

ACTIVITY REPORT 2012

A year defined by continuity and diversification

2012 can be described as a year of continuity in terms of ECOTIC's activity.

We continued to collect, treat and recycle waste of electrical and electronic equipment on behalf of 380 affiliated producers. Seven years ago, we developed the first integrated system of collection and recycling for WEEE in Romania, and have now exceeded the threshold of 42,000 tons. At the same time we focused on our relations with operators in order to improve stream traceability and boost the quality of waste collected.

In 2012 we continued our awareness campaigns to promote a proactive attitude regarding the reuse of resources. With the support of the environment authorities, we developed 20 awareness and collection campaigns in schools, in urban and rural areas, as well as in the public and private sectors.

Meanwhile, we capitalized on our know-how and infrastructure by extending our activity to the collection and recycling waste of batteries.

As active members of the WEEE Forum, we have contributed to the implementation of the WEEELABEX Quality Standard in the collection and treatment of the WEEE stream. We achieved this by informing our network of operators of this standard's requirements in Romania.

Continually motivated to improve the quality of our activity, ECOTIC obtained SRAC ISO 27001:2005 certification for the Information Security Management System.

All in all, 2012 was a year that can be characterized by the continuity and diversification of our activity, bringing us a step closer to achieving improved performance in the management of waste of electrical and electronic equipment.

Valentin Negoită
President ECOTIC



About ECOTIC

We began seven years ago, and now we have 380 affiliated producers that put over 20,000 tons of electrical and electronic equipment onto the market in 2012. We implemented a quality-environment Integrated Management Policy (ISO 9001 and ISO 14001), and an Information Security Management Policy (ISO 27001). Moreover, we are actively involved in implementing the WEEELABEX standard, since our main objective is the improvement of the collection and recycling streams, health and safety, and also the growth of the recovery rate for materials.

Since 2008, as active members of the WEEE Forum, we've had access to the latest information and best practices regarding WEEE collection and recycling at international level.



ECOTIC Results in 2012

- ✓ We collected and treated **over 7400 tons of WEEE**.
- ✓ We manage **over 300 collection points**.
- ✓ We developed **20 awareness and collection campaigns**.
- ✓ We obtained **ISO 27001 certification** for information security.
- ✓ We controlled the **extraction and elimination of approximately 4 tons of toxic compounds** (PCB capacitors, CFC refrigerators, luminophores powder).
- ✓ We had an **84% WEEE recycling rate in the treatment process and a 91% recovery rate**.
- ✓ We **refurbished and donated 1,000 PCs**.

Legend

-  Collection activities
-  School campaigns
-  Legislation
-  Events



January 12, 2012 Order No. 2743 for the authorization of organizations scheme for WBA management

Order No. 2743/3189 was published on January 12, 2012, in the first part of the Official Monitor No. 24 from November 21, 2011. This order approved the procedure and the evaluation and authorization criteria for organisations scheme in the management of waste of batteries. In this way, the legal framework was established for the initiation of a national system for collection and recycling waste batteries.

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On February 16, 2012, ECOTIC BAT submitted the documents necessary to obtain the operating license.

i Initiating the management of waste batteries.

 JANUARY

February 28 - March 2, 2012 ECOTIC participates in the Romvirotec 2012 conference entitled "Waste and contaminated sites management - Future resources"

Between February 28 - March 2, 2012 Romexpo hosted the 19th edition of the International exhibition for Environment Protection Technologies and Equipment, Recycling and Alternative energies, ROMENVIROTEC.

On February 28, the Ministry of Environment and Forests organized a conference entitled "Waste and contaminated sites management - Future resources"

The Waste Management Department within the Environment and Forests Ministry plans the following:

- Changing the Strategy and the National Waste Management Plan by implementing new laws regarding the waste framework.
- Finishing the WEEE legislation (the order for the reporting and authorization of organisations scheme), developing a traceability system for waste, and resolving the situation of the oil pits.

One of the topics was the Operational Sectorial Program entitled "Environment", which aims to bridge the gap between the European Union and Romania regarding the environment infrastructure both in quantitative and qualitative terms. The result of this program should be reflected in the efficiency of public services by taking into consideration the sustainable development principle: "the polluter pays".



i Dialogue between the environment authorities and the waste industry.



