



# 2021 Annual RAD Leadership Awards Ceremony & Partner Meeting

November 17, 2021



# Welcome!



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



Introduce yourself when you speak

# Agenda



- Welcome: *Sally Hamlin, Program Manager, RAD*
- Introduction: *Bella Maranion, Chief, Alternatives & Emissions Reduction Branch*
- Key Remarks
  - *Chris Grundler, Director, Office of Atmospheric Programs*
- Program Overview: *Sally Hamlin*
  - Program Results & Partner Achievements
  - RAD Activities
- 2021 Leadership Awards Ceremony
- Partner Presentations
- Q&A
- RAD Partners Discussion



# Remarks



Chris Grundler, Director, Office of Atmospheric Programs



# RAD Program Overview

# RAD Program Overview



- The Responsible Appliance Disposal (RAD) Program is a voluntary partnership program that works to protect the ozone layer, reduce greenhouse gas emissions, and benefit communities
- RAD Partners include utilities, retailers, manufacturers, state and local government agencies, waste removal service providers, and others who collect and dispose of used refrigerated appliances
- RAD Affiliates include state and local governments, industry groups, and other qualifying organizations who promote the RAD Program to potential partners



# How does RAD work?



1

**RAD Partners collect used refrigerated appliances, including refrigerators, freezers, window air conditioners, and dehumidifiers, from consumers**



2

**RAD Partners work with recyclers to ensure the used appliances are disposed of using best environmental practices**

- ▶ Complying with laws on the recovery of refrigerant, used oil, and PCBs
- ▶ Retiring old, inefficient appliances to save energy
- ▶ Recovering appliance insulating foam
- ▶ Recycling durable goods



3

**As a result of their commitments, RAD Partners:**

- ▶ Reduce energy consumption, which saves money
- ▶ Avoid the release of ODS and GHGs
- ▶ Avoid the release of used oil, mercury, and PCBs that can cause adverse human health effects
- ▶ Save landfill space and energy by recycling—rather than landfilling—the metals, plastics, and glass contained in appliances



# Benefits of Joining RAD



- Tools to track your program's environmental benefits
  - Annual reporting forms
  - Cumulative partner statistics
- Outreach and marketing resources, such as:
  - Access to the RAD logo and information
  - Outreach and program benefits flyers
  - Press release, other communications support
- Access to a national network of like-minded organizations to share information and best practices
- Annual program recognizing achievements

## Cumulative RAD Results for Partner A

Since joining RAD in 2015, Partner A has responsibly disposed of...



