

Welcome!



To help make the meeting run smoothly:

- Please mute your microphone when not speaking;
- Use headphones if possible;
- Use the “hand raise” function or chat box to ask questions or to tell us that you’d like to comment; and
- Introduce yourself when you speak.

This meeting will be recorded.

Welcome to the 2020 Annual RAD Partner Meeting & Leadership Awards Ceremony!



October 21, 2020

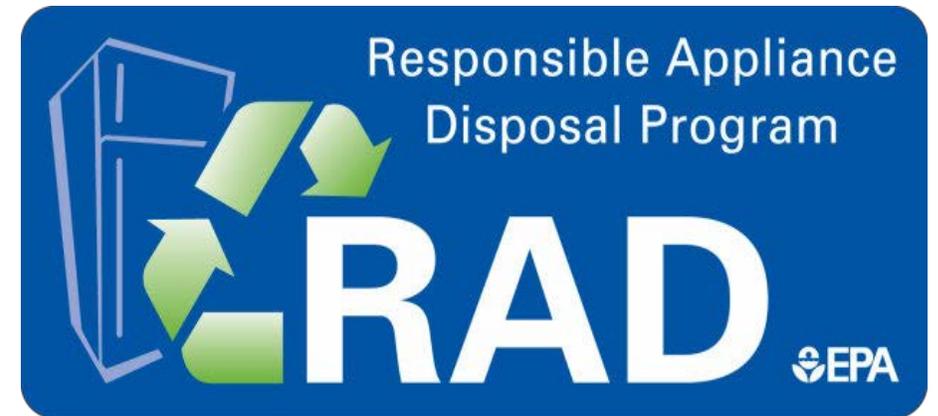


Sally Hamlin
RAD Program Manager

Agenda



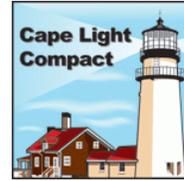
- **Welcome & RAD Program Updates**
 - RAD Partners
 - Recent RAD Activities
 - Partner Achievements and 2019 Program Update
- **RAD Leadership Awards Ceremony**
 - Remarks from Office of Atmospheric Programs Director, Chris Grundler
 - Awards Presentation
- **RAD Partners Presentations: Best Practices**
 - Consumers Energy
 - PPL
 - Xcel Energy
- **Open Forum**





RAD Program Updates

2020 RAD Partners – Utilities



2020 RAD Partners – Retailers and Manufacturers



sears®

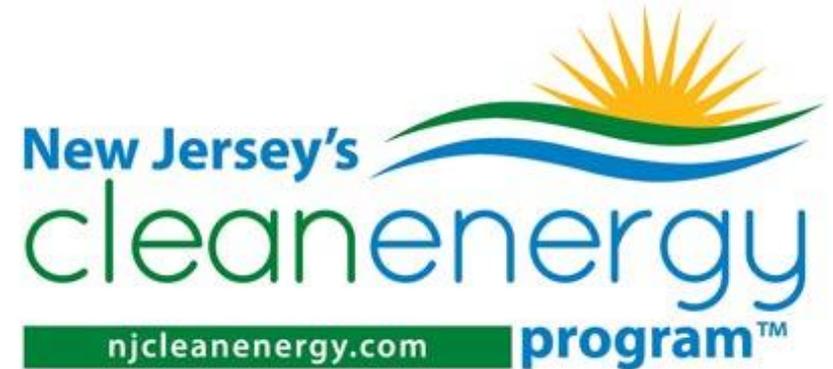


GE APPLIANCES
a Haier company

2020 RAD Partners – Waste Removal Service Providers



2020 RAD Partners – State and Local Governments



DELAWARE HEALTH AND SOCIAL SERVICES

Division of Public Health



2020 RAD Affiliates



west virginia department of environmental protection

Recent RAD Activities



- 2020 Partner Check-in Calls
- Foam Guidance Document
- Website Updates: www.epa.gov/rad
- 2019 Program Update

Responsible Appliance Disposal (RAD) Program:
Guidance Document for Foam Recovery from
Appliance Disposal



Introduction

It is estimated that more than 13 million refrigerators/freezers, 9 million window air conditioning units, and 1.5 million dehumidifiers are disposed of annually in the United States. These appliances can have harmful impacts on the environment when taken out of service. To mitigate these impacts, federal law requires that all refrigerant is recovered prior to dismantling or disposal of these appliances, and universal waste (e.g., mercury, used oil, polychlorinated biphenyls [PCBs]) is properly managed and stored. However, federal law does not require the recovery of appliance foam blowing agents, which may contribute to ozone depletion and climate change if not appropriately managed and released into the atmosphere.

The U.S. Environmental Protection Agency's (EPA) Responsible Appliance Disposal (RAD) program was launched in October 2006 to protect the ozone layer, cut greenhouse gas emissions, and benefit communities. RAD is a voluntary partnership program between EPA and various partners involved in appliance collection and disposal, including utilities, state and local governments, retailers, manufacturers, waste removal service providers, affiliates, and others. RAD partners work with recyclers to ensure that used appliances are disposed of using best environmental practices. Recyclers use manual, semi-automated, or fully automated systems to dismantle and process units. While landfilling appliances results in the emission of 45% to 100% of the foam blowing agent, it is estimated that during manual recovery, only 15% of the foam blowing agent is emitted, and during fully automated recovery, only 5% of foam blowing agent is emitted (ICF, 2011).

This guidance document aims to provide recyclers interested in implementing best environmental practices for the disposal of refrigerated appliances with an overview of necessary qualifications, tools, and processes. This document summarizes available guidance on foam recovery from resources such as *Guideline on the Manual Dismantling of Refrigerators and Air Conditioners* and *Emissions of Potent Greenhouse Gases from Appliance and Building Waste in Landfills* (GIZ, 2017; Yesiller, et al., 2016), as well as EPA's website. This guidance document is for illustrative purposes only; the dismantling of refrigerated appliances is subject to applicable federal, state, and local environmental regulations.

2019 Program Update



U.S. Environmental Protection Agency's Responsible Appliance Disposal (RAD) Program



2019 Program Update

The Responsible Appliance Disposal (RAD) Program is a voluntary partnership program that works with utilities, retailers, manufacturers, state and local government agencies, waste removal service providers, affiliates*, and others to collect used refrigerated appliances (e.g., refrigerators or freezers) and implement best environmental practices for the disposal of those units. RAD partners go beyond federal requirements to protect Earth's climate system and ozone layer, and, as a result of their commitments, prevent emissions that are harmful to the environment, prevent the release of hazardous substances, save landfill space through recycling, and reduce energy consumption.

How Does RAD Work?

