

What the new e-cycling rule and grants mean for you

Wisconsin Integrated Resource Management Conference

Feb. 24, 2022

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 7901, Madison, WI 53707 • (608) 266-2111
DNRE-ecycle@dnr.wisconsin.gov
The Wisconsin Department of Natural Resources provides equal opportunity in its employment programs, services and facilities, under affirmative action. Post: Please do not litter. Please do not litter. Please do not litter. Department of Interior, Washington, D.C. 20080.
The public is invited to attend all general public meetings and other activities. Please call 608-266-2111 for more information.

9/10 WA-1427 2015



dnr.wi.gov "ecycle"

E-Cycle Wisconsin

- ▶ 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.



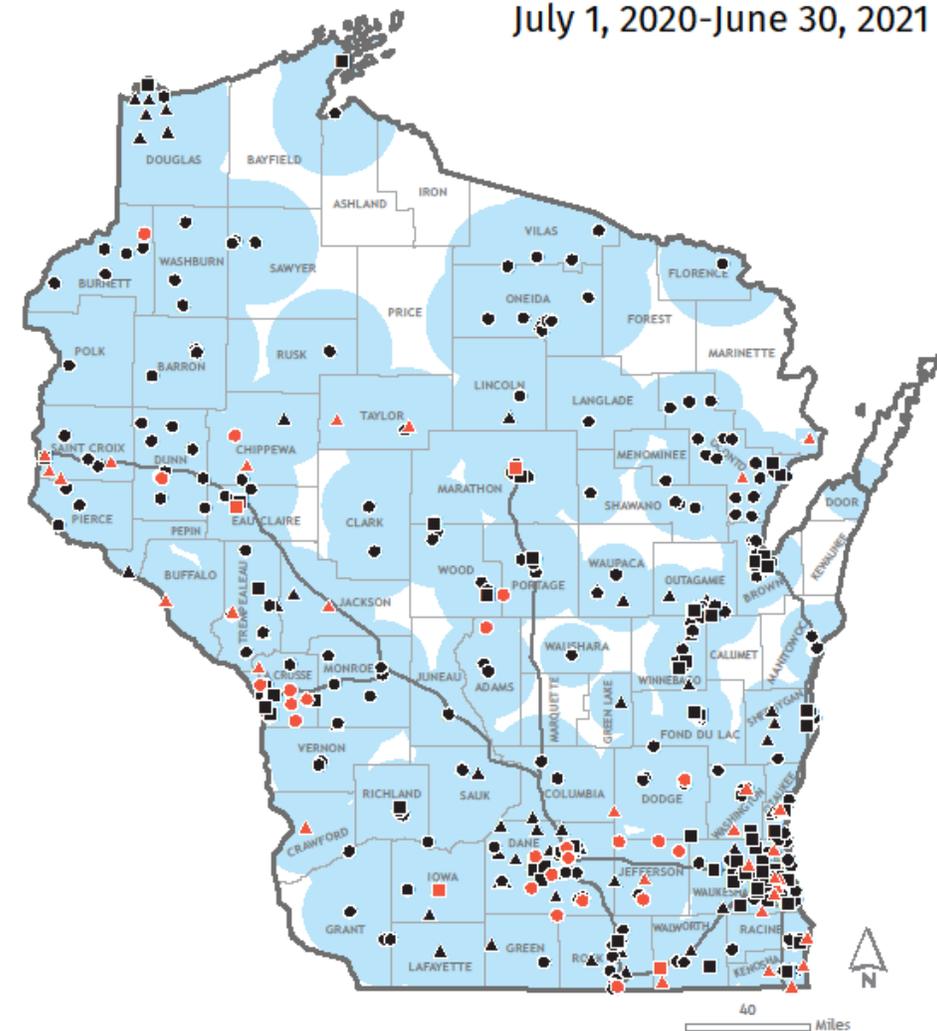
Manufacturers fulfill their contracts with recyclers, keeping costs lower for the public.



