



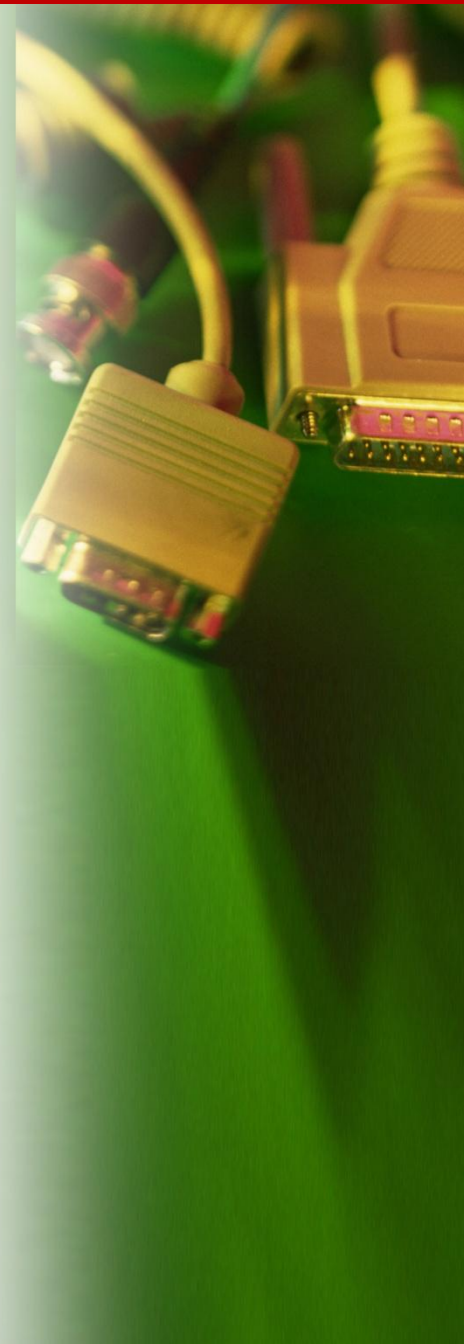
# What Do The Numbers Show?

A Look At State Electronics Recycling Programs  
& How the ERCC is Helping Coordinate &  
Harmonize Efforts at the State Level

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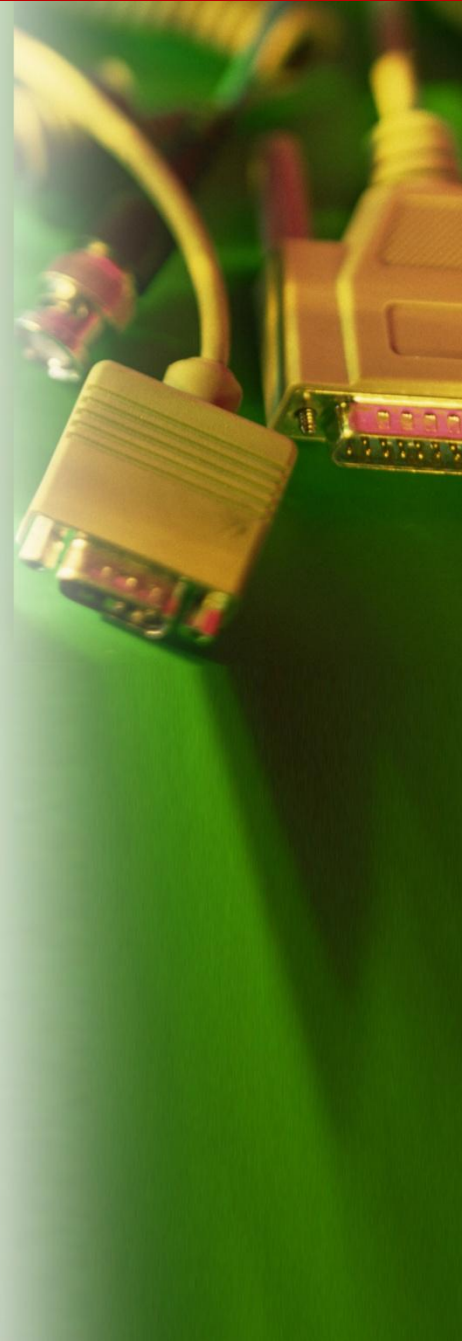
*Jason Linnell*

