



E-Cycle Wisconsin updates and policy recommendations

E-Cycle Wisconsin stakeholder meeting
June 1, 2016

Sarah Murray, Wisconsin DNR

Landfill and incinerator bans

- Televisions
- Computers (desktop laptop, netbook, tablet)
- Computer monitors
- Computer accessories (mice, keyboards, external hard drives, etc.)
- Desktop printers & fax machines
- E-readers
- DVD players, VCRs and DVRs
- Cell phones

Hazardous waste rules still apply for non-households

Which Electronics Are Banned From Wisconsin Landfills?

Wisconsin's electronics recycling law bans most electronics from landfills and incinerators. Electronics contain valuable materials and must be reused or recycled. To find a collection site near you, visit dnr.wi.gov and search "ecycle."



- ❑ Computers: desktop, laptop, netbook, notebook
- ❑ TVs and computer monitors
- ❑ Cell phones, tablets and e-readers
- ❑ Fax machines and desktop printers, including printers combined with fax machines, scanners and copiers
- ❑ Computer accessories, including keyboards, mice, hard drives, scanners, speakers, flash drives and other devices
- ❑ DVD players, VCRs, DVRs and other video players



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dnr.wi.gov "ecycle"

E-Cycle Wisconsin

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- Product stewardship-based program created to complement disposal bans
- Shared responsibility among manufacturers, retailers, collectors, recyclers, governments and consumers
- Manufacturers of TVs, monitors, computers and printers fund recycling based on market share
- Specific network of registered collectors and recyclers meeting certain requirements
- Distinguishes between electronics recycling to meet manufacturer obligations and other collection and recycling activities

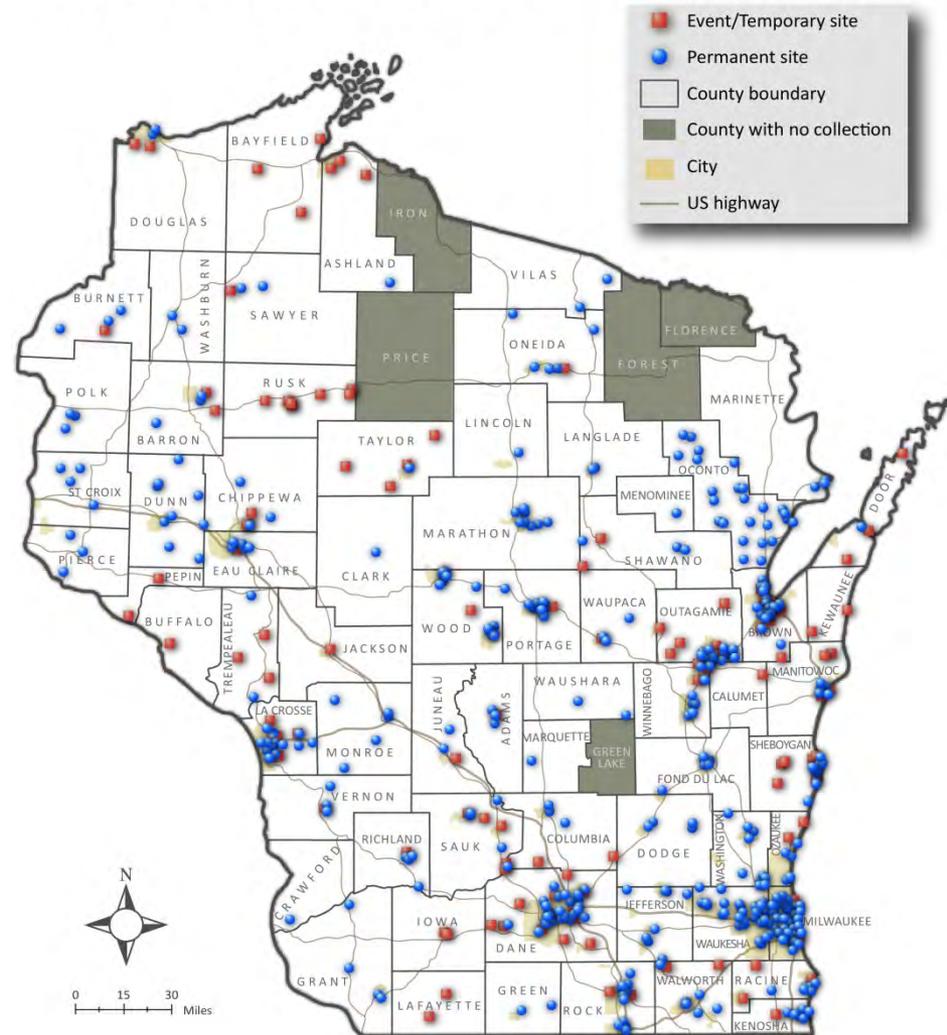
What the law doesn't do

- Guarantee free recycling to consumers or collectors
- Require retailers, local governments or others to collect electronics
- Require a license or permit for collecting or recycling electronics
- Set or guarantee manufacturer payments to recyclers or collectors
- Change recycling requirements for businesses, governments, institutions

