

## **Workshop: Residentially Generated Fluorescent Lamps**

**Wednesday, April 30, 2008**

### **Group facilitation to design pilot projects**

1. OSRAM Sylvania work with Del Norte County to test the cost of collection and transportation
  - a. Also work with City of Sacramento with same program and test public awareness of mercury in lamps
2. Fresno Take It Back program-measure results once implemented
3. Place free ads/ editorials in Reverse Logistics and other association publications
4. Test the public's the knowledge of mercury levels in lamps (and retail management). Educate them before beginning the pilots
5. Test consolidation points and the transportation costs of operating the program. Compare to other programs to test efficiency (milk runs, etc.)
6. Tehama County wants to test results from a recycling hotline/point of sale education and websites. Lamprecycle.org exists, but needs feedback to be more useful for residential generators.
7. Test sticker labels on products informing people that materials can't be disposed and how/where to recycle them
8. Look at industry/manufacturers now currently managing take-back. How is it functioning, what works and doesn't
9. Have lamp crusher organization (Balcon) and DTSC work together to see if product is viable for use in California.
  - a. Sacramento County wants to be the test County for the crusher
10. Test in-store take back at any one retail store (Wal-Mart, etc.) rather than holding mass one-day events. Del Norte County and Chula Vista want to work with a retailer and promote it to see how efficient a focused campaign can be.
11. Work with postal service to be a collection point (like Canada). USPS has already said they will pay for delivery from homes to a collection point (is this correct?)
12. Tehama County wants to test the amount of increase retail spending that may result from customers bringing their bulbs back to a store
13. OSRAM stakeholders-look at rural and urban programs that might work. Evaluate situations and which collection method works for the two environments
14. Santa Clara County and SF want to conduct a survey with smaller retailers to identify benefits to the store. Work with OSRAM and rural communities, too.
  - a. Also survey whether people are willing to pay an advanced disposal fee.
  - b. Measure the sales of fluorescent bulbs—is there an increase in sales if a discount is given for bringing a bulb back? Is collection increased? What discount dollar amount is the trigger for incentivizing people to bring their bulbs back?

*Side comment: Ensure the saturation of take-back/collection locations in the state. Don't want communities unserved.*