



oregon
E-CYCLES
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**OREGON E-CYCLES:
LOCAL GOVERNMENTS
TOOLKIT**

Welcome to the Oregon E-Cycles Local Governments Toolkit!

This toolkit provides everything you need to know about Oregon E-Cycles.

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Section 1: What Is Oregon E-Cycles?

Oregon E-Cycles, established by Oregon's Electronics Recycling Law (ORS 459A.300-.365), is a new statewide program that provides responsible recycling for computers, monitors and TVs. The program is financed by electronics manufacturers and jointly implemented with the Oregon Department of Environmental Quality (DEQ).

Oregon E-Cycles is an example of *product stewardship*. Product stewardship directs everyone involved in the life cycle of a product to take shared responsibility for the impacts to our health and environment that result from the production, use and end-of-life management of the product.

Beginning Jan. 1, 2009, electronics manufacturers are required to provide responsible recycling for computers, monitors and TVs **at no cost** to anyone bringing seven or fewer items to a participating collector at one time. However, households, small businesses and small nonprofits may recycle more than seven at a time. These entities should call ahead if they plan on bringing more than the seven item limit.

Effective January 1, 2010, computers, monitors and TVs are banned from disposal in Oregon.

The Role of Manufacturers

Manufacturers must label their computers, monitors and TVs with a visible, permanently affixed brand, and register those brands with DEQ. All manufacturers are required to pay a registration fee, which covers DEQ's administrative costs to implement Oregon E-Cycles.

Manufacturers must also participate in a recycling program. Manufacturers choose to either pay a recycling fee to participate in the DEQ-administered State Contractor Program or, if they meet certain requirements, to implement and pay for their own statewide program.

Collectively these programs comprise "Oregon E-Cycles" – a network of responsible collection sites and services and recycling facilities throughout Oregon. All recycling programs must establish, at a minimum, a collection site in every city with a population of 10,000 or greater and a collection service in every county.

Recycling programs may choose to provide additional "premium services" to customers. Premium services are services that are offered by participating recycling programs under Oregon E-Cycles in addition to the standard collection sites and services. Examples of "premium services" could include mail back or pick-up services. There may be a fee associated with these premium services.

Manufacturers who fail to comply with these requirements will not be permitted to sell their products in or into Oregon. The law provides DEQ with the authority to enforce these requirements should manufacturers fail to comply.

The Role of Retailers

Retailers are required to provide customers who buy new computers, monitors or TVs with printed information about Oregon E-Cycles at the point of sale.

Retailers must also ensure that the brands they sell are listed on DEQ's manufacturer compliance list as "pending" or "compliant" and the products are affixed with a permanent and visible brand label.

If a brand is not listed, it may not be sold in or into Oregon. Sales restrictions apply only to brands of computers, monitors and TVs, and not to other electronics or products a manufacturer may make. These requirements apply to all sales methods, including retail, catalog, phone and Internet sales. Sales of reused or refurbished products are exempt from these requirements.

DEQ will ensure that retailers are providing point-of-sale information to customers and only selling registered brands. The law provides DEQ with the authority to enforce these requirements should retailers fail to comply.

The Role of Oregon Department of Environmental Quality

The Oregon Department of Environmental Quality (DEQ) registers manufacturers, assigns their recycling obligations, and determines their fees for Oregon E-Cycles. DEQ is also responsible for approving recycling plans submitted by eligible manufacturers.

Additionally, DEQ provides education and outreach for the Oregon E-Cycles and oversees enforcement of the law.

The Role of Local Government

Local governments do not have any specific requirements under Oregon E-Cycles. However, local governments have the opportunity to play an important role by promoting the program to their residents and businesses. The goal of this toolkit is not to provide you with answers to every question you may be asked (we don't expect you to be an expert on Oregon E-Cycles), but rather to provide you with enough information to answer the basic, most frequently asked questions you will likely encounter.

More specific or technical programmatic questions such as *How are fees determined under the program?* or *What's the difference between the State Contractor Program and other recycling programs?* should be deferred to Oregon E-Cycles program staff to answer.

More Information

See the Oregon E-Cycles Web site at <http://www.oregonecycles.org> or contact Amy Roth at the DEQ at roth.amy@deq.state.or.us or 503-229-6303, or toll-free in Oregon at 1-800-452-4011, ext. 6303.

