

CFL Recycling Program



GREAT RIVER
ENERGY®

A Touchstone Energy® Cooperative 



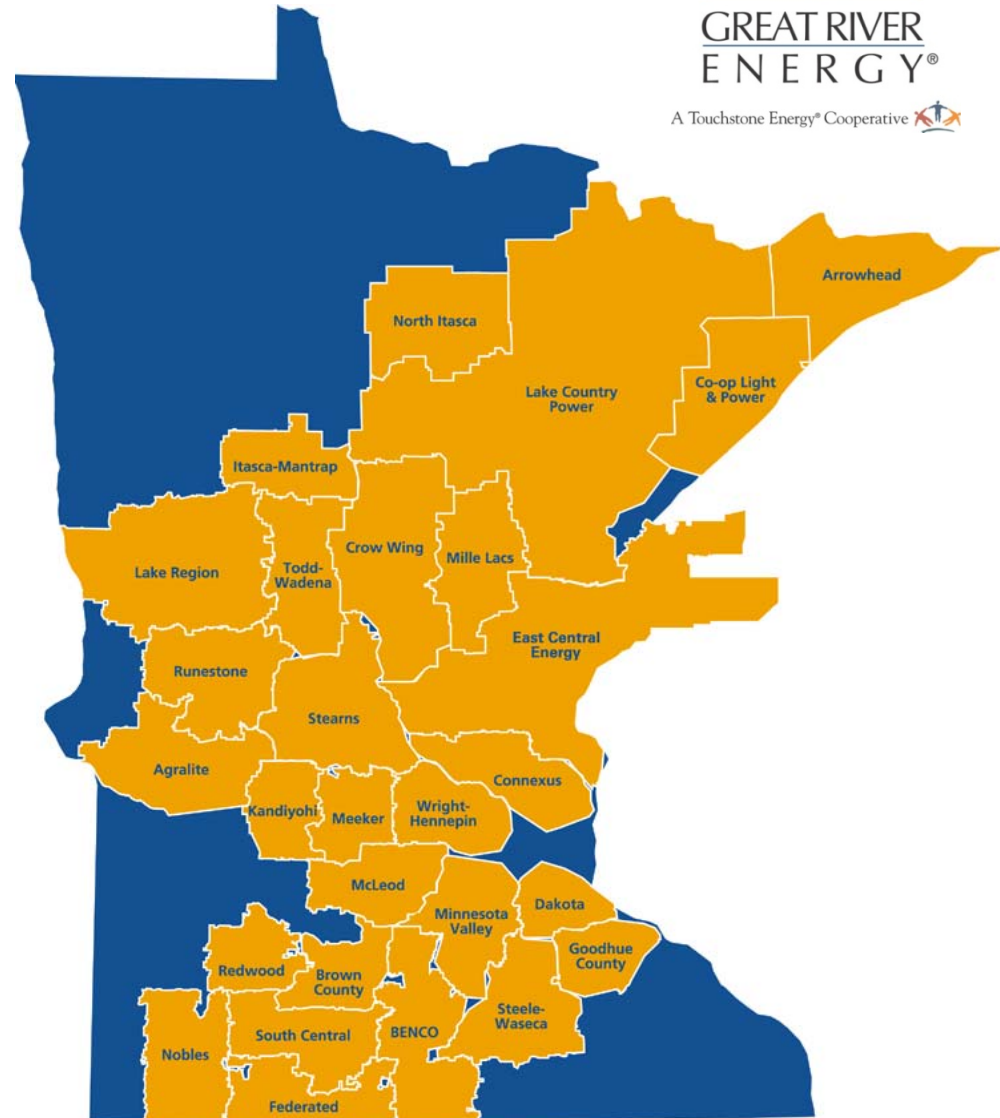
Who is Great River Energy?



GREAT RIVER
ENERGY®

A Touchstone Energy® Cooperative 

- Second largest utility in the state, based on generating capacity, and the fifth largest generation and transmission (G&T) cooperative in the United States.
- Provides wholesale electricity to more than 1.7 million people through 28 member distribution cooperatives in Minnesota and Wisconsin



Corporate Mission

“Provide members with reliable energy and competitive rates in harmony with a sustainable environment”

Environmental Policy

- Maintain and improve EMS
- Conserve resources through waste minimization, recycling etc
- Environmental Compliance
- Research and policy creation
- Internal and public outreach and communication

Why Did GRE Get Involved?

- In 2008 GRE and its member cooperatives were aggressively promoting CFL use as a conservation measure.
- Growing voice from member customers that the bulbs required significant consumer cost to recycle.
- Existing CFL recycling programs were not well known or well used.
- Seemed like an area that needed a pilot program to kick start awareness and retail based collection.