*National Center for Electronics Recycling (NCER)*

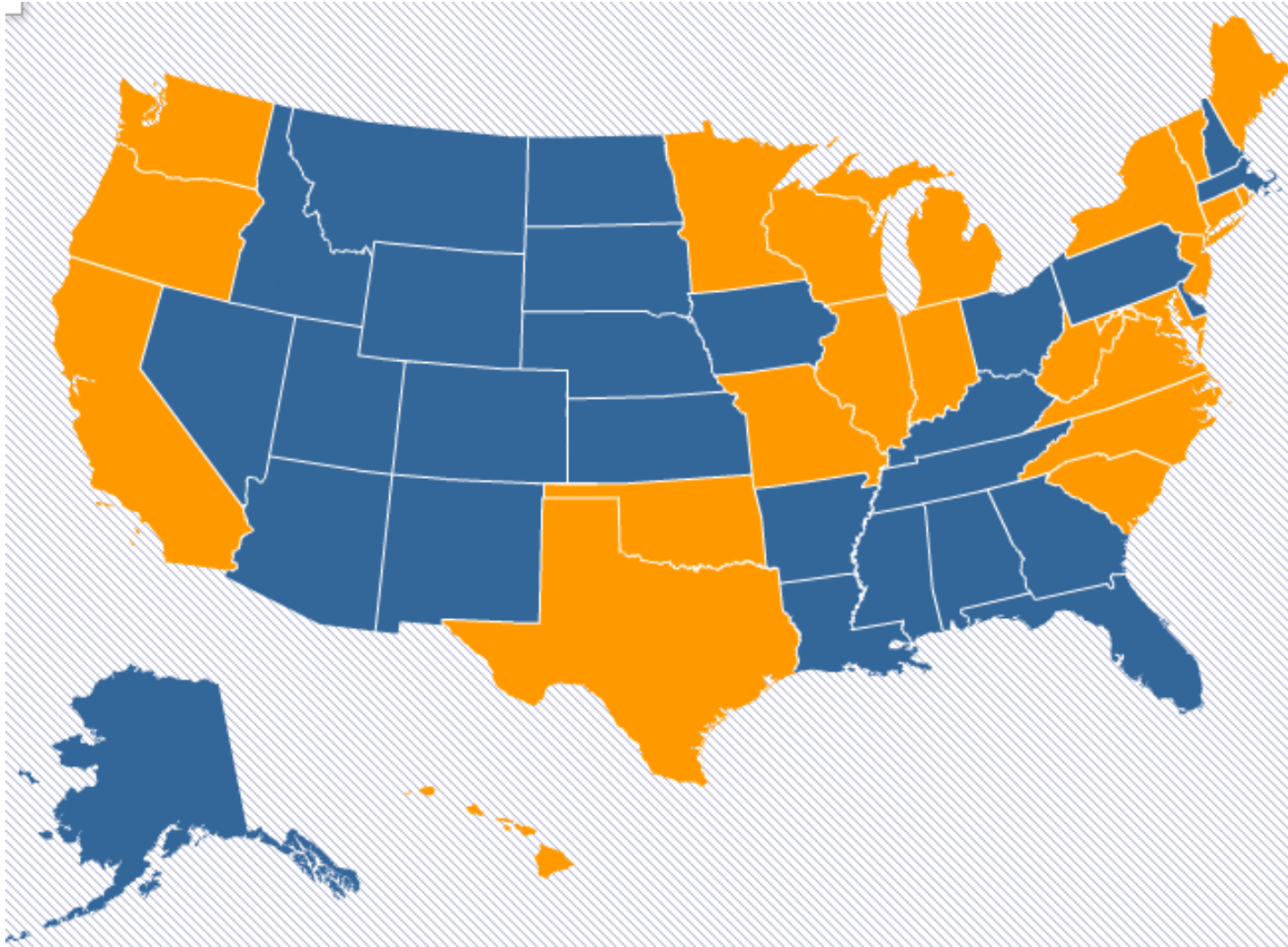


# Overview

- State Laws – where do we stand?
- From Startup to Lessons Learned
  - Latest Data and Performance
- Addressing the Challenge
  - Electronics Recycling Coordination Clearinghouse
- Trends/Outlook



# States With Laws



States highlighted in orange have some type of electronics recycling law

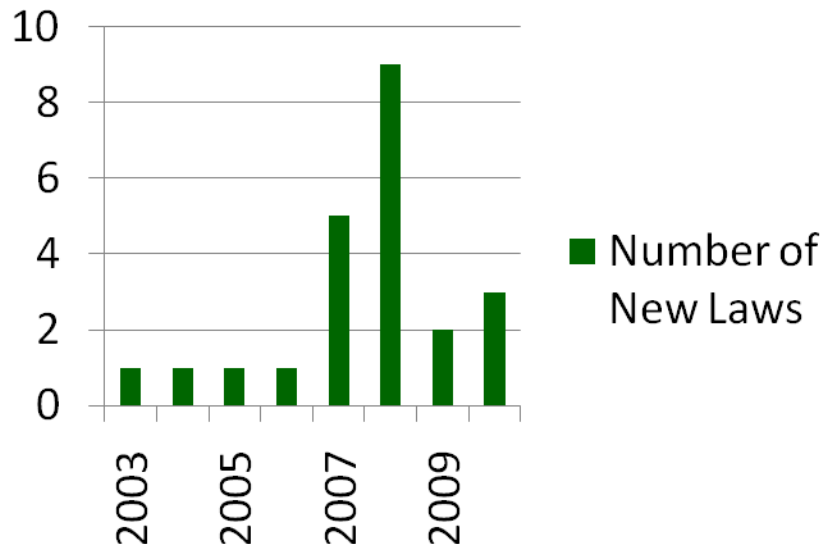
# 23 & Counting, But Slower Pace

- 2003: California
- 2004: Maine
- 2005: Maryland
- 2006: Washington
- 2007: Connecticut, Minnesota, Oregon, Texas, North Carolina

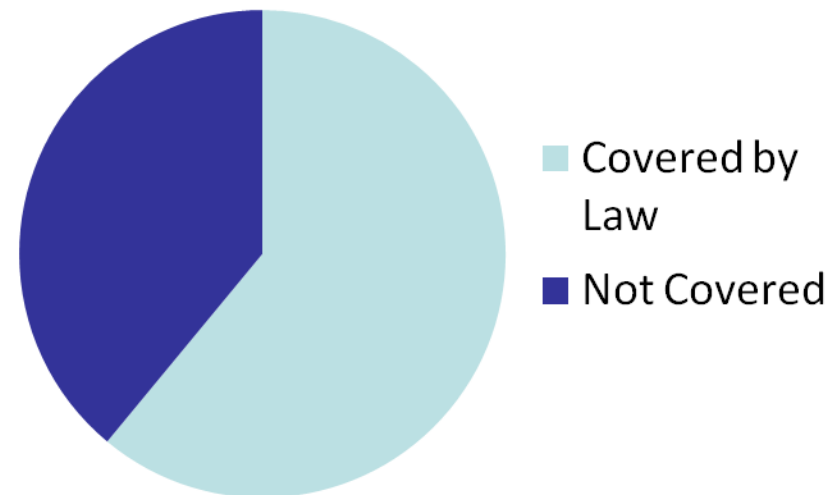
- 2008\*: New Jersey, Oklahoma, Virginia, West Virginia, Missouri, Hawaii, Rhode Island, Illinois, Michigan
- 2009: Indiana, Wisconsin
- 2010: Vermont, South Carolina, New York