Participation

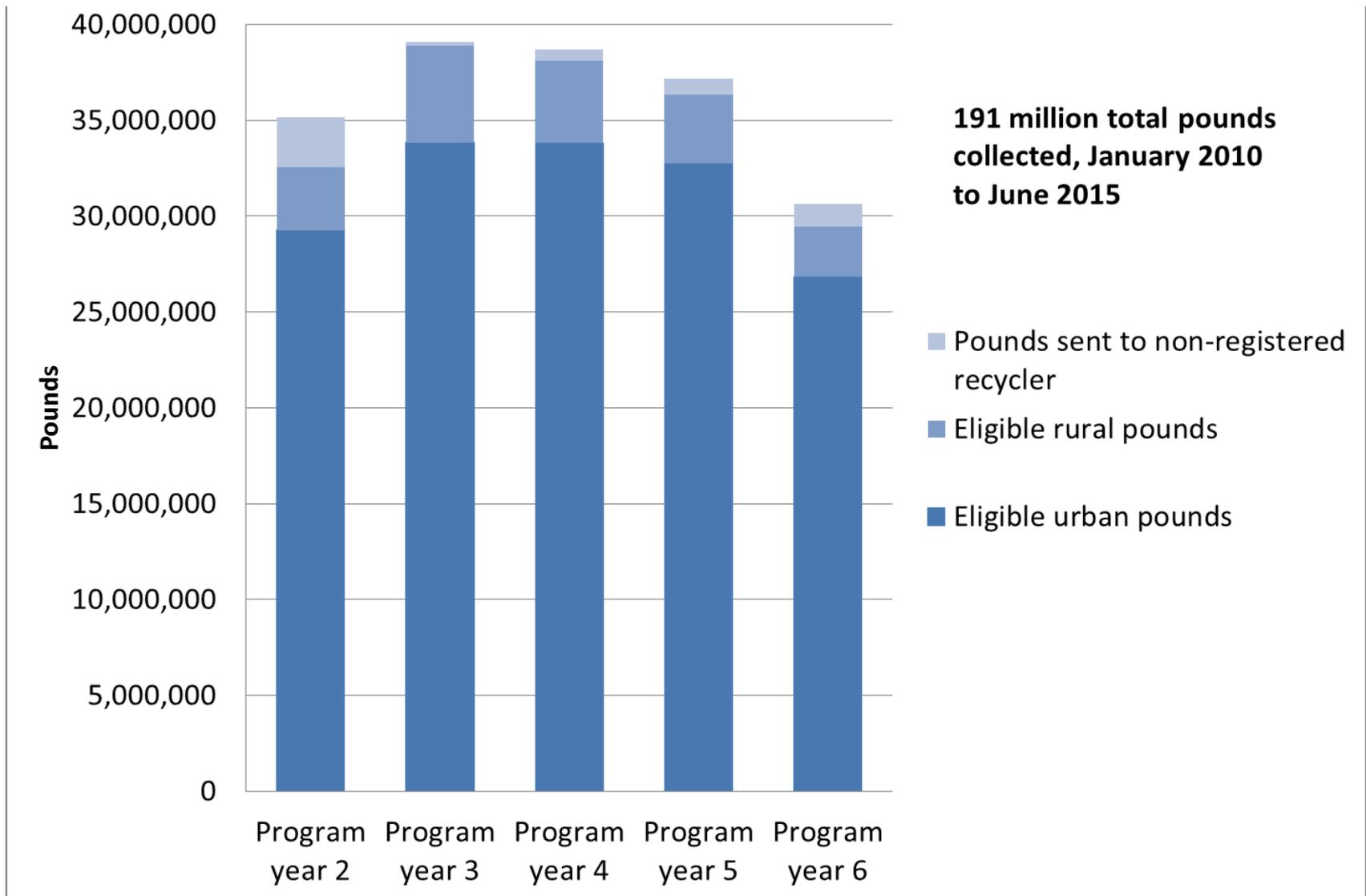
- 130+ registered collectors with about 400 collection sites
- 20 registered recyclers
- 180 registered manufacturers with nearly 250 brands

