E-Cycle Wisconsin program results webinar

January 20, 2022

Sarah Murray, Wisconsin DNR
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
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
Recent changes

- 2021 Wisconsin Act 79 signed in August 2021—first modifications since 2009
- Administrative rules undergoing final review, likely effective summer 2022
- Relationship of manufacturers to available weight changing
Program participation

- Brands: 279, 190, 228, 152, 125, 110, 167, 129
- Manufacturers: 25, 25, 25, 25, 14
- Collectors (active): 125, 125, 125, 125, 125
- Recyclers (active): 25, 25, 25, 25, 14
Program year 12 registered collection sites, by type

- 545 total sites
  - 357 permanent
  - 117 one-day event
  - 71 other temporary
Collection sites by program year
Program year 11 collection sites

- Collection sites registered during program year 11, with 10-mile or 15-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
Program year 12 collection sites

Collection sites registered during program year 12, 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.
Pounds collected, by program year

- PY12 collection was 23.4 million pounds, 4 pounds per capita
- Up 10% from PY11, very close to PY10 collection
- 350 million pounds collected, January 2010–June 2021
Collection by device type
Pounds recycled, by recycler location

 WI 77%

 IL 12%

 OH 6%

 Other 5%
How much do we still need to recycle?

New dynamic between manufacturer targets and collection
Pounds recycled and purchased

- After peaking in 2013 at just under 32 million pounds, manufacturer targets declined until 2019, then started rising
  - 24.5 million pounds for current program year
- Program was significantly overcollecting until program year 10 (July 2018-June 2019)
- Program undercollected in 2020 and 2021, partly due to pandemic, though manufacturer credits helped make up most of the difference
Manufacturer credit transactions

Only 210,000 pounds available for use in PY13
Electronics in WI households

- Based on 2021 DNR statewide household survey
- Estimated 1.3 million unused TVs, 2.2 million unused computers/tablets, and 4.1 million unused cellphones in WI households
  - Just under 1 million CRT TVs; about 64% not in use
  - 6.7 million flat-panel TVs, about 11% not in use
- Total of 7.6 million unused devices in 2021; down from 9.4 million in 2018
Electronics disposal choices, 2018 vs. 2021
Weight of unused TVs in Wisconsin households, 2021

- Estimate based on 2021 DNR household survey and average weights from sales data provided by Electronics Recycling Coordination Clearinghouse
Disposal of electronics in WI landfills

- 2009 and 2020-21 waste characterization studies
- TVs/monitors only found in two samples (0.5%) in 2020-21
- Estimated weight of TVs/monitors dropped 85%
- More small electronics, despite many being free to recycle
“Leaking” pounds

14 million pounds collected by registered collectors but not processed by registered recyclers (4% of total collected)

Collection and recycling outside of E-Cycle Wisconsin not tracked
Addressing barriers

- Outreach remains important
- Need to reduce end-of-life fees
- New grant program may help with convenience
- Collection and recycling locations need to address and promote data security
Consumer outreach

- Top 5 sources of electronics recycling info
  - Community
  - Word of mouth
  - Social media
  - Electronics retailer
  - News story

- DNR efforts
  - Promotion through advertising, social media, news releases
  - Paid search added in 2021
  - Adding more Spanish language outreach

**Preferred method of receiving recycling info**

- Print newsletter/other mailing
- Utility bill insert
- Website/internet
- Social media
- Newspaper
- Television
- Radio
- At community events

Graph showing the percentage of respondents for each method of receiving recycling info.
Consumer costs to recycle electronics
Consumer willingness to pay

- Most collectors charge $15 or more for TVs (most common seems to be $25-$30)

- Some willing to pay more if receive gift card/coupon, guarantee of responsible recycling or pick-up service
  - 4% of respondents unwilling to pay under any conditions

- Respondents in SE and NE WI less willing to pay
Addressing challenges
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
- Hoping to kick off grant program for underserved areas in 2022
Policy recommendations & future challenges

- Change or replace manufacturer target formula
- Change or replace method of encouraging rural collection
- Update and clarify device definitions to address new products and concerns
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.
Rulemaking timeline (estimated)

- Dec. 2019: Natural Resources Board scope approval
- Jan. 2020: Rule-writing process begins
- Dec. 2020: Public feedback meeting on rule concepts
- May 19 - July 7, 2021: Public hearing (June 28) and comment period on draft rules
- Mar. 17 - Apr. 16, 2021: Public comment on economic impact statement
- Oct. 27, 2021: Adoption by Natural Resources Board
- Nov. 18, 2021: Approved by Gov. Evers
- June 2022: Rules become effective

Legislative review: Dec. 2021 – Apr 2022
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
- Requires registered collectors to maintain independent records of loads they send to other registered collectors or recyclers
- Adds specificity to retailer customer outreach requirements
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 expected to finish in April
- Planning stakeholder meetings for April/May (at least one virtual option)
- Develop plan of operation application for electronics processors
- Update and get input on guidance documents
- **Full rule language**
Full report available online
Contacts

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

Sarah Murray, E-Cycle WI coordinator
sarah.murray@wisconsin.gov 608-234-0533

Marcy McGrath, E-Cycle WI compliance coordinator
marcy.mcgrath@wisconsin.gov 920-632-3076

Ashley Hoekstra, E-Cycle WI compliance specialist
ashley.hoekstra@wisconsin.gov 608-381-4011