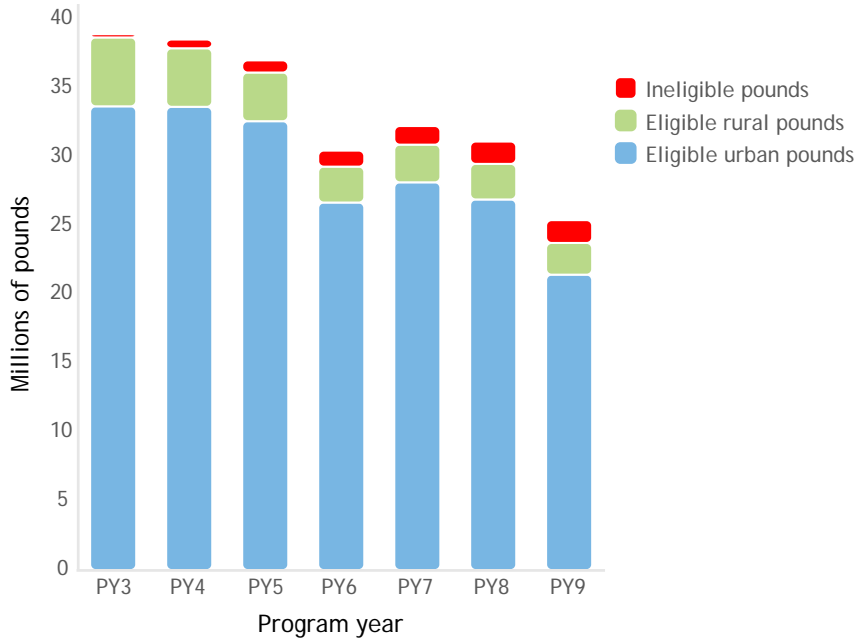




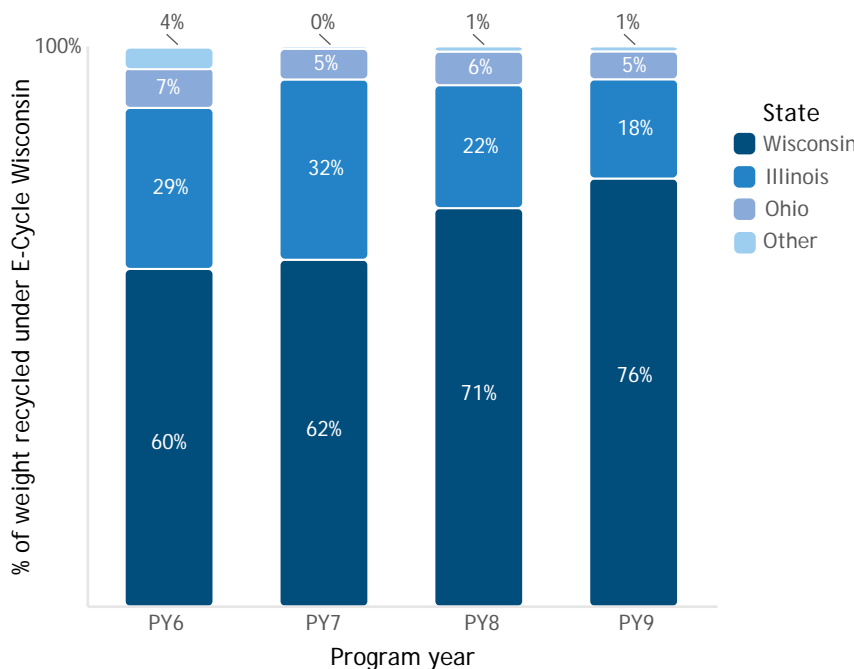
E-Cycle Wisconsin 2018 report summary

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 highlights

- Registered collectors took in 25.6 million pounds of electronics, or 4.4 pounds per Wisconsin resident. In total, between January 2010 and June 2018, Wisconsin households and schools recycled more than 280 million pounds of electronics through E-Cycle Wisconsin.
- More than 99 percent of the 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 76 percent of the weight processed.
- While the number of registered collection sites has declined overall, there was a slight increase from program year 8 to 9. There was at least one registered electronics collection site or event in 65 of Wisconsin's 72 counties, representing 99 percent of the state's population.
- Most manufacturers met or exceeded their recycling targets, with a handful voluntarily going well above their targets.
- Nearly all manufacturers, recyclers and collectors are complying with the law, and the DNR continues to work to ensure a level playing field for program participants.

