

# E-Cycle Wisconsin program updates

DNR electronics collector workshop

November 29, 2022

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# 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
- ▶ Cellphones


## 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](http://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

  
Wisconsin Department of Natural Resources  
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P.O. Box 7401, Madison, WI 53707 • (608) 266-2111  
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810P-WA-1-07-2015  Wisconsin's Official Recycle

# E-Cycle Wisconsin

- ▶ Manufacturers of TVs, computers, monitors and printers must register and meet recycling targets based on weight of covered electronics sold in WI
- ▶ Collectors and recyclers can choose to participate; must meet program requirements
- ▶ Only weight from registered collectors and recyclers eligible for manufacturer credit

## E-Cycle Wisconsin process



## Manufacturer's role



Manufacturers sell electronics through retailers, distributors and/or directly. Some of these products are sold into Wisconsin, which has a law covering electronics manufacturers.



The law assigns manufacturers annual "recycling targets" based on the weight of covered products the manufacturer sells in Wisconsin.



¢/lb.

Manufacturers make agreements with registered recyclers or with brokers that work with registered recyclers to pay a certain number of cents per pound to meet recycling targets.



Manufacturers fulfill their contracts with recyclers, keeping costs lower for the public.



## Which Electronics Can I Recycle Under E-Cycle Wisconsin?



Wisconsin households, K-12 public schools and Parental Choice Program schools may recycle electronics through the E-Cycle Wisconsin program. The following electronics are accepted under E-Cycle Wisconsin. Many collection sites will also accept other items. To find a collection site near you, visit [dnr.wi.gov](http://dnr.wi.gov) and search "ecycle."



Computers: desktop, laptop, netbook, notebook, tablet



Fax machines and desktop printers, including 3-D printers and printers combined with fax machines, scanners and copiers



TVs, computer monitors and e-readers



Computer accessories, including keyboards, mice, hard drives, scanners, speakers, flash drives and other devices



DVD players, VCRs, DVRs and other video players



[dnr.wi.gov](http://dnr.wi.gov), search "ecycle"

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## Electronics eligible under E-Cycle WI

- ▶ 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

# Recent changes



2021 Wisconsin Act 79 signed in August 2021—first modifications since 2009



Administrative rules undergoing final review, likely effective spring or summer 2023

