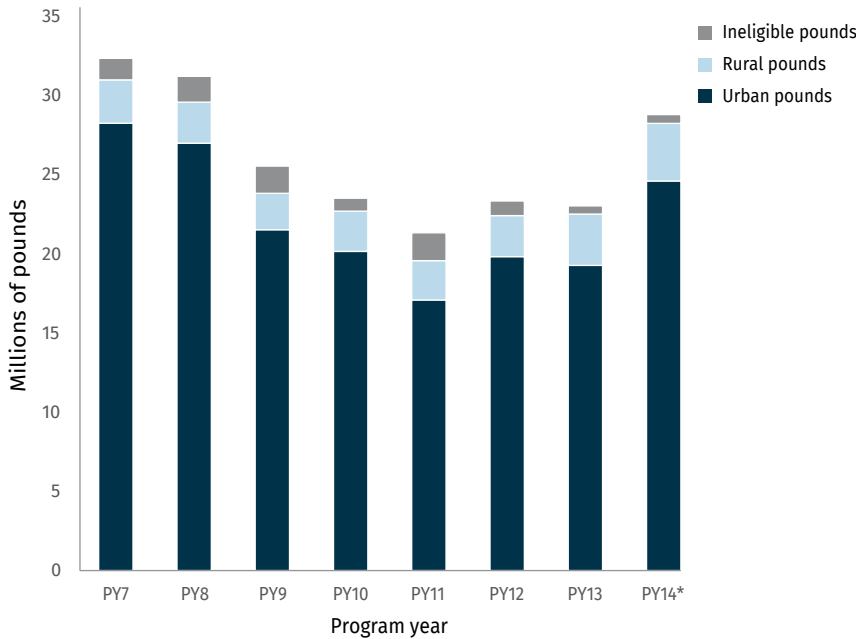




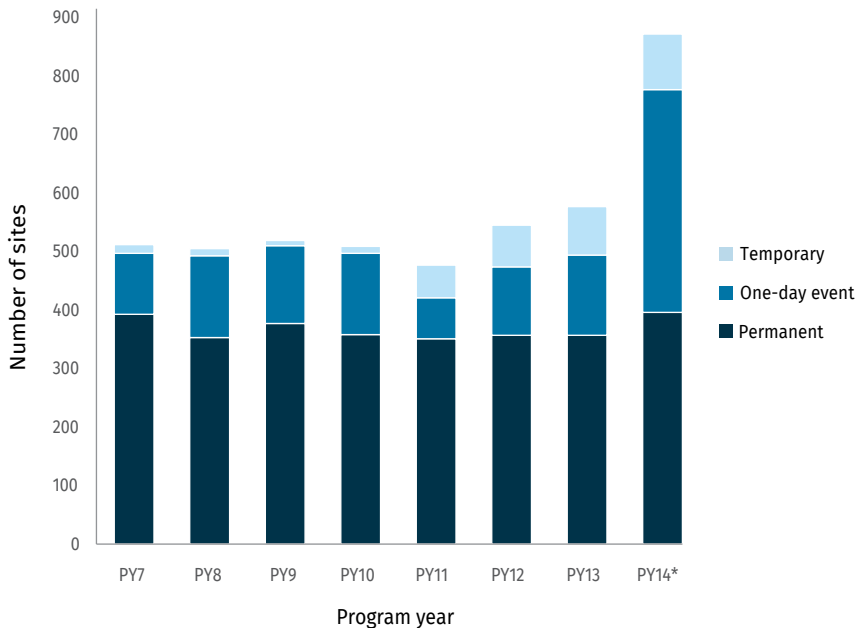
E-Cycle Wisconsin 2024 report summary

Figure 1: Pounds collected by registered collectors



* PY14 was 18 months. "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



* PY14 was 18 months

Report and other info at dnr.wi.gov/topic/ecycle

Program highlights

During the July 2022-December 2023 program year, registered collectors took in 28.8 million pounds of electronics, bringing the total collected since 2010 to 400 million pounds.