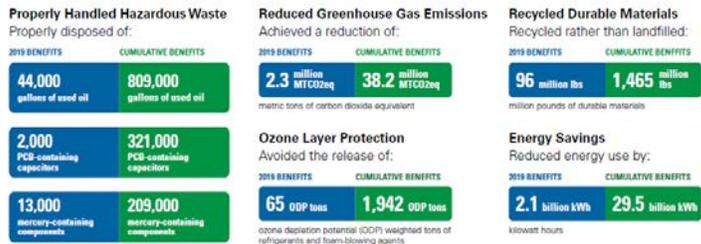


2019 RAD Results

In 2019, RAD partners collected:



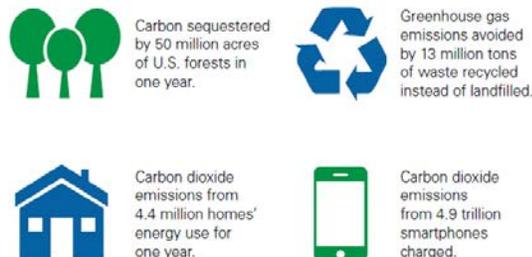
2019 and Cumulative RAD Partner Achievements



*Affiliates are a category for those who are supportive and advocate for the RAD program but do not process refrigerated appliances from themselves. For example, the Maryland Recycling Network is an affiliate.

What Do RAD Benefits Mean To Consumers?

RAD partners have processed a total of 8,932,000 units since program inception in 2007, resulting in environmental benefits equivalent to the:



RAD Partners

The RAD Program is continuously working to expand its reach and increase the number of RAD partners and affiliates. These efforts include welcoming new organization types, such as waste removal service providers and state and local governments. In 2019, the RAD program had 46 partners and affiliates across the United States.

RAD Partners and Affiliates: AEP Indiana Michigan Power | AEP Ohio | Baltimore Gas & Electric (BG&E) | Butler County Recycling and Solid Waste District | Cape Light Compact | City of Burbank Water and Power | Commonwealth Edison (ComEd) | Consumers Energy | Dayton Power and Light (DP&L) | Delaware Department of Health and Social Services (DHSS) | Delmarva Power | Dominion Energy South Carolina | Efficiency Smart | Eversource | Exquisite Property Services* | FirstEnergy Maryland, Ohio, and Pennsylvania | Focus on Energy | Fort Collins Utilities | GE Appliances | Georgia Power | Home Depot | Indianapolis Power and Light | JDog Junk Removal & Hauling* | Liberty Utilities | Los Angeles Department of Water & Power (LADWP) | Maryland Recycling Network* | MidAmerican Energy Company | National Grid | New Jersey Board of Public Utilities | New York State Electric and Gas Corporation (NYSEG)/Rochester Gas & Electric (RGE) | NIPSCO | PECO Energy Company | Pepco | Power New Mexico (PNM) | PPL Electric Utilities | PSEG | Puget Sound Energy | Riverside Public Utilities | Sacramento Municipal Utility District (SMUD) | Sears | Southern Maryland Electric Cooperative (SMECO) | Turlock Irrigation District* | UGI Utilities | Unifit | Vectren | Xcel Energy

*Joined RAD in 2019

Where Is RAD Headed?

The RAD program aims to increase public awareness of the importance of responsible appliance disposal and maximize environmental benefits by welcoming new RAD partners and increasing the appliance collection rates for existing partners through consumer outreach.

For more information: <https://www.epa.gov/rad>

RAD Program Updates



RAD partners have processed a total of **8,932,000** units since program inception in 2007, resulting in environmental benefits equivalent to the:



Carbon sequestered by **50 million** acres of U.S. forests in one year.



Carbon dioxide emissions from 4.4 million homes' energy use for one year.



Carbon dioxide emissions from 4.9 trillion smartphones charged.



Greenhouse gas emissions avoided by 13 million tons of waste recycled instead of landfilled.



The 2020 RAD Leadership Awards

Remarks



- Chris Grundler, Director,
Office of Atmospheric
Programs



The RAD Leadership Awards Program



- Three award categories: RAD Champion, RAD Program Growth, and RAD Ambassador
- 14 awards designated
- **All Partners are considered** annually based upon annual reporting forms and program engagement and activities throughout the year
- Awardees will be recognized at the annual RAD Partner Meeting and throughout various EPA communications
- We are launching a brand-new Awards Webpage on the RAD website

RAD Leadership Awards Categories



- **RAD Champion:** The top 10 partners with the highest number of units processed with foam recovery
- **RAD Program Growth:** The top 3 partners to achieve the greatest percent increase in the number of units processed compared to the previous reporting year
- **RAD Ambassador:** The partner that demonstrates exemplary partner practices beyond the requirements of the RAD program

RAD Champions



- RAD partners are eligible for RAD Champion recognition based on the total number of units processed with appliance foam recovery.
- ***10 partners are receiving RAD Champion awards today!***
- Together, these awardees have maximized their foam recovery to avoid **over 250,000 MT CO₂ Eq** of greenhouse gas emissions by reclaiming or destroying foam blowing agents.

RAD Champions



RAD Champions



ComEd®

An Exelon Company

RAD Champions



Consumers Energy

Count on Us®

RAD Champions



RAD Champions



Focus on Energy

is awarded the

RAD Champion Award

for outstanding performance in foam recovery to avoid emissions of ozone-depleting substances.

Awarded by the U.S. EPA's Responsible
Appliance Disposal Program

– 2020 RAD Leadership Awards –



focus on energySM

Partnering with Wisconsin utilities

RAD Champions



GE APPLIANCES
a Haier company

RAD Champions



RAD Champions



nationalgrid

RAD Champions



RAD Champions



RAD Program Growth



- This award is presented to RAD partners who have achieved the greatest percent increase in the number of units they processed in the last year.
- ***3 partners will be receiving awards based on their outstanding increases in units collected compared to the 2018 program year!***
- These partners increased their number of collected by more than **100%**!

RAD Program Growth Winners



RAD Program Growth Winners



nationalgrid

RAD Program Growth Winners



New Jersey Board of Public Utilities

is awarded the

RAD Program Growth Award

for achieving the greatest annual increase in units processed.

Awarded by the U.S. EPA's Responsible
Appliance Disposal Program

- 2020 RAD Leadership Awards -



RAD Ambassador



- The RAD Ambassador award recognizes a partner for outstanding program engagement and exemplary partner practices including
- This year's RAD Ambassador has demonstrated a commitment to their community and environmental sustainability beyond the requirements of the RAD Program
- They've implemented a partnership with their local Habitat for Humanity and worked to optimize their collection routes
- In 2019 alone, this partner has saved **over 190,000 MT CO2 Eq** in greenhouse gas emissions

2020 RAD Ambassador



Consumers Energy

is awarded the

RAD Ambassador Award

for outstanding practices beyond the requirements of the RAD program.

Awarded by the U.S. EPA's Responsible
Appliance Disposal Program

- 2020 RAD Leadership Awards -

Consumers Energy

Count on Us[®]

Congratulations!