**50,000**

Refrigerators



**150**

Dehumidifiers



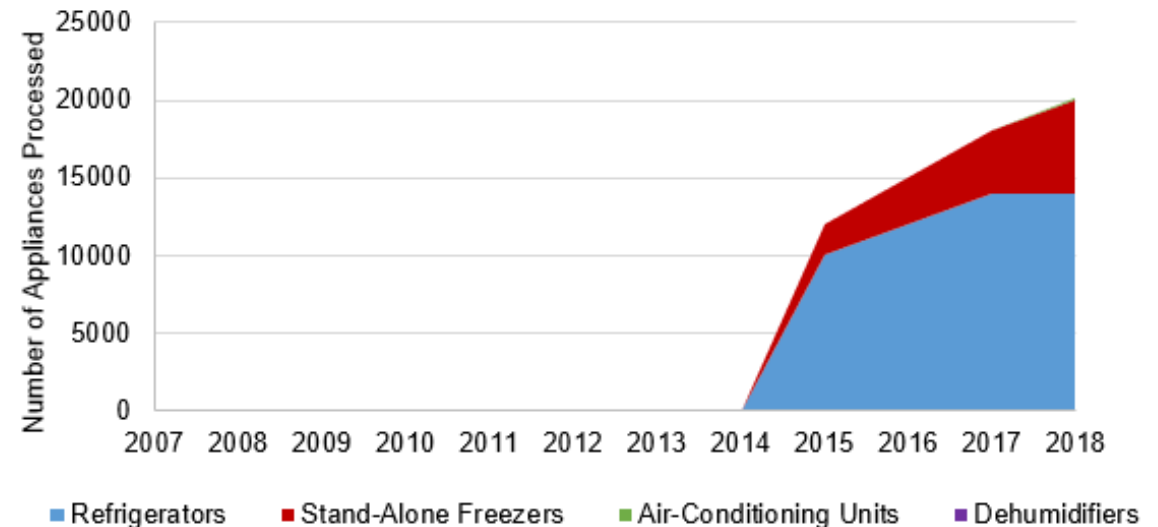
**15,000**

Stand-Alone Freezers



**150**

Air Conditioning Units





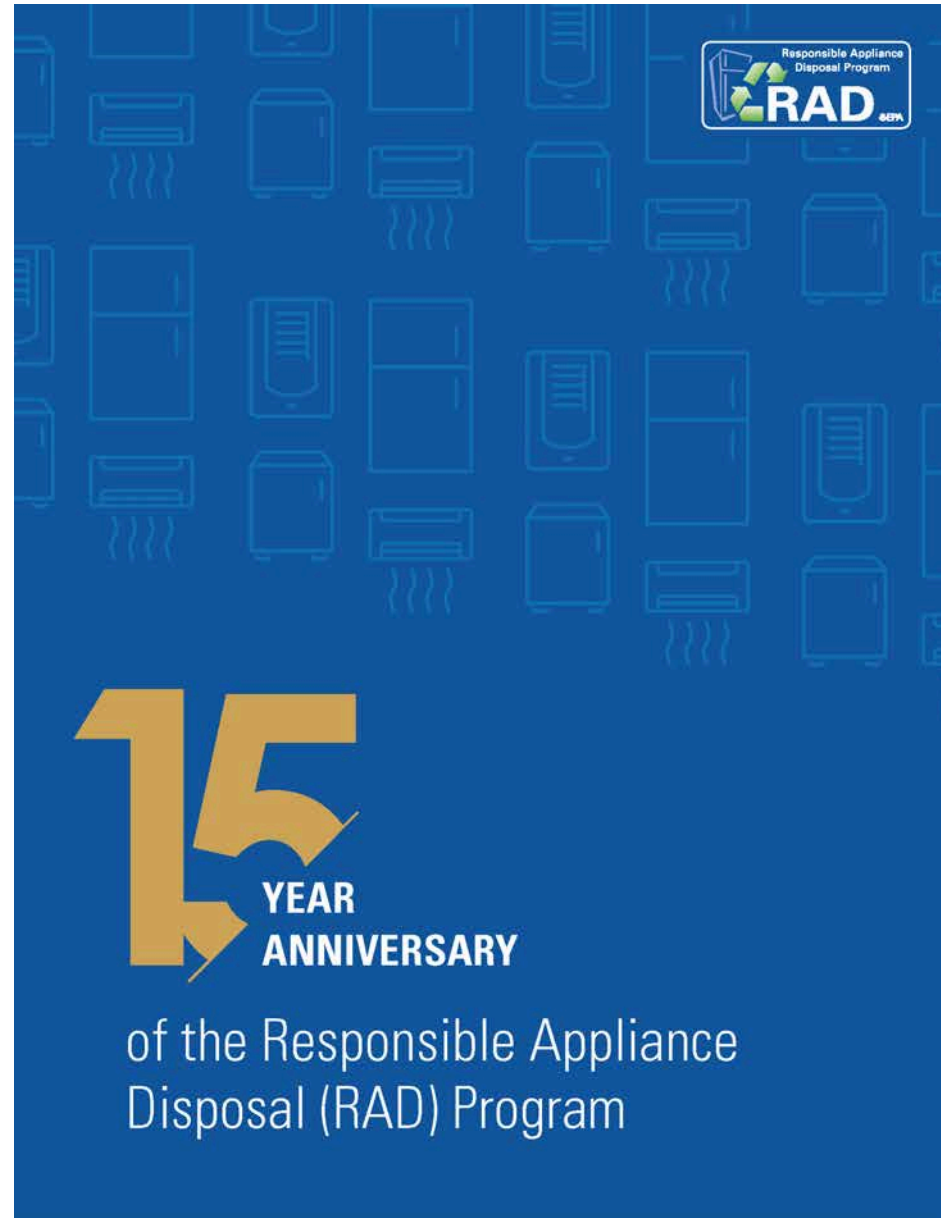
# RAD Partners and Affiliates





# **RAD Program Results & Partner Achievements**

# Celebrating 15 Years of RAD



# RAD Partner Achievements



Refrigerators



AC Units



Dehumidifiers



Stand-Alone Freezers

2020	<b>306,537</b>	<b>13,255</b>	<b>9,637</b>	<b>39,364</b>
Cumulative	<b>8,252,899</b>	<b>110,941</b>	<b>45,964</b>	<b>890,867</b>

# RAD Partner Achievements



RAD Partners have processed more than **9.3 million** units since program inception, resulting in environmental benefits equivalent to:



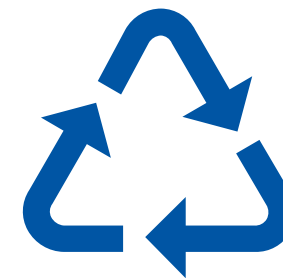
Greenhouse gas emissions from **8.7 million** passenger vehicles driven for one year



Carbon dioxide emissions from **7.3 million** homes' electricity use for one year



Carbon sequestered by **49 million acres** of U.S. forests in one year



Greenhouse gas emissions avoided by **13.6 million tons** of waste recycled instead of landfilled



# RAD Activities

# RAD Activities



## New Materials

- Community outreach flyer
- Spanish versions of information materials
- Updated RAD widgets

## Outreach and Recruitment

- Partner check-in calls
- Outreach and targeted webinar for Tribes
- Partner webinar on environmental justice
- Discussions with universities
- *9 new Partners and Affiliates have joined in 2020 and 2021 so far!*

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

**What is RAD?**  
RAD is a voluntary partnership program that works with utilities, retailers, manufacturers, state and local government agencies, and others to collect and dispose of refrigerated appliances using best environmental practices. RAD Partners work to protect the environment and health of communities by going beyond federal requirements to protect Earth's climate and ozone layer. As a result of their commitments, RAD Partners prevent emissions that are harmful to the environment, avert the release of hazardous substances, save landfill space through recycling, and reduce energy consumption.

