



E-Cycle Wisconsin: our perspective

E-Cycle Wisconsin stakeholder meeting
May 7, 2014

Sarah Murray, E-Cycle Wisconsin coordinator

Landfill and incinerator bans

- Televisions
- Computers (desktop laptop, netbook, tablet)
- Computer monitors
- Computer accessories (mice, keyboards, external hard drives, etc.)
- Desktop printers and printers that also scan, fax or copy
- E-readers with screen 7" and up
- DVD players, VCRs and DVRs
- Fax machines
- Cell phones

Which Electronics Are Banned From Wisconsin Landfills?



Wisconsin's electronics recycling law bans the landfilling and incineration of several types of electronics as of September 1, 2010. These bans apply no matter where the devices are from or who used them. Wisconsin households, K-12 public schools and Milwaukee Parental Choice Program schools can recycle banned devices (except cell phones) through E-Cycle Wisconsin.

To learn more, visit dnr.wi.gov/ecyclewisconsin.



- Desktop computers
- Desktop printers, including printers combined with fax machines, scanners and copiers
- Video display devices of at least 7" long in the longest diagonal dimension. These include TVs, laptops and computer monitors
- Computer peripherals including keyboards, mice, hard drives, scanners, speakers, flash drives, external modems and other devices
- Fax machines
- DVD players, VCRs and other video players
- Cell phones



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E-Cycle Wisconsin

**E-CYCLE
WISCONSIN**



- Product stewardship-based program created to complement disposal bans
- Shared responsibility among manufacturers, retailers, collectors, recyclers, governments and consumers
- Manufacturers of TVs, 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

