÓMICO
- 11 CIUDADES Y COMUNIDADES SOSTENIBLES
- 12 PRODUCCIÓN Y CONSUMO RESPONSABLES
- 13 ACCIÓN POR EL CLIMA
- 15 VIDA DE ECOSISTEMAS TERRESTRES
- 17 ALIANZAS PARA LOGRAR LOS OBJETIVOS

### CIRCULAR ECONOMY AND COMBATING OVER-EXPLOITATION OF RESOURCES

PREVENTING EXTRACTION

**1,089,043**  
TONNES OF RAW MATERIALS

Equivalent to

The volume of the Kio Towers in Madrid

### THE FIGHT AGAINST CLIMATE CHANGE

PREVENTING EMISSIONS	ENERGY SAVINGS
<b>526,371</b> TONNES OF CO <sub>2</sub> IN THE ATMOSPHERE	<b>648.162</b> MEGAWATT-HOURS OF ENERGY
Equivalent to	Equivalent to
Flying around Earth's Equator by plane	Supplying all the hospitals in Spain
<b>133</b> TIMES	<b>2</b> MONTHS



## Action plans

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# 03. Action plans

## Containerization



4,309

NEW  
CONTAINERS  
IN 2020

235,259

TOTAL  
CONTAINERS

1



EACH  
202

INHABITANTS

Spain, one of the most containerized countries in Europe

# 03. Action plans

## Selective container collection



Direct management at zero cost

01

60,4%  
SPANISH MUNICIPALITIES



39,6%  
SPANISH MUNICIPALITIES

02

Financing the full cost of collection

We are already working on implementing the 2021 Strategic Collection Plan!

# 03. Action plans

## Selective container collection. Direct management

Trust in our direct collection...



...And almost **5.000** more municipalities

**4**  
Of the 5 capital cities

Our results speak for themselves

34,2kg/  
hab

22,3kg/  
hab

21,8kg/  
hab

21,7kg/  
hab

SAN  
SEBASTIÁN

VITORIA

BILBAO

PAMPLONA

MOST RECYCLER SPAIN HAVE DIRECT MANAGEMENT

AVERAGE RECYCLING by cities with direct management

▲ +10%

higher than the average managed by local bodies (18,7 kg/inhab by Ecovidrio vs 17 kg/inhab local body)



# 03. Action plans

## Collection in MBT plants



The collection of glass packaging waste in MBT plants is an innovative and pioneering Ecodivrio project that is unique in Europe



New facilities:  
Manises (Valencia)

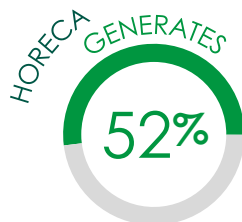


Antequera, Loeches,  
Barcelona, Salamanca,  
Onda and Algimia

**7%** OF TOTAL  
TONNAGE  
RECYCLED  
BY ECOVIDRIO

# 03. Action plans

## Intensive operations in the HORECA sector



OF SINGLE-USE  
GLASS PACKAGING  
on the market

1 establishment  
GENERATES  
EVERY DAY

23 PIECES OF  
PACKAGING  
on average



### How do we do it?

- 01 Starting up door-to-door collection services.
- 02 Distributing special adapted resources to facilitate and improve the safety of large volume recycling.
- 03 Working with local agencies in the correct execution of municipal by-laws.
- 04 Strengthening infrastructures and manufacturing special containers for the sector.

- 05 With the implementation of intensive programmes at high consumption events.
- 06 Studying needs for containerization or designing new collection routes.
- 07 With incentivisation and awareness campaigns.

# 03. Action plans

## Intensive operations in the HORECA sector



Annually:

**11%**  
Total of the HORECA programme

WE VISIT  
**34,834**  
stablishments

WE DELIVER  
**14,249**  
adapted bins

WE PROVIDE  
**49**  
door-to-door services

WE ANSWER  
**13**  
daily requests by



### DID YOU KNOW THAT...

In Spain there are  
**32,350**  
adapted containers

An ECOVIDRIO innovation, 2005



# 03. Action plans

## Intensive operations in the HORECA sector

### 3 success stories



#### DOOR-TO-DOOR MADRID

BIGGEST DOOR-TO-DOOR  
FOR HORECA IN SPAIN

Central Zone, Salamanca District and Vallecas

+157%

▲ INCREASE IN  
SELECTIVE  
COLLECTION

+450

BUSINESSES  
SIGNED UP  
TO THE PROGRAMME



#### SUMMER PLAN GREEN FLAG MOVEMENT

INTENSIVE SEASONAL PLAN  
REINFORCEMENT FOR CONTAINERIZATION  
AND COLLECTION ROUTES

131

coastal  
municipalities

15,000

coastal bars and  
restaurants

40,000

visits in  
3 months

▲ +11%

average rise in  
collection



#### JOINT ACTION LOCAL GOVERNMENT

IMPLEMENTATION  
MUNICIPAL BY-LAWS

170 Spanish local council teams  
Information campaign on municipal  
legislation, strengthening resources, adapting  
routes, compliance audits  
in 27,000 businesses.

