LightRecycleWashington

PCA Product Stewardship Inc.
Washington State Department of Ecology
LightRecycle Washington Program Update

Mercury-containing Lights Product Stewardship Program
May 5, 2015

Product Care

Program Overview

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- Individuals, businesses and other organizations in Washington State can recycle up to 10 mercury-containing lights per person per day at no charge
- Program Products are mercury-containing lights, including:
  - Fluorescent Tubes up to 8 feet in length, straight and curved
  - Compact Fluorescent Lamps (CFL) – All sizes and types
  - High Intensity Discharge (HID) – HID lights include High Pressure Sodium, Mercury Vapor and Metal Halide
  - Any light that contains mercury and provides “functional illumination”.

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Program Funding

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- As of January 1, 2015, the Environmental Handling Charge (EHC) must be added to the purchase price of every mercury-containing light sold at retail in or into Washington State.
- The EHC on all mercury-containing lights is currently $0.25 / light
- Funding is used for:
  - Recycling
  - Transportation
  - Education and Outreach
  - Program Management

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Collection Network Update

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Collection Site Locations

- Government Facilities - MRW/HHW and Transfer Stations
- Retail - Hardware, Lighting, Pharmacy, other

As of April 26, 2015

- 275 Collection Sites Registered
  - 208 – all program products
  - 67 – CFL-only

Materials Collected (Through April 2015)

- Approx. 62K lbs.
  - Over 1,200 recycling kits
  - Pallets of materials from 43 sites

Transportation and Processing

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Transportation

- Total Reclaim is the approved transporter
- Method depends on volume and location
  - Larger volumes travel by truck (LTL)
  - Smaller and remote locations travel FedEx
- Supplies are delivered on same basis

Processing

- EcoLights is the approved processor
- High-volume facility in Seattle

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Communications Plan

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Consumer Targeting and Messaging

Targets

- Primary: “Would recycle if it’s easy.”
- Secondary: “Recycle lights?”

Messages

- Convenient and free
- Legal obligation
- Environmental benefits of recycling

Communications

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Collection Site Locations

- Posters
- Banners
- Information Cards

Digital Advertising

- King and Clark Counties
- 6 Weeks (test)
- Social Media

Next

- Awareness Study
- Expand Advertising (digital, print, Spanish…)

Retailer Communication - Envelope

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Information Cards

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(FRONT)

(BACK)

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Collection Site Posters & Banners

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Website

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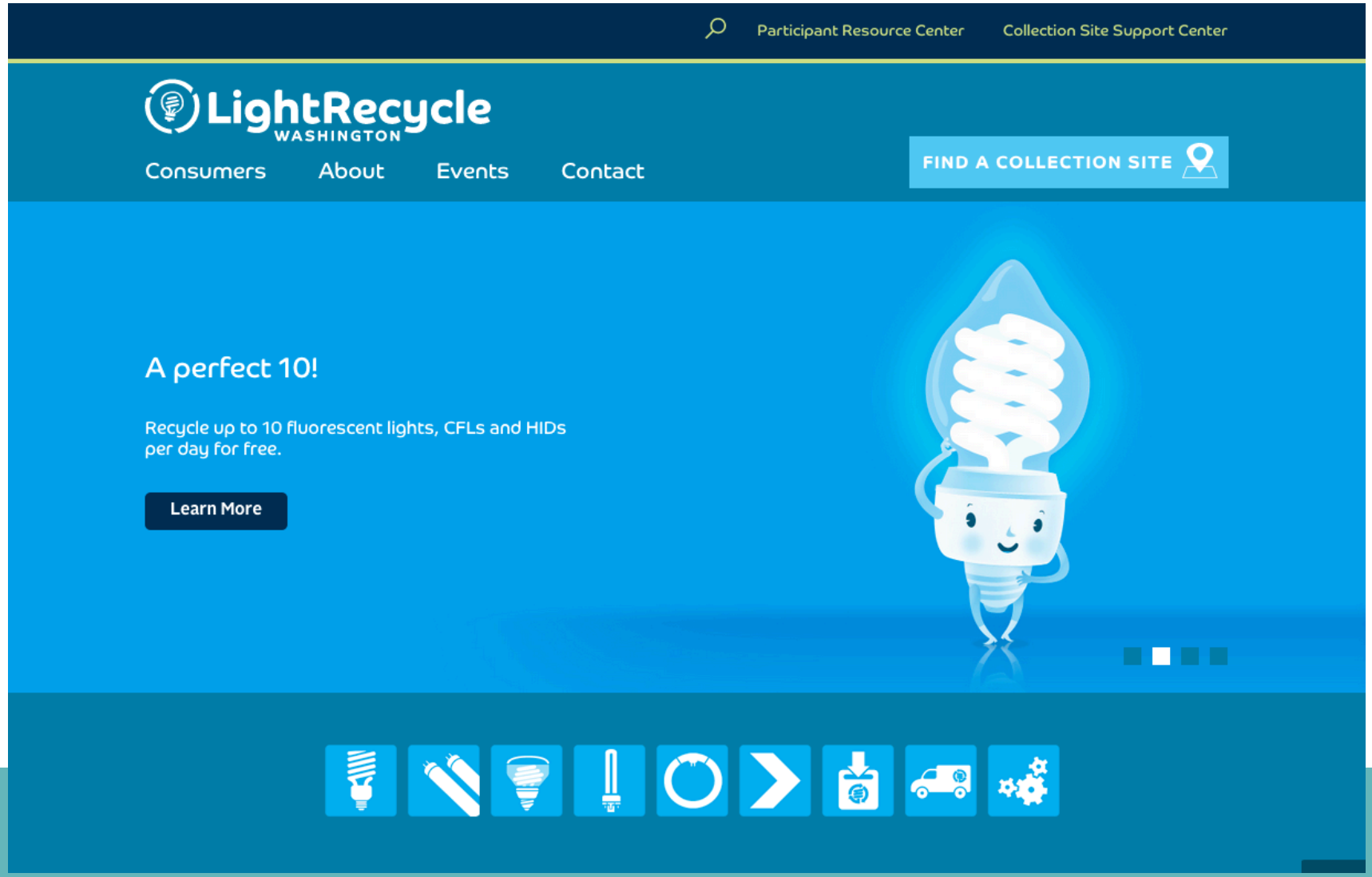

About PCA

LightRecycle Washington

PCA Product Stewardship (PCA) is the Product Stewardship Organization

- **PCA** operates **14** successful recycling programs across Canada and the U.S.
- **PCA** has been in operation for **20** years.
- Other products stewardship programs include:
  - Electronics
  - Paint
  - Pesticides and flammable liquids
  - Small appliances, power tools and major appliances
  - Smoke and CO2 alarms
  - Outdoor power equipment

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Questions or Comments?

LightRecycle Washington

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Thank You