

E-Cycle Wisconsin program updates

E-Cycle Wisconsin program results webinar

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Landfill and incinerator bans

- Cellphones
- Computers (desktop, laptop and netbook computers)
- Desktop printers, 3D printers and fax machines
- Computer monitors
- Other computer accessories (e.g., keyboards, mice, speakers, external hard drives)
- Tablets and e-readers
- TVs
- DVD players, VCRs and other video players
- Other TV/monitor accessories (*added 2024*)
- Video game consoles

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 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

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dnr.wi.gov "ecycle"

E-Cycle Wisconsin program basics

- Manufacturers of TVs, computers, monitors, printers and video game consoles 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



Electronics eligible under E-Cycle Wisconsin

- Cellphones, other phones with a video display and battery-operated phone accessories (*added 2023*)
- Computers (desktop, laptop and netbook computers)
- Desktop printers, 3D printers and fax machines
- Computer monitors
- Other computer accessories (e.g., keyboards, mice, speakers, external hard drives)
- Tablets and e-readers
- TVs
- DVD players, VCRs and other video players
- Other TV/monitor accessories (*added 2024*)
- Video game consoles
- Battery-operated video game components and portable hand-held gaming devices (*added 2023*)

Which Electronics Can I Recycle Under E-Cycle Wisconsin?



Wisconsin households and K-12 schools may recycle electronics through E-Cycle Wisconsin. The following electronics are accepted under E-Cycle Wisconsin. Many collection sites also accept other items. To find a collection site or mail-back program, visit dnr.wi.gov and search "ecycle."



Computers: desktops, laptops, netbooks, notebooks

Fax machines and desktop printers, including 3-D printers and multifunction printers

TVs and monitors

Cellphones, tablets and e-readers

DVD players, VCRs, DVRs and other video players

Battery-powered phone accessories

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

Other TV/monitor accessories, including antennas, cable/satellite equipment, cords and cables, home theater systems, security cameras and other devices

Video game consoles, hand-held video games and battery-powered accessories

dnr.wi.gov, search "e-cycle"

E-CYCLE WISCONSIN

2023 Wisconsin Act 108



Expanded the definition of “peripheral” to include devices used for input to/output from video display devices.



Increased manufacturer registration fees beginning with the registration due March 1, 2025.

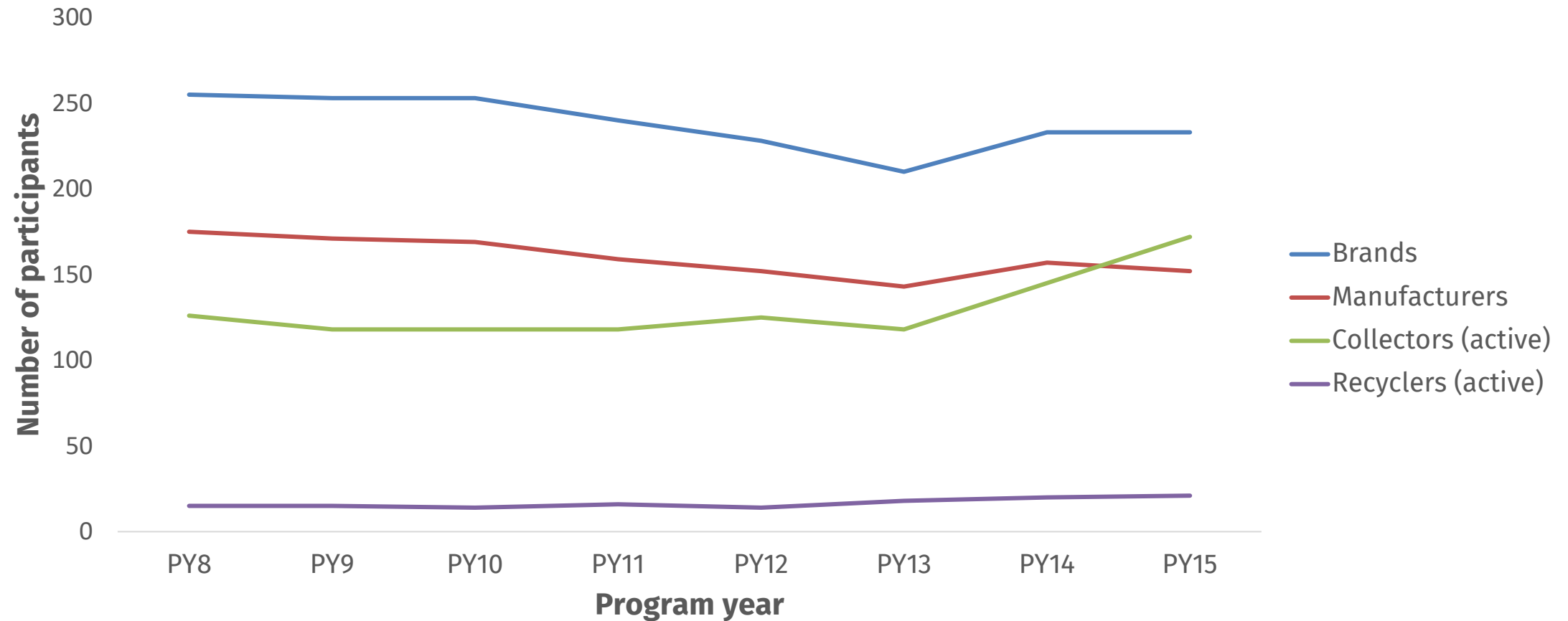


Changed the formula used to set electronics manufacturers’ annual recycling targets.

