



E-Cycle Wisconsin program updates

Wisconsin Council on Recycling

June 6, 2023

Sarah Murray, E-Cycle Wisconsin program coordinator



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 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
Bureau of Waste and Materials Management
P.O. Box 7421, Madison, WI 53707 • (608) 266-2111
DNARW@dnr.wisconsin.gov
The Wisconsin Department of Natural Resources provides equal opportunity in its employment practices, services and facilities under an affirmative Action Plan. Please contact the Wisconsin Department of Natural Resources, Office of the Director, Department of Waste Management, (608) 266-2111.
The public is invited to attend all formal public meetings and hearings. For more information, please contact the Wisconsin Department of Natural Resources.

810D-WA-1-627-2015

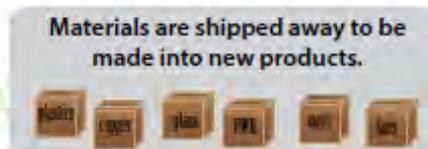
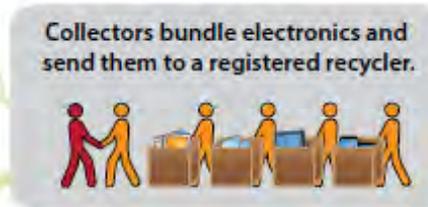


dnr.wi.gov "ecycle"

E-Cycle Wisconsin program basics

- ▶ 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.