Registered E-Cycle Wisconsin Collection Sites, July 1, 2014 to June 30, 2015

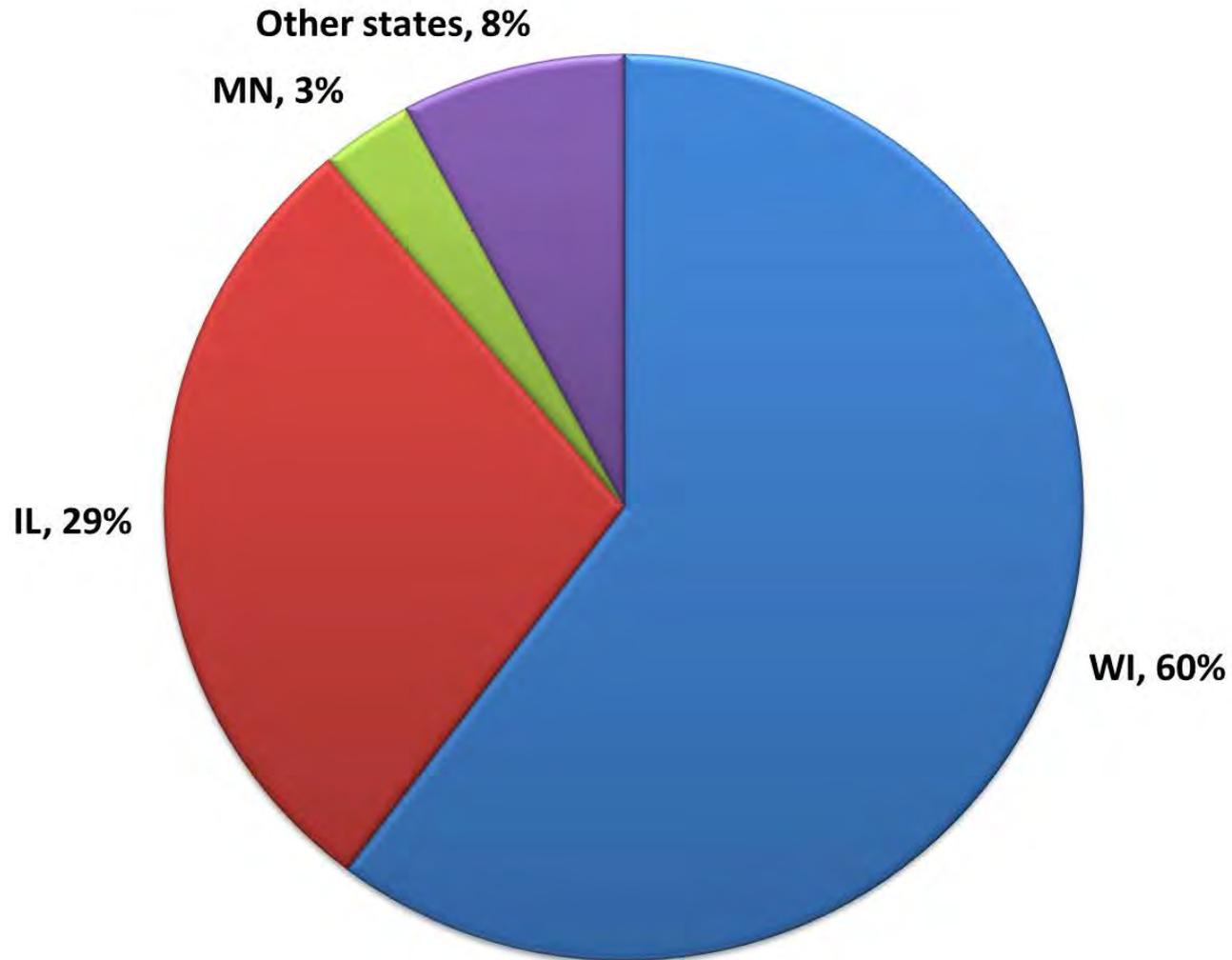


November 9, 2015

Pounds collected by program year



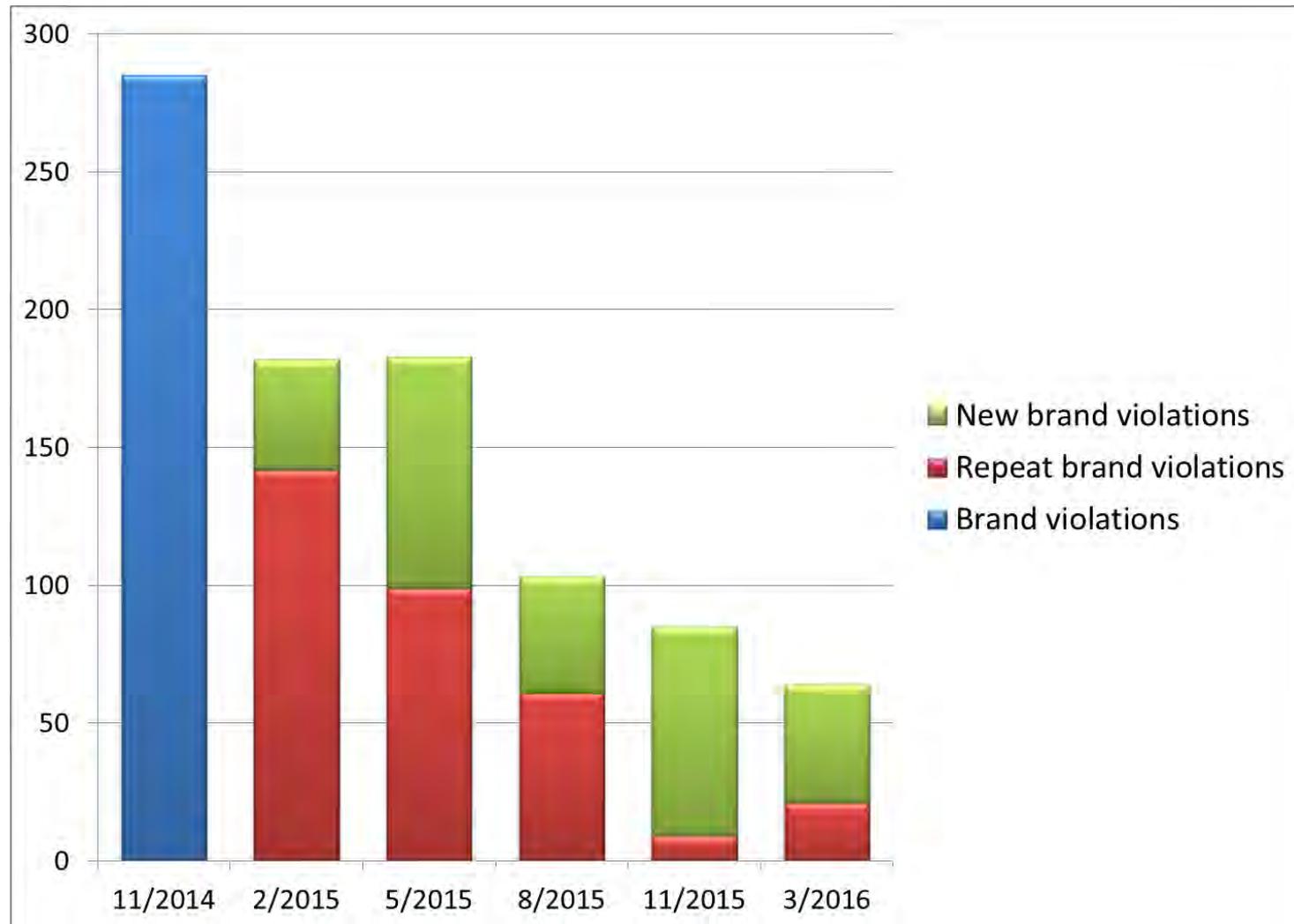
Where collected materials go (PY6)



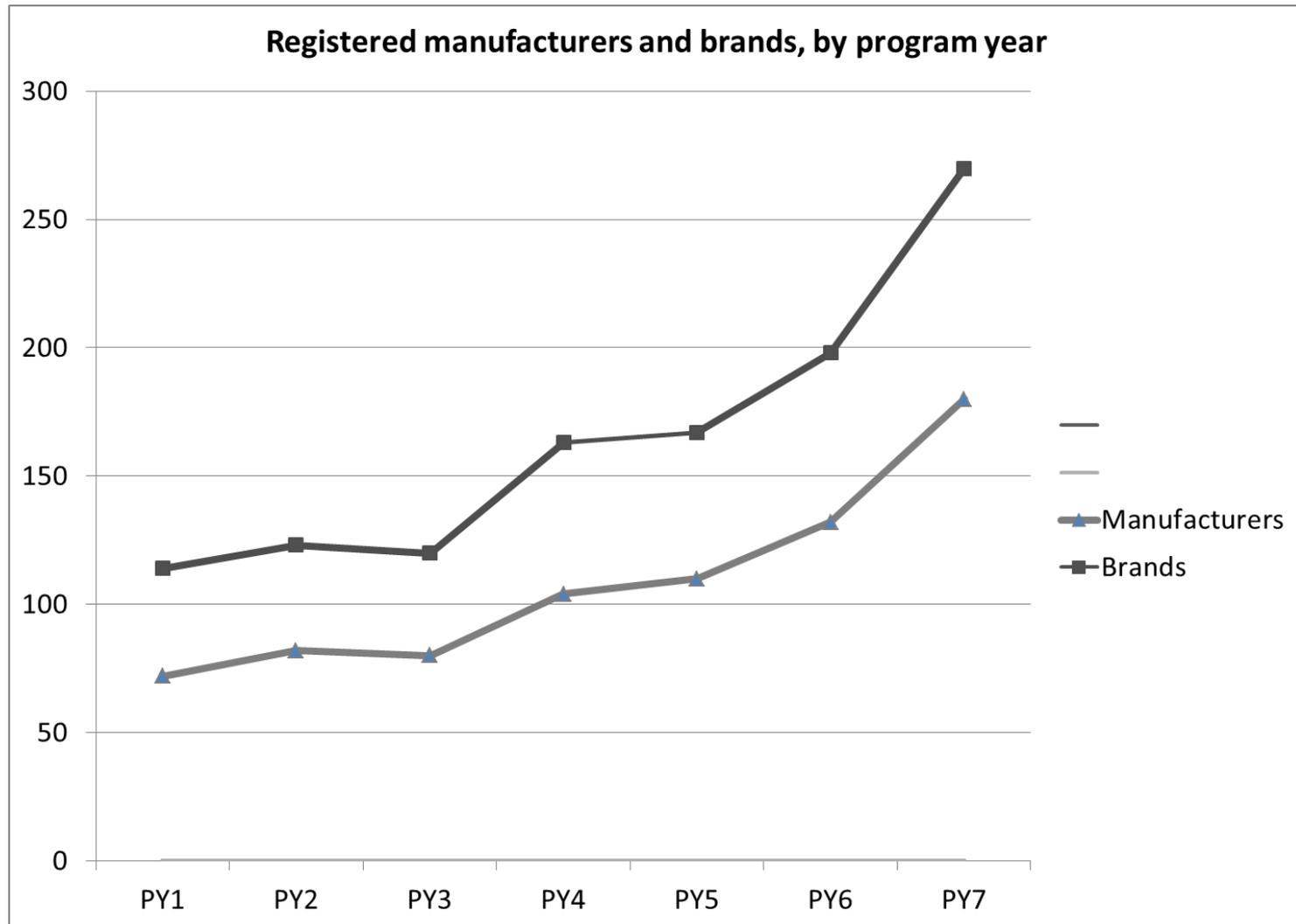
Leveling the playing field

- Have significantly increased the number of registered manufacturers and brands, with help from retailers
- Working with retailers to improve compliance with customer education requirement and “do not sell” list
- Continued inspections of in-state recyclers, and some out-of-state site visits
- Review of downstream records for CRT glass
- Closer scrutiny of reporting using online system
- Will be working with collectors to improve recordkeeping used to verify recycler weights

