



E-Cycle Wisconsin 2013 overview

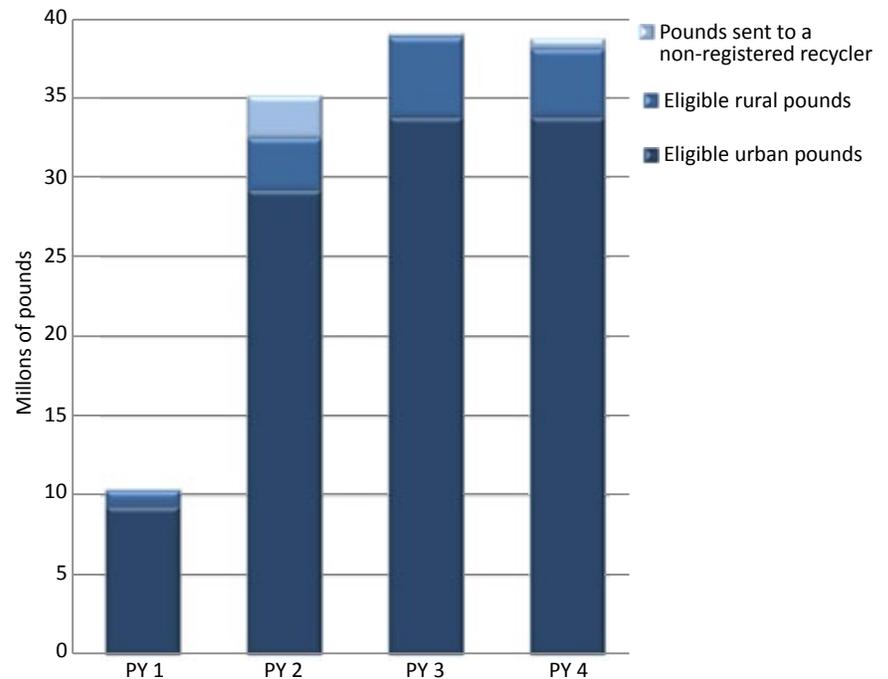
Wisconsin's electronics recycling law took effect Jan. 1, 2010, when manufacturers of certain consumer electronics were required to collect and recycle electronics from Wisconsin households and schools under the E-Cycle Wisconsin program. Beginning Sept. 1, 2010, many consumer electronics—including TVs, computers, printers and cell phones—could no longer be put in the trash or sent to landfills and incinerators in Wisconsin.

Below is a summary of the successes and challenges the E-Cycle Wisconsin program has had through the end of 2013, followed by the policy recommendations the DNR made to the Wisconsin legislature in December 2013.

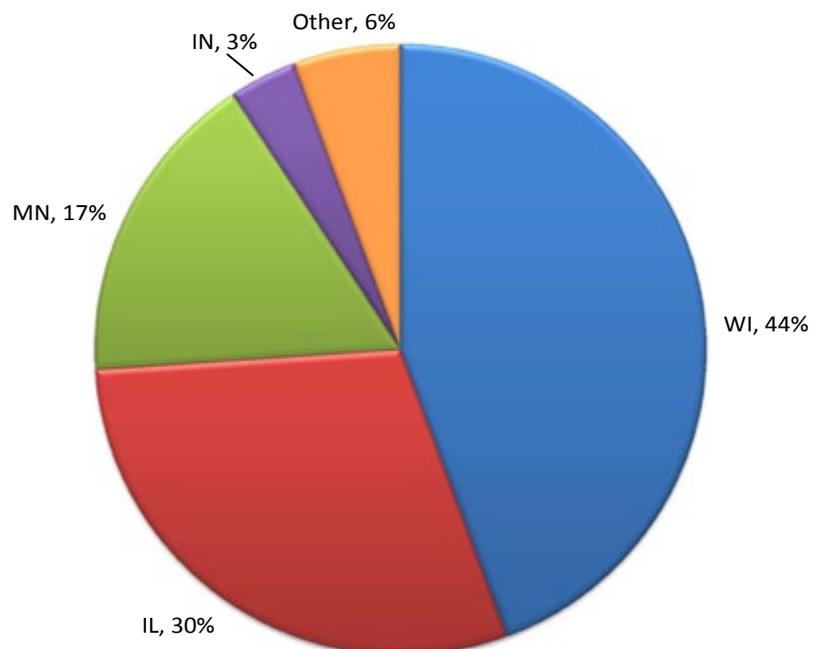
Successes

- Between January 2010 and June 2013, Wisconsin households and schools recycled 123 million pounds of electronics through E-Cycle Wisconsin. During program year 4 (July 2012 to June 2013), registered collectors took in 38.8 million pounds of electronics, or 6.8 pounds per Wisconsin resident—one of the highest rates in the country.
- During program year 4, nearly all manufacturers met or exceeded their recycling targets, with only a handful of companies with small recycling targets choosing to pay a shortfall fee to the state instead of purchasing recycled pounds.
- The number of registered collection sites available to Wisconsin residents has continued to grow. During program year 4, there were nearly 700 permanent or special event collection sites in 67 of Wisconsin's 72 counties, covering 99 percent of the state's population. Since the law took effect, only one county has not had a collection site registered under the program at some point. Consumers in most parts of the state have free or low-cost recycling options for most electronics.
- The vast majority of manufacturers, recyclers and collectors are complying with the law, and the DNR has taken actions to ensure a level playing field for program participants.
- More than 90 percent of the electronics collected under E-Cycle

