

NEWS NEWSLETTER

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ALTERNATIVE MANAGEMENT OF WASTE LUBRICATING OILS SOLE COMPANY S.A.

NATIONAL COLLECTIVE SYSTEM OF ALTERNATIVE MANAGEMENT WLO



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Consistently at the top of Europe



ENDIALE has every reason to feel proud. For another year, we are European Champions in lubricant regeneration, confirming that in Greece, "what is collected is regenerated!". This is a distinction that does not come by chance. It is the result of collective effort, strategic planning, unwavering commitment to our goals, but also the trust shown in us by the citizens who participate in our work. ENDIALE's example certifies that the Circular Economy is not a matter of a few, but a shared responsibility.

More difficult than reaching the top is staying there. And we, at ENDIALE, achieve it every year. We set the bar higher and higher and manage to surpass it. Our results for 2024 prove it. Our actions every day and the important steps we take, such as the implementation of the Electronic Identification Form, which promotes transparency and reliability while at the same time eliminating 38,000 manuscripts annually and saving 3 tons of paper, prove it. The new state-of-the-art Collection Center in Kavala will soon prove it, which will strengthen our regional presence in an environmentally responsible manner. Technological upgrading, innovation and the strengthening of our infrastructure are crucial factors for further increasing the effectiveness of our work. The continuous improvement of our performance is not a slogan, it is a daily practice. In this process, collaboration plays a key role in ENDIALE's strategy. We join forces with leading academic institutions, other circular economy players and related recycling organizations to achieve a more substantial footprint through joint actions.

At the same time, we work systematically to inform and raise awareness among citizens, because we know that sustainable change begins with knowledge and participation. And this choice is reflected in our campaigns such as "Life Cycle", with more than 400 television broadcasts, thousands of visitors to exhibitions, and a digital reach that exceeds 40 million impressions in total.

We are investing with all our strength in a sustainable tomorrow. With responsibility and vision, we continue to build a future where the Circular Economy can play a leading role and create opportunities and benefits for society, the economy and the environment.

George E. Deligiorgis
Chairman of the Board & CEO

Presentation of Results 2024

Greece maintains European leadership in the regeneration of Waste Lubricating Oils

ENDIALE S.A., the National Collective System for Alternative Management of Waste Lubricating Oils, presented its actions, results, for 2024, during a special press lunch.

According to the data, ENDIALE achieved an WLO collection rate of 82%, increased by 4 percentage points compared to 2023, while maintaining a regeneration rate of 100%, fully utilizing the quantities produced.



These percentages far exceed the European averages, which are 40% for the collection and 62% for the regeneration of waste lubricating oils. Thus, Greece maintains for another year the first place in Europe in the regeneration sector.

This performance is the result of the systematic work of ENDIALE, which consistently performs the role of the body that plans, coordinates and records all stages of WLO management at the national level - from collection and transport, to temporary storage and final regeneration.

Through continuous collaboration with collectors, processing plants, the State and the Hellenic Recycling Organization (EOAN), ENDIALE ensures that the management of WEEE is carried out in an environmentally responsible and fully traceable manner.

The 2024 results confirm the System's long-term commitment to the goals of the circular economy and underline the importance of a functional and effective management model, with tangible benefits for the environment, public health and the saving of natural resources.



Alliance for the Circular Economy

ENDIALE and the National Technical University of Athens join forces for environmental education and sustainable waste management.

ENDIALE S.A. and the National Technical University of Athens signed, on March 31, a Memorandum of Cooperation, inaugurating a strategic alliance for the promotion of the circular economy and the sustainable management of waste lubricating oils (WLO).

The collaboration lays the foundation for a common framework of action that leverages the know-how and experience of the two entities, with the aim of accelerating the transition towards a responsible production model and raising social awareness.

The signing of the Memorandum of Cooperation with NTUA adds to the already existing collaborations with the University of the Aegean and SEPAN, reflecting ENDIALE's belief that substantial progress in sustainable development can only be achieved through synergies.





The program of joint initiatives with the NTUA includes, for example, the organization of seminars and training programs, the implementation of joint communication, information and outreach activities on issues of circular economy and sustainable waste management, etc.

This collaboration is another milestone in a path of success and distinctions. The partnership with a leading academic institution in the country marks a union of knowledge, experience and vision. Through the strengthening of environmental education, especially among the younger generations, the foundations are being cultivated for the establishment of the circular economy as a sustainable practice, with measurable benefits for the environment, public health, society and the economy.

In an era when sustainable development is no longer a choice but a necessity, such partnerships point the way to a future where the circular economy is not a theory, but an everyday reality – designed with scientific evidence and implemented with environmental and social awareness.



"Life Cycle": The impact of ENDIALE's 360° Information and Awareness Campaign is impressive

On the occasion of its 20th anniversary, ENDIALE implemented the information and awareness campaign entitled "Life Cycle", for the sustainable management of Waste Lubricating Oils (WLO). The campaign utilized all available means, from television broadcasts to field actions and digital communication, spreading the message of the circular economy to the general public. In the television segment of the campaign, the social message was broadcast on seven national television stations, with more than 400 broadcasts and a total television time of 243.6 minutes. Of these, 40 broadcasts were in the prime time zone.





At the same time, the campaign had a physical presence at events and places with high traffic. At the Thessaloniki International Fair, ENDIALE's stand attracted 10,000 visitors, 7,000 information leaflets and 1,150 ecological gifts were distributed. Correspondingly, The Mall Athens welcomed 15,000 visitors, while in collaboration with the AUTOVISION KTEO network, a relevant spot was projected in the waiting rooms of 35 KTEO points, so that the message of recycling could be communicated when drivers carry out the technical inspection of their vehicles.

The campaign's digital presence was also particularly effective. Through Google Ads, 25.6 million impressions and 16,000 clicks were recorded. On Meta's social media, the campaign reached 2.27 million unique users, garnered 14.9 million impressions, 723,967 interactions and 55,323 full video views. The campaign was accompanied by advertorials in selected media, with a total reach of over 11.4 million impressions, more than 19,300 unique readers and 33,000 views of relevant posts and stories on social media. The "Life Cycle" campaign was not only a comprehensive progress report but also an optimistic look to the future, conveying the message of the circular economy in a direct, understandable and measurable way.



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