Fewer retailer brand violations



More manufacturer registrations



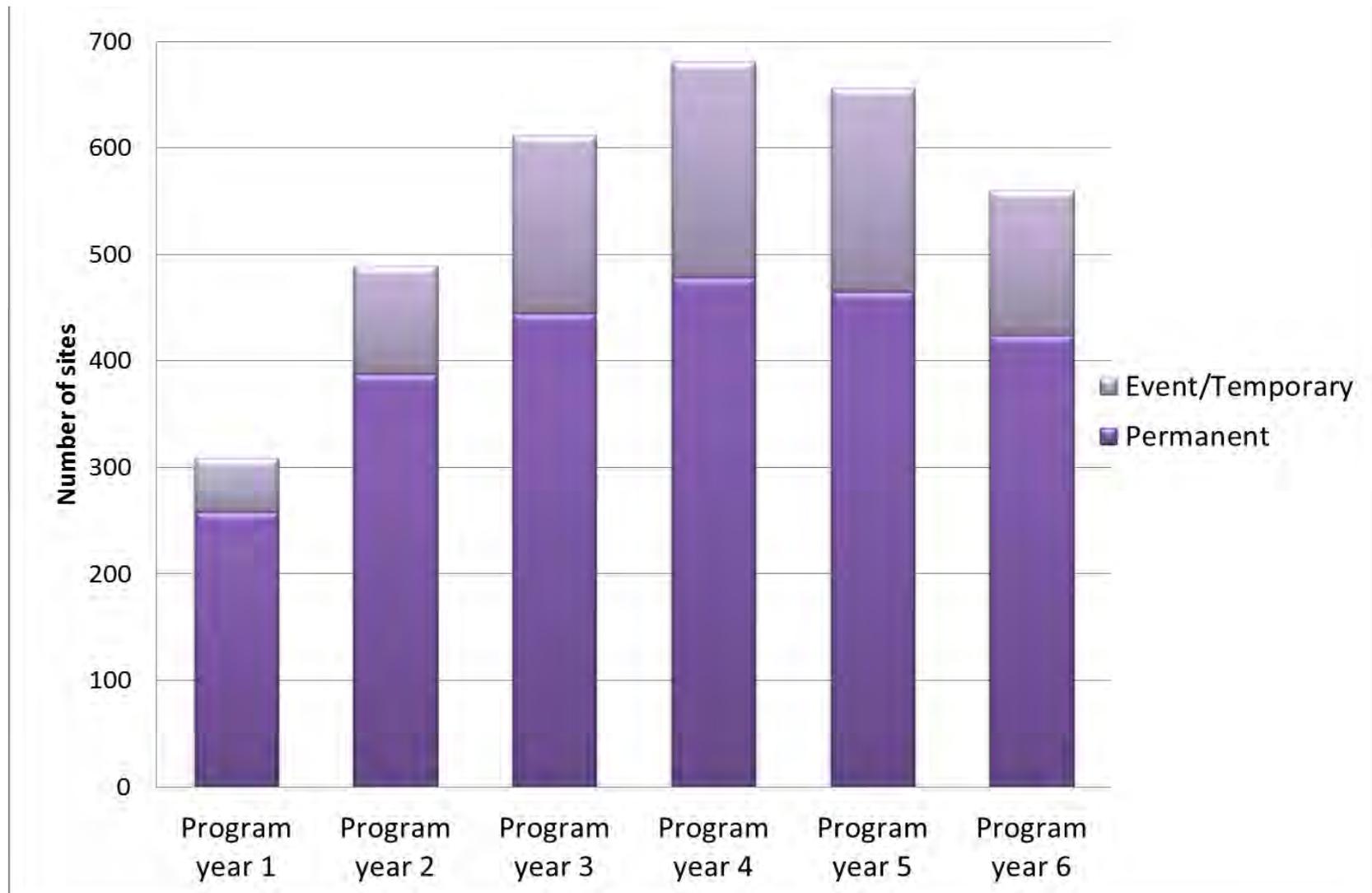
DNR outreach efforts

- Holiday 2015 advertising campaign on digital, Pandora radio, Wisconsin Public Radio and Spanish-language radio significantly increased traffic to program website
- A more user-friendly and mobile-friendly list of registered collection sites
- Results from 2016 household survey will help evaluate and shape efforts
- New manufacturer guide to assist with compliance
- Continue to make publications and promo items available for others to use