MPCA Environmental Assistance Grant

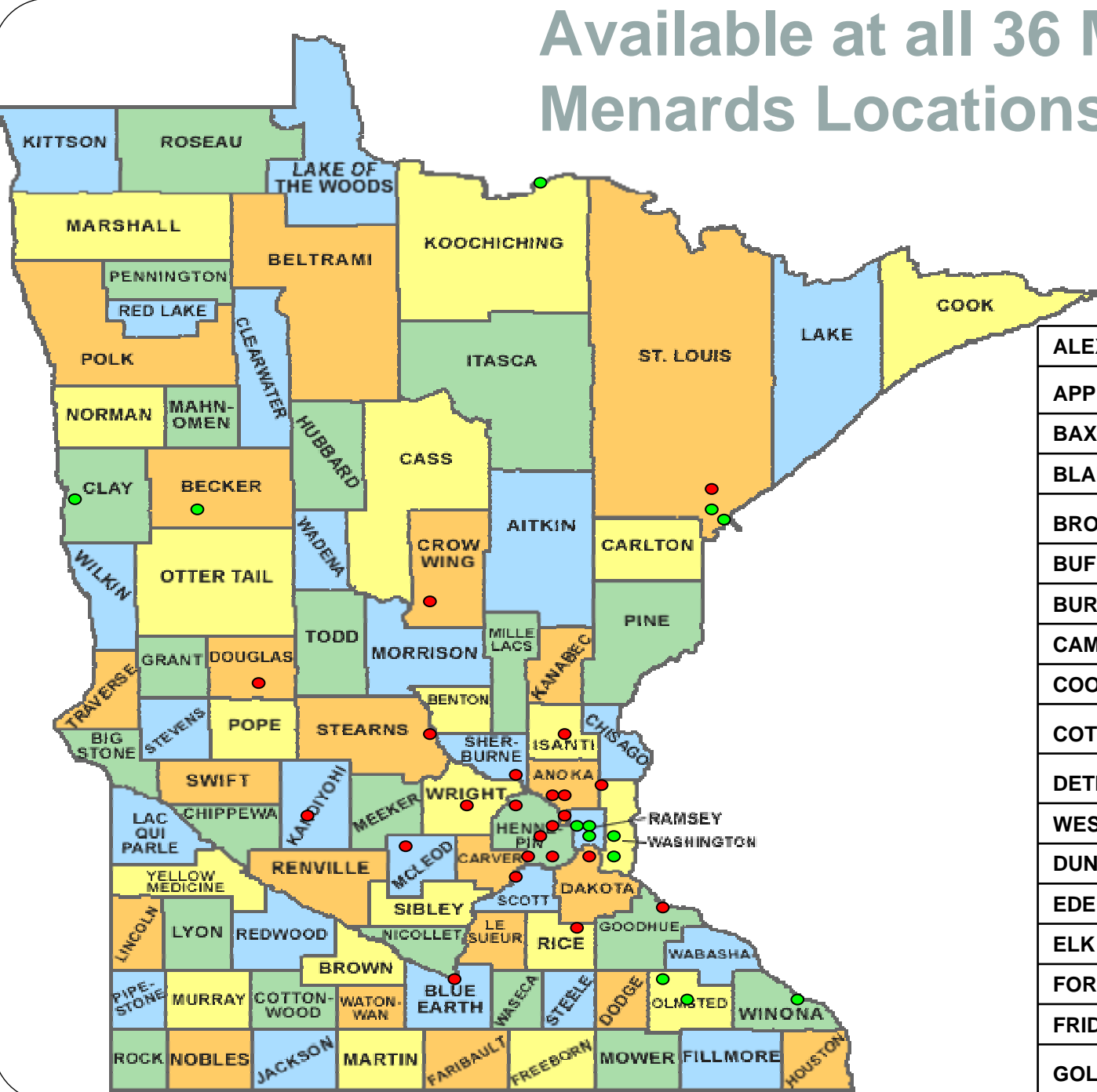
- MPCA Awarded a \$40,000 grant to CEE and GRE
- GRE and CEE had submitted separate grant applications but re-applied together.
- Primary goals:
 - Create a pilot CFL recycling program
 - Conduct a stakeholder workgroup

Challenges

- Securing a retail partner
 - Showing them a benefit
 - Understanding risks of in store collection
 - Selecting a collection model
- Funding
- Federal/State/County Haz Waste Regulations
- Advertising

- CFL COLLECTION BEGAN ON JUNE 9TH, 2008

Available at all 36 Minnesota Menards Locations



HERMANTOWN
HUTCHINSON
INTERNATIONAL FALLS
MANKATO
MAPLE GROVE
MAPLEWOOD
MOORHEAD
STILLWATER
OAKDALE
RED WING
RICHFIELD
ROCHESTER NORTH
ROCHESTER SOUTH
ST PAUL MIDWAY
ST CLOUD
WEST DULUTH
WEST ST. PAUL
DUNDAS
WILLMAR
EDEN PRAIRIE
WINONA
ELK RIVER
FOREST LAKE
FRIDLEY
GOLDEN VALLEY

How it works:



Customers bring CFLs to the service desk staff where they are placed in a 2 mil poly bag inside a 5 gallon pail.



Full bags from the small container are zip-tied and placed in a 32 gallon container in the back room. When the large container is full the stores calls Green Lights Recycling for a pick-up.



Getting the word out

- News media (WCCO, Startribune, etc)
- Websites and Blogs (earth911.org)
- Newsletters
- Utility mailings
- In store signs
- Billboards
- Word of mouth took over after that

FREE and CONVENIENT CFL recycling at

MENARDS[®]



Please drop off your used
CFLs at the Service Desk.

.....
a brighter idea

.....
Only CFLs from residential customers will be accepted.
No tubes or other mercury-containing items accepted.

Because of the presence of mercury, CFLs
must be recycled. In Minnesota, it is illegal
to place them directly in the garbage.