Pounds collected by registered collectors



Percent of program year 4 pounds received by registered recyclers, by state

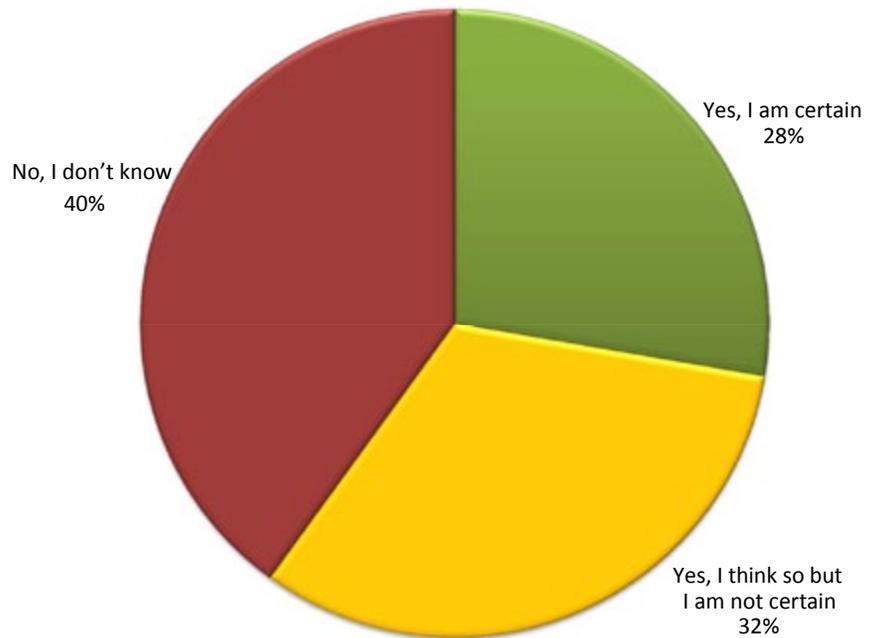


Wisconsin are processed initially in Wisconsin or other Midwest states, contributing to continued growth in the region's electronics recycling industry.

Do Wisconsin residents know where to take electronics for recycling?

Challenges

- Some Wisconsin residents are still putting electronics in the trash or illegally disposing of them on public and private property. Residents in a few parts of the state still lack good electronics recycling options, or may be unwilling to pay the fees charged by existing collectors.
- The DNR's 2013 household survey showed that awareness of the electronics disposal ban and E-Cycle Wisconsin has dropped since 2011, and residents' biggest barrier to recycling electronics is not knowing where or how to do so.
- The continued rising cost of recycling led glass from cathode ray tubes and diversion of the more valuable electronic components from the program are posing economic challenges to recyclers and manufacturers. At the same time, electronics collection has been exceeding manufacturer targets by several million pounds—a positive outcome in terms of recycling, but one that puts downward pressure on the payments recyclers receive per pound they process.
- A 2013 DNR surveyed showed that many local governments that are collecting electronics are doing so outside of the E-Cycle Wisconsin program, and thus have not been realizing the cost savings envisioned by the law's sponsors.
- Small-scale recyclers and collectors not participating in E-Cycle Wisconsin are, in some cases, mismanaging potentially harmful materials.



Policy recommendations

As part of the annual report, the electronics recycling law directs DNR to examine several aspects of the law and make recommendations for possible changes. Potential changes that would require legislative action are outlined here. For a complete discussion of these and other issues, see the policy recommendations section at the end of the 2013 Legislative Report.

- To enhance collection in underserved areas, consider setting up a simple grant program, using manufacturer shortfall fees and some portion of registration fees, to help fund electronics collection sites or events for areas or populations currently underserved by E-Cycle Wisconsin.
- Consider changing the registration fee levels in s. 287.17(4)(b) to assist small businesses by reducing or eliminating registration fees paid to the state by very small electronics manufacturers.
- Consider modifying the definition of "school" under s. 287.17(1)(np) to allow all K-12 schools in Wisconsin to recycle electronics through E-Cycle Wisconsin.
- To gain a firmer understanding of how the mix of products being recycled under E-Cycle Wisconsin compares to the mix of products being sold, consider making small changes to the manufacturer and recycler registration and reporting requirements to require manufacturers to break their sales data into TVs and IT equipment, and have both groups report the pounds recycled by TVs, computer monitors, computers, printers and other eligible electronic devices.

[View the full legislative report and other reports at \[dnr.wi.gov/topic/ecycle\]\(http://dnr.wi.gov/topic/ecycle\)](http://dnr.wi.gov/topic/ecycle)