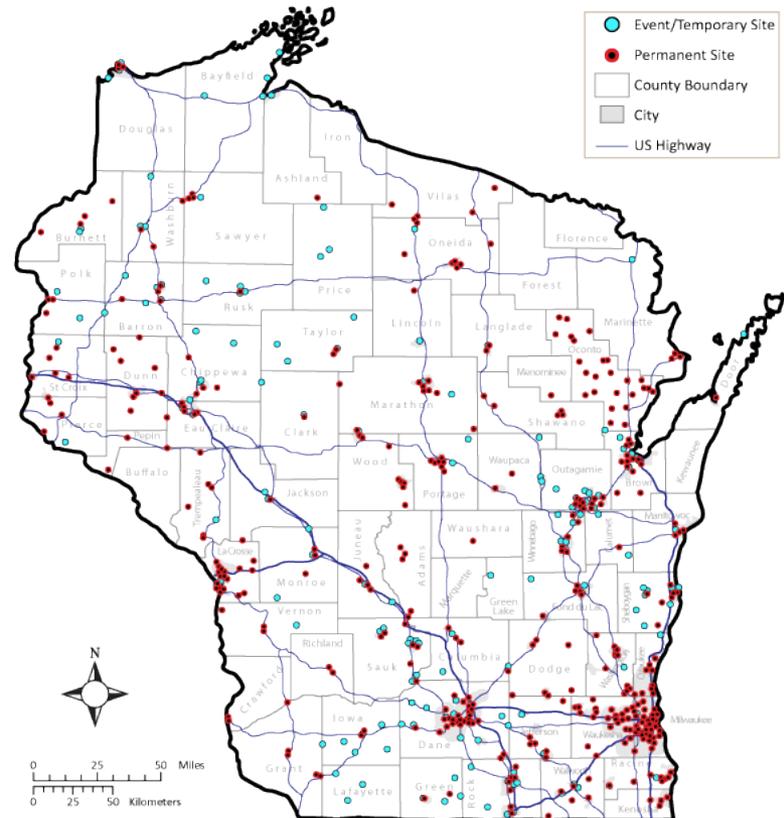
Successes



Participation

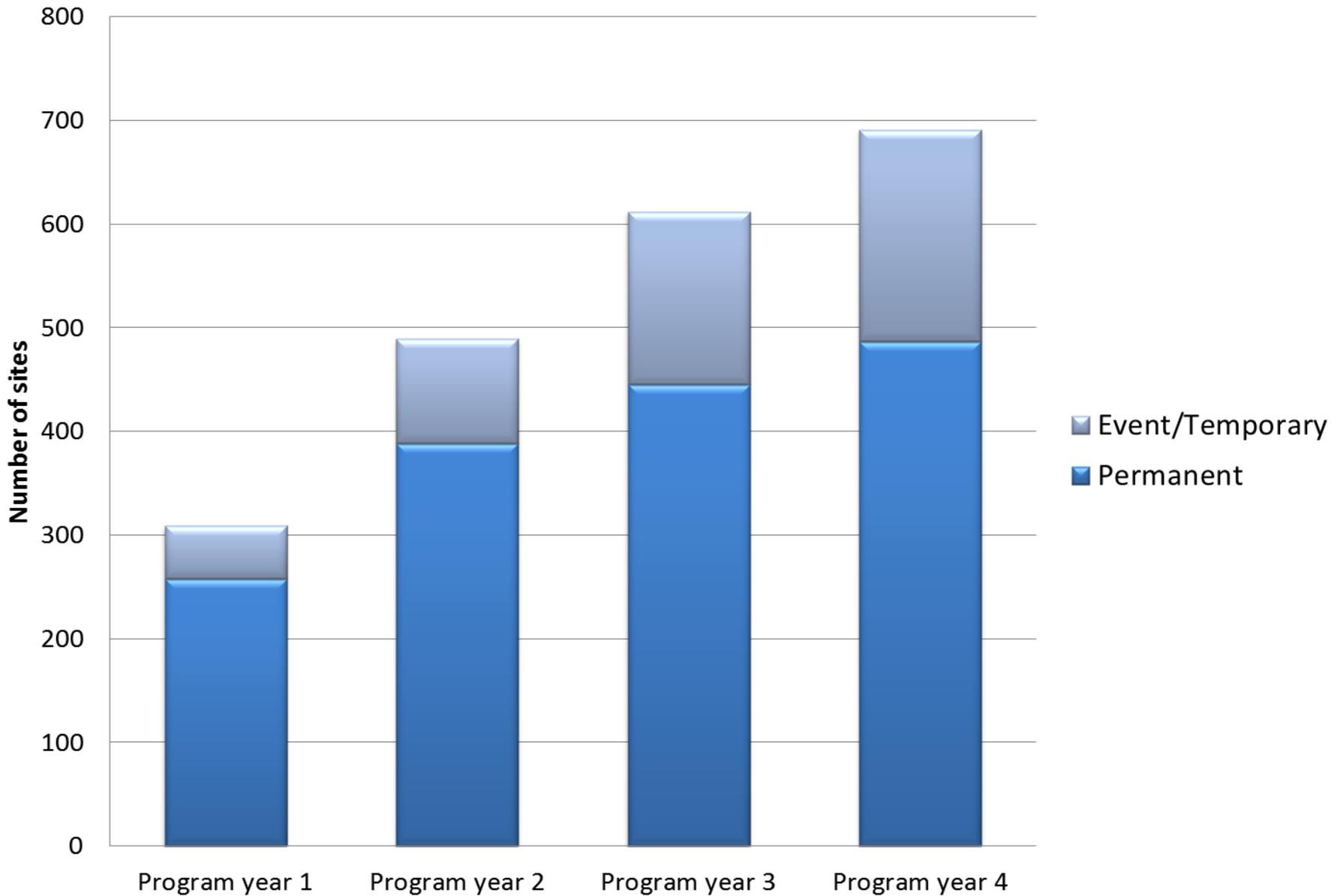
- 135+ registered collectors with more than 450 collection sites
- 71 of 72 counties have had at least one collection site or event
- 29 registered recyclers, about half in-state
- 108 registered manufacturers with more than 150 brands