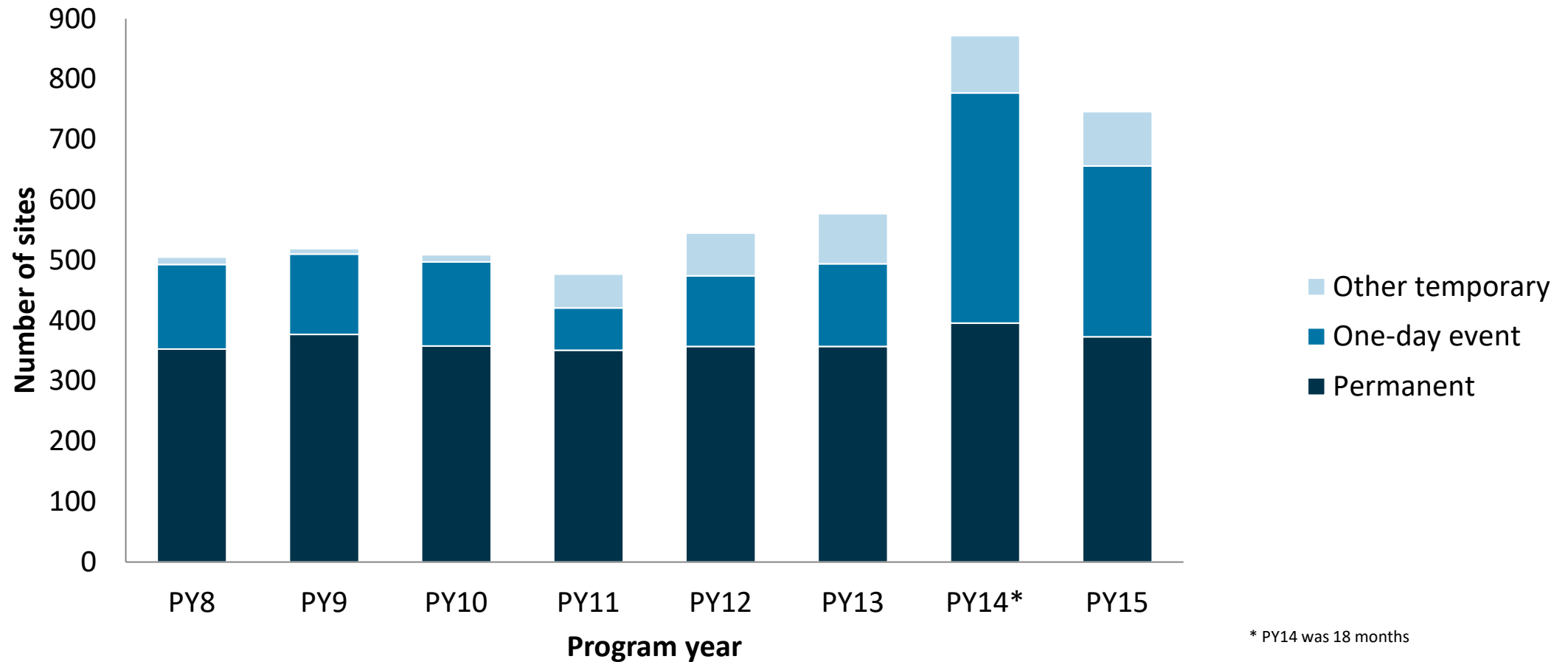


Directed DNR to create rules for “good faith progress” toward meeting a manufacturer’s recycling target.