 FEBRUARY

February 15, 2012 Legislative seminar organized by ECOTIC

On February 15, in order to support the producers, ECOTIC organized a seminar highlighting the changes in the legislation concerning WEEE and batteries. The 31 producers received clarifications of their questions concerning the new legislation. Representatives from the Environment and Forests Ministry and the Finance Ministry were also present.



i 31 producers participated in the seminar.



March 7 - 30, 2012 ECOTIC joined the project entitled “Green Guerilla” - Ploiești, Bucharest

In March we joined “Green Guerilla”, a project to support the education of future generations. The “Green Guerilla” caravan communicated its eco message in schools in Ploiești and Bucharest, reinforced by the movie “No impact man”, and by presentations from ECOTIC representatives.

The students understood that even tiny changes in their lives can reduce their impact on the environment: turning the lights off when leaving the room, reducing water consumption, cycling, and other simple but significant steps for saving resources. Our contribution to this campaign lay in presentations which highlighted the need for the selective collection and treatment of WEEE in order to prevent environmental pollution and resource depletion. During the first two years since the launch of the campaign, 12,000 youngsters watched the 14 movies with ecological messages released through the project. It reached 16 cities, 91 schools, 30 high-schools, and 14 universities from all over the country, in order to encourage a responsible attitude towards the environment.



i The caravan reached 16 cities, 91 schools, 30 high-schools, and 14 universities from all over the country.

March 15 - June 15, 2012 “Green Corner in My School”

During March and June 2012, we developed the “Green Corner in My School” project, together with Recolamp. The purpose of the project was to make the students aware of the need for recycling. The schools involved in the project handed over WEEE and used light sources. By taking into account the amount collected by each school at the end of each month we awarded new equipment to the winners.



i Start of “Green Corner in My School”.

March 26 - 30, 2012 WEELABEX - training for future auditors in Bucharest

The first WEELABEX workshop involving the future auditors team for WEEE treatment took place in Romania between 26-30.03.2012.

ECOTIC was represented by the local representative for the western part of the country, Valentin Tofană. The new team of auditors performed a pilot audit in the most up-to-date WEEE recycling installation in Romania, owned by Greenweee International.



i Training for the future WEELABEX auditors.



MARCH



March 20 - April 30, 2012 Collection and awareness project in District 2 of Bucharest, supported by Samsung Romania, District 2 City Hall and Supercom

In March and April 2012 an important collection project took place, developed in Bucharest’s District 2, entitled “Change waste with Samsung technology”. It was organized together with Samsung Romania, District 2 City Hall and Supercom. We aimed to raise awareness and encourage citizens to participate in selective collection and recycling.

Citizens of District 2 had the chance to hand over WEEE at two local collection centers, or to order collection by telephone, using the Supercom operator.

In exchange for each piece of waste, citizens received vouchers allowing them to participate in a final raffle. The prizes were offered by Samsung.



i 150,000 leaflets were distributed for the project.

March 15 - June 15, 2012 "Green Corner in My School" - in progress

About 3.6 tons of WEEE were collected during the first month of the "Green Corner in My School" project. The winning schools were those which collected the most WEEE and used light sources:

1. The National College "Nicolae Titulescu", Pucioasa, Dâmbovița
2. No. 3 Elementary school, Rădăuți, Suceava



i About 3.6 tons of WEEE were collected in the first month of the campaign.



APRIL



April 2 - May 19, 2012 Rural collection campaign in Bistrița Năsăud County

A rural collection campaign took place in April and May in Bistrița Năsăud County. It was organized with the support of Environmental Protection Agency in Bistrița Năsăud, and Bene International.

Our main goal was to support the local public administrative bodies which are responsible for the selective collection of waste in the administrative territorial units.



i ECOTIC supports the local public administration in the selective collection of waste.

April 23 - 28, 2012 "Let's swap!" campaign, Oltenița

In April we developed the "Let's swap!" campaign in Oltenița, together with ECOSAL, a local sanitation operator. Our aim was to raise the local population's awareness regarding the selective collection and recycling of WEEE. In exchange for each piece of waste electrical and electronic equipment, participants received a door mat. The collection activity consisted in door-to-door collection that necessitated a prior phone call, as well as handover at ECOSAL collection points.

The entire campaign benefited from radio ads. We collected 3 tons of WEEE during this campaign.



i 3 tons of WEEE collected.