**Registered E-Cycle Wisconsin Collection Sites,
July 1, 2012 - June 30, 2013**

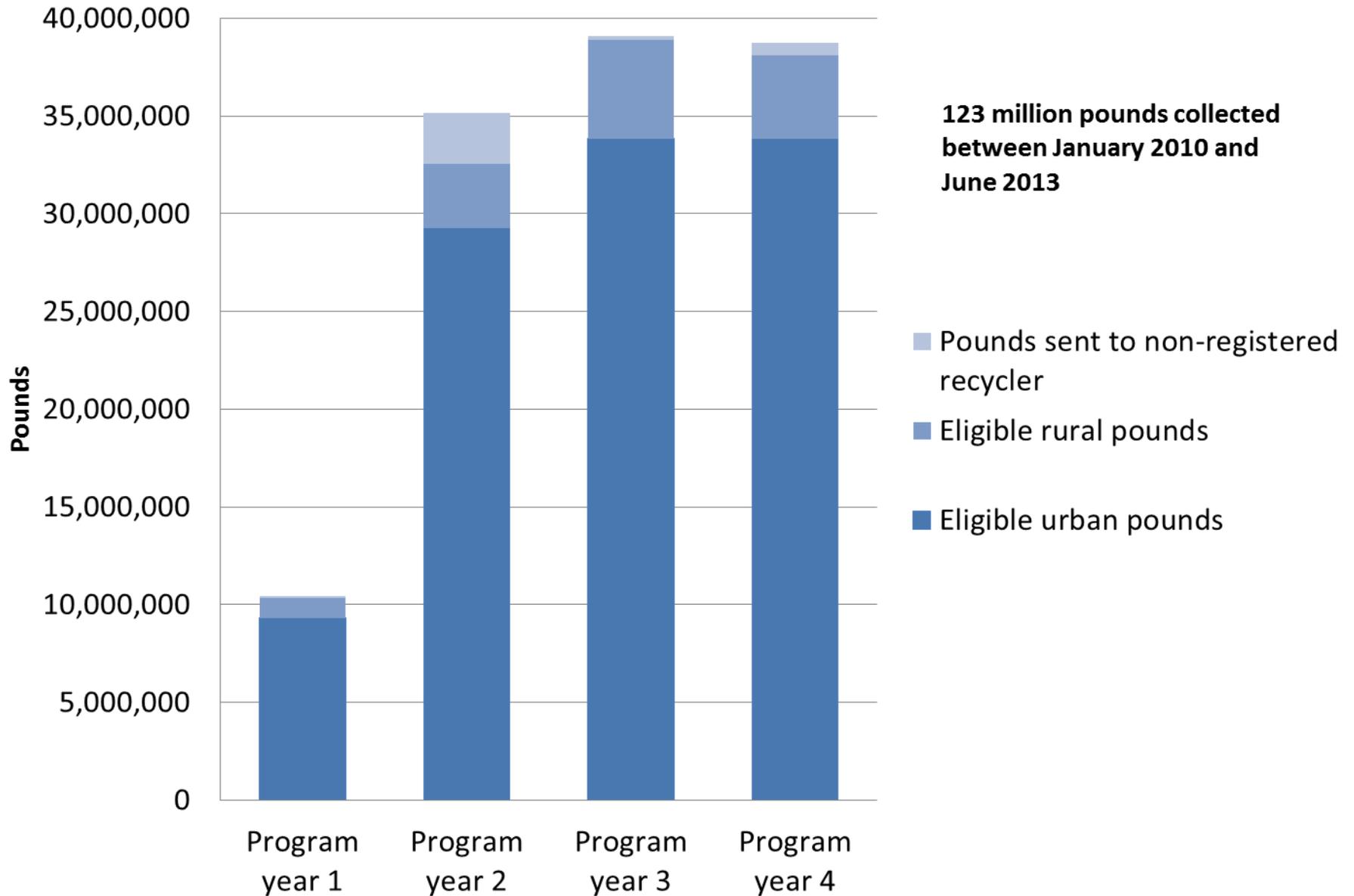


Revised: October 28, 2013

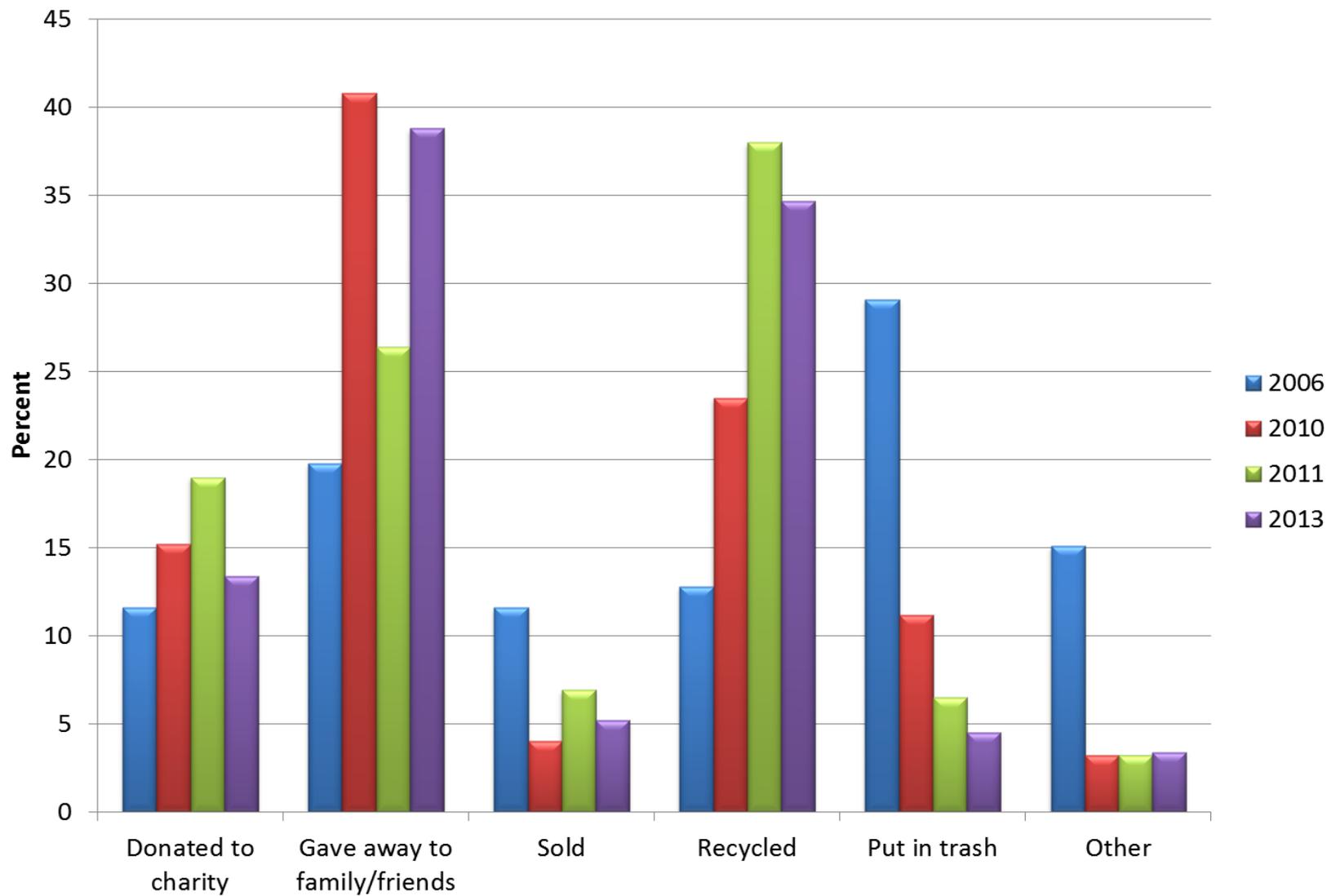
Registered E-Cycle Wisconsin collection sites, by program year



