



Pilot Project to Collect Used Electronics in a Retail Setting

Under EPA's Plug-In To eCycling Program

Between Good Guys, Pacific Northwest Local Governments and EPA Region 10

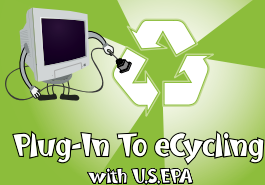
Project Description

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 used 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.

Good Guys, one of the largest domestic specialty retailers of higher-end entertainment electronics, partnered with the cities of **Seattle** and **Tacoma, King County, Snohomish County, Pierce County** in the Pacific Northwest and **EPA Region 10** to collect televisions at its stores in Lynnwood, Puyallup, Bellevue and Tukwila for a period of one month during the summer of 2004. The local governments coordinated the project, provided assistance to the retailer and publicized the project in their local communities. The Good Guys manufacturer partners- **JVC, Philips, Pioneer, Samsung, Sharp** and **Sony**- contributed funds to offset the costs of recycling the televisions. **Philip Services Corporation**

collected the electronics from the four stores and worked with **Total Reclaim, Inc** to disassemble and transport the equipment to final domestic processors.

The program ran from July 8 through August 7, 2004. A \$10 fee was charged for standard television sets and \$25 was charged for console TVs. The customer was asked to bring the TV into the store where the recycling fee was charged and a receipt was issued. The customer was also asked to fill out a customer survey form about the pilot project. The TVs were then taken into the back area near the loading dock and stored either in the store or in a trailer for pick up by the recycler.



Good Guys offered consumers that brought in a TV for recycling a coupon good for a 10 percent discount on the participating manufacturer televisions. The recovery of the coupons was tracked by Good Guys to determine if the pilot project resulted in a sales lift. A final report is due in early 2005. Below are some preliminary results:

Preliminary Results

Number of Televisions Collected by Store

Store	Standard TV (by number)	Console (by number)	Total (by number)	Weight (estimated) ¹
Lynnwood	1,673	239	1,912	93,000 pounds
Tukwila	855	126	981	48,000 pounds
Puyallup	356	110	466	23,000 pounds
Bellevue	580	103	683	33,000 pounds
Totals	3,464	578	4,042	197,000 pounds

Manufacturer Partners

JVC, Philips, Pioneer, Samsung, Sharp and Sony

Government Partners

Cities of Seattle and Tacoma, King County, Snohomish County, Pierce County in the Pacific Northwest and EPA Region 10

Recycler Partners

Philip Services Corporation, Total Reclaim, Inc.

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