March 20 - April 30, 2012 Collection and awareness campaign in District 2 of Bucharest - final stage

5 tons of WEEE were collected during this campaign. The raffle and the award ceremony took place in the District 2 City Hall, and enjoyed the participation of Mayor Neculai Ontanu. The 11 winners received Samsung equipment.



i 5 tons of WEEE collected.

April 2 - 7, 2012 "Let's swap!" campaign, Drobeta Turnu Severin

We organized the "Let's swap!" campaign in Drobeta Turnu Severin, together with Brantner Ecologic Services. In return for each piece of waste electrical and electronic equipment, the participants received a door mat and a ticket for the raffle that took place at the end of the campaign. We collected 3 tons of WEEE during the campaign.



i 3 tons of WEEE collected.

April 20 - 26, 2012 - Collection and awareness project - Carei

We joined this collection and awareness campaign within the HURO program that was developed by Recolamp. We organized a workshop with the environment authorities and set up a tent for the collection of WEEE along with the distribution of informative materials. During this campaign we organized a door-to-door collection, and we collected 641 kg of WEEE.



i 641 kg of WEEE collected.

ASSOCLIC, stage 1

The first stage of ASSOCLIC, organized by "Ateliere Fără Frontiere" and supported by ECOTIC, aimed to help disadvantaged communities through the donation of PCs. Computer equipment was collected from socially responsible companies and refurbished in the "Ateliere Fără Frontiere" workshops.

In the first stage, 288 requests were submitted by associations, social institutions and schools. Some 44 of them went on to receive each 6 fully refurbished PCs.

All of the beneficiaries belonged to disadvantaged communities.



i 250 refurbished PCs were donated to disadvantaged communities.

April 26 - 27, 2012 WEEE Forum's new Board of Directors

The General Assembly of the WEEE Forum took place in Vienna on the 26-27 of April. Besides the election of the new Board of Directors and of the President, Jose Ramon Carbajosa, for the next four years, the participants at the General Assembly debated the impact of the WEEE Directive and considered issues regarding the implementation of the WEEELABEX quality standard.



i WEEE Forum New Board of Directors



APRIL



March 30 - April 5, 2012 Collection and awareness project, Satu Mare

We supported the HURO collection and awareness project, developed by Recolamp. We aimed to facilitate the disposal of WEEE through door-to-door collections, and the establishment of a tent that served two main functions: as a temporary collection point and as a distribution point for informative materials.



i 500 leaflets distributed.

Involvement in the WEEELABEX Project Steering Group

The General Manager, Dragoș Călugăru, is representing ECOTIC in the Project Steering Group as of April 12. Active involvement in this group requires the completion and implementation of WEEELABEX standards.

i We are actively involved in the completion and implementation of WEEELABEX standards.



April 2 - May 19, 2012 Rural collection campaign in Bistrița Năsăud County - final stage

Owners of WEEE had the opportunity to hand over their WEEE to a specialized operator, thus preventing it from being dumped in unauthorized areas or mixed with other domestic waste.

We collected 5 tons of WEEE from 39 villages in Bistrița Năsăud County.

The winning villages (Romuli, Telciu, Coșbuc, Salva, Măgura and Ilvei) were awarded electronic equipment.



i 50 tons of WEEE were collected from 39 villages.



MAY



May 7 - June 5, 2012 - "Eco-aesthetics" project in Bistrița Năsăud

Together with the Environmental Protection Agency in Bistrița Năsăud we developed an important project that gave children the chance to get rid of WEEE from their households by bringing it to schools. The collection operators took the waste from schools to the recycling facilities. Moreover, the students made artistic creations out of the WEEE, which were then exhibited and awarded prizes at the headquarters of the Environmental Protection Agency Bistrița Năsăud. During this project we collected 880kg of WEEE and artistic creations were produced by 10 schools. The schools were awarded prizes taking into consideration two criteria: the quantities of WEEE collected and the artistic merit of the creations. The jury was made up of representatives from ECOTIC and EPA BN and the prize-winners were presented with new items of electronic equipment.



i 880 kg of WEEE were collected.

May 2 - June 3, 2012 Rural collection campaign in Cluj County

Together with the Environmental Protection Agency Cluj and Bene International, in May and June we organized a rural collection campaign in Cluj County.

