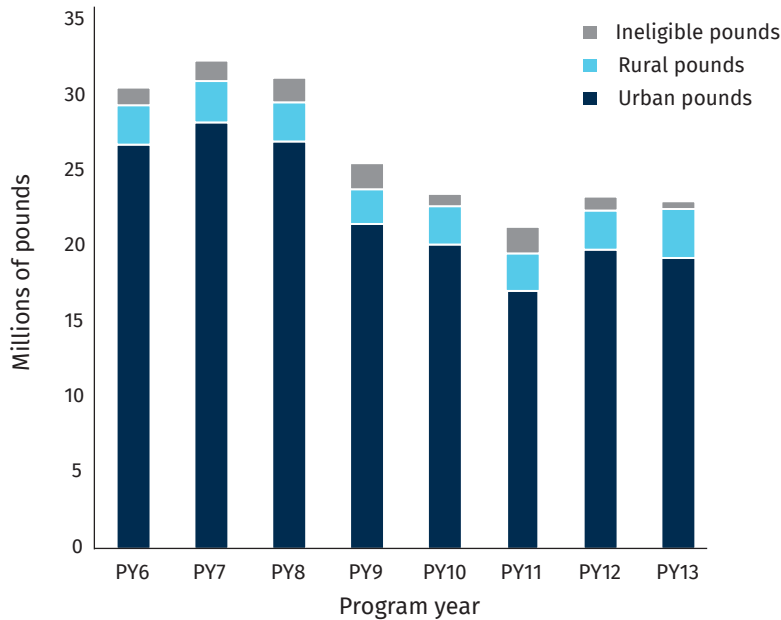




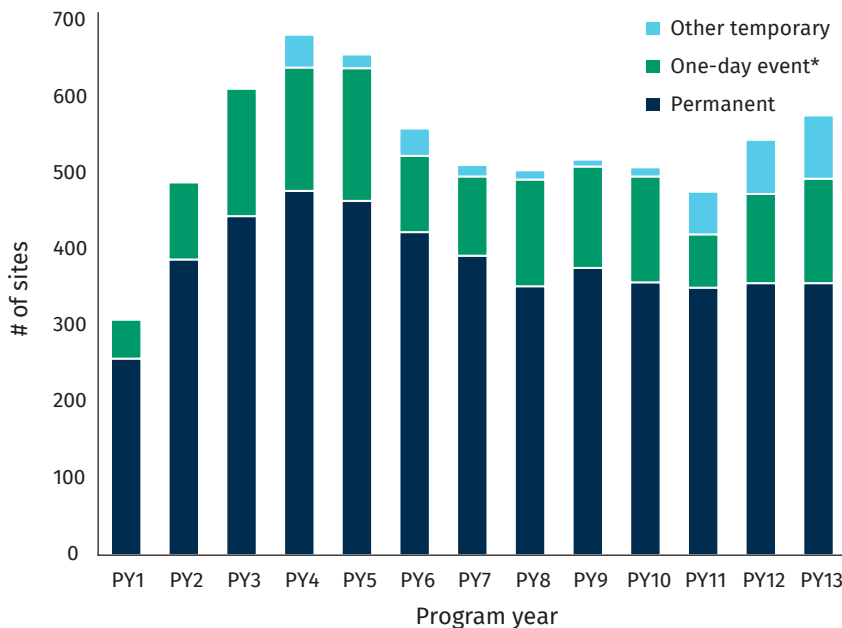
# E-Cycle Wisconsin 2022 report summary

Figure 1: Pounds collected by registered collectors



"Ineligible 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 3.

## Program highlights

Between July 2021 and June 2022 (program year 13), registered collectors took in 23.1 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.