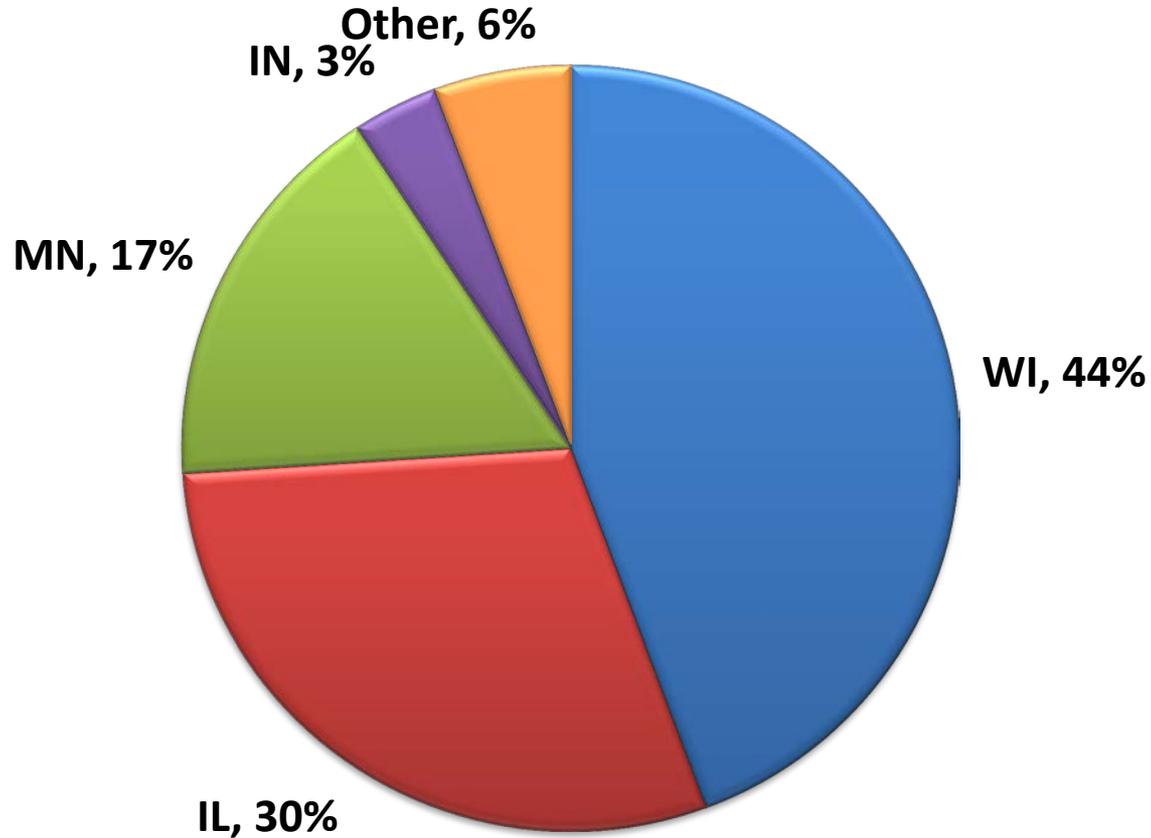
E-Cycle Wisconsin collection, by program year



Wisconsin household TV disposal method, over time (from DNR surveys)