Program year 12 collection sites

- ▶ Collection sites registered during program year 12, 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

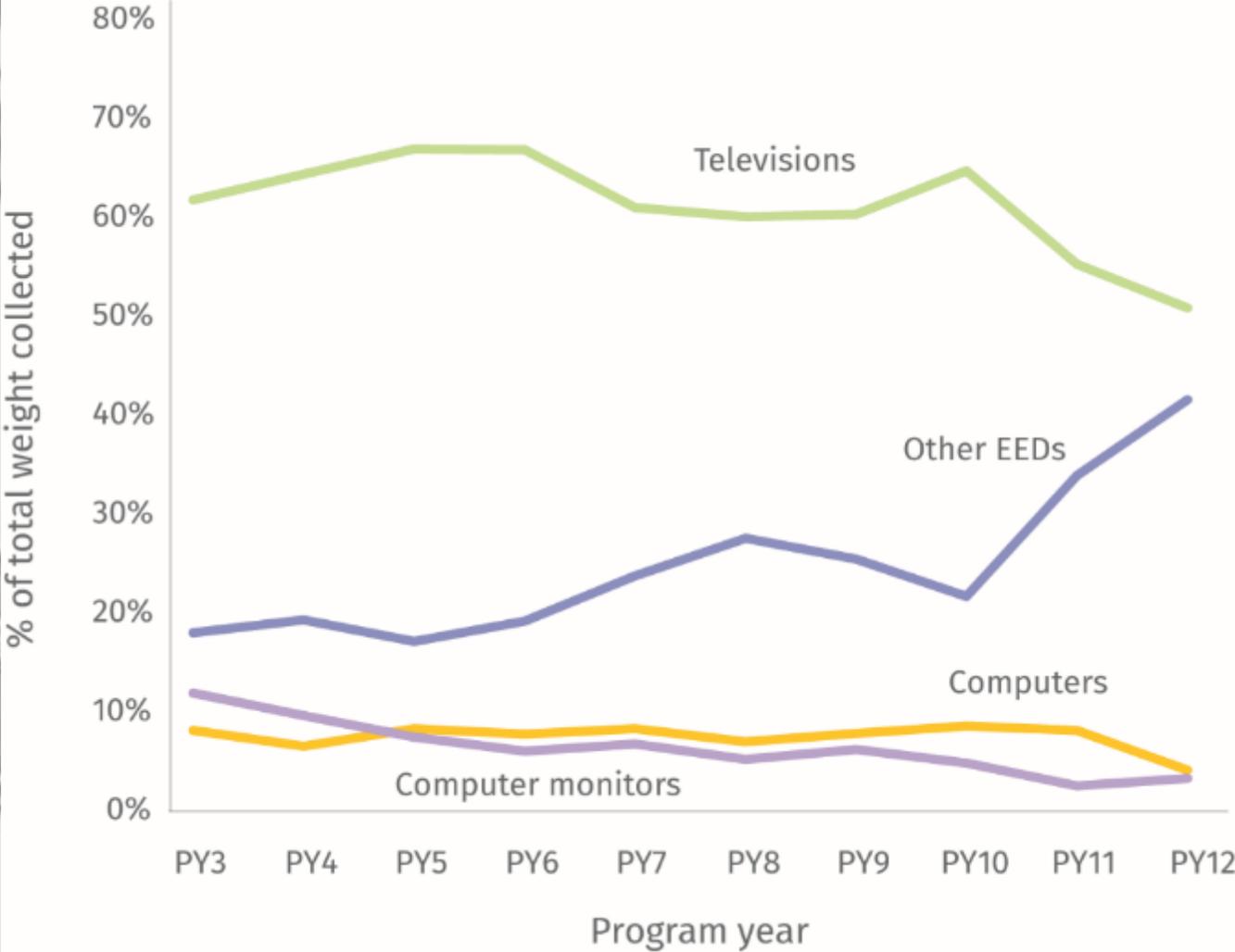
Registered E-Cycle Wisconsin Collection Sites
July 1, 2020-June 30, 2021



