

**Senate Environmental Resources and Energy Committee
Senator Mary Jo White, Chairman**

Hearing on Electronic Waste Recycling

**Testimony Prepared by
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Room 8 E-A East Wing
State Capitol
Harrisburg, PA**

Good morning, my name is Fran Valluzzo and I am the Manager of State and Local Government Affairs for Dell. I want to thank you, Senator White, and the members of this committee, for the opportunity to provide testimony on the important issue of electronic recycling.

Dell has developed a Global Recycling Policy based on more than a decade of experience providing recycling and reuse services directly to our customers. Dell believes in the statement “No computer should go to waste.” To us, this means that a computer that still has some life left in it should be refurbished and reused, either through donation or discounted sales. And if the computer has reached the end of its useful life, it must be responsibly recycled to conserve resources and prevent improper disposal. We believe that we, as producers of computers and information technology products, have the ultimate responsibility to provide for the recycling and reuse of products that bear our brand name. We have developed model legislation with this objective in mind.

We have also worked with other manufacturers to develop a market-based approach to producer responsibility that is both free to consumers and does not impose a burden on taxpayers through costly government bureaucracies. A total of five states thus far have adopted this approach: Texas, Virginia, West Virginia, Oklahoma and Missouri. And other states are currently considering this model.

I would like to briefly discuss how the model works, using the attached outline. I will be glad to answer questions you might have.

Summary Outline

On

Dell IT Recycling Model Legislation

- I. **The Dell IT Recycling Model Legislation is a consumer-friendly, efficient and effective means of dealing with the recycling and reuse of electronic equipment.**
 - A. The Dell Model places the **responsibility on the manufacturer** for collection and recovery of IT products that have reached the end of their useful lives.
 1. Manufacturers must provide **recycling services to consumers without a charge.**
 2. Manufacturers have the **flexibility and incentive** to develop their own systems, partner with other manufacturers, non-profit groups, recyclers or other third parties, or adopt other innovative solutions.
 3. A manufacturer **cannot sell IT products in the state** unless a) its products carry the **manufacturer's brand name**; and b) it has established and operates a **recycling and recovery program.**
 - B. The Dell Model **benefits consumers** in a number of ways:
 1. Consumers can responsibly dispose of end-of-life electronic products at **no cost to themselves.**
 2. Consumers benefit from the **convenience of manufacturer collection programs**, such as Dell's free home pick up of IT products with purchase.
 3. Consumers can be assured that those products will be **responsibly disposed of by manufacturers** and that those products and their base components will not end up in a landfill.
 4. With **mandatory branding of computer products**, consumers know who is responsible for ultimately taking back the products they purchase.
 - C. Under this Act, the **government plays a critical role** in an effective IT product collection and recovery system.
 1. Government must enforce the requirements to **brand all IT products** sold in the state to ensure proper responsibility for ultimate disposal.
 2. Government must enforce the requirement that all **manufacturers develop and implement a collection and recovery program** that complies with the provisions of the Dell Model.
 3. Government must team up with manufacturers to **educate consumers** on the need to properly dispose of unwanted electronic waste.
 - D. What the Dell IT Recycling Model **does NOT do**:

1. It **does not place additional taxes or fees on consumers' purchases of IT products** to fund the later disposal of those products, as is done under the electronic recycling law in effect in California. All costs for collection and recovery under the Dell Model are borne by the manufacturers.
2. It **does not require the establishment of extensive government programs** with associated regulation for the collection and recovery of unwanted electronic products, such as have been implemented by Maine and Washington State. Manufacturers bear the responsibility of collection and recycling their branded products in the most efficient and effective manner;
3. It **does not provide for the imposition of fees on manufacturers** to fund government programs. Manufacturers have the incentive to operate the most efficient recycling programs consistent with their business models.
4. The Dell Model **does what no other legislation to date in any state has done**. It uses the **competitive marketplace instead of government mandates** to determine the most efficient and effective way to properly recycle consumer computers and monitors.

II. Summary

- A. It will address the issue of electronic recycling by forging a **partnership between consumers, manufacturers and government**.
- B. It will **avoid the inefficiencies of government-run programs**.
- C. It will help **raise awareness among the general public about the proper way of disposing of a computer system**.