Co-op
Logo
Here



IN PARTNERSHIP WITH OUR 28 MEMBER-OWNED CO-OPS:

Agralite Electric Cooperative • Arrowhead Electric Cooperative • BENCO Electric • Brown County Rural Electric Association • Connexus Energy • Cooperative Light & Power Association • Crow Wing Power • Dakota Electric Association • East Central Energy • Federated Rural Electric Association • Goodhue County Cooperative Electric Association • Itasca-Mantrap Cooperative Electric Association • Kandiyohi Power Cooperative • Lake Country Power • Lake Region Electric Cooperative • McLeod Cooperative Power Association • Meeker Cooperative • Mille Lacs Energy Cooperative • Minnesota Valley Electric Cooperative • Nobles Cooperative Electric • North Itasca Electric Cooperative • Redwood Electric Cooperative • Runestone Electric Association • South Central Electric Association • Stearns Electric Association • Steele-Waseca Cooperative Electric • Todd-Wadena Electric Cooperative • Wright Hennepin Cooperative Electric Association

Hwy 169 and County Road 81



Results

Pickups as of 8/31/2010

- Green Lights has made 353 store pickups
- 112,719 bulbs recycled since June, 2008
 - 53,032 in 2009
 - 36,562 in 2010 (just ahead of 2009)
- 94% are Compact Fluorescent Bulbs
- 6% U-shape, small tubes HID, Halogen, flood, incandescent, linear, etc
- Average per bulb cost of \$0.49 (pickup and recycling charges)

Next Steps...

- Grant term ended on June 31, 2010
- Great River Energy will fund recycling until December 31, 2010
- On January 1, 2011 Menards will re-brand the collection program and continue CFL collection.

Who is Center for Energy and Environment?



- Non-profit located in Minneapolis.
- Over 30 years of work in energy sector.
- Specialize in energy efficiency programs/services.
- Energy services to over 70,000 single, multifamily and commercial buildings.
- Authored over 100 research projects.
- Currently managing One-Stop Efficiency Shop Small Business Lighting program for Xcel Energy.
- CEE Financial Resources.

Other Aspects of the Grant

- Stakeholder Advisory Work Group
- Citizen Survey

Advisory Group Participants

- Association of Lighting and Mercury Recyclers
- Center for Energy and Environment
- Connexus
- General Electric
- Great River Energy
- HHW Regional Program Managers Association
- Minnesota Department of Commerce
- Minnesota Municipal Utility Association
- Minnesota Pollution Control Agency
- Minnesota Power
- Minnesota Retailers Association
- Minnesota Rural Electric Association
- Minnesota/Dakota Retail Hardware Association
- National Electric Manufacturers Association
- OSRAM/Sylvania
- Otter Tail Power
- Philips Lighting
- Solid Waste Officers' Association
- Technical Consumer Products
- The Retrofit Companies
- Xcel Energy

Advisory Group

- discuss existing CFL recycling models in Minnesota and nationally.
- share what different organizations are doing in the area of CFL recycling - what's working, what's not working.
- generate discussion on what the best course of action is for Minnesota to maintain current recycling options and create programs that are permanent, convenient and free to the consumer.

Advisory Group Findings

- Education – 60% of residents surveyed did not know that Minnesota state law requires CFLs to be recycled.
- Marketing – Agreed that there should be one consistent message about CFL recycling.
- Current recycling options – There are already over 250 drop off sites for CFL recycling, but programs aren't marketed effectively.
- Free and convenient – Any additional fee for recycling should not be collected at end of life.

Advisory Group Findings

- Financing – No one group is willing to finance a statewide CFL recycling program.
- Reporting and data collection – It would be helpful to have more readily available data that accurately tracks CFL sales and recycling in Minnesota.

CFL Survey

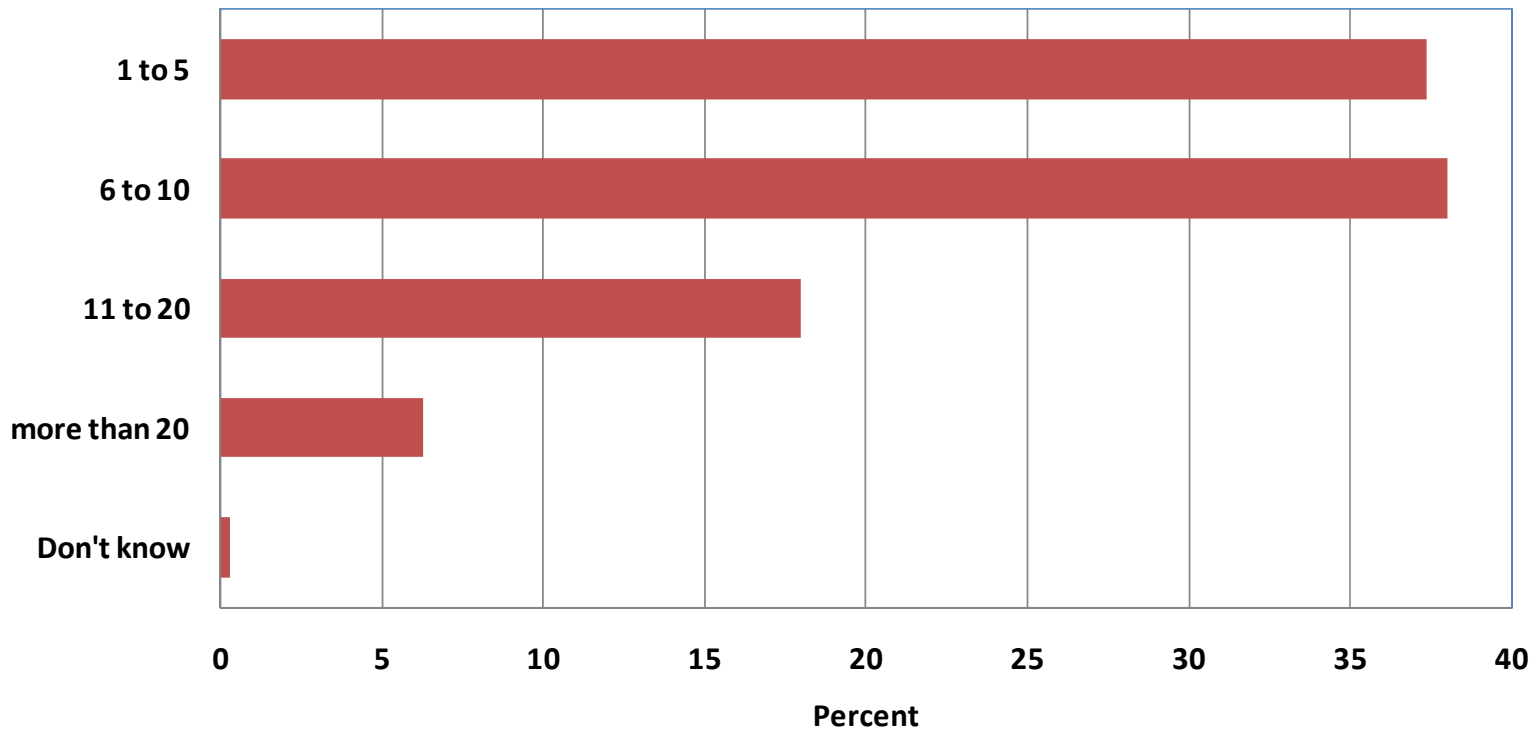
- Knew very little about how many CFLs Minnesotans were using
- How many CFLs were being recycled and where residents were recycling them
- Lacked data on what Minnesota residents understood about recycling CFLs

