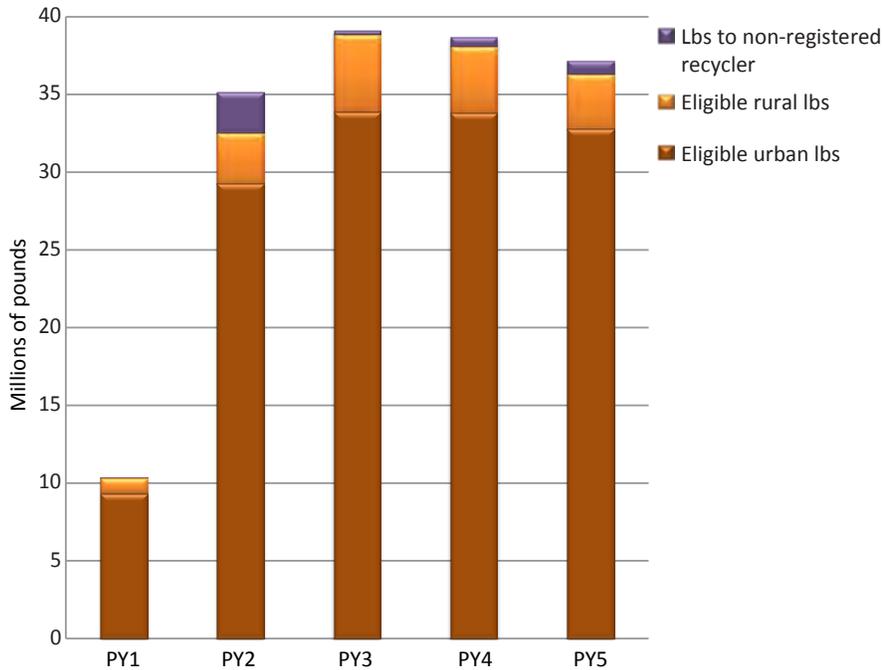




# E-Cycle Wisconsin 2014 report summary

Figure 1: Pounds collected by registered collectors

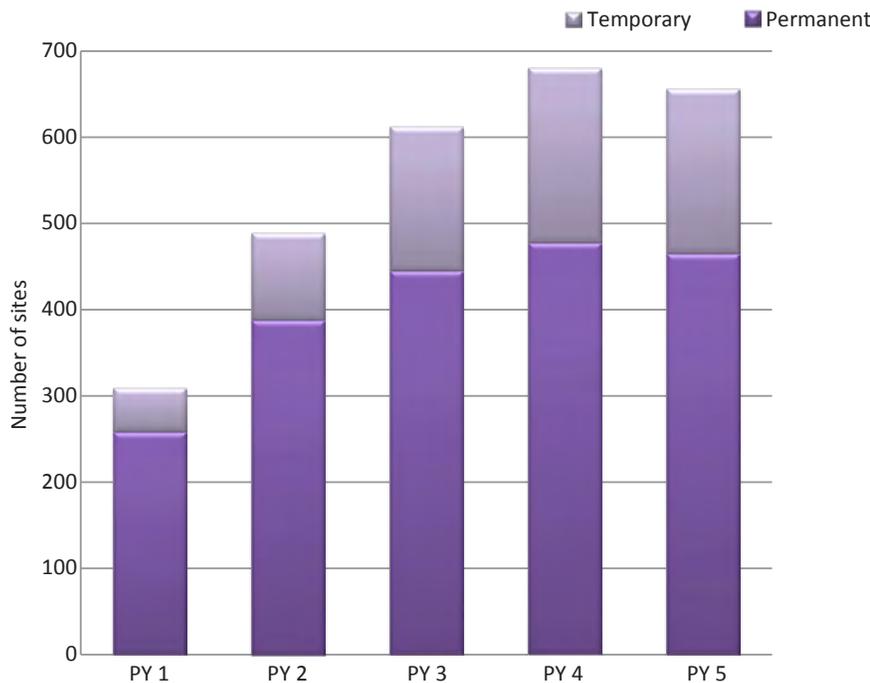


## Program highlights

Between January 2010 and June 2014, Wisconsin households and schools recycled **160 million pounds** of electronics through E-Cycle Wisconsin. During program year 5 (July 2013 to June 2014), registered collectors took in 37.2 million pounds of electronics, or 6.5 pounds per Wisconsin resident—one of the highest rates in the country.