**Benefits of RAD In Your Community**

- RAD Partners protect the environment and the health of neighboring communities by keeping recyclable materials out of landfills and ensuring the proper handling and disposal of hazardous waste.
- Permanent retirement of old, inefficient units saves energy. The removal of an old refrigerator could save you up to \$50 a year in energy costs!
- The proper recycling of refrigerated appliances and the handling of insulation foam protects the Earth's ozone layer - and you - by preventing the release of ozone depleting substances into the atmosphere.
- The RAD Program also helps mitigate climate change by reducing emissions of potent greenhouse gases.

**Properly Disposing of...**

1 Refrigerator (0.92 MT CO <sub>2</sub> Eq.)	100 Refrigerators (92 MT CO <sub>2</sub> Eq.)	1000 Refrigerators (917 MT CO <sub>2</sub> Eq.)
35 incandescent lamps switched to LEDs	Charging 11,691,430 phones	110 homes' energy use for one year

**Before you get rid of that old refrigerator in your house...**

**Environmental Benefits of RAD For You and Your Community**  
Ever wondered what all the components in your refrigerator are made of? Are they harmful? The graphic below explains the different components of a refrigerated appliance and why environmentally responsible recycling, done the RAD way, is so important.

**Did You Know...?**

- The proper recovery of refrigerant and insulation foam helps to protect Earth's climate and ozone layer. Older refrigerators' cooling refrigerants and foam blowing agents that are both potent ozone depleting substances (ODS) and greenhouse gases (GHGs).
- Recovering and disposing of the foam from 1,000 refrigerators is equivalent to avoiding the GHG emissions from 115 cars driven in one year.
- Properly recovering and disposing of used oil, polychlorinated biphenyls (PCBs), and mercury-containing components in old appliances helps avoid risk to human health, including:
  - Carcinogenic and other effects from exposure to PCBs!
  - Impaired neurological development and other problems with the nervous system from exposure to mercury!
  - Damage to the liver, brain, and immune and reproductive systems from exposure to used oil.
- Nearly all the durable materials that make up a refrigerator can be recycled. Recovering and recycling these materials protects the environment and the health of communities by keeping materials out of landfills and ensuring the proper handling and disposal of hazardous waste.

The energy savings alone from refrigerators is equivalent to more than 63 million...  
The removal of an old... is energy cost!

**Los beneficios del programa Eliminación Responsable de Electrodomésticos (Responsible Appliance Disposal, RAD por sus siglas en inglés) de EPA**

**Antecedentes**  
Se calcula que cada año se desechan en Estados Unidos más de 13 millones de refrigeradores/congeladores, 9 millones de unidades de aire acondicionado de ventana y 1.5 millones de deshumidificadores. Para reducir los efectos nocivos de estos electrodomésticos en el medioambiente cuando se retiran de servicio, la ley federal exige que se recuperen todos los refrigeradores antes de su desmantelamiento o eliminación y que los residuos universales (p. ej., el mercurio, el aceite usado y los bifenilos policlorados [PCB]) se gestionen y almacenen adecuadamente. Sin embargo, la legislación federal no exige la recuperación de los agentes de soplado de espuma de los electrodomésticos, que contribuyen al agotamiento de la capa de ozono y al cambio climático si se liberan a la atmósfera. Para fomentar el manejo adecuado de la espuma de los electrodomésticos, así como el cumplimiento de la legislación federal relevante a la eliminación segura de los mismos, la Agencia de Protección Ambiental de Estados Unidos (EPA, por sus siglas en inglés) lanzó el Programa de Eliminación Responsable de Electrodomésticos (Responsible Appliance Disposal, RAD por sus siglas en inglés), una asociación voluntaria que ha logrado importantes beneficios medioambientales desde su creación en 2006.

**¿Cuáles son las preocupaciones actuales sobre la eliminación de los electrodomésticos?**  
La reventa de unidades viejas e ineficientes provoca un aumento del consumo de energía, de los costos energéticos y de las emisiones de gases de efecto invernadero (GEI). En el momento de la eliminación, muchos electrodomésticos frigoríficos se recobran a través de programas de reciclaje ofrecidos por municipalidades o vendedores (cuando se compra y se entrega una nueva unidad). Los municipios y los vendedores suelen subcontratar la eliminación de los electrodomésticos a terceros, que a menudo recondicionan y revenden aproximadamente un 25% de estas unidades. Los...