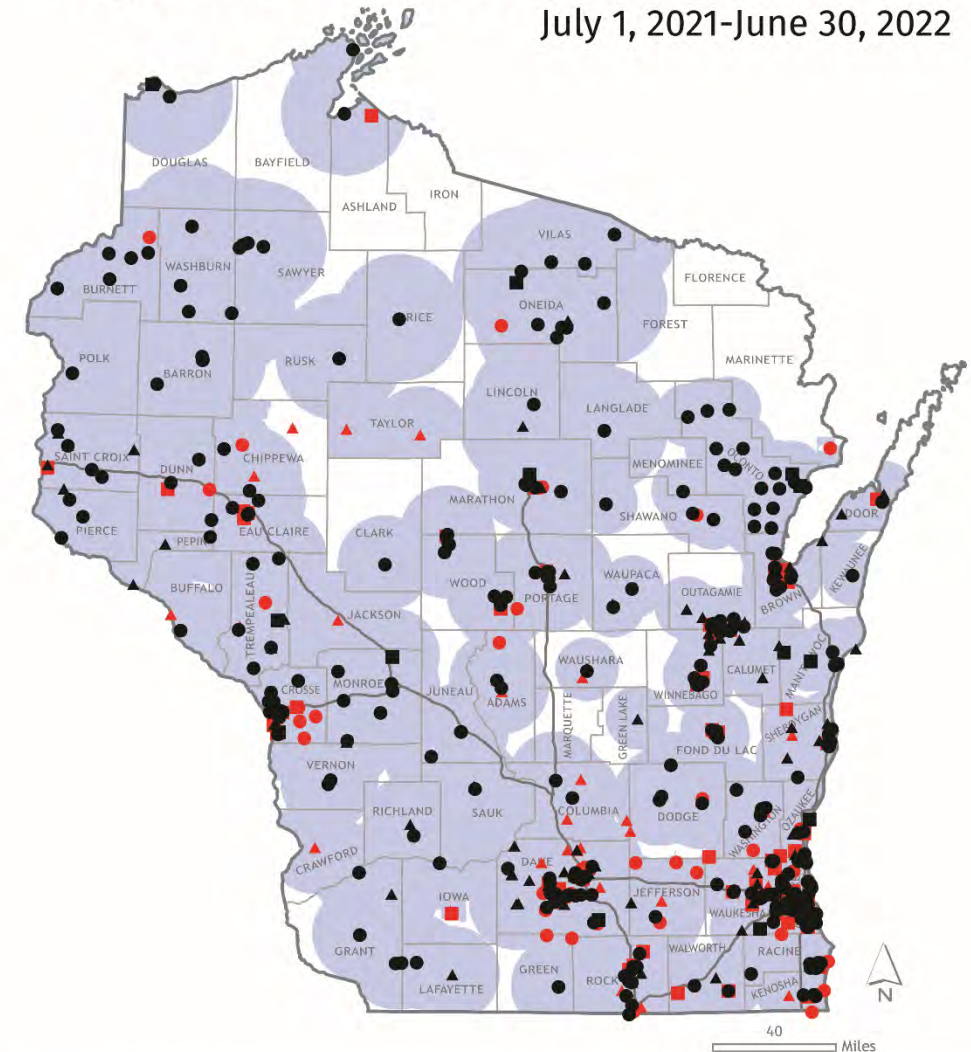










Changes in program economics because of flipped supply and demand

# Registered E-Cycle Wisconsin Collection Sites July 1, 2021-June 30, 2022

## Program year 13 collection sites

- ▶ Collection sites registered during program year 13, with 10-, 15- or 20-mile radius circles showing average distance willing to drive to recycle electronics
- ▶ Shaded circles were eliminated or cropped in cases where sites are known to be restricted to municipal/county residents