*\*NYC also passed in 2008, but preempted in 2010 by NY State*

Number of New Laws



Percentage of Population



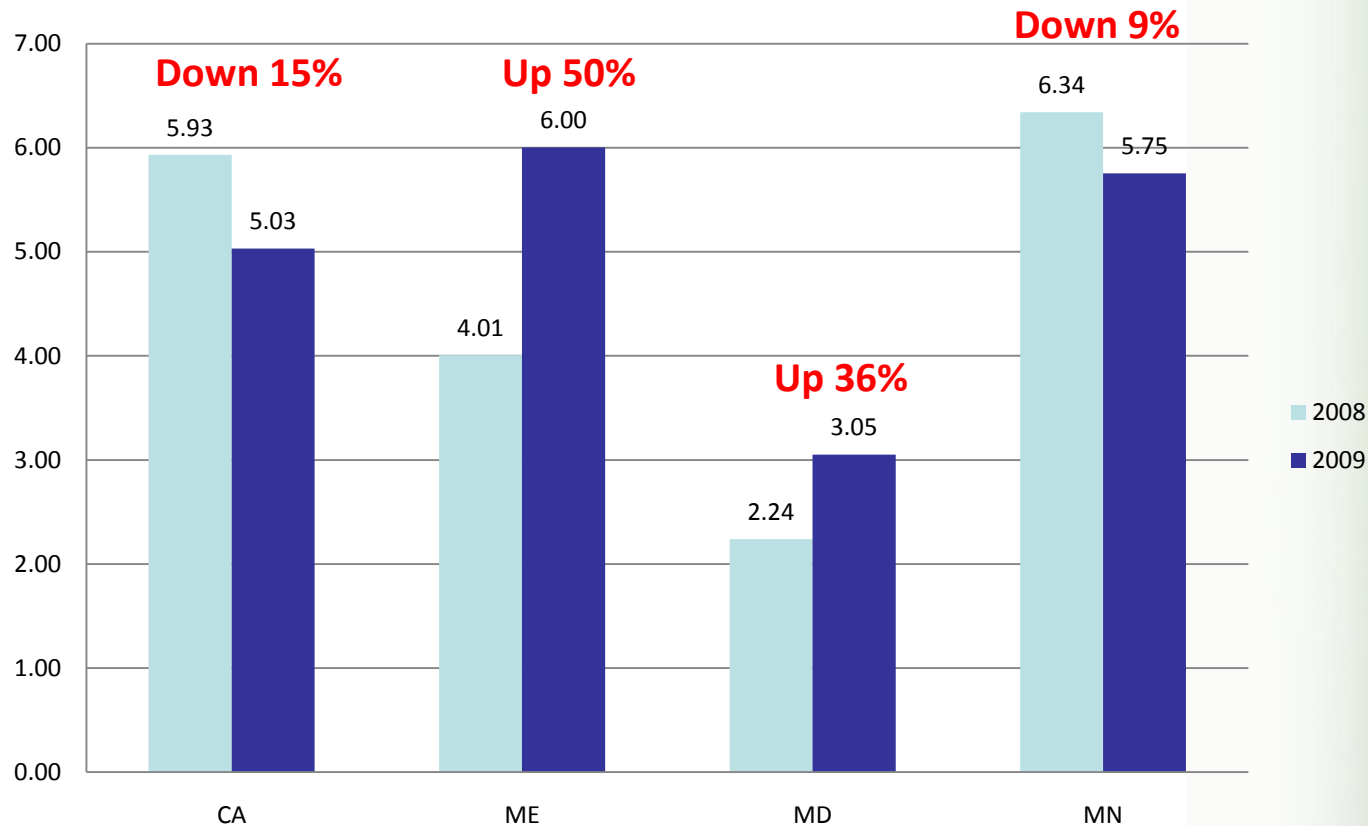
# Highlights

- True “Patchwork” of approaches to common challenge
- How is the program funded?
  - 1 Advanced Fee, 6 Types of Manufacturer Financing
- Which products are covered?
  - 12 different sets of product lists
- Who can use the recycling system?
  - 9 sets of “covered entities”
- Definitions, interpretations vary as well



