

**Updated Education Plan for
Massachusetts Consumers and Municipalities
For the Proper Use and Disposal of
Mercury-added Lamps**

**By
National Electrical Manufacturers Association**



PURSUANT TO
An Act Relative to Mercury Management
The Commonwealth of Massachusetts
Chapter 190 of the Acts of 2006, Section 6J

Amended June 26, 2009

Program Partners

This NEMA education plan was developed by and will be implemented by members of the National Electrical Manufacturers Association (NEMA) Lamp Section. Other manufacturers of mercury-added lamps that are not members of NEMA have been invited to participate as well, and six non-Lamp Section members have joined since the initial Education Plan was prepared in 2006.

The following companies are currently participating in the NEMA Education Plan:

- Advanced Lighting Technologies, Inc./Venture Lighting
- Casio Inc.
- DoItBest Corp.
- Eiko Limited
- EYE Lighting International of N.A., Inc.
- Feit Electric Company, Inc.
- GE Consumer & Industrial Lighting
- Globe Electric
- Greenlite Lighting Corp.
- Halco Lighting Corporation
- Light Sources Inc.
- Lights of America
- Litetronics
- OSRAM SYLVANIA
- Philips Lighting
- Ruud Lighting Inc.
- SLi Lighting
- Technical Consumer Products, Inc.
- Ushio America, Inc.
- Welch Allyn, Inc.
- Westinghouse Lighting Corporation

The NEMA Education Plan remains open to other mercury-added lamp manufacturers who desire to participate.

I. Overview of Updated NEMA Education Plan

The overall goals of the Updated Education Plan continue to be:

- Increase the recycling rate of mercury containing lamps in Massachusetts.
- Comply with applicable Massachusetts regulations.
- Implement a program that builds on prior years efforts.
- Expand public awareness of the legal obligation to properly dispose mercury containing lamps.

To date, the NEMA mercury-lamp disposal education program has developed various education materials in the form of posters, brochures, web pages, articles for publication, and information directed at business owners, facility managers, state and local government offices, lamp distribution channel partners (wholesale and retail), lighting

installers, the solid waste industry, lighting specifiers, and households and consumers. This educational material includes:

- Information regarding the economic and environmental benefits of mercury-added lamps;
- Information regarding the harms mercury can cause to the environment and to human health
- Information regarding proper disposal and recycling methods for mercury-added lamps.
- Information for consumers describing where and how to return, recycle or dispose of mercury-added lamps, and information on the chemical symbol “Hg” and other symbols and non-English terms.

These educational materials will continue to be deployed as part of the updated NEMA Education Plan.

Entering the third year of this effort, manufacturers are building on important lessons learned through prior years’ efforts. The recycling rate in Massachusetts must exceed 40% in 2009. The majority of 2009 growth in collections will come from commercial and industrial sources. However, as the ever growing installed base of fluorescent lamps ages in homes, targeting retail consumers will become more important moving forward.

The activities described in this updated NEMA Education Plan will be pursued following the date hereof.

II. Updated Education Plan Activities

A. Update of www.lamprecycle.org

1. Activity Description

www.lamprecycle.org is an important element of manufacturers’ national and state specific outreach efforts. The site already generates significant traffic. In the last six months the site has had over 95,000 unique visitors. Member companies print the URL www.lamprecycle.org on the packaging of mercury containing lamps and this is a significant source of hits to the site with over 60% of visitors going directly to the site (as opposed to using search engine or clicking on a link in another site). NEMA will update the website and reposition it as a resource for both the residential and commercial/industrial users of mercury containing lamps.

Specifically, the new site will:

- Create a readily identifiable brand and tagline that will aid consumers in recognizing the site as a source for information the need to properly dispose mercury lamps, options for recycling for consumers (residential and commercial/industrial), and the net environmental benefit of fluorescent lamps.

