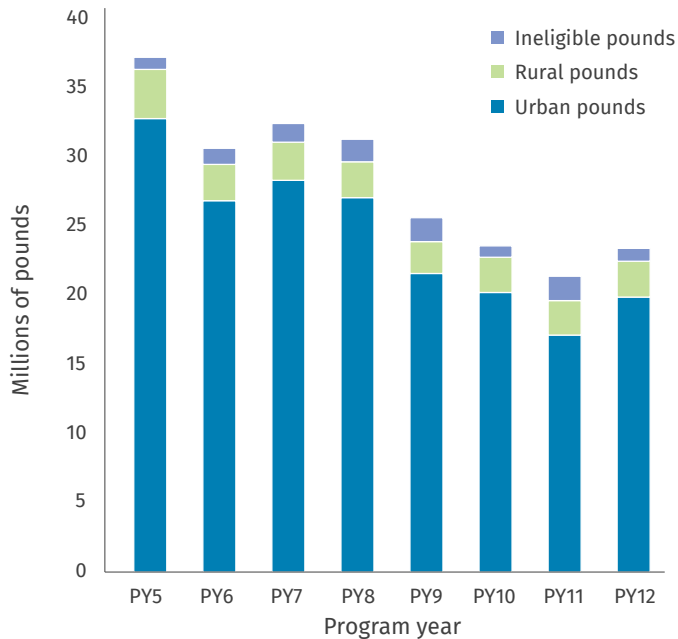




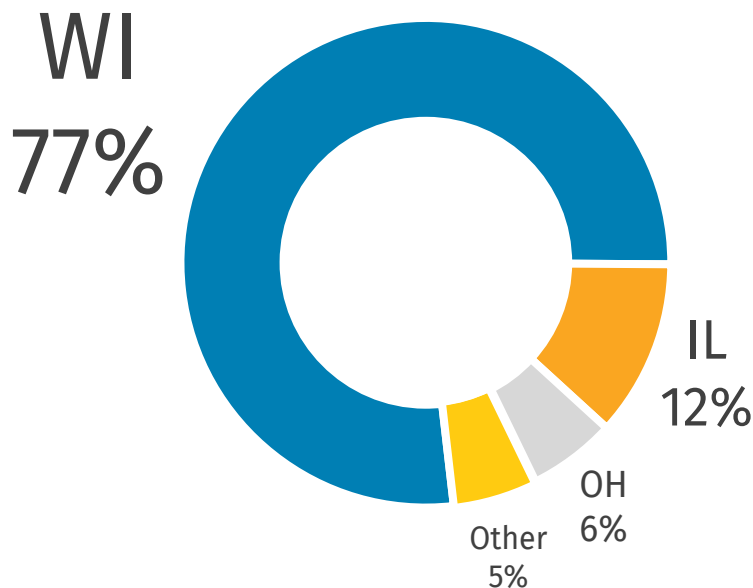
E-Cycle Wisconsin 2021 report summary

Figure 1: Pounds collected by registered collectors



"Ineligible pounds" means pounds that would have been eligible for manufacturer credit if sent to a registered recycler, but that collectors dismantled themselves or sent to a non-registered recycler.

Figure 2: Percent of pounds received by registered recyclers, by state, program year 12



Report and other info at dnr.wi.gov/topic/ecycle

Program highlights

Between July 2020 and June 2021 (program year 12), registered collectors took in 23.4 million pounds of electronics, or 4 pounds per Wisconsin resident, an increase of 10% from the previous program year. This brought the total collected for recycling through E-Cycle Wisconsin since January 2010 to nearly 350 million pounds.

Nearly all electronics collected under E-Cycle Wisconsin were processed initially in Wisconsin or other Midwest states, contributing to continued growth in the region's electronics recycling industry. Wisconsin recyclers accounted for 77% of weight processed.

A DNR study that collected and sorted samples of waste going to Wisconsin landfills found the estimated weight of TVs and monitors arriving at landfills dropped 85% between 2009 and 2020.

A 2021 DNR statewide survey found fewer stored TVs, computers and cellphones in Wisconsin households compared with 2018, with more households reporting they had recycled or reused unwanted electronics instead of storing or trashing them.

The number of registered collection sites increased from the previous year, and 99% of the state's population lived in a county with at least one collection site or event.