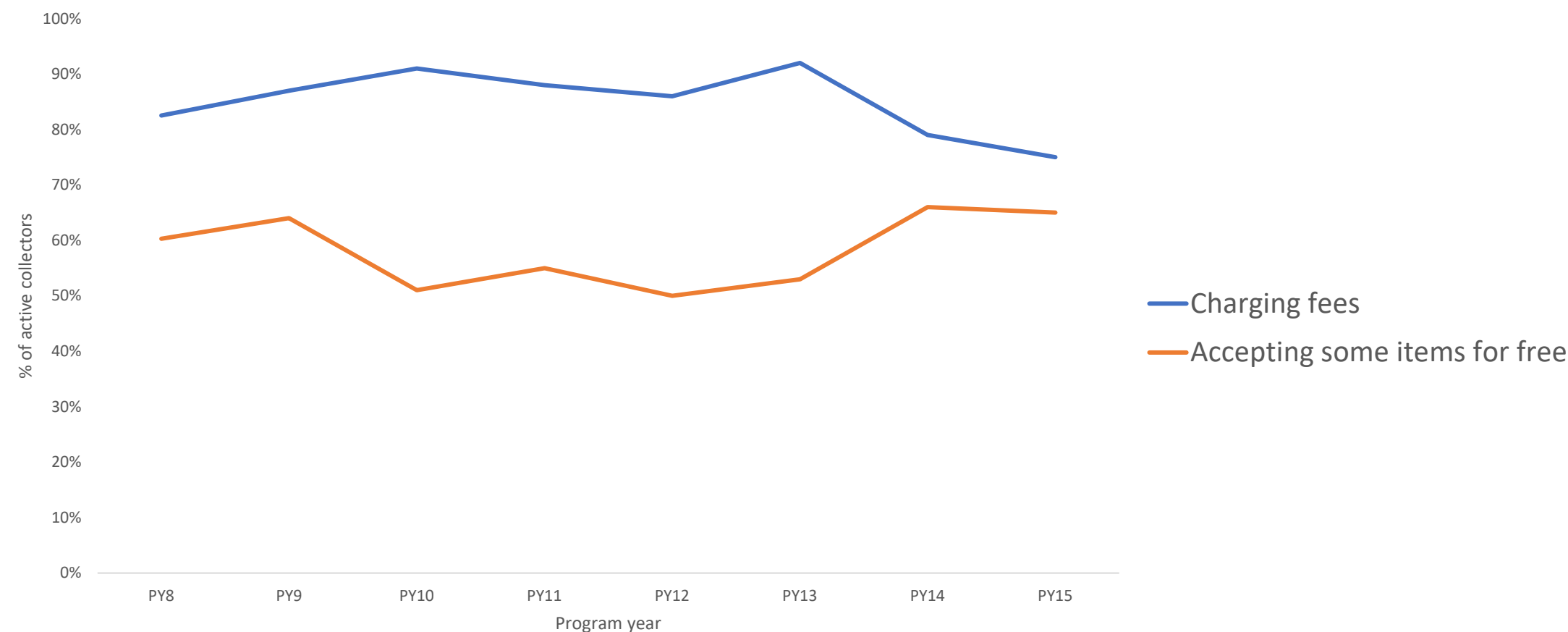
Participation in E-Cycle Wisconsin



Record number of collection sites in 2024

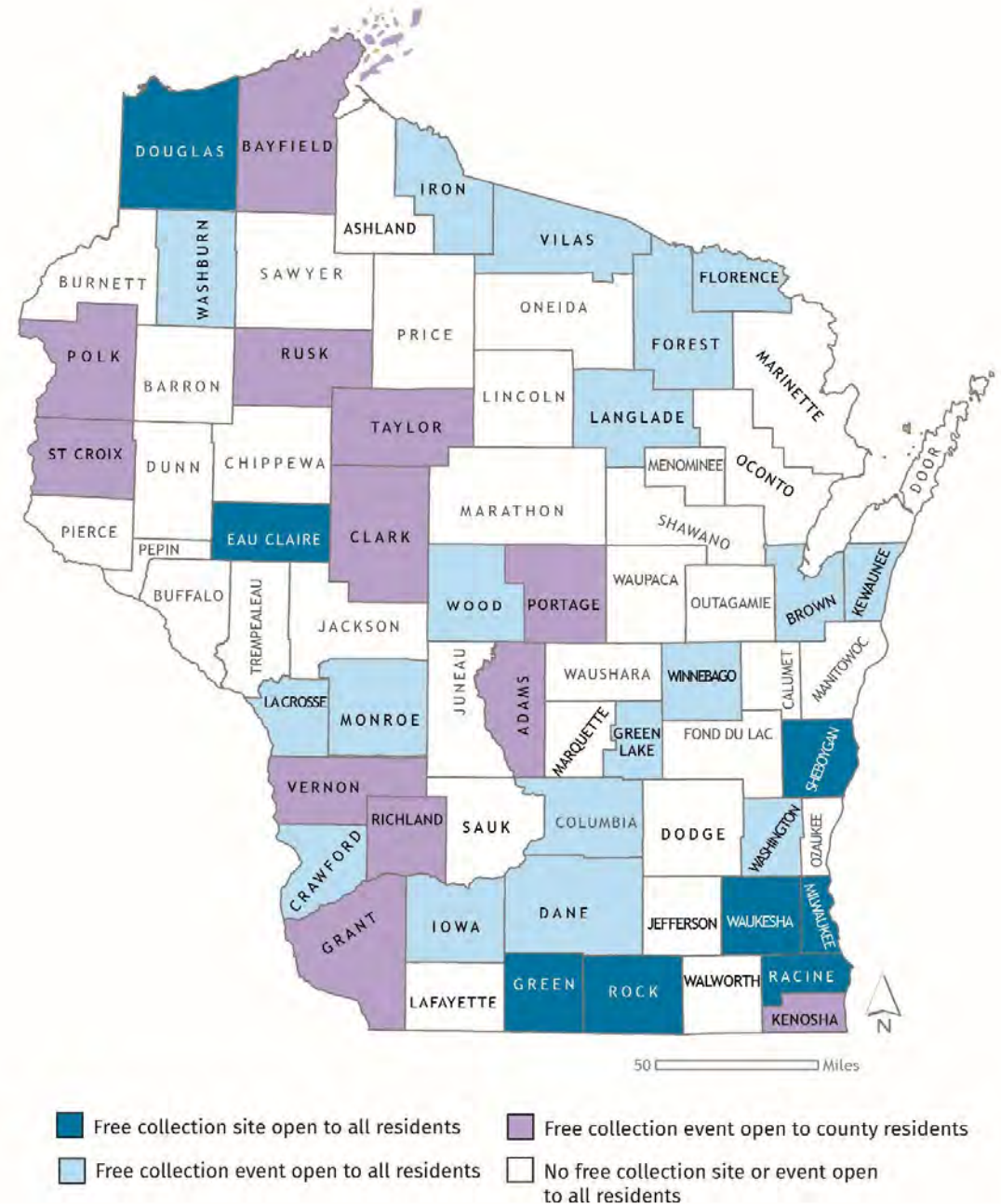


There have been more free collection sites



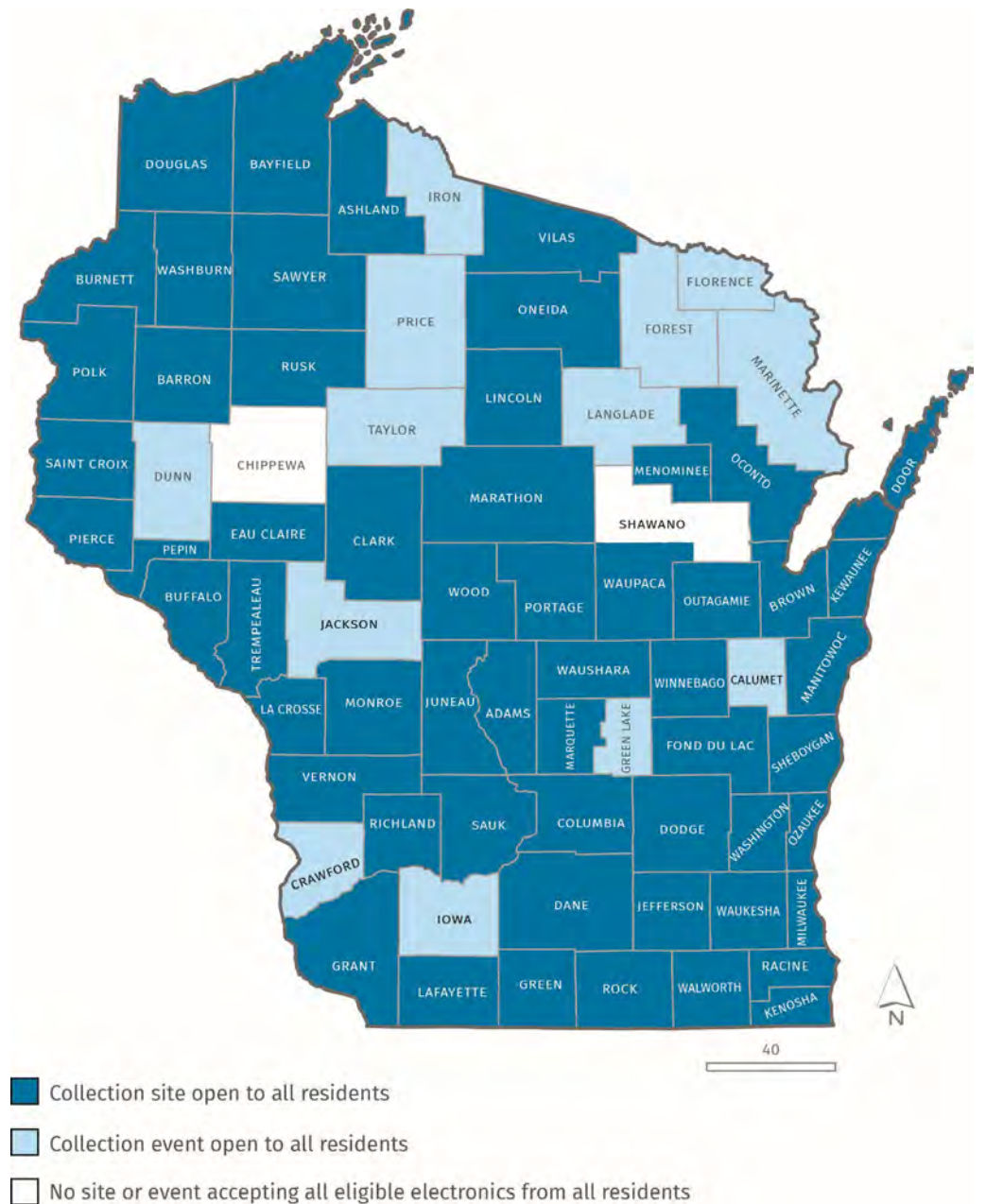
Counties with free collection sites or events in 2024

- 8 counties with a free permanent site open to all residents
- At least 52 free collection events in 35 counties