RAD Partner Best Practices

Presenters



- Consumers Energy, Jennifer Binkley-Power
- PPL Electric Utilities, Mary Ann Kelly-Merenda and Maureen Ann Fenerty
- Xcel Energy, Bekah Schmidt

Consumers Energy Appliance Recycling Program

Agenda

- Program overview
- Program efficiencies
- Expanded reach
- Customer Satisfaction
- Marketing

Appliance Recycling Overview

- Recycling of secondary working refrigerators, freezers. Room air conditioners and dehumidifiers are also collected for recycling.
- Annual goal
 - ~30,000 refrigerator/freezer
 - Six collection trucks, teams of two
 - Consumers Energy electric territory, serving 54 counties

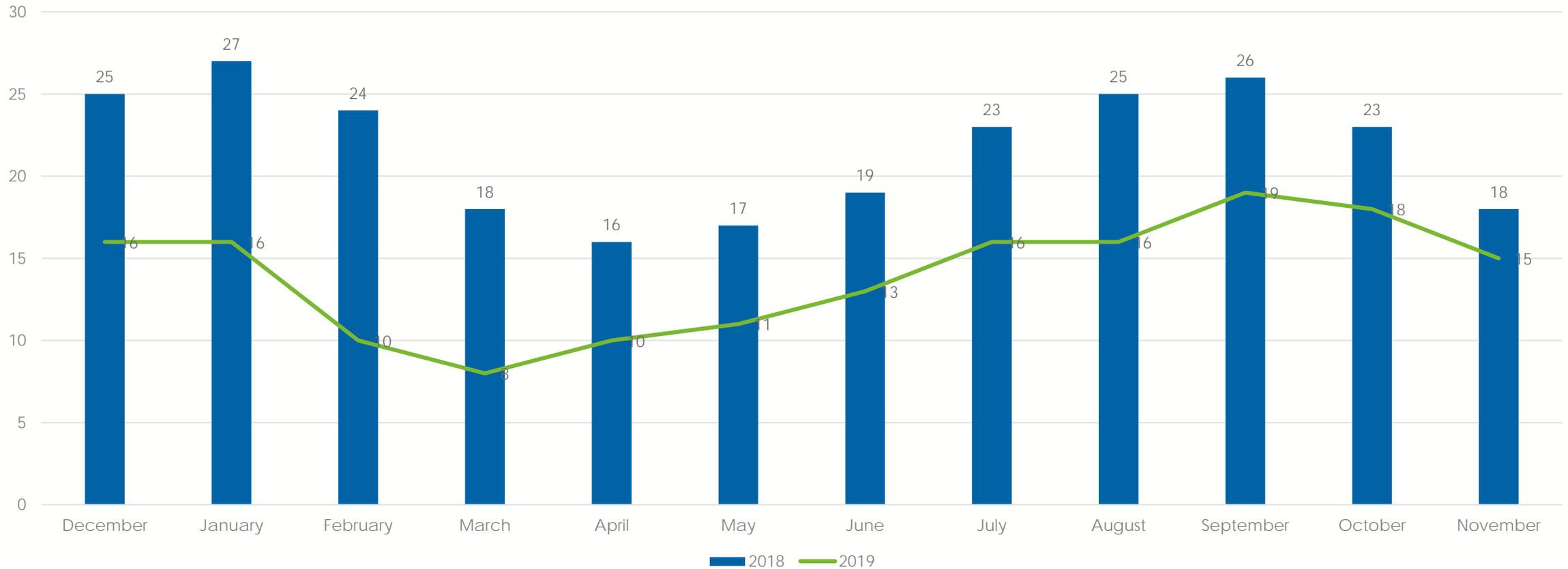
Program Efficiencies



- On initial launch in 2017, scheduling regions were defined by county borders
- Using participation data from 2018, we redefined the scheduling regions and categorized them on a color-coded map. This resulted in a more focused approach and created a geographic area of 63 work teams.
- The results exceeded our expectations
 - Seven-day reduction in the average number of days between scheduling and collection in 2019
 - Collected 3,000 more appliances in 2019 while driving 40,000 fewer miles.

Program Efficiencies

Average Days Between Scheduling and Collection



Expanded Reach



In 2018 we piloted an idea to help customers wanting to recycle an air conditioner or dehumidifier, without a refrigerator or freezer

- Utilizing an established relationship with Habitat for Humanity, we held three very successful “mini-collection events” in various locations across the state, in HFH parking lots.

Mini-events require customers to pre-register to drop off, allowing the program to only send the necessary manpower to the events keeping labor expenses as low as possible.

The success of these events compelled our team to make them a regular offering and we held 10 “mini-collection events” in 2019 and 5 events in 2020.

To date, the mini events have resulted in the collection of:

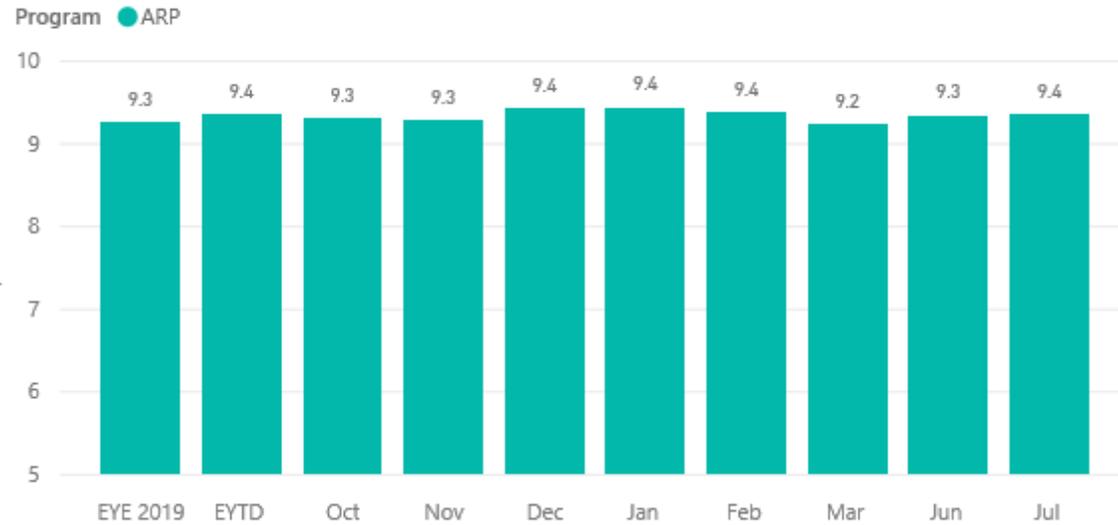
More than 600 air conditioners and dehumidifiers