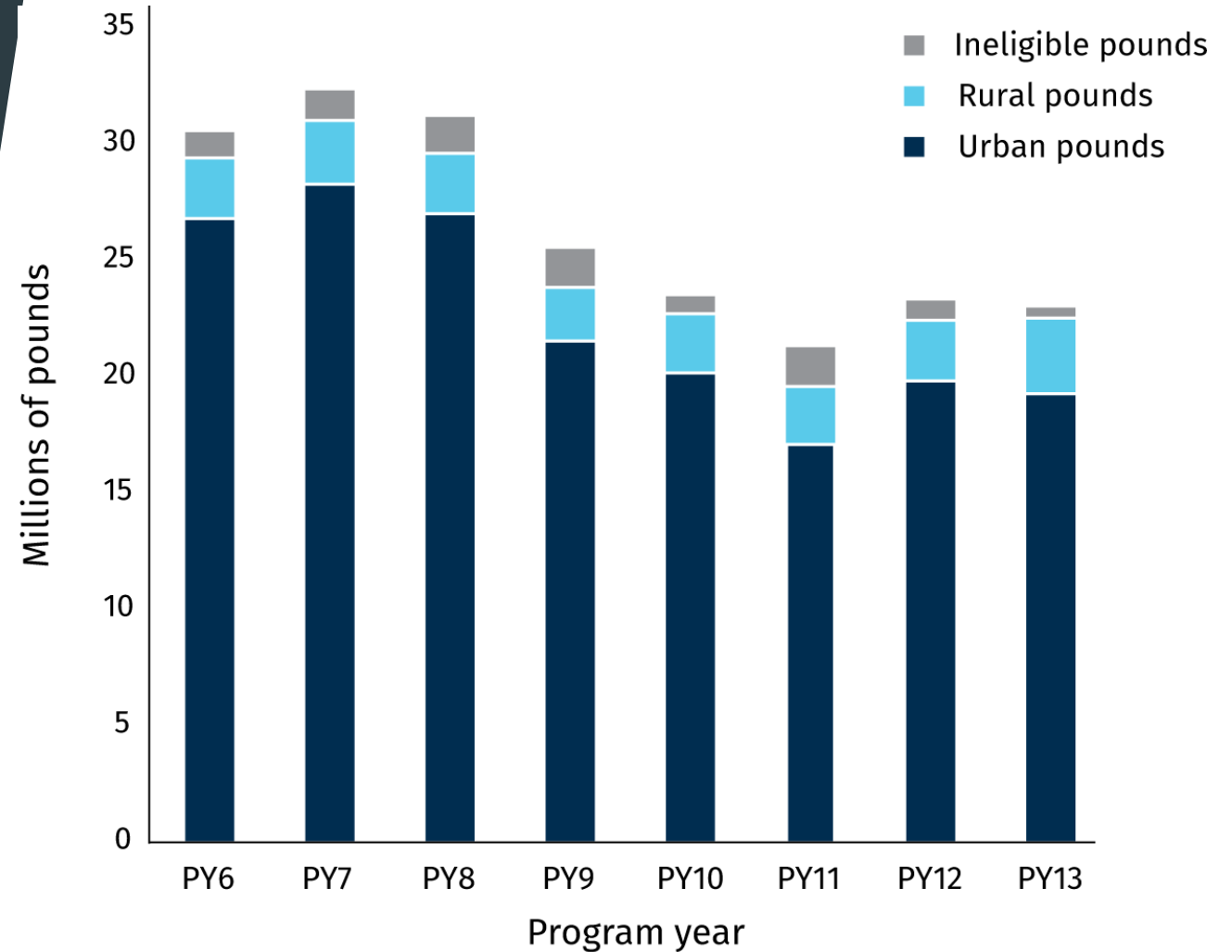


 20-mile coverage area: Northern*  15-mile coverage area: South Central, West Central*  10-mile coverage area: Northeast, Southeast*	 Permanent collection sites  One-day collection sites  Temporary collection sites  Collection sites available only to employees and customers of a company or residents of a village, town, city or county.	 Interstate highways