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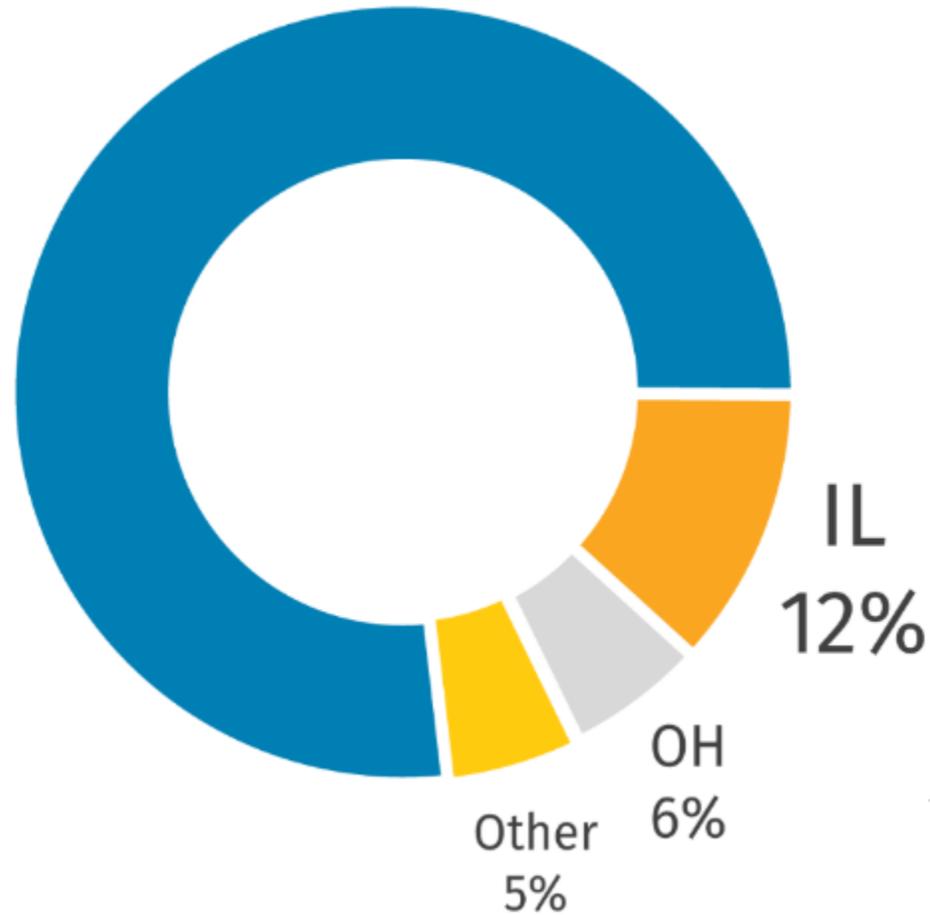
*Based on the 2021 DNR Household Recycling Survey question, "How far would you be willing to travel to recycle electronics?"

