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CFL Recycling Program

Presented by:
Denis Bergeron, Energy Programs Division
Efficiency Maine



Leading the Way to a Brighter Future
Program of the Maine Public Utilities Commission





Our overall program includes the following programs:

- Business Program (for small and large businesses)
- Residential Program (for lighting and appliances)
- Low Income Program
- Maine High Performance Schools Program (New School Construction)
- Education Program
- Solar Program



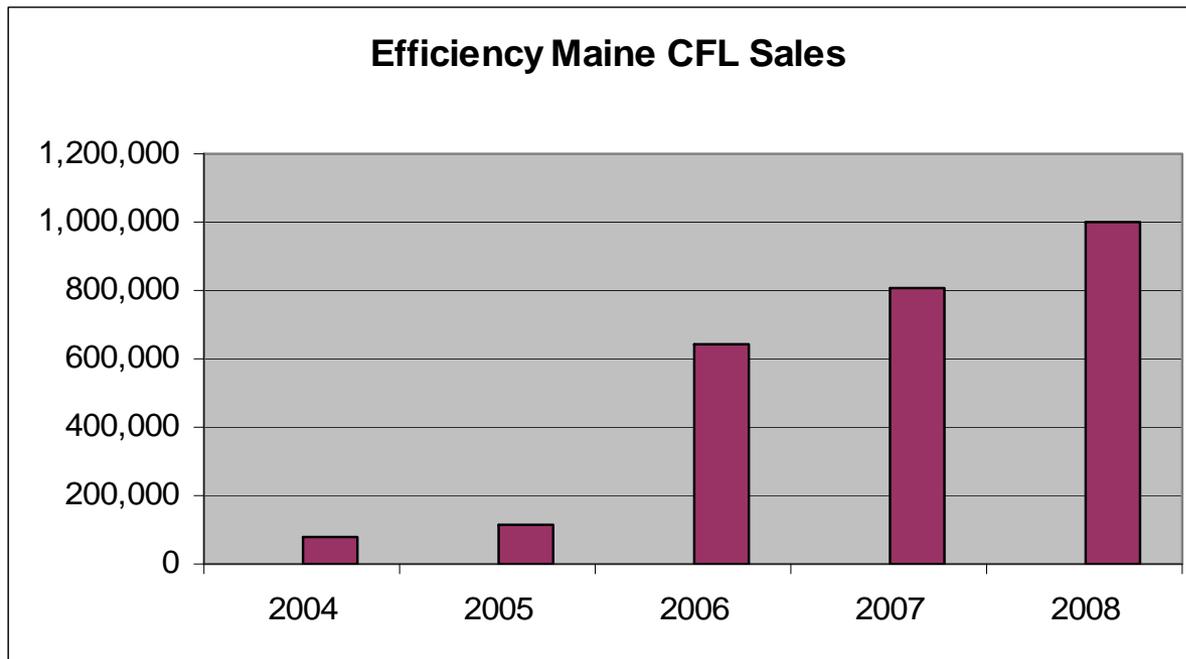
The Efficiency Maine program is administered by the Maine Public Utilities Commission and funded by Maine electricity consumers

In order to:

- Provide education and financial incentives to help companies and residents become more energy efficient and reduce energy costs
- Take a leadership position in the statewide effort to promote efficient use of electricity and improve Maine's environment

Residential Lighting Program:

- Encourages consumers to switch to CFL light bulbs
- POP rebates on CFL products and fixtures at 300 retail outlets
- More than 3 million CFLs moved in 6 years





Residential Lighting Program Numbers:

- \$64 million in lifetime electricity savings for consumers
- Environmental indicators:
 - 433,000 tons CO₂ avoided
 - 687 tons SO₂
 - 371 tons NO_x

Energy Efficient Home Lighting

In Store Residential Lighting Recycling Program



- Interest in a recycling program started in 2006
- Retailers were getting questions from their customers and asking our field representatives for responses.
- As we researched possible approaches, a CFL was broken in a home and the clean up discussion generated lots of controversy.
- Legislation was introduced requiring us to work jointly with MDEP to do a better job informing consumers about recycling of lamps.
- We worked with MDEP to develop the program.

Energy Efficient Home Lighting

In Store Residential Lighting Recycling Program



- 250 of 300 stores participating
- Stores agree to licensing by DEP, Training by Efficiency Maine staff.
- Store clerks accept used lamps from consumers, place them in recycling containers and enter record data
- Periodic re-training of store staff by EM Field staff
- All residential marketing materials are now including information on the need to recycle CFL products.
- Program has budgeted \$.50 per lamp recycling
- Enthusiastic response from retailers

Energy Efficient Home Lighting Recycling Program Transferrability



- Maine State Agency partnerships facilitated communications. Other states would need to establish communication channel between environmental regulators and EE program administrators.
- Because Maine's Program Administrator IS a State agency it must behave responsibly
- Other States would also require communication and approval by the PSC or PUC which approves expenditure of ratepayer dollars. EM is operated by the Maine PUC – which is the rate regulator.