Survey demographics

- Population consisted of MN homeowners.
- Goal to contact 350 households currently using CFLs.
- Out of 479 households reached, 350 or 73% reported they are currently using one or more CFLs.

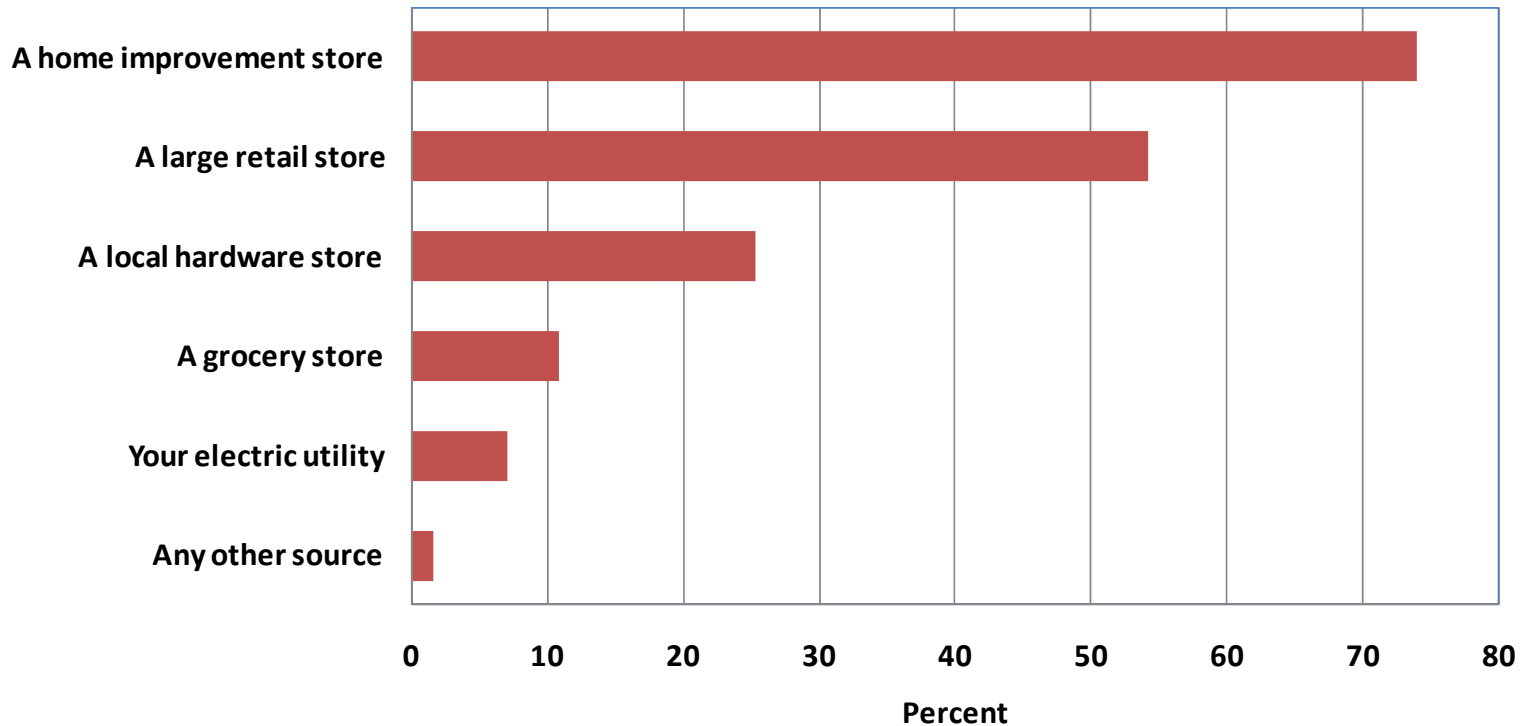
Survey Results – Current use

Figure 1 (Q2). How many CFLs are you currently using?