Recent changes for electronics collection & recycling



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



Administrative rules effective July 1, 2023

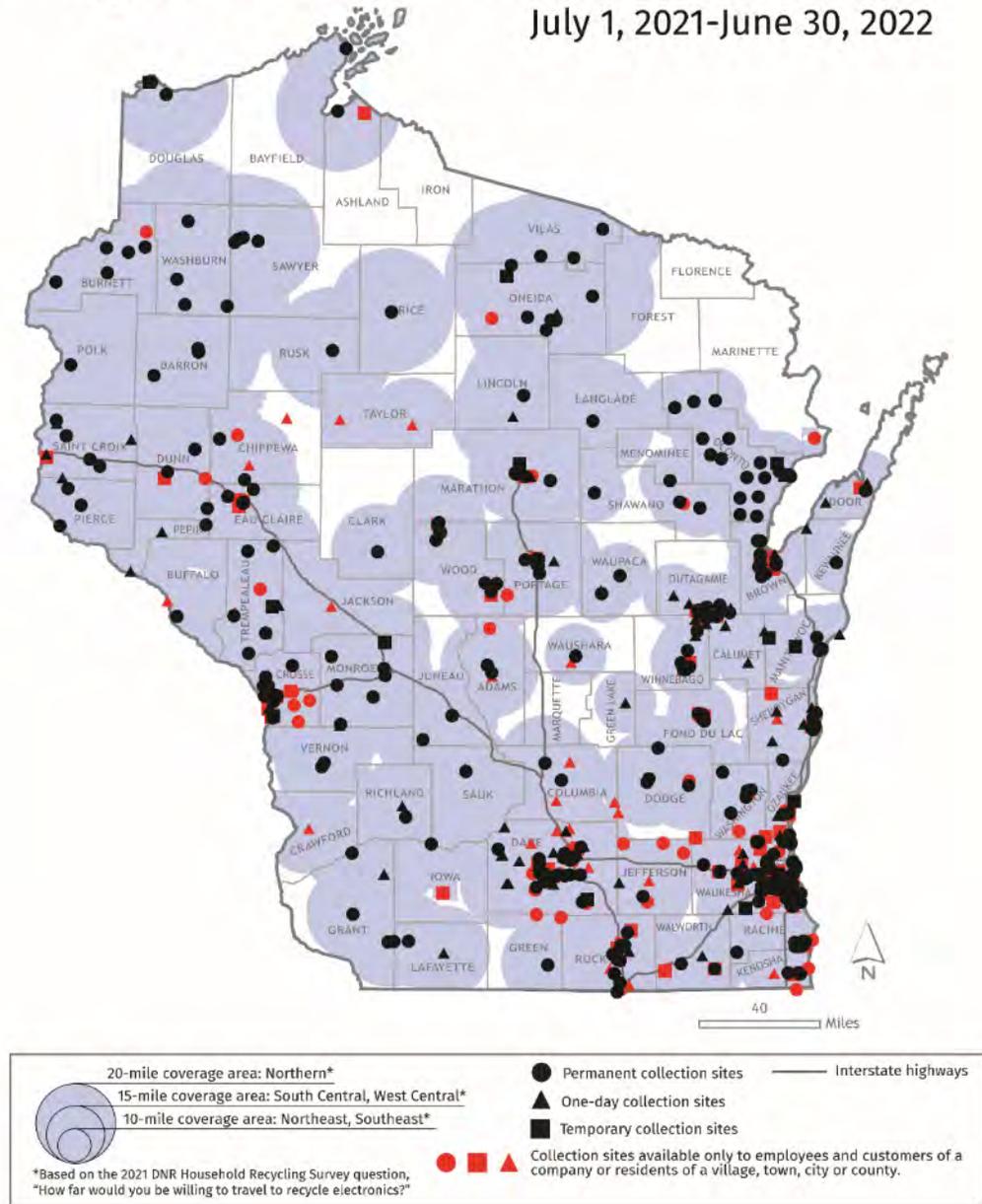


Changes in program economics because of flipped supply and demand

68 of 72 counties had a collection site in PY13

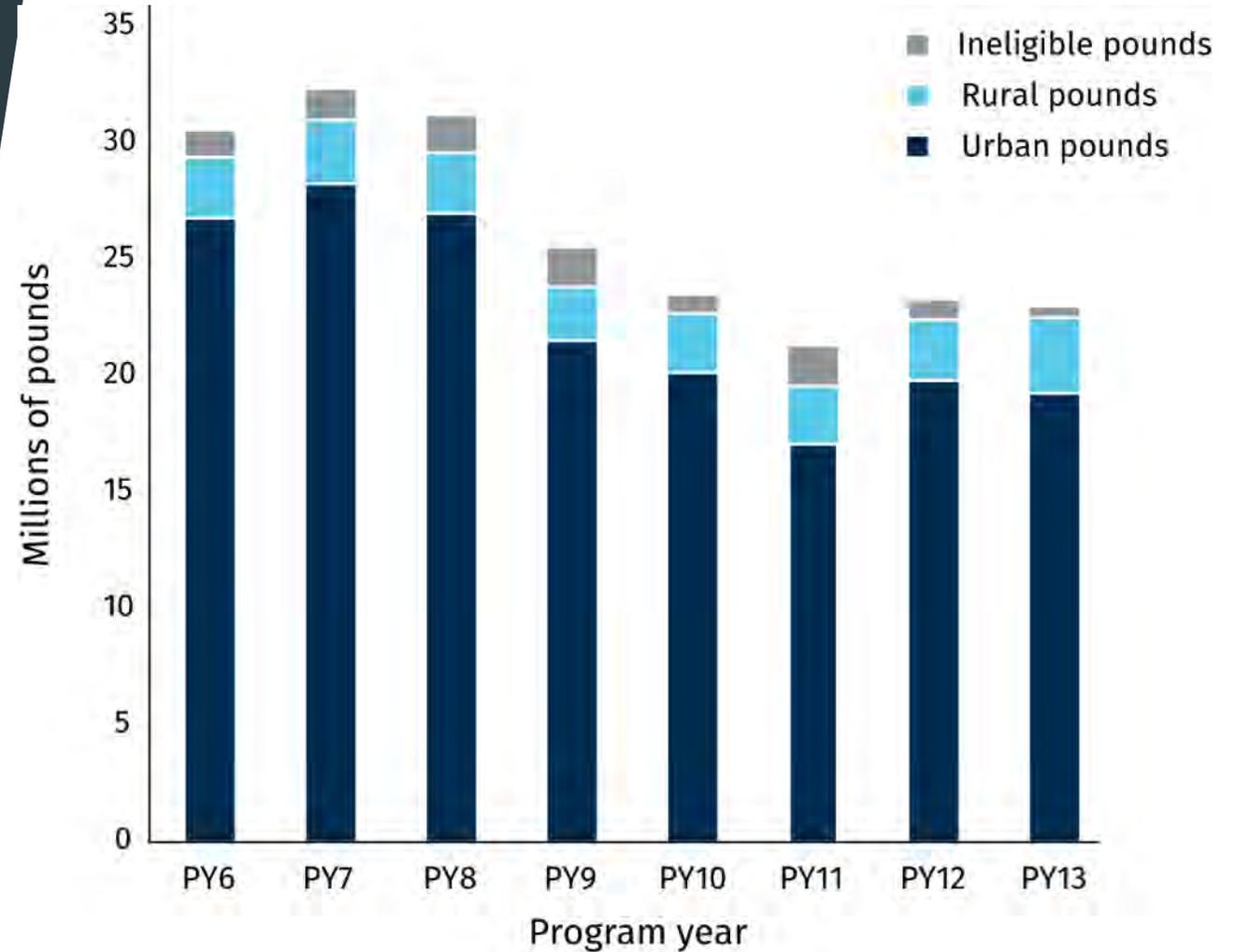
- ▶ Collection sites registered during program year 13, with 10-, 15- or 20-mile radius circles showing average distance willing to drive to recycle electronics
- ▶ Shaded circles were eliminated or cropped in cases where sites are known to be restricted to municipal/county residents