As in other local campaigns, we wanted to deliver an efficient solution for collection of WEEE from public institutions and households in Cluj County. For this campaign Bene International organized a door-to-door collection in the villages of Cluj County. In the process, we collected 25.6 tons of WEEE.



i 25.6 tons of WEEE were collected.



May 21 - June 8, 2012 - "Eco-aesthetics" project in Maramureș

We collaborated with the Environment Protection Agency in Maramureș. Our eco message was conveyed in a manner that students could relate to, and aimed to make them aware of the importance of recycling and selective collection. We awarded prizes to the schools based on the quantities of WEEE collected and the artistic merit of their creations. The jury was made up of representatives from ECOTIC and EPA MM.

The winners were awarded new electronic equipment. The total quantity of WEEE collected stood at 3 tons, while 13 schools created new objects out of WEEE.



i 3 tons of WEEE collected.

May 21, 2012 WEELABEX Testimonials

"WEELABEX Testimonials" was an event organized by the WEEE Forum that took place in Brussels on May 21. The main players in the electronic recycling industry took part in the event (producers, recyclers, the environment authorities). The main subject on the agenda was the impact of WEELABEX standards on the future of the industry.

During this event, Greenweee International Buzău received a testimonial recognizing their contribution to the completion of the pilot audit that is part of the WEELABEX project.



i WEELABEX contributes to the achievement of higher standards of quality in WEEE treatment.



i Jose Ramon Carbajosa - WEEE Forum President

ECOTIC's Facebook Page

ECOTIC has a new Facebook page!



i We launched our Facebook page in May.



MAY



March 15 - June 15, 2012 "Green Corner in My School" - in progress

ECOTIC's message had reached 1450 schools by May.



i About 20 tons WEEE were collected.

May 2, 2012 - Workshop with the National Environmental Guard

On May 2, 2012 in Poiana Braşov a workshop took place involving ECOTIC and the National Environmental Guard, who are responsible for WEEE problems. The workshop focused on the new regulations and also on the issues encountered by the National Environmental Guard.

The speakers during the workshop were representatives of the Ministry of Environment and Forests, Ionuţ Muşetoiu, and the EPA, Sabina Irimescu. ECOTIC's representatives were Valentin Negoită (President), and Dragoş Căluğăru (General Manager).



i Workshop with the representatives of the National Environment Guard.

March 15 - June 15, 2012 "Green Corner in My School" - final stage

The final results of this project were as follows: 28 tons of WEEE and 189kg of waste of lighting sources (bulbs and neon tubes) that were collected from elementary schools.

The best performing school during the 3 month contest was the CD Nenițescu College from Baia Mare. They managed to hand over the highest quantity 3629 kg.



i 28 tons of WEEE collected.



JUNE



June 4 - 10, 2012 "Environment week" campaign, Iași

S.C. Salubris S.A., Iași City Hall, and the Children's Club Center Iași got together with ECOTIC to develop this campaign in order to emphasize the importance of recycling and also to collect WEEE. About 40 volunteers were involved in this campaign, along with 4 municipal collection points.

The idea was to create an educational program for protecting the environment focused on raising citizen awareness of selective waste collection.



i 40 volunteers took part in the project and 4 municipal collection points were set up.

June 16 - August 31, 2012 "Let's swap!" campaign, Buzău

We developed this program in order to underline the fact that the secondary raw materials contained in WEEE can be reintroduced into the economy through the manufacturing cycle.

The participants swapped WEEE for BBO stands and received a ticket for the grand raffle to win electronic equipment.



Hai să facem schimb!
Până pe 31 August, tu predai echipamentele electrice și electronice vechi sau defecte pe care le păstrezi în casă...

IAR NOI ÎȚI DĂM PE LOC UN GRĂTAR!
Și câștigi un cuptor cu microunde sau un **TELEVIZOR LED DVD FULL HD!**

i We encouraged citizens to bring WEEE for disposal.



ISO 9001, ISO 14001 recertification

We were re-certified in the field of quality-environment Integrated Management (SR EN ISO 9001:2008/SR EN ISO 14001:2005)

All our activity is focused on improving the level of performance in the Integrated Management System in order to prevent pollution and promote a healthier life.

i We received ISO re-certification for quality-environment Integrated Management.