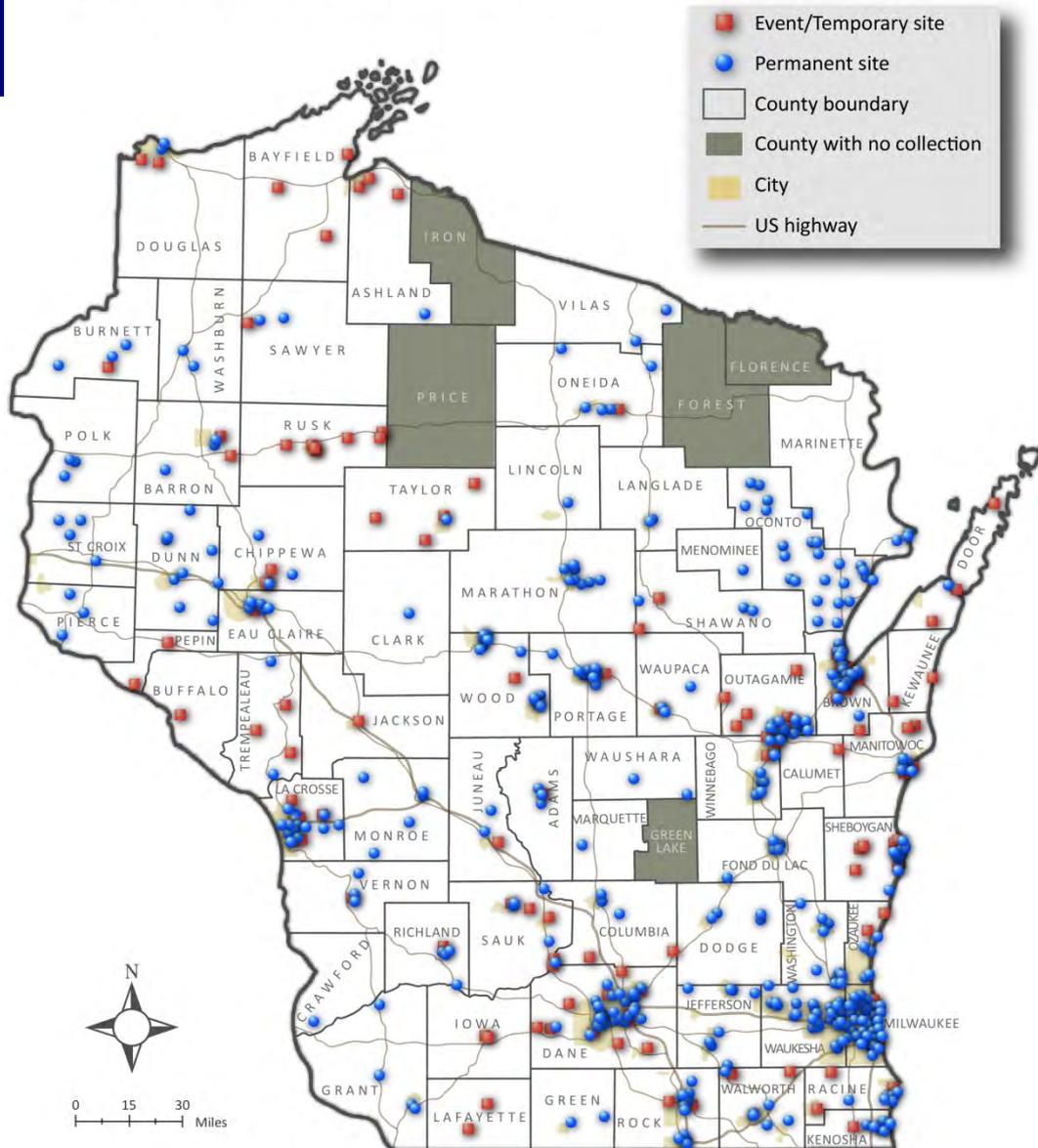
Key current program challenges

- Consumer access
- Increased costs/fewer recycling options
- Downstream markets & changing nature of electronics
- Reliance on inefficient collection/recycling methods
- Illegal dumping, backyard scrapping and irresponsible recycling