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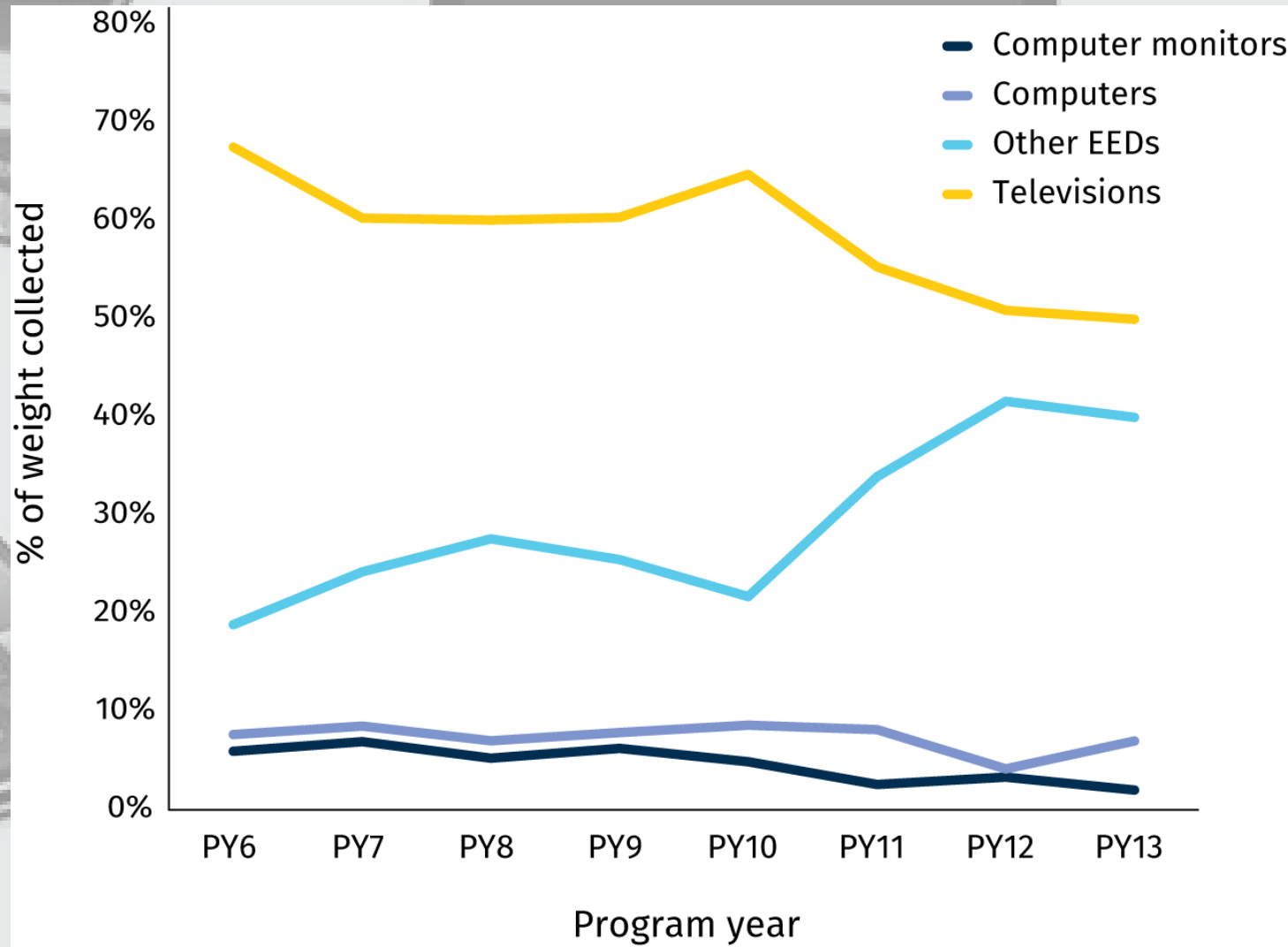
\*Based on the 2021 DNR Household Recycling Survey question, "How far would you be willing to travel to recycle electronics?"

# Pounds collected, by program year

- ▶ PY13 collection was 23.1 million pounds, 4 pounds per capita
- ▶ 370 million pounds collected, January 2010-June 2022



