

Washington State Legislation:

An Incentive Driven Approach

Sego Jackson
RECCON 2005
November 30, 2005
Morgantown, WV

Snohomish County 
SOLID WASTE **WASHINGTON**



E-Waste in WA: Context

- Early Recognition that local governments
 - Could not bear costs
 - Could not provide adequate locations for collection using only government facilities
- Need other collectors
 - Costs must be covered
 - Provide other incentives and benefits



Building Partnerships

Charities, Small Retailers, Big Box Stores

- Covering costs:
 - Use of End of Life Fees as INTERIM funding mechanism
- Other incentives:
 - Advertising and promotional campaigns
 - Increased foot traffic
 - Brand recognition



The Take it Back Network

- Worked with media consulting firm PRR
- Originally only able to recruit small local retailers and repair shops
 - Added 11 private locations to our 3 transfer stations for collection. 14 is better than 3!
- Experience and retailer-friendly approach led to national retailer pilots and experiments
 - Good Guys, Office Depot, Staples



Big Box Stores

- Big Box retailers successfully tested voluntary and incentive based collection services provided within stores.
 - Logistically feasible, volumes must be controlled
 - Customers overwhelmingly satisfied
 - Significant media exposure
 - Documented users as new customers (43% in Good Guys program) and increased awareness of retailer and retailer location



Earned Media



TV treasures plucked from the trash heap

Golden-era TVs are cast aside for recycling, but some of them have a few good years left.

By Yvonne Balle

Beats yours? The latest? Please? What?

There wasn't even a glimpse of people's black and white watching eyes when the earliest television sets landed in their living rooms in the late 1940s and 1950s.

Today, like "Phantom" movies and "Newscast" shows, they're nearly gone. The few TVs nearly gone are the best.



ANTI-DEPRESSANT PAXIL MAY BE LINKED TO BIRTH DEFECTS

FOOD GREEK FEST DISHES BAKLAVA (WE HAVE THE RECIPE)

CONSUMER What? Pay taxes on eBay and garage sale stuff?

4 As featured on front page

Don't throw out that old computer: it'll be against the law Oct. 1

By ROBERT MCCLURE
REPORTER

As of Saturday, it will be illegal to throw your computer in the trash in King County. Same for televisions, computer monitors, laptops and cellular phones.

So county officials were relieved to announce Tuesday that the network of businesses accepting electronics for recycling — for a fee, of course — has just expanded considerably with the addition of 14 Staples stores in and around Seattle.

The office-supply company becomes the first major national retailer to provide such a service on a permanent basis, said Lisa Sepanski, project manager of King County's Take It Back Network.

Sepanski said county officials have heard from a few people that they are irritated about having to pay to recycle electronic equipment.

"But that's a minority. Most people are glad to have such a convenient location" as Staples, Sepanski said. "When we tell them they can take it to a Staples store, they're thrilled."

Earlier this month, Seattle-area Staples stores put out displays offering to take back computer monitors for \$12 each. For

\$8, consumers can recycle computers, fax machines, scanners and miscellaneous equipment such as printers, PDAs and cell-phones.

Without any outside promotion, the program attracted 300 turn-ins during the first eight days, said Dave Pedigo, Staples' district manager.

Staples did several trial runs before deciding to make the program permanent, Pedigo said.

"We had some great response, and that just started to snowball," Pedigo said as he eyed mounds of old computers piled outside Staples' Interbay store Tuesday. They were headed for Total Reclaim, the South Seattle recycler contracted by Staples to handle the waste.

The recycling fee does not make a profit for Staples, Pedigo said. No televisions, radios or stereos are accepted at the stores.

"They basically take back the products they sell," Sepanski said. Other members of the Take It Back Network (www.takeitbacknetwork.org; 206-296-4466) do accept televisions, radios and stereos, and pretty much anything else electronic — for a modest fee.



October 10, 2005 The News Source for Businesses that Generate and Manage Waste SOLID • HAZARDOUS • WATER • AIR \$3.00

Staples aids Wash. county effort

By Joe Traini

King County, Wash., has banned electronics from the trash effective Oct. 1 as one major retailer will offer electronic recycling services to county residents. The county will prohibit residents and businesses from throwing away computers, laptops, monitors, televisions and cell phones to encourage recycling those items. Staples Inc. is the first national retailer to step forward to accept electronic waste at its stores in the county. It will charge a fee to cover labor costs, handling, transportation and processing.