*El "reciclaje" de electrodomésticos es un término que se utiliza de forma imprecisa en el sector y puede significar muchas cosas: la reventa o la reutilización de una unidad vieja, o la colocación de los metales valiosos de la unidad en el mercado del reciclaje, mientras que los componentes duraderos, restantes se depositan en un vertedero y algunas sustancias peligrosas se liberan en el medioambiente. "Reciclaje" no es sinónimo de mejores prácticas ambientales.*

**Learn about the benefits of disposing of your appliances responsibly**

Learn more at [epa.gov/rad](http://epa.gov/rad)

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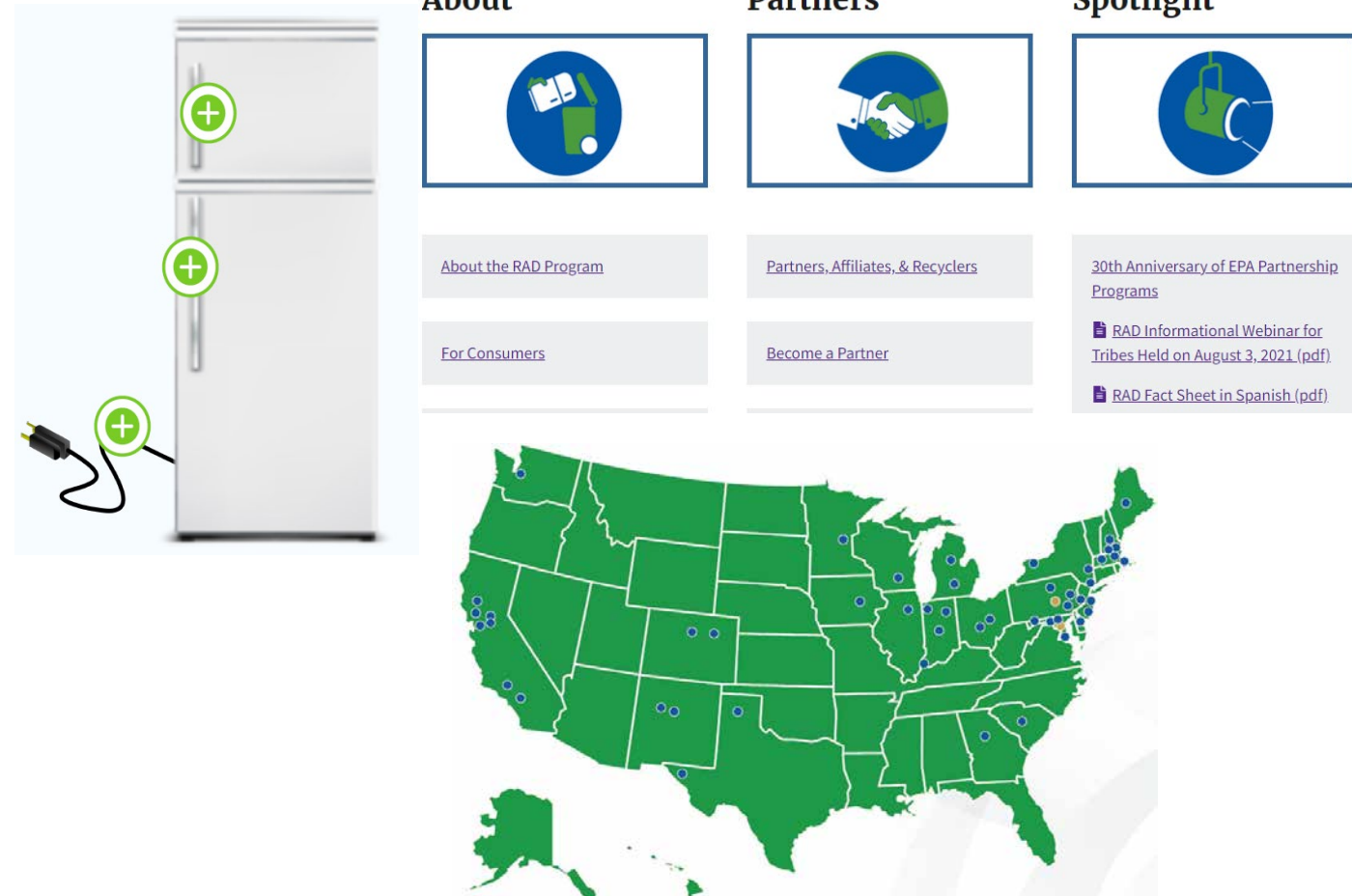
**15**  
Solo se reciclan los metales más valiosos, mientras que los demás bienes duraderos se depositan en los...

