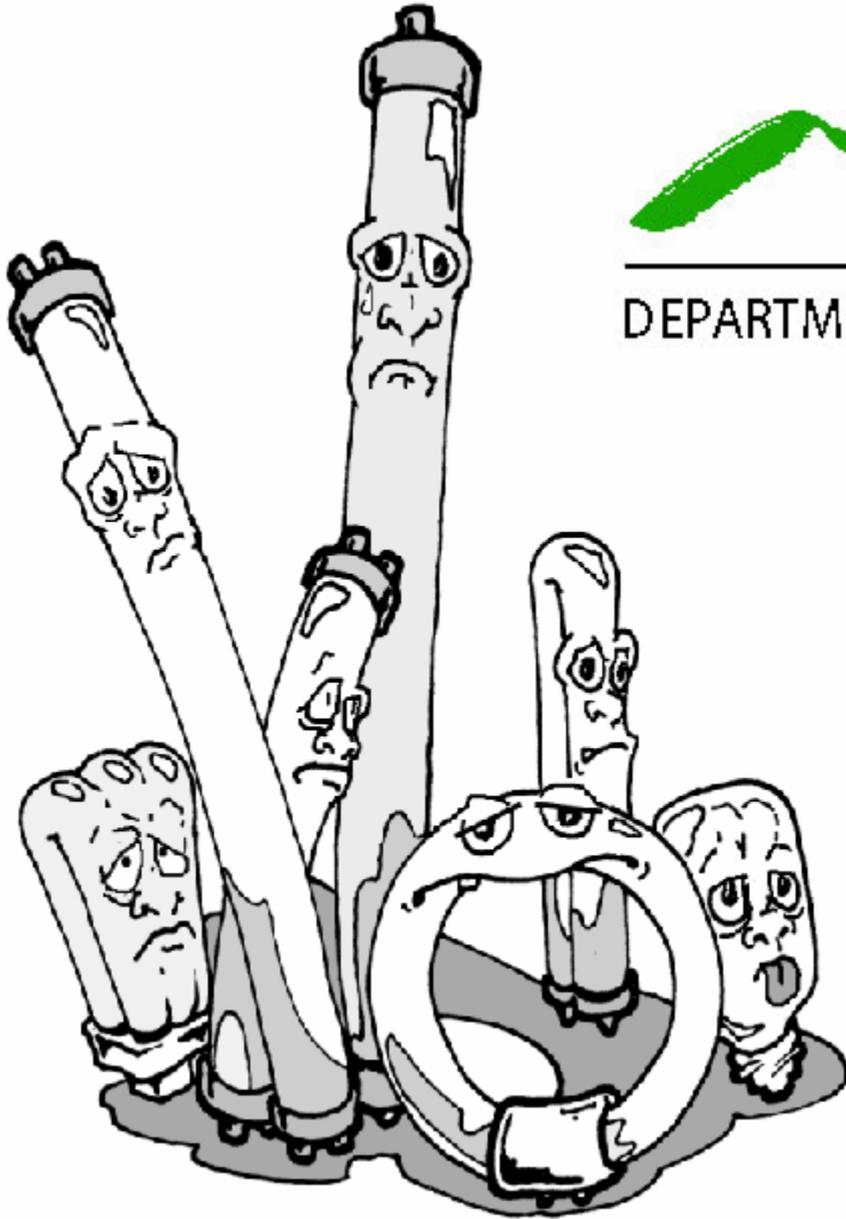


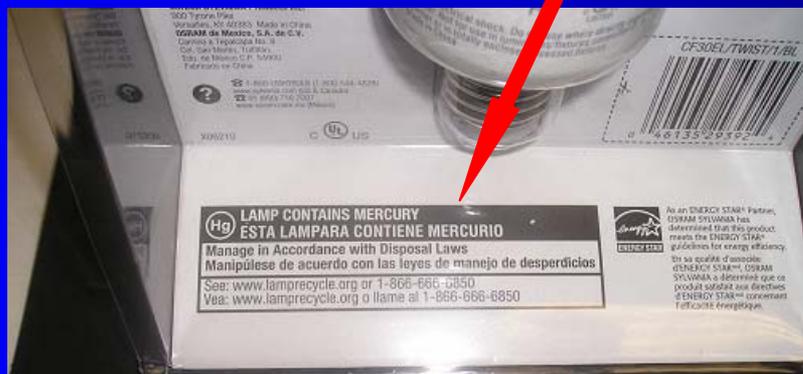
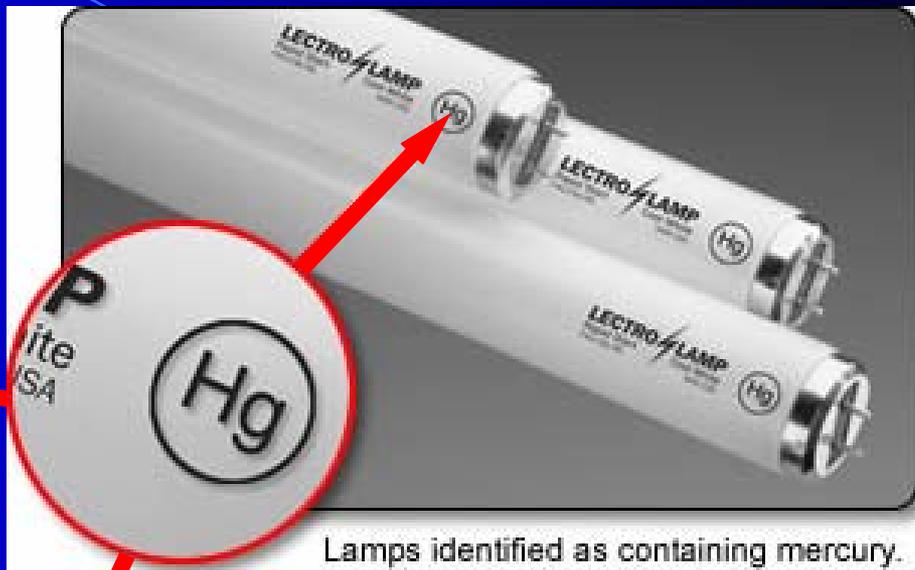
EPA Disclaimer

Notice: This document has been provided as part of the U.S. Environmental Protection Agency Resource Conservation Challenge Web Academy Recycling and Solid Waste Management Educational Series. This document does not constitute EPA policy or guidance and should not be interpreted as providing regulatory interpretations. Inclusion within this document of trade names, company names, products, technologies and approaches does not constitute or imply endorsement or recommendation by EPA. Information contained within this document from non-EPA presenters has not been screened or verified. Therefore, EPA has not confirmed the accuracy or legal adequacy of any information provided by the non-EPA presenters and used by EPA on this web site. Finally, links to non-EPA websites are provided for the convenience of the user; reference to these sites does not imply any official EPA endorsement of the opinions, ideas, data or products presented at those locations nor does such it guarantee the accuracy of the information provided.