Staples will charge \$12 to accept monitors and \$8 for computers and other peripherals. Staples will not accept televisions, radios or stereo equipment. Recycling electronics makes good business sense as well as helping protect the environment, said Mark Barkley, vice president of environmental affairs for Staples. Residents can drop off unwanted electronics at the retailer's 14 stores in King and Snohomish counties. The company also is the first major national retail chain to join the Take It Back Network, whose members pledge to handle electronics in compliance with all regulations and international trade laws. Staples customers made the case that offering computer recycling services to customers pays off, Barkley said. "With ongoing advancements in technology, appropriate disposal of obsolete and used electronics will be a growing issue," he said.

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Contact Joe Traini at 206-448-8092 or robertmcclure@seattlepi.com



of on the "Table of Contents" ESSY DESK: A worker at Seattle's Total Reclaim handles piles of computer equipment before previous electronics collected in Wash., a county program said. See Page 10.



Staples First to Join Take it Back Network

- Now providing on-going collection at 14 stores in King and Snohomish Counties
- Take it Back network/Staples partnership commercial (300 runs on local stations)
- To view the ad, visit:
<http://www.metrokc.gov/dnrp/swd/electronics/>
and click on "commercial."



Collectors Have Common Ground in Washington

- Washington State system will be established with needs of diversity of collectors addressed
- No collector type required to provide collection
- Collectors must be compensated for costs
- Spread recycling opportunities for public among diversity of collector types and programs



WA 2006 Legislation

- Draws from stakeholder process established by legislation (ESHB 2488 passed unanimously in '04 Legislature)
- Extensive effort to meet various stakeholder concerns, many compromises
- Formulated by Washington Retail Association, HP, and Environmental NGOs in consultation with local governments and others



The Basics

- Manufacturers establish and pay for system with no fee charged at time of recycling
- Covers:
 - Monitors, computers and TVs
 - Orphan, historic and new products
 - From households, charities, small businesses, small governments, and schools



The Standard Program

- Materials Management and Financing Authority (MaMaFA) established in legislation
 - Quasi-governmental Third Party Organization
 - All manufacturers selling into the State are automatically part of MaMaFA
 - Member companies elect board of directors
 - Establishes “Standard Program” for manufacturers to use to fulfill obligations
 - Charges fee to participating manufacturers to cover costs



Independent Programs

- Independent programs are allowed if approved by State
 - Must have minimum of 5% return share by brand (can be multiple manufacturers)
 - Must have sold branded computers in State for minimum of 5 years, 10 years for TVs
- Must meet same service and other requirements as Standard Program



Responsibilities of Each Program

- Service provided in all 39 counties of State
- Collection drop off site provided in each city more than 10,000 population (as a minimum)
- Collectors can be retailers, charities, haulers, recyclers, governments, etc.
 - Collectors will be compensated for costs
- Local communities able to report satisfaction with services annually



Responsibilities of Each Program

- No specific poundage or target that manufacturers are held to
- Division of responsibility between Standard Program and independent programs based on “equivalent share”
 - Return share based on annual sorts
 - Applied to total pounds collected statewide each year
 - Covers orphans



Keeping it Fair and Results Driven

- All programs pay their own costs directly
- But what if one program under collects its equivalent share and another collects a surplus?
 - State establishes a per pound value = \$.50
 - Percent responsibilities are translated into pounds actually collected for that year
 - The program that under-collected pays State \$.50 per each pound under-collected
 - State keeps \$.05 and pays collector of surplus \$.45 for its surplus poundage



Example: 10 million lbs. collected

<u>Standard Program</u>	<u>Independent Program A</u>
Equivalent share = 86%	Equivalent share = 14%
Actually collected = 89%	Actually collected = 11%
8.9 M - 8.6 M = +300,000 lbs. surplus	1.1 M - 1.4 M = -300,000 lbs. under
Receives \$135,000 payment from Independent Program A, via State	Pays \$150,000 to State
	State pays \$135,000 to Standard Program



Other Highlights

- Programs can buy, sell and trade poundage with each other prior to reconciliation via State
- Programs working with non-profit reuse organizations get additional 5% credit for poundage from those charities
- No Disposal Ban
 - 43% population currently under local disposal bans and more coming
- Match RoHs requirements
- Processing Standards established



The Washington State Approach

- Puts businesses in driver's seat for business decisions
- Uses incentives and competition to drive system, not prescriptive targets and fines
- Addresses vast majority of stakeholder concerns
- A fair, progressive approach that will get the job done!



Additional Information

- **Take it Back Network including Staples Program**
<http://www.takeitbacknetwork.org>
- **Northwest Product Stewardship Council and Good Guys Report**
<http://www.productstewardship.net/>
- **Product Stewardship Institute and Staples Report**
<http://www.productstewardship.us/>
- **WA State Department of Ecology ESHB2488 Study Process**
<http://www.ecy.wa.gov/programs/swfa/ewaste/>
- **Washington State Proposed E-waste Legislation**
<http://www.wastenotwashington.org/>

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