

E-Cycle Washington Local Government Toolkit

Draft
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Prepared by the Electronic Product Recycling
Public Outreach Campaign Workgroup



This document was prepared by the Electronic Product Recycling Public Outreach Campaign Workgroup Members including stakeholders from:

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Buy
Costco Wholesale Corp.
Fred Meyer
King County Solid Waste Division
Oregon Department of Environmental Quality
RE-PC
Seattle Goodwill
Snohomish County Solid Waste Division
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Wal-Mart
Washington Citizens for Resource Conservation
Washington Materials Management & Financing Authority
Washington Retail Association
Washington State Department of Ecology
Washington State Recycling Association
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Welcome to E-Cycle Washington!

As a local government, you can help spread the word about this exciting new program. This toolkit is designed to help you get answers to your questions, share information with your residents and community, and work with the media. Your role is vital to the success of this program. We hope these tools will help everyone to communicate accurate and consistent information throughout Washington State.

This toolkit includes:

Operations Guide for Local Governments

- Background on E-Cycle Washington Program
- How the E-Cycle Washington Program Works
- The Local Government Role
- Additional Information

Logo and Usage Guidelines

Consumer FAQ

Key Messages

- General Messages for Consumers
- Messages Tailored for Specific Groups

Schedule for Program Implementation and Media Event

Contacts and Web Resources

E-Cycle Washington Brochure

Sample Article for Newsletter



Section 1: Operations Guide for Local Governments

Background on E-Cycle Washington

E-Cycle Washington Program Description

E-Cycle Washington is a program paid for by electronics manufacturers that provides responsible recycling for unwanted TVs, monitors, desktop computers and laptop computers. As of January 1, 2009, manufacturers have been required to provide recycling services for this equipment at no cost to households, small businesses, charities, schools, and small governments in Washington State.

This new program is required under a Washington State law (Chapter 70.95N RCW) that was passed in 2006. The new law is an example of *Producer Responsibility*, where the company that makes a product is responsible for minimizing the product's environmental impact throughout all stages of the products' life cycle, including end of life management.

The law requires that manufacturers set up a recycling program, but gives them flexibility to figure out how best to do so. The Washington Materials Management & Financing Authority (WMMFA) is the organization that sets up and runs the recycling program on behalf of the 200 member manufacturers that sell their computers and TVs in Washington State. The WMMFA submitted a recycling plan to the Washington State Department of Ecology (Ecology) providing the details of the program. The WMMFA negotiates with collection sites throughout the state to provide recycling services. Collection sites are required, at a minimum, in every county and every city with a population of 10,000 or more. About 220 sites have signed up to provide collection services for the program.

To find free, E-Cycle Washington collection sites in your county go to www.ecyclewashington.org and click on the "Where do I recycle?" link on the right-hand side. You will be able to search for electronics recyclers in any county.

Sites offering free recycling of computers, monitors, and TVs have the E-Cycle Washington green logo next to their name. You can also get information about collection sites by calling 1-800-RECYCLE. Please note that the 1-800-RECYCLE phone number only provides information on where to find locations for recycling. For any other questions regarding the E-Cycle Washington program, see the list of contacts in Section 6.

Program Funding

Manufacturers are covering the cost of collection, transportation and recycling of TVs, monitors, desktop computers, and laptop computers. The costs of the program are included as a cost of doing business. Recycling of these electronics is available at no cost to households, small businesses, charities, schools, special purpose districts and small governments in Washington State.

Why Electronics Need to be Recycled

Many electronics, especially TVs and computers, contain toxic materials such as lead, cadmium, and mercury. Reuse and proper recycling keeps these toxic chemicals out of our landfills and incinerators and recovers valuable resources. The electronic equipment collected through this program will be disassembled into separate materials including glass, plastic, metal, and toxic chemicals. All processing will be done according to the "preferred performance standards" established by Ecology.

The Role of Washington State Department of Ecology

Ecology registers manufacturers, processors, transporters, and collectors in the program and provides oversight and enforcement of the program. Ecology developed the rules for implementing the Program, including the “Environmentally Sound Performance Standards for Direct Processors”. Ecology also reviews the recycling plans submitted by the manufacturers to make sure the plans meet the legal requirements.