Nearly all electronics were processed in Wisconsin and other Midwest states. Wisconsin recyclers accounted for 70% of weight processed.

The number of registered collection sites and events was the highest ever. For the first time, all 72 Wisconsin counties had at least one registered collection site or event.

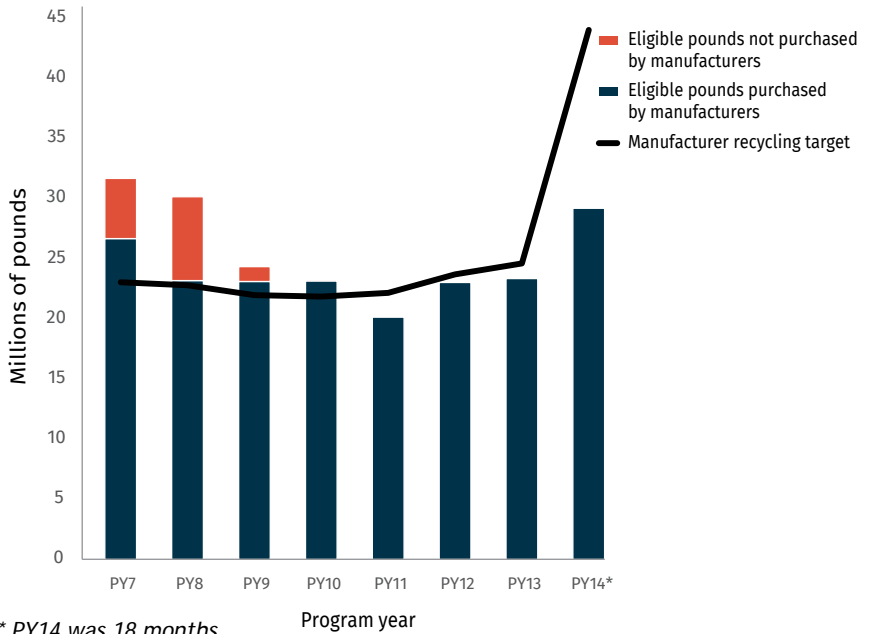
There were at least 60 free collection events in 39 counties open to all county residents or with no residency restrictions.

A 2024 DNR survey found nearly all households that disposed of electronics recycled or reused them.

In 2022 and 2023, the DNR awarded more than \$135,000 in electronics collection grants to 29 projects in 18 counties, mostly in rural areas.

The DNR implemented a new administrative rule to ensure safe management of used electronics.

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



* PY14 was 18 months

Table 1: Pounds of electronics reported by registered recyclers, program year 14

Type	Pounds
Urban	24,649,952
Rural	3,643,035
Rural credit	835,892
Diverted for reuse	(9,437)
Available for manufacturers	29,186,140
Sold to manufacturers	(29,186,140)
Not sold to manufacturers	0

Urban and rural pounds based on county where electronics were collected. Rural credit is 1.25 pounds per pound collected.

Figure 4: Reason household unable to recycle electronics during last 12 months, based on 2024 DNR survey