Vermont's Retail Lamp Recycling & Outreach Strategies

LABELS



NO FLUORESCENT BULBS



www.mercvt.org



Landfill disposal ban for homeowners and businesses



Lamp Recycling Pilot Project



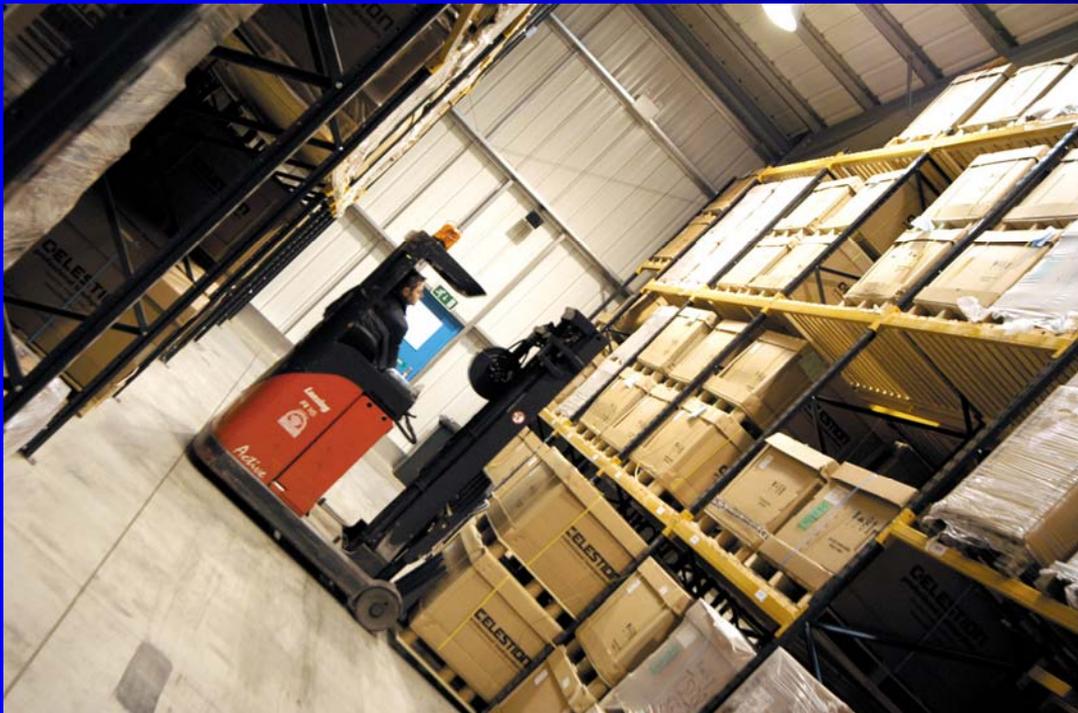
Transportation

- Merchandise trucks deliver once/twice each week.
- Utilize this existing transportation - Stores send back full boxes with delivery truck



Set Up Warehouse

- Recycling boxes consolidated at warehouses in New Hampshire and New York



- Reorder SKU
Stock Keeping Unit
For True Value
and Do it Best



Collection Boxes - 8' - 4' - mixed bulb



Posters



**DON'T TRASH
FLUORESCENT
LIGHT BULBS!**

Recycle them for **FREE**
at participating
True Value.
hardware stores.
limit 6 per visit

Fluorescent
light bulbs
contain **mercury**
and cannot be
disposed of
in the trash.



Hg

This symbol on a bulb or package means that bulb **contains mercury**.
For safe disposal options, call (800) 974-9559 or visit www.mercvt.org.

Printing of this poster was supported through EPA grant # X1-0313601



**DON'T TRASH
FLUORESCENT
LIGHT BULBS!**

Take them to a Hazardous Waste
Collection Center or recycle them
for **FREE** at participating
True Value.
Home Depot & **ACE**
hardware stores

Fluorescent
light bulbs
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In-store advertising

Bring back your burned-out
fluorescent bulbs for FREE recycling.



ACE

This ACE store has teamed up
with the State of Vermont to offer
free fluorescent lamp recycling.
(limit 6 per customer per visit)



Vermont law prohibits disposal of mercury containing bulbs in the trash.

Point of Purchase
Posters

Bag or Invoice
Stuffers

Free lamp recycling



True Value

TrueValue stores have teamed up with
the State of Vermont to offer free
fluorescent lamp recycling
(limit six per customer per visit).



If you would like more details, please visit www.mercvt.org.

Vermont law prohibits disposal of mercury containing lamps in the trash.

Survey of ACE/True Value Customers

48% were households



Please Check the Most Appropriate Boxes

1) The lamps I recycled came from a:

Household Business Municipality

2) How did you find out about this program?

Newspaper

Radio

Mailed Advertisement

In Store Poster / Ad

Web Site

Word of Mouth

3) Would you be willing to contribute 50 cents per lamp for the convenience of recycling fluorescent lamps at this store after this free recycling program has ended?

Yes No

64% found out about the program through the "In Store Poster"



68% said they would be willing to pay 50¢ for recycling in the future



Funding



- Provides management assistance to current and prospective small business owners.
- One lead SBDC in every state
- Cooperative effort of the private sector, the educational community and federal, state and local governments.

- Awarded Supplemental Environmental Project (SEP) funding for program.
- Administers the program
 - ✓ Coordinates and contracts with recycler
 - ✓ Pays recycling costs from SEP funding
 - ✓ Keeps data base of recycling numbers by store – supplied by recycler
 - ✓ Promotes the program to businesses

Partnerships

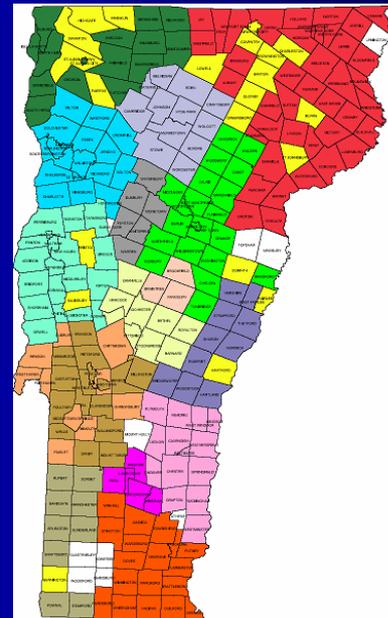


- The nation's first statewide provider of energy efficiency services.
- Operated by an independent, non-profit organization under contract to the Vermont Public Service Board.