# RAD Activities



## Website Updates

- Partner and logo updates
- Partner spotlights
- Revamped for consumers webpage (in development)
  - Interactive refrigerator graphic
  - Equivalencies calculator
  - Partner locator widget





# Opportunities for RAD



- Build on Partner achievements and ideas
- Expand outreach to recruit new Partners and Affiliates
- Increase direct consumer engagement
- Explore point-of-sale marketing materials that encourage RAD recycling and explain its benefits
- Explore retailer direct-to-consumer RAD promotion
- Investigate new program models and possible pilots





# The 2021 RAD Leadership Awards

# The RAD Leadership Awards



The RAD Leadership Awards recognizes high-achieving RAD Partners for their accomplishments in reducing emissions of ozone-depleting substances and greenhouse gases through insulation foam recovery



# 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!***

# RAD Champion



**GE APPLIANCES**  
*a Haier company*

# RAD Champion



***Consumers Energy***

*Count on Us*<sup>®</sup>

# RAD Champion





# RAD Champion



# RAD Champion



# RAD Champion



CITY OF  
**PALO  
ALTO**  
UTILITIES

# RAD Champion



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An Exelon Company

# RAD Champion



# RAD Champion



*Energy to do more®*

# RAD Champion



# 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 2019 program year!**



# RAD Program Growth



**NYSEG**

An AVANGRID Company

# RAD Program Growth



# RAD Program Growth



# RAD Ambassador



- The RAD Ambassador award recognizes a Partner for outstanding program engagement and exemplary partner practices including:
  - Promoting the RAD Program and safe appliance disposal
  - Collaboratively engaging with existing partners or recruiting new partners to join RAD
  - Significant participation in RAD Partner events
  - Launching innovative programs or campaigns that raises awareness for the importance of safe appliance disposal
- This year's Ambassador demonstrates a commitment to their community and environmental sustainability beyond the requirements of the RAD Program!

# RAD Ambassador





**Congrats!**



# **RAD Partner Presentations**

# Presenters



- Consumers Energy, Jennifer Binkley-Power
- Exquisite Property Services, Karima Jackson
- Sacramento Municipal Utility District (SMUD), Paula Robertson



# Consumers Energy Appliance Recycling Program

November 17<sup>th</sup>, 2021

# Agenda


- Retailer agreements
- Habitat for Humanity relationship
- Improved recycling facility
- Compact unit addition
- Customer satisfaction

# Retailer Agreements

- Home Depot
  - 33 stores in the Service Territory
  - Staff training
  - Process of scheduling
- ABC Warehouse
  - Program design
- Independent retailers



Out with the old,  
in with **\$50**

Upgrading your old  
refrigerator or freezer?



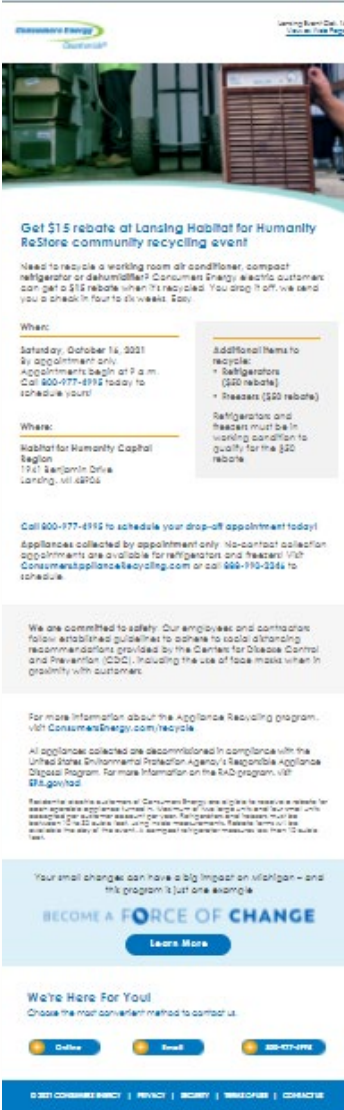
Consumers Energy **electric customers** can receive a rebate when you let us recycle your old one.

Please talk to a store associate for details.  
[ConsumersApplianceRecycling.com](http://ConsumersApplianceRecycling.com)



# Habitat for Humanity

- Small appliance collection events
  - 2021 events
    - 10 events, five days
- Continuous drop-off location discussion
  - The program is working towards continuous drop-off partnerships with several Habitat for Humanity locations in the service territory.



**Get \$15 rebate at Lansing Habitat for Humanity ReStore community recycling event**

Need to recycle a working room air conditioner, compact refrigerator or dehumidifier? Consumers Energy electric customers can get a \$15 rebate when it's recycled. You drop it off, we send you a check in four to six weeks. Easy.

**When:**  
Saturday, October 16, 2021  
By appointment only.  
Appointments begin at 9 a.m.  
Call 800-777-8995 today to schedule yours!

