

E-Cycle Wisconsin program updates

E-Cycle Wisconsin program results webinar

January 10, 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 7401, Madison, WI 53707 • (608) 266-2111
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This poster is available in several languages. Please print, distribute and display it in your facility. Please call 608-266-2111 for more information.

810P-WA-1-627 2015

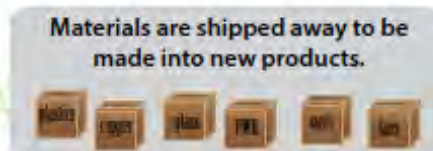
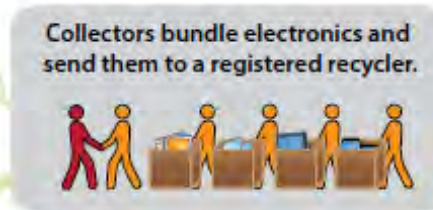


dnr.wi.gov "ecycle"

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.



Which Electronics Can I Recycle Under E-Cycle Wisconsin?



Wisconsin households, K-12 public schools and Parental Choice Program schools may recycle electronics through the E-Cycle Wisconsin program. The following electronics are accepted under E-Cycle Wisconsin. Many collection sites will also accept other items. To find a collection site near you, visit dnr.wi.gov and search "ecycle."



Computers: desktop, laptop, netbook, notebook, tablet



Fax machines and desktop printers, including 3-D printers and printers combined with fax machines, scanners and copiers



TVs, computer monitors and e-readers



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



DVD players, VCRs, DVRs and other video players



dnr.wi.gov, search "ecycle"

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Electronics eligible under E-Cycle WI

