Agenda

• Purpose of the Statute
• Covered Electronic Equipment
• Key Dates
• Sales Restriction
• POS Information
• Q&A
What is the purpose of the statute?
(D.C. Official Code § 8-1041.01 et seq.)

• Goal: By 2032, divert 80% of covered electronic equipment waste from landfill or incineration through recycling or reuse.

• Electronics contain valuable materials that should be recovered and can contain potentially hazardous materials that should be kept out of landfills or incinerators.

• Create a responsibility for electronics manufacturers to properly manage the end of life of electronics.
What is Covered Electronic Equipment (CEE)?

**Computers** including desktop computers, portable computers with screens larger than six inches (e.g., laptops, tablets, and e-readers), small-scale servers, and portable digital music players.

**Computer peripherals** sold primarily to be used with a computer, including keyboards, computer mice, printers or multi-function printers weighing less than 100 pounds, computer speakers sold with a computer, and computer monitors or display devices.

**Televisions** with screens larger than six inches.

**Television peripherals** including VCRs, DVRs, DVD players, game consoles that are used with TVs, and signal converter boxes and receivers.
What is Not CEE?

- Telephones or mobile phones
- Household appliances
- GPS receivers
- Handheld gaming devices
- Digital picture frames
- Game controllers
- Thumb drives
- External hard drives
Key Dates

• **December 31, 2016**: Manufacturer Registration Due

• **June 1, 2017**: Sales Restrictions

• **January 1, 2018**: Point-of-Sale Information

• **January 1, 2018**: Disposal Restrictions
Sales Restrictions

(D.C. Official Code § 8-1041.03(a))

By June 1, 2017, a manufacturer or retailer shall not sell or offer for sale or deliver to a retailer for subsequent sale new covered electronic equipment, unless:

(1) The equipment is labeled with a readily visible brand identifying the manufacturer; and

(2) The manufacturer has registered with the Mayor pursuant to subsection (b) of this section; provided, that the Mayor may establish by rule a de minimis level of covered electronic equipment sales in the District that shall be exempt from the provisions of this section.
Sales Restrictions Implementation

• Ongoing compliance assistance for manufacturers registration.

• If a manufacturer is not compliant, DOEE will post and provide retailers with a Do Not Sell list.

• Six months after an item is placed on the Do Not Sell list, a retailer shall no longer sell the item.
• Beginning January 1, 2018, a manufacturer or retailer shall provide at the point of sale information on how a person can return purchased covered electronic equipment for recycling.
POS Information Implementation

• DOEE is offering assistance in complying with POS requirements, including designing POS materials for retailers to use.

What POS Materials Would Be Useful?

• Poster by checkout
  • Large/small
• Sign by shelf
• Business cards
• “Price tag” sign
• Magnets
• Downloadable logo to create your own material
What Materials Would Be Helpful?

• Poster by checkout
  • Large/small
• Sign by shelf

Examples:

Most electronics MAY NOT be put in the trash. E-Cycle Wisconsin helps you find a place to recycle your old electronics.

Google “E-Cycle Wisconsin” for details.
What Materials Would Be Helpful?

• Business cards

Example:

In Wisconsin, it is illegal to throw away the following items: computers (desktops, laptops, netbooks and tablets); desktop printers (including those that scan, fax and/or copy); computer monitors; televisions; DVD players, VCRs and DVRs; fax machines; computer mice and keyboards; computer accessories such as hard drives, speakers, flash drives and modems. Recycle your old electronics with E-Cycle Wisconsin.

Visit dnr.wi.gov and search “ecycle”
What Materials Would Be Helpful?

- “Price tag” sign or magnet

Example:
What Materials Would Be Helpful?

- Receipts

Example:

![Receipt Image]

Bob's Market
254 11th Street
Tracy, CA 95376
209-555-5022

Welcome 20-Feb-2015 8:45:31P
1 Sun chips $2.99
1 Darrings $1.99
1 Water $1.00

Total $5.98

Order CKWKDPS11323T

*** Your Fortune Quote is: ***
*** Money will come to you when you are doing the right thing ***
What Materials Would Be Helpful?

- Create your own material with the eCYCLE DC logo
What Materials Would Be Helpful?

- Translated into other languages?
  - Amharic
  - Chinese
  - French
  - Korean
  - Spanish
  - Vietnamese

Dependent on available funding.
Questions and Answers
Resources

- Email productstewardship@dc.gov with questions or to join the eCYCLE DC listserv.
- Check doee.dc.gov/ecycle for updates.