**Where:**  
Habitat for Humanity Capital Region  
1941 Kentpark Drive  
Lansing, MI 48906

**Additional items to recycle:**  
• Refrigerators (\$50 rebate)  
• Freezers (\$50 rebate)

Refrigerators and freezers must be in working condition to qualify for the \$50 rebate.

Call 800-777-8995 to schedule your drop-off appointment today!  
Appliances collected by appointment only. No-contact collection appointments are available for refrigerators and freezers. Visit [ConsumersApplianceRecycling.com](mailto:ConsumersApplianceRecycling.com) or call 800-990-2266 to schedule.

We are committed to safety. Our employees and contractors follow established guidelines to adhere to social distancing recommendations provided by the Centers for Disease Control and Prevention (CDC), including the use of face masks when in proximity with customers.

For more information about the Appliance Recycling program, visit [ConsumersEnergy.com/recycle](http://ConsumersEnergy.com/recycle).

All appliances collected are decommissioned in compliance with the United States Environmental Protection Agency's Responsible Appliance Disposal Program. For more information on the RAD program, visit [EPA.gov/rad](http://EPA.gov/rad).

Rebate is a one-time offer. Consumers Energy will credit your account with the rebate amount. Rebate amount is based on the number of appliances recycled. Rebate amount is based on the number of appliances recycled. Rebate amount is based on the number of appliances recycled.

Your small changes can have a big impact on the planet – and this program is just one example.

**BECOME A FORCE OF CHANGE**

[Learn More](#)

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

[Call](#) [Email](#) [800-477-8995](#)

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# Compact Unit Addition

- Compact refrigerators and freezers
  - Added to the MEMD beginning in the 2021 program year
  - Customer Interest
- Through October the program has collected:
  - 63 Compact Refrigerators
  - 26 Compact Freezers
- Annual contribution expected
  - Compact units are running 3% of our large unit collections. 900 compact units expected in 2022

# Improved Recycling Facility - ARCA

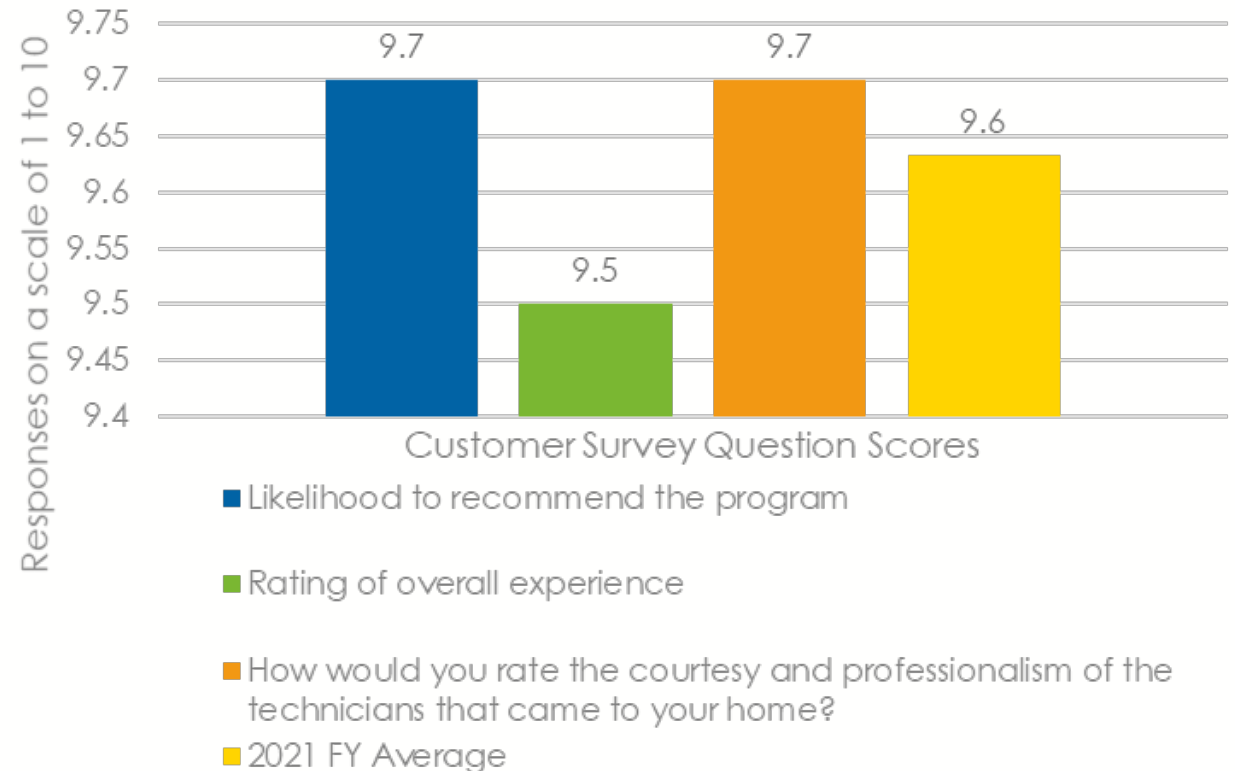
- Michigan based location
- Improved process design
- Shared facility to reduce costs to the program and ARCA