- ▶ 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

Recent changes for electronics collection & recycling



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

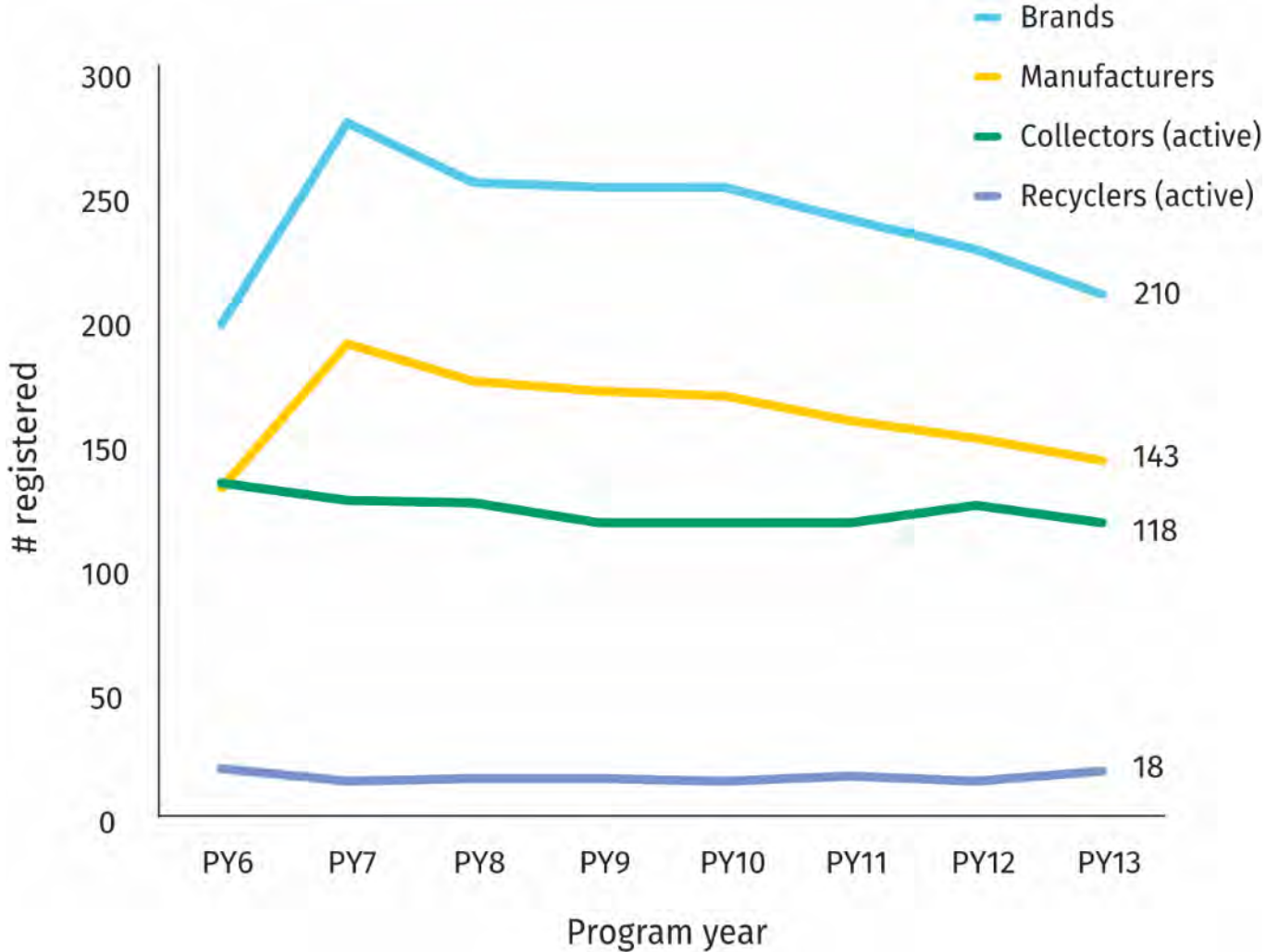


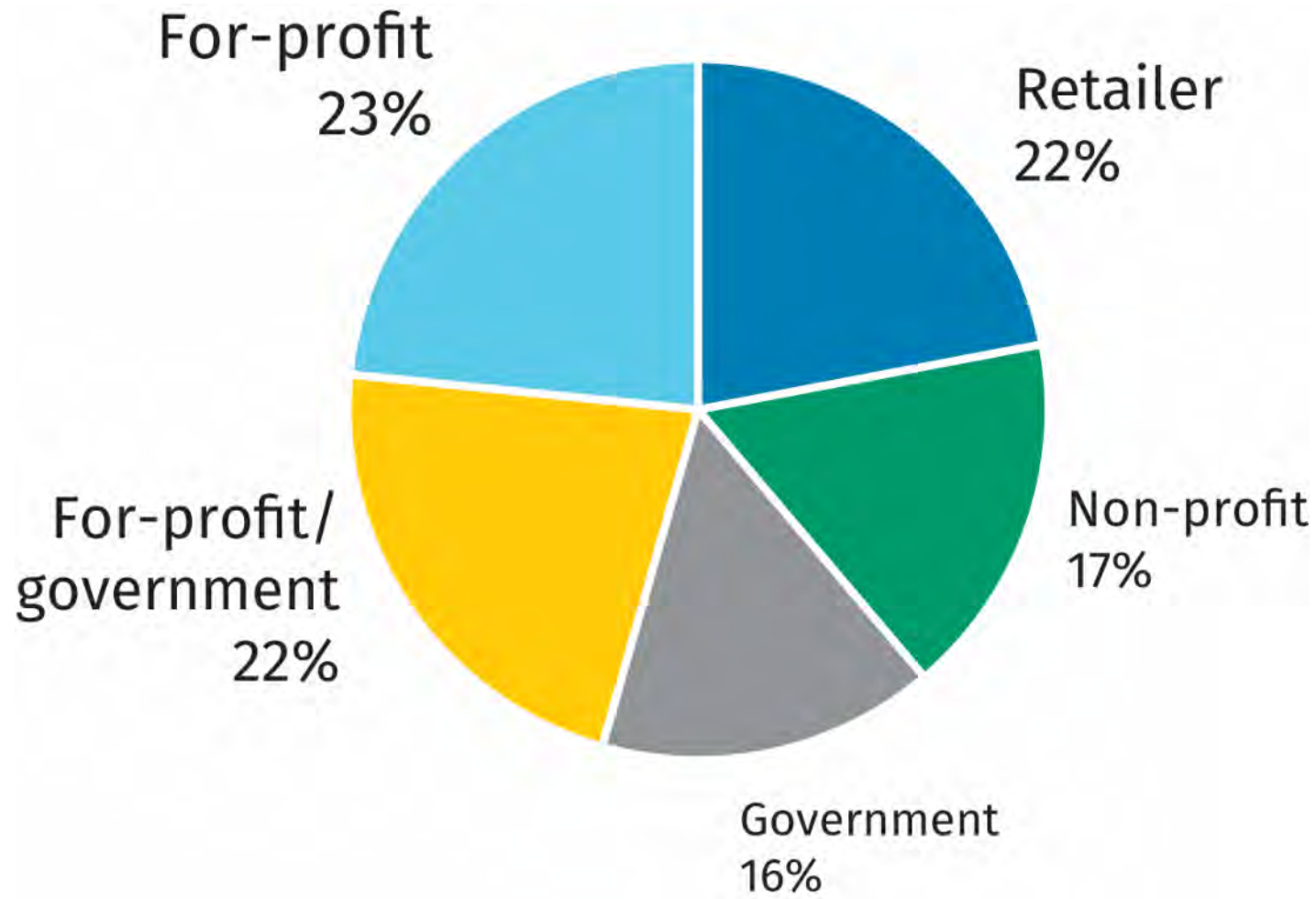
Administrative rules undergoing final review, likely effective spring or summer 2023



