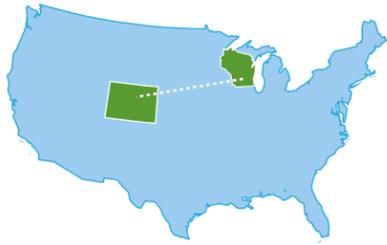


E-Cycling in Wisconsin, by the numbers

Wisconsin has an electronics recycling law to increase the amount of electronics recycled while making e-cycling more affordable. The law makes it illegal to put many electronics in the trash and requires electronics manufacturers to help cover the cost of responsible recycling. E-Cycle Wisconsin, the manufacturer-funded electronics recycling program set up by the law, has had many successes since it began in 2010, but there is still work to be done.

E-Waste

The more electronics we use, the more we need to dispose of

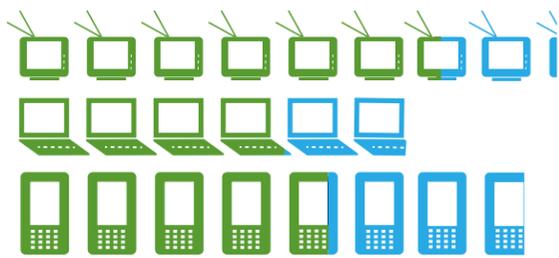


Each year, Americans generate enough e-waste to fill 160,000 garbage trucks – which is enough to extend, bumper to bumper, from Madison nearly to Denver.

1 graphic truck = 10,000 actual trucks

There are approximately 8.2 million TVs, 5.9 million computers, and 7.8 million cell phones in Wisconsin homes. Many of these devices are ready for disposal.

Each icon = 1 million devices ■ = unused



E-Cycling

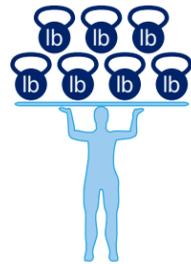
Recycling electronics saves energy, water and tons of materials



1 house icon = 50 Houses



Recycling 1 million laptops alone saves the energy required to power 3,657 U.S. homes for a year.



We have recycled nearly 7 pounds of electronics per person every year through E-Cycle Wisconsin – which is one of the highest e-cycling rates in the United States.



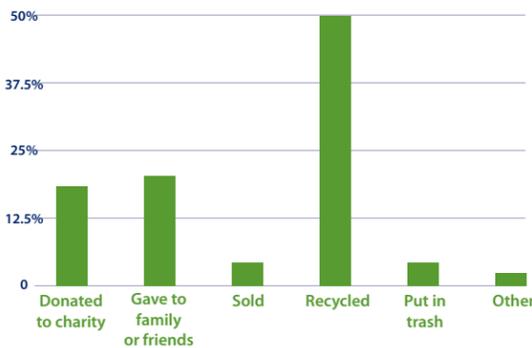
The steel, aluminum and plastic in electronics can easily be reused to make new materials. Each electronic device also contains small amounts of precious metals and toxic substances that can only be recovered by professional recyclers.

Successes

E-cycling is now more convenient and local recycling businesses are booming

We have recycled more than **150 million pounds** of electronics through E-Cycle Wisconsin since the program began.

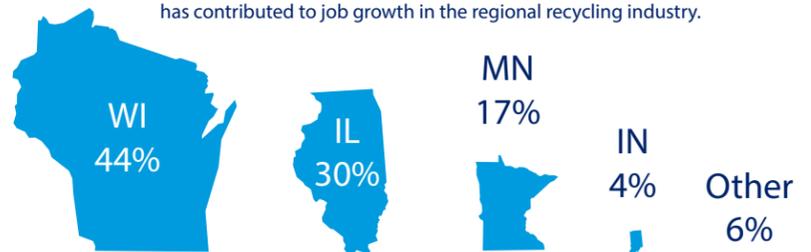
Computer disposal choices in 2013



Most Wisconsinites are making good disposal choices – choosing to reuse or recycle old electronics rather than place them in the trash.

Where electronics go for recycling

More than 90 percent, by weight, of the electronics collected under E-Cycle Wisconsin are processed in the state or in a nearby Midwestern state—which has contributed to job growth in the regional recycling industry.



Electronics collection sites

1st year of program

309

4th year of program

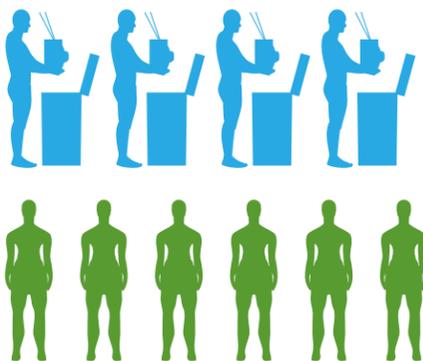
691

The number of collection sites available to the public has more than doubled since E-Cycle Wisconsin began.

Challenges

Wisconsinites still have much to learn about e-cycling

Four out of every 10 Wisconsinites still think that electronics can go in the trash.

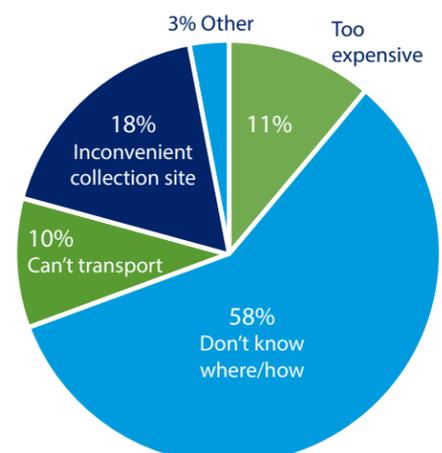


Recycling electronics responsibly has a cost. In Wisconsin, manufacturers are currently paying most, but not all, of the cost. 44% of Wisconsinites do not want to pay anything to recycle electronics. 63% of E-Cycle Wisconsin collectors charge a fee to accept some types of electronics. The disconnect can lead to illegal dumping.



Why Some People Don't E-Cycle

Most people who did not recycle electronics in the last year said that they did not know where or how to do so.



You can help take e-cycling further...

- ✓ Take old electronics to a registered collector for recycling.
- ✓ Visit dnr.wi.gov and search "ecycle" to find a site near you.
- ✓ Pay a small fee to ensure proper recycling if necessary.
- ✓ Tell your friends and family about E-Cycle Wisconsin.

Sources: Wisconsin residents and electronics recycling: Results from the Wisconsin DNR's 2013 household electronics recycling survey; E-Cycle Wisconsin 2013 report; Quantitative Characterization of Domestic and Transboundary Flows of Used Electronics: Analysis of Generation, Collection and Export in the United States, December 2013, Massachusetts Institute of Technology and National Center for Electronics Recycling; George Dreckman, City of Madison; U.S. Environmental Protection Agency, eCycling Frequently Asked Questions: <http://epa.gov/epawaste/conservation/materials/ecycling/faq.htm#enviro>, June 2014.

This publication is available in alternative format (large print, Braille, audio tape, etc.) upon request. Please call (608) 266-2111 for more information.

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