Survey Results – where purchased

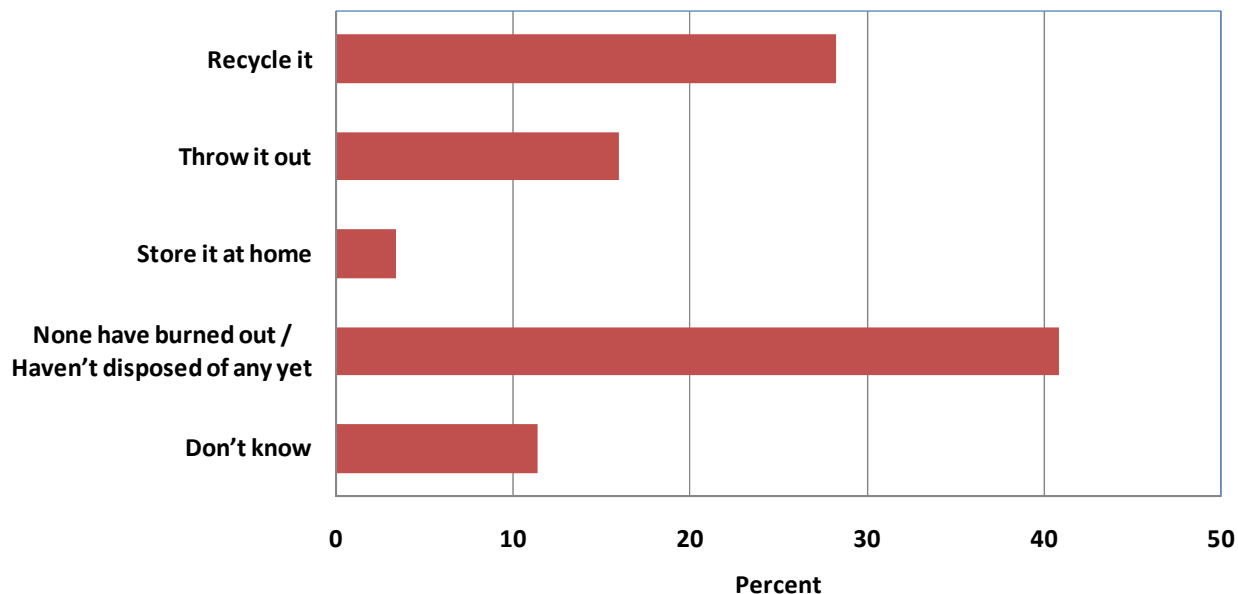
Figure 2 (Q3). I'm going to read you a list of places that sell CFLs. Please tell me whether you or anyone in your household has purchased any CFLs from each place in the past two years.



Survey Results – disposal

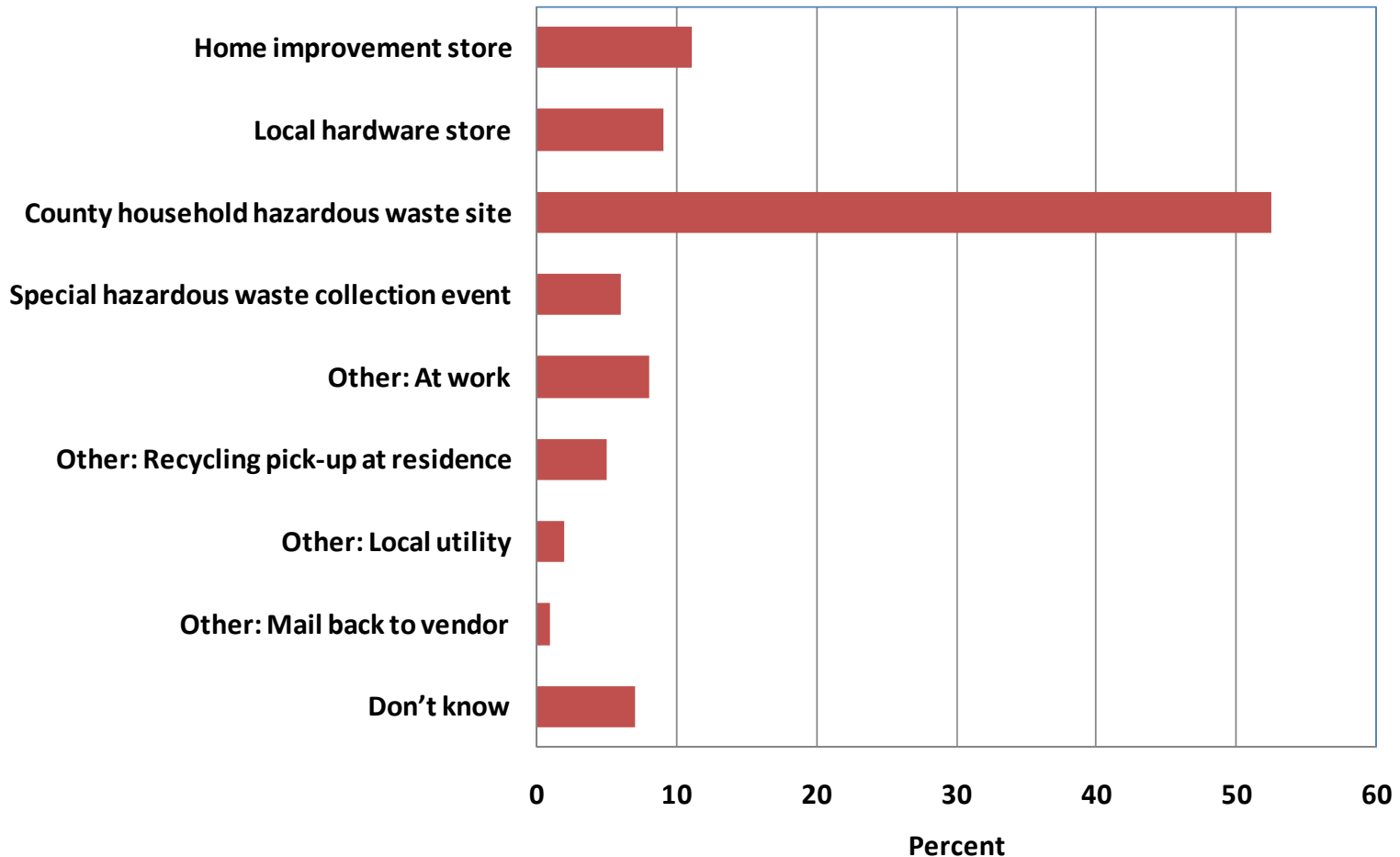
- 207 HHs had a burned out CFL.
- 48% recycled and 27% threw it out.
- 19% did not know what they did – potential for many of these to have thrown them out.