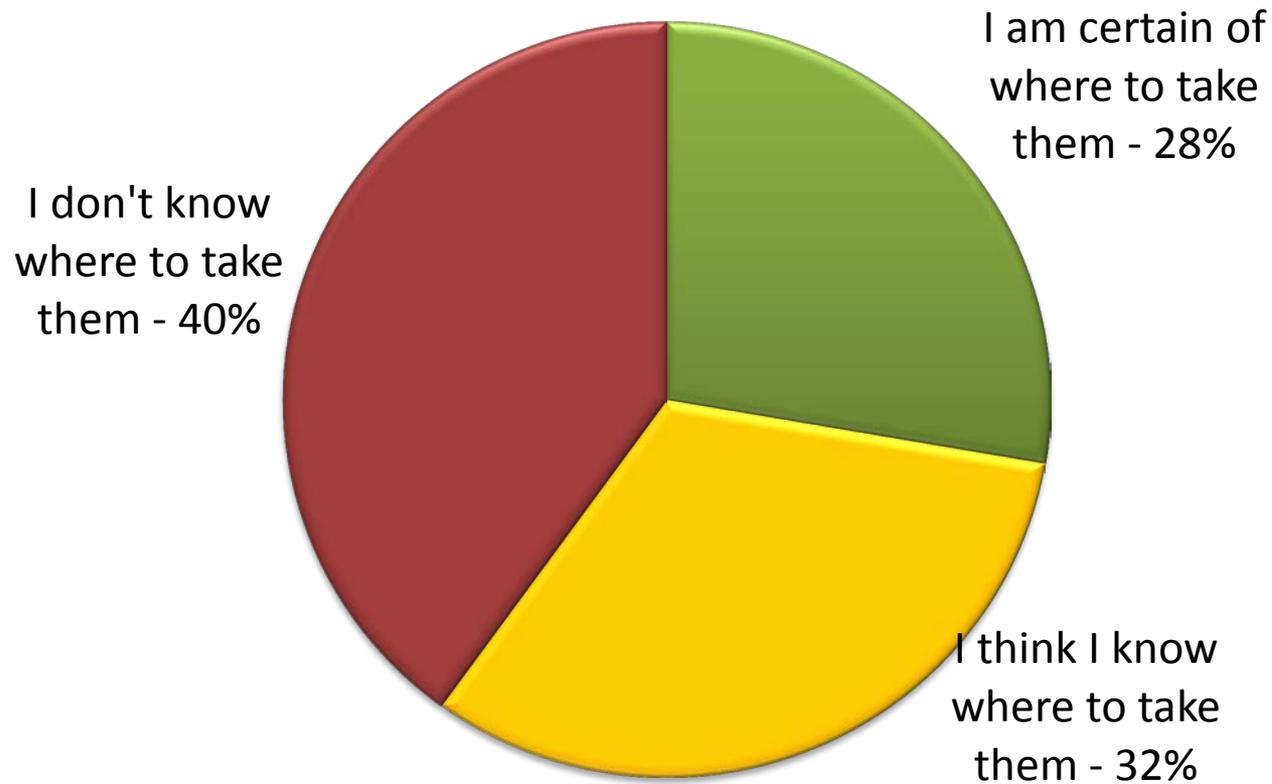
Where collected materials go (PY4)