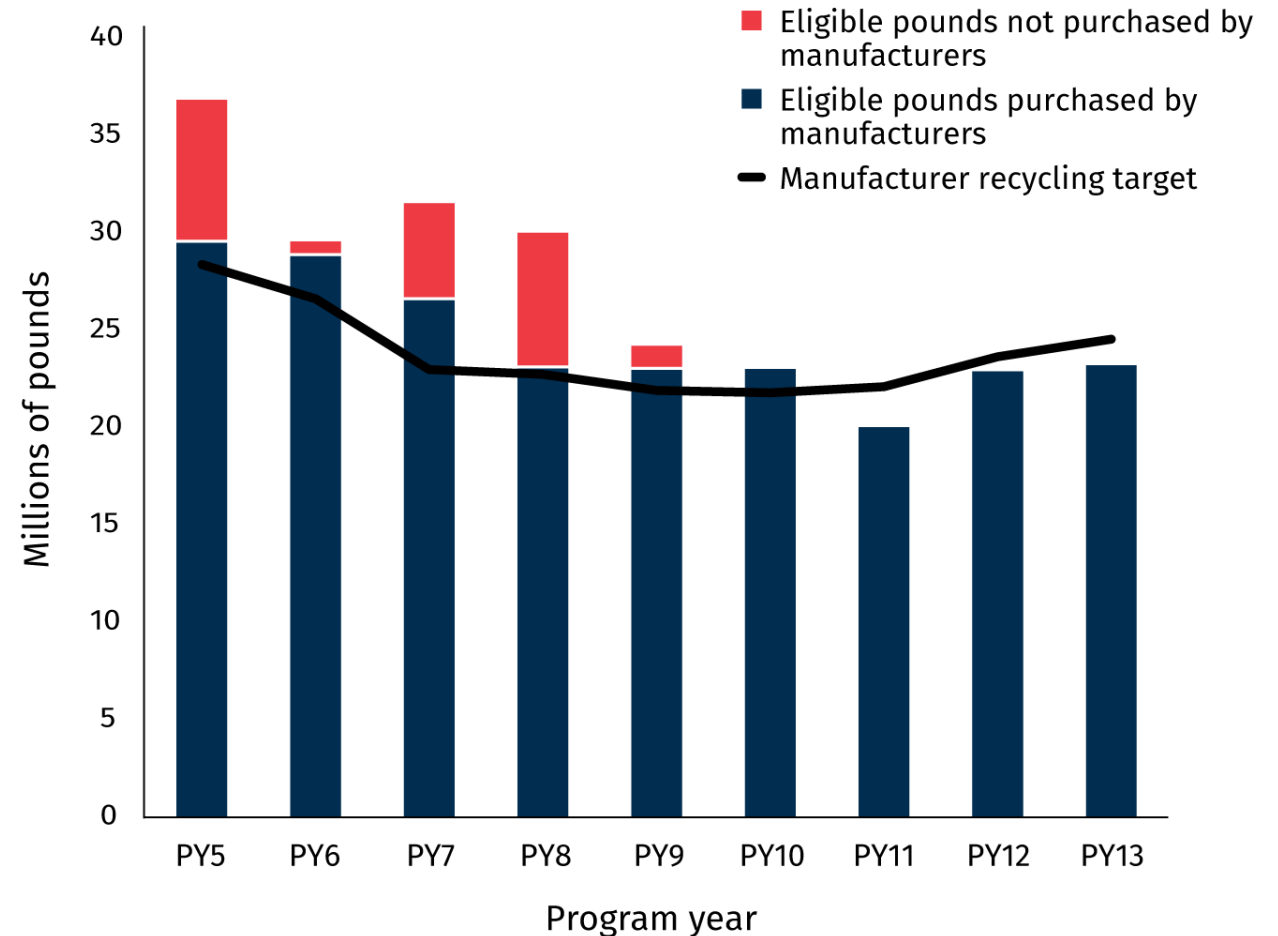
# Collection by device type





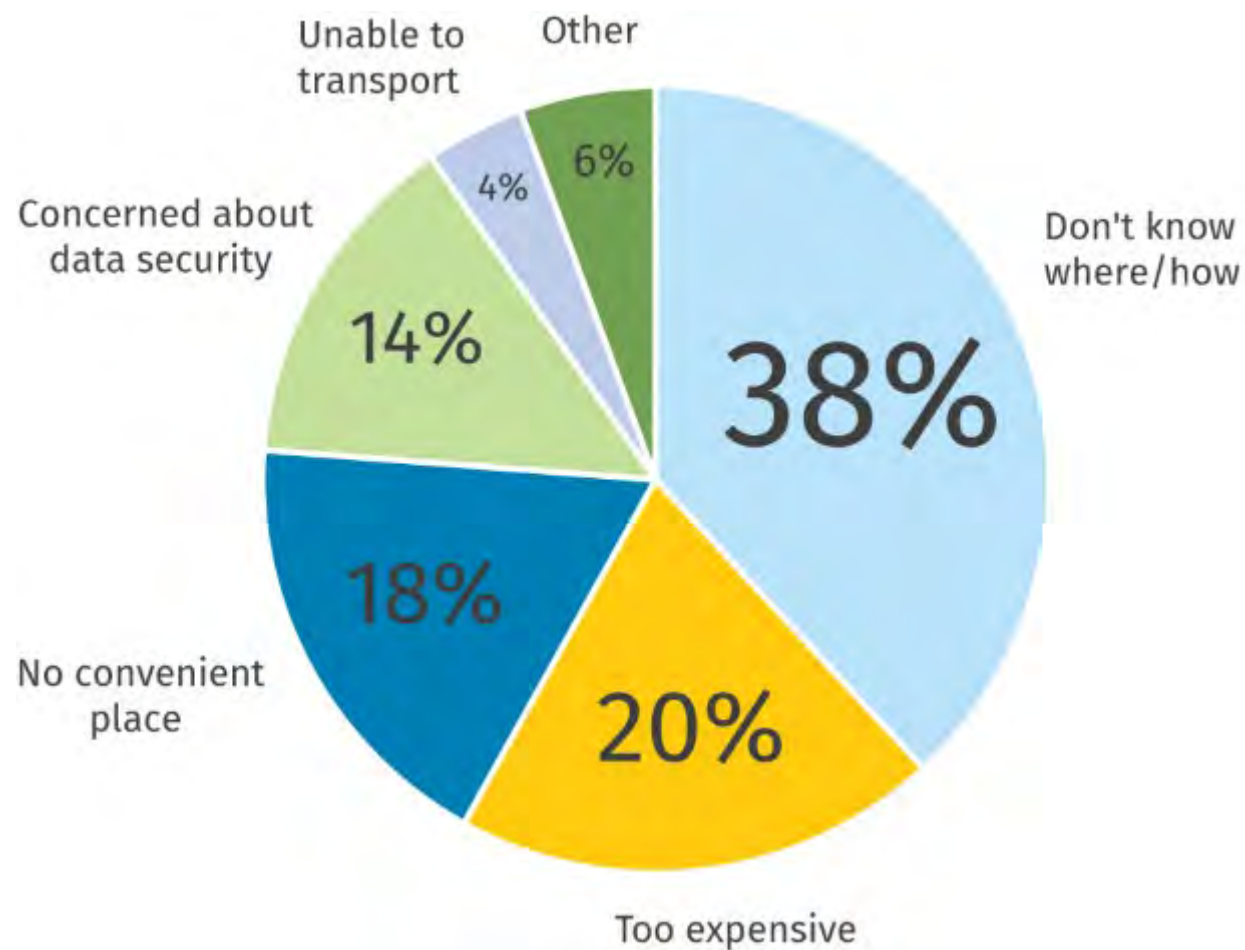
# Pounds recycled and purchased

- ▶ After peaking in 2013 at just under 32 million pounds, manufacturer targets declined until 2019, then started rising
  - ▶ 43.6 million pounds for current 18-month program year
- ▶ Program was significantly overcollecting until 2019; under collected in 2020 and 2021, partly due to pandemic, though manufacturer credits made up most of difference
- ▶ In 2021-22, pounds recycled ~1.2 million pound short of target



# Addressing barriers

- ▶ Outreach remains important
- ▶ Need to reduce end-of-life fees—free sites and events are helping
- ▶ New grant program helping with convenience and cost
- ▶ Collection and recycling locations need to address and promote data security



# Implementing 2021 Wisconsin Act 79



New manufacturer registration fee levels included on 2021 registration form



All K-12 schools now eligible to participate (and sales count toward manufacturer targets)



Manufacturers required to separately report urban and rural pounds



“Transition year” runs from July 2022 through December 2023; program follows calendar year beginning in 2024



New grant program kicked off in spring 2022

- ▶ Authorized in s. 287.17 (10) ((fm), Wis. Stats.
- ▶ Expand electronics recycling and recovery programs in underserved areas of the state
- ▶ Can be for permanent collection site(s) or one-day event(s)
- ▶ Grant recipient must provide matching funds equal to at least 20% of project cost
- ▶ Uses existing funds (manufacturer shortfall and registration fees)
- ▶ All eligible electronics must go to registered recycler