CONVERSION TO  
RECYCLERS

60% → 98%

# 03. Action plans

## Awareness campaigns. Strategy

### 01 Targets

- **Mobilisation of** the citizens and the HORECA sector.
- **Raising awareness** and changing habits.
- **Generating** a quality reputation for Ecovidrio.

### 02 Strategy

- **Effectiveness** in management.
- **Strategies which emphasise** our uniqueness.
- **Seeking relevance through memorable**, motivating, inspiring and aspirational messages.
- **Using our own resources** (containers, minigloos) and acquiring external resources.
- **Building emotional** connections.
- **Establishing links** with local agencies.
- **Using well-known**, *branded digital content*.
- **Building communities** (Ecólatras/Ecosabios) engaged with the environment to mobilise others.



# 03. Action plans

## Mobilisation

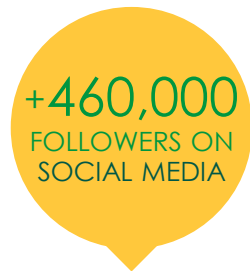
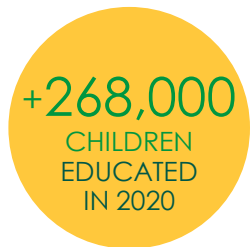
### TARGETING

young people,  
children and the  
general public



151

LOCAL  
CAMPAIGNS  
at fairs, festivals  
and times of  
high consumption



#ecólatras  
ecovidrio

+450

ENVIRONMENTAL  
INITIATIVES

created by our followers

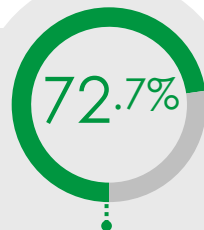
+75,000

ACTIVE  
USERS

#ecosabios by ecovidrio  
Los mayores RECICLADORES

PROJECT  
LAUNCH

First sustainable  
volunteer programme for  
over 60s



SPANIARDS  
COMMITTED  
TO RECYCLING  
(source GFJ tracking)

# 03. Action plans

Some examples



Madrid Fashion Week



Recycle for them



Disneyland



Ecomeninas



Kilo x kilo challenge



Giant container



Christmas trees



# 04. Action plans

## Treatment and sale of material



### 01 Traceability and transparency

- We monitor and certify input and output flows.

### 02 Efficiency and quality

- We conduct technical studies and propose measures for reducing losses.
- We implement material quality protocols.

### 03 Innovation in sources and processes

- We conduct studies on other sources of recycling for other uses when the waste quality is not suitable for new packaging.

### 04 Sustainability

- We study and promote the implementation of available technical improvements and good market practices in Europe.
- We propose programmes and work towards the minimum possible waste in glass recycling.

### 05 Sale

- We are responsible for ensuring a transparent, public and open sale process.

WE WORK  
with **15**  
GLASS  
TREATMENT  
PLANTS

located throughout Spain



# 03. Action plans

## Prevention

01

**We promote the production** of more sustainable packaging and reduction of waste generated.

02

**Over 100 measures proposed** to improve packaging, such as: reuse of packaging, waste reduction and increased use of recycled material.

03

**In drafting** new programmes for 2020-22 in line with new European demands.

2020-2022

THREE-YEAR  
PREVENTION PLAN

+200

COMPANIES  
SIGNED UP



# 03. Action plans

## Sustainability



**01** We implement transparency, traceability and information programmes for all target publics.

**02** We establish compulsory codes of ethics, both internally and for suppliers. We provide reporting channels.

**03** We include ESG sustainability criteria in our outsourcing terms and conditions, for both collection and manufacture of containers.

**04** We promote the best available techniques for the glass packaging treatment and recycling phase.

**05** We have commitments in reuse, eco-design and recycling of containers and infrastructures.

**06** We have ISO 27000, ISO 14001 and ISO 9001 certification and renewed policies for: corporate responsibility, quality, safety and the environment, responsible communication, and fund management.

