

Third Annual Report of the eCycling Leadership Initiative

April 2014



Unprecedented National CE Recycling Effort

The eCycling Leadership Initiative is a nationwide effort by the consumer electronics (CE) industry to achieve several key goals:

- Improve consumer awareness of the available collection sites currently sponsored by our industry;
- Increase the amount of electronics recycled responsibly to one billion pounds annually by 2016;
- Increase the number of collection opportunities available to consumers; and
- Provide transparent metrics on eCycling efforts.

The eCycling Leadership Initiative represents a collaboration among CE manufacturers, retailers, collectors, recyclers, non-governmental organizations and governments at all levels, spearheaded by CEA.

Billion Pound Challenge

At the launch of the eCycling Leadership Initiative, CEA and a dozen leading CE companies issued an unprecedented national stretch goal to recycle one billion pounds of electronics annually by 2016 – the “Billion Pound Challenge.” This would represent a more than three-fold increase over the weight of electronics recycled by our industry in 2010.

National Issue Needs National Approach

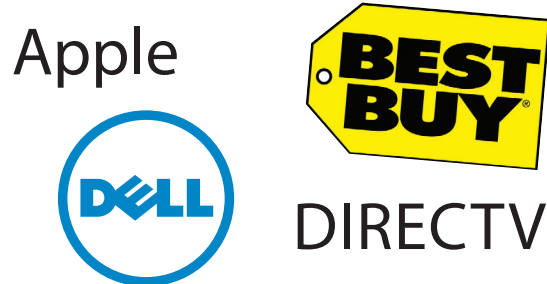
Electronics recycling is a national issue that merits a national approach. In order to promote transparency of our metrics related to this effort, CEA is publishing this third annual report to measure the progress of the eCycling Leadership Initiative in 2013. Previous annual reports can be found at CE.org/eCycle. We plan to continue to report on our progress in the coming years.

CEA research in 2013 concluded that the average U.S. household has 28 CE products ranging in size from headphones to televisions. Given the widespread marketplace penetration of CE products nationally, CEA supports a national recycling approach to make recycling electronics as easy as purchasing them, no matter where consumers live.

eCycling Leadership Initiative Participants

The third year of the Initiative saw continued increases in participation from major CE manufacturers and retailers. As in last year’s report, the qualifying companies are listed in tiers based on the level of their recycling efforts. The following companies distinguished themselves in the recycling of consumer electronics in 2013:

Initiative Leaders (companies that recycle more than 125% of consumer hardware recycling goals set by CEA for 2013)



Initiative Performers (companies that recycle between 100-125% of consumer hardware recycling goals set by CEA for 2013)



Initiative Participants



CEA applauds these companies for demonstrating leadership in the responsible recycling of used consumer electronics. For more information on this initiative, please go to CE.org/eCycle.

620 Million Pounds in 2013

In 2013, our industry arranged for more than 620 million pounds of consumer electronics to be recycled. That total is an increase of 35 million pounds over 2012 (585 million pounds), and more than double the amount recycled in 2010 (300 million pounds). To calculate these industry-wide totals, CEA collects recycling data from manufacturer and retailer programs and aggregates the results.

When manufacturers and retailers have the freedom to choose their recyclers, they do so with great care. By the end of 2013, nearly all (99.9%) of the recycling arranged by our eCycling Leadership Initiative participants was conducted in third party-certified recycling facilities.

More than 8,000 Collection Locations

There are more than 8,000 locations available to consumers in the U.S. These locations include retail stores that recycle electronics such as Best Buy and Staples (HP arranges recycling of all electronics collected by Staples), local government sites and charities, processing centers, and other recycling drop-off locations that are sponsored by CE manufacturers and retailers. These do not include the many thousands of additional collection locations for mobile devices in retail stores and through carriers like Sprint.

Since 2010 CEA estimates the number of ongoing drop-off locations sponsored by our industry for larger consumer electronics has increased from approximately 5,000 to 8,000. These locations are included in search results from the zip code locator on GreenerGadgets.org.

Enhanced Consumer Education

GreenerGadgets.org

In the fall of 2011, CEA launched GreenerGadgets.org to educate consumers about recycling and energy efficiency. The site was created to help make the process of recycling electronics as easy as possible for consumers. By simply punching in a zip code, consumers can locate the closest responsible recycling opportunity sponsored by the CE industry and/or third party-certified recycler. GreenerGadgets.org also provides a free widget for managers of other websites to use the zip code locator on their websites.