How E-Cycle Washington Works

Program Eligibility

Washington State residents, small businesses, schools, charities, special purpose districts and small governments may recycle electronics through the program. Eligible participants include:

- **Household:** a single detached dwelling unit or a single unit of a multiple dwelling unit and apartment structures located in Washington State.
- **Charity:** a charitable organization that qualifies for a tax exemption under section 501(c)(3) of the Internal Revenue Code of 1986 (26 U.S.C. Sec. 501(c)(3)).
- **School and School district:** schools and school districts in Washington State. Does not include institutions of higher education.
- **Small business:** a business employing less than fifty people.
- **Small government:** a government agency for a city in Washington State with a population less than 50,000; a county in Washington State with a population less than 125,000.
- **Special purpose district:** Find an overview and list of special purpose districts at www.mrsc.org/subjects/governance/spd/spdmain.aspx. Not all special purpose districts are included in this list. Contact the Washington State Department of Ecology to determine eligibility for special purpose districts not on the list.

Businesses and governments not eligible for the E-Cycle Washington program should responsibly recycle their electronics through existing programs.

Program Start Date

Starting January 1, 2009, E-Cycle Washington collection sites began accepting TVs, monitors, desktop computers and laptop computers for recycling at no cost. This is a permanent ongoing program, not a one-time event. This is a new program and will take some time to run smoothly.

Electronics Accepted for Recycling through E-Cycle Washington

TVs, monitors, desktop computers, and laptop computers are accepted for recycling at no cost through E-Cycle Washington.

The E-Cycle Washington program does not provide free recycling for other electronic equipment such as DVD players, MP-3 players, gaming consoles, keyboards and other peripheral computer equipment.

Recycling Other Electronic Products

Many other electronic products (such as cell phones, DVD players, electronic games, etc.) can also be recycled. Some collectors who participate in the E-Cycle Washington program will recycle other

electronic items, but may charge a fee. Find a location to recycle these materials by visiting <http://1800recycle.wa.gov> or calling 1-800-RECYCLE.

E-Cycle Washington Locations

- Residents can call 1-800-RECYCLE or visit www.ecyclewashington.org to find a location to drop off items for recycling. Some companies may provide pick up services for a fee.
- For very large items or more than 10 items total, contact the WMMFA at 1-855-674-5871 for help finding the nearest location that can accommodate large volumes.
- Schools, small businesses, and special purpose districts may use 1-800-RECYCLE or www.ecyclewashington.org to find a location that will recycle small quantities of items. For quantities greater than 10, contact the WMMFA at 1-855-674-5871 to arrange for recycling.

Processing Standards

The electronic items will be disassembled into materials that can be recycled or disposed of safely, including glass, plastic, metal, and toxic chemicals. The WMMFA has voluntarily committed to use only recyclers who meet “preferred performance standards” set by the Department of Ecology. The standards are posted at

www.ecy.wa.gov/programs/swfa/eproductrecycle/docs/PreferredPerformanceStdsFinal2007.pdf

Donations of Working Equipment

Used electronics in good condition may be eligible for donation or reuse. Try contacting local charities. Never drop off materials at a charity without calling first. Some collectors may also refurbish and resell working equipment.

The Local Government Role

The most important role for all cities and counties is to provide your residents, small businesses, schools, charities, special purpose districts, and small governments with information about the E-Cycle Washington program.

Program Messages

To provide consistent messaging about the program across the state, please use the key messages provided in Section 4. Answers to common consumer questions can be found in Section 3.

Program Promotion

Ideas for promoting the program include:

- Put information about the program on your website and link to www.ecyclewashington.org.
- Create a handout or brochure about the program using the Consumer FAQ. An E-Cycle Washington brochure is available (see Section 7).
- Distribute the brochure at local transfer stations, stores where electronic products are sold, libraries and other places where people pick up information on environmental issues.
- Include information about the program in utility mailings, newsletters and other recycling brochures that your office distributes. A sample newsletter article is located in Section 8.
- Provide a press release and offer to be a “local expert” on the program for local newspaper, radio, and TV stations in your community.

Can Coordinated Prevention Grants (CPG) pay for education and outreach costs related to promoting the E-Cycle Washington Program?