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



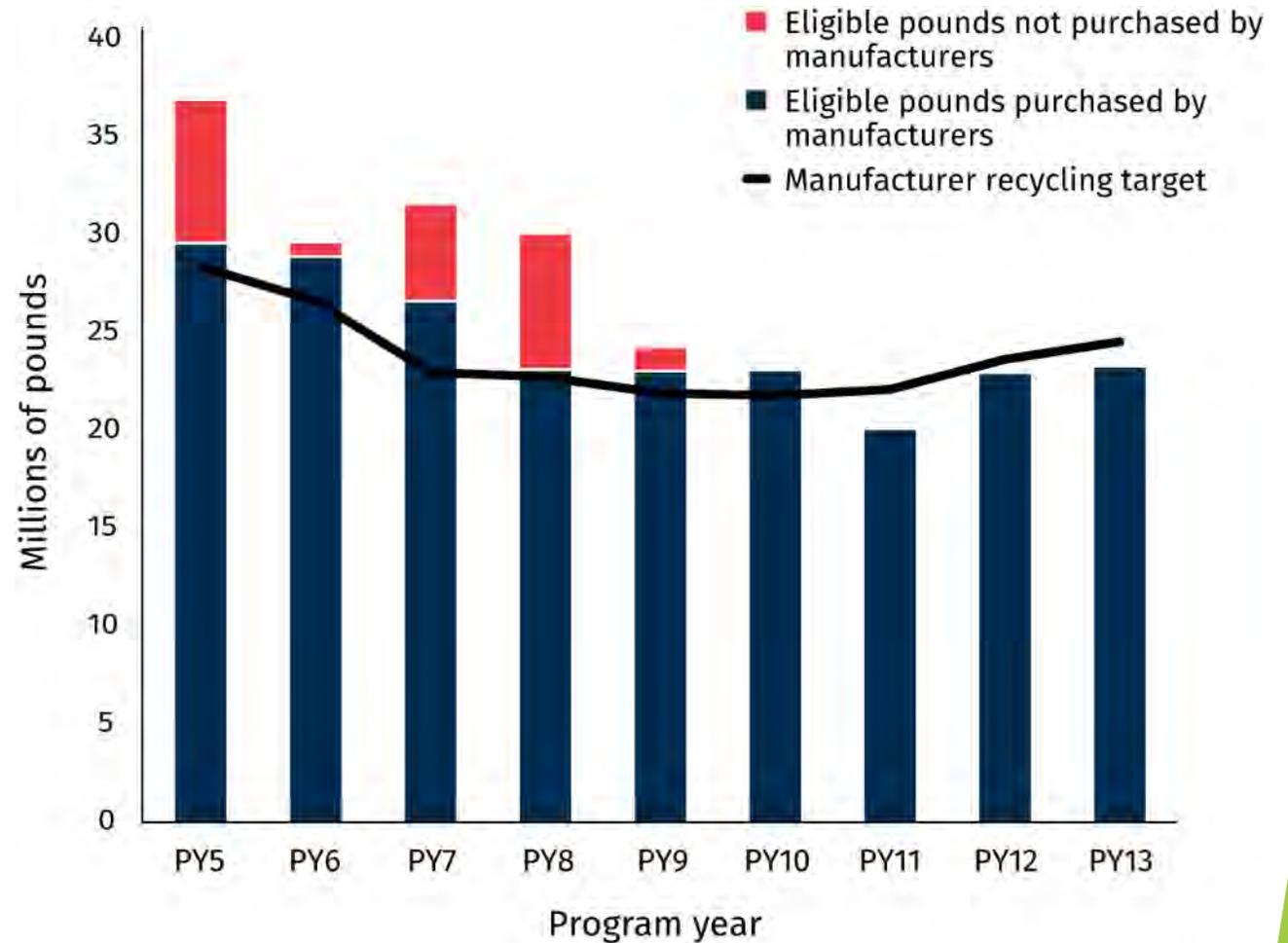
Stable collection weights, except for spring 2020 due to COVID