**07** We carry out analysis and improvement in corporate governance.

**08** We associate our awareness campaigns with local community development programmes.

# 03. Action plans

## Innovation



### CENTRE FOR INNOVATION IN WASTE MANAGEMENT

- We have set up an **observatory of initiatives and trends** in waste collection.
- We share these new ideas with local agencies through **specialist conferences** and **web platforms** offering the best practices.



### BUSINESS INTELLIGENCE

- We implement pilot programmes with **technological applications for weighing and data transmission scales** per container and container geolocation.



### NEW SOURCES OF RECYCLING

- **We collect packaging waste in 20 automatic MBT plants.**
- **We promote micronisation in the process** as an additional source.
- We develop **applications for construction from the recovery** of glass packaging waste when the material is not suitable for packaging.



### CONTAINERS

- **We study eco-design measures for containers** using natural resins to minimise their environmental impact at source.
- **We carry out reuse, repair and recycling programmes for unused containers.**
- **We innovate with new industrial applications** for recycled material from containers.
- **We seek applications** for CO<sub>2</sub> absorption.

04

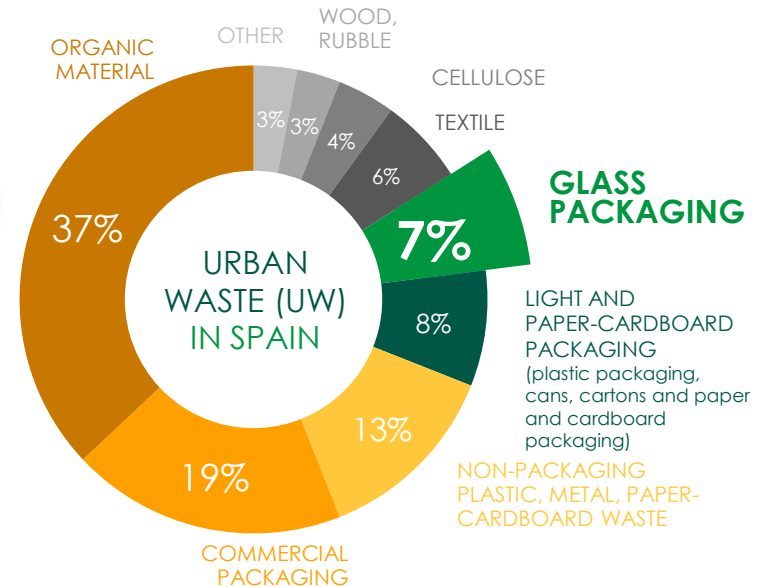
**Commitment to the future**

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# 04. Commitment to the future

Europe sets the direction

	2025	2030	2035
RECYCLING OF MUNICIPAL WASTE	55%	-	65%
RECYCLING OF GLASS PACKAGING	70%	75%	-
INTERNAL ECOVIDRIO TARGETS	+80%	+90%	+95%



## 04. Commitment to the future

And what about us? What we work on



INVESTMENT  
2021

63.3

MILLION  
EUROS

### Levers

- 01** Intensive support for HORECA.
- 02** Continuing to donate containers.
- 03** Continuing to foster social awareness campaigns.
- 04** Encouraging direct management.
- 05** Highlighting areas with the least implementation: Andalusia and Extremadura.
- 06** Improving gathering and analysis of information on collection management.
- 07** Improving sustainability of collection and the recycling chain.

# 04. Commitment to the future

## But we can't do it alone. Demands for the government



**01** Strong legal basis.

**02** Mandatory recycling in large generators, landfill levy and transparency and equal treatment in charges (pay as you throw).

**03** Shared responsibility among all agents involved in the recycling chain.

**04** Funding of EPR in accordance with our competencies and earmarked for selective collection.

**05** Encouragement of environmental education.

**06** Generalisation of the collection of other types of urban waste. Such as organic material (37%).

35

## Conclusions

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## 05. Conclusions



01

**The ECOVIDRIO public-private partnership model works.**

22% growth in the last 5 years.

02

**Glass packaging management is a versatile model.**

04

**Awareness-raising to generate habits.**

ECOVIDRIO continually runs campaigns.

05

**We need direct involvement by government.**

With measures that encourage local councils and ensure correct waste management.

03

**Responsible HORECA, a key lever.**

ECOVIDRIO finances collection and awareness campaigns.

THANK YOU

**ecovidrio**  
ENTIDAD SIN ÁNIMO DE LUCRO