

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

The screenshot shows a web browser window displaying the 'Find a Retailer' page on the Focus on Energy website. The page features a navigation menu with categories like Residential Programs, Business Programs, and Renewable Energy. The main content area is titled 'Find a Retailer' and includes a 'Print this Page' button. Below this, there is a section for 'ENERGY STAR Retailers' which lists ten different hardware and service providers in a grid format. Each entry includes the retailer's name, address, and phone number. On the left side of the page, there is a sidebar with links for 'Find Product & Service Providers/Verify Eligibility Overview', 'Verify Eligibility', 'Find Product/Service Provider', 'Become a Product/Service Provider', and 'Participating Utilities'. A small image of people working at a computer is also visible in the sidebar area.

ENERGY STAR Retailers	
ACE HARDWARE - Oak Creek 3201 S Haves Ave Oak Creek WI 53114 Phone: 414.556.9447	Ace Hardware - South Milwaukee 1009 Marquette Ave South Milwaukee WI 53172 Phone: 414.762.8250
All Lighting 11815 W Layton Ave Owensville WI 53228 Phone: 414.529.2000	Brady True Value 1234 E Endy Milwaukee WI 53202 Phone: 414.272.9919
Crown Hardware and Plumbing Supplies 2059 N M L Eng Drive MILWAUKEE WI 53212 Phone: 414.374.1100	Danzels Do It Best Center 4331 W Oklahoma Ave Milwaukee WI 53219 Phone: 414.545.0464
Dewco True Value 2629 W Dorset Ave Milwaukee WI 53211 Phone: 414.352.2020	Economy Lamp LLC 4813 W National Ave MILWAUKEE WI 53214 Phone: 414.671.0170
Elberts Ace Hardware - West Allis 11803 W Oklahoma Ave West Allis WI 53227 Phone: 414.545.7739	Harry True Value Hardware 7340 S 26th St Franklin WI 53132-9040 Phone: 414.525.4335

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