Limited education and outreach costs may be CPG eligible. Under the law, manufacturers are responsible for education and outreach to promote the program. Local governments are required to provide listings of local collection sites through existing educational methods that are typically used. Any additional education and outreach conducted by local governments should be coordinated with Ecology. If special conditions exist that may require additional significant education and outreach, please discuss with Ecology's E-Cycle staff and your grant manager.

More information on the CPG Program can be found [here](#).

Answering Questions from the Media

This is a statewide program and it is important to provide consistent and accurate information. If you are approached by the media with a question about the E-Cycle Washington Program, please follow these steps:

1. Use the key messaging in Section 4 to find talking points for target audiences.
2. Coordinate any media outreach with other activities around the state. See a list of activities in Section 5.
3. See the contact sheet in Section 6, for a list of key contacts who can help answer media questions.
4. Contact the WMMFA to learn which local reporters in your area may have received updates and press releases from the WMMFA.

Addressing Customer Complaints

Notify Ecology and the WMMFA if there are complaints about a specific collection site or problems with program operations. They will work with the customer and the collection site to resolve the issue.

Christine Haun Department of Ecology
(360) 407-6107
clac461@ECY.WA.GOV

John Friedrich, Executive Director
Washington Materials Management
and Financing Authority (WMMFA)
1-855-674-5871
jfriedrick@wmmfa.net

Cities and County-Operated Collection Sites

Cities and counties are not required to do so, but they can choose to provide a collection site at their public facilities, such as transfer stations. In some rural areas, public facilities may be the most convenient and accessible collection locations for the public. All collection sites will be compensated for the collection of the covered electronic products by the WMMFA. To become a collection site, contact John Friedrich at the WMMFA.

Collection Events

The intent of the E-Cycle Washington program is to provide the community with on-going, convenient recycling services. Once the program is running, collection events will no longer be necessary.

If your community finds that the WMMFA services are not adequate and you wish to provide additional collection events that include electronic products, please contact the Department of Ecology and the WMMFA to see if the costs of recycling electronics are eligible to be covered by the WMMFA. See a list of [Collection Event FAQ's](#).

Local Government & Community Satisfaction Reports

Beginning in 2010, Ecology will solicit annual satisfaction reports from local governments and communities regarding E-Cycle Washington public outreach and whether collection service is convenient and accessible. Contact Ecology for more information.

Additional information

More Information about the Law

Washington State Department of Ecology website: www.ecyclewashington.org.

Christine Haun
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(360) 407-6107
clac461@ecy.wa.gov

Conversion from Analog to Digital TV Signals

No later than June 12, 2009, television stations will stop broadcasting analog signals. Analog (non-digital) TVs will continue to work if connected to cable or satellite service or with a converter box. Consumers who do not have cable or satellite connections can receive a free \$40 coupon that can be applied to the purchase of a converter box from the National Telecommunications and Information Administration's website at www.dtv2009.gov or call 1-888-388-2009.

Learn More about Producer Responsibility

You can learn about other producer responsibility programs and what manufacturers are doing by visiting the Northwest Product Stewardship Council website at www.productstewardship.net.

Section 2: E-Cycle Washington Logo Usage and Guidelines

The E-Cycle Washington logo should only be used for activities related to the E-Cycle Washington program.

Appropriate use includes:

- Promoting the E-Cycle Washington program and website in brochures, newsletters, websites, and other print materials.

Inappropriate uses include:

- Promoting collectors, processors, or transporters that are not officially participating in the E-cycle Washington program. A list of participating businesses will be available at www.ecyclewashington.org.

Please use the logo and variations of the logo provided on the website.

You may use the logo with the tag line, website, phone number or any combination of these.

- Do not change the colors of the logo.
- Black and white logos are available on the website for use in black and white materials.
- Do not change the size of individual elements in the logo.
- The logo should not be rearranged, rotated, or changed in any way.
- When using the 1-800-RECYCLE number, Ecology prefers that you state this number is for locating collection sites only and not for general information purposes.

The variations of the logo below are only to illustrate appropriate forms of the logo. You can download high quality versions of the logo for use in print materials and websites at www.ecyclewashington.org (click on "Local Governments" and then "Public Outreach").