Changes in program economics because of flipped supply and demand

Participation in E-Cycle Wisconsin

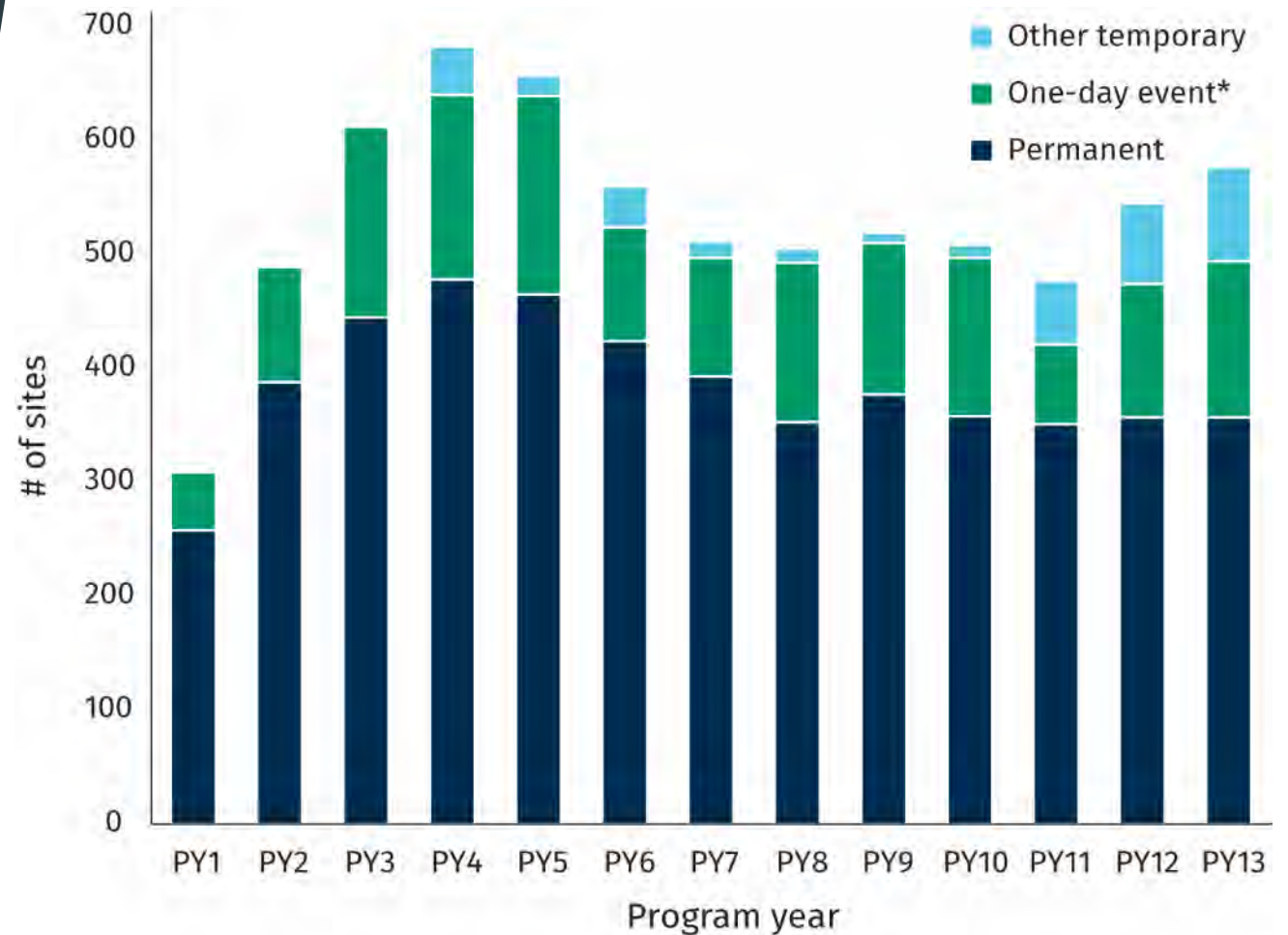




Program year 13 registered collection sites, by type

Recent increase in registered collection sites

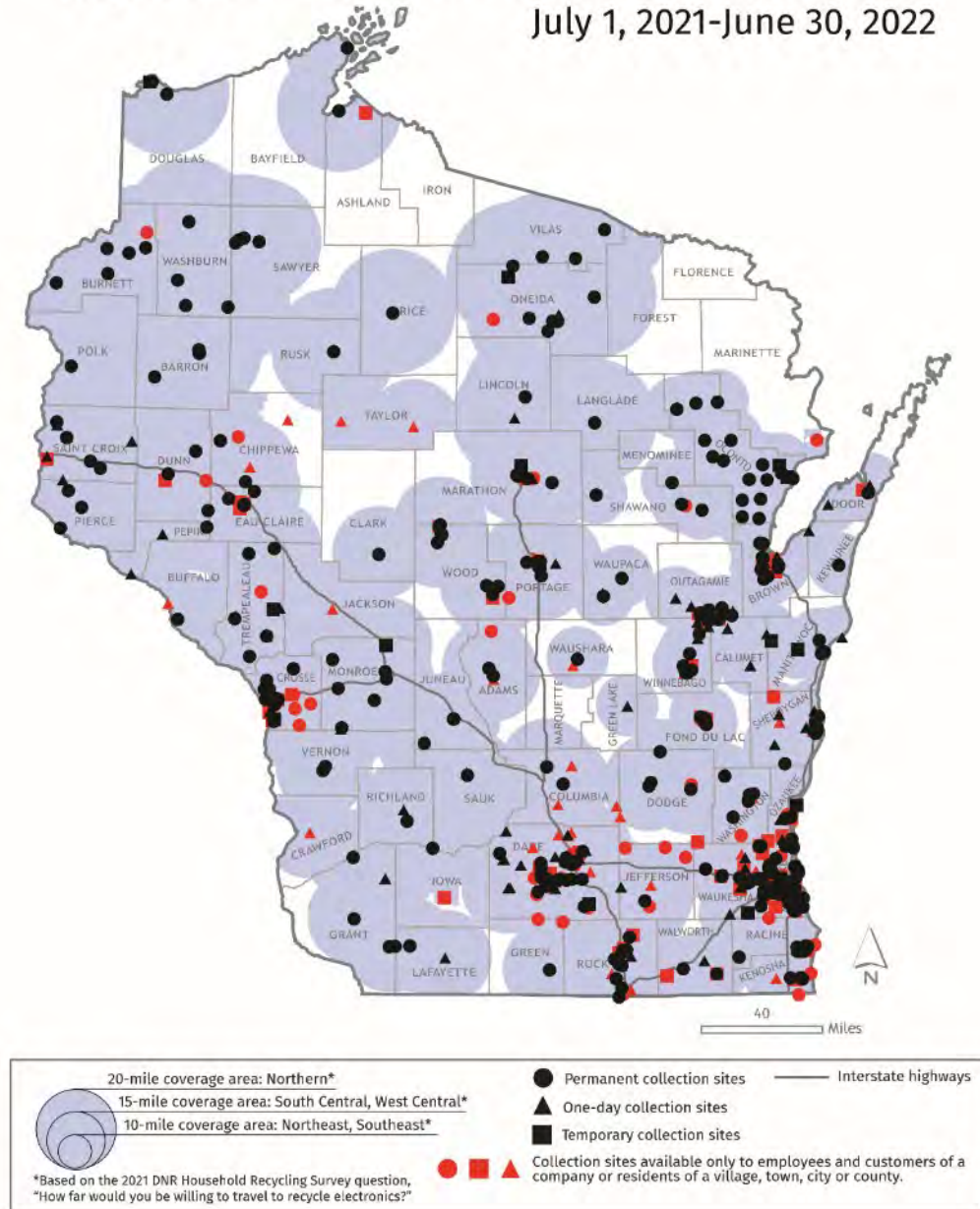
- ▶ In PY13, 577 total sites, highest total since PY5
 - ▶ 357 permanent
 - ▶ 137 one-day event