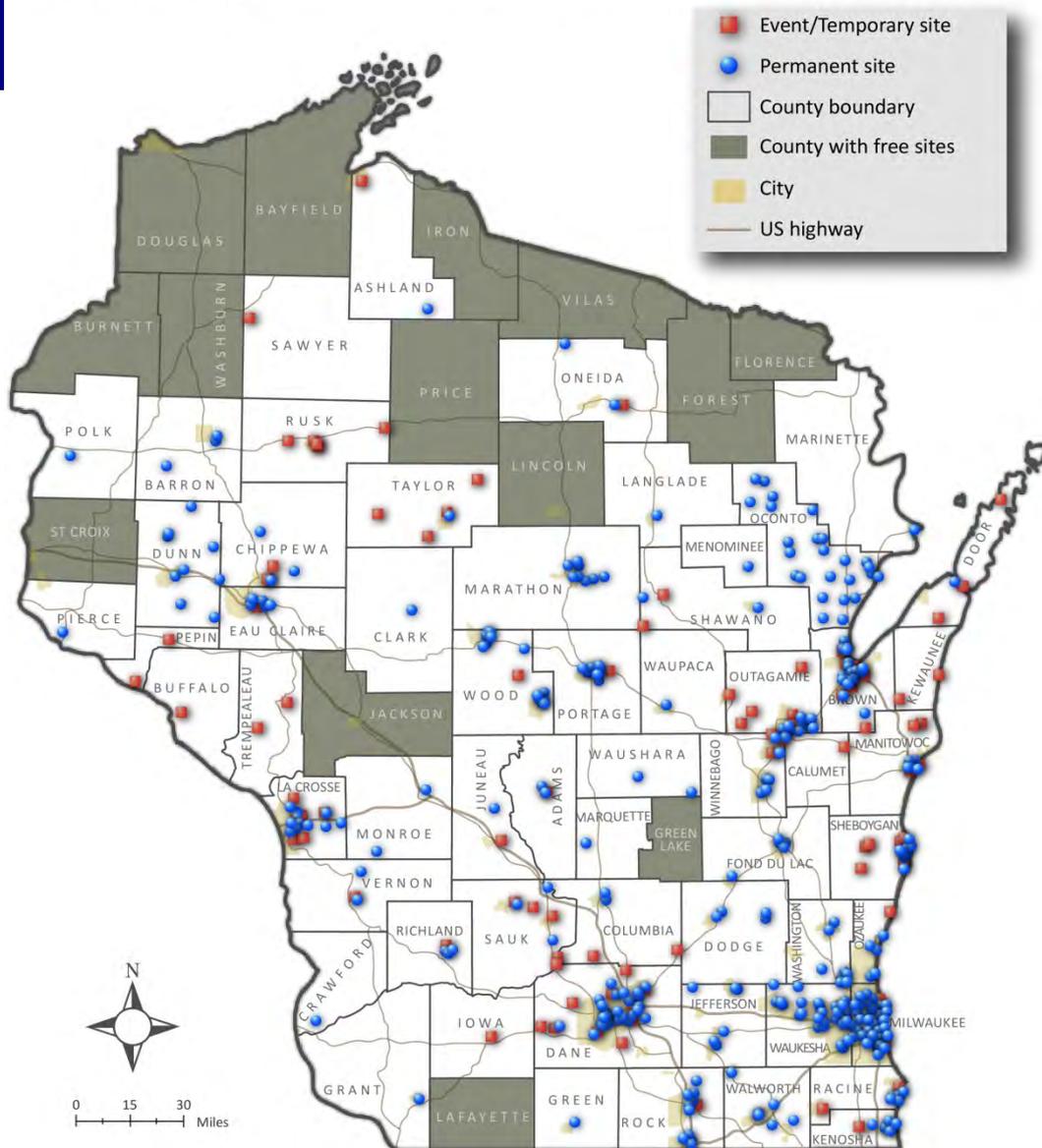
Registered collection sites



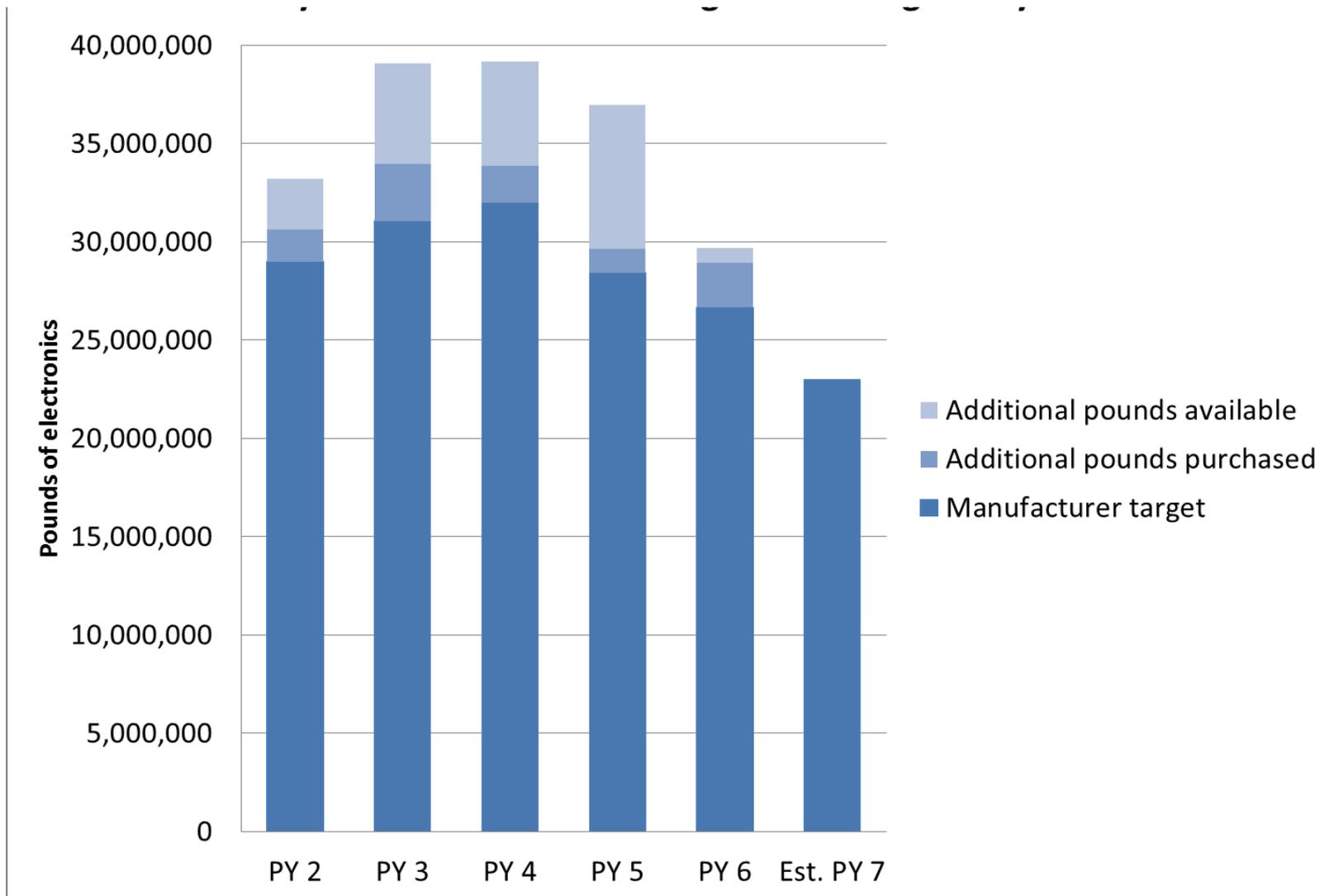
Registered E-Cycle Wisconsin Collection Sites, July 1, 2014 to June 30, 2015



Registered E-Cycle Wisconsin collection sites accepting some items for free during PY6