# Current Metrics

## 2008/2009 Per Capita Rates



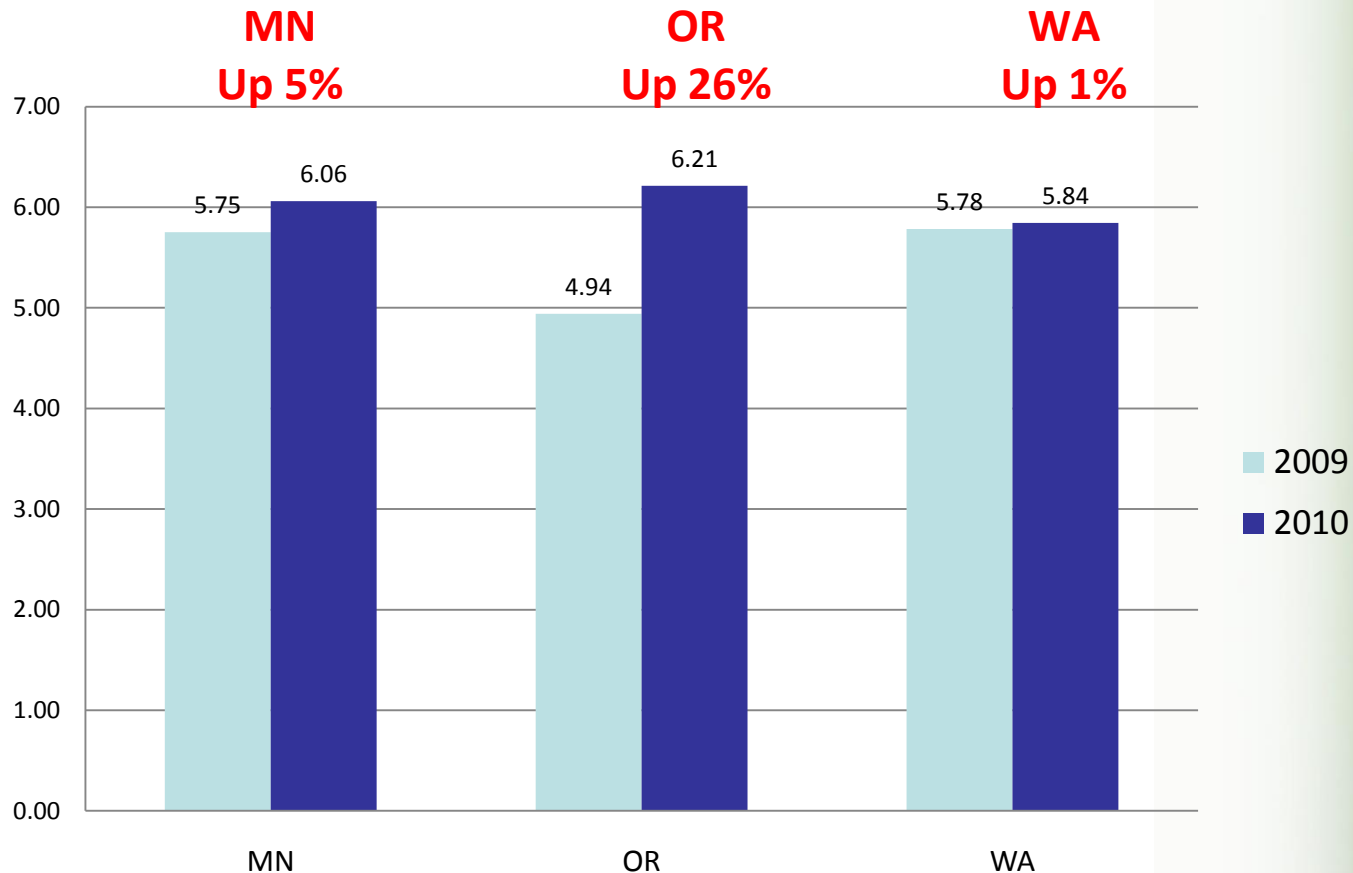
**NOT a True Comparison – Products/Entities Differ!**