The full text of the new Oregon Electronics Recycling Law, ORS 459A.300-365, can be found at <http://www.leg.state.or.us/ors/459a.html>.

Section 2: Why Is Oregon E-Cycles Needed?

Unwanted computers, monitors and TVs – referred to as electronic waste or “e-waste” – is the fastest growing waste stream in the U.S. With technology constantly changing, we replace our electronics every few years. In 2007 alone, Americans generated about 232 million units of computer and TV-related e-waste, only 18% of which was recycled. In addition, it’s estimated that 235 million more units are stored in our basements, closets and garages.

E-cycling is a better option than disposal because...

E-Cycling Conserves Natural Resources

Electronics contain valuable materials – including copper, gold and aluminum – that can be recycled and used in new products. Recycling these materials prevents the need to extract virgin materials, conserving natural resources.

Did You Know?

According to a study by the U.S. Geological Survey, one metric ton of e-waste from computers contains more gold than that recovered from 17 tons of gold ore.

E-Cycling Reduces Greenhouse Gas Emissions

Using recycled materials consumes less energy than using virgin materials to make new products. Because less energy is consumed, less greenhouse gases are emitted.

Did You Know?

The U.S. EPA estimates that recycling 1 million computers prevents the release of greenhouse gases equivalent to the annual emissions of over 17,000 cars.

E-Cycling Protects Our Health and Environment

Electronics contain a host of hazardous substances. Even small amounts of these toxics can be dangerous if released into the air, water and soil. E-cycling protects our health and environment by keeping these substances out of our landfills and incinerators.

Did You Know?

According to the U.S. EPA, 40% of lead and 70% of other toxics found in landfills – including mercury, cadmium and polybrominated flame retardants - are from electronics.

Section 3: The Local Government's Role – Education and Promotion

Local governments have the opportunity to play an important role in Oregon E-Cycles. By promoting the program to local residents and businesses, you can educate them about the importance of e-cycling and help them locate participating collection sites.

To assist you, DEQ has created this toolkit which includes resources to promote Oregon E-Cycles, answers to questions you may receive from the public, and resources for more information.

In addition to this toolkit, there are several informational pieces available for you to download from DEQ's Web site to use in your outreach efforts. These materials can be found at <http://www.deq.state.or.us/lq/ecycle/outreach/materials.htm>.

- Brochure – *Tri-fold brochure with basic information about Oregon E-Cycles including why e-cycling is important, what happens to electronics after they're collected for recycling, and data liability issues.*
- Flyer – *Small flyer with information about Oregon E-Cycles including Web site and phone number; prints four to a page.*
- Information Cards – *Business-size cards with information about Oregon E-Cycles including Web site and phone number.*
- Language for Bill Insert – *DEQ-approved language about the Oregon E-Cycles program to use in bill inserts; could be utilized by haulers as well.*
- Poster – *Versatile poster that lends itself to multiple applications; directs consumers to Oregon E-Cycles Web site.*
- Sample Press Releases and Articles – *DEQ will make available seasonal press releases and articles to local governments to use to inform residents about electronics recycling and Oregon E-Cycles. These press releases and articles can be distributed to your local media outlets as is, or be customized to add additional information about your community's Oregon E-Cycles collection locations or events.*

How You Can Help – Uniform Messaging

As a local government representative, you will likely be contacted by people in your community looking for details about Oregon E-Cycles. Because the program operates throughout Oregon, it is important to provide consistent and accurate information. By using the standardized messaging provided by DEQ, you will help limit any confusion about the program.

Please direct any questions beyond the scope of the Local Governments Toolkit, including any concerns or complaints, directly to Oregon E-Cycles program staff at 503-229-6303 or toll free in Oregon at 1-800-452-4011, ext. 6303.

Locating Collection Sites

If you don't have an Oregon E-Cycles collection site in your community, it doesn't mean there isn't one nearby! Every county will have access to collection services and every city with a population of 10,000 or greater will have a permanent collection site.

In order to help you and your residents find Oregon E-Cycles collection sites, DEQ has a searchable database on its Web site that allows anyone to locate the closest sites near them by entering their address, city or zip code.