Collection by device type



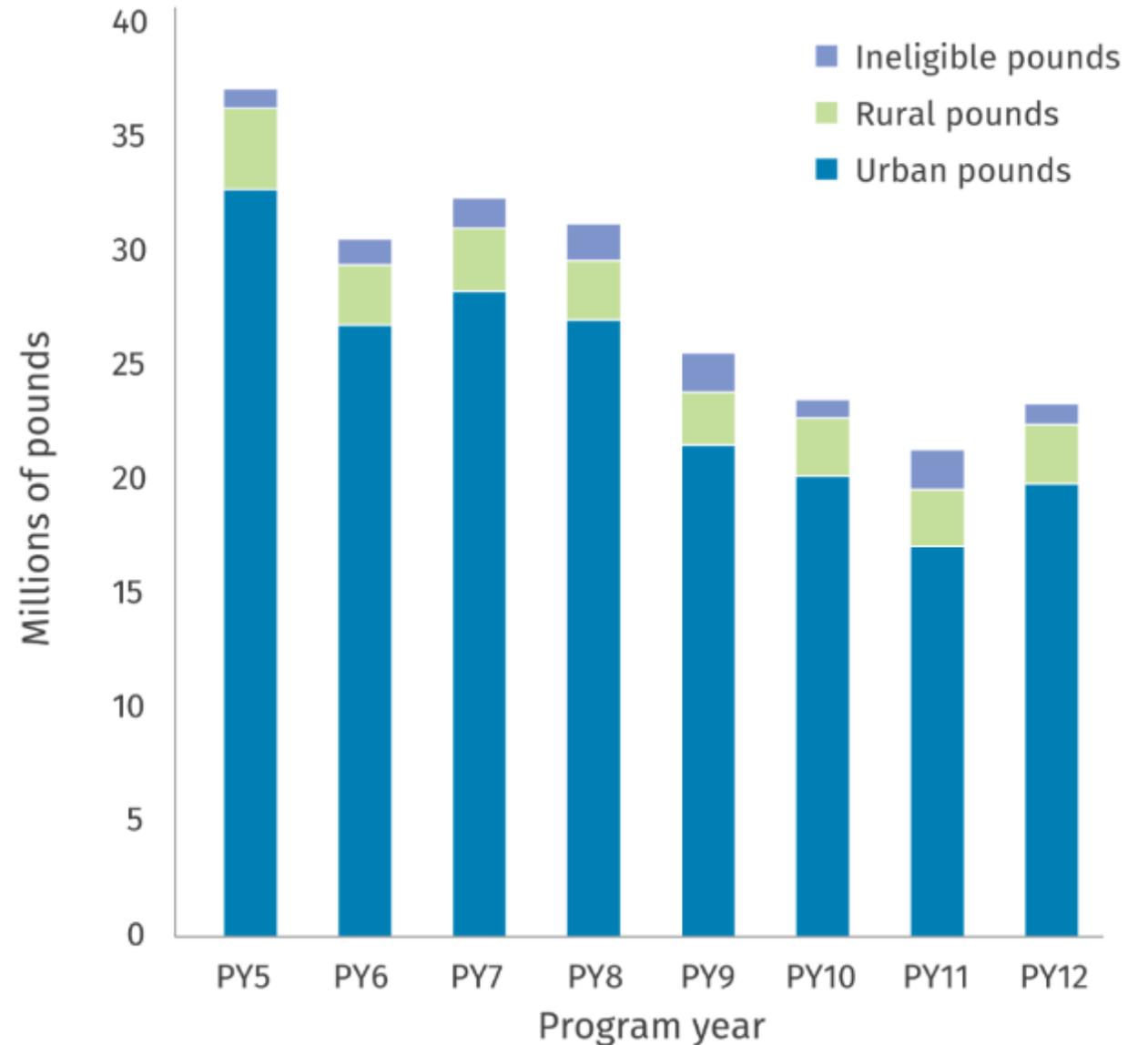
Pounds recycled, by recycler location

WI
77%



Pounds collected, by program year

- ▶ PY12 collection was 23.4 million pounds, 4 pounds per capita
- ▶ Up 10% from PY11, very close to PY10 collection
- ▶ **350 million pounds collected, January 2010-June 2021**



