

Businesses

Implications of Wisconsin's Proposed Electronics Recycling Bill

For more information

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Wisconsin's proposed electronics recycling bill establishes a collection and recycling system for certain consumer electronic devices discarded by households and K-12 public schools, and bans landfilling or incineration of these devices.

Manufacturers, collectors, retailers and recyclers are regulated under the bill. All except retailers must register with the Wisconsin Department of Natural Resources (DNR).

While this bill does not regulate retired electronics from businesses, businesses may experience positive effects of the bill due to the increased electronics recycling infrastructure. Many business-generated retired electronics are regulated under existing Wisconsin hazardous waste management requirements.

Implications for Businesses

- There are no additional requirements for retired electronics from Wisconsin businesses, except that businesses must comply with state landfill and incineration bans on eligible electronic devices.
- This bill will increase the availability of responsible electronics recycling, possibly at a lower cost, due to the heightened infrastructure throughout the state.
- Similar bills have passed in other states with overwhelming bipartisan support and support from businesses (Target, 3M, Best Buy), which see this as an economically efficient and environmentally responsible approach to managing retired electronics.

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www.legis.state.wi.us/senate/sen16/news/

Implications for Affected Groups

- **Manufacturers:** Any manufacturer that sells covered electronic devices to households or K-12 public schools in Wisconsin is required to register annually with the DNR and satisfy program requirements.
- **Retailers:** May only sell covered electronic devices of registered manufacturers and must provide electronics recycling information to customers.
- **Recyclers and Collectors:** If part of a manufacturer's collection or recycling program, must register with the DNR and conform to program requirements.
- **Consumers:** Will be able to recycle their electronic devices at convenient locations.
- **Local Governments:** Must provide information on collection opportunities and can choose to register as collectors.
- **Department of Natural Resources:** Administer program, provide outreach and technical assistance, and ensure compliance with program requirements. Report on program progress.

General Information

Manufacturers must collect and recycle regulated equipment, referred to as covered electronic devices (CEDs), from households and K-12 public schools in Wisconsin. CEDs include consumer computers, video display devices and desktop printers. The bill establishes recycling targets for manufacturers based on their sales of CEDs to households and K-12 public schools in prior years in Wisconsin.

What is a Video Display Device?

A video display device (VDD) is a television or a computer monitor with a tube or screen that is at least 7 inches in the longest diagonal dimension.

What is a printer?

Printers considered CEDs include desktop printers, multifunction printer copiers and printer/fax combinations that are designed to reside on a work surface. Not included are floor-standing printers, point of sale receipt printers, household printers such as label makers, or printers embedded into non-CEDs.

For each program year (July 1 to June 30), manufacturers must recycle 80 percent of the total weight of their CED sales for the relevant year period.

Eligible Electronic Devices

Although a manufacturer's recycling obligation is based on the total weight of CEDs sold to households and K-12 public schools in Wisconsin, there is a range of "eligible electronic devices" (EEDs) that qualify toward meeting the recycling goal, including VDDs, printers, consumer computers, peripherals, facsimile machines, DVD players and video cassette recorders.

If a manufacturer exceeds its recycling target, it receives credits for the excess weight. A manufacturer may carry over some credits to meet its target in any of the next three years or sell to other manufacturers for that purpose.

Rural and Urban County Definitions

As an incentive to increase collection in traditionally underserved areas, there is an additional credit for EEDs collected from households in rural counties. Manufacturers can multiply the actual weight collected by 1.25.

Landfill and Incineration Ban

As of Sept. 1, 2010, landfilling or incineration of EEDs and telephones with a video display is prohibited in Wisconsin.

Timeline

- Jan. 1, 2010:** Program year 1 begins. Deadline for recyclers and collectors to register for year 1.
- Feb. 1:** Deadline for manufacturers to register and pay fee for program year 1.
- June 30:** Program year 1 ends.
- July 1:** Program year 2 begins. Retailers can no longer sell CEDs unless manufacturers are registered.
- Aug. 1:** Deadline for recyclers and collectors to register for program year 2 & report year 1 totals.
- Sept. 1:** Deadline for manufacturers to register & pay fee for program year 2 & report for year 1. Electronics banned from disposal in Wisconsin landfills or incinerators.