



CEA
Consumer Electronics Association

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Consumer Electronics Association (CEA)[®]

NERC Fall Conference

What's Happening – Electronics Recycling
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Consumer Electronics Association

- Represents more than 2,000 companies in the \$211 billion U.S. consumer electronics industry
- Membership includes component suppliers, device manufacturers, retailers, distributors and service providers
- Owner and producer of International CES – the Global Stage for Innovation



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The CE Industry's Role

- Make and sell consumer electronics
- Comply with state recycling laws
 - 25 total
 - No change since 2011
 - 24 premised upon cost internalization
 - California a consumer based fee
 - Lots of experimentation
- Recycle voluntarily
 - CEA's eCycling Leadership Initiative



Trends: CRT Flows and Ebbs

- Getting close Cathode Ray Tube (CRT) flow peak by weight
 - Computer monitor CRTs have already peaked
 - TVs probably during the next year or so
- Glass-to-glass recycling in decline, new applications/technologies emerging
- Overall weight of CE recycling flows to shrink during next few years
 - Many e-waste laws did not anticipate this

Trends: CRT Flows and Ebbs (cont)

- CEA consumer survey February 2014
 - Asked residents how many tube TVs and monitors are still in their homes
 - 46% reported having at least 1
 - 41% reported having at least 1 tube TV
 - 21% reported having at least 1 tube monitor
- NCER recycling analysis of study results
 - 6 billion lbs. of CRT TVs still in US households
 - 1 billion lbs. of CRT monitors

Industry Trends: Smaller, Mobile Electronics

- The Good:
 - Less resource intensive
 - Emerging and dynamic trade-in markets for mobile devices
- The Challenges:
 - Competition with the trash can
 - Closing the loop extremely difficult due to rapid evolution of technologies
 - State e-waste laws did not anticipate shift

Consumer Perceptions of Value and Recycling

- The value conundrum
 - Value recognized at purchase
 - Value recognized during use
 - Perception of value lingers even after usage stops
- First stop: the friends and family network
 - 60% of consumers gave old CE devices first to someone in their friends and family (2014 CEA Recycling and Reuse Survey)

The Value Conundrum (cont)

- Value perception results in multiple lives for many devices
 - But also more storage and extended age
 - More time means less reuse potential
- The urge towards reuse
 - 43% of consumers in 2014 CEA survey said the CE devices they removed from their homes worked but they just weren't using it
 - Charitable reuse orgs play an important role



Illustrations

- Old game consoles
 - Recyclers love them
 - Consumers keep them forever (seemingly)
- Set top boxes for cable, satellite service
 - Great example of highly functional product take back system
 - Consumers typically don't own these products

Other Recycling Motivators from 2014 Consumer Survey

- Top scoring items for increasing consumer interest in recycling:
 - The product would go to someone in need who couldn't afford it (86%)
 - The product would be recycled safely and responsibly (81%)
- 82% say recycling their old electronics is important or very important to them, a 4% decline from 2012

For More Information....



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