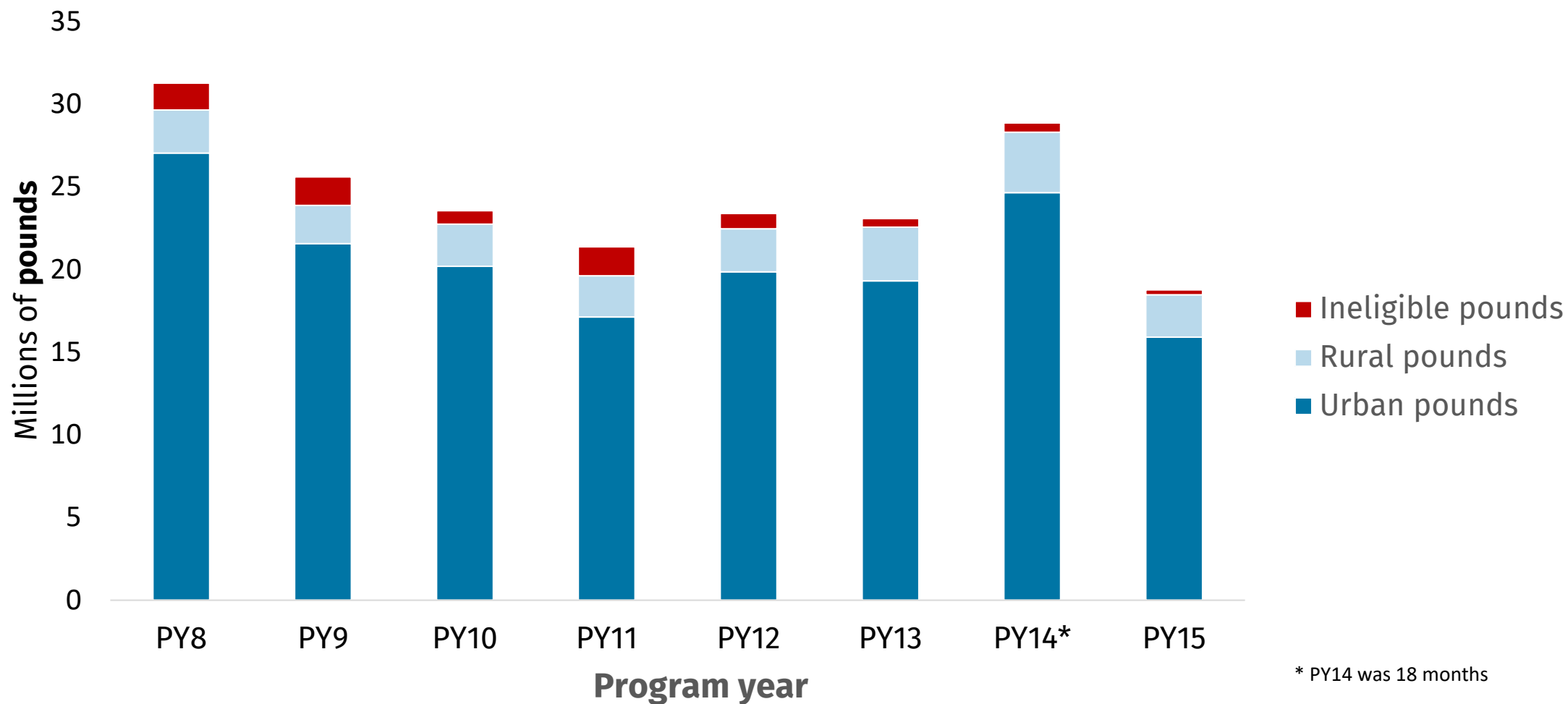


Some counties still lack full access

- Several counties (light blue) do not have a permanent collection site accepting all eligible electronics from all residents
- Two counties do not have a permanent site or event located in the county accepting all eligible electronics from all residents