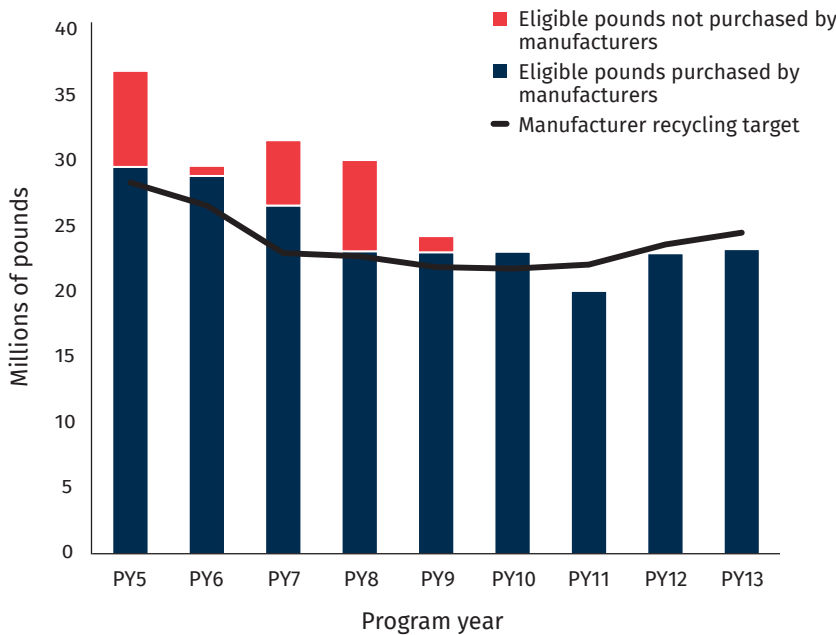
Nearly all electronics collected under E-Cycle Wisconsin were processed initially in Wisconsin or other Midwest states, contributing to continued growth in the region's electronics recycling industry. Wisconsin recyclers accounted for 62% of weight processed.

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.

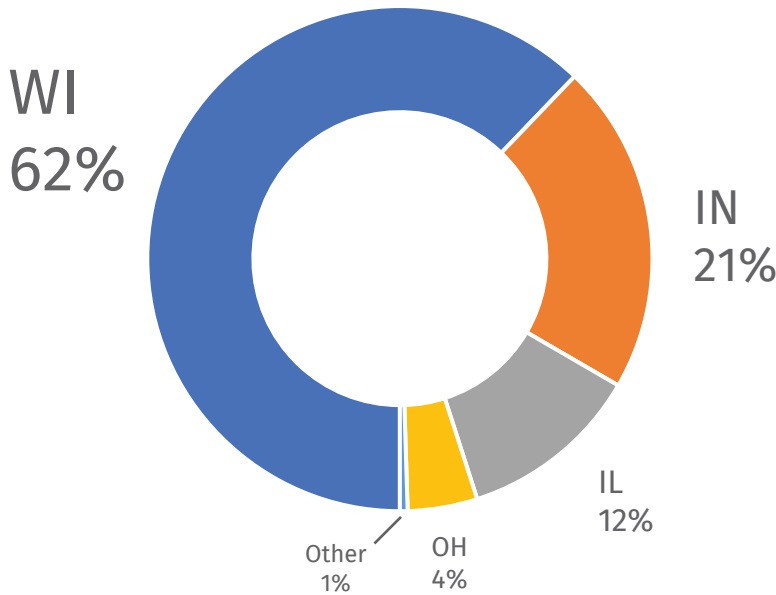
Nearly all manufacturers, recyclers and collectors are complying with the law, and the DNR continues to work to ensure a level playing field for program participants.

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

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



**Figure 4: Percent of pounds received by registered recyclers, by state, program year 13**



**Table 1: Pounds of electronics reported by registered recyclers, program year 13**

Type	Pounds
Urban received	19,327,367
Rural received	3,225,955
Rural credit	806,489
Available for manufacturers	23,359,811
Sold to manufacturers	(23,306,990)
<b>Not sold to manufacturers</b>	<b>52,821</b>

Rural credit is 1.25 pounds per pound collected. Urban and rural pounds differ slightly from Table 2 because some recyclers count all pounds as urban.