- ▶ PY13 collection was 23.1 million pounds, 4 pounds per capita
- ▶ 370 million pounds collected, January 2010-June 2022
- ▶ Less “leaking” weight in PY13



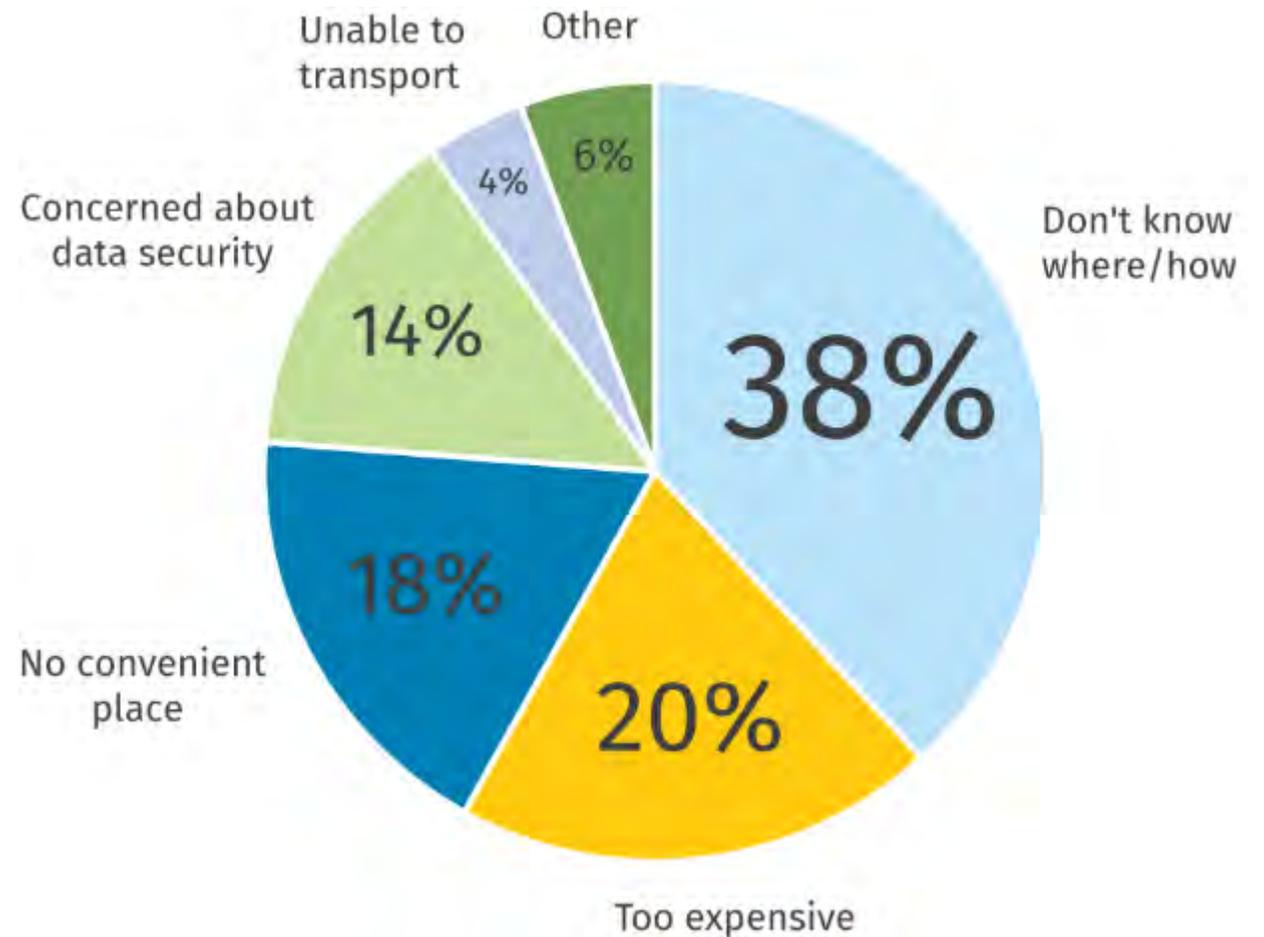
The relationship between pounds recycled and manufacturer targets has changed