Table 1: Program year 9 collection, by product type

Product type	% of total weight
TVs	60%
Monitors	6%
Computers	8%
Other EEDs	26%

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

Figure 3: Comparison of weight recycled and manufacturer targets, by program year

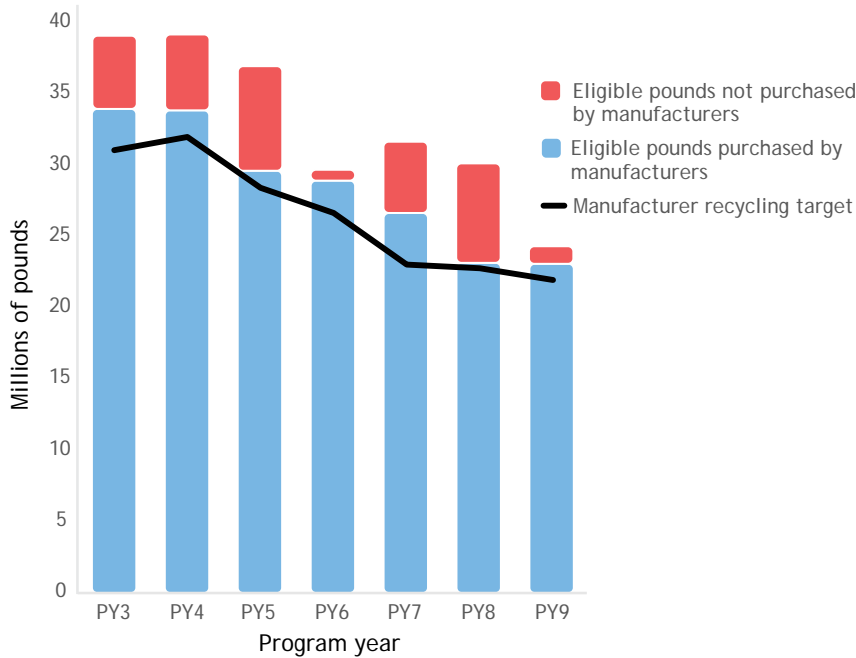


Table 2: Pounds of electronics reported by registered recyclers, program year 9

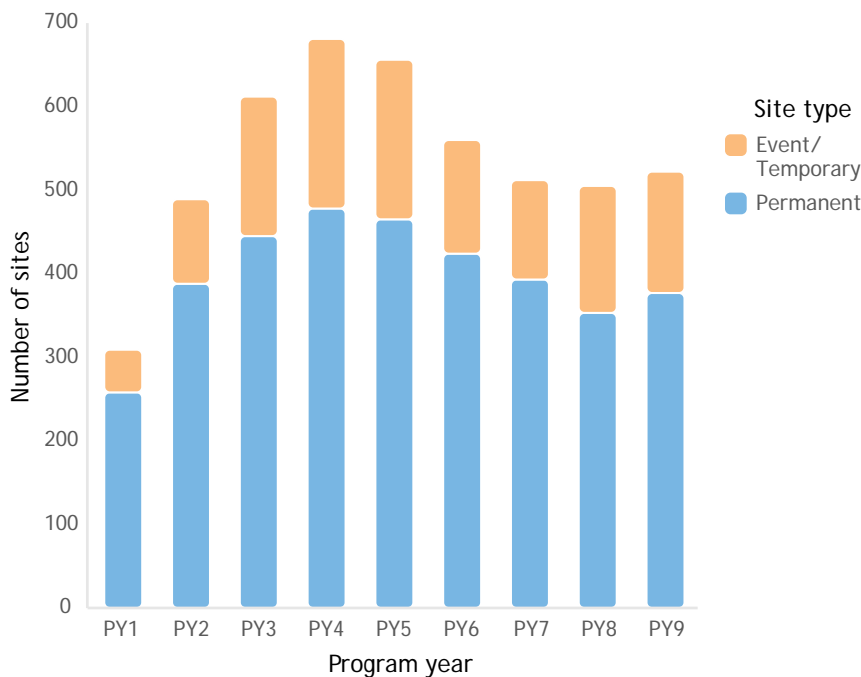
Type	Pounds
Urban received	21,784,390
Rural received	2,080,256
Rural credit	520,064
Non-eligible glass	(1,491)
Diverted for reuse	(55,554)
Available for manufacturers	24,327,665
Sold to manufacturers	23,098,194
Not sold to manufacturers	1,229,471

