

# **“A Manufacturer Collaborative Approach to Electronics Recycling in USA”**

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# Complicated Patchwork of Differing Requirements

## Complexity can be the enemy of convenience for both consumers & manufacturers

### Fees

- \$2,500-\$15,000
- Tiered based on market share

### Action dates: CY, FY, and PY

#### Allocation method

- RS, MS, calculation, waste sort
- 80%, 60%, lb/capita, true-up between plans

### Covered Electronic Devices (CED)

- 4", 7", or 9" displays
- IT and/or TV
- MP3 and video game
- Free ride for non-CEDs

### Covered Entities (CE)

- Residents, business, schools, government, non-profits
- WA: <50
- NY: <75
- IN: <\$10mm/yr

### State Implementation

- TX, HI, OK, VA, MO, WV: Mail-back
- ME, CT: State run programs at set prices
- WA, OR: Quasi government programs and independent MFR plan options
- State approval of plan
- Convenience requirement

### Enforcement/ Penalties

- Variable fee depending on shortfall vs. target
- Prohibiting from selling to state government
- Treble damages

# Panasonic Response

- Manufacturer collaboration:  
Formed JV company (Sharp  
and Toshiba): Electronic  
Manufacturers Recycling  
Management Company
- Largest MFR program  
operator in US
  - Participants: Over 40 brands
  - Collection volume: 112 MM lbs.  
since establishment in 2007
  - Collection points: 1,200 locations



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# Companies in MRM Program

## **MRM Members: Over 40 Companies**

AOC	Magnavox	Sansui
ASUS	Memorex	Sanyo
Audiovox	Mitsubishi	Sharp
Canon	MSI America	Sony (OR only)
Eastman Kodak	NEC	Starlogic
Emerson	Oki Data	Sylvania
Envision	Orion	Symphonic
Four Star Group	Panasonic	Synaps
Funai	Pandigital	Technics
Hitachi	Philips	Toshiba
Imation	Pioneer	Touchmark
JVC	PLR/Polaroid	TTE
Kyocera-Mita	Quasar	Vizio
Logitech		Vuescape

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# MRM Benefits

## ● MRM's wide manufacturer participation means:

- MRM can provide alternative to expensive state-managed programs.
- MRM's multi-company, creative solution has well received by state and federal government agencies:  
Generally more accessible to consumers than many current manufacturers' programs.
- Strength in numbers:  
Companies and pounds collected
- Strong recycling standard



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# MRM Challenges

- US Situation:** Majority of states assign collection responsibility to manufacturer – even though they have not expertise or infrastructure
- **MFRs compete for collectors:**
    - Drives up cost to consumers
    - Uneven collection coverage
    - Excessive reliance on mail-back to meet convenience requirements

# What Do Manufacturers Need?

## Ideal national solutions:

- **Consistent national approach**
- **Local government collection + manufacturer recycling**
- **Level playing field across product categories**
- **Uniform obligation criteria: 50/50 return/market share transitioning to market share over time**
- **Single registration and report**