Here are examples of the available logos:



Versions including
1-800-RECYCLE,
are also available
on the website

Section 3: Consumer Frequently Asked Questions

What Consumers Need to Know about E-Cycle Washington

Thanks to manufacturers, starting January 1, 2009, Washington consumers, small businesses, schools, charities, special purpose districts and small governments can recycle their TVs, monitors, desktop computers and laptop computers at no cost through a new program known as E-Cycle Washington.

What is E-Cycle Washington?

- *E-Cycle Washington* is a statewide program paid for by electronics manufacturers that provides responsible recycling for your unwanted TVs, monitors, desktop computers and laptop computers.
- A Washington State law created this program. The law is an example of *Producer Responsibility* where the company who makes a product is responsible for minimizing the product's environmental impact throughout all stages of the products' life cycle, including end of life management.

Why should I recycle my electronics?

- Many electronics, especially TVs and computers, contain toxic materials such as lead, cadmium, and mercury. Reuse and proper recycling keeps these toxic chemicals out of our landfills and recovers valuable resources.

What can I recycle?

- TVs, monitors, desktop computers, and laptop computers can be recycled through the E-Cycle Washington program.

Who can recycle?

- Washington State residents, schools, small businesses, charities, small governments, and special purpose districts can use the E-Cycle Washington program.

How much does it cost?

- There is no cost to recycle these items. Manufacturers are covering the cost of recycling these electronics. They include these costs as a part of doing business.

How do I recycle?

- Call 1-800-RECYCLE or visit www.ecyclewashington.org to find a location where you can drop off your items for recycling. Some companies may provide pick up services for a fee.
- Call the business first to find out what hours the business is open and how to prepare your items, especially if you have large items or several items.
- Only drop off items during business hours.

What about data security?

- It is the responsibility of the consumer or owner of the computer to remove any sensitive data on a computer submitted to the E-Cycle Washington program.
- For more information about data security, please click [here](#).
- Some collectors may provide hard drive cleaning services for a fee.

What if my TV or computer still works?

- You may be able to donate your used electronics if they are in good condition. Try contacting local charities in your area. Never drop off materials at a charity without calling first. Some collectors may also refurbish and resell working equipment.

What about other electronics?

- Many other electronics can be recycled, such as cell phones, printers, game consoles, MP3 players, DVD players and more. You may need to pay a fee for some items.
- Some E-Cycle Washington collection sites will recycle other electronic items for a fee.
- You can also find more electronics recyclers near you by visiting <http://1800recycle.wa.gov>, www.ban.org/pledge/Locations.html, or www.takeitbacknetwork.org.
- Find recycling locations also by calling 1-800-RECYCLE or your local solid waste/public works office.

Where can I learn more?

- Visit www.ecyclewashington.org or call your local solid waste/public works department.
- Learn about other producer responsibility programs and what manufacturers are doing at the Northwest Product Stewardship Council website at www.productstewardship.net.
- Ask retailers and manufacturers if they take back or recycle the products they sell. If not, tell them you would like this service to be offered.



Section 4: Key Messages

A workgroup including Ecology, local governments, retailers, and manufacturers developed the following key messages to help you. Use these messages to ensure that consistent and accurate information is shared throughout Washington State.

Below you will find the key messages outlined for each group that can use the E-Cycle Washington program including consumers, retailers, schools, small businesses, small governments, special purpose districts, and charities. These are the key points to share with each specific group.

Messages for Consumers and Households

Main Message #1: Electronics manufacturers are now offering free recycling of TVs, monitors, desktop computers and laptop computers in Washington.

- Starting January 1, 2009, consumers, small businesses, school districts, small governments, special districts, and charities may recycle their old TVs, monitors, desktop computers and laptop computers free at authorized collection points.
- There are over 220 collectors across the state, making e-cycling convenient and easy.
- Go to www.ecyclewashington.org to find information on e-cycling and to find a collection facility near you.
- Covered items include TVs, monitors, desktop computers, and laptop computers. Mice, keyboards, printers and other peripherals are not included.

Main Message #2: Electronics recycling keeps toxic materials out of our landfills and incinerators and allows reuse of valuable materials.