- ▶ After peaking in 2013 at ~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; undercollected in 2020 and 2021, partly due to pandemic
- ▶ In 2021-22, pounds recycled ~1.2 million pounds short of target



Addressing consumer barriers to e-cycling

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



Wisconsin Department of Natural Resources

E-CYCLE WISCONSIN

English Descargar la lista de sitios de e-cycle

¿Qué artículos electrónicos debe llevar a los sitios de e-cycle?

<input type="checkbox"/> Telefonos celulares	<input type="checkbox"/> Accesorios de computadora	<input type="checkbox"/> Monitores de computadora
<input type="checkbox"/> Reproductores de DVD	<input type="checkbox"/> Videograbadoras digitales	<input type="checkbox"/> Computadores de escritorio
<input type="checkbox"/> Impresoras de escritorio/impresoras multifuncionales	<input type="checkbox"/> Lectores electrónicos	<input type="checkbox"/> Máquinas de fax
<input type="checkbox"/> Videocaseteras	<input type="checkbox"/> Computadoras portátiles/ultraportátiles/tabletas	<input type="checkbox"/> Otros electrónicos
		<input checked="" type="checkbox"/> Televisores

Seleccione la pestaña Lista de programas de entrega por correo que se encuentra abajo para encontrar los programas de entrega/intercambio ofrecidos por los fabricantes. La mayoría de los programas son gratuitos. Call2Recycle [saldrá del sitio del DNR] cuenta con sitios de recolección adicionales para baterías y teléfonos celulares.

¿Dónde se utilizaron los artículos?

Hogares

Escuelas

Negocios

Otros

¿No ve un sitio en su área? Muchas comunidades organizan eventos de recolección de un día durante la primavera, el verano y el otoño. Estos eventos se incluyen en esta página una vez que se programan; de modo que le recomendamos que vuelva a consultar si no encuentra un evento próximo hoy.

Mapa Lista por condado Lista de programas de entrega por correo

12:44 Google Sign in

recycle electronics near me

Maps + Free Shopping Images

Results for Madison, WI 53704 - Choose area

Sponsored

Wisconsin (.gov) <https://dnr.wisconsin.gov/dnr/e-cycle>

E-Cycle Wisconsin - Electronic Recycling Near You

Looking to Get Rid of Old Electronics? Let Us Help You With E-Cycling. Contact Us Today to Learn More About What We Accept and How...

Find a Collection Site

Responsible Recycling

recycle electronic

Wisconsin Department of Natural Resources

December 9, 2022

When you're cleaning up after the holidays, make sure rechargeable batteries and electronics don't end up in the trash or recycling bin.