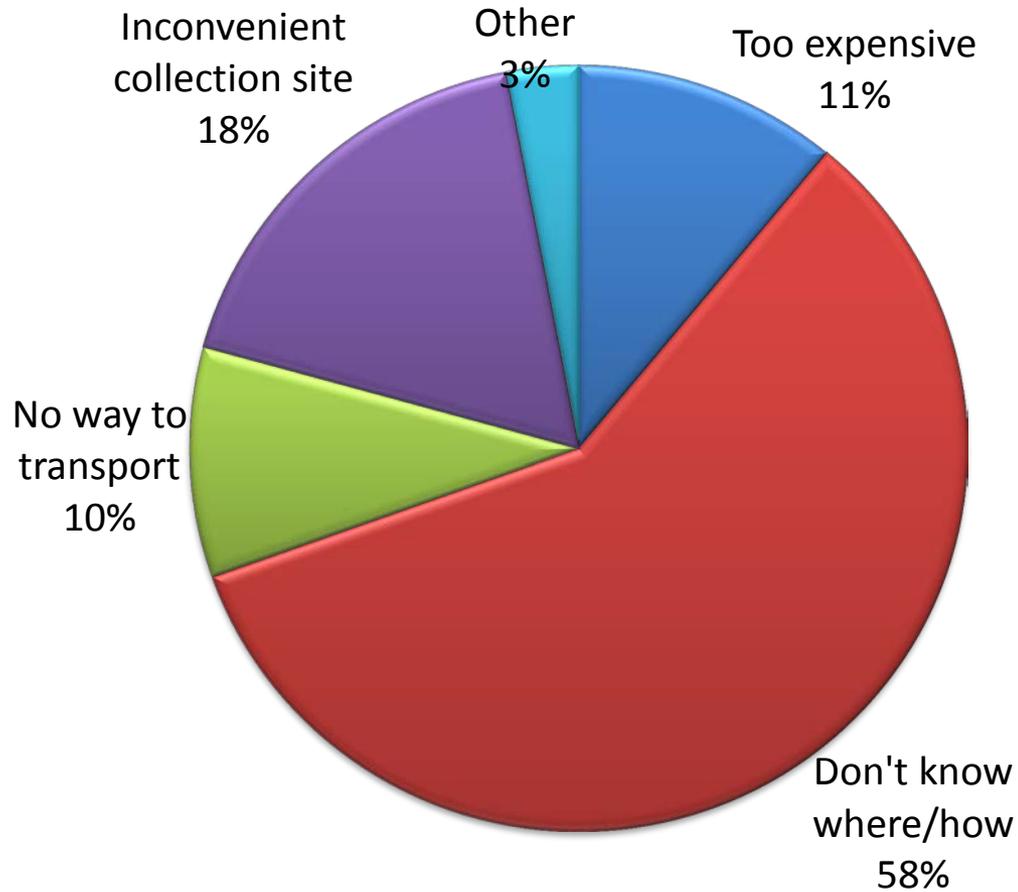
Challenges



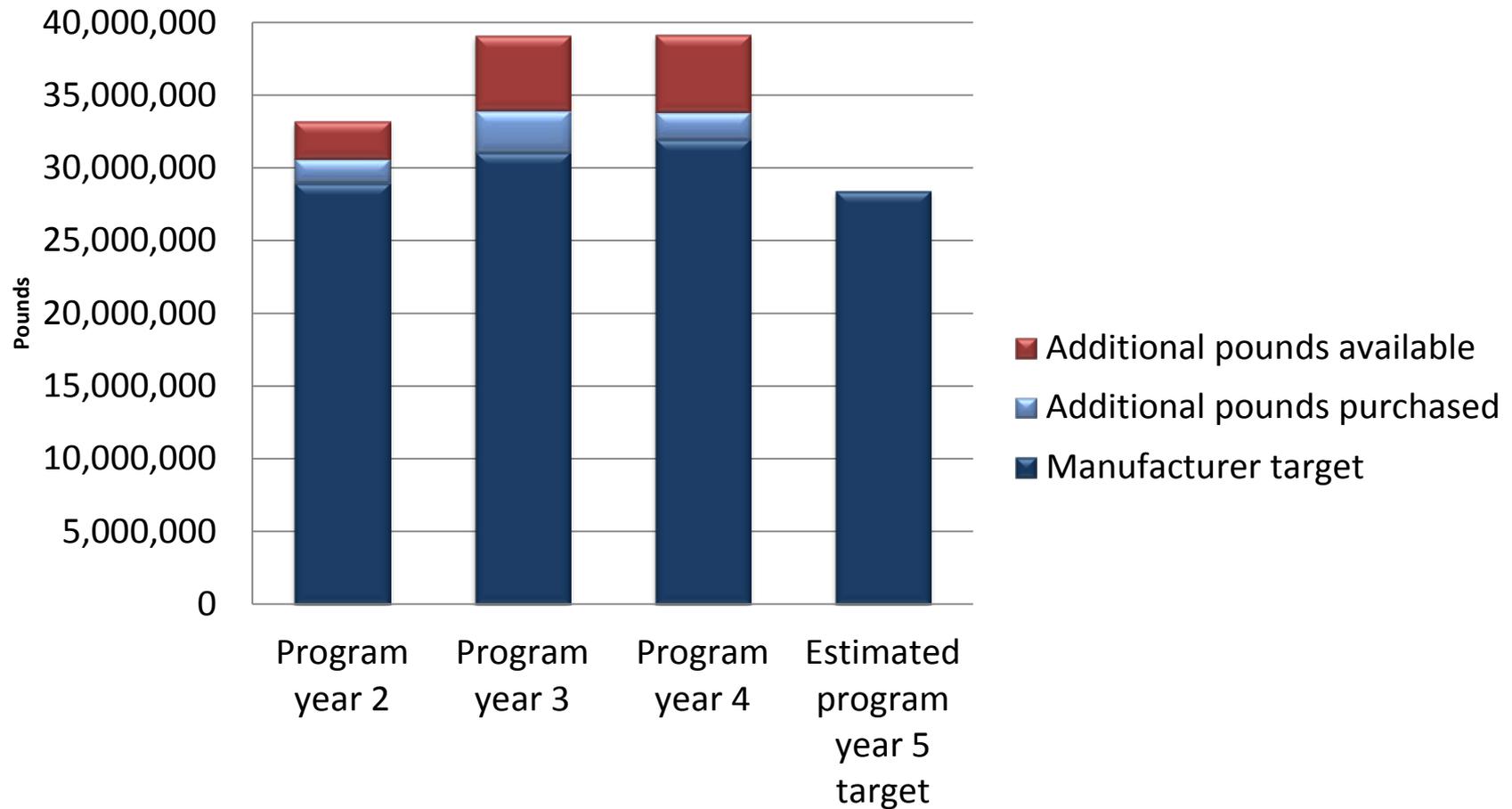
Lagging public awareness (2013)



Main reason unable to e-cycle (2013)