Nearly 100 refrigerators and freezers

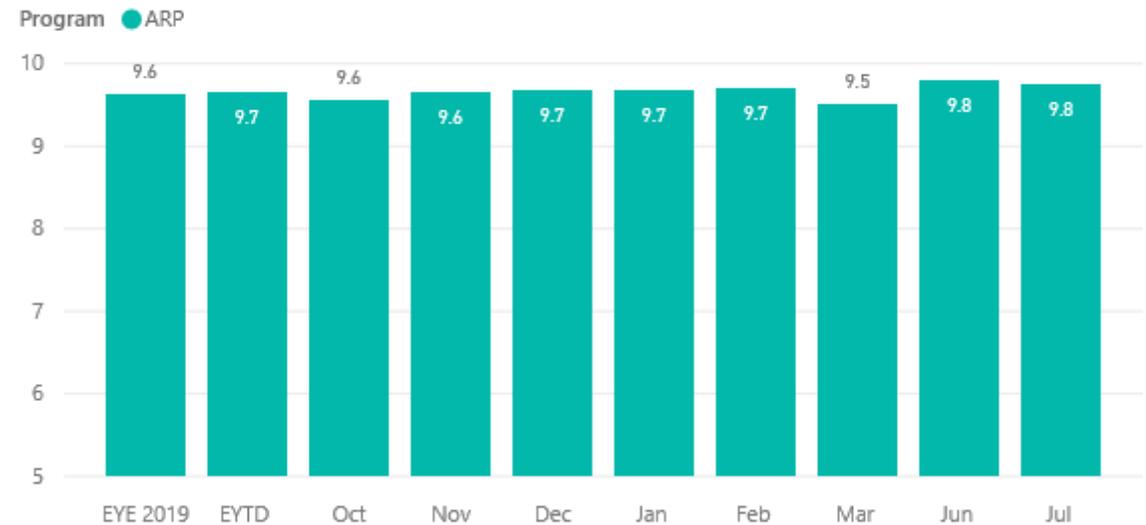
Customer Satisfaction

UTCS

Overall Satisfaction (Average)

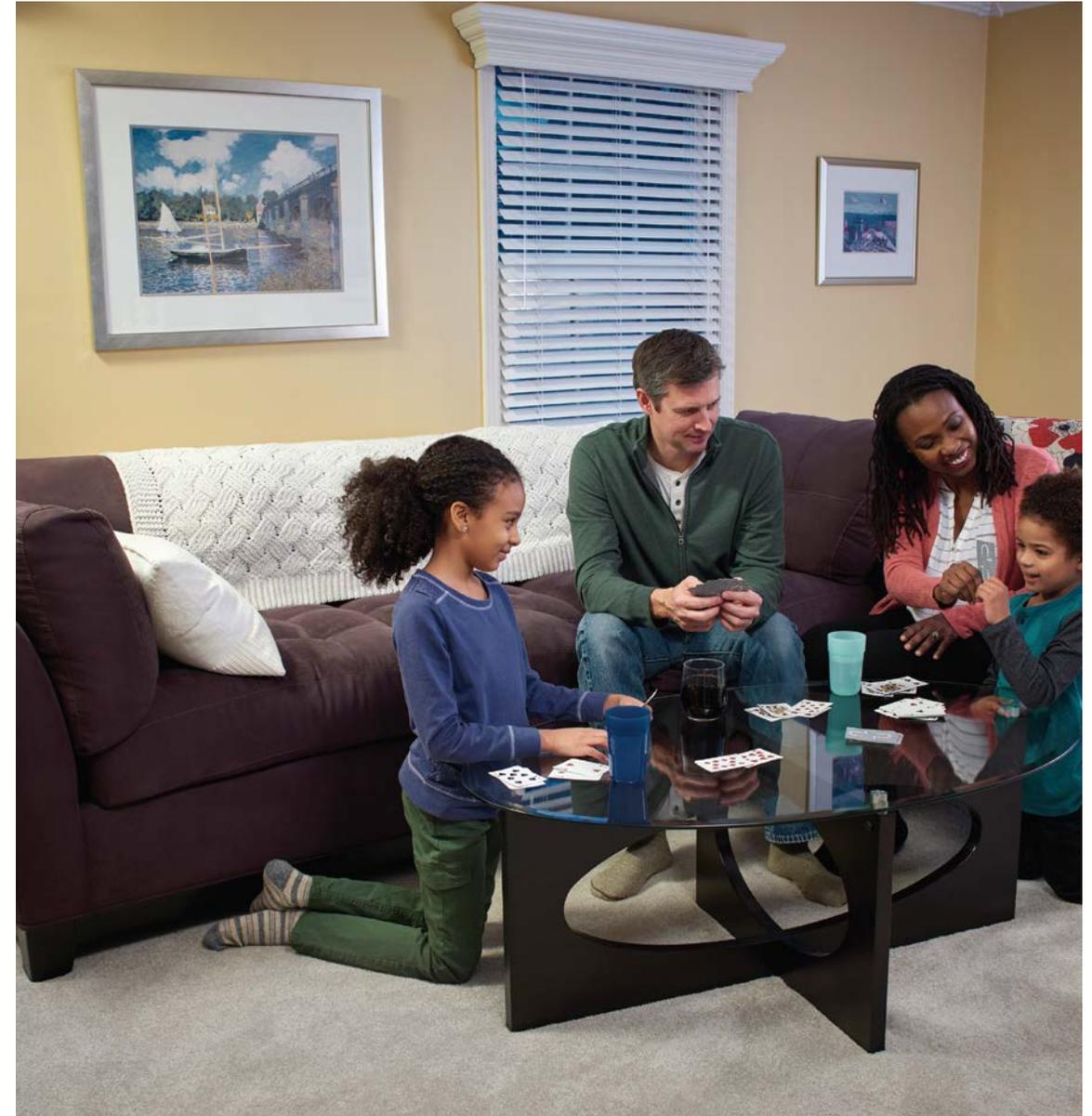


Likelihood to Recommend Program (Average)



Audience

- Electric-only & combination customers
- Target by geography and income
 - Seasonal areas of the state, higher focus in Q2 and Q3
 - Natural fluctuations in market, Q1 historically slow
 - Program appeals to both income-qualified and market rate customers; one is driven by the convenience of the program, the other by the rebate.
- Market research indicates convenience is the highest driver of interest
- Environmental and rebate messages are second highest, and remain compelling
- Revised messaging during pandemic, to reengage customers and promote 'safe' customer participation.



Marketing Strategy

Demand generation and program awareness

- Goal to schedule ~750/week
- WOM highest reported of how customers heard about the program

Demand Generation

- Email - weekly
- Direct mail - monthly
- Digital (beginning in October)
- Collection events
 - Large and mini

Re-entering the market post-lockdown

- Safety messaging
- Curbside collection

Safe, Convenient and Rewarding

Consumers Energy
Count on Us®

Appliance Recycling
3100 West Rd., Bldg. 3, Ste. 200
East Lansing, MI 48825

We're here to help our Michigan neighbors this summer.

Schedule your free pickup to:

- Get \$50 for each eligible fridge or freezer
- Get \$15 for each eligible room air conditioner or dehumidifier
- Save up to \$150 in annual energy costs
- Reduce your carbon footprint and contribute to Michigan's clean energy future

Visit ConsumersApplianceRecycling.com or call **888-99**

Eligibility is determined by appliance type and size. Maximum pickup is 10-30 cubic feet. Maximum weight is 150 lbs. Maximum number of items per pickup is 4. Release of the vehicle will be required.

Curbside Appliance Pickup Now Available

Have an old, working fridge or freezer adding to your energy costs? Let us know and we'll come pick it up, recycle it and pay you \$50 — all in one safe, convenient and contact-free appointment.