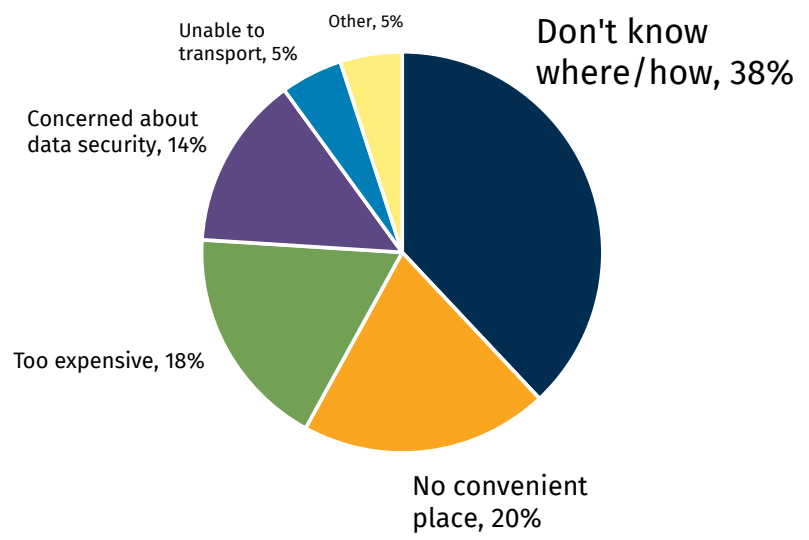


Table 2: Registered collectors accepting some items for free

Program year	% of collectors
7	61%
8	60%
9	64%
10	51%
11	55%
12	50%
13	53%
14	66%

Table 3: What households did with unwanted electronics during previous 12 months, based on 2024 DNR survey

Disposal choice	TV	Computer	Cellphone
Stored	49%	70%	59%
Recycled	28%	15%	10%
Exchanged/returned to retailer	2%	4%	21%
Gave away to family/friends	13%	6%	5%
Donated to charity	2%	2%	2%
Sold	3%	2%	1%
Put in trash	3%	1%	2%

Addressing challenges

In recent years, consumers and collectors paid an increasing share of electronics recycling costs. Combined with limited access to registered collection sites in some parts of the state, this led to cases of illegal disposal and dumping, stockpiling by irresponsible recyclers and challenges for manufacturers in meeting their recycling targets.

In addition, the DNR's household recycling surveys have asked about reasons Wisconsin households were unable to recycle electronics despite wanting to do so. As shown in Figure 4, the top reasons on the 2024 survey were "Didn't know where or how" (38%), "I didn't have a convenient place to recycle" (20%), "It was too expensive" (18%) and "I was concerned about my data security" (14%).

The DNR has worked with the Legislature, Gov. Evers and stakeholders to identify and implement policy solutions for these challenges and barriers. Positive changes during the past two years include:

- The E-Cycle Wisconsin Electronics Collection Grant Program has expanded access to electronics recycling by supporting collection events and sites in 18 mostly rural counties.
- New rules that took effect in July 2023 expanded the list of devices households and schools can recycle through E-Cycle Wisconsin. It also set standards for electronics collection and recycling that will help protect human health and the environment and reduce the risk of future taxpayer-funded cleanups of mismanaged electronics.
- Bipartisan legislation signed in March 2024 (2023 Wisconsin Act 108) updated the manufacturer recycling target formula so that targets are tied directly to the weight of electronics recycled through E-Cycle Wisconsin, rather than the weight of new electronics sold. The law also expanded the list of devices eligible to be recycled through E-Cycle Wisconsin.