 - ▶ 83 other temporary



68 of 72 counties had a collection site in PY13

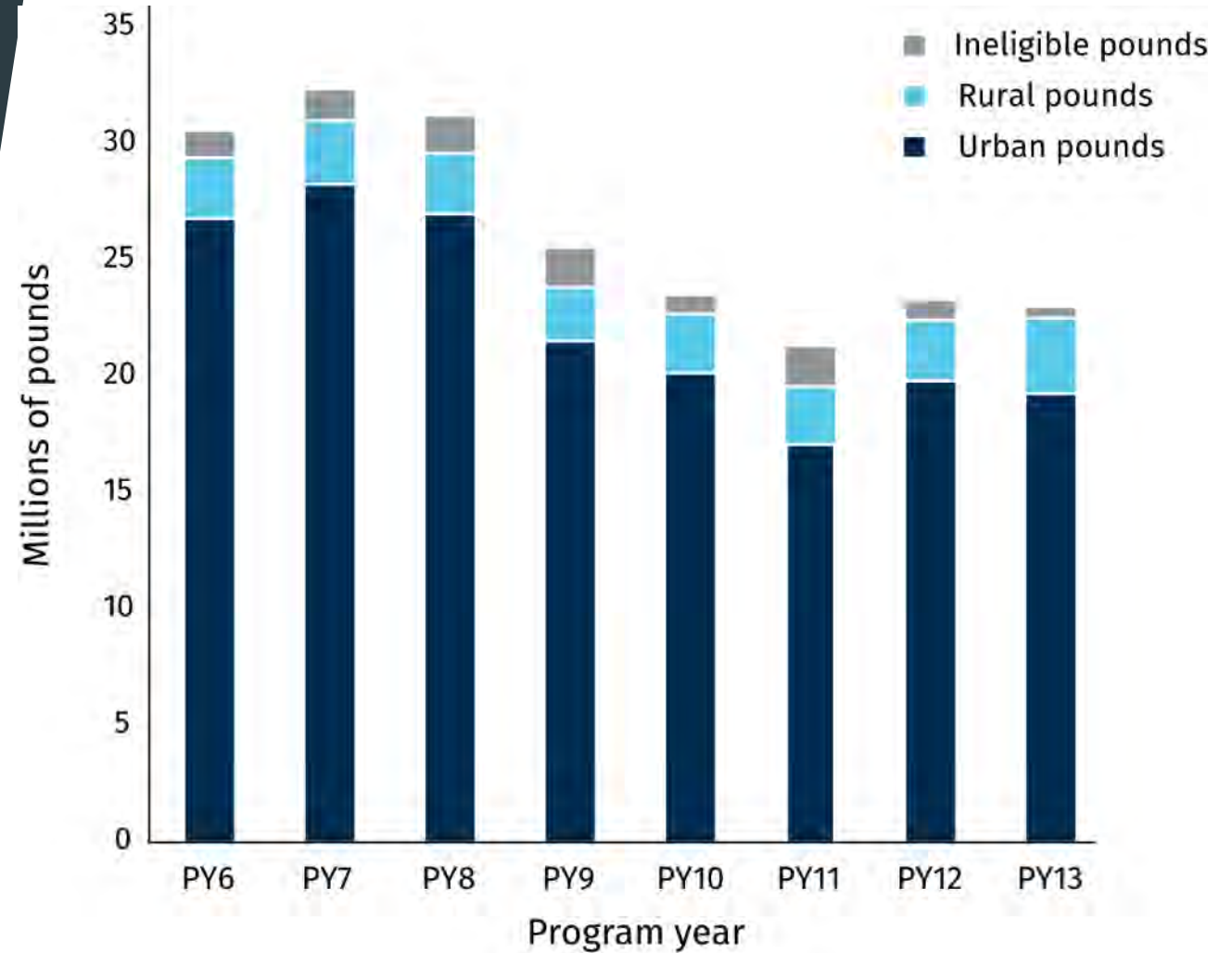
- ▶ Collection sites registered during program year 13, with 10-, 15- or 20-mile radius circles showing average distance willing to drive to recycle electronics
- ▶ Shaded circles were eliminated or cropped in cases where sites are known to be restricted to municipal/county residents

