

# E-Cycle Wisconsin rule updates

Wisconsin Council on Recycling, June 5, 2026

Sarah Murray, DNR

# Rulemaking goals (changes to ch. NR 530)

1

Reflect changes to s. 287.17, Wis. Stats., from 2023 Wisconsin Act 108 (manufacturer targets and shortfall fees)

2

Clarify collector reporting and recordkeeping requirements to address frequent problems

3

Consider whether additional battery-containing devices could be recycled under E-Cycle Wisconsin

# Manufacturer target calculation process

1

Overall target based on weight collected 2 program years earlier

(e.g., target for 2026 based on 2024 weight collected)

2

Calculate each manufacturer's market share %

3

Multiply market share % by overall target weight

4

Provide each manufacturer with target weight for next year by Aug. 1

(e.g., 2026 targets provided by Aug. 1, 2025)

# Proposed changes to address target formula implementation challenges

- Clarify requirements for manufacturers that come into compliance during a program year to ensure they receive a recycling target if warranted
- Outline procedures for when to re-calculate other remanufacturers' targets based on data revisions or new registrations

# Manufacturer shortfall fees

- Automatically assessed if weight recycled is less than target
  - 30, 40 or 50 cents/pound depending on how close to target
- Provision in statute to request a waiver from paying the fee
  - No requests before 2021
- Guidance published in 2023



## Guidance on E-Cycle Wisconsin manufacturer shortfall fees and fee waivers

PUB-WA-2022 2023

### Purpose

This document provides guidance to registered manufacturers on shortfall fees and lays out criteria and the process for reviewing requests for shortfall fee waivers from registered manufacturers.

### Background

Under Wisconsin's electronics recycling law, manufacturers of consumer video display devices, consumer computers and desktop printers must register annually with the Department of Natural Resources to sell their products to Wisconsin households and schools. Each year, a registered manufacturer has a recycling target (in pounds) based on its sales of covered electronics to households and schools. Only eligible electronics collected by registered collectors and processed by registered recyclers count toward a manufacturer's recycling target.

Each registered manufacturer must annually complete the E-Cycle Wisconsin registration form and report the total weight recycled (or paid to recycle) during the previous program year. The manufacturer's reported weight is compared with its recycling target for that program year. If the manufacturer recycles less than its target weight, it must pay a shortfall fee of 30, 40 or 50 cents per pound, as shown in Table 1, to remain in compliance with program requirements. The DNR does not take additional enforcement action against a registered manufacturer that fails to meet its target but is otherwise complying with the law. The DNR does not publish a list of manufacturers that meet or fail to meet their targets.

#### E-Cycle Wisconsin covered devices

- Computers (desktop, laptop and tablet)
- Desktop printers (desktop printers, including those that scan, fax and/or copy and 3-D printers)
- Video display devices (TVs and monitors) with a screen size of at least 7"

#### E-Cycle Wisconsin eligible devices

- All covered devices
- Computer peripherals (mice, keyboards, scanners, etc.)
- Digital video players/recorders
- DVD players
- Fax machines
- VCRs

For complete definitions, refer to s. 287.17(1), Wis. Stats.

Table 1: Shortfall fee amounts per pound short of recycling target

% of recycling target met	Shortfall fee per pound
<50%	\$0.50
50 to 90%	\$0.40
>90%	\$0.30

Shortfall fees are used to help fund the DNR's administration of the E-Cycle Wisconsin program, including the E-Cycle Wisconsin Electronics Collection Grant program.

# Formalizing shortfall fee waiver process

- Goals: ensure a level playing field, provide flexibility (especially for unexpected scenarios)
- Minimum requirements for shortfall fee waiver request to be submitted
- Minimum requirements and options for demonstrating good faith progress
- Criteria for DNR review of requests

# Covered vs. eligible devices



Covered devices require a manufacturer to register the devices they sell to WI households or K-12 schools. All covered devices are also eligible devices. Can only be changed in statute.



Eligible devices are a larger set of devices that can be collected and recycled to count toward manufacturers' recycling targets. Can be changed In statute or by rule.

# 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](http://dnr.wi.gov) and search "ecycle."

Computers: desktops, laptops, netbook, 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](http://dnr.wi.gov), search "e-cycle"

# E-CYCLE WISCONSIN

# Key devices NOT currently included under E-Cycle Wisconsin



# Goals for adding eligible devices



Capture battery-containing devices that are similar to current eligible devices



Ensure registered recyclers can handle any added devices

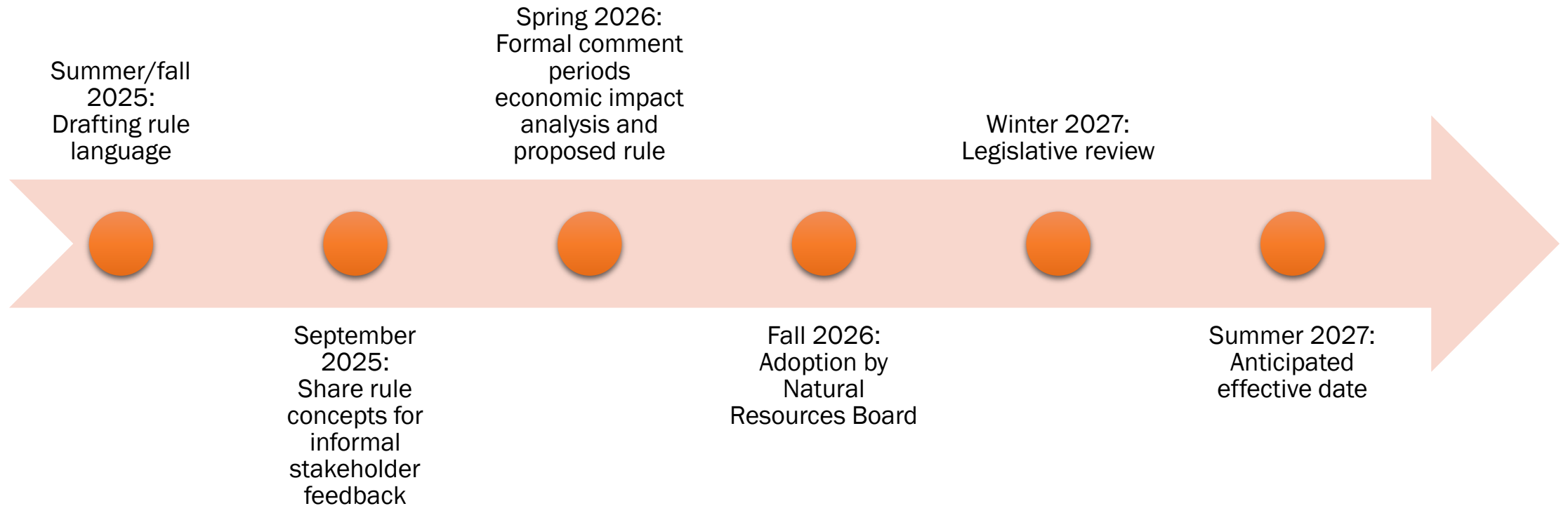


Make it easier for consumers to recycle these devices and keep them out of recycling/trash bins

# Proposed additional eligible devices

- Digital cameras
- Digital music players
- Radios
- Walkie-talkies or similar hand-held communication devices
- A wearable device with internet connectivity, such as a fitness tracker or smart watch, that is operated by a battery. This does not include a medical device inserted into the skin or an electronic device that is embedded in textiles or another wearable product and that is not easily removable from that product.

# Rulemaking timeline



# CONNECT WITH US

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