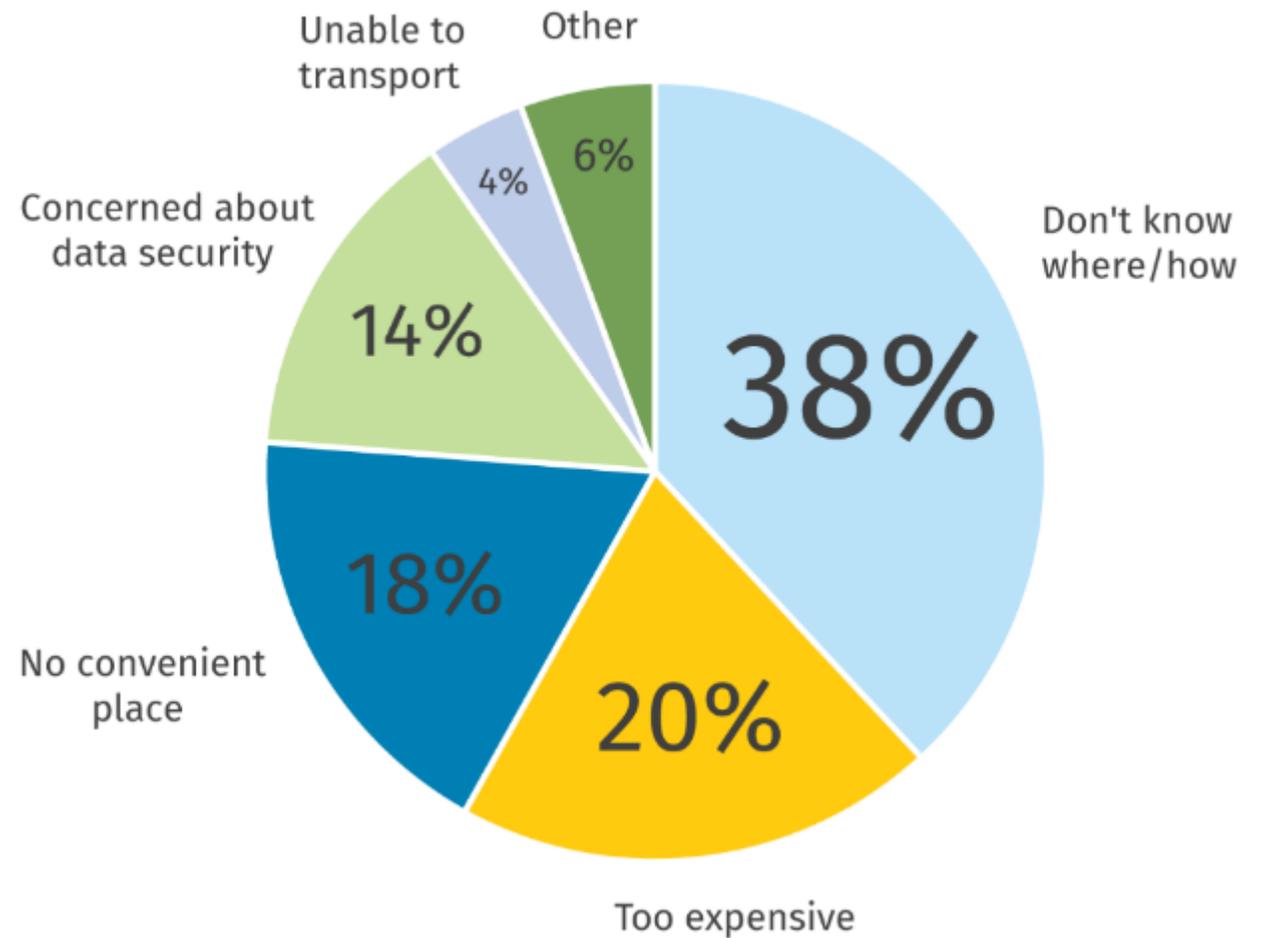
Pounds recycled and purchased

- ▶ After peaking in 2013 at just under 32 million pounds, manufacturer targets declined until 2019, then started rising
 - ▶ 24.5 million pounds for current program year
- ▶ Program was significantly overcollecting until program year 10 (July 2018-June 2019)
- ▶ Program undercollected in 2020 and 2021, partly due to pandemic, though manufacturer credits helped make up most of the difference