Figure 3 (Q4). When one of your CFLs burns out, what do you do with it?



Survey Results – where recycled

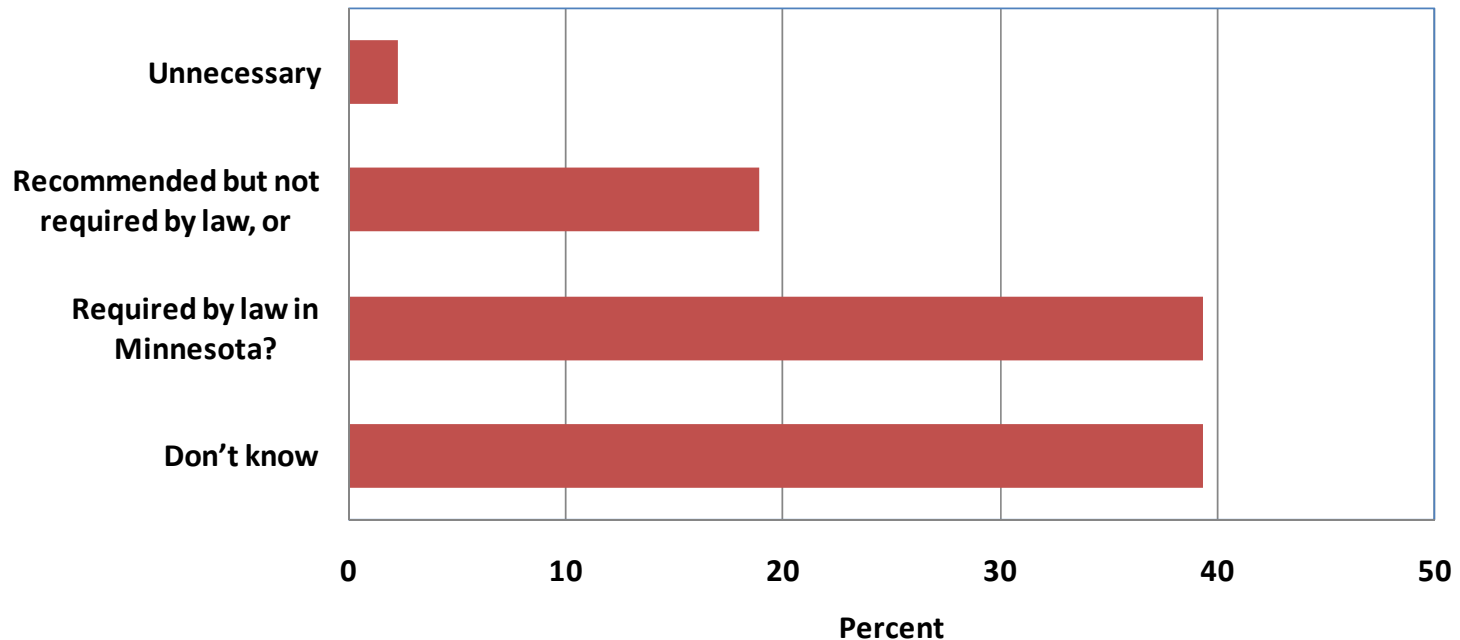
Figure 4 (Q5). What places have you taken your CFLs for recycling?



Survey Results – recycling requirements in Minnesota

- 60% of residents surveyed did not know that Minnesota state law requires CFLs to be recycled.