July 16 - September 10, 2012 - Rural collection campaign, Bihor County

In Bihor County we organized a door-to-door collection campaign that resulted in the collection of 54 tons of WEEE from 43 villages.

The most active participants were those from the villages of Săcădat, Aușeu, Borod, Biharia, Sântandrei.



i 54 tons of WEEE collected from 43 villages.



JULY



AUGUST



July 23 - September 19, 2012 Collection campaign in Botoșani

Together with Urban Serv we organized a door-to-door collection in a district of Botoșani. Urban Serv was the WEEE operator. During this campaign, reflective vests and car stickers were distributed to the participants, and 2.2 tons of WEEE were collected.



i Door-to-door collection resulted in 2.2 tons of WEEE.

June 16 - August 31, 2012 "Let's swap!" campaign, Buzău - final stage

The campaign resulted in the collection of 7 tons of WEEE. Participants who brought at least 5 kg of WEEE to one of the selective collection containers received a BBQ stand and a ticket for the grand raffle. Electronic equipment items were awarded as prizes each month, and were also given away in the grand raffle.



i 7 tons of WEEE collected.

July 24, 2012 The new WEEE Directive was published

The 2012/19/EU Directive regarding the WEEE was officially published on July 24 in the Official Journal of the EU.

The European Directive aims to improve the environmental impact of all the players involved in the life cycle of EEE, including producers, distributors, consumers, and especially the operators involved directly in the collection and treatment of WEEE.

i The new directive will be transposed into Romanian legislation by February 14 2014.

August 27 - October 5, 2012 Rural collection campaign, Vrancea County

In order to increase the involvement and awareness of the local public authorities and rural population regarding WEEE collection, we organized a rural collection campaign together with EPA Vrancea and Remat Vrancea.

The best-performing 5 city halls and the 10 individuals to collect the largest quantity of WEEE were awarded prizes.



i Collection from villages in Vrancea.

ASSOCLIC, stage 2

Stage 2 of the project developed by "Ateliere Fără Frontiere" took place in July and August. The project was assisted by the web platform www.solidaritatedigitala.ro which focusses on companies and institutions, encouraging them to discard old electrical and electronic equipment in a responsible way.

Results:

153 projects were submitted, and 93 of these were awarded 500 fully refurbished PCs. The winning projects were submitted by 43 associations, 10 social institutions and 40 schools.



i 500 fully refurbished PCs donated to 93 organizations.

A new look for the ECOTIC website

The website boasts a well-structured, modern design. It easily provides information for the players involved in the management of waste electrical and electronic equipment regarding the fulfillment of the obligations mentioned in the legislation. Moreover, it also offers visitors an intuitive and friendly experience that allows for the quick identification of the needed information.



i The ECOTIC website has a new look.

September 3 - 30, 2012 Collection and awareness project in Bucharest's District 6, supported by Samsung Romania, Urban Serv, and the District 6 City Hall.

The collection project in Bucharest's District 6 was supported by Samsung Romania, Urban Serv, and the District 6 City Hall. Each week, the ECOTIC tent was set up in strategic locations in the district. The door-to-door collection was provided by Urban Serv.

We collected over 7 tons of WEEE, and involved over 450 people. In this project 60 discount vouchers were given for the purchase of new equipment. The raffle took place in the District 6 City Hall on October 3, in the presence of Mayor Rareș Șerban Mănescu. The prizes consisted in Samsung electronic equipment.

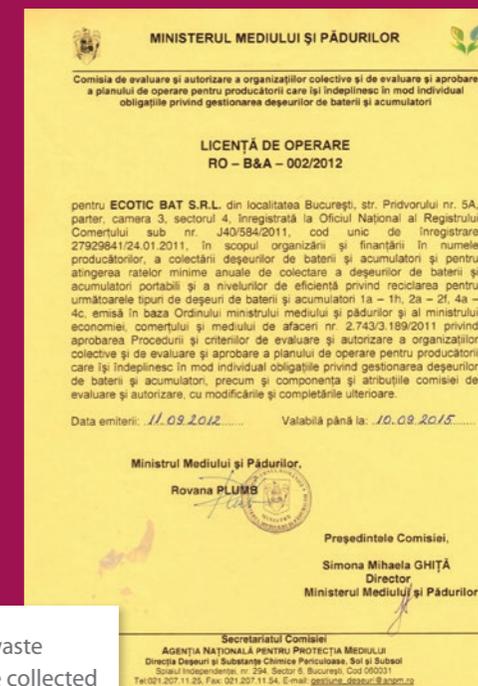


i 7 tons of WEEE were collected and 450 people got involved.