Most manufacturers met their recycling targets.

Figure 3: Estimated weight of electronics in Wisconsin landfills, 2009 and 2020-21

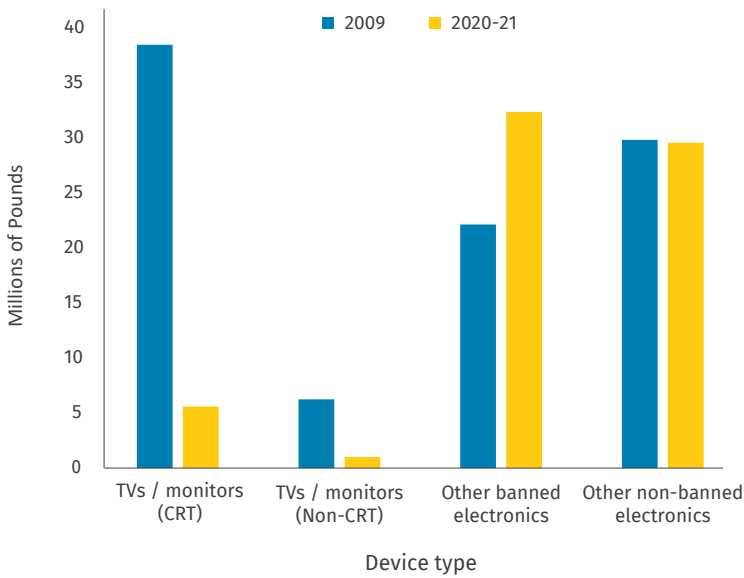
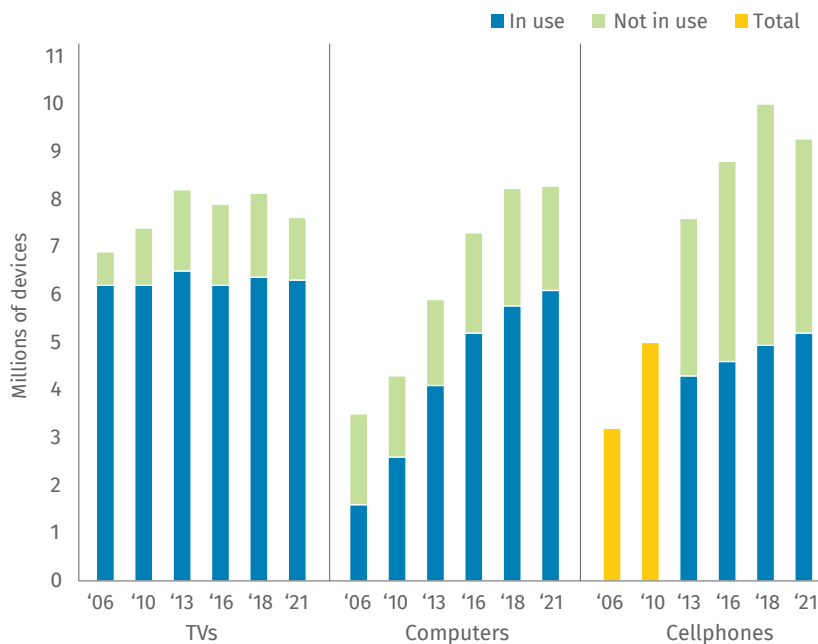


Figure 4: Estimated number of electronics in Wisconsin households, over time



The "not in use" question was not asked for cellphones in 2006 and 2010.

Table 1: Pounds of electronics reported by registered recyclers, program year 12

Type	Pounds
Urban received	19,851,259
Rural received	2,593,055
Rural credit	648,264
Diverted for reuse	(2,382)
Available for manufacturers	23,090,196
Sold to manufacturers	(23,024,237)
Not sold to manufacturers	65,959

Rural credit is 1.25 pounds per pound collected. Electronics diverted for reuse are not eligible for manufacturer recycling credit.

Table 2: Program year 12 collection, by product type

Product type	% of total weight
TVs	51%
Monitors	3%
Computers	4%
Other EEDs	42%

EEDs are eligible electronic devices. Other EEDs include printers, computer accessories, DVD players, VCRs and fax machines.