Rural credit is 1.25 pounds per pound collected. Urban and rural pounds differ slightly from Table 2 because some recyclers count all pounds as urban.

Non-eligible glass is CRT glass the recycler received but that was not recycled, under the definitions in s. 287.17, Wis. Stats.

Electronics diverted for reuse are not eligible for manufacturer recycling credit.

Figure 4: Registered collection sites over time



The DNR received a complaint in fall 2018 about a former auto salvage yard that had been improperly managing CRT TVs.

Challenges

Over the last few years, both the nature of electronics being sold and the markets for materials electronics contain have changed dramatically. Due to the popularity of smaller and lighter devices and manufacturers' design improvements to reduce product weight, the weight-based manufacturer recycling targets, set by a statutory formula, have declined by more than 10.5 million pounds (33 percent) since 2013. While some manufacturers have continued to voluntarily exceed their recycling targets, overall there were more than 1.2 million pounds recycled during the 2017-18 program year for which manufacturers did not pay. Dwindling markets for leaded glass in cathode ray tubes (CRTs) and plastics used in electronics, along with lower commodity values in newer devices, have increased recyclers' per-pound costs, but manufacturer payments have not always risen to match.

As a result, unless manufacturer recycling targets are updated or more manufacturers voluntarily exceed their targets, the manufacturer-funded recycling system will continue to fall short of the electronics recycling demand of Wisconsin households and schools. Since 2013, the number of registered electronics collection sites has dropped by nearly one-quarter, and collectors are passing higher recycling costs on to consumers. The DNR has seen several cases in the last few years of irresponsible recycling. These cases threaten the environment and human health and are driven in part by higher costs for responsible recycling. These trends are increasing costs shouldered by taxpayers to either collect electronics or clean up dumped devices.