SUBJECT: Recycling Michigan law, and fridge at your side

Schedule your free pickup
888.999.9999

We're ready when you are with curbside pickup

All Michigan gets back on its feet, we want to be a helping hand.

Let us know if you have an old, working fridge or freezer adding to your monthly energy costs. **We'll come pick it up, recycle it and pay you \$50** — with our new curbside pickup service for appliances outside your home. Customers with a fridge or freezer outside their home, such as in a garage or on a porch, can schedule an appointment now.

Schedule Pickup

Schedule your free pickup to:

- Get \$50 for each eligible refrigerator or freezer
- Get \$15 for each eligible room air conditioner or dehumidifier
- Save up to \$150 in annual energy costs
- Reduce your carbon footprint and contribute to Michigan's clean energy future

Schedule Pickup

Your safety is our priority. We follow established guidelines to maintain social distancing recommendations provided by the Centers for Disease Control and Prevention (CDC), including the use of face masks and gloves when in proximity to customers.

Help protect Michigan's environment by participating in a clean energy program, Clean Green.

Join the Movement

Eligible items include working appliances that are not over 30 years old, and are not over 150 lbs. Maximum pickup is 10-30 cubic feet. Maximum weight is 150 lbs. Maximum number of items per pickup is 4. Release of the vehicle will be required.

We're Here for You!
Choose the most convenient method to contact us.

888.999.9999

888.999.9999

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This message was sent by Consumers Energy
One Energy Plaza, Jackson, MI 48661
Consumer - 10/28/2020

Recycle of Life Campaign

- Focused on benefits of recycling with Consumers Energy
- Customers report they appreciate knowing the process and feel good about their choice
- RAD logo included on all materials



Our recycling process:

- Exceeds U.S. Environmental Protection Agency Standards.
- Safely disposes of toxic, ozone-depleting substances.
- Reduces appliance landfill waste by 95 percent.

**In the recycle of life,
good deeds get rewarded.**

**Good for the planet
Great for your wallet**

Let us responsibly recycle
your old energy-wasting
refrigerator or freezer, and
we'll pay you \$50.

Schedule your free pickup at
ConsumersApplianceRecycling.com
or call **888-990-2246** today.



ConsumersApplianceRecycling.com
888-990-2246



Consumers Energy
Count on Us®

Get \$50 for your old fridge or freezer. [VIEW OUR WEB PAGE](#)

In the Recycle of Life, you get all the rewards.

Let us recycle your old energy-wasting fridge or freezer and we'll pay you \$50.

SCHEDULE AND SAVE

Keep the Recycle of Life turning. We'll also give you \$15 for any working dehumidifier or room AC. [Learn more](#)

Our recycling process:

- Exceeds U.S. Environmental Protection Agency standards.
- Safely disposes of toxic, ozone-depleting substances.
- Reduces appliance landfill waste by 95 percent.

Responsible Appliance Disposal Program
RAD by EPA

Campaign Results

- Email and direct mail utilized for the campaign
 - Campaign materials were in-market for six weeks
 - Email delivered approximately 1,500 appointments
 - Direct mail delivered an additional 500

Demand Generation opportunity

- Bonus offering an additional \$10 rebate per customer
 - Email only
 - More than 1,000 additional appointments generated in 10 days

The image shows a screenshot of an email campaign from Consumers Energy. At the top left is the Consumers Energy logo with the tagline "Count on Us". At the top right, it says "Get \$20 for your old fridge or freezer. Plus, a bonus! VIEW OR ADD PAGE". The main visual is a graphic showing a green recycling symbol followed by an equals sign, then two yellow dollar bills: one for \$50 and one for \$10, with a plus sign between them. Below this, the text reads "bigger In the Recycle of Life, you get all the rewards." followed by "Let us recycle your old energy-wasting fridge or freezer and we'll pay you \$50." and "Schedule an appointment in DECEMBER, and we'll throw in another \$10 when you use promo code BONUS." There is a blue button labeled "Schedule and Save". Below that, it says "Keep the Recycle of Life turning. We'll also give you \$15 for any working dehumidifier or room AC. [Learn more.](#)" and "Our recycling process:" with three bullet points: "Exceeds U.S. Environmental Protection Agency standards.", "Safely disposes of toxic, ozone-depleting substances.", and "Reduces appliance landfill waste by 95%." At the bottom, there is a logo for "Responsible Appliance Disposal Program RAD.com" and a footer with "© 2019 CONSUMERS ENERGY | PRIVACY | SECURITY | TERMS OF USE | CONTACT US" and social media icons. At the very bottom, it says "This message was sent by Consumers Energy One Energy Plaza, Jackson, MI 48201".

Thank you!

Jennifer Binkley-Power
Jennifer.binkleypower@cmsenergy.com



PPL Recycling Program Facts

- 1.4 million electric customers
- 10,000 square mile territory
- PPL Recycling program started in 2009 – refrigerators, freezers, room AC's
- Added dehumidifiers in 2017
- Program to date has recycled over 65,500 units –Refrigerators, Freezers, RAC's and Dehumidifiers
- Current Status

PPL Marketing

- Connect Newsletter
- Bill Inserts
- Website banners
- Billboards
- TV Campaign
- Recycling Events
- Energy Star Campaigns – Flip Your Fridge
- Community Events – PRIDE Festival

Residential Connect

YOU DEPEND ON US. WE DELIVER.

connect

YOU DEPEND ON US. WE DELIVER.

JULY 2019

Let's talk about: Dehumidifiers

Dehumidifiers reduce indoor humidity levels and that means a more comfortable home, but did you know it can also help to reduce allergies?

Mold, mildew and dust mites thrive in high humidity, so using a dehumidifier can help control those allergy triggers.

PPL Electric Utilities, through its energy efficiency programs, offers a \$25 rebate on new ENERGY STAR® certified dehumidifiers. Now that's nothing to sneeze at! Visit pplelectricsavings.com for more information.

If your current dehumidifier has seen better days, keep watching for information for our next dehumidifier/room air conditioner recycling event. At our most recent recycling event in Dickson City near Scranton, we collected about 400 dehumidifiers and about 600 room air conditioners.



PPL Bill Inserts

Fall for Refrigerator Recycling

RECYCLE YOUR OLD, ENERGY-WASTING REFRIGERATOR OR FREEZER



Fall hard for these *savings*.

Carve out some time to take care of your old appliances this fall.

Let PPL Electric Utilities recycle your old, energy-wasting refrigerator or freezer and get **\$35 cash back on us**. Upgrade to a new ENERGY STAR® refrigerator and you could save more than **\$100** annually.

So grab some apple cider, give us a call and enjoy saving energy with ease.

Schedule a free pickup today by calling **1-877-486-9204** or visiting

PPL Bill Inserts

Recycle your old fridge or freezer

SO EASY, IT'S SPOOKY



Nothing's *SCARIER* than wasting energy

Got an old, energy-wasting fridge or freezer collecting cobwebs? We'll give you **\$35** to recycle it for you—plus another **\$10** for each room A/C or dehumidifier you want off your hands.

Recycling your old fridge or freezer is so easy, it's *spooky*.