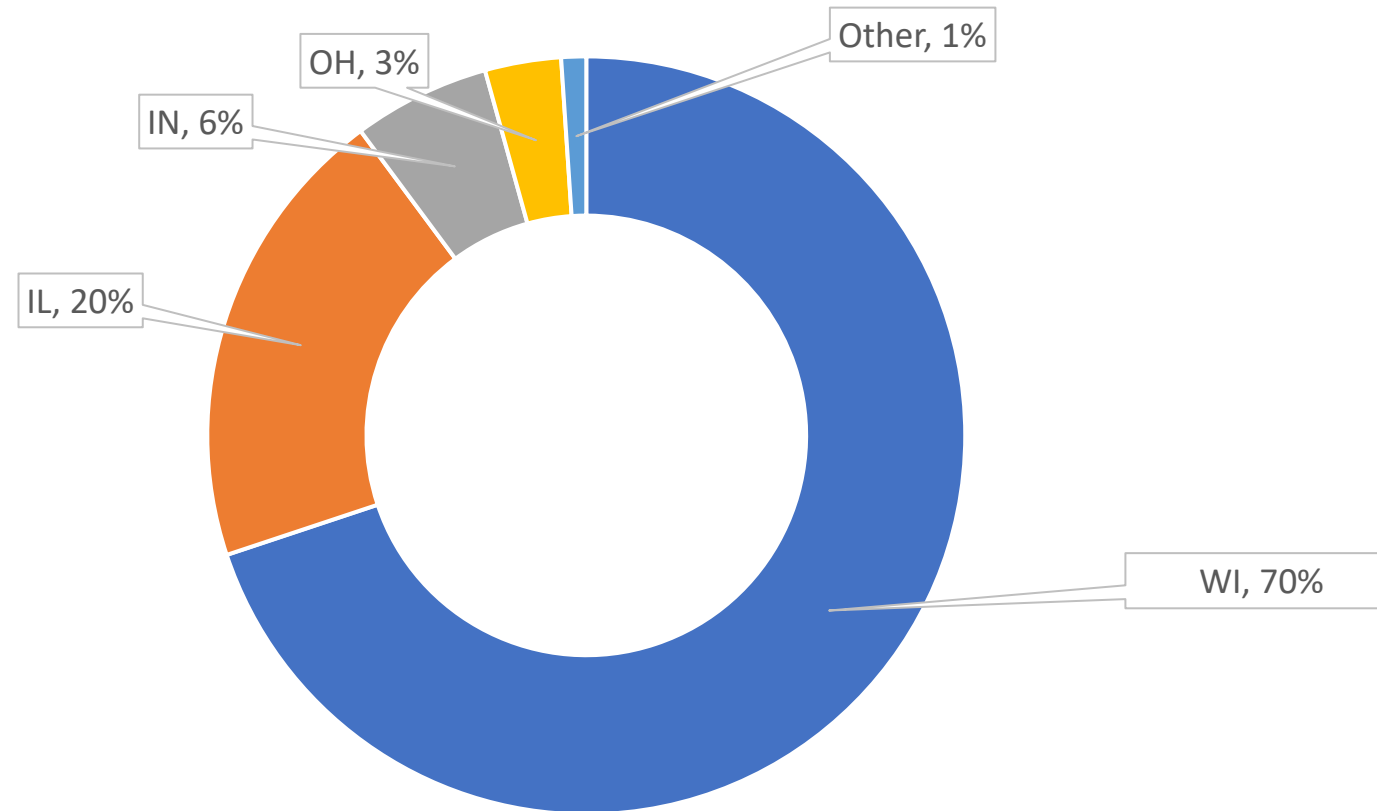


Decline in weight of electronics collected

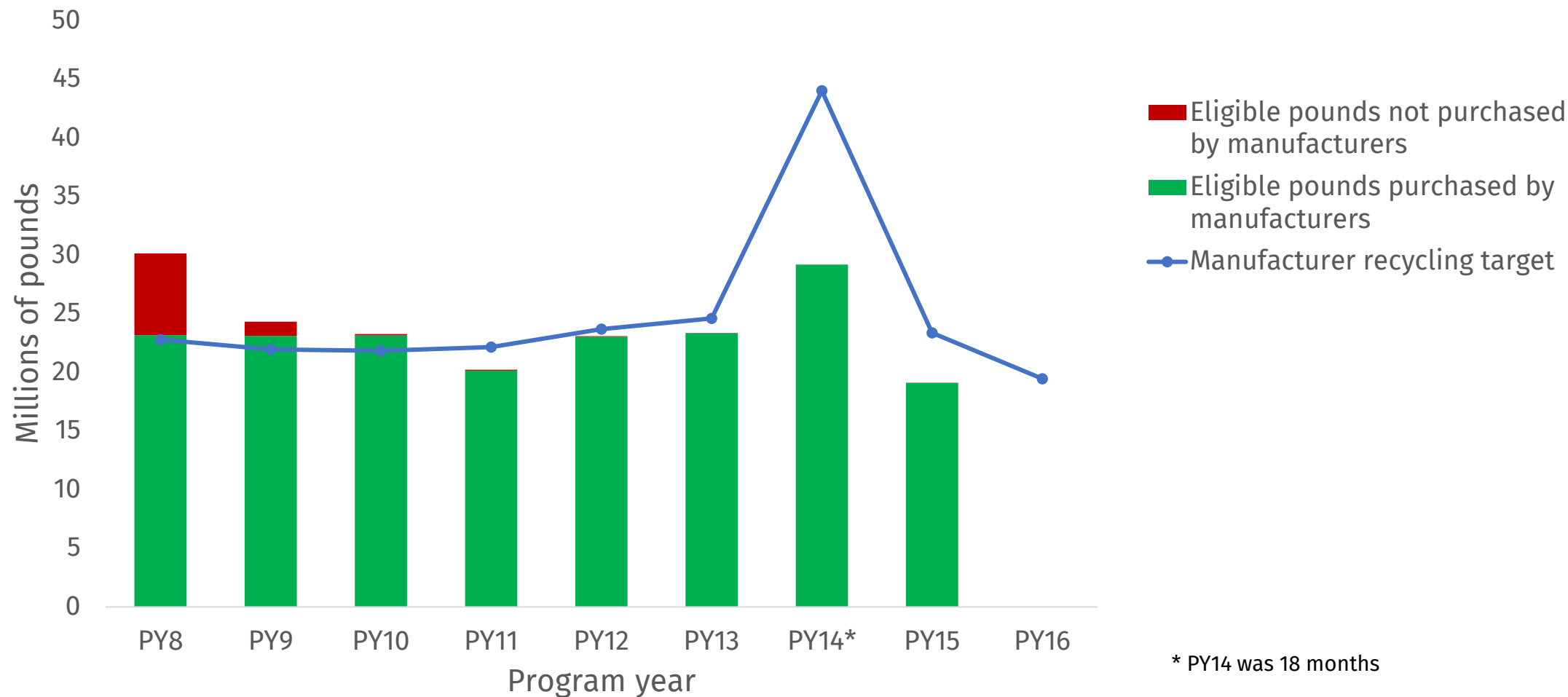


Nearly all collected electronics recycled in upper Midwest

E-Cycle Wisconsin pounds recycled by recycler location, program year 15

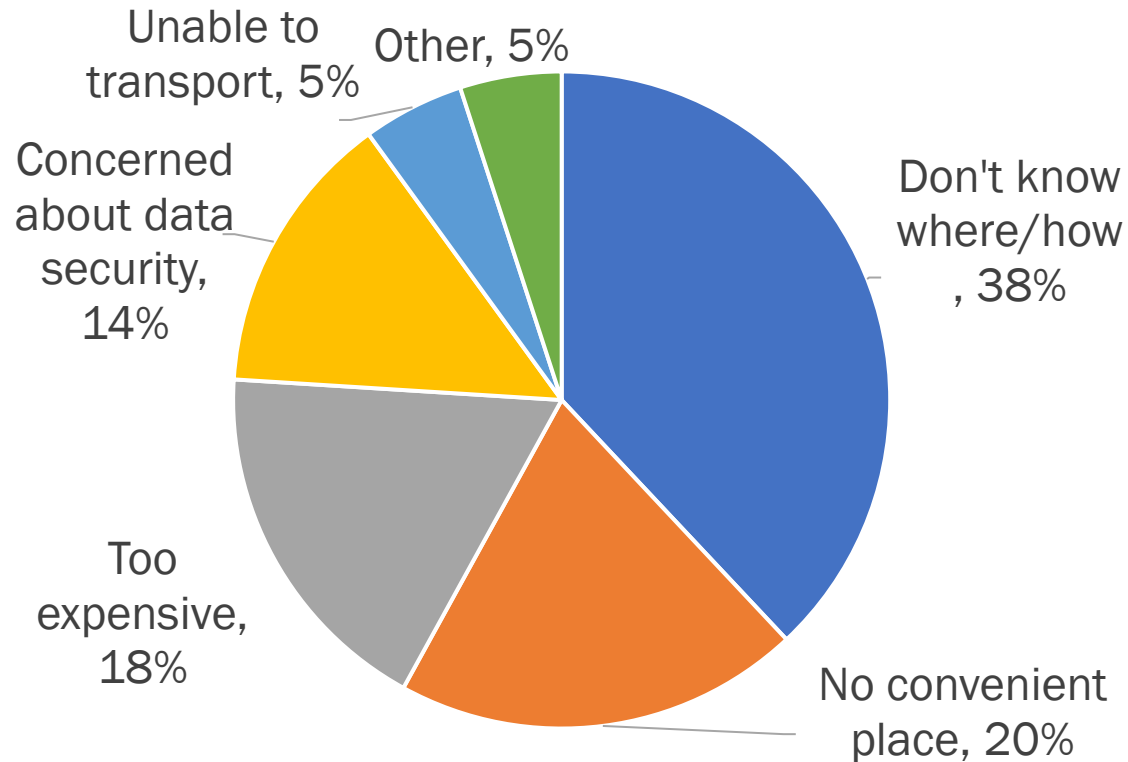


Total recycled weight has been lower than targets




Consumer barriers to recycling electronics

Reason unable to recycle electronics in last 12 months (2024)




- 2025 market research found:
 - Consumers with some knowledge of electronics recycling are confused about details
 - Limited days/hours of operation or sites located outside of daily routines makes recycling less convenient
 - Many consumers believe there will be a cost


Three areas where 2025 interviewees expressed significant gaps in knowledge:



Locations and the logistics of recycling, such as hours and costs



What devices are accepted and specific methods by device type



How to safely recycle, including devices with personal data

Those that have recycled electronics in the past still face significant barriers:

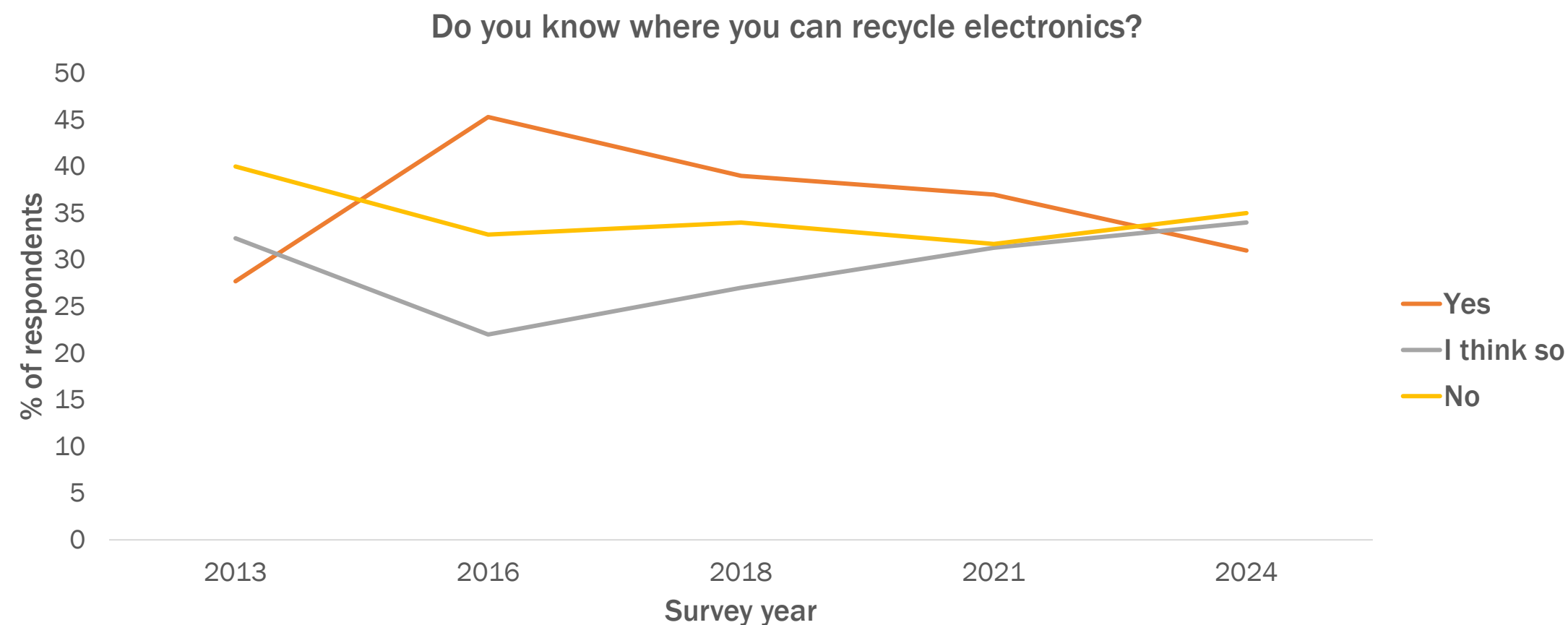




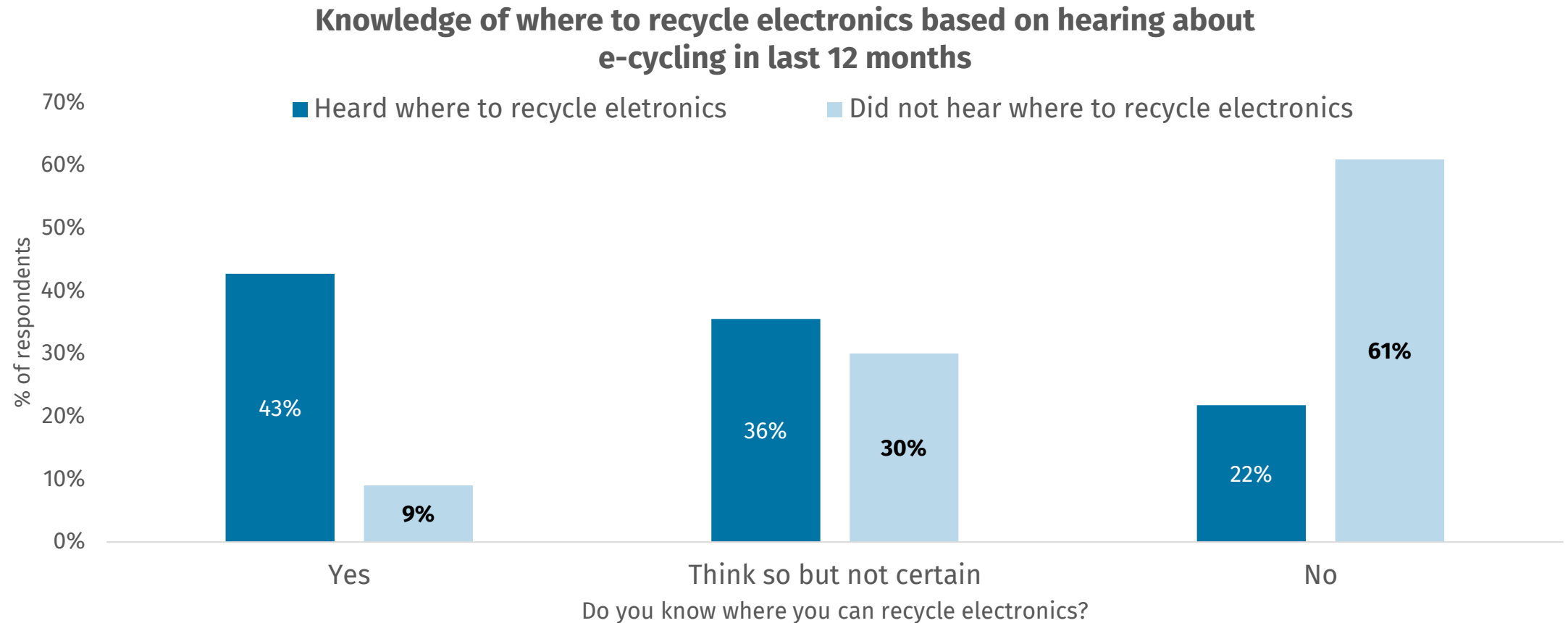
DNR efforts to improve and expand outreach

- 2024 household survey and 2025 large-scale interview projects to measure awareness and assess barriers
- Use combined outreach results to adjust outreach methods and messaging
- DOE funding would double outreach budget, put more focus on batteries