Handling News Media Inquiries

In addition to fielding calls from residents, the local news media may also contact you regarding Oregon E-Cycles. It is important that everyone is communicating the same information about the program, and DEQ strongly encourages you to consult this toolkit for answers to frequently asked questions and "sound bites" to use when promoting or talking about the program with the media. This is the number one thing you can do to help Oregon E-Cycles succeed.

Please direct any media questions beyond the scope of the Local Governments Toolkit directly to Kathy Kiwala at DEQ at 503-229-6103 or toll free in Oregon at 1-800-452-4011, ext. 6103.

Section 4: Using DEQ's Outreach Materials

Ideas for Promotion

Using the Information Cards

The information cards are an ideal promotional item. Their small size allows for easy transport, eliminating the need to drag bulky (and heavy!) boxes of educational materials to and from events. You can even keep a few handy in your wallet for those awkward moments in the grocery store when cornered by your neighbor who wants to know what to do with his Commodore 64. What's more, you can convey the most important bits of information about Oregon E-Cycles with minimal paper usage, thereby promoting waste prevention and lessening your carbon footprint.

Using the Brochure

The brochure is the perfect educational piece for those instances that require a more in-depth understanding about Oregon E-Cycles and the importance of e-cycling. The tri-fold brochure is great for fairs, conferences, welcome packages or any occasion where you'd like to provide the consumer with as much information as possible, but have limited face-to-face time to do so.

Using the Poster

The poster is a great visual tool to post in office lunch or meeting rooms, libraries, post offices, public transit depots or anywhere there is a lot of foot traffic. The poster packs a lot of information, lets the consumer know what they can recycle, how much it costs and where to go to find more information, all in a quick, easy-to-read visual.

Using the Flyer

The flyer is a smaller version of the poster, described above. It's the perfect piece to use when you want to spread the word and leave the consumer with a bit of information, but not too much. The four-to-a-page layout helps minimize paper usage and still conveys the most important details about Oregon E-Cycles.

Using the Language for Bill Inserts

Using bill inserts is a great way to do a quick "blast" to your community about Oregon E-Cycles. Be it in a water bill, or used by your hauler for their garbage bills, the bill insert helps get the word out to the greatest number of people in a very targeted and short amount of time.

Using the Sample Press Releases and Articles

For your convenience (and to save you time!), DEQ has penned several sample press releases and articles for when you want to provide an in-depth or targeted message in a larger media outlet, such as your local newspaper or recycling newsletter.

- ❖ The sample press release can be used when your community is having an Oregon E-Cycles-sponsored collection event and can be customized to provide specific details about the event.

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- ❖ The sample articles are geared towards broader topics, such as why e-cycling is important, ideas for reuse and the analog-digital switch. The articles provide you an opportunity to educate your community on the subject of electronic waste and highlight Oregon E-Cycles. You can even customize the article to include information about a specific Oregon E-Cycles collection site or event in your area. DEQ will work with local governments to help facilitate a coordinated effort in releasing these articles.

Using the Logo

In addition, the Oregon E-Cycles logo is available in several formats for you to use on your Web site or in other promotional materials. *See Section 6 for examples of the logo and usage guidelines.*

Section 5: Creating Your Own Outreach Materials

If you wish to create your own outreach materials, you must include a version of the Oregon E-Cycles logo provided by DEQ and one of the following blurbs in your materials.

Option 1: Short Blurb

Oregon E-Cycles provides FREE e-cycling for your computers, monitors and TVs at participating collection sites near you!

For more information, visit www.oregonecycles.org or call 1-888-5-ECYCLE.

Option 2: Medium Blurb

Oregon E-Cycles, a new program created by Oregon's Electronics Recycling Law and financed by electronics manufacturers, provides free recycling of computers, monitors and TVs to anyone with seven or fewer items to recycle at a time.

For more information, visit www.oregonecycles.org or call 1-888-5-ECYCLE.

Option 3: Long Blurb

Oregon E-Cycles is Free! Available to anyone with seven or fewer items to recycle at a time.

Oregon E-Cycles is Easy! Convenient statewide collections available year round.

Oregon E-Cycles Recycles Responsibly! Participating recyclers must follow environmentally-sound management practices.

For information about Oregon E-Cycles, or to learn more about the importance of e-cycling, visit www.oregonecycles.org or call 1-888-5-ECYCLE.