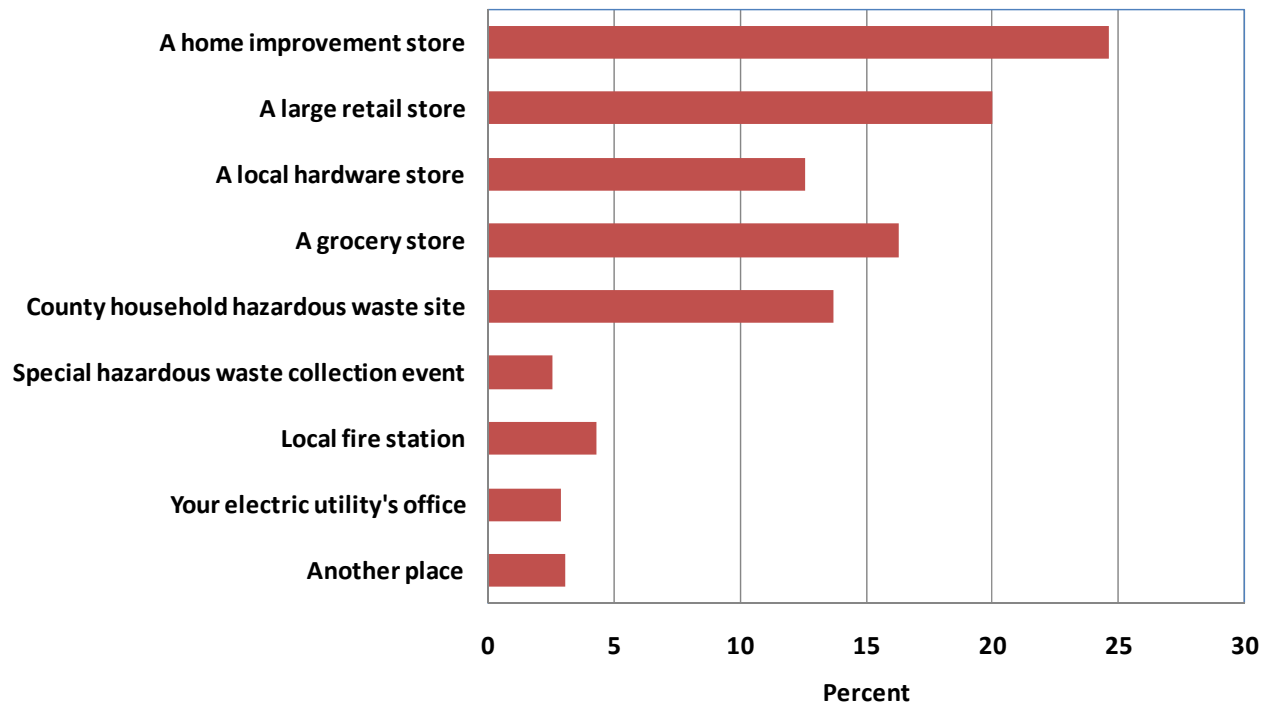
Figure 5 (Q6). As far as you know, is recycling of CFLs:



Survey Results – most convenient place to recycle

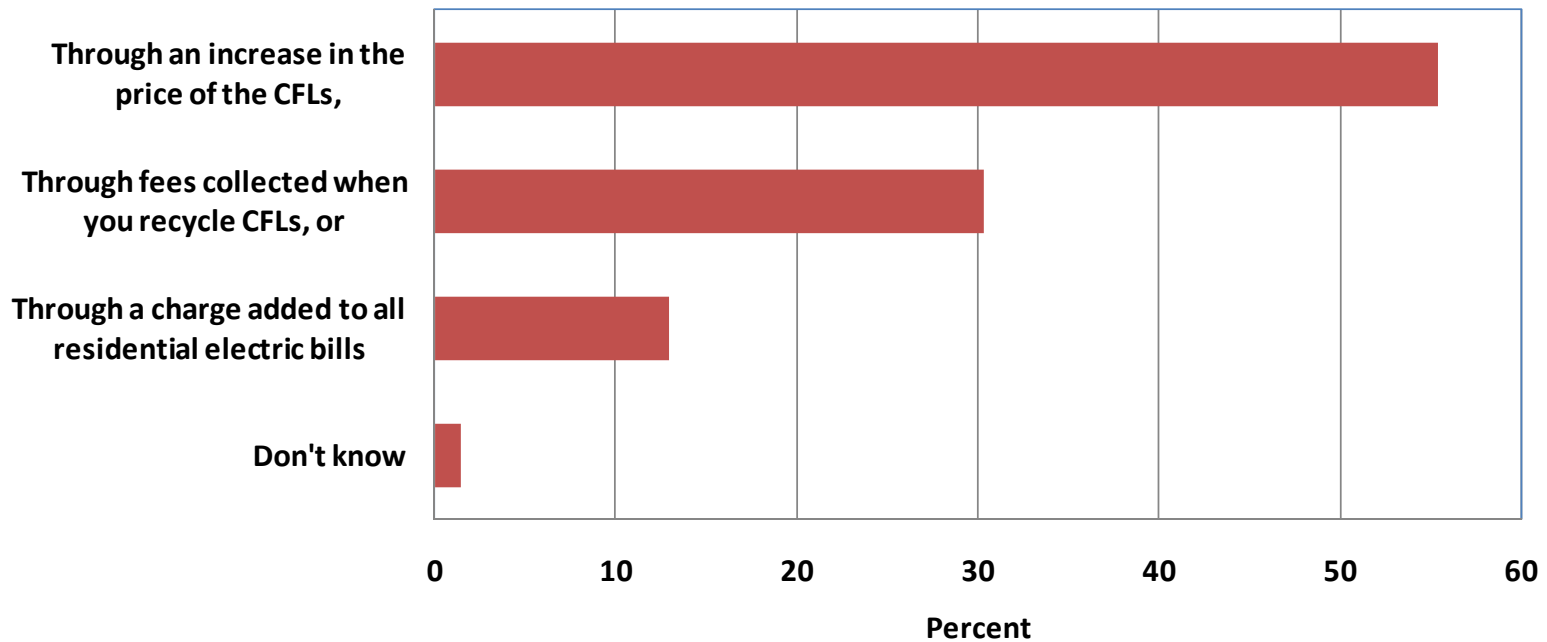
- Although 53% of residents who recycle currently use HHW sites, 74% would prefer a retail drop-off location.