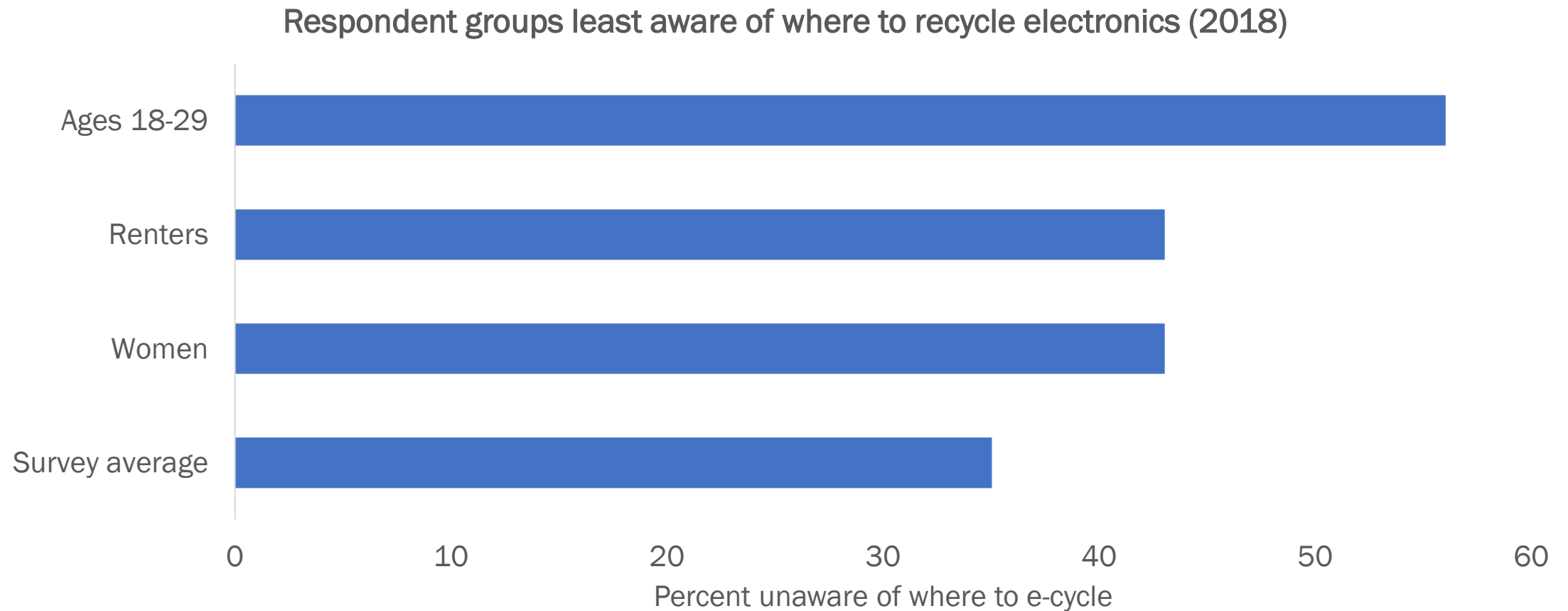
Awareness is lagging despite outreach



Outreach significantly improves awareness

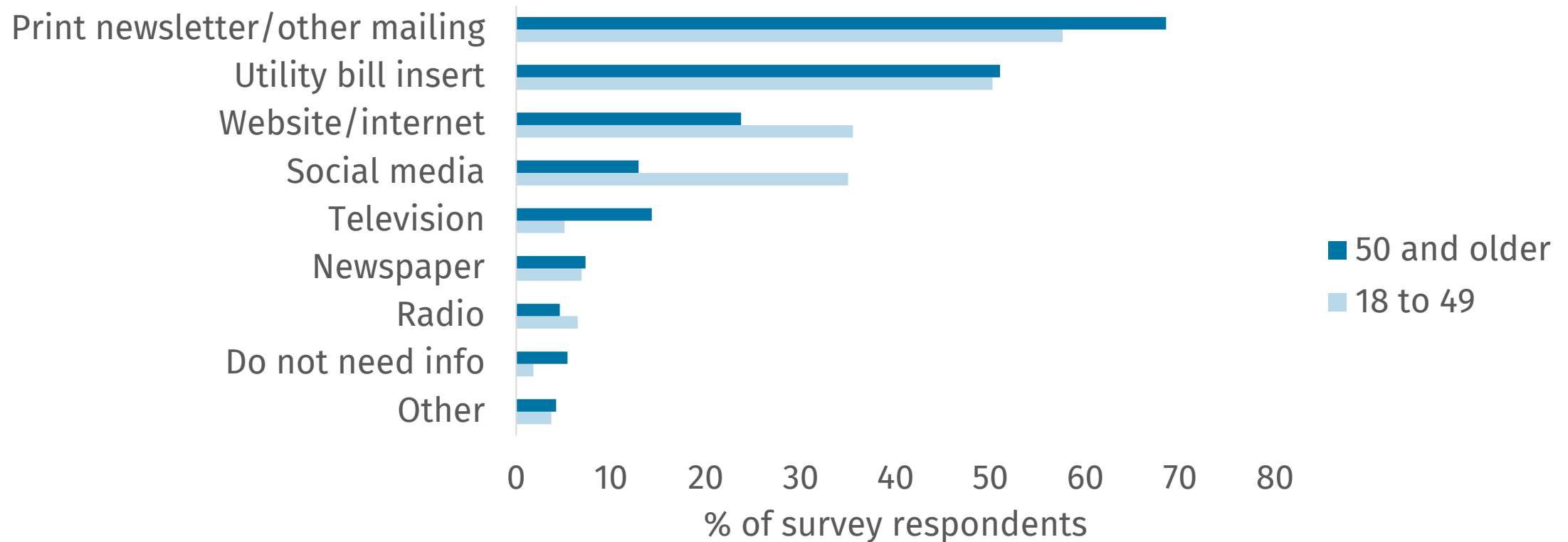


Least aware groups to target with outreach

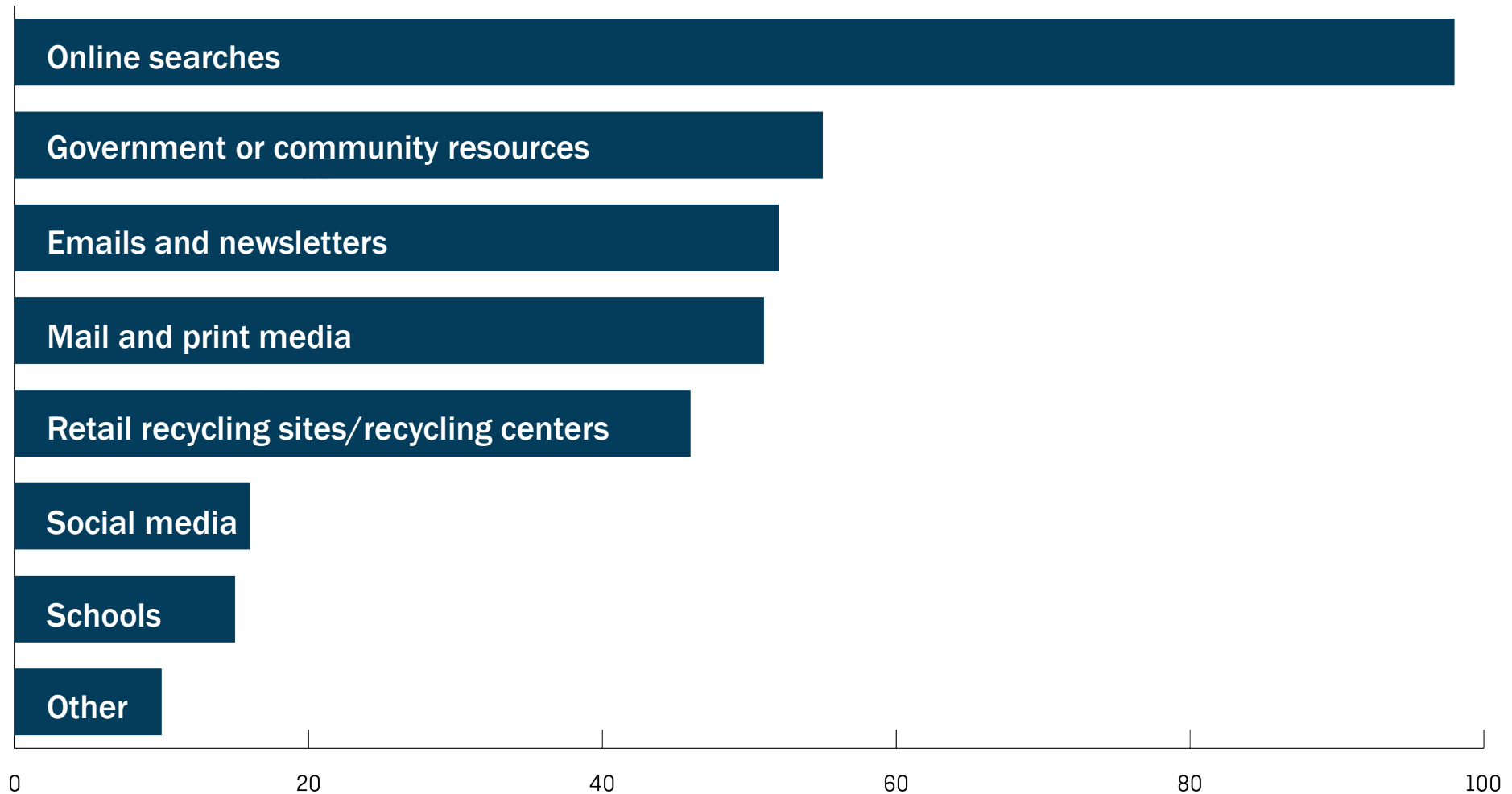


All 2024 respondents preferred printed outreach, but online outreach ideal for younger residents

Preferred method of receiving recycling info, by age



Most 2025 study participants look for recycling information online, followed by community resources, emails and newsletters, or direct mail.



Recommended next steps for public outreach

- Continue to provide educational materials about where and how to recycle
 - Use paid search, videos to reach younger residents
 - Focus on specific device types
- Address common barriers with outreach messaging
 - Provide info on cost, site hours, data security
- Continue to focus efforts on battery recycling
- Educate and emphasize the environmental impact of recycling electronics
- Consider policy changes to make recycling more convenient
 - DNR electronics collection grant program

Electronics collection grant program overview



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

Who is eligible for grants?

- Local units of government
- Tribal governing bodies
- Businesses
- Nonprofit entities, including religious nonprofit entities
- **Any grant recipient must be or become a registered collector with E-Cycle Wisconsin**



Eligible grant 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)

Grant award priorities

Additional ranking criteria:

- Open to all county residents
- Free recycling of all eligible electronics
- Projects that address other barriers

Priority 1: Projects in a county that has no registered permanent collection site and did not have a registered collection event during the previous program year.