The number of registered collection sites available to Wisconsin residents has **increased dramatically** since early 2010, and 71 of Wisconsin's 72 counties have had at least one collection site or event under the program. Wisconsin has had one of the highest numbers of collection sites per capita among state programs.

Figure 2: Registered collection sites over time



More than 95 percent of collected electronics are dismantled in Wisconsin or other upper Midwest states.

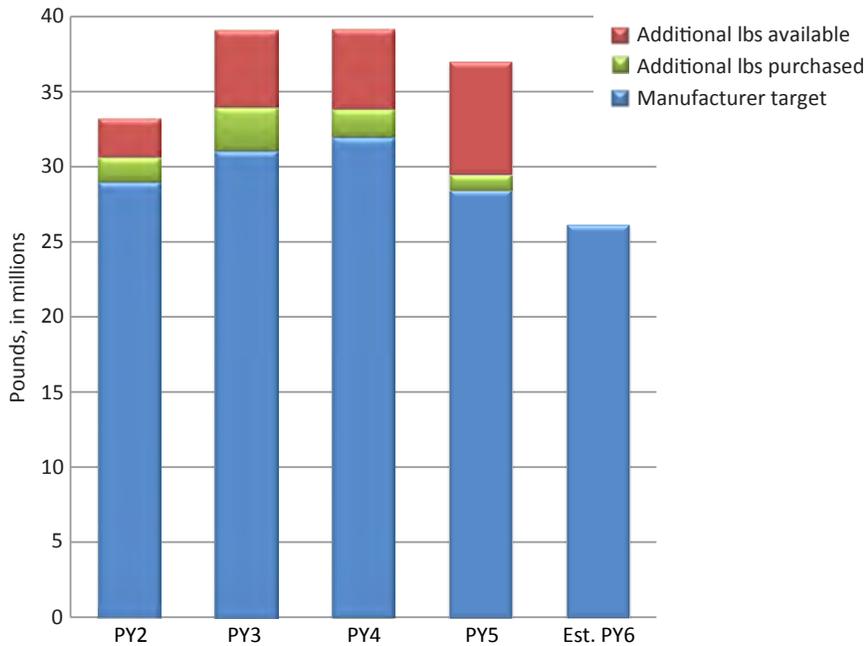
Table 1: Program year 5 registration and participation

Category	Registered	Active
Collectors	143	129 (90%)
Recyclers	30	25 (83%)
Manufacturers	110	n/a
Brands	167	n/a

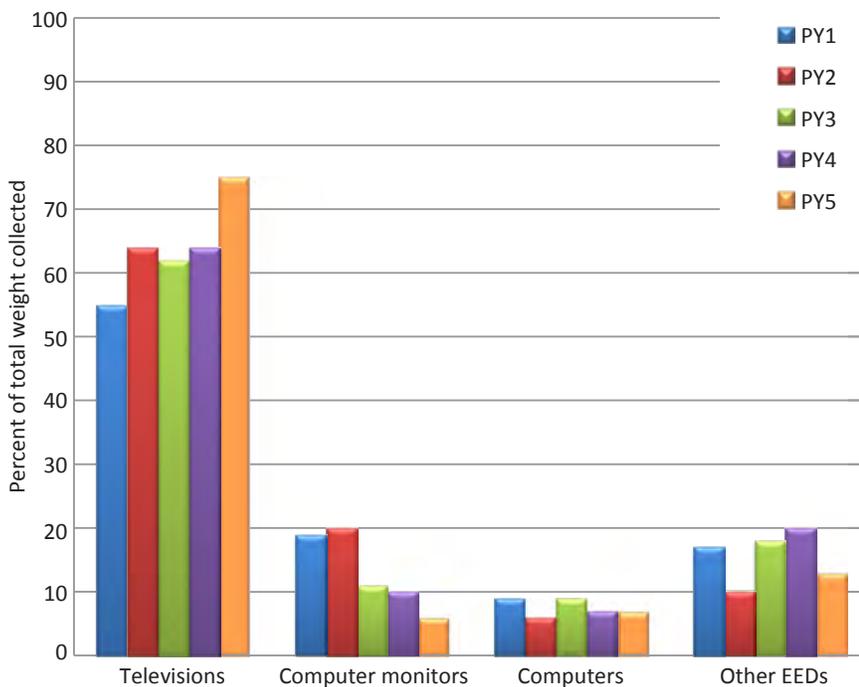
*"Active" means a collector that sent electronics to a registered recycler or a recycler that received electronics from registered collectors.*