Addressing challenges

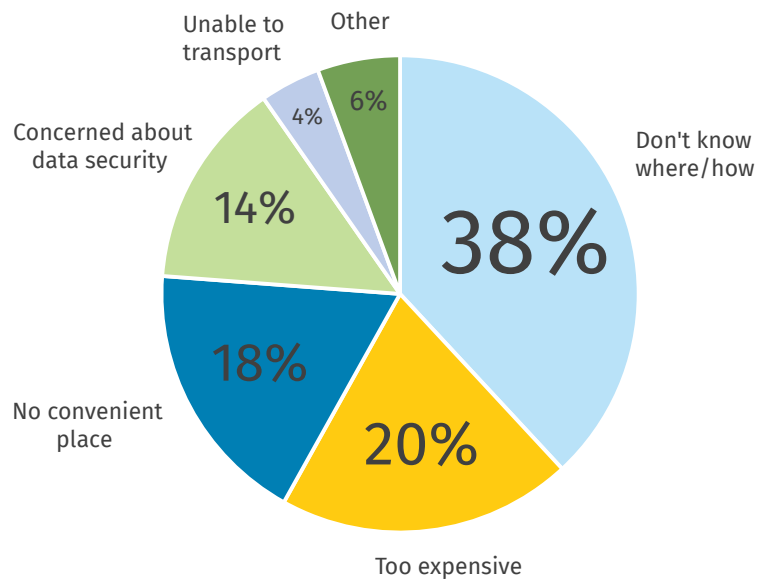
E-Cycle Wisconsin participants have praised many aspects of the law, but noted areas of concern, including a lack of affordable, convenient recycling in some areas; gaps in consumer awareness about the need to responsibly recycle electronics; a need for more actions to deter bad actors; and economic and safety issues the changing material stream has brought to collectors and recyclers.

The DNR worked with stakeholders, the Legislature and Gov. Evers to address many of these challenges through 2021 Wisconsin Act 79. The changes included expansion of E-Cycle Wisconsin to include all K-12 schools, a switch from the state fiscal year to a calendar year for the E-Cycle Wisconsin program year, reduction or elimination of annual registration fees for smaller manufacturers, and authorization for a new DNR grant program to provide support for electronics collection in underserved areas.

In addition, with input from stakeholders, the DNR drafted administrative rules to set standards for the collection, transportation and processing of electronics; require all Wisconsin-based electronics processors to set aside money for closure and cleanup costs; strengthen customer outreach requirements for electronics retailers; and expand the types of devices included in E-Cycle Wisconsin, among other things. If approved by Gov. Evers and the Legislature, the rules will likely take effect in mid-2022.

While these represent significant improvements, there is more work to be done to ensure the long-term success of E-Cycle Wisconsin. Both the nature of electronics being sold and markets for materials electronics contain have changed dramatically since 2010. Recyclers' costs for managing materials like leaded glass, lithium-ion batteries and plastics have increased, while manufacturers have pushed for lower per-pound payments to recyclers. This means more of the cost is passed on to collectors and consumers. Higher costs have also led to fewer permanent electronics collection sites, which has reduced consumer access to convenient electronics recycling.

Figure 5: Reason household was unable to recycle electronics during last 12 months, 2021