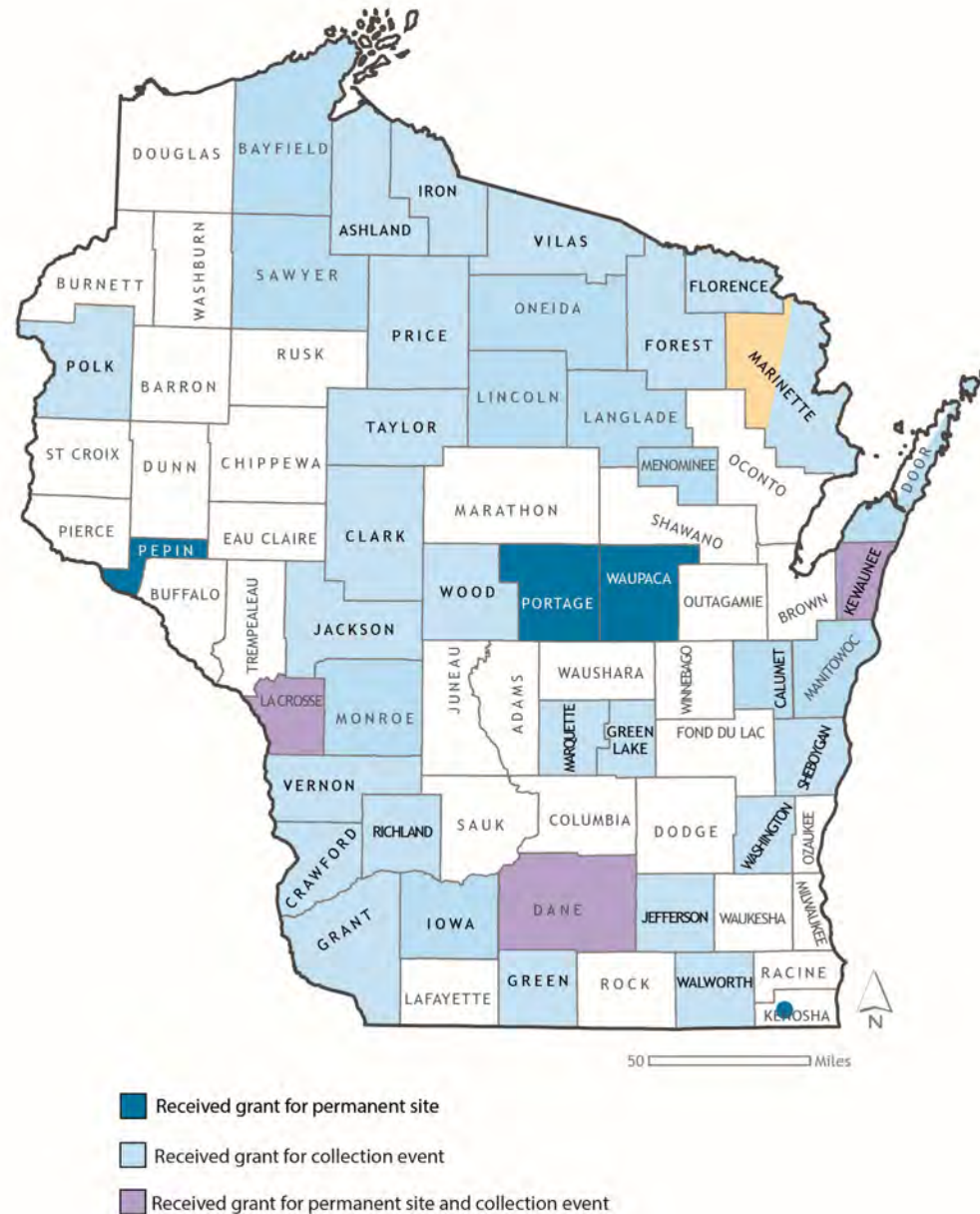
Priority 2: Projects that will take place in a county that has no permanent collection site registered under E-Cycle Wisconsin open to all residents.

Priority 3: Projects that will take place in a municipality with a population of 5,000 or more that does not have a permanent collection site registered under E-Cycle Wisconsin.

Priority 4: Projects that do not meet the requirements under 1. to 3., at the determination of the DNR.

E-Cycle Wisconsin Electronics Collection Grant awards to date

- Four rounds of grants, >\$370,000 awarded beginning in 2022
 - Projects in 41 counties
 - More than 100 one-day collection events
 - 9 permanent collection sites
- 2025 grants for projects June 2025-December 2026



Policy recommendations

- Update and clarify device definitions to address new devices
- Consider adding more battery-containing devices as covered or eligible electronics to reduce fire risk in waste stream
- Provide funding for waste facilities to install or upgrade fire detection and suppression equipment



New e-cycle rulemaking (WA-15-24)



Codify procedures for calculating and assigning electronics manufacturers' annual recycling targets



Establish criteria for what will constitute “good faith progress” toward meeting a manufacturer’s recycling target, and for how a manufacturer can demonstrate good faith progress

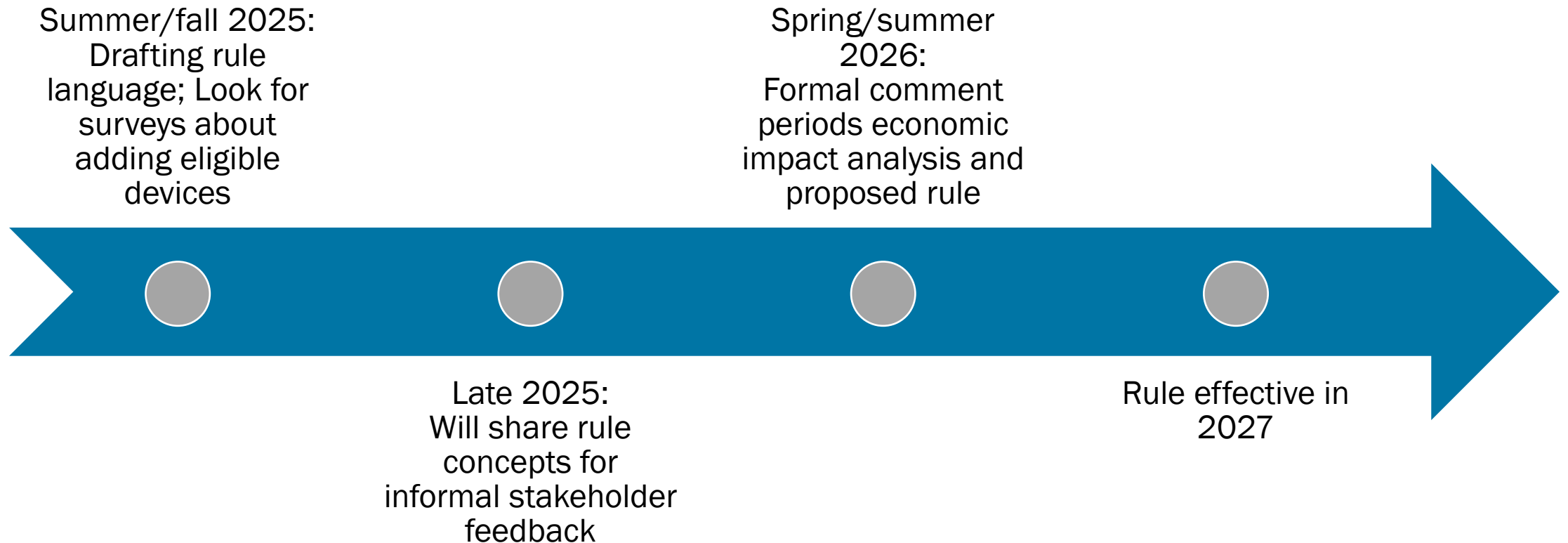


Clarify registration and reporting requirements for electronics collectors



Consider whether additional types of these devices should be included as eligible electronic devices under E-Cycle Wisconsin

Rulemaking next steps



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