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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
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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