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

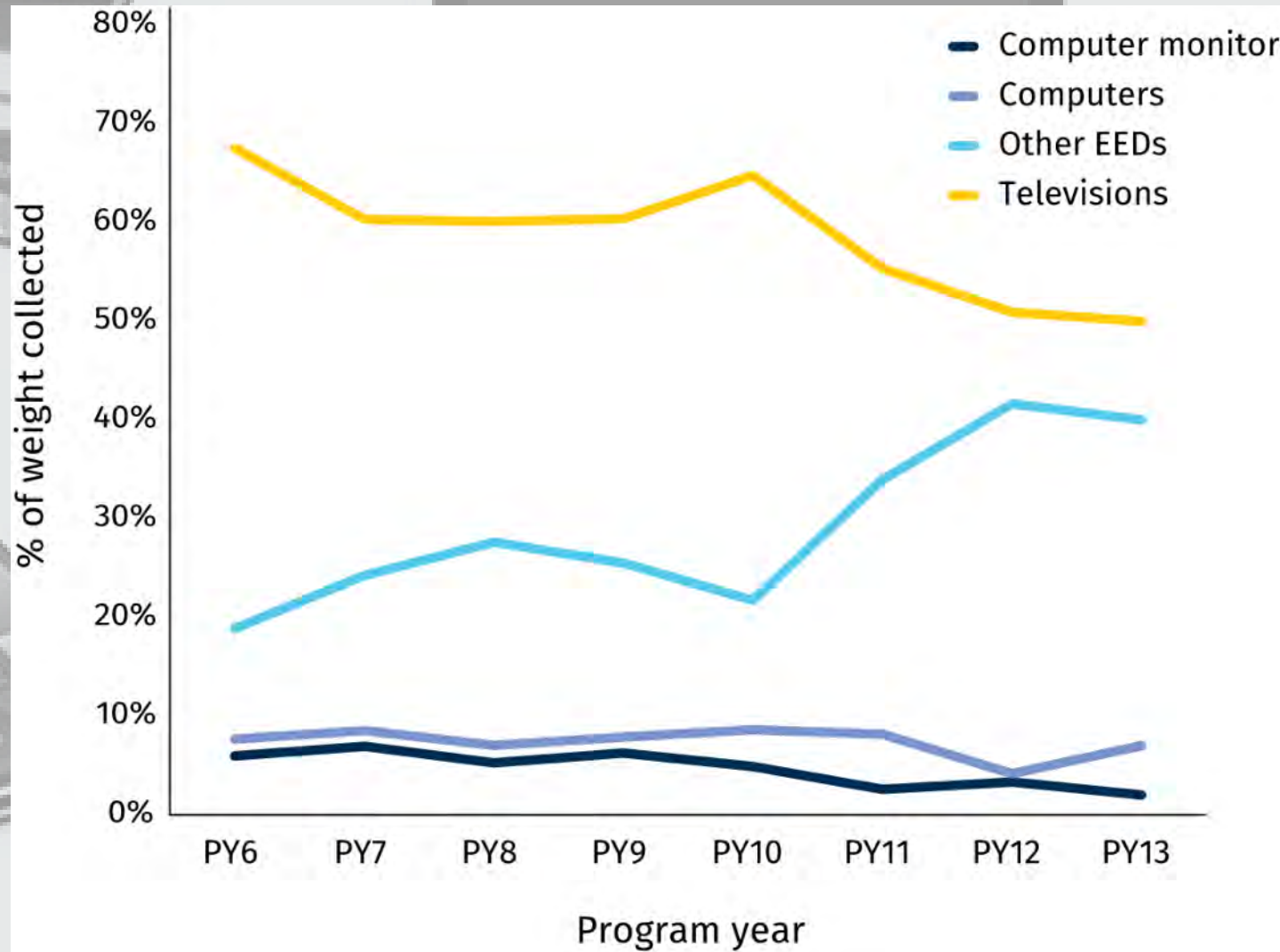


Stable collection weights, except for spring 2020 due to COVID

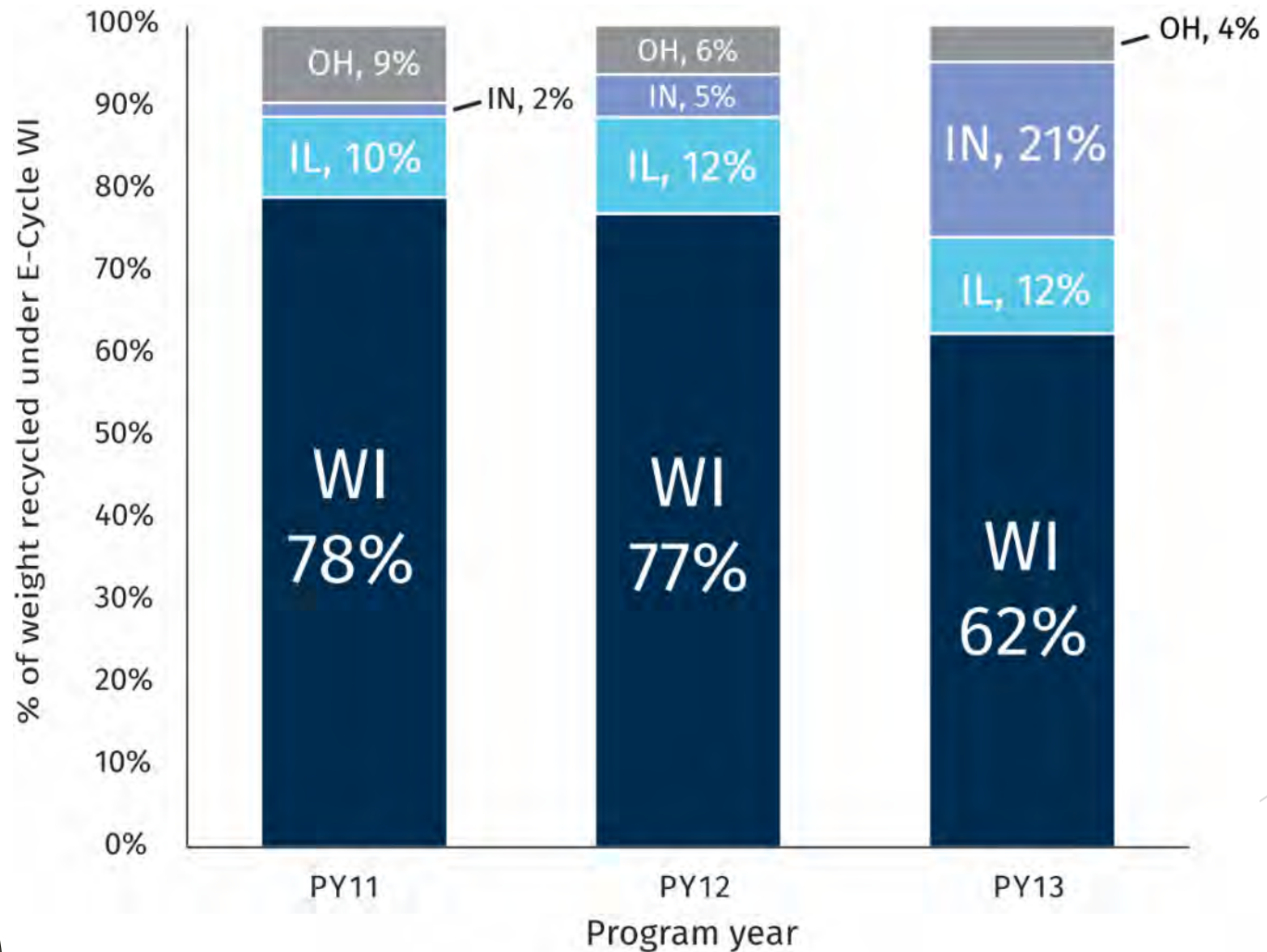
- ▶ PY13 collection was 23.1 million pounds, 4 pounds per capita
- ▶ 370 million pounds collected, January 2010-June 2022
- ▶ Less “leaking” weight in PY13