- E-Cycle Washington will help divert millions of pounds of discarded materials from the waste stream in Washington. Over 3 million pounds of unwanted electronics were recycled in the first month of the program!
- Electronics can contain toxic materials such as lead, cadmium, mercury, and hazardous chemicals that can harm human health and the environment.
- Many materials in old electronics can be re-used in new products if recycled properly
- E-cycling helps all of us take responsibility for the products we make, buy, and use from the beginning to the end of their useful lives.

Main Message #3: E-Cycle Washington is an innovative new program where electronics manufacturers offer responsible e-cycling of TVs, monitors, desktop computers and laptop computers.

- Electronics manufacturers are taking responsibility for the products they make by paying for safe recycling of TVs, monitors, desktop computers and laptop computers according to the state's Environmentally Sound Management & Performance Standards.
- The Washington Materials Management & Financing Authority (WMMFA) is the manufacturer-funded group administering the E-Cycle Washington program.
- WMMFA is rolling out E-Cycle Washington along with the State Department of Ecology and a wide network of retail, non-profit, and local and state government partners.

Messages Tailored for Specific Groups

Retailers

- Retailers of TVs, monitors, desktop computers and laptop computers are required under state law to provide information to customers at the point-of-sale about E-Cycle Washington, the state's new electronics recycling program.
- The WMMFA has developed materials that retailers may find useful in their efforts to educate their customers about electronics recycling. Download them at www.wmmfa.net.

Schools and School Districts

- Starting January 1, 2009, a new program called E-Cycle Washington allows school districts to recycle their old TVs, monitors, desktop computers and laptop computers free at authorized collection points across the state.
- Call 1-855-674-5871 first to find out which locations are able to accept larger volumes (more than 10) or offer pre-arranged pick up service.
- E-cycling keeps toxic materials out of our environment and reuses resources. E-Cycle Washington will help divert millions of pounds of discarded materials from the waste stream in Washington. Over 3 million pounds of unwanted electronics were recycled in the first month of the program!
- For information on e-cycling and the new program, go to www.ecyclewashington.org.
- Electronics manufacturers offer this new program at no cost to you, so that budget-crunched school districts can easily do the right thing for the environment.

Small Businesses

- Starting January 1, 2009, a new program called E-Cycle Washington allows small businesses (businesses employing less than 50 people) to recycle their old TVs, monitors, desktop computers and laptop computers free at authorized collection points.
- Call 1-855-674-5871 first to find out which locations are able to accept larger volumes (more than 10) or offer pre-arranged pick up service.
- E-cycling keeps toxic materials out of our environment and reuses resources. E-Cycle Washington will help divert millions of pounds of discarded materials from the waste stream in Washington. Over 3 million pounds of unwanted electronics were recycled in the first month of the program!
- The new program is offered by electronics manufacturers at no cost to you, and makes it easy for small businesses to do the right thing for the environment.
- For information on e-cycling and the new program, go to www.ecyclewashington.org.

Small Governments and Special Purpose Districts

- Starting January 1, 2009, a new program called E-Cycle Washington allows small governments and special purpose districts to recycle their old TVs, monitors, desktop computers and laptop computers free at authorized collection points.
- Call 1-855-674-5871 first to find out which locations are able to accept larger volumes (more than 10) or offer pre-arranged pick up service.
- E-cycling keeps toxic materials out of our environment and reuses resources. E-Cycle Washington will help divert millions of pounds of discarded materials from the waste stream in Washington. Over 3 million pounds of unwanted electronics were recycled in the first month of the program!
- Electronics manufacturers offer this new program at no cost to you, so that budget-crunched

small governments and special purpose districts can easily do the right thing for the environment.