**Table 2: Program year 13 collection, by product type**

Product type	% of total weight
TVs	50%
Monitors	2%
Computers	7%
Other EEDs	40%

EEDs are eligible electronic devices. Other EEDs include printers, computer accessories, DVD players, VCRs and fax machines.

**Table 3: Registered collectors charging fees, program year 13**

Fee type	% of active collectors
Price per item	63%
Price per pound	14%
Mixed type or other	15%
<b>Total, any type</b>	<b>92%</b>

There were 118 active registered collectors during PY13. Of these, 11 did not charge for any eligible electronics, and 53% took some electronics for free. "Mixed type or other" means a collector charged per pound for some electronics and per item for others, or had a fee for pickup.



TVs at an October 2022 Polk County electronics collection event funded by an E-Cycle Wisconsin grant. Photo courtesy Polk County.

## Addressing challenges

E-Cycle Wisconsin participants have praised many aspects of the law, but noted areas of concern, including a lack of affordable, convenient recycling in some areas; gaps in consumer awareness about the need to responsibly recycle electronics; a need for more actions to deter bad actors; economic and safety issues the changing material stream has brought to collectors and recyclers; and the disconnect between sales-based manufacturer recycling targets and the weight of electronics being recycled.

In 2022, the DNR worked to address some of these concerns through implementation of a new E-Cycle Wisconsin Electronics Collection Grant Program, authorized by a 2021 law; expanded outreach efforts; work toward finalizing an administrative rule to set standards for proper management of e-waste; and collaboration with stakeholders to understand and address the changing economic and safety issues for E-Cycle Wisconsin participants.

The DNR's new grant program—which awarded \$87,772 to 15 projects in 13 counties in June 2022—is improving access and reducing costs for consumers in underserved areas of the state, though its limited funding means it can't address all needs. Manufacturers' efforts to meet their higher recycling targets are also creating more free electronics recycling opportunities, both through one-day events and reduced fees at a handful of permanent collection sites.

