



# eCYCLE DC

Retailer Informational Session

March 28, 2017

[doee.dc.gov/ecycle](http://doee.dc.gov/ecycle)

# 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.



# Point of Sale Information

(D.C. Official Code § 8-1041.05(e))

- 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:



# 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.

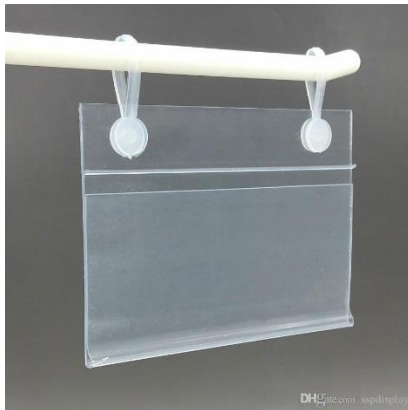


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# What Materials Would Be Helpful?

- “Price tag” sign or magnet

Example:



# What Materials Would Be Helpful?

- Receipts

Example:



# 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

Introduction

Statute &  
Rulemaking

Key Dates

Sales  
Restrictions

POS  
Information

Q&A



## Resources

- Email [productstewardship@dc.gov](mailto:productstewardship@dc.gov) with questions or to join the eCYCLE DC listserv.
- Check [doee.dc.gov/ecycle](https://doee.dc.gov/ecycle) for updates.