# Current Metrics

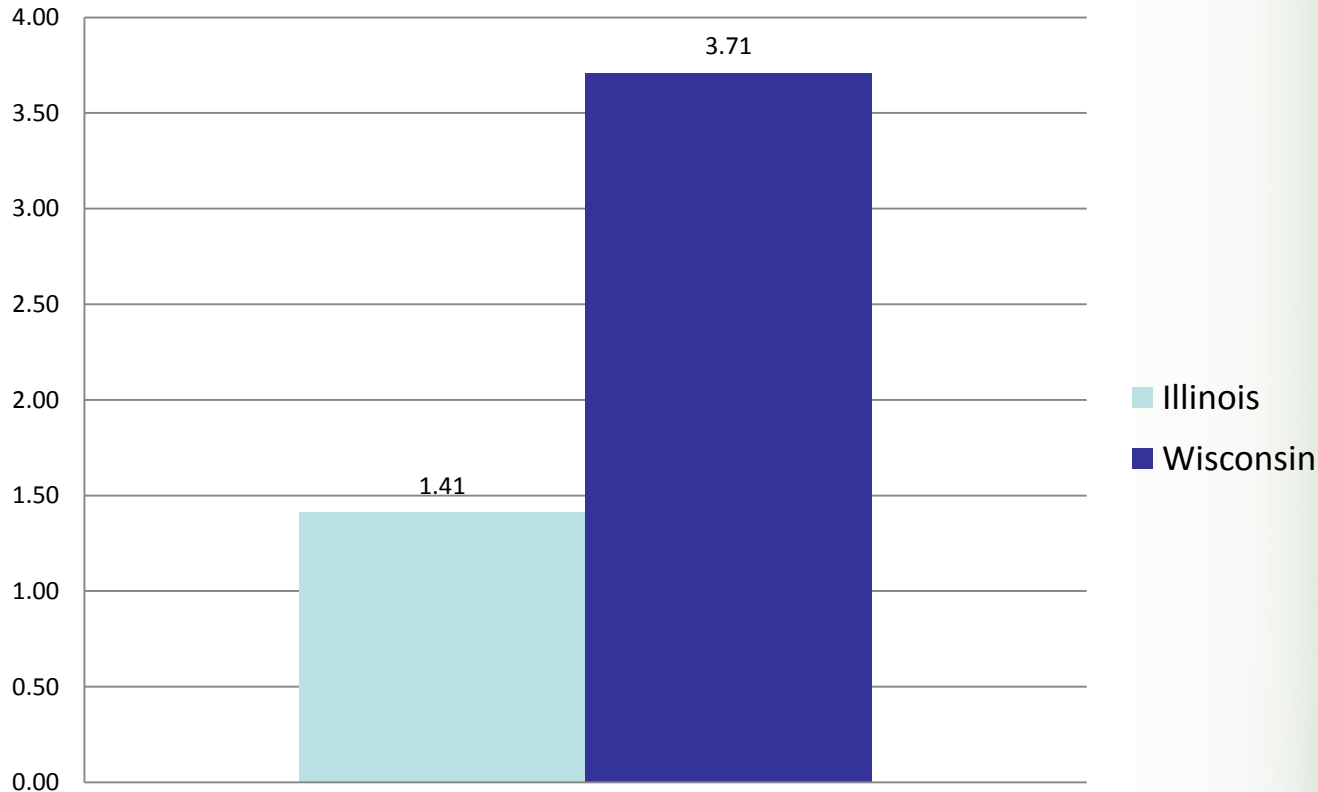
## 2009/2010 Per Capita Rates



**NOT a True Comparison – Products/Entities Differ!**

# Current Metrics

## Other Per Capita Rates



**NOT a True Comparison – Products/Entities Differ!**





| State                               | In Effect? | Date                       |
|-------------------------------------|------------|----------------------------|
| CA                                  | Yes        | 1/1/2005                   |
| HI                                  | Yes        | 1/1/2010                   |
| IL                                  | Yes        | 1/1/2010                   |
| IN                                  | No         | 4/1/2010                   |
| ME                                  | Yes        | 1/18/2006                  |
| MD                                  | Yes        | 1/1/2006                   |
| MI                                  | Yes        | 10/30/2009                 |
| MN                                  | Yes        | 7/1/2007                   |
| MO                                  | Yes        | 7/1/2009                   |
| NC                                  | No         | 7/1/2010                   |
| NJ                                  | Yes        | 1/1/2010                   |
| OK                                  | Yes        | 1/1/2009                   |
| OR                                  | Yes        | 1/1/2009                   |
| RI                                  | Yes        | 2/1/2009                   |
| TX                                  | Yes        | 9/1/2008                   |
| VA                                  | Yes        | 7/1/2009                   |
| WA                                  | Yes        | 1/1/2009                   |
| WI                                  | Yes        | 1/1/2010                   |
| WV                                  | Yes        | 1/1/2009                   |
| 19 In Effect Above, 4 Pending Below |            |                            |
| CT                                  | No*        | 7/1/2009 – likely Oct 2010 |
| NY                                  | No         | 4/1/2011                   |
| SC                                  | No         | 7/1/2011                   |

# Who's Paying?

- **Manufacturers (other than CA)**
  - Return Share or Returns
  - Market Share or Sales Weight
- **Why is this Important?**
  - Determines who pays, how much
  - Determines who recyclers need to contract with
- **Why the variation?**
  - Some political, some adaptation over time



# Top Returned Brands of Main Four Products

| Manufacturer | Percentage |
|--------------|------------|
| Dell         | 9.56%      |
| Sony         | 6.97%      |
| RCA          | 6.37%      |
| Zenith       | 3.97%      |
| Gateway      | 3.94%      |

| Product Category | Percentage of Total Weight Sampled |
|------------------|------------------------------------|
| Desktops         | 12.00%                             |
| Laptops          | 0.06%                              |
| Monitor          | 41.07%                             |
| TV               | 46.87%                             |

Source: 2009 Washington Sampling Data



# Top Brands by Sales (Units)

| TV Brand | Percentage |
|----------|------------|
| Samsung  | 19%        |
| Vizio    | 17%        |
| Funai    | 11%        |
| Sony     | 10%        |
| Best Buy | 9%         |

| Computer Brand  | Percentage |
|-----------------|------------|
| Hewlett-Packard | 29%        |
| Dell            | 18%        |
| Acer Group      | 13%        |
| Toshiba         | 11%        |
| Apple           | 10%        |



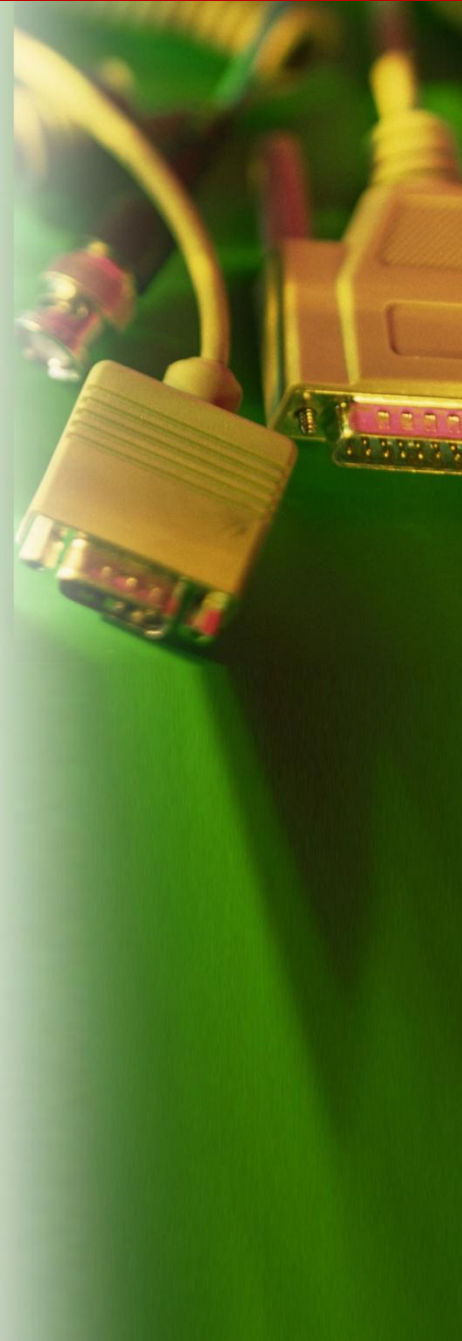
# Pounds Sold Annual

| Product Category             | National Home Sales Estimate<br>(millions of lbs) | Percentage |
|------------------------------|---|------------|
| Desktop Computers            | 270   | 10%        |
| Laptop Computers             | 133   | 5%         |
| Monitors                     | 248   | 9%         |
| Televisions                  | 1,686   | 63%        |
| Printers                     | 332   | 12%        |
| <b>TOTAL NATIONAL POUNDS</b> | <b>2,669</b>                                      |            |

Source: NCER Analysis of iSuppli and IDC unit data, July 2008 – June 2009

# Addressing the Patchwork Challenge

**Electronics Recycling  
Coordination Clearinghouse**





# The Need

- **Regular forum for info exchange**
  - Away from infrequent conference sessions, exaggerations of legislative battles
- **Learn from previous states**
  - “Home” for knowledge base
- **Method for identifying and reducing overlap**
  - Saves government and stakeholder resources
- **Formal process for making decisions**
  - i.e. new products, gray areas



# The Solution:



**NERC** | Northeast Recycling Council



- Forum for coordination and joint decision-making
- Modeled on Toxics in Packaging Clearinghouse
- Members
  - Voting: State/local government – 11 and others pending
  - Affiliate: industry, non-profits, state/local without legislation, trade associations - 15



# Benefits of ERCC

- Reduce administrative overlap
- One-stop shop for information on state laws
- Coordinate data gathering/info sharing
- Formalize joint (but non-binding) responses on key implementation issues
- Specialized research
- Stakeholders affected by laws working together with administrators
  - Greater understanding of challenges each side faces



