



A non-profit association that provides statewide proactive leadership on waste reduction and recycling through education, advocacy, collaboration, programs and services.

For Immediate Release

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AROW Supports Sen. Mark Miller & Efforts to Improve Wisconsin's E-Cycle Law (SB621)

Stevens Point, WI (February 1, 2016) – Associated Recyclers of Wisconsin (AROW) stands in strong support of Senator Mark Miller's (D-Monona) efforts to improve Wisconsin's successful E-Cycle law, reflecting experience gained in the past six years of implementation.

In 2009, the Wisconsin Legislature passed a comprehensive Electronics Recycling Law (E-Cycle Law) to keep electronics out of our landfills and to require electronics manufacturers to establish electronics recycling targets. The law has resulted in nearly *200 million* pounds of electronics being recycled in Wisconsin since 2009. However, some of the objectives of the E-Cycle Law have not been realized. The proposal, Senate Bill 621, would make a number of improvements in the E-Cycle Law based on recommendations contained in the 2015 Wisconsin Department of Natural Resources (WDNR) Annual E-Cycle Report.

Wisconsin's E-Cycle Law is designed bring manufacturers into the system of proper end of life management (recycling) of electronics, the costs of which had been largely borne by municipalities and consumers. The E-Cycle Law requires manufacturers to register to sell electronics in Wisconsin, pay a fee and then also to establish target recycling rates based on the weight of electronics sold. Given target recycling requirements, manufacturers now share in the cost of recycling electronics. This reduces financial burdens for municipalities operating e-cycling collections and ultimately for the residents of Wisconsin.

However, while the weight of new devices sold in the state continues to decrease (because of sleeker, lighter-weight designs), electronics being recycled today still include large, heavy televisions and computer monitors. This has led to significantly increased costs of recycling these items. According to the 2015 WDNR E-Cycle Wisconsin report, because of this many recyclers have dropped collection sites or are charging higher fees for electronics recycling. Higher costs can lead to increased illegal dumping and/or irresponsible practices by some recyclers. This legislation offers necessary improvements to address these issues.

SB621 modifies recycling targets, helping manufacturers to better meet recycling goals and subsequently improve the effectiveness and affordability of electronics recycling. Further enhancements include adding video game consoles, photo printing devices, most video display devices and clarifying other definitions. It also adjusts recycling targets for less densely populated, rural areas of the state and allows the inclusion of private and charter schools in helping manufacturers reach recycling targets.

AROW wishes to extend its appreciation and thanks to Senator Miller and all of the co-sponsors. SB621, if passed into law, will help consumers, local units of government, collectors and recyclers economically recycle electronics and ensure the continued success of E-Cycle Wisconsin.

About the Associated Recyclers of Wisconsin (AROW)

Founded in 1990, AROW is a 501(c)(3) association representing Wisconsin's recycling, waste reduction and sustainability professionals with members from local government, businesses and non-profit groups. The organization provides leadership through education, advocacy, and collaboration and promotes effective, efficient and sustainable material recovery initiatives. For details on AROW, its positions and programs visit www.arow-online.org.