- Retail Account Managers assist in supplying additional promotional materials to stores on routine visits.

VERMONT SOLID WASTE MANAGEMENT DISTRICTS

15 Districts promote the programs to their customers and place posters on local bulletin boards.



Newspaper – daily and weekly - Radio Ads
Four campaigns - April 2004 – May 2006

What's wrong with this picture?



**DON'T TRASH
FLUORESCENT
LIGHT BULBS**

It's the LAW!

**FREE
RECYCLING**

at participating

ACE

&

TrueValue[®]

hardware stores

check with your solid waste district
or town for other recycling options

 **VERMONT**
DEPARTMENT OF ENVIRONMENTAL CONSERVATION



This symbol on a bulb or package means that bulb contains mercury.
For safe disposal options, call (800) 974-9559 or visit www.mercvt.org.

Direct mailing to: approx. 20,000
businesses -Twice
+3,000 to electrical contractors

DID YOU KNOW...

Fluorescent
Bulbs
Contain
Mercury!



True Value®

FREE
RECYCLING

limit 6 per customer per visit, see www.mercvt.org for details

USE but **DON'T TRASH** energy-efficient fluorescent bulbs!



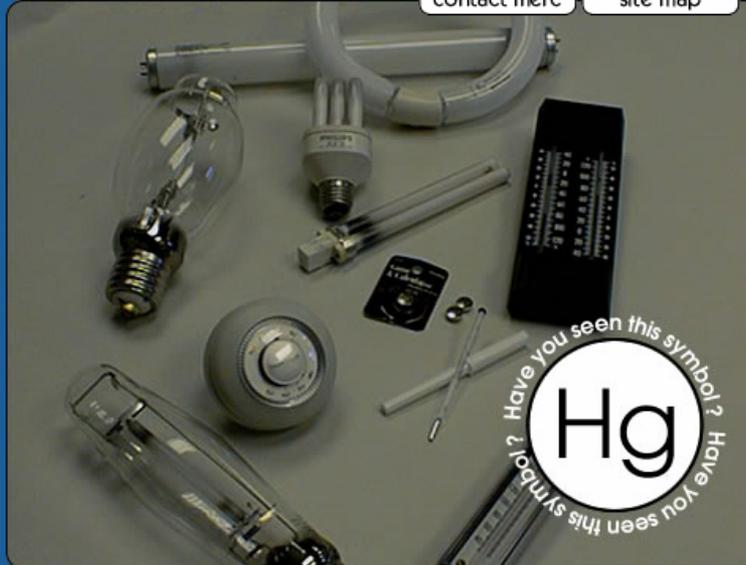
Vermont Department of Environmental Conservation Mercury Education & Reduction Campaign

...because even a little bit is a lot!

[contact merc](#)

[site map](#)

- ▶ mercury facts
- ▶ mercury in fish
- ▶ environmental concerns
- ▶ statutes & regulations
- ▶ mercury-added product manufacturer requirements
- ▶ proper disposal
- ▶ dental mercury
- ▶ advisory committee
- ▶ additional resources



mercury spill cleanup



[Fact Sheet: Mercury Spills](#) - Instructions for cleaning up small mercury spills in your home and who to contact for assistance.

compact fluorescent light bulbs



[Fact Sheet: Compact Fluorescent Light Bulbs \(CFLs\)](#) - Frequently asked questions about CFLs and instructions for cleaning up a broken bulb.

mercury-containing bulbs

Bring your burned-out fluorescent and other mercury-containing bulbs to a [participating](#)

ACE Best Do It True Value.

hardware stores for FREE RECYCLING
(limit 6 bulbs per customer per visit)



button cell batteries



Vermont pharmacies and nursing homes have teamed up with the state of Vermont to offer FREE RECYCLING for Vermont residents for all types of button cell batteries. Simply bring your button cell batteries to a [participating pharmacy or nursing home](#) near you.



Program Numbers 3/27/08



Program Began August 2005

39 participating stores

150,500 lineal feet - 3,700 mixed bulbs



Program Began August 2006

23 participating stores

89,300 lineal feet – 6,000 mixed bulbs



Program Began September 2007

8 participating stores

1,000 lineal feet – 20 mixed bulbs



...because even a little bit is a lot!

www.mercvt.org

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or Karen.knaebel@state.vt.us