You may wish to include other information about Oregon E-Cycles in articles or press releases in your community. DEQ encourages you to take advantage of the information provided in this toolkit to design your messaging. If you are uncertain about an aspect of Oregon E-Cycles and would like clarification, please contact DEQ Oregon E-Cycles program staff.

Section 6: Oregon E-Cycles Logo Usage Guidelines

The Oregon E-Cycles logo is available on the DEQ Web site at <http://www.deq.state.or.us/lq/ecycle/outreach/logo.htm> and may be used by local governments for promoting the program on their Web site or designing their own outreach materials. The logo is available in four versions: two horizontal and two vertical, all of which have black-and-white and color versions. The Oregon E-Cycles logo should only be used for activities related to Oregon E-Cycles and under the following guidelines.

Appropriate use includes:

- Promoting Oregon E-Cycles on your Web site and in print materials, including but not limited to brochures, newsletters or other educational materials.

The following uses are inappropriate:

- Do not use the logo to promote collectors, processors, events, sites or services that are not a part of Oregon E-Cycles.

Please use the logo and variations of the logo provided (examples below).

- Do not change the color of the logo.
- Do not change the size of individual elements in the logo.
- The logo should not be rearranged, rotated, etc.



Section 7: Local Governments FAQs

Below is a list of questions that local governments may have about Oregon E-Cycles. Use these FAQs to educate your staff about Oregon E-Cycles and how it applies to local governments. The Local Governments FAQs are also available online at <http://www.deq.state.or.us/lq/ecycle/localgovts/faq.htm>.

What is Oregon E-Cycles?

Oregon E-Cycles is a statewide program, financed by manufacturers, that provides responsible recycling of computers, monitors and TVs. After January 1, 2009, anyone bringing seven or fewer items at one time may recycle their electronics at no charge at participating collection sites.

After January 1, 2010, the disposal of computers, monitors and TVs will be prohibited in Oregon.

What do local governments need to do?

Local governments do not have any requirements under Oregon E-Cycles. However, local governments can help promote the program to its residents.

How can an existing collector or recycler become a participant?

DEQ encourages the State Contractor Program and manufacturer programs to utilize existing infrastructure when establishing collection sites and recyclers. To be a collector or recycler for Oregon E-Cycles, an entity must have a contract or agreement with the State Contractor Program or an approved manufacturer program.

For more information on becoming a collector for Oregon E-Cycles, see <http://www.deq.state.or.us/lq/ecycle/service/index.htm>.

Do I need to get or modify permits if I am a participating collector?

It depends on your current permit status. If you have questions about what solid and/or hazardous waste regulations apply to you, contact your DEQ regional office.

How can a franchised hauler provide premium services under Oregon E-Cycles?

The hauler or the government holding the franchise needs to have a contract or agreement with the State Contractor Program or a manufacturer program. The hauler would be allowed to charge for collection but not for the recycling portion of the collection service. If more than seven computers, monitors and TVs were collected from an entity at a time, the hauler would need to provide documentation the entity was a households, small business with 10 or fewer employees or a small 501 (c)(3) nonprofit with 10 or fewer employees.

Will the materials collected from my wasteshed under Oregon E-Cycles be counted in the Material Recovery Survey?

Yes. Electronics collected for recycling, whether from Oregon E-Cycles or other electronics recyclers, is listed in the Material Recovery Survey and counts toward wasteshed recovery rates.

What if someone has more than seven items to recycle at one time?

Household, small businesses with 10 or fewer employees, and small 501(c)(3) nonprofit with 10 or fewer employees may take more than seven computers, monitors and TVs to a participating collection site at one time. However, they may be asked to verify their status as one of these entities. These entities should call collection sites ahead of time to inquire about any needed documentation and to ensure they have the capacity to handle more items.

Collection sites may charge other entities for computers, monitors and TVs over the seven item limit.

What about entities that generate large volumes of electronics?

Entities that have large volumes of electronics to recycle should contract with a responsible recycler.

- ▶ In the Portland Metro Area, call the Metro Recycling Information Hotline at: 503-234-3000
- ▶ Or visit the Environmental Protection Agency's Web site:
www.epa.gov/epawaste/consERVE/materials/ecycling/donate.htm

For a list of questions to consider when looking for a recycler, visit:

- ▶ Telecommunications Industry Association
www.eiae.org/faqs.php
- ▶ Federal Electronics Challenge
[Checklist for the Selection of Electronic Recycling Services PDF](#)

What about other electronics? Can they be recycled too?