- For information on e-cycling and the new program, go to www.ecyclewashington.org.
- A “Special Purpose District” is a local unit of government authorized to perform a single or limited number of functions, such as water-sewer districts, irrigation districts, fire districts, school districts, community college districts, hospital districts, transportation districts, and metropolitan municipal corporations. Find an overview and list of special purpose districts at www.mrsc.org/subjects/governance/spd/spdmain.aspx. Not all special purpose districts are included in this list. Contact the Washington State Department of Ecology to determine eligibility for special purpose districts not on the list

Charities

- Starting January 1, 2009, a new program called E-Cycle Washington allows charities to recycle their old TVs, monitors, desktop computers and laptop computers for free at authorized collection points across the state
- Call 1-855-674-5871 first to find out which locations are able to accept larger volumes (more than 10) or offer pre-arranged pick up service
- The new program is offered by electronics manufacturers at no cost to you, so that budget-crunched charities can easily do the right thing for the environment
- E-cycling keeps toxic materials out of our environment and reuses resources. E-Cycle Washington will help divert millions of pounds of discarded materials from the waste stream in Washington. Over 3 million pounds of unwanted electronics were recycled in the first month of the program!
- For information on e-cycling and the new program, go to www.ecyclewashington.org.

Section 5: Schedule of Program Implementation and Media Events

**Dates and activities are subject to change*

Date	Activity	Local Government Rule
September 2008	<ul style="list-style-type: none"> • WMMFA holds briefings with reports in Spokane and Seattle to introduce E-Cycle Washington and position WMMFA and the Public Outreach partners as go-to experts on electronics recycling. • WMMFA will release an op-ed article to daily newspapers in all major WA markets. • Local government Toolkit available from Ecology. • www.ecyclewashington.org is live. 	<p>Be informed. Prepare a plan for public outreach and staff preparing materials for distribution. Answer questions. Prevent misinformation. Add links from your website.</p>
Sept/Oct 2008	<ul style="list-style-type: none"> • WMMFA to send brief email update to key reporters and local recycling contractors • Local governments focus on educating consumers about TV conversion, converter box and coupon, current recycling options, and future program in 2009. 	<p>Inform public about the conversion and responsible recycling. Refer to www.div2009.gov.</p>
October 2008	<ul style="list-style-type: none"> • Washington State Department of Ecology will share they media plan. 	<p>Continue to answer questions and prepare information for your residents.</p>
November 2008	<ul style="list-style-type: none"> • WMMFA sends regular email update to key reporters • Ecology issues press release addressing digital TV conversion. • WMMFA provides media briefings on collector network, and TV conversion. 	
December 2008	<ul style="list-style-type: none"> • WMMFA provides a short article to weekly community papers and recycling coordinators. 	<p>Promote E-Cycle Washington to the public and through media. See Section 1c for ideas.</p>
January 1, 2009	<ul style="list-style-type: none"> • WMMFA provides brief email update focusing on digital conversion and holiday electronics shopping. 	
January 2009	<ul style="list-style-type: none"> • E—Cycle Washington Program Launches 	
February 2009	<ul style="list-style-type: none"> • WMMFA sends brief email update. • Ecology issues press release to launch program. • WMMFA media event in coordination with Ecology and other stakeholders. 	

Section 6: Contacts and Web Resources:

Where to recycle TVs, monitors, and computers AFTER January 1, 2009:

www.ecyclewashington.org

1-800-RECYCLE

Where to recycle large quantities of TVs, computers and monitors after January 1, 2009:

For multiple large items or more than 10 TVs, monitors, desktop computers, and laptop computers contact the WMMFA at 1-855-674-5871.

Where to recycle electronics OTHER than TVs, computers and monitors:

<http://1800recycle.wa.gov>

www.takeitbacknetwork.org

www.ban.org/pledge/Locations.html

1-800-RECYCLE

Washington State Department of Ecology Contacts:

For questions about the law, program eligibility, complaints, and enforcement issues:

Christine Haun

(360) 407-6107

clac461@ecy.wa.gov

Jade Monroe

(360) 407-7157

jade.monroe@ecy.wa.gov

Ecology website: www.ecy.wa.gov/programs/swfa/eproductrecycle/

Ecology's Focus Sheet: www.ecy.wa.gov/pubs/0807008.pdf

Ecology's Focus Sheet for schools: www.ecy.wa.gov/pubs/0807015.pdf

List of Special Purpose Districts:

www.mrsc.org/subjects/governance/spd/spdmain.aspx

*Not all special purpose districts are included in this list. Contact the Washington State Department of Ecology to determine eligibility for special purpose districts not listed on this website.

Washington Materials Management and Financing Authority (WMMFA)

John Friedrich, Executive Director

www.wmmfa.net

1-855-674-5871

Media and Press Inquiries

*Be sure to work with your local media relations contacts.

