



CEA[®]
Consumer Electronics Association

www.CE.org

The Billion Pound Challenge – eCycling Leadership Initiative

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Washington Metropolitan Council of Governments
Electronics Recycling Meeting
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Consumer Electronics Association

- Represents more than 2,000 companies in the \$202 billion U.S. consumer electronics industry
- Membership includes component suppliers, device manufacturers, retailers, distributors and service providers



www.CE.org

PRODUCER OF



Consumer Electronics Association (cont.)

- Producer of the International CES in Las Vegas every January
 - Largest U.S. trade show
 - Named “greenest” trade show in 2010 by Trade Show Magazine

Consumer Electronics



E-Waste Management

- High priority for CE industry, but challenging
 - Electronics products widely distributed
 - Collection depends on consumer behavior
 - Consumers own the property until they dispose it

Manufacturer Issues: 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

CE Industry Issues

- A national approach is critical
 - Variation in state mandates is a long-term problem
 - Recycling should be viewed as a component of a company's business model
 - A national operational model is what is needed
- An industry-lead approach

“The Billion Pound Challenge”

- CEA launched eCycling Leadership Initiative in April 2011 - Washington, DC
 - First industry-wide & nationwide recycling initiative of CE industry
 - The Billion Pound Challenge:
 - Recycle one billion lbs. of electronics annually by 2016 = more than threefold increase over 2010
 - One billion pounds = size of NFL stadium of 71,000 seats (about 11,000 shy of FedEx Field)

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.)

- Transparent metrics
- Increase **awareness** of collection opportunities among consumers
 - 58% knew where to recycle electronics
- Report **progress** annually
 - CEA to compile data from manufactures in early 2012 for first annual report



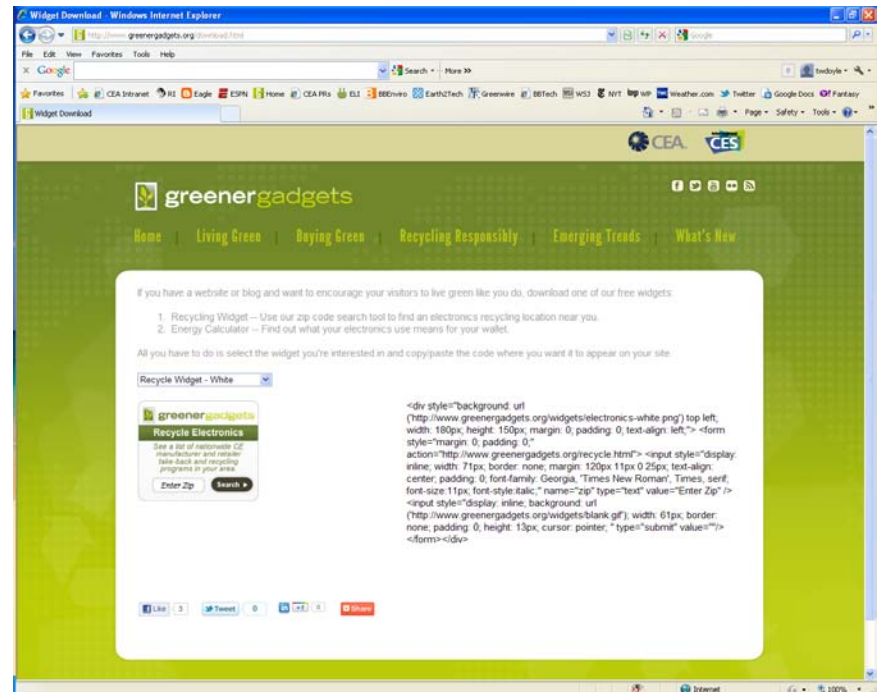
greenergadgets.org

- Consumer site launched in Oct. 2011
- Tips on how to buy green, live green and recycle electronics responsibly
- Recycling locator tool with more than 5,000 locations
 - List only includes manufacturer/retailer programs, which use the strictest standards, and third-party certified recyclers, ensuring electronics are recycled safely and responsibly



greenergadgets.org

- Recycling locator accounts for more than 30% of traffic
- Recycling locator widget - free!



The CRT Legacy Challenge

- Partner with Environmental Defense Fund
- CRT glass recycling market is drying up
- A technical “crowd-sourcing” project
 - InnoCentive’s 250,000 scientists and engineers
 - Announce winner in late January
 - See www.innocentive.com

Industry Strategic Vision

- Long term vision for CE industry:
 - National framework
 - 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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