Growing gap between collection & targets



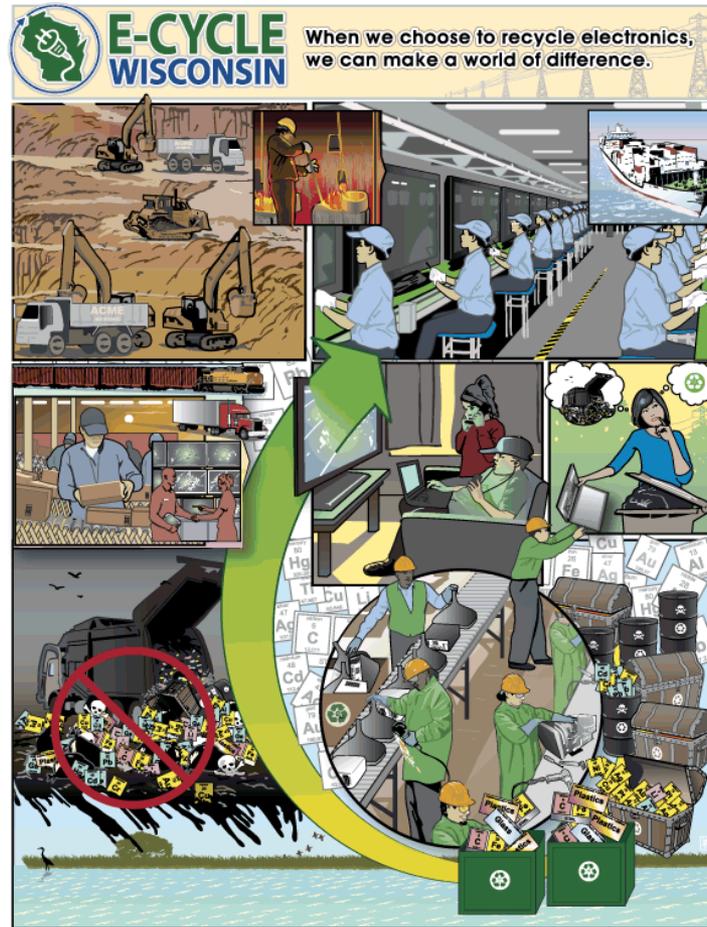
Changing markets and electronics



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CRTs

Potential changes and solutions



Visit dnr.wi.gov and search "e-cycle" to learn more about recycling your old electronics.



Outreach/compliance initiatives

- Running first TV ads as part of spring 2014 campaign, targeting young adults and northern/southeast regions
- Working with retailers to improve compliance with customer education requirement and “do not sell” list
- Will be reaching out more to local governments to make sure current recycling staff are aware of outreach requirement and DNR resources
- Increased collection site inspections and new video to reduce breakage, theft and other issues
- Continued inspections of in-state recyclers, and beginning out-of-state site visits



2013 policy recommendations

- Reduce or eliminate registration fees for small manufacturers
- Change manufacturer and recycler reporting requirements to require product type breakdown
- Create a limited grant program to help fund rural collection efforts
- Add all K-12 private schools (not just Parental Choice Program schools) to the program



Other potential changes

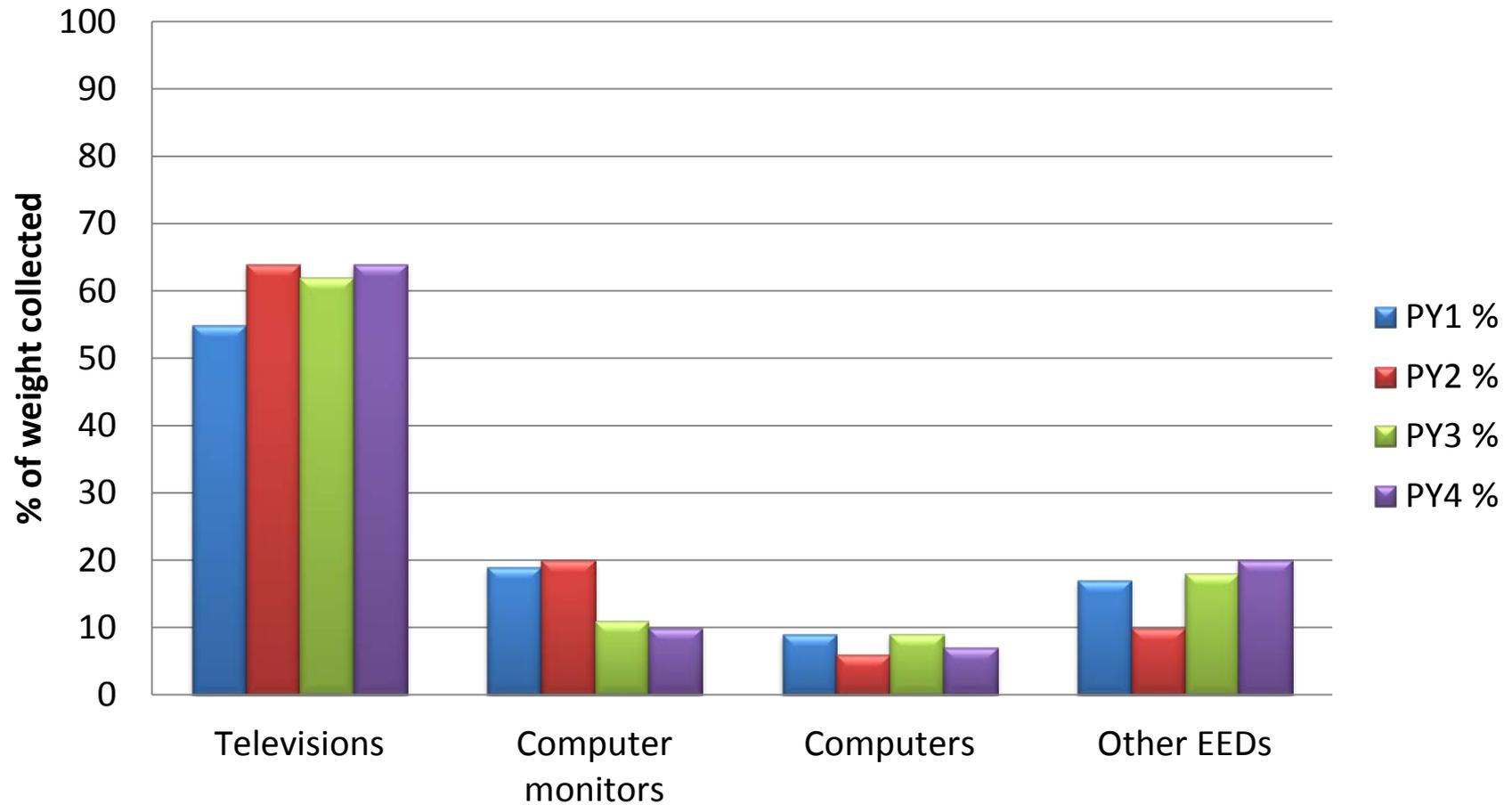
- Expand the list of covered electronics to increase target weight (could move eligible devices to the covered list, and/or add new devices like game consoles and cell phones)
- Change manufacturer target formula
- Eliminate rural incentive
- Changes could be through legislation or administrative rulemaking, but would take time
- **We're looking for your feedback and ideas!**

