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Consumer Electronics Association (CEA)®

CE Recycling in the United States

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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



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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



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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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