September 11, 2012 ECOTIC BAT- operating license on batteries

As of September 11 2012, ECOTIC BAT obtained its license to take over the producers' responsibilities for the achievement of the annual collection and recycling targets for waste batteries and accumulators.

The document was issued by the Ministry of Environment and Forests (RO-B&A-002-2012).



i 13.5 tons of waste batteries were collected in 2012, equivalent to a collection rate of 26%.



SEPTEMBER



August 27 - October 5, 2012 Rural collection campaign, Vrancea County - final stage

The final results were the 21.5 tons of WEEE collected.

The best performing villages were: Odobești, Răstoaca, Bârsești Vrâncioaia, and Răcoasa, and they received prizes in the form of new electronic equipment. Similarly, the 10 individuals to contribute the largest quantities of WEEE received new electronic equipment.



i 21.5 tons of WEEE collected.

September 10 - November 15, 2012 "Green Day in your organization!"

In September and November we developed another campaign together with Recolamp, aiming to raise awareness and encourage collection in the private and public sector.

The purpose of this campaign was to create the necessary premises for the free-of-charge disposal and the efficient recycling of waste electrical electronic equipment, including used light bulbs and neon tubes.



i A campaign for WEEE collection in the public and private sector.

September 19 - 21, 2012 - WEEE Forum Conference: WEEE - Waste Environment Economy and Employment

The event was attended by the representatives of the European Commission, Environment Ministries from EU countries (including Romania), WEEE Forum members, EEE producers and WEEE recyclers.

The central topic was "WEEE, Environment, Economy, and Employment", and the conference evaluated the impact of the WEEE Directive in European countries from an ecological, economic and social perspective.



i The conference was attended by over 200 participants from the industry.

September 21, 2012 - Round table dedicated to European Mobility Week, Cluj

This project involved the public authorities, nongovernmental institutions, educational institutions, press representatives, as well as volunteers actively involved in the environmental domain, along with ordinary citizens. About 70 participants attended a series of presentations on the theme of durable urban mobility in general and in Cluj-Napoca city in particular. Leaflets encouraging the use of non-polluting means of transport were distributed by volunteers from the Regional Agency for Environmental Protection, supported by ECOTIC in their awareness-raising activities.

The project was organized by the Regional Agency of Environmental Protection Cluj-Napoca, and the Cyclotourism Club. The event benefitted from our support, together with the Cluj County Prefecture.



i Citizens from Cluj County participated in European Mobility Week.

SEPTEMBER

September 18, 2012 - Conference regarding waste management

The conference "Waste: the 18 criteria of the European Commission and the Romanian path to performance" was an event for players in the waste industry, organized by Green Report and the Ministry of Environment and Forests on September 18 at Parliament House. The topics debated were: the last report issued by the European Commission regarding member states' performance in waste management, 2014-2020 national strategies and the new WEEE Directive, and also the necessary measures to avoid the risks of infringement.

The participants included: Rovana Plumb (Minister of Environment and Forests), Simona Ghiță (DGDSP Manager at the Ministry of Environment and Forests), representatives of the authorities in the field of environmental protection (NEPA and NEG), and also companies and NGOs that develop activities in this field.



i A dialogue between the environment authorities and the waste industry.

ECOTIC awareness - raising actions with the producers

ECOTIC highlighted the benefits of recycling and its role in today's society in the following Dealers Meetings: "RHS Partners Meeting" and "Digital Expectations 2013" organized by Despec Romania.

We also conveyed our message in the pages of the catalogues of Real, -hypermarket, Dedeman and Vitacom.



i Our message was conveyed in 12 catalogues.



September 10 - November 15, 2012 "Green Day in your organization!" - in progress

The results of our campaign consisted in the involvement of over 980 companies and public institutions, the collection of 131 tons of WEEE from 84 companies, and 50 tons of used light bulbs and neon tubes. All the involved organizations participated in a grand raffle, with the prizes consisting in 15 bicycles.



i 980 companies and public institutions handed over WEEE.