Collection by device type: declining TV weight

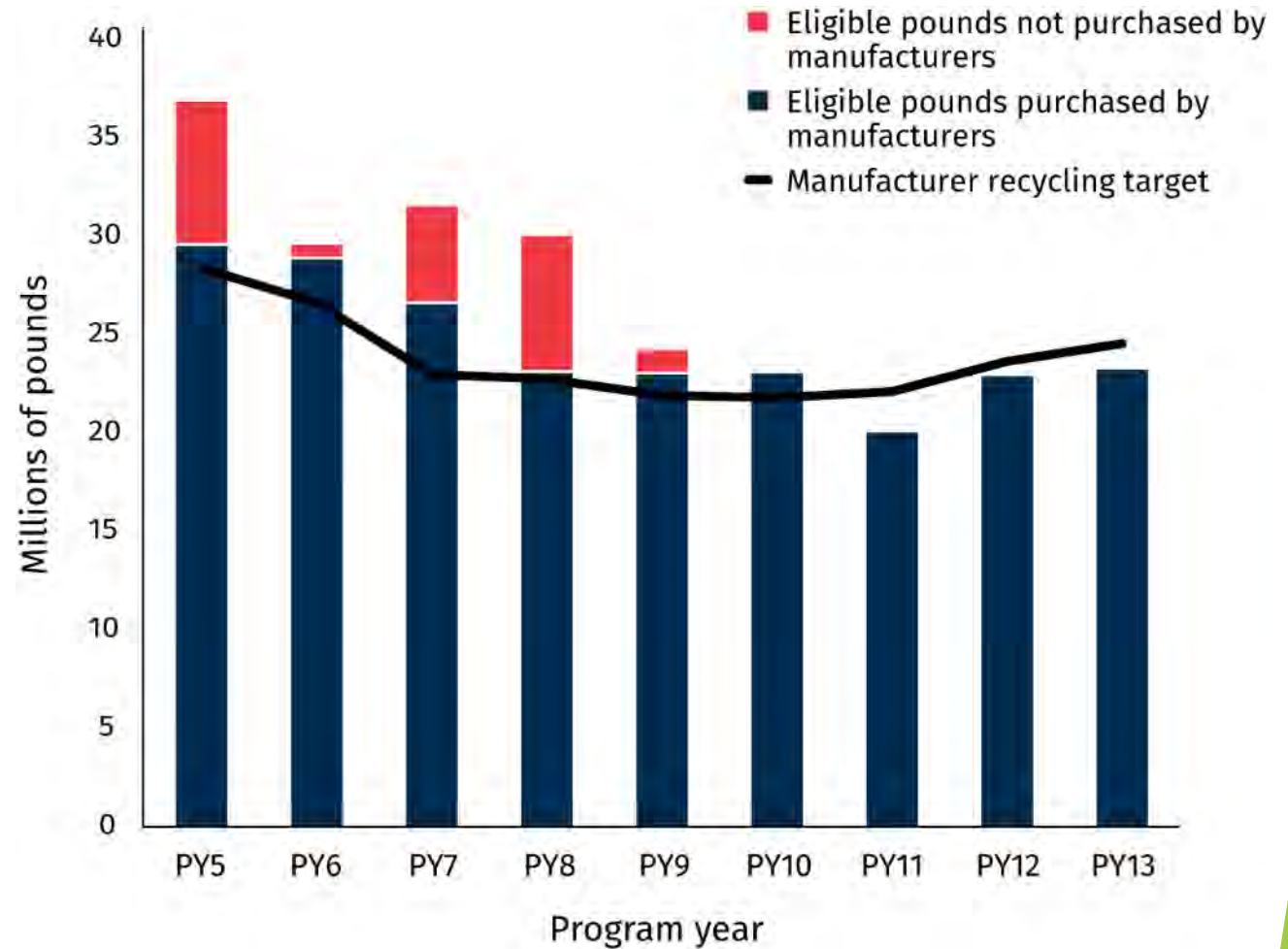


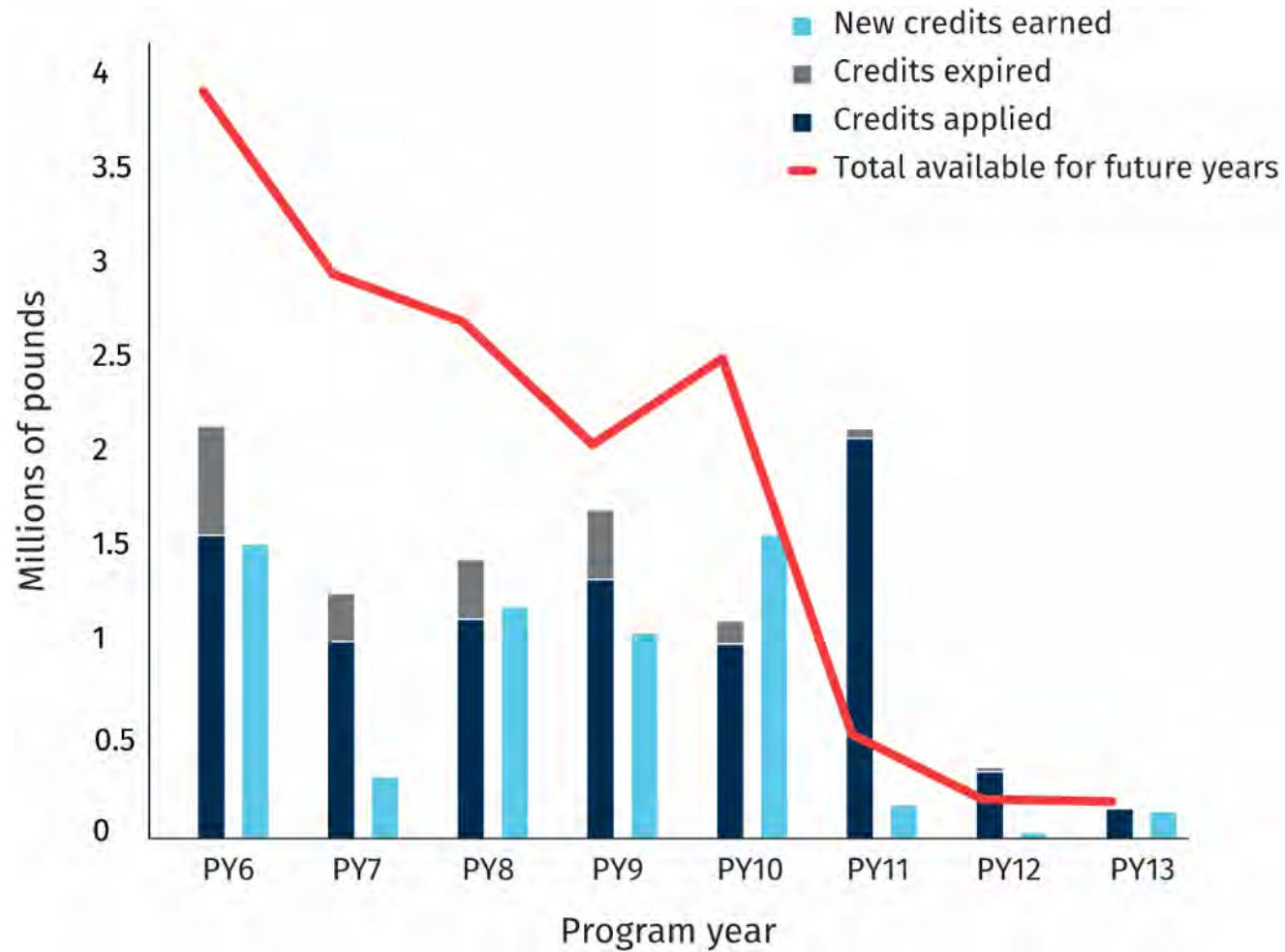
Pounds recycled, by recycler location



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





Manufacturer credit transactions

Only 195,000 pounds available for use in PY14

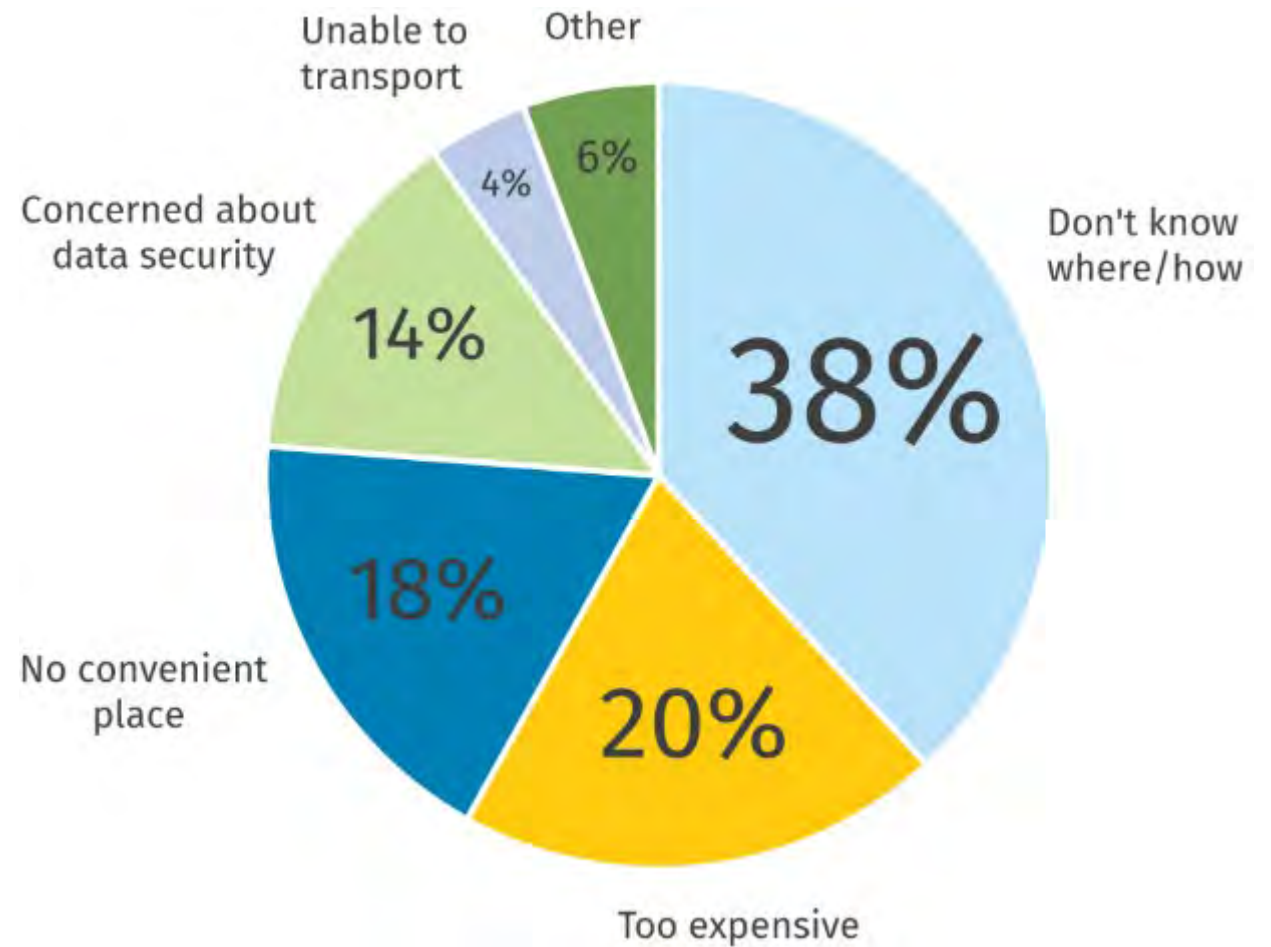
Ensuring a level playing field among program participants