# Customer Satisfaction

- Verbatims
  - “You can't make it much easier or quick to use. All was very clear, quick, professional and simple. Appreciate CE being part of the program”
  - “The team that picked up our fridge were exceptionally nice and professional ; they deserve a super thumbs up”
  - “Keep up the good work. You are making a difference. And that is vey important to me”

2021 Customer Satisfaction Results



# Thank you!

Jennifer.BinkleyPower@cmsenergy.com







# EXQUISITE

## PROPERTY SERVICES

Sustainable and Affordable Property Care.

# Sustainable Decisions

32 Noble Street Newark, NJ 07114. (862)237-7800. [www.exquisitepropertyservices.com](http://www.exquisitepropertyservices.com)

# **Who We Are**

Exquisite Property Services is a property maintenance and preservation service company.

# What We Do

We deliver high quality cleaning and preservation services that help property owners add value to their real estate and their community.





# How We Do It

- Research based (customer surveys, peer-reviewed studies, benchmarks, best practices)
- Trained staff
- Sustainability positions
- Sustainability employee incentives
- Local purchasing

# **Why We Do It**

To help build and grow cleaner communities,  
one property at a time.





THREAT  
TO  
CULTURE







# Customer Need

- 50% of current customers also requested appliance removal service
- 80% of customers in need of appliance removal had first attempted to contact their local government for pick up
- 60% of customers in need of appliance removal attempted a Google search and was unsuccessful




# **Our Responsibility to Community**

- Our customers are our neighbors
- We largely serve customers in overburdened communities
- Our employees are members of the communities we serve

# Process

- First year unable to recycle any units
- Year two local recyclers remained unmotivated
- Customers only interested in removal of unit
- Local gov't hands-off in unit collection

# Current Progress

- Customer and community events to educate the public
  - Collaboration with RAD to secure education literature and local recyclers
  - Increased customer interest in responsible unit collection
  - Collaboration with local government (DPW, Chief Sustainability Officer, etc.)
  - Increased interest and meetings with local recyclers
  - Membership/participation on local environmental boards
  - Tentative recycling program being initiated for commercial customers
- 



AIRE  
MPIO AIRRA

AT BRINK  
FOGGY  
CLEAN

PLANT  
POWER  
PEOPLE

TOP

NEWARK

DEFEND  
NEWARK  
WE DEMAND  
CLEAN AIR



**It is not easy, but it is worth it!**

# SMUD's Responsible Appliance Disposal (RAD) Recycling Program

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Paula Robertson, Program Manager for Refrigerator Recycling Program

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November 17, 2021



# Agenda

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- Overview of SMUD's current RAD Recycling Program
- Overview of SMUD's new RAD Recycling Approach



# Sacramento Municipal Utility District SMUD

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- SMUD is the nation's sixth-largest, community-owned, not-for-profit electric service provider. SMUD has been providing low-cost, reliable electricity to Sacramento County for nearly 75 years. SMUD provides service to over 600K customers. SMUD is a recognized industry leader and award winner for its innovative energy efficiency programs, renewable power technologies and for its sustainable solutions for a healthier environment. SMUD's power mix is about 50 percent non-carbon emitting.

# SMUD's Current Recycling Program

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- SMUD has been a RAD partner since 2007 and has recycled thousands of refrigerators and stand-alone freezers responsibly each year.
- SMUD puts out a Request For Proposal (RFP) to select the recycler. ARCA has been recycling for SMUD since 2016.
- ARCA provides turnkey services for customer-direct appliance recycling including scheduling, appliance pickup from homes, transportation to the recycling facility and RAD recycling.
  - In 2021, SMUD/ARCA offered free customer pick-up.
  - In 2020, SMUD offered a \$50 rebate.
  - In 2019, SMUD offered a \$75 rebate.
- This customer focused portion of the program will end on December 31, 2021.

# SMUD-ARCA Partnership



# SMUD<sup>®</sup>

Powering forward.  
Together.

We provide **safe, no-contact pick-up for FREE** and we'll recycle it responsibly.



We're committed to doing what's best for our customers and staff. Due to the impact of COVID-19, we're only collecting refrigerators and freezers\* from the outside of customer residences (garage, patio, porch or behind garage) at this time. By moving your refrigerator or freezer ("appliance") outside prior to your pick-up appointment, you'll enable our staff to safely collect and recycle it without physical contact with you. Thank you for your understanding.

