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CE Recycling in the United States
April 22, 2014
Consumer Electronics Association

- Represents more than 2,000 companies in the $208 billion U.S. consumer electronics industry
- Membership includes component suppliers, device manufacturers, retailers, distributors and service providers
Electronics Recycling – The Big Picture

- Significant material recovery potential
- Consumer electronics evolve quickly
- High priority for consumer electronics industry, but challenging
  - Electronics products are widely distributed
  - Collection depends on consumer behavior
    - Consumers own these devices until they dispose
  - Markets for recycling old Cathode Ray Tubes
The View from the Consumer Electronics Industry

• A national approach is critical
  – The Great Extended Producer Responsibility (EPR) Experiment
  – Variation in the 25 state mandates is a long-term issue
  – A national operational model needed
• How do you make recycling take off? Make it part of a company’s business model!
• An industry-led approach is the ideal
The Voluntary Challenge: eCycling Leadership Initiative

• Announced April 13, 2011 at the Best Buy store on Wisconsin Avenue
  – 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

• Commitment to recycling **quality and quantity**

• Increase **opportunities** for consumers to recycle consumer electronics
  – Now sponsoring more than 8,000 permanent collection sites nationwide
  – Invest in improving collection infrastructure
The eCycling Leadership Initiative (cont)

• Increase **awareness** of collection opportunities among consumers
  – 58% knew where to recycle electronics (2010)
  – Up to 63% know in 2012
  – GreenerGadgets.org, PSAs, curriculum
  – 2014?
The eCycling Leadership Initiative (cont)

• Report **progress** annually
  – CEA third annual report published yesterday
    • 620 million pounds recycled in 2013
      – Up from 300 million pounds in 2010
    • More than 99% now recycled in 3rd party certified facilities
  – Details at ce.org/ecycle
Trends: Smaller, Mobile Electronics

• The Good:
  – Less resource intensive
  – Emerging and dynamic trade-in markets for mobile devices

• The Challenges:
  – Competition with the trash can
  – Closing the loop extremely difficult due to rapid evolution of technologies
Trends: CRT Flows and Ebbs

- Getting close Cathode Ray Tube (CRT) flow peak
  - Computer monitor CRTs already have peaked
  - TVs probably during the next year or two
- New applications and recycling technologies will hopefully emerge
- Overall weight of consumer electronics recycling flows to shrink
Trends: Collection Infrastructure Diversity

• Three Major Types
  – Local governments
    • Traditionally the responsible entity for household solid waste and recyclables collection
    • Role is changing
  – Retailers
  – Charities

• Always a mix but emphasis varies by region
Trends: Recyclers

• Recycler Third Party Certification nearly ubiquitous
  – R2 has more than 300 facilities in the US
  – eStewards has more than 150

• “Compliance market” growth and challenges
  – New national recycling markets for CE
  – Tough for smaller recyclers
Trends: Consumer Behavior is Key

- Awareness of how/where to recycle
- Convenient locations to consumers to recycle responsibly
- Consumer perceptions of value
- Avoiding the trash can
Industry Strategic Vision

• Long term vision for our industry:
  – Integrate recycling into company business models, not just a compliance issue

• Long term vision for consumers:
  – Make recycling used electronics as easy as buying new ones
For More Information….

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