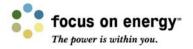
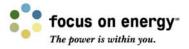
What is Focus on Energy

- Wisconsin's statewide energy efficiency and renewable energy program
- Legislature created the program in 1999, expanded in 2005
- Aimed at increasing Wisconsin's energy
- independence by helping residents and businesses implement efficiency and renewable energy projects that would not occur otherwise



CFL Recycling Program Goals

- Promote the responsible disposal of CFLs.
- Make it easy for the consumer.
- Use the existing market providers



Program implementation

- Develop a preliminary budget do some basic research (June 07)
- Issue a request for proposal (RFP) becomes a competitive bid situation and should help to reduce costs (July 07)
- Choose a vendor / product (August 07)



Pre-Paid CFL recycling box

- Pre-paid CFL recycling box – Focus on Energy sponsors this – no cost to the retailer
- Holds 200 250 CFLs
- Ships to / from the store via Fed Ex
- Easy for the retailer to implement







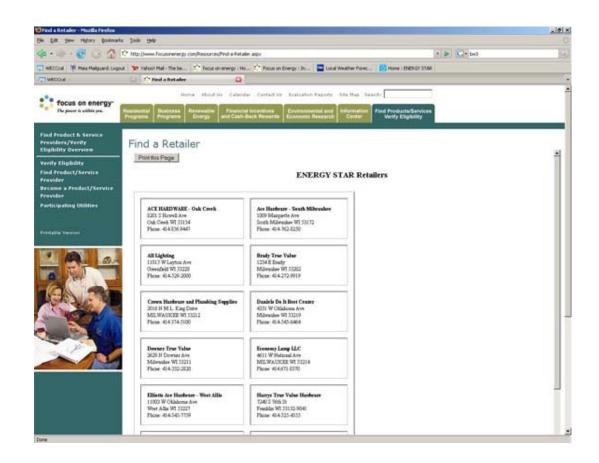
Go to Market

- One page program overview sheet was created (8/07)
- A display graphic for the box was created (8/07)
- A participating retailer section was created on the Focus Web site (9/07)
- Marketing Department issued press releases (9/07)





Web site store locator





Present the program

- Field reps presented the program to prospective retailers. Staff training was also provided. (9/07)
- Know your audience when presenting a program to a potential retailer include information on how it will help their business.
- One of the best potential CFL customers is the one that is dropping off a burnt out CFL – This customer needs to purchase a new bulb



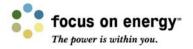
Program costs and funding mechanisms

- Act 141 provides that the investor-owned electric and gas utilities must collectively establish and fund the statewide energy efficiency and renewable energy programs.
- Funding is set at 1.2% of IOU revenues and \$8/meter for munis/coops
- Recycling box costs around \$100.00 about \$0.40 - \$0.50 per bulb.



Results to date

- Program was launched in September 2007. Over 290 retailers are currently participating.
- Program is just starting to get some traction – retailers are starting to report that they will soon need to order new boxes



Lessons learned

- Program was surprisingly easy to implement.
- Most of the retailers do not keep the recycling box on the sales floor. It is typically kept by the by the customer service counter.
- Having a recycling program in place has helped the Focus on Energy program address the Mercury issue