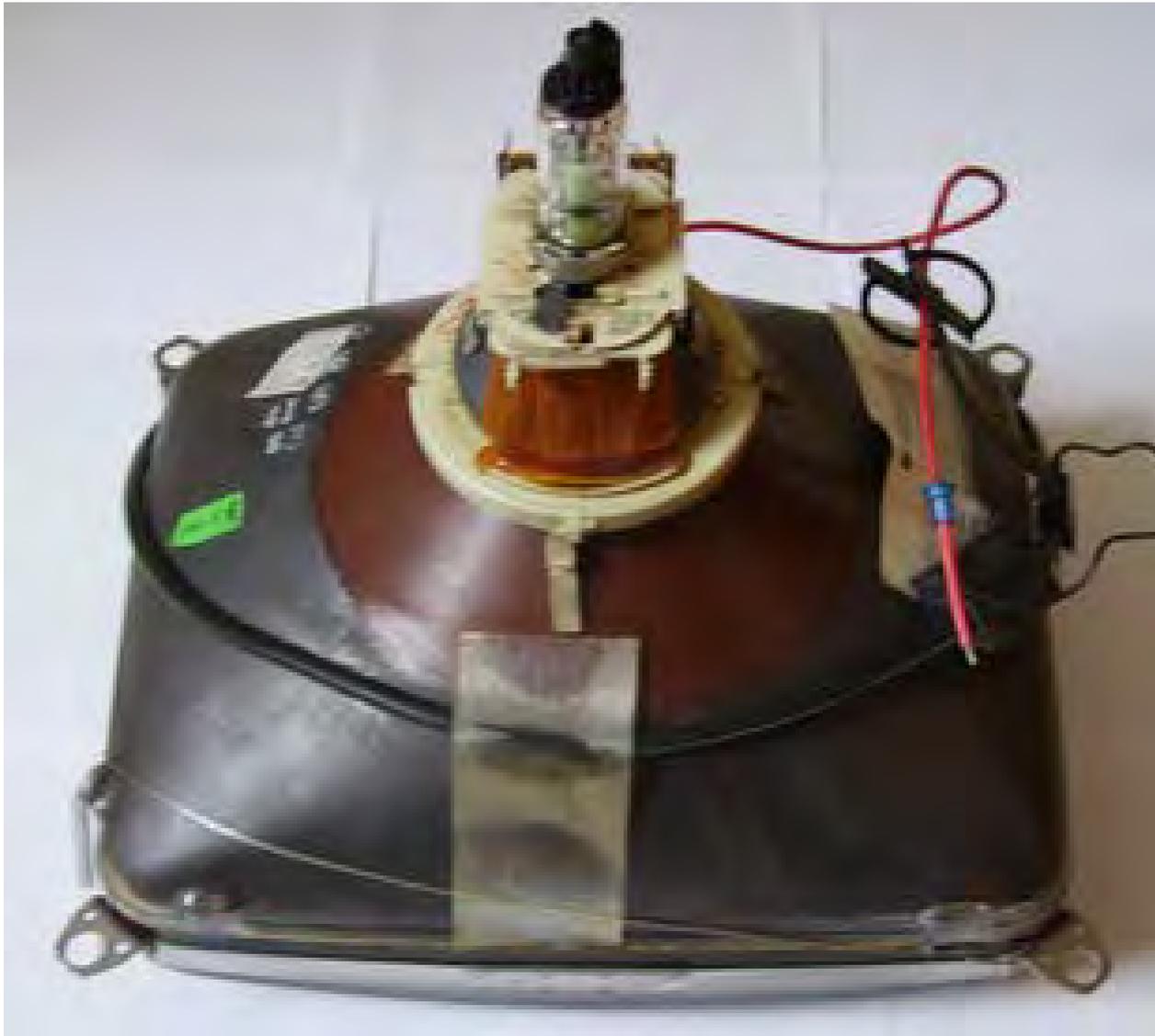
Declining manufacturer targets



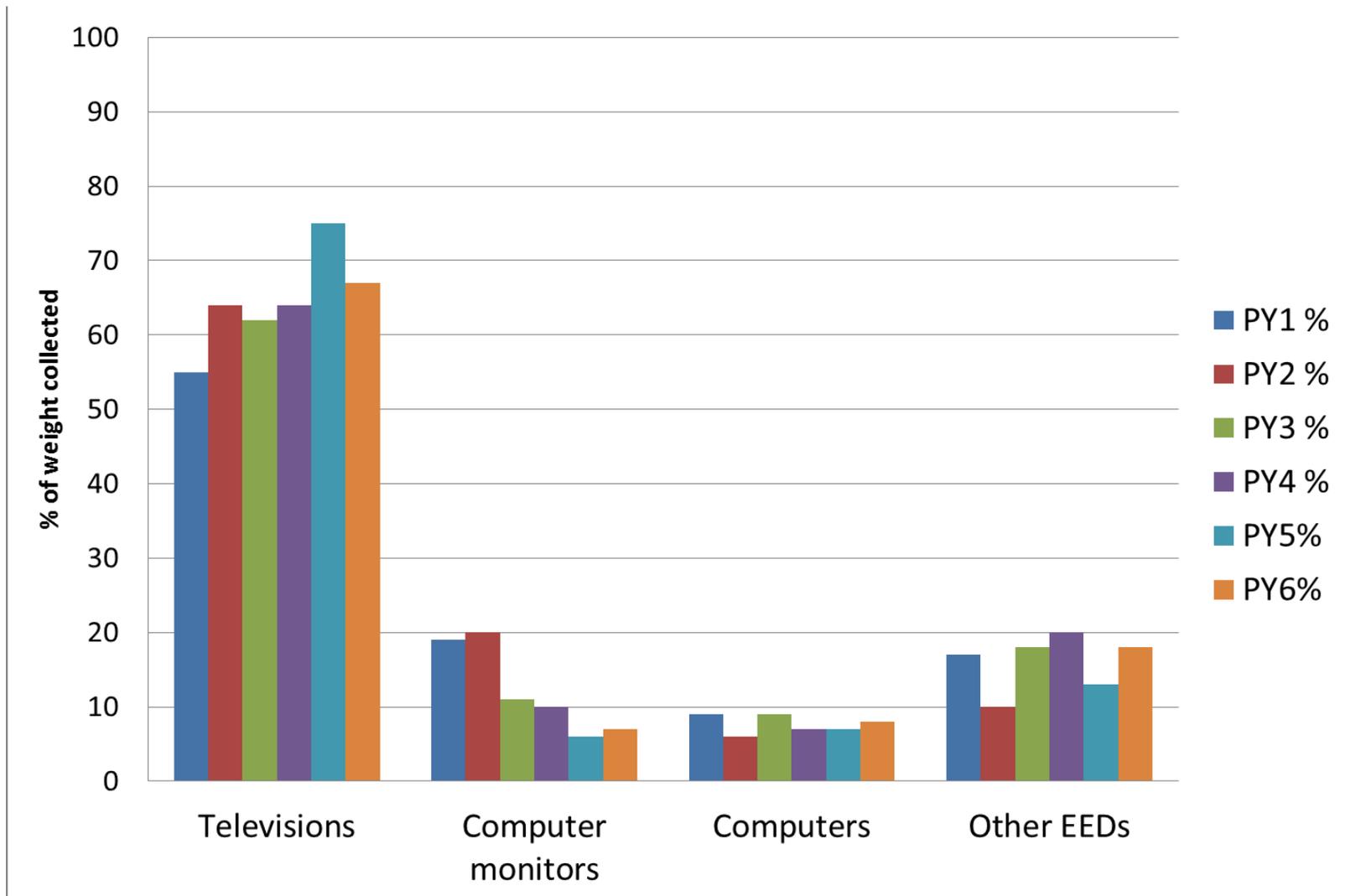
Rising costs mean change & uncertainty

- Manufacturers are dealing with programs across many states and their bottom lines—need to control costs and manage liability
- Oversupply of pounds can mean lower manufacturer payments, in addition to pounds not covered at all
- Manufacturer contract changes lead to network disruption
- Rising recycling costs must be passed on to consumers or absorbed
- Less cushion to deal with sudden changes and unexpected events

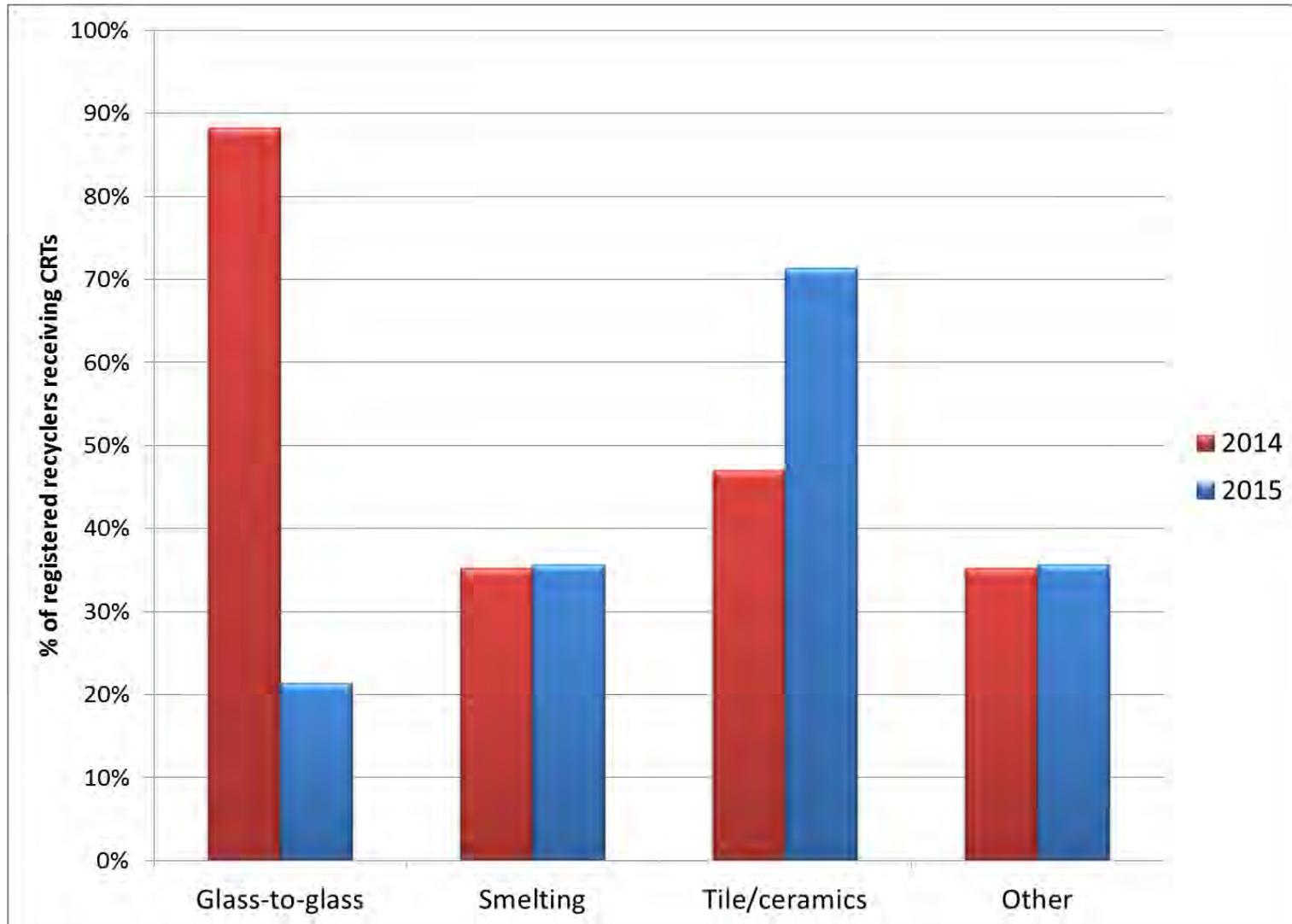
Cathode ray tubes



Collection by product type



Where do E-Cycle WI CRTs go?