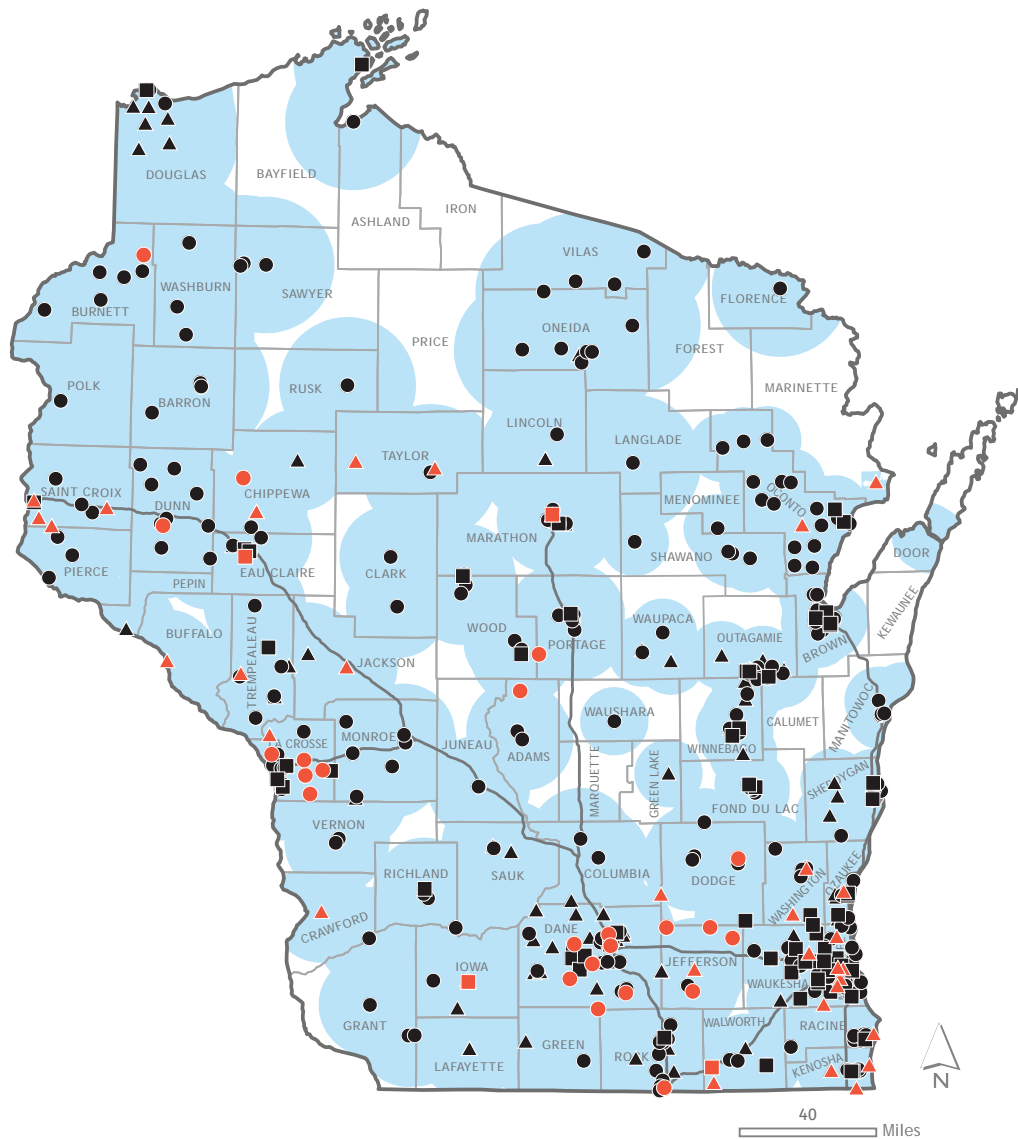


Recommendations for potential legislative changes

The electronics recycling law directs the DNR to examine several aspects of the law within the annual report and make suggestions for possible changes. The following is a list for the Legislature's consideration, based on stakeholder input, of changes that could improve the law and ensure its continued effectiveness.

- To better meet the electronics recycling needs of Wisconsin households and schools, and to make the program more predictable for recyclers and manufacturers, the Legislature could consider changing or replacing the manufacturer target formula and method of encouraging collection in rural areas.
- To improve the market-based system the electronics recycling law creates and allow recyclers to recoup as much of their costs as possible the Legislature could consider adding a provision to allow registered recyclers to carry over credits for weight they have recycled but not sold to manufacturers.
- To make it easier for the DNR and manufacturers to determine whether the law covers newer devices and improve proper management of problem components, such as lithium-ion batteries, the Legislature could consider updating and clarifying device definitions to better fit current and future electronics.

Map of collection sites registered under E-Cycle Wisconsin during program year 12



<p>20-mile coverage area: Northern*</p> <p>15-mile coverage area: South Central, West Central*</p> <p>10-mile coverage area: Northeast, Southeast*</p>	<ul style="list-style-type: none"> ● Permanent collection sites ▲ One-day collection sites ■ Temporary collection sites <p>— Interstate highways</p>
<p>*Based on the 2021 DNR Household Recycling Survey question, "How far would you be willing to travel to recycle electronics?"</p>	
<p>● ■ ▲ Collection sites available only to employees and customers of a company or residents of a village, town, city or county.</p>	



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