Report and other info at [dnr.wi.gov/topic/ecycle](http://dnr.wi.gov/topic/ecycle)

**Figure 3: Comparison of weight collected and manufacturer targets, by program year**



**Figure 4: E-Cycle Wisconsin collection by product type**



**Table 2: Eligible pounds received and recycled, program year 5**

Type	Pounds
Urban received	33,006,658
Rural received	3,301,806
Rural credit	825,451
Diverted for reuse	(169,319)
Available for manufacturers	36,964,097
Sold to manufacturers	29,522,265

Rural credit is 1.25 pounds per pound collected. For a map of which counties are designated urban and rural, see <http://dnr.wi.gov/topic/Ecycle/documents/countiesmap.pdf>.

**Table 3: Program year 5 manufacturer credit transactions**

	Credits
Beginning balance	4,641,613
Credits applied	(1,326,430)
Credits expired	(341,116)
New credits earned	1,503,020
<b>Total available for future use</b>	<b>4,477,082</b>

## Challenges

Since 2010, both the nature of electronics being sold and the markets for materials found in electronics—particularly the glass found in the cathode ray tubes (CRTs) that older TVs and computer monitors contain—have changed dramatically. Due to the popularity of smaller and lighter electronics and manufacturers’ design improvements to reduce product weight, the weight-based manufacturer recycling targets, which are set by a statutory formula, have declined substantially over the last two years, while the weight of electronics collected for recycling through E-Cycle Wisconsin has remained steady. Dwindling markets for the leaded glass in CRTs have increased recyclers’ per-pound costs, but manufacturer payments have not always risen to match.



*The above photo was taken in September 2014 at a site in Oconto County where residents were illegally burning electronics as part of an effort to recover scrap metal. The photo shows broken CRT glass, which contains lead. Note the charred trees in the background from burning.*