# Activities of ERCC

- Ultimately decided by Executive Committee based on member (including Affiliate) input
- Initial activities
  - Manufacturer tracking database and consolidated registration system
  - Market share data gathering and access
  - Coordinated responses to non-compliant companies and common questions
  - Data tracking of performance measures





# ERCC Website

## *ecycleclearinghouse.org*



[Home](#) | [Contact Us](#) | [Member Login](#)

### The Clearinghouse

[Advantages of Membership](#)

[Advantages of Affiliate Membership](#)

[Members](#)

[Founding Members](#)

[FAQs](#)

[Learn More About ERCC](#)

### Resources

[Map of States With Legislation](#)

[Covered Entities Map](#)

[Product Scope Map](#)

[Map of States with Landfill Bans](#)

[State Agency Contacts](#)

[Federal E-Cycling Regulations](#)

[2009 Per Capita Collections](#)

[Performance Measures](#)



*The mission of the Electronics Recycling Coordination Clearinghouse is to provide a forum for information exchange among state agencies implementing electronics recycling laws and all impacted stakeholders.*



**The Electronics Recycling Coordination Clearinghouse (ERCC)** was launched in 2010 by two leading non-profit organizations advancing recycling efforts across the country - the [National Center for Electronics Recycling](#) (NCER) and the [Northeast Recycling Council](#) (NERC). The ERCC is a forum for coordination and information exchange among the state/local agencies that are implementing electronics recycling laws and all impacted stakeholders.

The ERCC is divided into two basic types of membership. The first are the voting members, who are states and local governments that are implementing electronics recycling laws. The ERCC also includes an affiliate, non-voting membership consisting of industry and other organizations. The ERCC is modeled on the successful organization currently managed by NERC known as the Toxics in Packaging Clearinghouse (TPCH). TPCH has demonstrated over the years that providing this type of coordination can provide benefits to and reduce costs for state governments and the regulated community in addition to providing

# ERCC Founding Members:





# Conclusions/ Outlook

- **More to learn in 2011**
  - Twice as many states with results
  - Standardized metrics help compare performance
- **How many more state programs?**
  - Trend is down, but who wants to be left out?
  - Legislated harmonization of details?
- **Will Congress move on legislation addressing patchwork?**



# Thank You!

**Jason Linnell, NCER**

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**[jlinnell@electronicsrecycling.org](mailto:jlinnell@electronicsrecycling.org)**

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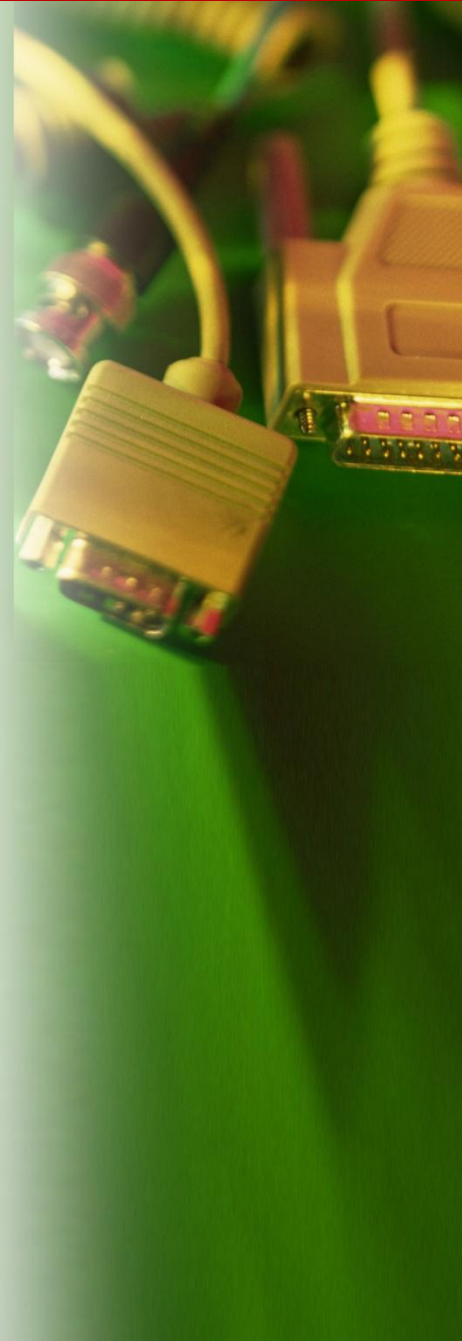
**Visit us on the web:**