Oregon E-Cycles only provides free recycling for computers, monitors and TVs. Oregon E-Cycles collection sites may also take other devices that are NOT covered under Oregon E-Cycles, but may charge a fee to recycle these items. Please ask the collection site about additional items and fees.

If the person's local Oregon E-Cycles collection site does not accept other devices, there are many other businesses that recycle electronics. Some may charge a fee, depending on what items they want to recycle. If the person lives in the Portland Metro area, they can call Metro's Recycling Information Hotline at 503-234-3000. Otherwise, they can contact their local solid waste office for recyclers in their area.

What if a resident has a concern or complaint about Oregon E-Cycles?

If there are concerns or complaints about a specific collection site or the program in general, please direct them to Oregon E-Cycles program staff.

See Section 9 for Oregon E-Cycles program staff contacts information.

What if the media contacts me about Oregon E-Cycles?

In addition to fielding calls from residents, the local news media may also contact you regarding Oregon E-Cycles. It is important that everyone is communicating the same information about the program, and DEQ strongly encourages you to consult this toolkit for answers to frequently asked questions and “sound bites” to use when promoting or talking about the program with the media. This is the number one thing you can do to help Oregon E-Cycles succeed.

Please direct any media questions beyond the scope of the Local Governments Toolkit directly to Kathy Kiwala at DEQ at 503-229-6103 or toll free in Oregon at 1-800-452-4011, ext. 6103.

Section 8: Consumers FAQs

Below is a list of questions you may receive from your community regarding Oregon E-Cycles. The Consumers FAQs are also available online at <http://www.deq.state.or.us/lq/ecycle/consumers/faq.htm>.

What is Oregon E-Cycles?

Oregon E-Cycles is a statewide program, financed by manufacturers, that provides responsible recycling of computers, monitors and TVs. After January 1, 2009, anyone bringing seven or fewer items at one time may recycle their electronics at no charge at participating collection sites.

After January 1, 2010, the disposal of computers, monitors and TVs will be prohibited in Oregon.

What types of electronics can you e-cycle through Oregon E-Cycles?

Oregon E-Cycles provides free recycling of computers (both desktops and laptops), monitors and TVs. The program does NOT provide free recycling of keyboards, mice, speakers, printers, scanners or other types of electronics or appliances.

How do I find Oregon E-Cycles collection sites?

After January 1, 2009, you'll be able to search for Oregon E-Cycles collection sites and services on this Web site. Check back after this date to find participating locations near you.

Also after January 1, 2009, you can look for the Oregon E-Cycles logo at collection sites. Sites displaying the logo are participants in the program.

And remember that when you buy a new computer, monitor or TV, retailers will provide you with printed information about Oregon E-Cycles, reminding you to visit the Web site or call the hotline for more information.

Are all sites that collect or recycle electronics part of Oregon E-Cycles?

No. Locations affiliated with Oregon E-Cycles will display the Oregon E-Cycles logo, indicating their participation in the program.

Locations that are NOT part of Oregon E-Cycles are not required to provide free recycling of computers, monitors and TVs.

Why is e-cycling important?

E-cycling is important for many reasons. Electronics are made with valuable materials that can be recycled into new products. Electronics also contain toxic materials such as lead, cadmium and mercury. E-cycling protects our health by keeping these toxics out of the environment.

Is there a charge or fee to recycle computers, monitors or TVs through Oregon E-Cycles?

No. Participating Oregon E-Cycles collection sites must accept computers, monitors and TVs from anyone bringing seven or fewer items at a one time. However, there may be a charge for at-home pick-up, curbside services, or other premium services.

An Oregon state law passed in 2007 requires electronics manufacturers to pay Oregon E-Cycles. Oregon E-Cycles is an example of product stewardship, where the company that makes a product is responsible for recycling the product. Manufacturers include the costs of recycling their products in the cost of doing business.

What if I have more than seven items to recycle at one time?