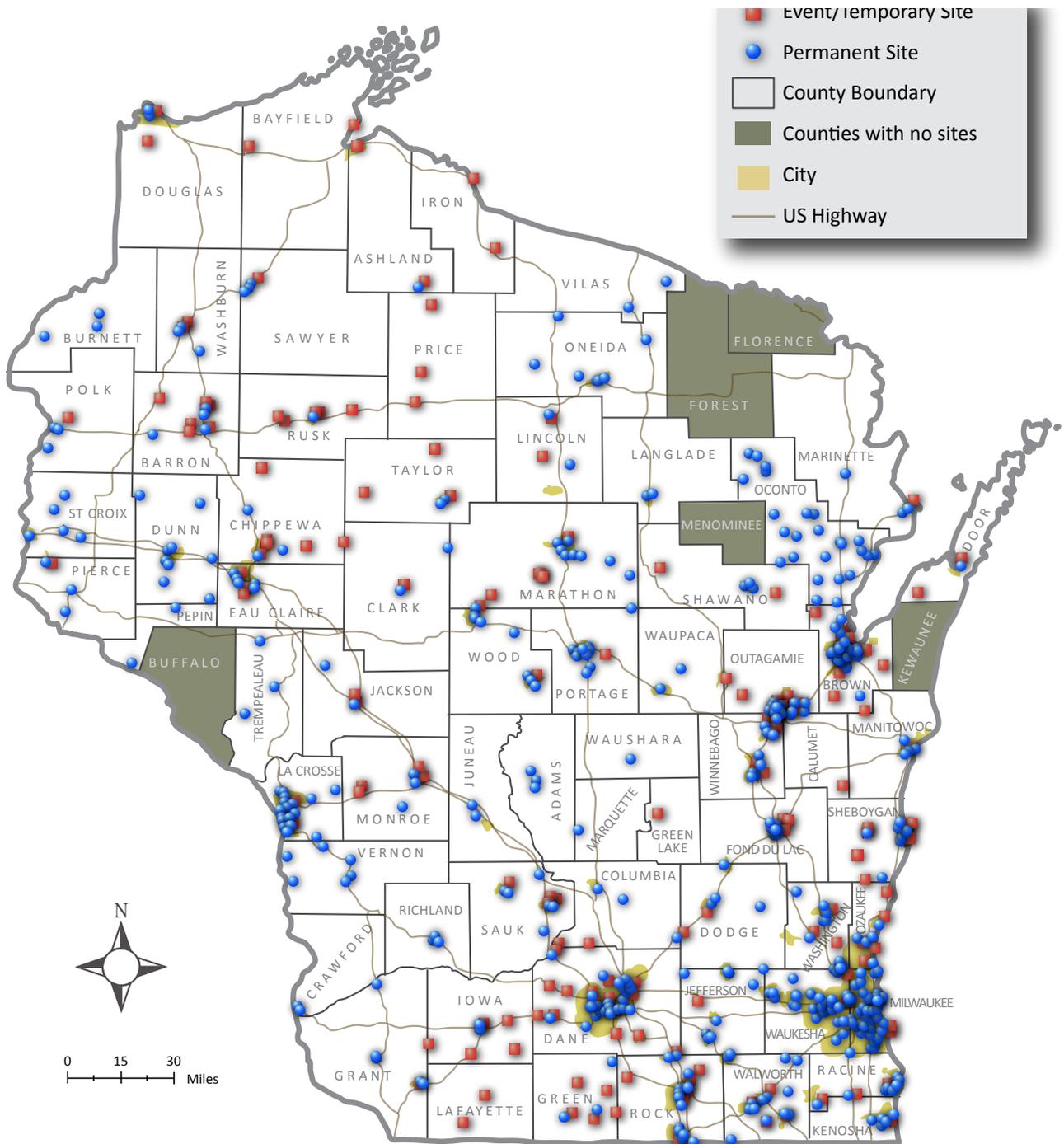
As a result, unless manufacturer recycling targets are updated, the collection and recycling system funded by manufacturers will no longer meet the electronics recycling demand of Wisconsin households and schools, particularly in rural areas of the state. During the current program year (July 2014 to June 2015), many recyclers have dropped collection sites and collection events (especially in rural areas), and are charging collectors more or higher fees to take electronics for recycling. Fewer collection sites and higher costs may lead to increased illegal dumping of electronics—which DNR surveys indicate remains a problem—or to irresponsible backyard scrapping of electronics. It is also likely to increase the financial burden on taxpayers to either collect electronics or clean up dumped devices.

In summary, the basic structure of the law is still sound, and there are many successes to celebrate. Changes will be needed to maintain Wisconsin residents’ access to affordable electronics recycling—particularly in rural areas.

### Specific policy recommendations from 2014 legislative report

- To better match the budget cycles of many manufacturers, recyclers and collectors, change the annual program year so that it corresponds to a calendar year (Jan. 1 to Dec. 31), rather than the state fiscal year, and adjust reporting dates accordingly.
- Change the registration fee levels in s. 287.17(4)(b) to assist small businesses by reducing or eliminating registration fees paid to the state by very small electronics manufacturers.
- Modify the definition of “school” under s. 287.17(1)(np) to allow all K-12 schools in Wisconsin to recycle electronics through E-Cycle Wisconsin.
- Clarify that cell phones and video game consoles meet the definition of consumer computer under the law, and add portable DVD players as a category of covered electronics.

# Map of collection sites registered under E-Cycle Wisconsin during program year 5



Revised: November 12, 2014