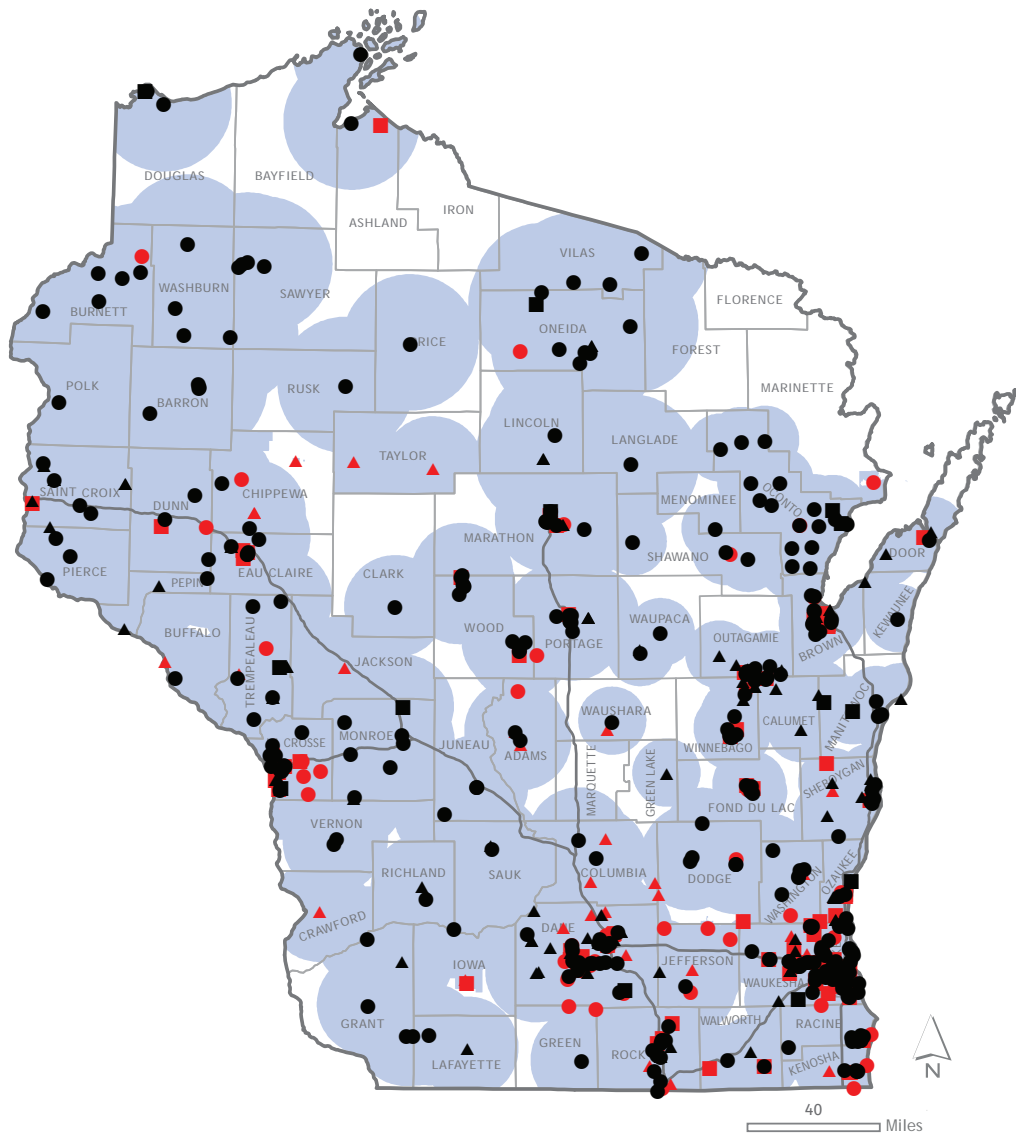
While the 2021 statutory changes and proposed administrative rule represent significant improvements that address many stakeholders' concerns, there is still more work to be done to ensure the long-term success of E-Cycle Wisconsin, particularly in terms of how manufacturer recycling obligations are set and ensuring affordable and convenient consumer access to electronics recycling throughout the entire state.









## Recommendations for potential legislative changes

The electronics recycling law directs the DNR to examine several aspects of the law within the annual report and make suggestions for possible changes. The following is a list for the Legislature's consideration, based on stakeholder input, of changes that could improve the law and ensure its continued effectiveness.

- To better meet the electronics recycling needs of Wisconsin households and schools, and to make the program more predictable for recyclers and manufacturers, the Legislature could change or replace the manufacturer target formula and method of encouraging collection in rural areas.
- To improve the function of the market-based system Wisconsin's electronics recycling law creates, and to allow recyclers to recoup as much of their costs as possible, the Legislature could add a provision to the law to allow registered E-Cycle Wisconsin recyclers to carry over credits for weight they have recycled, but not sold to manufacturers, for one or two program years.
- To make it easier for the DNR and manufacturers to determine whether the law covers newer devices and improve proper management of newer problem components, such as lithium-ion batteries, the Legislature could update and clarify device definitions.

# Map of collection sites registered under E-Cycle Wisconsin during program year 13



 <p>20-mile coverage area: Northern*</p>	 <p>Permanent collection sites</p>	 <p>Interstate highways</p>
 <p>15-mile coverage area: South Central, West Central*</p>	 <p>One-day collection sites</p>	
 <p>10-mile coverage area: Northeast, Southeast*</p>	 <p>Temporary collection sites</p>	
<p>*Based on the 2021 DNR Household Recycling Survey question, "How far would you be willing to travel to recycle electronics?"</p>	 <p>Collection sites available only to employees and customers of a company or residents of a village, town, city or county.</p>	



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