ECOTIC message
on the producers
websites



OCTOBER



October 8 - 31, 2012 - Rural collection campaign, Iași County

Together with ECOREC Recycling we developed a rural campaign in Iași County. We awarded the top five town halls, along with the individuals who handed over the largest quantities of WEEE. During this campaign we collected 6.5 tons of WEEE and organized the participation of 14 town halls.

The winning town halls were: Mădărjaș, Victoria, Plugari, Ciurea, Bivolari, all of whom received prizes in the form of electronic equipment.



i 6.5 tons of WEEE collected in Iași County.



September 10 - November 15, 2012 "Green Day in your organization!" - final stage

At the end of the project the most eco-friendly organizations were awarded prizes. The Grand Prize went to Frigoglass Romania and consisted in the plantation of 500 trees. The other prizes consisted in 15 bicycles that went to the winners of the raffle for WEEE and used light bulb collection. The awards were offered during the award ceremony "For a clean environment!"



i 131 tons of WEEE collected during "Green Day in your organization!"

ASSOCLIC stage 3

In the last stage of the 2012 campaign, 250 fully refurbished PCs were donated to organizations such as the Mathematics and Informatics University, and WEST University - Timișoara.

184 projects were submitted and 45 institutions were awarded refurbished PCs.



i 250 fully refurbished PCs were donated in the final stage.



600,000 ECOTIC leaflets were distributed to consumers by our partners



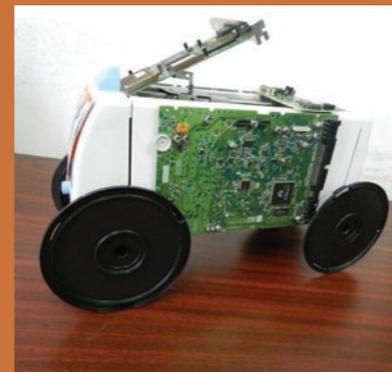
NOVEMBER



November 19 - December 7, 2012 "Eco-aesthetics" project in Bihor County

Together with the Environmental Protection Agency Bihor, during November and December we developed a new awareness project focusing on students. We encouraged selective collection and recycling by connecting the students to educational activities. The schools that participated in the contest were awarded prizes based on 2 criteria: the quantity of waste collected and the objects created from the WEEE.

Under the guidance of the coordinating teachers, the students of the participating schools managed to transform waste electronic equipment in genuine work of arts. Their creativity was matched by their desire to get involved in ecological activities for environmental protection. In this campaign we collected 3.3 tons of WEEE from 15 schools.



i 3.3 tons of WEEE collected in Bihor County.

ECOTIC messages shared by the producers on Facebook



i Over 3,000 users reached.



DECEMBER

“For a Clean Environment!” award ceremony - 4th edition

The event was organized under the aegis of the Ministry of Environment and Forests and The National Environmental Guard, together with Recolamp and Hotnews. The aim was to promote social responsibility projects in public institutions and companies, and to reward the best practices at local community level.

The “For a Clean Environment!” 2012 award ceremony took place on December 13 at Novotel Hotel, hosting over 120 guests, including the local and central authorities, representatives from partner companies, and the mass-media. The event sponsors were Greentonics, Vlamir and Vinarte.

“The “For a Clean Environment!” award ceremony competition has become an important platform for promoting environmental and CSR projects, for highlighting the best practices in environmental protection and also boosting the efficient reuse of resources in Romania. We believe that by highlighting these initiatives we will increase the number of similar actions that take place, and will encourage a pro-active attitude for Romanian citizens,” stated Valentin Negoită, ECOTIC President.



4th edition

i 5 projects from the 34 submitted were awarded prizes.



ECOTIC awarded prizes for their collection and recycling partners: ROSAL GRUP SA - Cluj Napoca branch, SUPERCOM, and BRANTNER PIATRA NEAMȚ. Furthermore, the Environmental Protection Agencies from Iași and Cluj were also presented with prizes for their involvement in ECOTIC collection and awareness campaigns.



The competition had 5 winners:

The Grand Prize was won by Rompetrol for environmental protection initiatives proposed in the project entitled “Together for each other”.

The Excellency Prize was awarded to Vodafone Romania for environmental protection initiatives offered through the project entitled “Electronic bill”.

The Eco Prize was awarded to the “D.P. Martian” Economic College in Alba Iulia, thanks to their environmental protection initiatives proposed in the project “Pronatura 2012”.