- ▶ Annual inspections of all in-state recyclers
- ▶ Desktop audits/in-person inspections of larger out-of-state recyclers
- ▶ Inspect ~15% of permanent collection sites each year (50-60)
- ▶ Check of retailer websites at least once/year
- ▶ Resuming in-store retailer inspections after pandemic

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

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English Descargar la lista de sitios de e-cycle

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

<input type="checkbox"/> Teléfonos 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

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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...

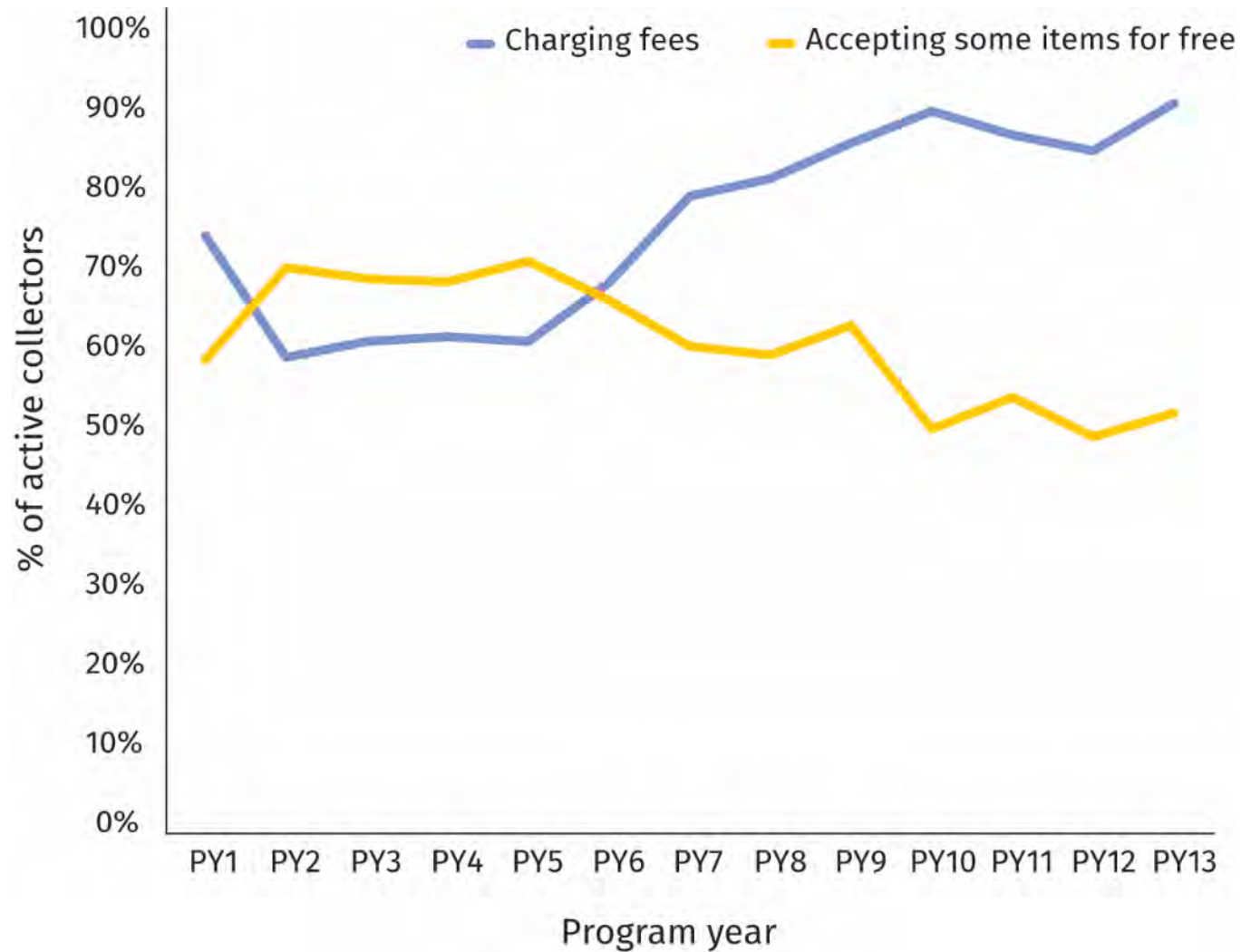
Learn more

1.1K 591 comments 893 shares

DNR social media, digital advertising and other outreach efforts

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

Consumer costs to recycle have increased, with fewer free options





Manufacturers now providing more free events and drop-off sites



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.

Electronics collection site requirements

- ▶ Most requirements apply regardless of E-Cycle Wisconsin registration status
- ▶ Most electronics collection sites will continue to be exempt from transfer station licensing
 - ▶ Public drop-off sites
 - ▶ “Exempt electronics transfer facilities” like retailer logistics centers, collectors that consolidate electronics from elsewhere but do not accept public drop-offs
- ▶ Registered E-Cycle Wisconsin collectors must keep independent records of loads sent to recyclers
- ▶ To prepare, ensure you’re following best management practices

Storing electronics at drop-off sites

- ▶ Containers or packaging holding only waste electronics must be:
 - ▶ Adequate to prevent breakage and spills
 - ▶ Compatible with the contents
 - ▶ Manufactured of material that will remain structurally sound for the length of time material is stored
- ▶ Electronics must be stored in a manner that will prevent damage from weather, theft or vandalism



Facilities that will need a solid waste processing plan of operation & license

- ▶ Registered E-Cycle Wisconsin recyclers
- ▶ Registered E-Cycle Wisconsin collectors that disassemble some electronics
- ▶ Other facilities that disassemble, bale, crush, grind or shred electronic devices or components

Collection sites that only hand sort and package electronics for shipping to electronics recycler without engaging in additional electronics recycling activities would be exempt.



