



E-Cycle Wisconsin Manufacturer Recycling Target Formula and Registration Fee Changes

Beginning with the 2024 program year, annual manufacturer recycling target calculations under E-Cycle Wisconsin changed. Instead of using 80% of the weight of covered electronics manufacturers sold in Wisconsin during a previous year, the targets will be based on a manufacturer's market share percentage of the total weight of electronics received for recycling under E-Cycle Wisconsin during a previous program year.

The Department of Natural Resources has created this document to help E-Cycle Wisconsin program participants understand and comply with the changes. Please refer to [s. 287.17, Wis. Stats.](#), for exact language. If you have questions about how the changes affect the information you must submit to the DNR, contact DNRWIE-cycling@wisconsin.gov.

Recycling targets for 2025

- Manufacturer recycling targets for 2025 are based on sales during 2023.
- The 2025 total recycling target is the weight received for recycling during the July 2022-December 2023 transition program year, multiplied by two-thirds.
- The DNR provided manufacturers with their updated 2025 recycling targets in January 2025

Recycling targets for 2026

- On their 2025 annual report due March 1, manufacturers reported to the DNR the weight of covered electronics they sold to Wisconsin households and schools during 2024.
- The DNR will use this data to calculate each manufacturer's market share percentage to be used for program year 2026 recycling targets.
- The 2026 total recycling target will be the weight received for recycling during the 2024 program year.
- The DNR will provide manufacturers with their 2026 recycling targets by Aug. 1, 2025.

Table 1 summarizes how manufacturer recycling targets are calculated beginning in 2024.

Table 1: E-Cycle Wisconsin recycling targets by program year

Program year	Sales period for recycling target calculation	DNR assigns targets by	Total target based on weight recycled during	Total target weight (pounds)
PY15 (2024)	1/1/2022-12/31/2022	April 15, 2024	7/1/2021-6/30/2022	23,356,682
PY16 (2025)	1/1/2023-12/31/2023	Aug. 1, 2024	7/1/2022-12/31/2023 (multiplied by 2/3)	19,457,427
PY17 (2026)	1/1/2024-12/31/2024	Aug. 1, 2025	1/1/2024-12/31/2024	19,099,118

Table 2 summarizes the time periods of information manufacturers must provide on their registration and annual report forms beginning with the 2024 program year. The following definitions will help you interpret the table.

“Sales period for registration fee calculation” is defined under s. 287.17 (4) (b) and (be), Wis. Stats., and means the time period used to determine the fee due with the registration submitted by the deadline listed in that row.

“Sales period for recycling target calculation” is defined under s. 287.17 (5) (a) 1, Wis. Stats., and means the sales data submitted to calculate the target for the following program year.

“Report on weight recycled during period” is defined under s. 287.17 (5) (b), Wis. Stats., and means that on the registration and report form due by the deadline in the 2nd column of the row, the manufacturer must report the weight it recycled during this period (the previous program year).

Table 2: Time periods for data submitted on manufacturer annual reports

Program year	Registration deadline	Sales period for registration fee calculation	Sales period for recycling target calculation	Report on weight recycled during period
PY15 (2024)	March 1, 2024	7/1/2022-12/31/2023	1/1/2022-12/31/2022 and 1/1/2023-12/31/2023**	7/1/2022-12/31/2023
PY16 (2025)	March 1, 2025	1/1/2024-12/31/2024	1/1/2024-12/31/2024	1/1/2024-12/31/2024
PY17 (2026)	March 1, 2026	1/1/2025-12/31/2025	1/1/2025-12/31/2025	1/1/2025-12/31/2025

** Manufacturers must submit 2022 sales data to calculate recycling targets for 2024, and 2023 sales data to calculate targets for 2025.

Manufacturer registration fee amounts

Effective beginning with the 2025 program year, the manufacturer registration fee categories, as defined by s. 287.17 (4) (b), Wis. Stats., are:

- Fewer than 250 covered electronic devices sold to Wisconsin households and schools: \$0
- 250 to 549 covered electronic devices sold to Wisconsin households and schools: \$2,500
- 550 or more covered electronic devices sold to Wisconsin households and schools: \$5,500