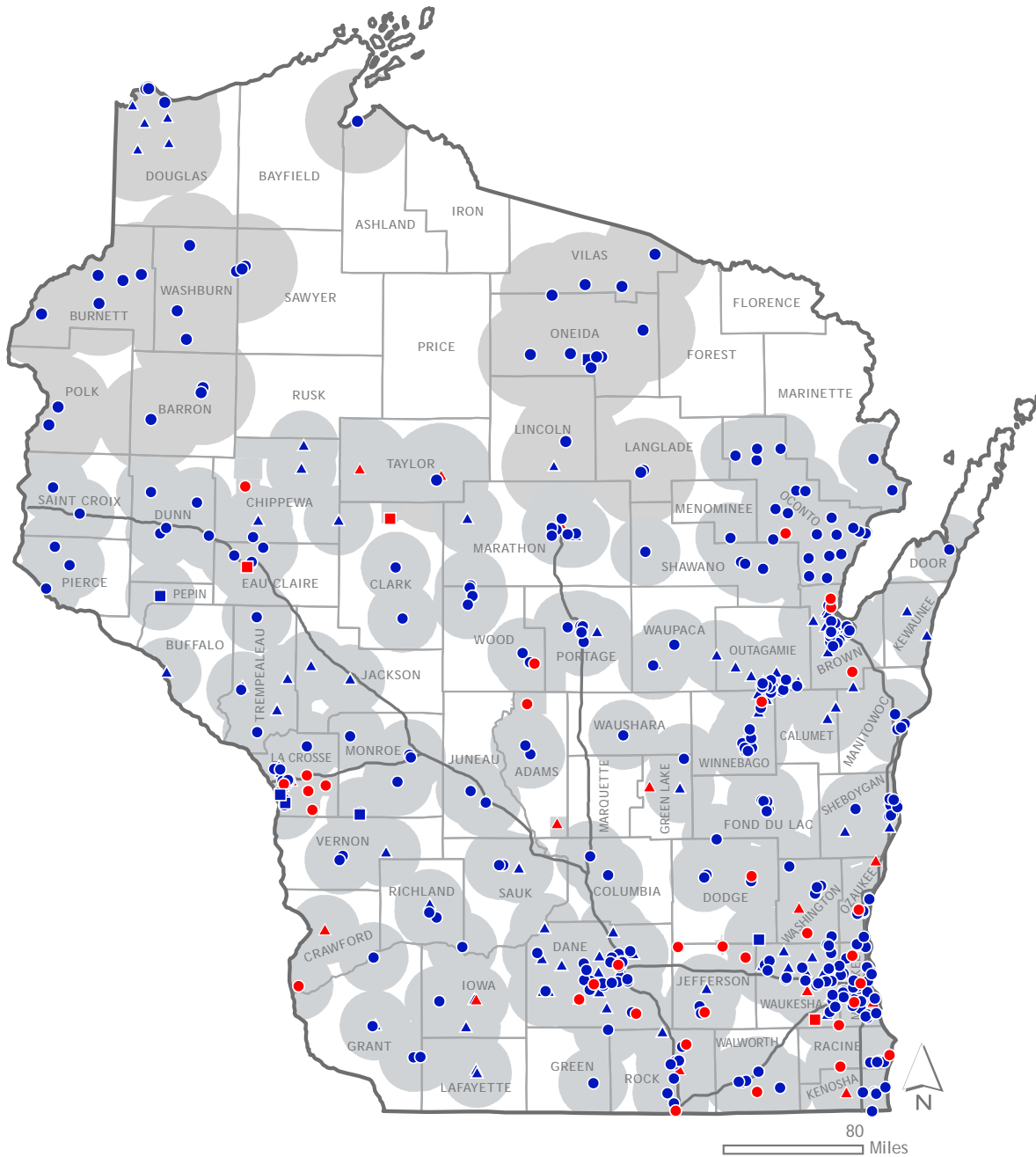
At a May 2018 E-Cycle Wisconsin stakeholder meeting, participants were positive about the law, but noted several areas of concern, including the lack of affordable, convenient recycling for some state residents; a lack of consumer awareness about the need to responsibly recycle electronics; a need for more actions to deter bad actors; and economic and safety issues the changing material stream has brought to collectors and recyclers. This report provides more detail on these topics and includes suggestions stakeholders made for possible actions to address the challenges.

Recommendations per s. 287.17(10), Wis. Stats.

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 both formal and informal stakeholder input, of changes that could be made to improve administration of the electronics recycling law and ensure its continued effectiveness.

- To better match the budget cycles of many manufacturers, recyclers and collectors, consider changing the E-Cycle Wisconsin program year to the calendar year (Jan. 1 to Dec. 31), rather than the state fiscal year, and adjusting reporting dates accordingly.
- To better meet the electronics recycling needs of Wisconsin households and schools, consider changing the manufacturer target formula so that the aggregate target is based on the total weight of electronics received for recycling under the program during previous years. The Legislature could also request a study of alternative approaches to setting targets as suggested by stakeholders.
- To ensure access to electronics collection in rural areas, consider replacing the current rural collection incentive with an alternative method to ensure that manufacturers and recyclers provide attention to rural areas.
- Consider assisting small businesses by reducing or eliminating registration fees very small electronics manufacturers pay to the state under s. 287.17(4)(b).
- 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.
- Consider updating and clarifying device definitions to better fit the changing nature of electronics.

Map of collection sites registered under E-Cycle Wisconsin during program year 9



<p>15-mile coverage area of collection sites*</p> <p>10-mile coverage area of collection sites*</p>	<p>● Permanent collection sites</p> <p>▲ One-day collection sites</p> <p>■ Temporary collection sites</p>	<p>— Interstate highways</p>
<p>*Based on the 2010 WDNR Household 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>		