Andy Wineke
Washington State Department of Ecology
Media Relations
(360) 407-6149
anwi461@ecy.wa.gov

For large businesses and governments that do not qualify for the program contact:

Businesses and governments that do not qualify for the E-Cycle Washington program (see page 3 for program eligibility) should continue to responsibly recycle their electronics through existing programs and follow all applicable requirements.

Other states with manufacturer financed electronic recycling programs and laws:

www.productstewardship.net/policiesElectronics.html

Information about producer responsibility

Join the product stewardship movement and learn more about other manufacturer programs in the Northwest and throughout the US: www.productstewardship.net/join.html.

Section 7: E-Cycle Washington Brochure

The E-Cycle Washington brochure was created by the WMMFA to help you and others share information about the program. You will need to print copies for distribution in your area.

The brochure will be available in PDF form for download at <http://www.wmmfa.net/documents/pdf/E-CycleBrochurev1.pdf>.

You may also adapt the brochure for your use. The original artwork and versions that can be used by graphic designers and printers are available from the WMMFA. Contact John Friedrich at (360) 225-6222 or friedrick@wmmfa.net for details.



Section 8: Sample Article

This section includes a sample article that could be included in local government newsletters, utility mailings, websites, and local newspapers.

Recycling TVs, computers, and monitors is easy as of January 1, 2009

If you have been wondering what to do with those unwanted TVs, computers and monitors stored in a garage, back room or office, relief is here. **E-Cycle Washington** is a new program, which started January 1, 2009 allowing easy and free recycling of these electronic products in our state.

What is E-Cycle Washington?

Beginning in January 2009, the makers of these electronic products are providing collection sites around the state. Consumers, small businesses, school districts, small government agencies, and charities can bring television sets, computers (desktop and laptop), and monitors to these sites to be recycled. They will pay no fee for this service.

It is important to note that E-Cycle Washington collection sites will accept only TVs, computers and monitors free. Keyboards, mice, printers, VCR/DVD players, other peripherals, cell phones, and other electronic or electrical products are not part of this program, but may be accepted and recycled for a fee at some sites.

To find out where to take other items for recycling, check out 1-800-RECYCLE, from the Department of Ecology or <http://1800recycle.wa.gov>.

Who is responsible?

Washington was one of the first states in the nation to pass a law (in 2006) requiring electronic manufacturers to set up a free recycling program for their products. Product-makers came together to finance and develop a plan for the program, including collection, transportation, and recycling.

The Washington Department of Ecology oversees the program through standards and regulations developed from the law. Other partners contributing to the success of E-Cycle Washington include retailers, local governments, and non-profit organizations.

The law makes electronics manufacturers responsible for taking back and responsibly managing the products they produce. It also gives consumers responsibility for bringing in these products for safe and responsible recycling, rather than throwing them away to end up in a landfill. This concept is called product stewardship.

Why is recycling electronic products important?

Electronic products contain heavy metals and chemicals at hazardous levels that make them difficult to dispose of safely. For example, every cathode ray picture tube contains an estimated four to eight pounds of lead.

Some of these toxic chemicals, such as mercury, are known to have neurological and developmental effects when infants and children are exposed to them at high levels. Children have a greater risk for exposure because, pound for pound, they breathe more air, drink more water, and eat more food than adults.

Recycling electronic products keeps toxic metals such as lead and mercury out of landfills and the environment.

In addition, many of the materials in returned electronics can be re-used in new products if recycled properly. This saves on resources and energy, which helps our environment and reduces the impact on global climate change.

How much “e-stuff” is there?

Washington averaged one television set per household in 1970 and personal computers were practically unheard of. By 2009, the Department of Ecology estimates there will be one television for every person in the state and even more computers than one per person.

In 2009, an estimated 365,000 televisions and 780,000 computers in Washington will reach the end of their lives and require recycling. In the first month alone over 3 million pounds of unwanted electronics were recycled through the E-Cycle Washington program!

By recycling televisions, monitors and computers, Washington residents contribute to a safer, cleaner, and healthier environment. E-Cycle Washington will make it a lot easier to do. With a small effort from everyone, the environment gets a big return.