1. Schedule a **FREE** pickup.
2. Get a **\$35** check for your fridge + **\$10** more for each room A/C or dehumidifier.
3. Save up to **\$100** a year in energy costs.

Schedule your **FREE** fridge pickup at pplelectric.com/recycle

PPL Connect Newsletter

Happy haul-idays!

IT'S BETTER TO GIVE THAN RECEIVE, BUT WHY NOT DO BOTH?

It's better to give than receive,
but why not do both?

Between family visits and holiday shopping, you've likely got a lot on your to-do list this season. Let PPL check something off. Upgrade to a more energy-efficient appliance, and we'll pick up your old, energy-wasting model AND give you \$35. Now that's something you won't have to check twice.

Schedule a Free pickup today by calling 1-877-486-9204 or visiting pplelectric.com/recycle.



Happy haul-idays!

Nobody likes unwanted house guests. Recycle your old, energy-wasting appliances before the year is out, and PPL will give you \$35 cash back. Upgrade to a new energy-efficient refrigerator and you'll also save up to \$100 annually. It's a gift that keeps on giving.

Schedule a Free pickup today by calling 1-877-486-9204 or visiting pplelectric.com/recycle.



PPL Bill Insert

<p>It's better to give than receive, but why not do both?</p> 	 <p>Happy haul-idays!</p> <p>Nobody likes unwanted house guests. Recycle your old, energy-wasting appliances before the year is out, and PPL will give you \$35 cash back. Upgrade to a new energy-efficient refrigerator and you'll save up to \$100 annually. It's a gift that keeps on giving.</p>
<p>Between family visits and holiday shopping, you've likely got a lot on your to-do list this season. Let PPL check something off. Upgrade to a more energy-efficient appliance, and we'll pick up your old, energy-wasting model AND give you \$35. Now that's something you won't have to check twice.</p>	
<p>Schedule a Free pickup today by calling 1-877-486-9204 or visiting ppllectric.com/recycle.</p>  <p>00217998 PPL Electric Utilities</p>	<p>Schedule a Free pickup today by calling 1-877-486-9204 or visiting ppllectric.com/recycle.</p>  <p>00217998 PPL Electric Utilities</p>

PPL Billboards

Old fridge haul-away
and rebates



savewithppl.com



PPL Billboards



SOCIAL

ppl PPL Electric Utilities
Sponsored · 🌐

Not in love with your old fridge? Set it free and upgrade to an ENERGY STAR® certified model. PPL will recycle the old one and give you \$35.



PPELECTRICSAVINGS.COM
Let PPL Pick it Up
Appliance Recycling is Here [LEARN MORE](#)

👍👎👉 173 35 Comments 90 Shares

👍 Like 💬 Comment ➦ Share

ppl PPL Electric Utilities
Sponsored · 🌐

Has your old fridge worn out its welcome? Recycle it and get \$35 from PPL. Upgrade to an ENERGY STAR® model and save.



PPELECTRICSAVINGS.COM
Say goodbye
Schedule to Start Saving [LEARN MORE](#)

👍👎👉 142 17 Comments 42 Shares

👍 Like 💬 Comment ➦ Share

ppl PPL Electric Utilities
Sponsored · 🌐

Don't let your old fridge get too comfortable. Flip your fridge to an ENERGY STAR® certified model and let PPL recycle the old one.



PPELECTRICSAVINGS.COM
Farewell, Old Fridge
Get \$35 from PPL [LEARN MORE](#)

👍👎👉 107 5 Comments 6 Shares

👍 Like 💬 Comment ➦ Share

ppl PPL Electric Utilities
Sponsored · 🌐

An ENERGY STAR® certified fridge uses less energy than a 60-watt light bulb. Recycle your old fridge and get \$35 from PPL.



PPELECTRICSAVINGS.COM
Cool Savings Are Coming
Flip Your Fridge [LEARN MORE](#)

👍👎👉 49 2 Comments 3 Shares

👍 Like 💬 Comment ➦ Share

SOCIAL

ppelectric @ppelectric [Follow](#)

If your refrigerator is entering its angst teenage years, it's time to send it off to college. PPL will pick it up and recycle it, plus give you \$35. Upgrade to an @ENERGYSTAR model during #FlipYourFridge. ppelectric.com/recycle

Promoted by ppl electric
View on Twitter

52 16



ppelectric @ppelectric [Follow](#)

Is your refrigerator old enough to vote? Send it packing. PPL will pick it up for free and you'll get \$35 on us. Plus, upgrade to an @ENERGYSTAR model and save big during #FlipYourFridge. ppelectric.com/recycle

Promoted by ppl electric
View on Twitter

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Recycle your old fridge and #FlipYourFridge this Spring. Let PPL pick up your old model and give you \$35. Replace it with an @ENERGYSTAR model to save energy & money! ppelectric.com/recycle

Promoted by ppl electric
View on Twitter

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Say "smell ya later" to your old inefficient refrigerator. Recycle it and replace with an @ENERGYSTAR model and cut your energy costs in half. Plus, let PPL pick it up and you'll get \$35 on us. ppelectric.com/recycle

Promoted by ppl electric
View on Twitter

52 16



ENERGY STAR® Promotions Flip Your Fridge

Google Display Ads



Recycle
your fridge
Get \$35.
That's simple.

SCHEDULE A PICKUP





**FRIDGE
SAVINGS
YOU'LL
FLIP FOR.**

RECYCLE TODAY

**FLIP YOUR
FRIDGE,
AND GET
\$35 BACK**

**SCHEDULE
PICK UP**



FLIP YOUR FRIDGE
RECYCLE AND SAVE

Recycle your
fridge and get \$35



FLIP YOUR FRIDGE
RECYCLE AND SAVE

Google Display Ads

Farewell, old fridge



Dealing with a retro refrigerator? Make room for something more modern. PPL makes it easy for you to dispose of your appliance—and to make money doing it. Schedule a **FREE** pickup of your old fridge or freezer today.

- **FREE** pickup
- Get a **\$35** check
- Save up to **\$100** in annual energy costs



Look for these five tell-tale signs that it is time to retire and recycle your old refrigerator:

- Accumulation of ice
- Heat generation
- Signs of moisture
- Constantly running motor
- Broken seal

Do you also have an old room air conditioner or dehumidifier that isn't pulling its weight? Let us know **when you schedule** your free fridge pickup, and we'll take those too and give you an additional \$10 rebate.

Visit ppl electric.com/recycle or call **1-877-486-9204** to schedule your **FREE** pickup.



Feel Good About Ditching Your Fridge



Our appliance recycling partner, Reclaim, uses state-of-the-art technology to safely de-manufacture and recycle your appliance—recovering approximately 95 percent of materials. Here are just some of the ways your old appliances will serve a new purpose:

Steel parts are used in rails and railroad cars.

Foam and insulation are used in various cement products.

Compressors are converted into fan motors.

Plastic components are used in computers and other products.

Non-ferrous components are used to manufacture motorcycle parts.

After Reclaim is done, less than 8 pounds of waste goes to the landfill, compared to the standard 55 pounds generated by other appliance recycling programs.

