

Spring 2015 RAD Partner Meeting

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April 20, 2015



Agenda



- **RAD Updates**
- **Partner Recognition**
- **Collaborative Marketing**



RAD Updates



1. Collaborative RAD Marketing:

- ❖ **Goal:** spearhead effort to market RAD program; increase consumer base and volume of units disposed responsibly; and grow program by engaging more partners and recyclers.

2. RAD Partner Recognition:

- ❖ **Goal:** design a logical and meaningful way for the RAD program to recognize partner achievements and level of program engagement.

3. Non-Energy Benefits (NEB):

- ❖ **Goal:** quantify and communicate non-energy benefits associated with proper appliance disposal.

Other Updates



- Preparation of **2014 RAD Annual Report**
- Collaboration with ENERGY STAR on *Flip Your Fridge* campaign



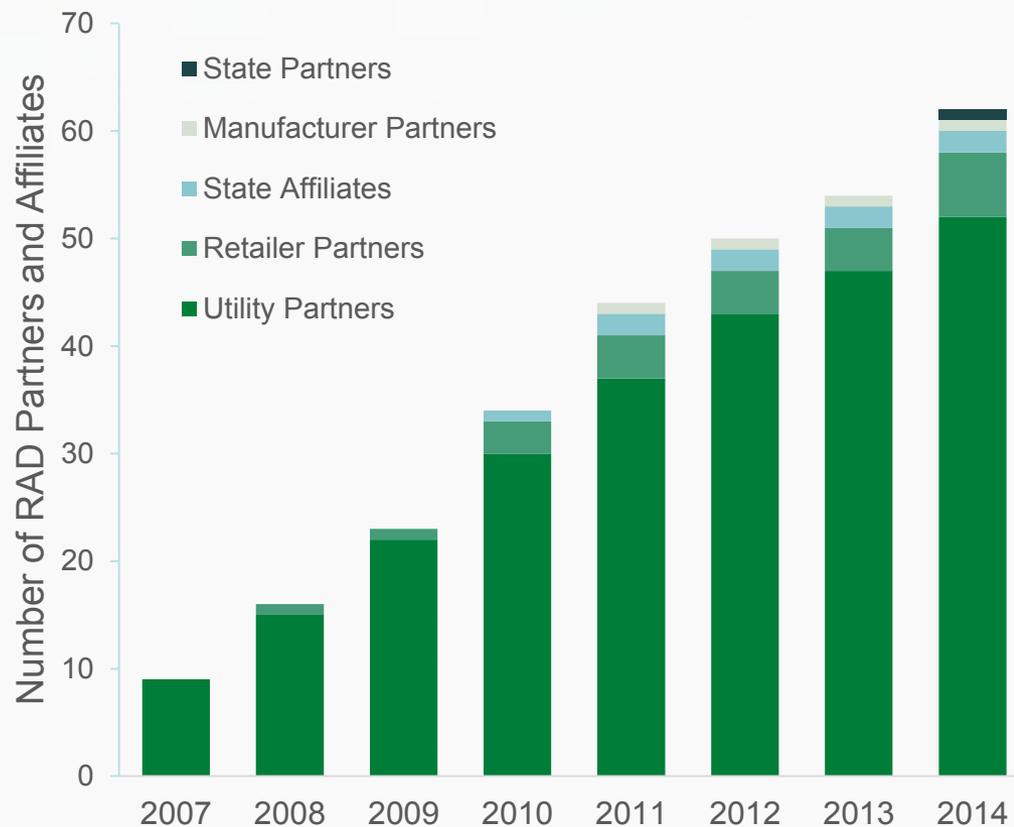
Other Updates



• Welcome **New Partners!**

- ❖ Alameda Municipal Power
- ❖ BSH Home Appliances
- ❖ Delaware Department of Health and Social Services *First State Partner!*
- ❖ Gulf Power
- ❖ Holland Board of Public Works
- ❖ Liberty Utilities
- ❖ New York State Electric and Gas Corporation
- ❖ PECO Energy Company
- ❖ Rochester Power
- ❖ Spicher Appliances
- ❖ Xcel Energy

RAD Program Growth





Partner Recognition

RAD Recognition: Draft Concepts



- **Overall concept:**
 - Basic tiered approach supplemented with other various annual awards

RAD Recognition: Draft Concepts



- **Partnership Tiers**
 - Possible distinction to recognize (a) HCFC foam as well CFC foam, and/or (b) HFC foam as well as HCFC/CFC foam
- **Partner Feedback:**
 - Concerns?
 - Other Suggestions?

RAD Recognition: Draft Concepts



Annual Awards:

Criteria	Definition (if needed)
1. Greatest number of units processed with foam recovery by...	See below
a) Large Utility Partners	Greatest number of units processed with foam by utilities serving > 500,000 households
b) Small Utility Partners	Greatest number of units processed with foam by utilities serving < 500,000 households
c) Non-Utility Partners	Greatest number of units processed with foam by non-utility partners
2. Greatest number of units processed with foam recovery by a new member	Greatest number of units processed by a RAD partner submitting a reporting form for the first time
3. Greatest jump in percent of units processed annually with foam recovery	Percent of units processed with foam recovery compared with previous year
4. Most innovative program	Based on partner nominations; nomination form and criteria would need to be developed
5. Greatest number of old units removed from the electricity grid through incentives	Most units collected by partners who report incentivizing the permanent retirement of old units (i.e., utility partners)

RAD Recognition: Annual Awards



- **Discussion Questions:**
 - Concerns?
 - Other suggestions?
- **Next steps:**
 - Implement changes (if any)
 - Format



Collaborative Marketing



- **Draft marketing piece to communicate RAD benefits:**
 - **Purpose of the document:**
 - Provide concise, clear information on the program and its benefits to all audiences
 - Serve as the foundation for developing other program materials; will be posted on the RAD website
 - **Key Messages:**
 - Explains the concerns over appliance disposal
 - Provides information on foam and refrigerant types
 - Explains the role of RAD partners
 - Provides cost and environmental benefits (including non-energy benefits)



Other Updates:

- Near-term
 - RAD logo
- Medium/Long-term
 - Website
 - Clearinghouse for marketing materials
 - Coordination with other entities on messaging
 - Infographics/templates

For more information



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