

Good Guys Television Recycling Pilot Project



Overview

- Funding
 - EPA grant
 - Northwest Product Stewardship Council Governments
 - Electronics retailers, manufacturers
 - Residents
- Pilot Project Goals
- Recruitment and Planning
- Implementation
- Results
- Lessons Learned



Pilot Project Goals

- Is it logistically feasible and financially sustainable to take back electronics at big box retail stores?
- Does the program provide the public with convenient collection locations?
- What logistics can be used to collect, transport and recycle the equipment?
- Can a Product Stewardship model work?

Recruitment

- Contacted large electronics retailers with stores in the Pacific Northwest.
- Good Guys
 - Offered to collect TVs at 4 stores
 - Bellevue, Tukwila, Lynnwood and Puyallup



Good Guys Project Planning

- Recyclers selected
 - Philips Services Corp. and Total Reclaim, Inc.
- Manufacturer participation
 - \$5,000 each toward recycling
 - JVC, Philips, Pioneer, Samsung, Sharp and Sony
- Recycling fee
 - \$10 for standard TVs, \$25 for consoles

Good Guys Project Planning

- Staff Training
 - Safe handling, storage and packaging of the TVs.
- Customer surveys
 - Tracking satisfaction, purchases, reasons for recycling, frequency of visits to Good Guys.
- Discount coupon
 - 10% off new TV from participating manufacturers.

The environment wishes to
THANK YOU 
recycling.com

And so does Good Guys.
10% OFF*
TVs from our recycling program partners:
SONY JVC SAMSUNG Pioneer PHILIPS SHARP

* Offer expires 8-21/04. Offer may not be combined with any other Good Guys offer, including financing. Valid at four store locations: Lynnwood, Bellevue, South Hill and South Center.

us
good guys

DON'T JUST HUG A TREE. HUG A NEW TV FROM GOOD GUYS.

Thanks for participating in our EPA-backed Recycling Program. In return, please accept this coupon good for 10% off the purchase of a new TV. Just think of it as a little green in return for being, well, green.

©2004 Good Guys. Recycling also helps to keep us green. The 10% off coupon must be presented at time of purchase, and may not be combined with any other Good Guys offer, including financing. The TV's purchase must be made by 8/21/04. All Good Guys are linked to recycling. No CD's allowed. See local store for program details.

goodguys.com

Project Implementation

- Ran from July 8 to August 7, 2004 (4 weeks).
- Puyallup and Bellevue stores stacked TVs in the back storage area.



- All TVs marked with a pink sticker to keep them separate from other inventory.
- Pickups twice weekly or as needed by PSC trucks.

Project Implementation

- More equipment collected at Tukwila and Lynnwood stores - no room for storage in the stores.
- Decided to use trailers to store TVs at the loading docks.



Advertising and Media

- Good Guys ran full page ads and preprinted inserts in 4 local papers.
- A front cover notice in their July catalog.
- Web site
- Government Partners issued Press Releases
- Flyers, handouts, etc.
- Held event at Bellevue store



Project Results

- Collected 4,042 televisions



Project Results

- Recycled materials totaled 166,000 pounds:
 - 26,000 pounds of plastics
 - 7,000 pounds of copper wire
 - 11,000 pounds of circuit boards
 - 15,000 pounds of other metals
 - 107,000 pounds of CRT glass (10,000 pounds of lead from the CRT glass)
- 2% of the coupons were redeemed.

Customer Survey Results

1,043 surveys returned:

- 99% reported the service was convenient
- 96% reported price was reasonable
- 99% would use the service again if offered
- 43% had never been to a Good Guys store before
- In a separate study conducted by Good Guys, awareness of Good Guys increased in the Seattle market by 4%.

Costs

Activity	Cost	%
Planning and Setup	\$66,748	30
Collection	\$4,239	2
Transportation	\$15,920	7
Recycling	\$33,299	15
Paid Advertising	\$74,247	33
Evaluation	\$28,515	13
Total	\$222,968	100%

Financing

Funding Source	Amount
EPA Grant	\$41,000
NWPSC government partners	\$38,088
Manufacturers (JVC, Philips, Pioneer, Samsung, Sharp and Sony)	\$30,000
Recycling Fees	\$49,090
Good Guys	\$64,790
Total	\$222,968



Lessons Learned

- Take-back at electronics retail stores is logistically feasible.
- The project was popular with both new and existing customers.
- Under the current recycling infrastructure, retail take-back programs can be financed using end-of-life recycling fees.



Lessons Learned

- Managing volume is critical.
 - Charge customers an end-of-life fee that is high enough to cover the program costs.
 - Provide the recycling service on an ongoing basis, not as a special offer or event.
 - Consider offering a one-for-one take-back. When a customer buys a new TV, the retailer takes back an old TV for recycling.
 - Limit advertising.



Recommendations

Until national or state legislation is established that provides other financing mechanisms (such as the programs in California or Maine), an ongoing end-of-life fee program at electronics retail stores could provide needed collection locations during the interim.