If you are a household, small business with 10 or fewer employees, or small 501(c)(3) nonprofit with 10 or fewer employees, you may take more than seven computers, monitors and TVs to a participating collection site at one time. However, you may be asked to verify your status as one of these entities. Please call collection sites ahead of time to inquire about any needed documentation and to ensure they have the capacity to handle your items.

If you are not one of these entities, collection sites may charge you for computers, monitors and TVs over the seven item limit.

What about other electronics? Can they be recycled, too?

Oregon E-Cycles only provides free recycling for computers, monitors and TVs. Oregon E-Cycles collection sites may also take other devices that are NOT covered under Oregon E-Cycles, but may charge a fee to recycle these items. Please ask the collection site about additional items and fees.

If your local Oregon E-Cycles collection site does not accept other devices, there are many other businesses that recycle electronics. Some may charge a fee, depending on what items you want to recycle. If you live in the Portland Metro area, call Metro's Recycling Information Hotline at 503-234-3000. Otherwise, contact your local solid waste offices office for recyclers in your area.

How can I be sure that my electronics is recycled responsibly?

Oregon E-Cycles requires participating recyclers to follow, at a minimum, environmentally-sound management practices (EMPs) established by DEQ. EMPs will require recyclers to demonstrate that their programs do not harm human health and the environment.

How can I do more?

There's more to greening your computers, monitors and TVs than e-cycling them when they've reached their end of life. How you use your electronics, what you purchase to replace old electronics and what you do with your unwanted electronics all have important environmental impacts.

How can I find out which manufacturers are complying with the law?

Retailers are only permitted to sell computers, monitors and TVs from manufacturers that have met all requirements under Oregon E-Cycles. DEQ maintains a list of manufacturers and their compliance status for this purpose on its Web site at www.oregonecycles.org.

What are "premium services?"

Premium services are services that are offered by participating recycling programs under Oregon E-Cycles in addition to the standard collections sites and services. Examples of "premium services" could include mail back or pick-up services. There may or may not be a fee associated with these premium services. Check back after January 1, 2009 for more information about premium services.

Section 9: Contacts and Web Resources

For questions about Oregon E-Cycles or Oregon's electronics recycling law

Kelly Panciera
Oregon DEQ
Oregon E-Cycles Program
503-229-5830; toll-free in Oregon at 1-800-452-4011, ext. 5830
panciera.kelly@deq.state.or.us

Amy Roth
Oregon DEQ
Oregon E-Cycles Program
503-229-6303; toll-free in Oregon at 1-800-452-4011. ext. 6303
roth.amy@deq.state.or.us

Oregon E-Cycles Web Resources

Oregon E-Cycles home page *(including how to locate participating collectors)*
<http://www.oregonecycles.org>

Local governments role
<http://www.deq.state.or.us/lq/ecycle/localgovts/index.htm>

Oregon E-Cycles manufacturer compliance list *(updated on the first of every month)*
<http://www.deq.state.or.us/lq/ecycle/manufacturers/compliance.htm>

Outreach materials
<http://www.deq.state.or.us/lq/ecycle/outreach/materials.htm>

Oregon E-Cycles logo
<http://www.deq.state.or.us/lq/ecycle/outreach/logo.htm>

Local Governments FAQs
<http://www.deq.state.or.us/lq/ecycle/localgovts/faq.htm>

Consumers FAQs
<http://www.deq.state.or.us/lq/ecycle/consumers/faq.htm>

Section 10: Additional Information

Conversion from Analog to Digital TV

In February 2009, TV stations will stop broadcasting analog signals. Analog TVs will continue to work if connected to cable or satellite service or with a converter box. If you don't have cable or satellite connections, residents can get a free coupon toward the purchase of a converter box by going to the National Telecommunications and Information Administration's Web site at www.dtv2009.gov.

In addition, DEQ has created a consumer fact sheet regarding the analog-to-digital switch, available at: <http://www.deq.state.or.us/lq/pubs/docs/sw/DontTossThatTVQA.pdf>.

Product Stewardship

To learn more about other manufacturer-financed electronics programs and laws in the Northwest and throughout the US, consult the following:

The Northwest Product Stewardship Council

<http://www.productstewardship.net/join.html>

The National Center for Electronics Recycling

<http://www.electronicrecycling.org/NCER>

Product Stewardship Institute

<http://www.productstewardship.us>

E-Cycle Washington

<http://www.ecyclewashington.org>