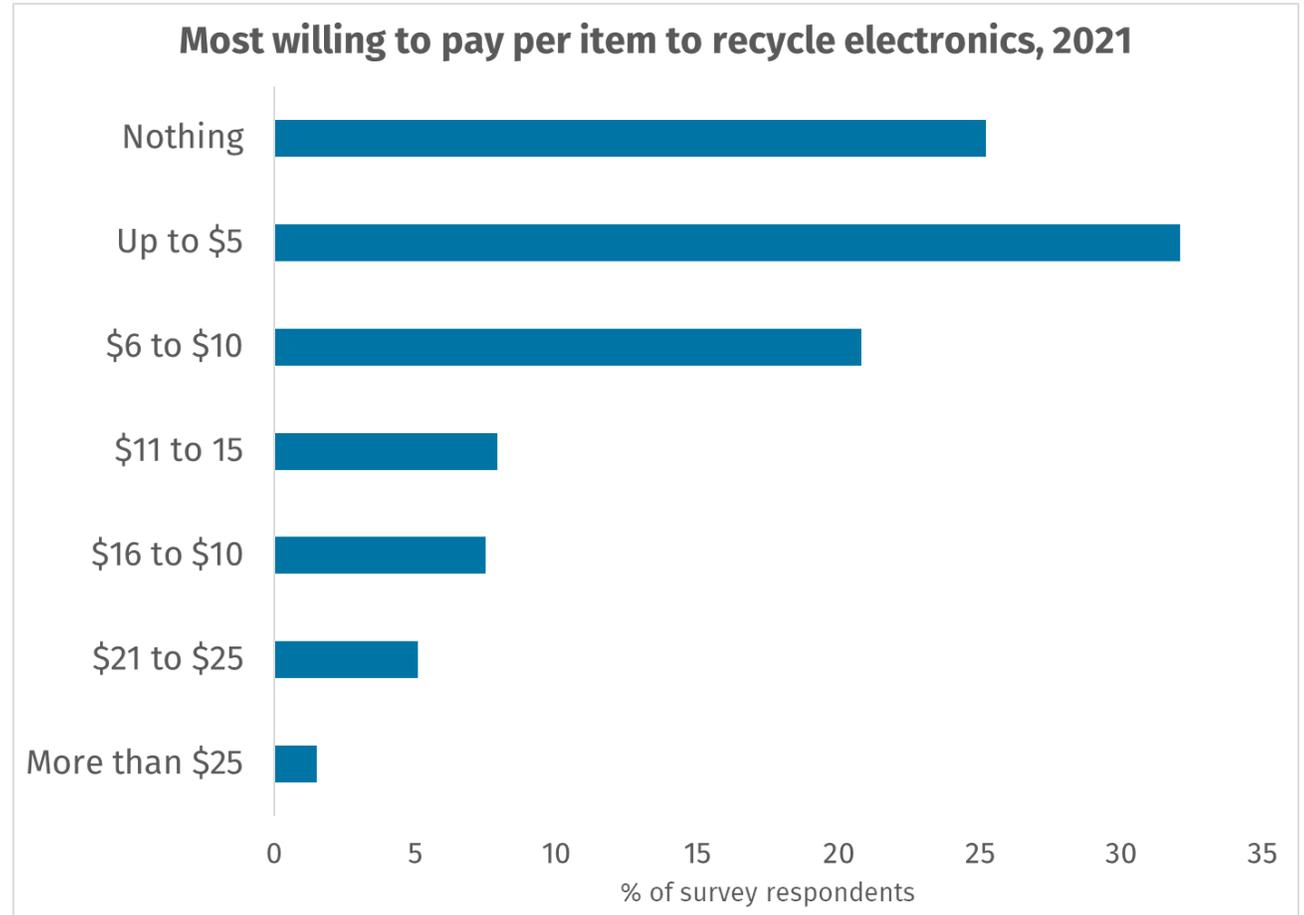
Addressing barriers

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



Consumer willingness to pay

- ▶ Most collectors charge \$15 or more for TVs (most common seems to be \$25-\$30)
- ▶ Some willing to pay more if receive gift card/coupon, guarantee of responsible recycling or pick-up service
 - ▶ 4% of respondents unwilling to pay under any conditions
- ▶ Respondents in SE and NE WI less willing to pay



Current regulations provide limited DNR oversight outside of E-cycle WI program

- ▶ Compliance with solid waste disposal requirements where salvageable material exemptions don't apply
- ▶ Universal waste requirements for batteries, lamps and mercury equipment removed from electronics
- ▶ Hazardous waste requirements for management of cathode ray tubes and circuit boards
- ▶ Solid waste processing approvals for a few advanced processing operations

Addressing challenges



Recent changes



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



Administrative rules undergoing final review, likely effective summer 2022

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



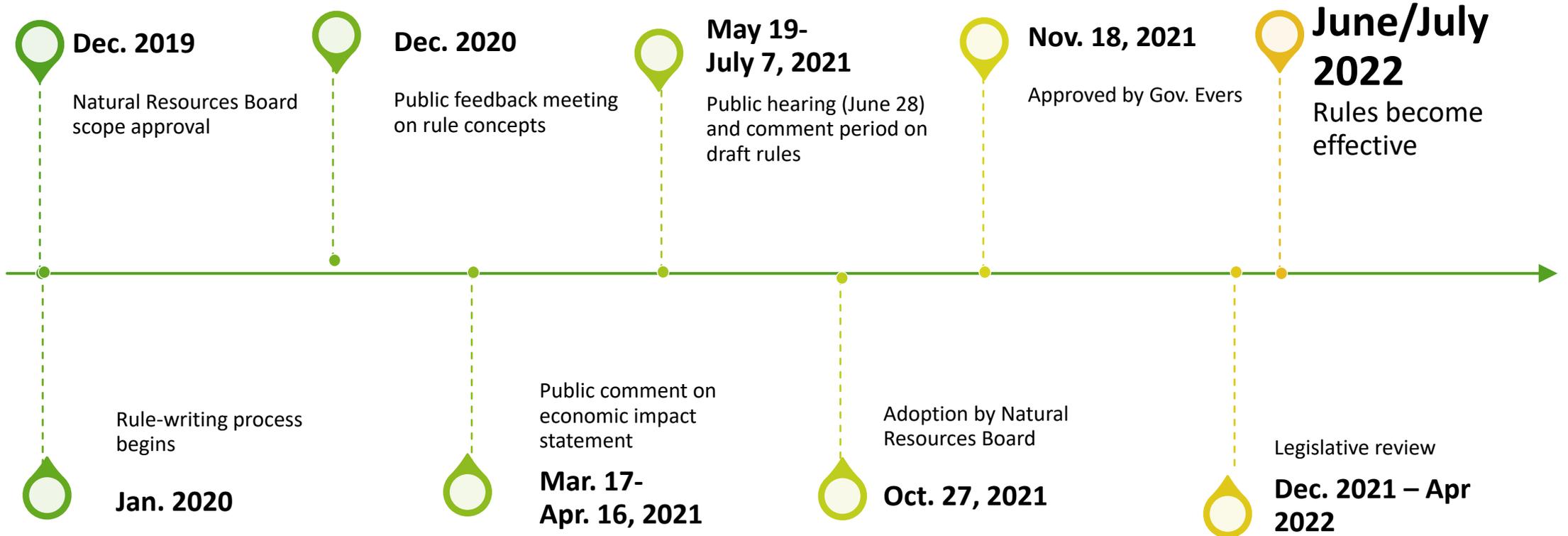
Hoping to kick off grant program for underserved areas in 2022