## Schedule your pick-up

Is the appliance(s) in working condition? \*

Yes  No

Last name: (as it appears on your bill) \*

EXAMPLE: Smith

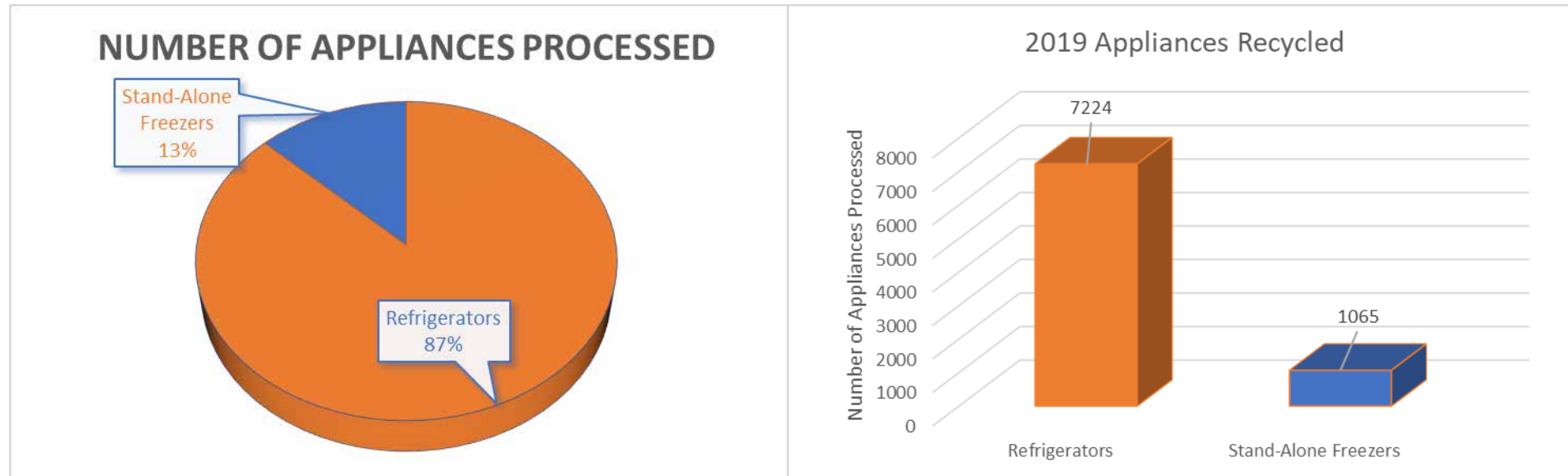
# Recycling signage in retail

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# 2019 SMUD RAD total results

- In 2019, ARCA collected and processed 8,289 refrigerators and stand-alone freezers.



# SMUD's 2030 Clean Energy Vision

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- By 2030, SMUD's power supply will be 100% carbon free, making Sacramento a cleaner and healthier region.
- SMUD is shifting away it's focus on energy savings to greenhouse gas emission savings.
- SMUD's environmental commitment with **Sustainability** is part of its environmental leadership.
  - Waste reduction and recycling is important for SMUD utility operations and offices, and for SMUD, landfills are a last resort.

# SMUD's new recycling approach

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- Going forward, ARCA will focus on its partnerships with other companies for bulk pickup and RAD-level recycling for appliances that would otherwise go to the landfill or back onto the secondhand market.
- ARCA's current partnership is with Schnitzer Steel, who recently won the RFP at the Sacramento County Landfill to dispose of appliances.
- Through this partnership which started in July, ARCA is responsible for picking up refrigerators and freezers from the landfill, transporting the units to the ARCA's local recycling facility and recycling the units according to RAD protocols.

# Why is SMUD doing this?

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- SMUD is continuing with RAD recycling because

It's the right thing to do!







# Q&A



# **RAD Partner Meeting**

- 1. What are some best practices you learned or implemented over the last year?**
- 2. What persistent challenges does your program face? Both related to COVID-19 and otherwise?**

- 3. How does your program foster community/consumer engagement?**
- 4. How could the RAD Program garner greater direct consumer participation?**

- 5. Are there opportunities for RAD Partners to collaborate with other types of partners, such as universities or tribes (e.g., set up collection events)?**
- 6. How could RAD better promote environmental justice concerns and equity?**

**7. Do the categories of accomplishments recognized by the RAD awards create incentives for partners? Are there changes you would suggest?**

- 8. Are there areas where RAD could provide more support for your efforts? What kind of support would be helpful?**
- 9. Do you have ideas of additional forums where RAD participation and engagement may further the goals of the program?**
- 10. Are there additional resources or formats for materials you would find helpful for RAD to consider developing?**



**Thank you for  
joining us at the  
2021 RAD Fall  
Partner Meeting!**







**Learn More:**

[www.epa.gov/rad](http://www.epa.gov/rad)

***Sally Hamlin***

RAD Program Manager

[Hamlin.Sally@epa.gov](mailto:Hamlin.Sally@epa.gov)