Contacts

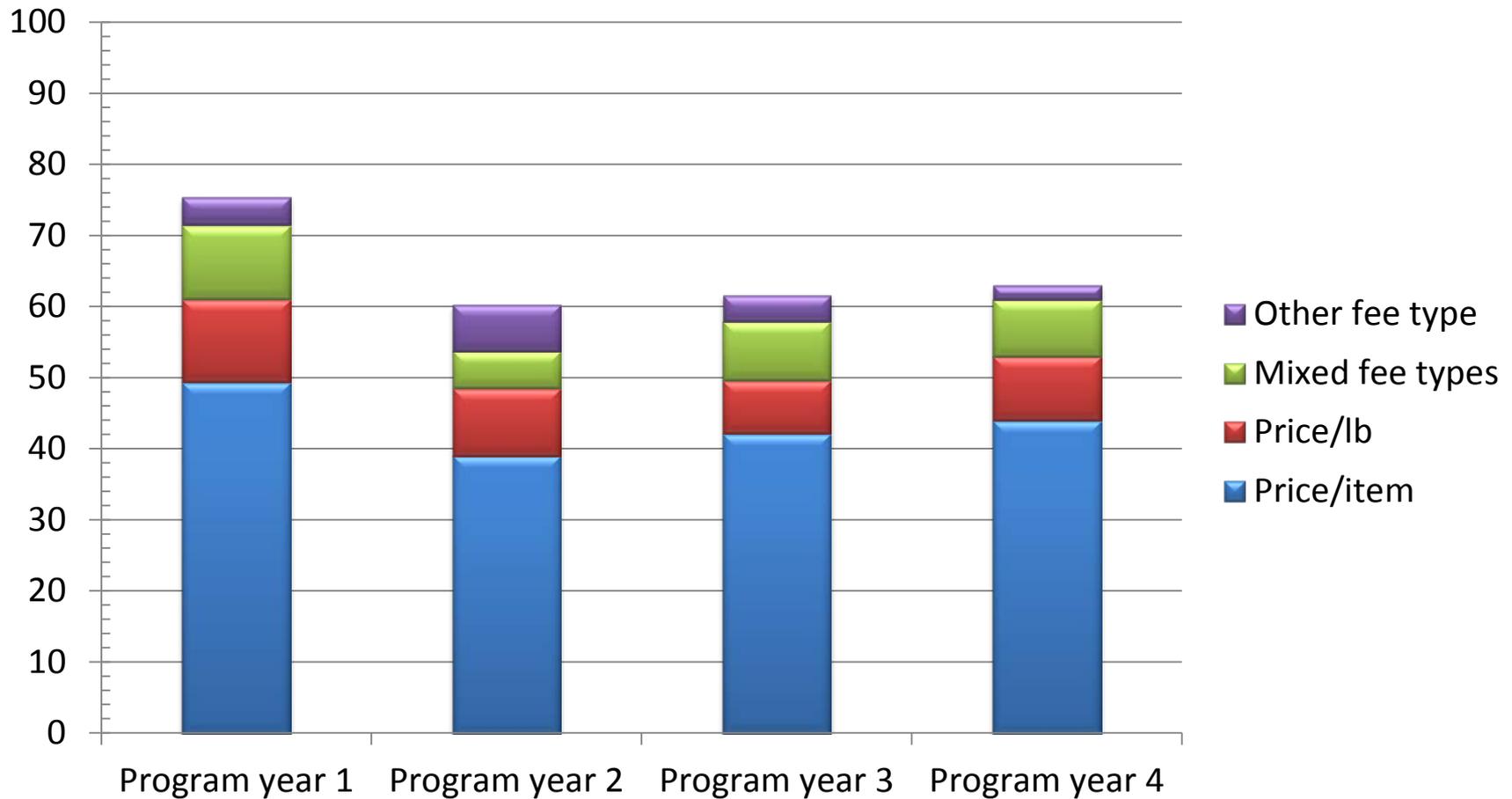
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Product type breakdown



Collectors charging recycling fees



Collection by collector type