Flat-panel displays

- Growing portion of the waste stream (though CRTs still dominate by weight)
- Main concern is LCD TVs/monitors, which contain up to 20 thin fluorescent bulbs with 1-10 mg mercury each
- Labor-intensive to hand-disassemble (lots of screws, fragile bulbs)
- Currently represent another negative-value item in recycling stream



Dumping/irresponsible recycling



Irresponsible recycling



Finding solutions

- Many fixes would require legislation
- Continue to work with stakeholders
- Continue to improve compliance and maintain a level playing field
- Look closely at downstream for items like CRTs
- Work with collection sites to keep electronics in good condition and find efficiencies





Potential legislative changes

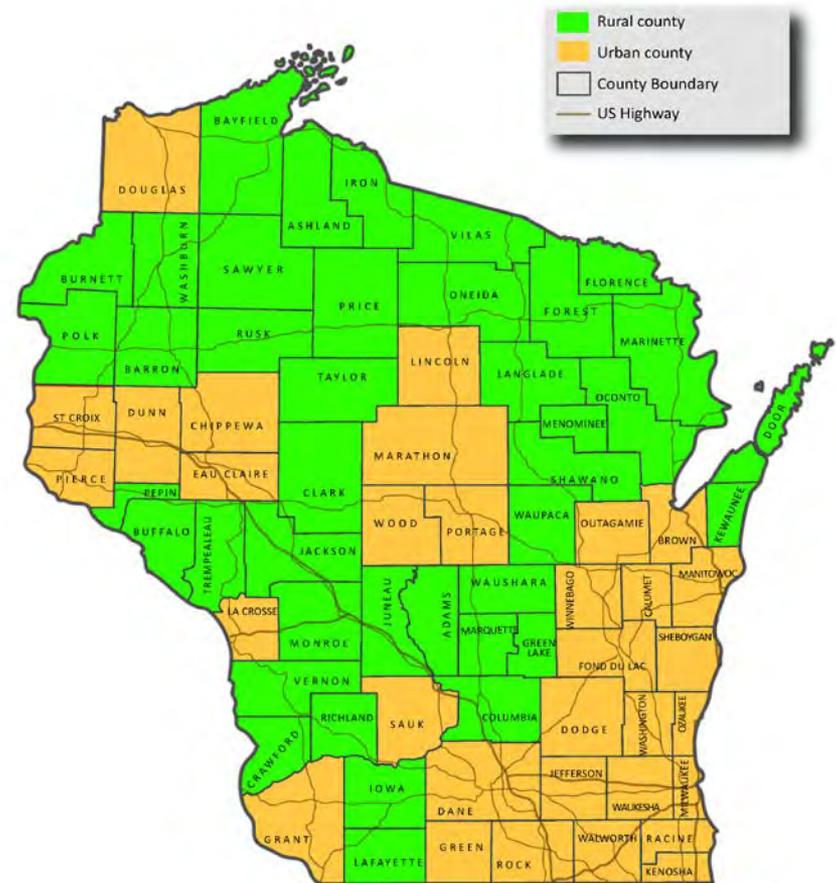
- Policy options included in E-Cycle Wisconsin 2015 report to the Legislature
- SB621 introduced in January 2016 by Sen. Miller; passed Senate Natural Resources Committee 5-0 but did not get Senate Floor vote or Assembly hearing
- Statute requires DNR to make policy recommendations each year—we want stakeholder input

Manufacturer target formula

- Current target formula: 80% of weight of covered devices sold in WI during earlier program year
 - For 2015-16, based on July 2013-June 2014 sales
- To better reflect what is actually available for recycling, overall target could be based on weight received by registered recyclers, apportioned by market share
- Manufacturers would continue to self-report sales data
- DNR would provide targets before program year begins
- If this were in place for 2016-17 program year, overall target would be 29.2 million pounds, up from 23 million in current program year and similar to earlier years

Rural incentive

- Current incentive gives 1.25 pounds of credit for every pound collected in rural counties
- Data and stakeholder feedback indicate it has minimal effect on rural collection
- Collection sites have been declining in rural parts of the state
- One alternative: require manufacturers meet a certain percentage of their targets from rural collection, with some exceptions for “fixed” collection networks (e.g., retail stores)



Program year dates

- Current program year is July 1 to June 30 (state fiscal year, with reports due August 1 and September 1)
- Local governments and most others budget on calendar year, and mid-year pricing changes are difficult
- Change to calendar year would help address this and put reporting during quieter time of year (February and March)
- 18-month “transition year”

Fees for small manufacturers

- More uniform maximum per-unit registration cost
- Reduced compliance barrier for very small manufacturers
- Current annual registration fee structure:
 - \$5,000 if sold 250 or more covered devices in WI
 - \$1,250 if sold 25 to 249 covered devices
 - \$0 if sold <25 covered devices
- Potential annual registration fee structure:
 - \$5,000 if sold 500 or more covered devices in WI
 - \$1,250 if sold 250 to 499 covered devices
 - \$0 if sold <250 covered devices

Device definitions

- Evolving technology means it is sometimes unclear whether new products fall under statutory definitions
- Need definitions to be clear and simple, both for determining covered products and for recyclers handling end-of-life material
- Gray area between computer/video display definitions for smaller devices (like smartphones)
- 7" screen size as computer definition, for computers with screens (tablets, smartphones, etc.)
- Video game consoles within definition of computers, and portable DVD players within definition of video display device

K-12 schools

- Current law allows K-12 public and Parental Choice Program schools to recycle through E-Cycle Wisconsin
- Manufacturer sales data must include these schools as well
- In practice, hard to separate out these specific schools for sales data
- Expansion of Parental Choice Program has meant more private schools included
- Including all K-12 schools (public, private, charter) would simplify compliance, outreach, minimal impact on amount recycled

Recycler reporting requirements

- Many stakeholders, including recyclers, have talked about need for more scrutiny of reported weights and downstream vendors
- DNR already has ability to request needed documentation from both in-state and out-of-state registered recyclers
- Recyclers could be required to provide more details on product type breakdown (incoming) and commodity breakdown (outgoing) for program pounds
- Recyclers could apply facility averages for these breakdowns to WI weight if necessary

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