**[www.electronicsrecycling.org](http://www.electronicsrecycling.org)**

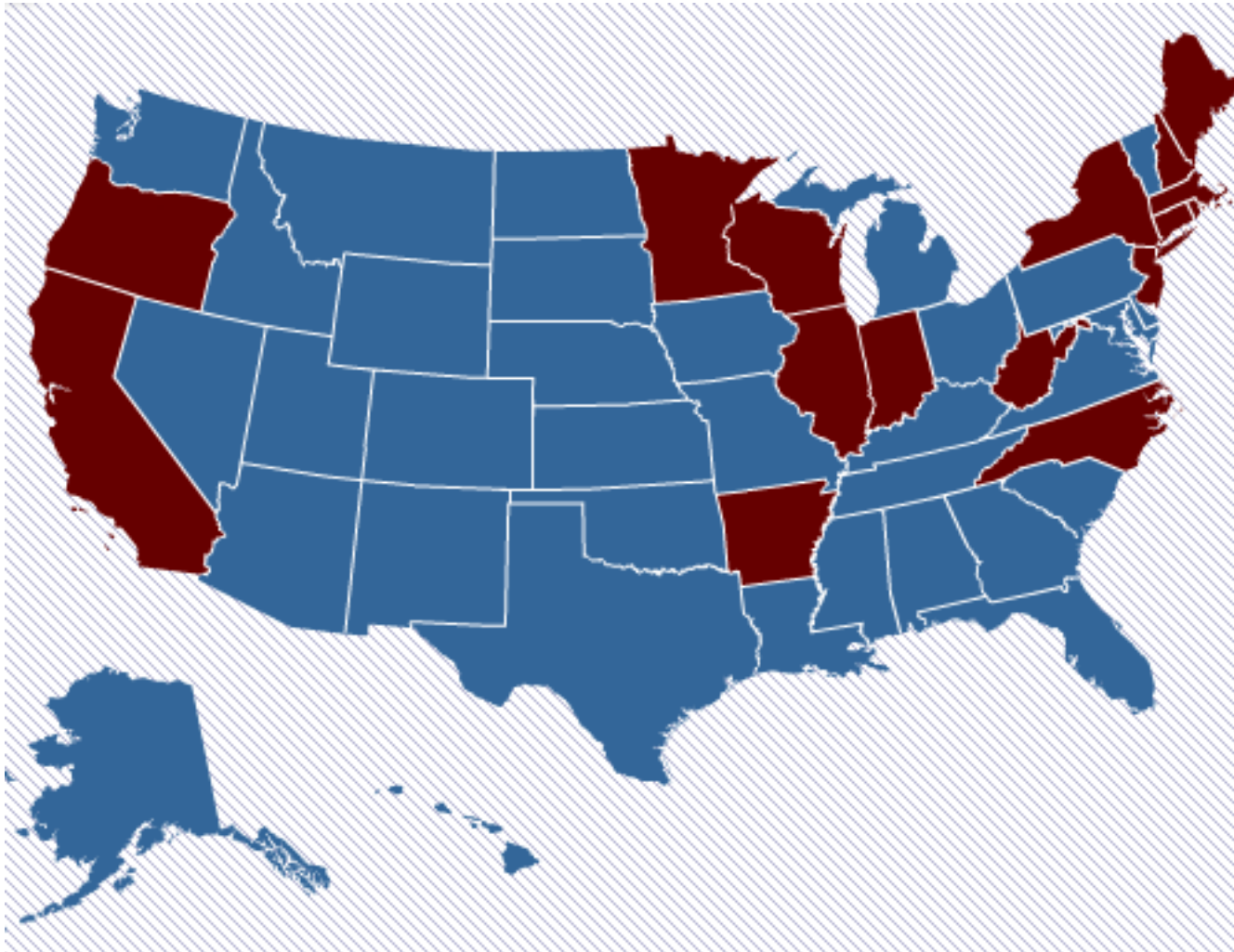
**and [www.ecycleclearinghouse.org](http://www.ecycleclearinghouse.org)**