Visit ppl electric.com/recycle or call **1-877-486-9204** to schedule your **FREE** pickup.

PPL is a proud partner of the U.S. Environmental Protection Agency's Responsible Appliance Disposal (RAD) Program

PPL Recycling Events

- Host 2 – 3 Year
- Facebook Event Page
- Connect Newsletter
- Partner with local Boy Scout or Girl Scout troop on a charity food drive
 - Scouts helped to direct traffic
 - Customers encouraged to donate a can of food and in exchange receive an LED bulb pack
 - Scouts, in turn, donated all of the food to a local food bank

PPL Recycling Event - Social



Save the date,
earn a rebate.

RECYCLING ROUNDUP

May 11, 2019
9:00 a.m. – 1:00 p.m.
The Home Depot
800 Commerce Blvd, Dickson City, PA 16819

Give your old working window A/C and dehumidifier* life outside the landfill. Recycle your working equipment and get \$10 for each unit from PPL. It's that easy!

* Window A/Cs and dehumidifiers only—must be in working condition.

Event Details:

- 1. PPL Electric Utilities customers only. Please bring your account number to the event.
- 2. Boy Scouts of America will be on-site to accept canned-food donations. Any donation of two (2) or more items receives a free pack of LED bulbs while supplies last!
- 3. Event will occur rain or shine.

Get more? 1-877-684-0000



Save the date,
earn a rebate.

RECYCLING ROUNDUP

October 13, 2018
10:00 a.m. – 2:00 p.m.
The Home Depot
1700 D Fruitville Pike, Lancaster, PA 17601

Give your old working A/C and dehumidifier life outside the landfill. Recycle your working equipment and get \$10 from PPL. It's that easy!

Event Details:

- No limit on units accepted.
- Landlords: Do you have an abundance of old units from your rental properties? We welcome as many as you have, so bring them all!
- Girl Scouts of America will be onsite to accept canned-food donations. Any donation of 2 (two) or more items receives a free pack of LED bulbs!









Energy Star – Flip Your Fridge

- Bob Vila
- Buy New/Recycle

<https://youtu.be/SEM4DP6mlz0>



PPL Refrigerator Art

Pride Festival - Bradbury Sullivan – LGBTQT organization

- Participated 2018, 2019, and virtually 2020
- Recycled Refrigerator Art
- Local Artists
- Crowd Choice
- Recycling Information
- Gala Exhibit



calling all ARTISTS

Pride isn't the only thing that starts with P.

At PPL, we place great value on inclusivity. It's one of our core values. That's why we've teamed up with the Bradbury-Sullivan LGBT Community Center to sponsor Lehigh Valley's Pride In the Park event.

PPL is proud to support local artisans at the Artist Promenade, where we're offering a unique chance to take something mundane and make it beautiful. Show your colors by using one of our recycle-ready refrigerators as your canvas, and the crowd favorite will win the artist a \$500 gift card.

If interested, email both makelly-merenda@pplweb.com and MAFenerty@pplweb.com by July 22nd.

The first 5 respondents will be selected to have their work showcased during the Pride in the Park event. A voucher for art supplies will be provided.

Find more information about Pride in the Park at bradburysullivancenter.org/pride





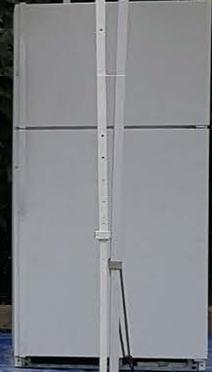
BRADBURY-SULLIVAN
LGBT COMMUNITY CENTER

*Serving the LGBT Community
of the Greater Lehigh Valley*

**EVENT
TODAY**



PPL ENERGY SAVINGS TENT







ppl



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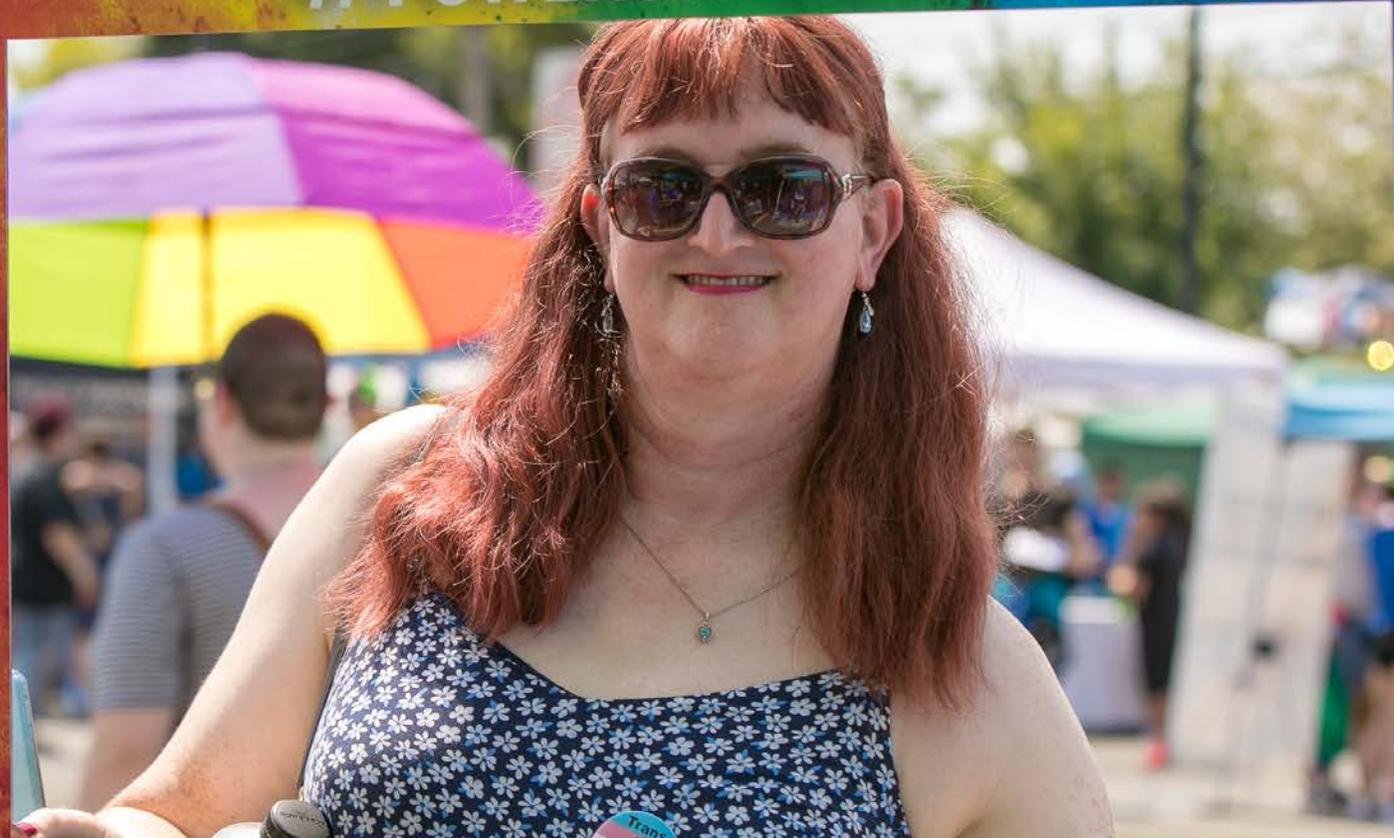
Artist Promenade