Many batteries—particularly lithium and lithium-ion batteries that power small electronics—can spark and cause fires in trucks, at recycling facilities or at landfills when damaged by equipment.

In July 2022, a fire started at the city of Janesville landfill, most likely due to lithium batteries in the trash. Thanks to a great response from local fire departments and the landfill equipment operators, this fire was put out quickly. It could have been much worse.

You can help prevent future fires by taking your electronics and batteries to drop-off recycling sites.

For information on how to properly recycle electronics and batteries, visit <https://dnr.wi.gov/topic/ecycle>.

DNR.WISCONSIN.GOV

E-cycle | Wisconsin DNR

TVs, laptops, cellphones and other electronics contain valuable materials that can be...

Learn more

1.1K 591 comments 693 shares

DNR social media, digital advertising and other outreach efforts

- ▶ Spanish language resources
- ▶ Paid search
- ▶ News releases and media briefings

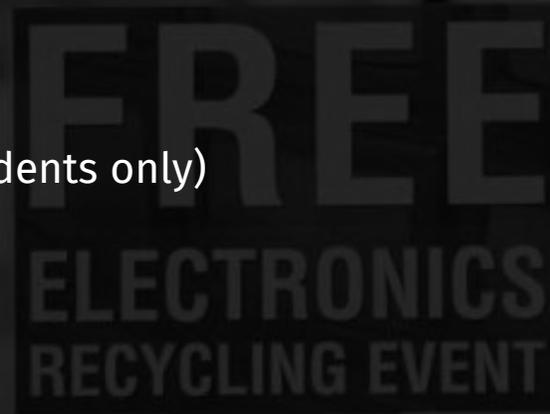
Manufacturers and grants now providing more free events and drop-off sites

▶ Counties with spring 2023 free events (* = DNR grant)

- ▶ Adams
- ▶ Green
- ▶ Iron*
- ▶ Jefferson
- ▶ Kenosha
- ▶ Kewaunee*
- ▶ Milwaukee
- ▶ Richland*
- ▶ Taylor*

▶ Free permanent drop-off sites

- ▶ Brookfield
- ▶ Janesville
- ▶ Madison (residents only)
- ▶ New Berlin
- ▶ Sheboygan





Addressing challenges

Efforts to make E-Cycle Wisconsin work better for participants and avoid electronics mismanagement

- ▶ Change or replace manufacturer target formula
- ▶ Change or replace method of encouraging rural collection
- ▶ Allow recyclers to carry over credits
- ▶ Update and clarify device definitions to address new products and concerns



Policy recommendations & future challenges

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.

What will not change under the new rule

E-Cycle WI does not cover:

- ▶ Non-eligible devices
- ▶ Devices from businesses, higher education, government and institutions
- ▶ Collectors and recyclers not working on behalf of manufacturers

Other regulations

- ▶ Hazardous waste requirements for management of cathode ray tubes, circuit boards and other hazardous components
- ▶ Universal waste requirements for batteries, lamps and mercury equipment removed from electronics

Significant changes for Wisconsin facilities and transporters

- ▶ Electronic devices no longer qualify for “salvageable material” exemptions throughout solid waste regulations
- ▶ Collection sites need to meet specific requirements for proper management
- ▶ Most Wisconsin electronics processing facilities will need solid waste approval and license from the DNR by July 1, 2024





Defining electronics processing

Electronics processing means processing electronic devices for use in manufacturing processes or for recovery of usable materials and includes processing electronic devices or components by **disassembling, baling, crushing, grinding, and shredding.**

Electronics processing does **not** include any of the following:

- ▶ Destruction by incineration or other processes.
- ▶ Land disposal of recyclable materials.
- ▶ Reuse, repair, or any other process through which electronic devices are returned for use in their original form.
- ▶ Removal of an electronic device from another device, such as from a major appliance or motor vehicle.
- ▶ Hand disassembly of electronic devices in an educational setting for educational purposes.
- ▶ Hand disassembly of a waste electronic device generated by a household on the property where it is generated.