# **Other Background Data & Facts on US State/Local Electronics Recycling Laws**

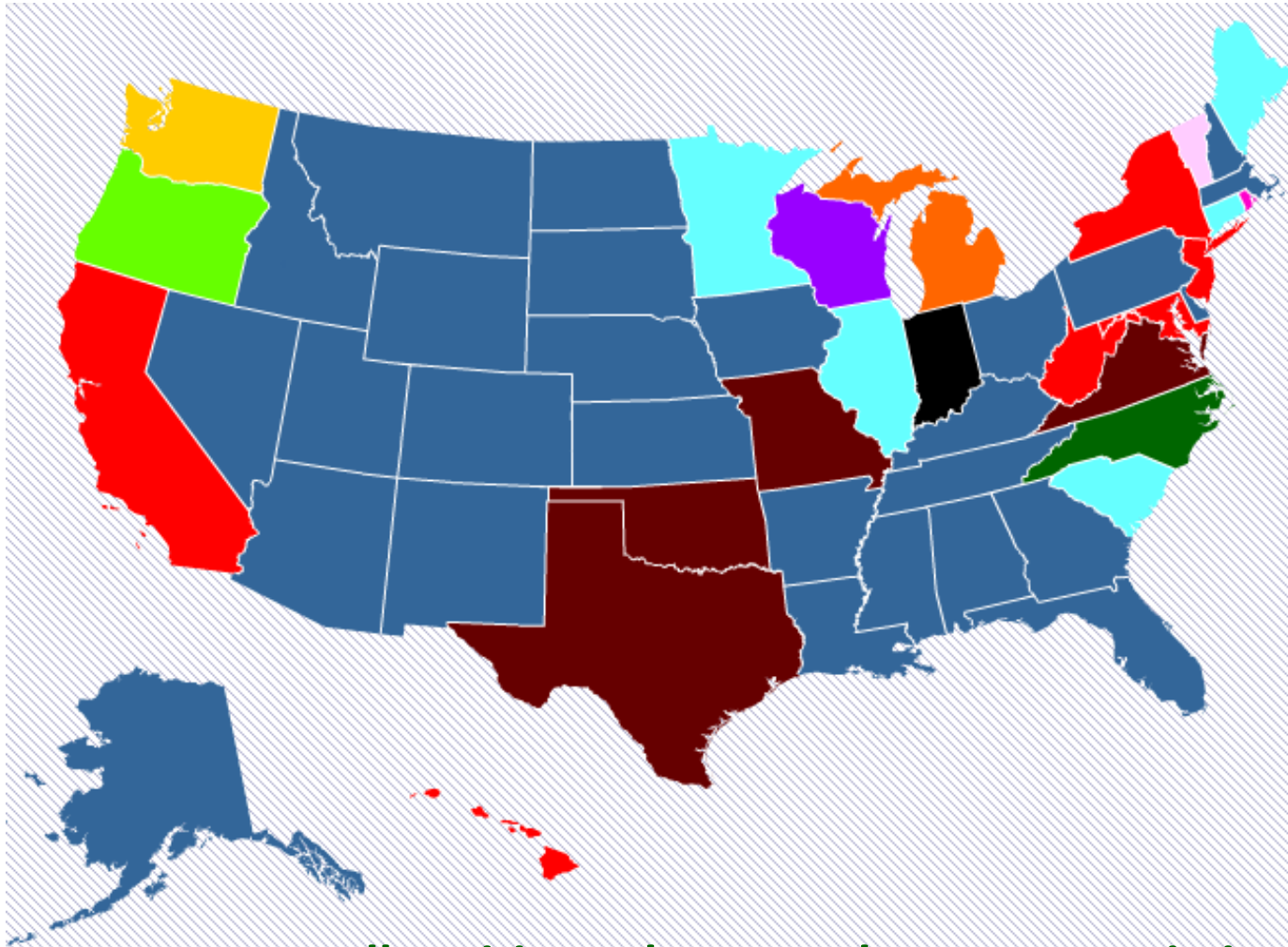


# Disposal Bans



3 without program laws,  
6 without bans but program laws

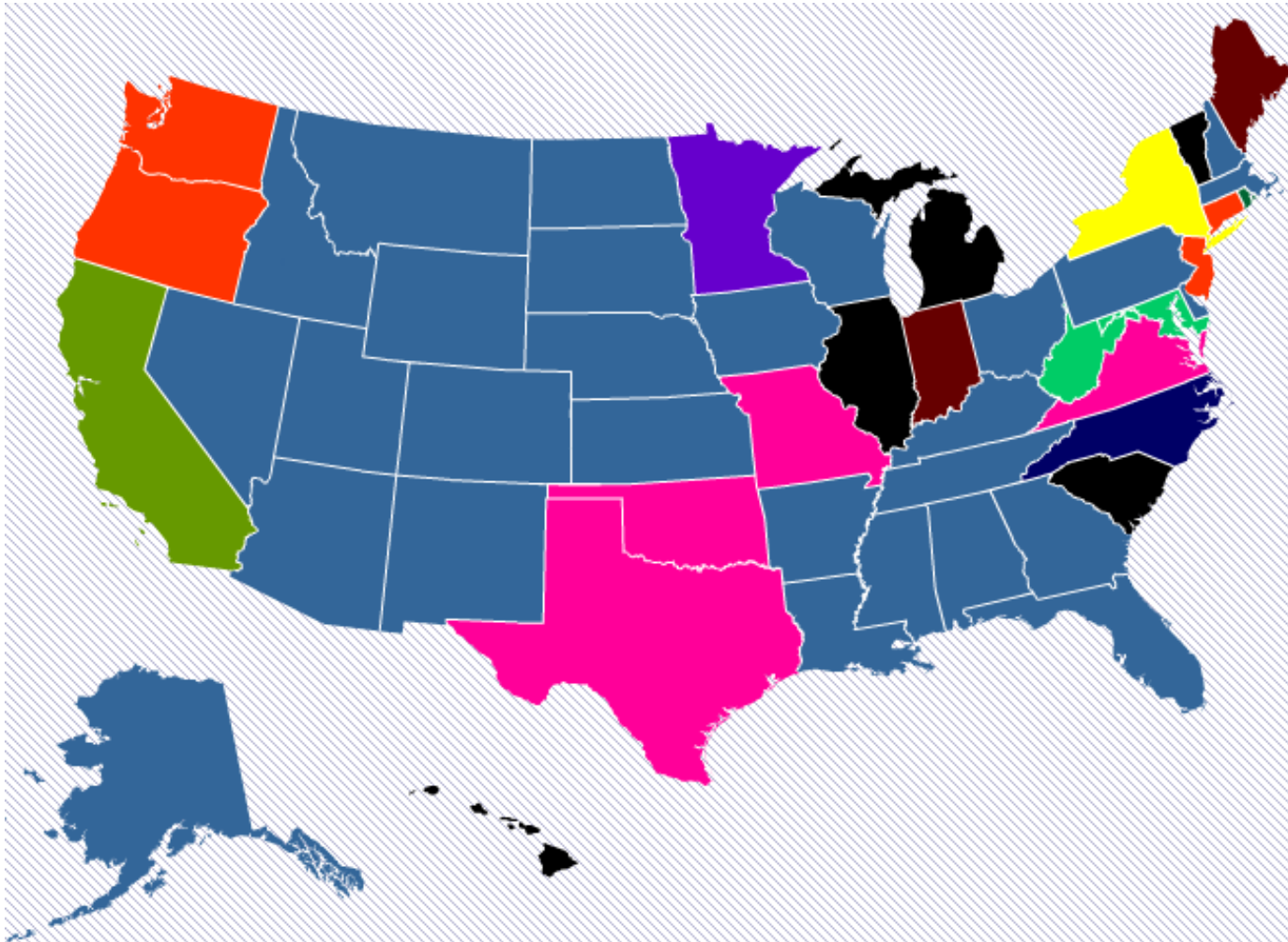
# Patchwork of Covered Entities



Some states cover all entities, whereas others put restrictions on who is covered and may only cover households, or households and schools. Go to [ecycleclearinghouse.org](http://ecycleclearinghouse.org) for more details.



# Product Scope Map



**Some states cover a wide variety of electronic products under their law.  
Others are more narrow and may only include computers and monitors.  
Go to [ecycleclearinghouse.org](http://ecycleclearinghouse.org) for more details.**





# ERCC Members 2010



# Voting Members:

**\* Indicates Founding Member**

- **CalRecycle\***
- **CT Department of Environmental Protection\***
- **Hawaii Department of Health\***
- **Illinois Environmental Protection Agency\***
- **Maine Department of Environmental Protection\***
- **Minnesota Pollution Control Agency\***
- **NYC Department of Sanitation\***
- **NJ Department of Environmental Protection\***
- **NC Department of Env and Natural Resources\***
- **Oregon DEQ**
- **Wisconsin Department of Natural Resources\***



# Affiliate Members:

- Best Buy\* \* Indicates Founding Member
- Brother\*
- Consumer Electronics Association\*
- Dell
- ecoATM\*
- ECS Refining\*
- Funai Group\*
- IMS Electronics Recycling\*
- Orion
- Rhode Island Resource Recovery Authority
- Samsung\*
- Sims Recycling Solutions\*
- Waste Management Recycle America\*
- WeRecycle!\*
- Zero Waste Alliance