## Grant program overview

# 2022 E-Cycle Wisconsin Electronics Collection Grant

- ▶ Awarded \$87,772 to 15 projects in 13 counties, June 2022
- ▶ 3 permanent collection sites (Riverview Transfer in Kewaunee County and 2 sites in Pepin County)
- ▶ Events in:
  - ▶ Crawford County
  - ▶ Forest County
  - ▶ Iron County
  - ▶ Jefferson County
  - ▶ Kewaunee County
  - ▶ Marquette County
  - ▶ Marinette County
  - ▶ Paddock Lake (Kenosha County)
  - ▶ Ridgeway (Iowa County)
  - ▶ Polk County
  - ▶ Richland County
  - ▶ Taylor County

# Who is eligible for grants?

- ▶ Local units of government
- ▶ Tribal governing bodies
- ▶ Businesses
- ▶ Nonprofit entities, including religious nonprofit entities
- ▶ **Any collection site or event that receives grant funding must be registered with E-Cycle Wisconsin**





# Eligible expenses



Facility/site rental



Materials necessary to host collection site or event



Advertising costs



Staff expenses



Costs to transport to registered recycler



Other costs allowed by the DNR (potentially could include building construction or improvement)



# Priority counties for 2023

Counties with no permanent site & no collection event last program year

- ▶ Florence
- ▶ Forest
- ▶ Iron
- ▶ Marquette

Counties with no registered permanent collection site open to all residents

- ▶ Crawford
- ▶ Green Lake
- ▶ Iowa
- ▶ Jackson
- ▶ Marinette
- ▶ Price
- ▶ Taylor





## Next steps

- ▶ Work with 1<sup>st</sup> round recipients on reimbursement paperwork
- ▶ Plan to open applications for 2<sup>nd</sup> round of grants soon

# Rulemaking goals

Protect human health and the environment by providing more consistent oversight of electronics recycling operations in Wisconsin.

Ensure the electronics recycling program created by s. 287.17, Wis. Stats., continues to function well, including maintaining streamlined registration and reporting practices and preserving a level playing field among program participants.

# Electronics collection site requirements

- ▶ Most requirements apply regardless of E-Cycle Wisconsin registration status
- ▶ Most electronics collection sites will continue to be exempt from transfer station licensing
  - ▶ Public drop-off sites
  - ▶ “Exempt electronics transfer facilities” like retailer logistics centers, collectors that consolidate electronics from elsewhere but do not accept public drop-offs
- ▶ Registered E-Cycle Wisconsin collectors must keep independent records of loads sent to recyclers
- ▶ To prepare, ensure you’re following best management practices

# Storing electronics at drop-off sites

- ▶ Containers or packaging holding only waste electronics must be:
  - ▶ Adequate to prevent breakage and spills
  - ▶ Compatible with the contents
  - ▶ Manufactured of material that will remain structurally sound for the length of time material is stored
- ▶ Electronics must be stored in a manner that will prevent damage from weather, theft or vandalism



## Facilities that will need a solid waste processing plan of operation & license

- ▶ Registered E-Cycle Wisconsin recyclers
- ▶ Registered E-Cycle Wisconsin collectors that disassemble some electronics
- ▶ Other facilities that disassemble, bale, crush, grind or shred electronic devices or components

Collection sites that only hand sort and package electronics for shipping to electronics recycler without engaging in additional electronics recycling activities would be exempt.



# E-Cycle Wisconsin implementation

- ▶ Most language reflects existing practices and guidance
- ▶ Makes owner financial responsibility requirements more consistent between in-state and out-of-state recyclers
- ▶ Updates to eligible electronics

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## Device definitions & adding eligible devices

- ▶ Video game components that meet the “consumer computer” definition would now be covered devices
- ▶ Adding three categories of devices to list of eligible electronics because of batteries
  - ▶ Telephones with video display
  - ▶ Phone accessories with batteries
  - ▶ Video game accessories/ devices with batteries





# Next steps

- ▶ Legislative review of revised rule in January
- ▶ Planning stakeholder meetings once timeline is known (at least one virtual option)
- ▶ Develop plan of operation application for electronics processors
- ▶ Update and get input on guidance documents
- ▶ Contact us if you have questions about how the rule changes apply
- ▶ [Full rule language](#)



# Contacts



DNR website: <https://dnr.wi.gov/topic/ecycle>

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