



## Part II: Should we Educate residents to hang onto their old analog TVs or Recycle them?

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We've already discussed some of the implications of the "law of potentiality" with the FCC Mandated switch to Digital in our first article submitted with the details three weeks ago. Below is a list of WIN/WIN concepts that TV Manufacturers and the FCC will be able to claim if they embrace and execute our \$20/\$20 Vision funding idea for the first 14 months immediately prior to the switch (2 ½ months) and after the switch (11 ½ months):

1. The economy wins with the enormous creation of jobs in every State that "glass to glass" recycling plants would produce. Additionally it would undoubtedly create infinitely more jobs in the recycling of all e-waste such as printers, computers and consumer electronics.
2. The economy also wins with the investment of hundreds of millions of dollars from banks, and mezzanine lenders with the collateralization from accounts receivable that would be generated as a result. Also from the capitalization from Angel funding and venture capitalists who would finally be convinced that the E-Waste industry is a viable industry worth investing in.
3. The US EPA wins because they will have a solution in place to jumpstart E-waste Recycling with Consumers which will morph into exponential rises in all forms of recycling.
4. The consumers win at the beginning of the digital transition because they don't have to pay for recycling until 2010 and at the same time they can recycle FREE of charge for the next two years. And the recycling they do pay will come back to them down the road which makes this a "cost neutral" program.
5. The Special Interest Groups win because they have assisted in stopping a potential hazardous waste disaster with their public education programs and initiatives such as the Silicon Valley Toxic Coalition's "TAKEBACK MY TV" Campaign.
6. The environment wins because it won't be further deteriorated with land filling of TVs and electronics. The US as a nation can conserve on the much needed resources from electronics to be put back into manufacturing production and make millions of dollars instead of throwing millions of dollars into a hole to be buried forever with the combined hazardous waste substances present in all electronics, especially lead based glass items like TVs.
7. The TV Manufacturers win because they pay out of pocket ONLY 14 months and 10 days assuming we get the US EPA to pass federal legislation and mandate environmental fees to be paid by consumers at the time of purchase beginning with Feb 8<sup>th</sup> 2010.
8. Additionally, assuming the same as above, the TV Manufacturers and Retailers win because they will have one program to follow in 50 states, not 50 programs. It should also stop a lot of the arguments by TV Manufacturers for a "sales share" program versus a "recycling share" program versus a "return share" program. This is a proposed program for a short period of time for the TV Manufacturers and the FCC to fund.
9. The Recycling industry partnering with the Retailers and Waste Haulers win also because they will increase sales and therefore profits in the new growth category of TV recycling as well as the lucrative market of computer recycling which all 3 groups benefit monetarily from, especially the E-waste industry.
10. The Producers win on another front because they create their own incoming raw material product flow by buying back raw materials at discounted rates.

11. Finally the TV Manufacturers win with Brand perception which will be “very positive” due to the TV brands who participate taking the lead role in a TV Take Back campaign. By virtue of executing a Take Back program they will receive all the notoriety which comes with doing a “good thing” for the environment including FREE public announcements and word of mouth advertising and hereinafter be perceived as GREEN.

The State by State public announcement campaigns that will be going off like fire crackers everywhere in the nation to educate the Public on the FCC mandated digital switchover will tell US residents what to do with their old unwanted analog TVs at the end of 2008 continuing on forever.

Hopefully the outcomes will prove themselves worthy of 4.2% of HD TV Sales revenues (\$1.8 billion) for the TV Manufacturers, worst case scenario; and \$570 million for the FCC, (worst case scenario), during the 14 month suggested time frame. With a plan that promotes “win/win” for all parties involved, the TV Manufacturers will have proven with creative promotions they can show the US government their willingness to assist in minimizing what would otherwise be a potential HUGE solid waste and hazardous waste disaster over the next 2-8 years.

There is nothing easy about solving the legislative issues nationwide nor is there an easy solution that will fix everything about the E-waste problem overnight. But there are things that can be done now that will affect the entire chain of events to come and TV Manufacturers and the FCC are in the best position to affect them with a “win win” for everyone.

We believe US legislation on E-waste needs to become “federal” so that all the States follow the same rules. The US government and the e-waste industry can better “police” the system with audits as a unified front if we pass national legislation. And more importantly we need the national legislation in place to be assured that the job creation will stay in the US .

**It should be made federal law that all lead based glass has to be recycled properly in the US before exporting the raw materials for two reasons:**

*To keep the jobs here in the US and to ensure that all lead based glass is disposed via a MANDATED method such as “glass to glass” (g2g) recycling which creates the most jobs and is the best method available to recycle lead based glass.*

*The two tier approach to the check cutting with the “check and balance” of the reporting by the g2g recycler and the retail stores or g2g recycler and the Solid Waste industry will ensure that local governments are NOT stepping on the toes of “businesses” processing TVs and monitors.*

*If we can have this type of funding cooperation from the TV Manufacturers and the FCC, coupled with US EPA imposing a mandatory environmental fee of \$20, up front, with the purchase of every new TV, beginning with Feb 8<sup>th</sup> 2010, we will keep the industry competitive and keep the jobs in our country. We also believe it will work if it remains "cost neutral" to the consumers.*

It would also be much more powerful than Sony and Waste Management’s current Take Back program. Further it would be trackable to a success story immediately with the ease of reporting the number of units recycled monthly and a check and balance between the recycler’s reports and the retailers and solid waste agencies reports. The data from such a program would help the US to PASS federal legislation that would be appropriate after the initial funding of the first 14 months during the Digital transition by the TV Manufacturers (\$20/ea.) and the FCC (\$20/ea).

Once it's initially funded with TVs being the main item, the more lucrative electronics categories like computers can be recycled for FREE or for CASH offers by the Retailers in partnership with the Recyclers as well as the Waste Management Industry Haulers in partnership with Recyclers. This will create more profits for all parties by virtue of partnering with each other to take back TVs, Computers and Electronics.

If we can affect people’s behavior by getting them to recycle TVs then we might as well tag onto the collection of TVs, the collection of computers, monitors, printers and other consumer electronics currently stored in people’s basements attics and garages. Most of the computer recycling can be done for FREE due to the profitability at the “backend” after sorting and processing. This will catapult the E-waste Recycling Industry into the stellar force it should be to the US economy, and the environment.

The FCC event, given enough thought, easily elicits the conclusion that this is a ONE TIME Opportunity to solve a bigger problem, E-Waste, before 2010. With the help of the federal government who could interject positively by passing laws on how

it's managed, along with funding for the Solid Waste Industry Haulers for a period of time and funds from the TV Manufacturers for a period of time, the US Retail Industry, and the Solid Waste Industry partnered with Electronics Recyclers could swiftly take charge of this problem. Let's use the FCC mandate and all of its "media" power to be part of the E-waste solution.