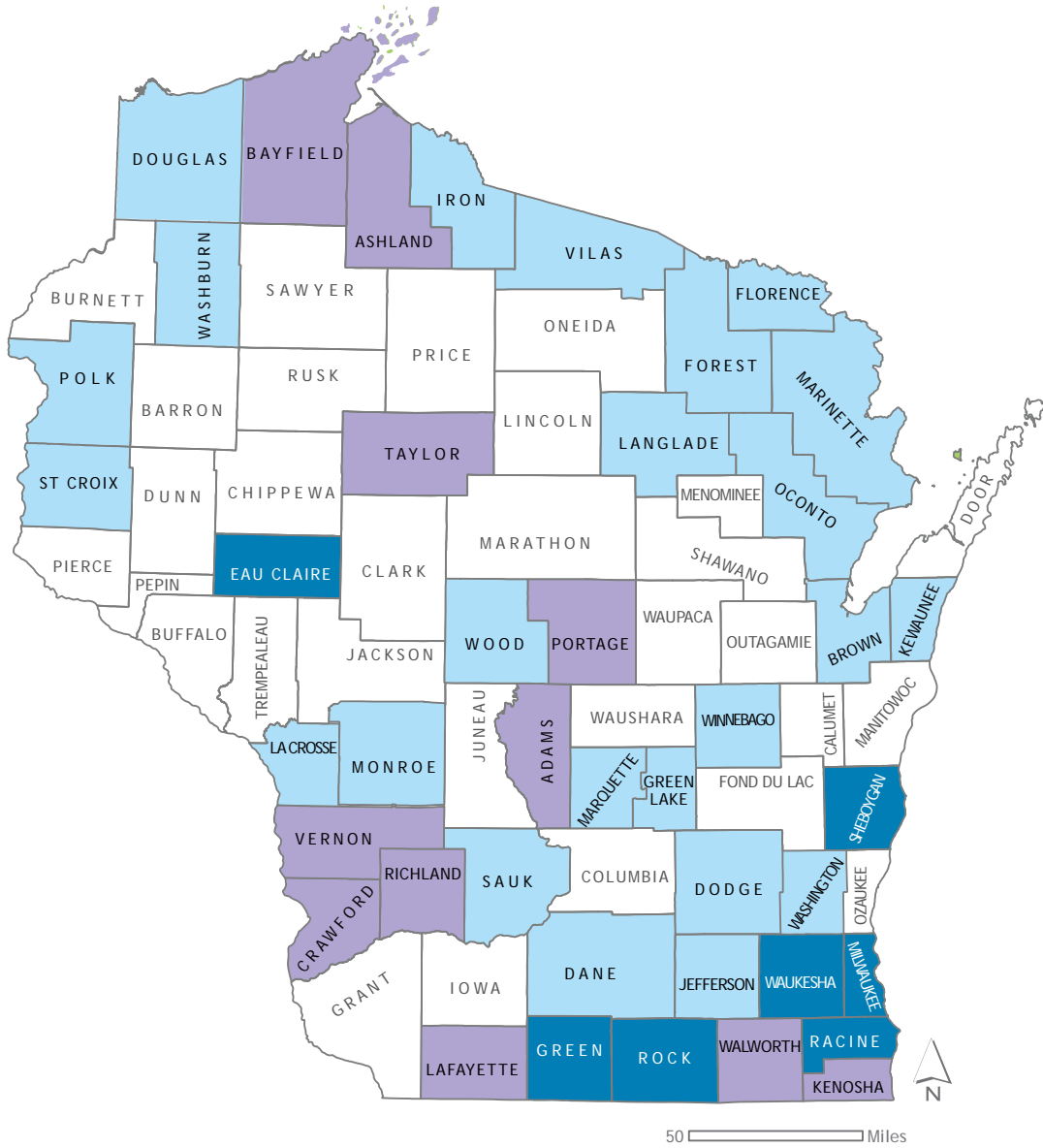
Despite this progress, challenges remain. Lithium-ion batteries from electronics thrown in trash or recycling bins have caused many fires in the last several years. In 2023, fires heavily damaged recycling facilities in Columbia County, Milwaukee and Whitewater. Recyclers are spending more money to train workers, revise procedures and invest in fire-suppression systems. The challenge will grow as more electronics containing these batteries enter the waste stream. More funding and support are needed to educate the public about safe management of batteries and ensure all Wisconsin residents have convenient access to recycle batteries and battery-containing devices.

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 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, and could grant the DNR authority to update the list of covered electronic devices by rule.
- To reduce the risk of injuries, deaths and significant property damage due to fires caused by lithium-ion batteries that power many of today's electronics, the Legislature could consider expanding the list of covered electronic devices and/or eligible electronic devices under E-Cycle Wisconsin, and could also provide funding for waste facilities to install or upgrade fire detection and suppression equipment, including systems that monitor 24 hours a day for fires.

Counties with free collection sites or events for all eligible electronics, July 2022-December 2023 program year



 Free collection site open to all residents	 Free collection event open to county residents
 Free collection event open to all residents	 No free collection site or event open to all residents



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