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Consumer Electronics Association

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EPR & Retailer Issues in the Consumer Electronics Industry

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Consumer Electronics Association

- Represents more than 2,000 companies in the \$165 billion U.S. consumer electronics industry
- Membership includes component suppliers, device manufacturers, retailers, distributors and service providers
- Brief background on your presenter



Consumer Electronics



E-Waste Management

- Improper disposal in developing countries
- Significant global resource potential
- High priority for CE industry, but challenging
 - Electronics products widely distributed
 - Collection depends on consumer behavior

E-Waste Mandates in the US: The Patchwork

- Now 25 states with some form of e-waste mandate
 - First state was California: financing based on consumer fee
 - The next 24 states: producer responsibility in many forms
- No two states are the same
 - A challenge for compliance, operations

Retailer Issues

- Retail environments vary and in-store takeback is not always a viable option
 - Smaller retailers
 - Sometimes very constrained for space
 - Retailers that sell electronics and everything else
 - First electronics and then.....?
 - Some retailers are only virtual
 - Haul-away is a significant collection activity

Retailer Issues (cont)

- A national approach is critical
 - Variation in state mandates is a long-term problem
 - Recycling should be viewed as a component of a retailer's business model
- Retailers can play an important role in educating consumers
 - In conjunction with manufacturer web sites, product manual info, etc.

The eCycling Leadership Initiative

- Announced April 13, 2011 at a Best Buy store in Washington, DC
 - Announcement participants in person or by statements of support: Samsung, Dell, Sharp, HP, Sony, Panasonic, Toshiba, Best Buy
 - The first industry-wide and nationwide recycling initiative of the consumer electronics industry.
 - The Billion Pound Challenge

Guiding Principles

- Electronics should be recycled responsibly
- National solution for a national problem
- All parties must be held to high industry standards
- Recycling programs should be convenient for the public

The eCycling Leadership Initiative (cont)

- Commitment to recycling **quality and quantity**
- Increase **opportunities** for consumers to recycle consumer electronics
 - Now sponsoring more than 5,000 permanent collection sites nationwide
 - Invest in improving collection infrastructure

The eCycling Leadership Initiative (cont)

- Increase **awareness** of collection opportunities among consumers
 - 58% of U.S. adults know where to recycle electronics
 - CEA to roll out new consumer-facing website
- Report **progress** annually
 - CEA to compile data from manufactures in early 2012 for first annual report

Is EPR the Answer???

- Collection strategies for SW, recyclables vary across communities
 - Collection infrastructure varies
 - Consumer behavior varies
- Long-term question: EPR for other stuff?
 - What does this collection model look like?
 - How does it fit in with the existing SW collection model?

Industry Strategic Vision

- Long term vision for our industry:
 - Integrate recycling into company business models, not a compliance cost to be minimized
- Long term vision for consumers:
 - Make recycling used electronics as easy as buying new ones

For More Information....



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