The Special Prizes were won by the “Sfânta Maria” Special Secondary School For Hearing Impaired Children, thanks to their environmental protection initiatives proposed in the “Green Space - Life time warranty” project. A Special Prize was also awarded to Siemens Romania for the “VICTORIA 20.20” project.

ECOTIC in the media

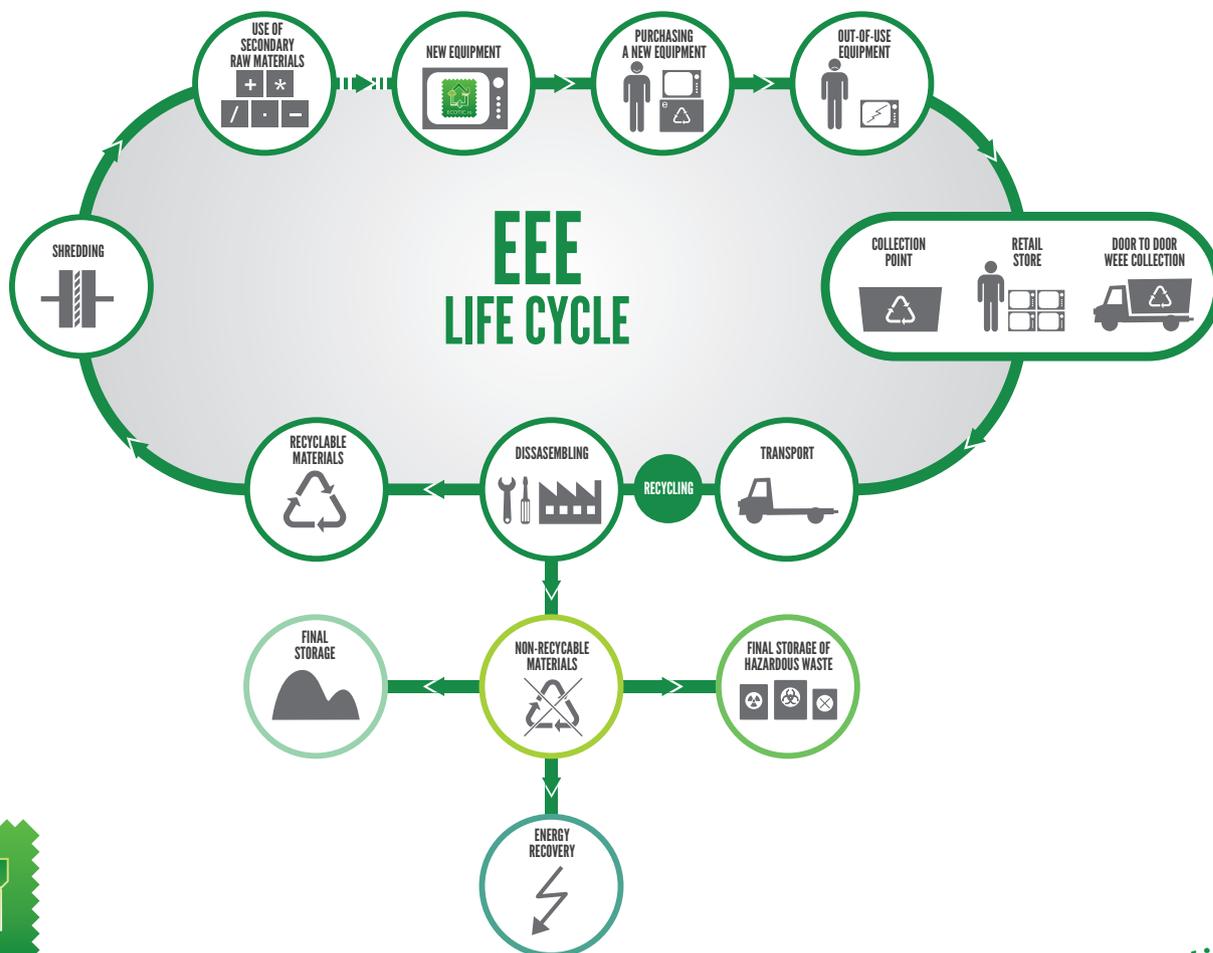


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ECOTIC team





www.ecotic.ro
office@ecotic.ro



Organizatia-Ecotic