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.

Rulemaking timeline *(estimated)*



Rules affected

Section	Changes
NR 500.03	New electronics processing definitions; amended “salvageable materials” definition
NR 502.05	Include electronics in storage license exemption for facilities serving apartments, commercial and business establishments, and industries
NR 502.06	Electronic devices no longer meet transportation license exemption for “salvageable materials”; new exemption from C&T license if certain conditions are followed; exemption for mail-back recycling programs
NR 502.07	Electronics drop-off and transfer facilities are included in exemptions from licensing; still need to meet basic requirements
NR 502.08	Clarify the electronics processors do not qualify for scrap metal processing license exemption, exempt very small electronics processors and collectors that do limited hand sorting from processing licenses requirements, require electronics processing facilities to obtain solid waste processing license
NR 520	Ensure existing OFR requirements cover electronics recycling facilities
NR 530	New chapter implementing E-Cycle Wisconsin

Implications for transporters (NR 502.06)

- ▶ New exemption from requirement to obtain a solid waste C&T license for trucks carrying only electronic waste for recycling
 - ▶ Transport electronics to licensed processing facility or other approved site
 - ▶ Use durable containers that will not cause electronics to spill out
 - ▶ Comply with electronics disposal ban
 - ▶ Maintain cleanliness of electronics for recycling
 - ▶ Keep records showing recyclable materials were delivered to brokers, processors or end users
- ▶ New exemption from C&T licensing for parcel carriers transporting incidental amounts of solid waste for recycling, such as for an electronics mail-back program

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



Additional electronics drop-off site requirements

- ▶ Demonstrate that containers, pallets or other packaging material holding only waste electronics, along with waste electronics stored outside of a container, are removed or emptied at least once per year
- ▶ Keep area clean and free of litter
- ▶ Don't burn electronics or other solid waste
- ▶ Provide means to control fires
- ▶ Maintain all-weather access road/parking

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



Activities/facilities that would be exempt from processing license requirement

Reuse, repair, or other process through which electronic devices 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 in an educational setting for educational purposes

Hand disassembly of a household's own electronic devices

Electronics processing facilities that process fewer than 25 devices a year

Collection sites or other facilities that only hand sort and package electronic devices for shipping to electronics recycling facility without engaging in additional electronics recycling activities.

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
- ▶ Adds specificity to retailer customer outreach requirements