Utilizing the GreenerGadgets widget helps educate consumers on the proper recycling of used electronics and ensure reusable resources do not go to landfills or get dumped in developing countries.

Public Service Announcements for Radio and TV

During the past year and a half, CEA produced and distributed public service announcements for both radio and television on the importance of electronics recycling. CEA's PSAs have been seen or heard by more than 82 million consumers. To view and listen go to CEA.org/ecycle or [click here](#).

RecycleBank Partnership

As part of an ongoing effort to build increased awareness of CEA's consumer education efforts and GreenerGadgets.org, we



have partnered with Recyclebank — an innovative company that motivates individuals and communities to live more sustainably. Recyclebank's more than four million members earn points for taking everyday green actions, like reading and learning about environmental concerns, making a greener purchase, using fewer resources or recycling materials responsibly.

Recyclebank is an important point of referral to inform visitors about GreenerGadgets.org, where members can earn points for actions such as looking up an recycling location or learning how to save energy when they purchase and operate a CE product. Looking ahead, we believe it is a partnership that will continue to benefit more and more consumers, and the planet as well.

Promoting Recycling in Schools

In partnership with Young Minds Inspired, CEA recently produced and distributed a new educational initiative on recycling and created outreach tools for use in 4th through 6th-grade class rooms in several key states. Free lesson plans are available online and were distributed in hard copy by Young Minds Inspired. The lessons teach students how recycling can help reduce the environmental impact of their technology choices and promote a more sustainable future. Students learn to create an recycling action plan for their families and launch a campaign to encourage electronics recycling in their communities.

Challenges and Opportunities

Beyond the ongoing challenge of collecting old or unused CE products located in virtually every household in the country, the industry is also seeking ways to recycle and find new uses for old cathode ray tube (CRT) glass.

As CRT technology has been displaced in the television and computer market by liquid crystal display (LCD), light-emitting diode (LED) and plasma displays, the demand for old CRT glass to make new CRT glass has waned. Since CRT glass is now the largest portion of the CE recycling stream, there is a greater need for new, environmentally sound, economically sustainable uses for this material. To identify financially viable, environmentally conscious proposals for using recycled CRT glass, CEA partnered with the Environmental Defense Fund in 2012 and the Institute of Scrap Recycling Industries in 2013 to create the CRT Challenge,

a crowdsourcing initiative to find new, innovative ways to recycle this glass. The CRT Challenges recognized several innovative approaches - more information on the projects is available at CE.org/ecycle.

Our industry and many other stakeholders involved in electronics recycling are also interested in how many CRTs are still in the pipeline for recycling. In April 2014, CEA released a consumer survey and associated recycling analysis by the National Center for Electronics Recycling about current CRT devices in U.S. households. This survey showed that 54% of U.S. homes no longer have any CRT devices, suggesting that we are more than halfway through the current CRT recycling bubble. This survey is consistent with anecdotal recycler observations that the overall weight of computers in the recycling stream is down, as a growing number of LCD monitors and fewer CRT monitors are being recycled.

Finally, as documented in the 2011 CEA study *Materials Footprint Reduction of Televisions and Computer Monitors: 2004 - 2010*, these products have seen dramatic reductions in the weight of the average device, while offering an increased display area and better picture quality. The reduced weight has become a factor across most consumer electronic products in the past decade and is starting to be reflected in the overall weight of returned products, such as computer equipment. The trend toward lighter and mobile devices will be reflected in reduced industry-wide recycling weights at some point in the future.

What's Ahead

As CE companies ramp up recycling-related activities in 2014 and beyond, CEA will continue outreach efforts to consumers about where they can recycle their old electronics responsibly. Visit GreenerGadgets.org for information and opportunities to participate in this industry-wide recycling initiative.

Suggestions for how we can improve the eCycling Leadership Initiative and meet our Billion Pound Challenge are welcome. Please send your comments to Walter Alcorn, CEA Vice President of Environmental Affairs and Industry Sustainability, at walcorn@CE.org. If you are a member of the media interested in these issues, please contact Samantha Nevels, CEA Senior Coordinator of Policy Communications, at snevels@CE.org.