



Pilot Project to Collect Used Electronics in a Retail Setting

Under EPA's Plug-In To eCycling Program

Partnership Between Minnesota Office of Environmental Assistance, Best Buy, Target, Recycle America Alliance and Asset Recovery Corporation

Project Description

The goal of the pilot project was to test the feasibility of collecting used electronics in a retail setting and to determine whether this arrangement could provide the public with a network of convenient on-going drop-off locations. The pilot project initially sought a product stewardship model where government, electronics retailers, electronics manufacturers and consumers would share in the cost of providing a solution to the e-waste problem. However, the pilot project was unable to secure participation from the manufacturers of electronic products. The pilot also conducted a collection event at an electronics recycler located in St. Paul, Minnesota.

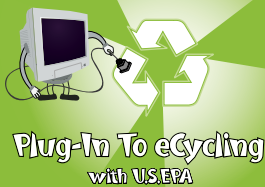
Best Buy, the largest retailers of electronic products, and **Recycle America Alliance** conducted three collection events, two in Minnesota and one in Wisconsin that offered collection opportunities for Minnesota residents. The events were held at the following locations:

May 21 and 22 in Brainerd, Minnesota
July 17 and 18 in Richfield, Minnesota
October 8 and 9 in LaCrosse, Wisconsin

Best Buy and the **Minnesota Office of Environmental Assistance (OEA)** coordinated the media outreach and promotion for the collection events. Both entities worked with local media outlets to promote the events. Recycle America Alliance provided logistical support and transportation and recycling services.

Target and Recycle America Alliance conducted two collection events in Minnesota that offered collection opportunities for Minnesota residents. The events were held at the following locations:

September 25 and 26 in Woodbury
October 2 and 3 in Mankato
OEA also worked with **Asset Recovery Corporation**, a St. Paul-based electronics recycler to provide collection and recycling services at its St. Paul facility. The collection event was held September 23-25, 2004.



Plug-In To eCycling

Scope of Products

The collection events offered collection opportunities to recycle the following electronic products:

Computers, monitors, printers, fax machines, TVs, audio equipment, VCRs, and DVD players. Several product were not accepted including large appliances, microwaves, smoke detectors, air conditioners, and dehumidifiers.

The collection events accepted some of the eligible products at no charge. Consumers paid a fee or per pound charge on other products.

Events Cost Structure

Best Buy

Fee of \$10.00 for monitors and televisions under 27 inches

Fee of \$20.00 for monitors and televisions over 27 inches

Target

Fee of \$10.00 for monitors and televisions under 27 inches

Fee of \$20.00 for monitors and televisions over 27 inches

Asset Recovery Corp.

\$0.25 per pound for products besides televisions, monitors, CPUs, laptops and small peripherals (keyboards, mice, etc.)

Results

Best Buy- Brainerd

147 participants

9,947 pounds collected

Best Buy- Richfield

2,655 participants

250,528 pounds collected

Target- Woodbury

300 participants

24,817 pounds collected

Target- Mankato

54 participants

4,724 pounds collected

Asset Recovery Corp.- St. Paul

300 participants (estimate)

36,190 pounds collected

Best Buy- La Crosse, WI

311 participants

31,320 pounds collected

TOTALS

Total number of participants: 3,100

Total pounds collected: 357,526 pounds

Contacts

Garth Hickle, Product Stewardship Team Leader

Minnesota Office of Environmental Assistance

garth.hickle@state.mn.us

Brenda Mathison, Manager
Environmental Services Retail Operations
Best Buy

brenda.mathison@bestbuy.com

Pat Perry, Environmental Services Manager
Target

pat.perry@Target.com