E-CYCLE
WISCONSIN



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

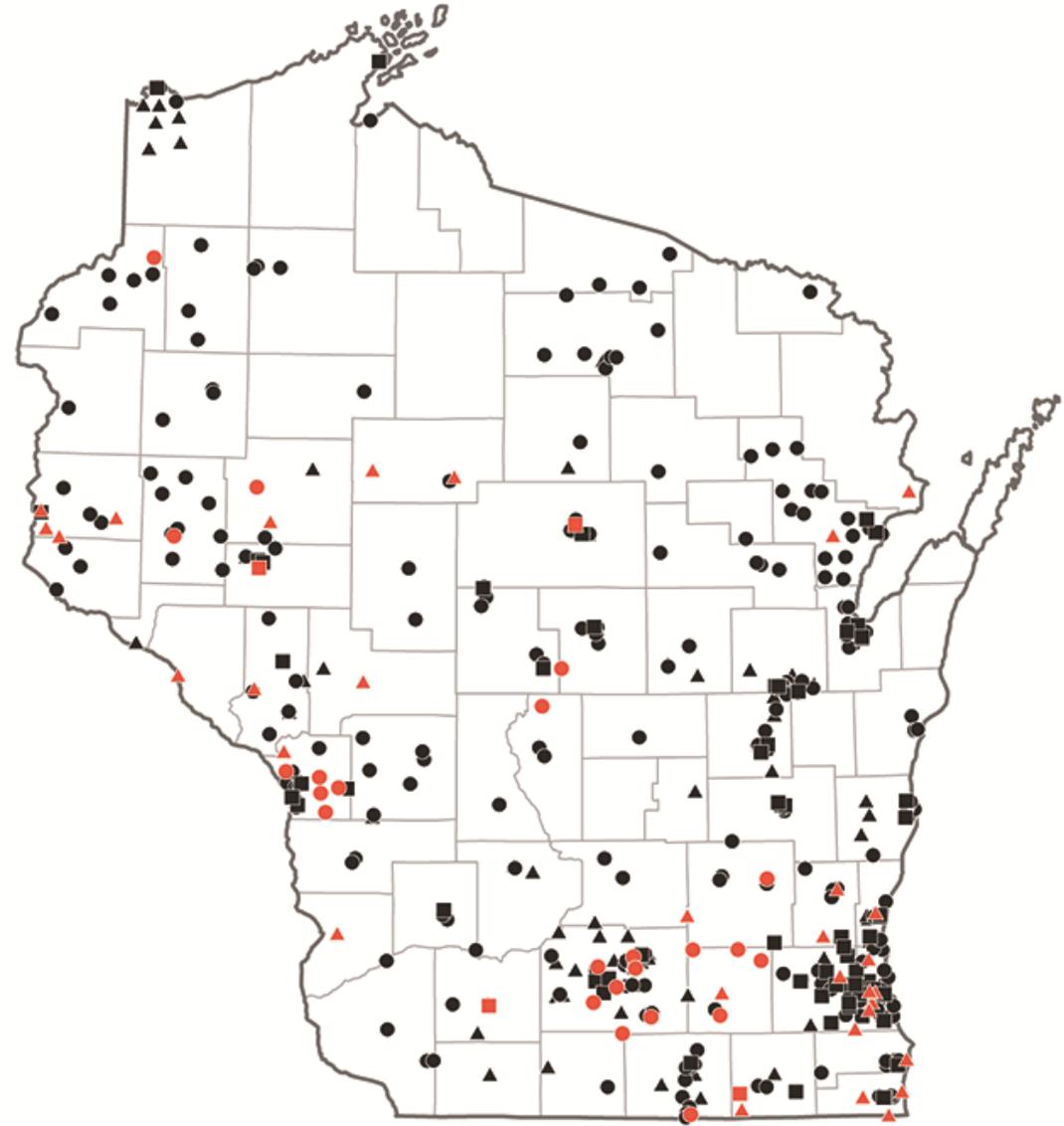
- ▶ Legislative review expected to finish in April
- ▶ Planning stakeholder meetings for April/May (at least one virtual option)
- ▶ Develop plan of operation application for electronics processors
- ▶ Update and get input on guidance documents
- ▶ Contact us if you have questions about how the rule changes apply
- ▶ [Full rule language](#)

- ▶ 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 cover at least 20% of project cost
- ▶ Will use existing funds (manufacturer shortfall and registration fees)

Grant program overview

Priority counties for 2022

- ▶ Counties with no permanent site & no recent collection event
 - ▶ Forest
 - ▶ Iron
 - ▶ Kewaunee
 - ▶ Marquette
 - ▶ Price
- ▶ Counties with no registered permanent collection site



Who will be 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)



Next steps

- ▶ Hope to circulate draft guidance and application form soon
- ▶ Aiming for initial application period later this spring, with grants awarded in time for use in 2022
- ▶ Need to determine best timing for future application periods



Grant program feedback

- ▶ Would \$5,000 per event and \$10,000 per site be enough to make a difference?
- ▶ In the future, what timing would work best (i.e., when would you want to know you have grant funding, especially for planning events?)
- ▶ How much time would you need to spend grant funds?

Contacts



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

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