Figure 6 (Q7). [You're correct.] Recycling of CFLs [actually] is required by law because they contain small amounts of mercury. Knowing that, and assuming each of the following places collected CFLs for recycling, which place would be most convenient fo



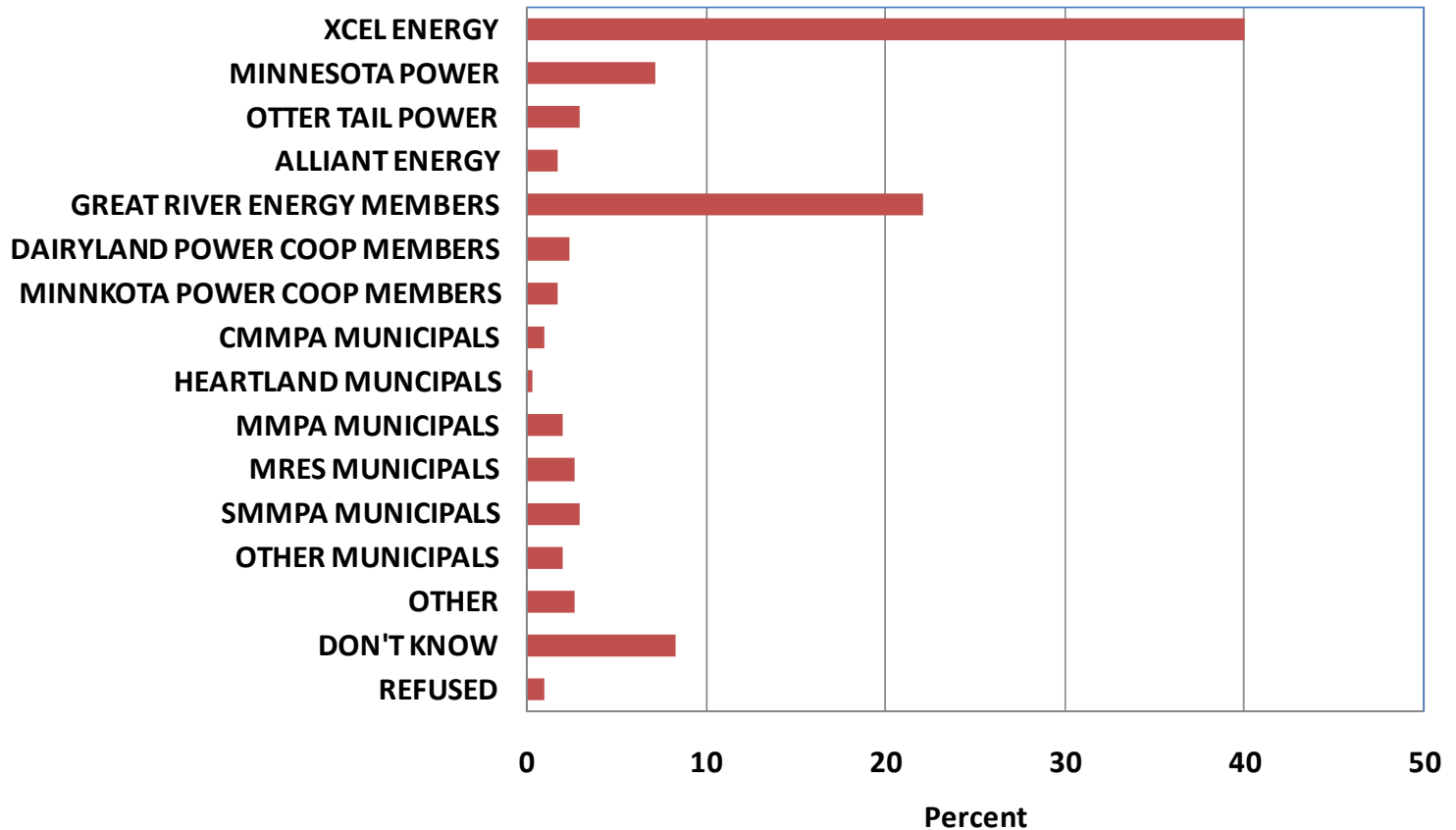
Survey Results – how should we pay for recycling CFLs

Figure 7 (Q8). There is a cost to recycle CFLs. Assuming that the total cost to recycle CFLs in Minnesota is the same no matter how the money is collected, would you rather pay this cost:



Survey Results – utility demographics

**Figure 9. (Q10Rcd2). Who is your current electric utility provider?
(Initial "other" responses coded into categories based on utility named)**



Survey Results - summary

- Of HHs that had burned out CFLs a minimum of 27% threw them out, possibly up to 46%.
- 60% of MN residents do not know they are required by law to recycle CFLs.
- 53% of HHs that recycle currently use HHW sites, but 74% of respondents would prefer to drop them off at a retail location.

??? QUESTIONS ???

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