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
- ▶ Updates to eligible electronics

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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 of revised rule
- ▶ Planning stakeholder meetings once timeline is known (at least one virtual option)
- ▶ Develop plan of operation application for electronics processors
- ▶ Update and get input on guidance documents
- ▶ Contact us if you have questions about how the rule changes apply
- ▶ [Full rule language](#)

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



New grant program kicked off in spring 2022

- ▶ 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

Grant program overview

2022 E-Cycle Wisconsin Electronics Collection Grant

- ▶ Awarded \$87,772 to 15 projects in 13 counties, June 2022
- ▶ 3 permanent collection sites (Riverview Transfer in Kewaunee County and 2 sites in Pepin County)
- ▶ Events in:
 - ▶ Crawford County
 - ▶ Forest County
 - ▶ Iron County
 - ▶ Jefferson County
 - ▶ Kewaunee County
 - ▶ Marquette County
 - ▶ Marinette County
 - ▶ Paddock Lake (Kenosha County)
 - ▶ Ridgeway (Iowa County)
 - ▶ Polk County
 - ▶ Richland County
 - ▶ Taylor County



Who is eligible for grants?

- ▶ Local units of government
- ▶ Tribal governing bodies
- ▶ Businesses
- ▶ Nonprofit entities, including religious nonprofit entities
- ▶ **Any collection site or event that receives grant funding must be registered with E-Cycle Wisconsin**



Eligible expenses



Facility/site rental



Materials necessary to host collection site or event



Advertising costs



Staff expenses



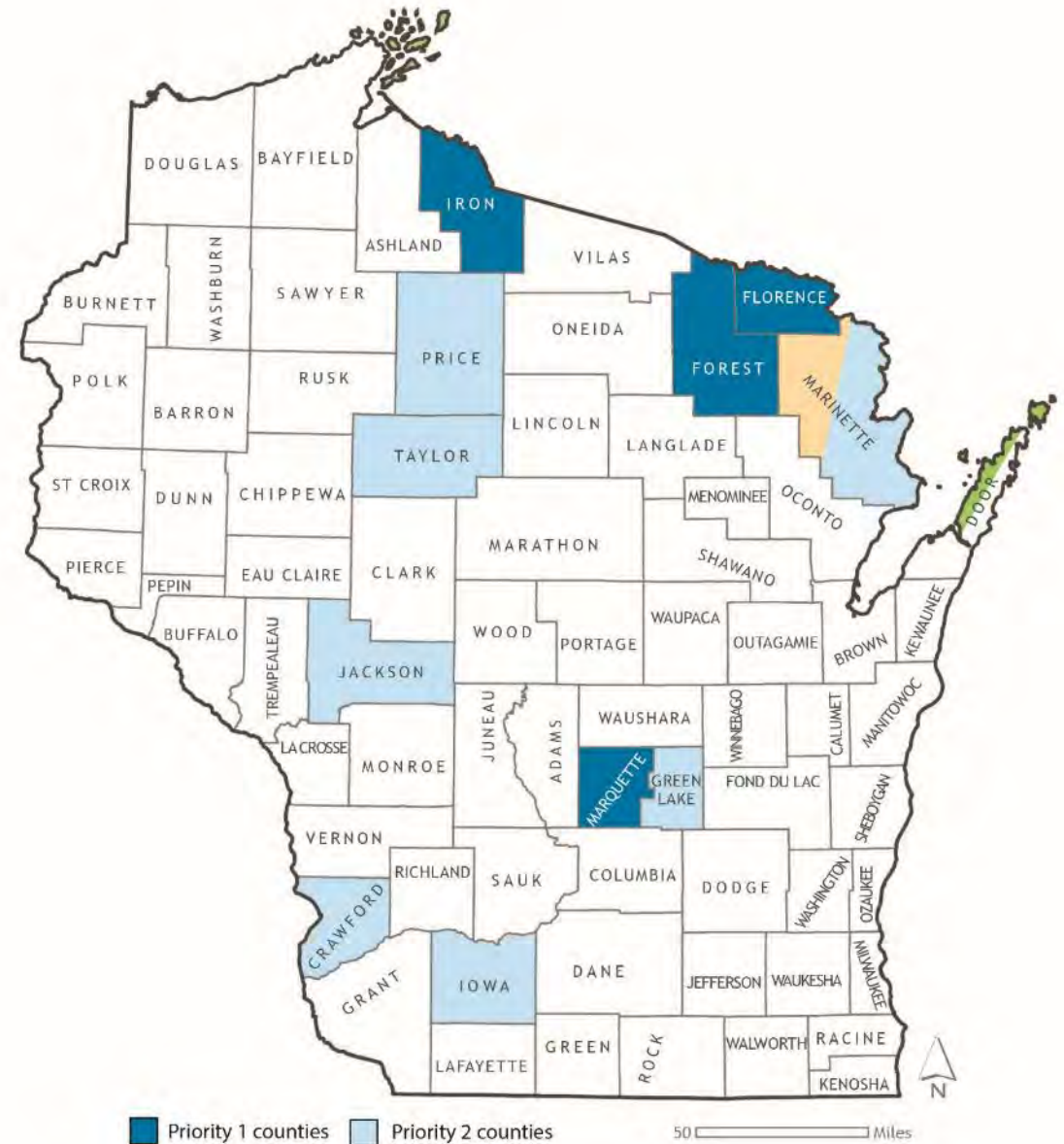
Costs to transport to registered recycler



Other costs allowed by the DNR (potentially could include building construction or improvement)

Priority counties for 2023

- ▶ Counties with no permanent site & no collection event last program year
 - ▶ Florence
 - ▶ Forest
 - ▶ Iron
 - ▶ Marquette
- ▶ Counties with no registered permanent collection site open to all residents
 - ▶ Crawford
 - ▶ Green Lake
 - ▶ Iowa
 - ▶ Jackson
 - ▶ Marinette
 - ▶ Price
 - ▶ Taylor





Next steps

- ▶ **2023 application deadline Feb. 17 at 5 p.m. CST**
- ▶ Expect to award grants by early April for projects from ~May 2023-June 2024
- ▶ Next grant cycle will likely be in mid-2024
- ▶ [Grant program information and application](#)

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

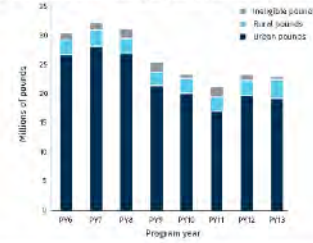
577 COLLECTION SITES IN 68 COUNTIES

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

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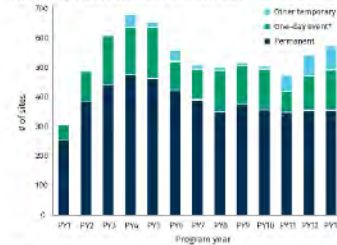
E-Cycle Wisconsin 2022 report summary

Figure 1: Pounds collected by registered collectors



*"Recycled 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

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.

Full report available online

Contacts



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

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