Significant changes for E-Cycle WI participants



More devices eligible to count toward manufacturer recycling targets.



Manufacturers of video game system consoles or other components that meet computer definition must register these devices.



Collectors must independently track loads they send to other collectors or recyclers



Recyclers must use bills of lading for transporting eligible electronics and components to and from their facilities



Out-of-state recyclers may need to update owner financial responsibility

New covered and eligible devices

- ▶ Video game components that meet “consumer computer” definition now covered and eligible devices



- ▶ Three new categories of devices now eligible electronics because of batteries

- ▶ Telephones with video display



- ▶ Phone accessories with batteries



- ▶ Video game accessories/devices with batteries





Next steps

- ▶ Rule submitted for publication; anticipated June 26
- ▶ DNR developing guidance and forms
- ▶ Workshops and one-on-one technical assistance
- ▶ Effective July 1, 2023
- ▶ Existing electronics processing facilities have until July 1, 2024, to receive approval and license

Grant program overview

Expand electronics recycling and recovery programs in underserved areas of the state

Can be for permanent collection site(s) or one-day event(s)

Local governments, businesses, non-profits, tribal governments all eligible

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

E-Cycle WI Electronics Collection Grant

- ▶ Awarded \$87,772 to 15 projects in 13 counties, June 2022
- ▶ Awarded \$50,648 to 13 collection events in 10 counties, March 2023
- ▶ 3 permanent collection sites (Riverview Transfer in Kewaunee County and 2 sites in Pepin County)
- ▶ Events in:
 - ▶ Crawford County
 - ▶ Florence County
 - ▶ Forest County
 - ▶ Green Lake County
 - ▶ Iron County
 - ▶ Jackson County
 - ▶ Jefferson County
 - ▶ Kewaunee County
 - ▶ Marinette County
 - ▶ Marquette County
 - ▶ Paddock Lake (Kenosha Co.)
 - ▶ Ridgeway (Iowa County)
 - ▶ Polk County
 - ▶ Richland County
 - ▶ Sheboygan County
 - ▶ Taylor County
 - ▶ Washington County

E-CYCLE WISCONSIN 2022 REPORT

Wisconsin DNR annual report to the Legislature and governor under s. 287.17(10), Wis. Stats.
November 2022

370 MILLION POUNDS RECYCLED SINCE 2010

577 COLLECTION SITES IN 68 COUNTIES

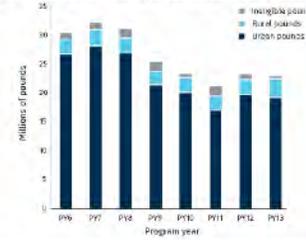
\$87,772 AWARDED IN GRANTS FOR 15 COLLECTION PROJECTS IN 13 COUNTIES

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E-Cycle Wisconsin 2022 report summary

Figure 1: Pounds collected by registered collectors



Program highlights

Between July 2021 and June 2022 (program year 13), registered collectors took in 253 million pounds of electronics, or 4 pounds per Wisconsin resident. This brought the total collected for recycling through E-Cycle Wisconsin since January 2010 to more than 370 million pounds.

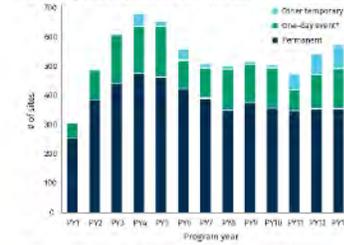
Nearly all electronics collected under E-Cycle Wisconsin were processed initially in Wisconsin or other Midwest states, contributing to continued growth in the region's electronics recycling industry. Wisconsin recyclers accounted for 62% of weight processed.

The number of registered collection sites and events was the highest it has been in eight years, at 577, and 99% of the state's population lived in a county with at least one collection site or event. Most manufacturers met their recycling 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.

*"Noneligible 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: Registered collection sites over time



* Sites were registered only as "Temporary" from program year 1 to 2.

Report and other info at dnr.wis.gov/topic/ecycle

Full report available online

Contacts



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

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