August 18, 2019 • Allentown, PA

A PROGRAM OF
BEAUFORT-SULLIVAN
LIFE COMMUNITY CENTER

#POWEROFINCLUSION



PRIDE IN THE PARK 2019

ppl

Electric Utility



#POWEROFINCLUSION

FREE
Mom Hugs

PRIDE IN THE PARK 2019

ppl
PPL Electric Utilities

Artist Promenade
pride

PEOPLE NOT PRISONS

PEOPLE NOT PRISONS















ENERGY SAVINGS TEN

OLIVIA TROTMAN















#POWEROFINCLUSION

PRIDE IN THE PARK 2019

ppl
Proud People Living

Khyler

AUSTIN + GARY



KHRYS EXPOSITO



PRIORITY MAIL

OLIVIA TROTMAN





EVERY STEP
EVERY HEART
EVERY FIGHT
TOGETHER

OLIVIA TROTHER

ENERGY SAVINGS CENT
PPI Electric Utility

PAPA YOLANDA

CALL FOR
YELLOW
LEMON

KHRYS EXPOSITO



OLIVIA TROTMAN



CORRINE STUMPF







Xcel Energy Refrigerator Recycling

By: Bekah Schmidt

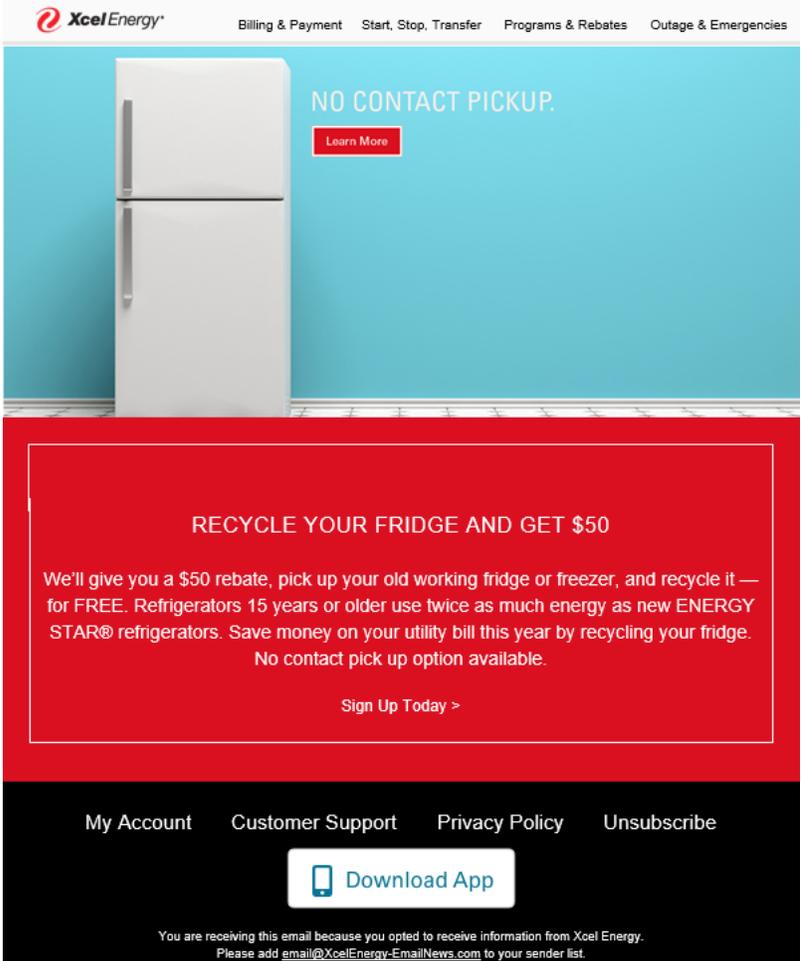


COVID -19 Response

- COVID- 19 Response (mid-March)
 - Deemed essential business under Solid/Hazardous Waste Removal
 - ARCA call center and Xcelenergy.com
 - No-Contact Pickups (release form, gloves, sanitize)
 - Positive customer feedback

Communications

- June/Sept awareness email
- Updated xcelenergy.com
- Call center
 - Emails release form
 - Informs customers of current pickup strategy
- Facebook
 - Awareness
 - Testimonials



The screenshot shows the Xcel Energy website. At the top, there is a navigation bar with the Xcel Energy logo and links for "Billing & Payment", "Start, Stop, Transfer", "Programs & Rebates", and "Outage & Emergencies". Below the navigation bar, there is a large blue banner featuring a white refrigerator. To the right of the refrigerator, the text reads "NO CONTACT PICKUP." with a red "Learn More" button below it. Below the blue banner is a red banner with white text that says "RECYCLE YOUR FRIDGE AND GET \$50". The red banner contains the following text: "We'll give you a \$50 rebate, pick up your old working fridge or freezer, and recycle it — for FREE. Refrigerators 15 years or older use twice as much energy as new ENERGY STAR® refrigerators. Save money on your utility bill this year by recycling your fridge. No contact pick up option available." Below this text is a "Sign Up Today >" link. At the bottom of the page, there is a black footer with white text for "My Account", "Customer Support", "Privacy Policy", and "Unsubscribe". A white button with a blue icon and the text "Download App" is also present. At the very bottom, there is a small disclaimer: "You are receiving this email because you opted to receive information from Xcel Energy. Please add email@XcelEnergy-EmailNews.com to your sender list."

Summer Achievements

- June Awareness email (June-Sept)
 - CO
 - 2243 (2901) = 77% of 2019
 - MN
 - 2216 (2182) = +34 units
 - **4,459 total units**

Q4 Strategy

- Halloween Email
- Social Media testimonials
 - Contact-free
 - In-home
- Generate awareness and participation despite changing seasons

Resources



www.xcelenergy.com



Bekah.R.Schmidt@xcelenergy.com





RAD Partner Discussion

Discussion Questions

- Any questions for our presenters?
- Would any other partners like to share their best practices or lessons learned?
- How can RAD support you in increasing your appliance collection rates (e.g., marketing materials, EPA presence at events)?
- Are there any other topics of partner interest?

****Reminder:** please identify yourself when speaking

Discussion Questions

- What have been some challenges your organization has faced in implementing your appliance recycling program?
- What innovative or novel methods has your organization adopted?
- What are ways your programs, and the RAD Program in general, can garner more consumer interest?
- What can we do to expand the RAD Program to include more Partners and different Partner types?

****Reminder:** please identify yourself when speaking



**Thank you for
joining us at the
2020 RAD Fall
Partner Meeting!**

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Hamlin.Sally@epa.gov
www.epa.gov/rad