- Partner with a third-party and provide a search tool on the primary (homepage) to provide consumers with a simple and easy tool to identify a convenient location to properly dispose of mercury-containing lamps.
- Promote retailers and other establishments (e.g. governmental) that provide free or low-cost recycling services to residential consumers.
- Provide information on recycling solutions available to businesses for the proper management and disposal of mercury lamps.
- Provide an array of consumer information on the proper disposal of mercury-containing lamps, how to identify mercury-containing lamps, tips to avoid breaking lamps and what to do in the event one breaks, energy star, and state regulations.
- Review search-engine optimization to ensure that when consumers have questions regarding disposal/recycling of mercury-added lamps www.lamprecycle.org will be a likely result of a web search.

NEMA will also update website content related to Massachusetts. Specifically, NEMA will:

- Have Massachusetts specific content “one click” from the homepage under a “state programs” link.
- Incorporate content into site and reduce dependency on .pdf and MS Word documents.
- Upgrade navigation and improve access to Massachusetts specific content.

NEMA will also actively market the updated site. NEMA will contact a number of associations and/or trade groups and ask them to post links to www.lamprecycle.org (or if Massachusetts only group Massachusetts pages) on their websites. Groups contacted may include American Public Works Association, Massachusetts Municipal Association, Associated Industries of Massachusetts, Association of Physical Plant Administrators (APPA), Greater Boston Real Estate Board, and/or other organizations whose members are responsible for the management of governmental, commercial, or industrial facilities in Massachusetts.

2. Activity evaluation

Performance metrics for the site will be developed and site traffic (e.g. number of unique visitors, content requested, etc.) will be tracked. NEMA will share this performance data with the Department.

3. Schedule

NEMA will launch updated site in third quarter of 2009. Marketing and promotion of the revised site will begin with its launch and will be an ongoing activity.

B. Web-based Advertising Campaign

1. Activity Description

NEMA will implement web-based advertising campaign this spring. The campaign will last approximately 30 days in each media outlet (web advertising is based on number of impressions; the campaign would run for 30 days or longer if the minimum number of impressions was not reached in 30 days). The campaign will focus on raising consumer awareness of need to properly dispose mercury-added lamps and point them to more information (e.g. www.lamprecycle.org) for information on free or low-cost locations/solutions for disposing waste mercury lamps.

NEMA will place advertisements in the www.boston.com, www.telegram.com and www.wickedlocal.com. NEMA plans running a 300x250 medium rectangle ad. The ad will be run-of-site (ROS) and NEMA will purchase a minimum of 225,000 impressions in each outlet.

Campaign will cover the Boston designated market area (DMA) and central Massachusetts (Worcester County).

2. Activity Assessment

NEMA will track the number of clicks on ad to assess effectiveness.

3. Schedule

NEMA will begin running ads in 2nd quarter 2009 and will continue through 3rd and 4th Quarter 2009.

C. Earned Media

1. Activity Description

NEMA will contract public relations consultant to assist manufacturers in securing earned media placements in daily newspapers and/or regional magazines in the following media markets:

- Boston
- Worcester
- Springfield
- Pittsfield

The NEMA consultant will work with reporters and editors at all of the appropriate media outlets to generate coverage of the issue. The consultant will also deliver NEMA media/pitch to state-wide business groups, trade associations (e.g. Real Estate and Building Management Companies, and environmental organizations. Additional outreach to new media (e.g. bloggers and trade websites) within the state will be conducted.

The public relations firm will work with NEMA staff and member company representatives to develop several viable pitches prior to outreach. These pitches would focus on the importance of proper recycling for mercury-added lamps and the options available to consumers.

NEMA will endeavor to identify and work with local spokespeople for the targeted media markets. Reporters are more likely to speak with someone who has local ties. One possibility

would be a partnership with a local business and one of the manufacturers as the area contact. NEMA representatives will also be available to serve as a representative.

2. Activity Assessment

The number of impressions generated by media coverage from this effort and the market reached will be reported.

3. Schedule:

The timing and certainty of these earned media placements is outside of the control of NEMA and is within the control of the media. The public relations consultant will be retained in May 2009 and work will commence immediately.

D. Local Events

1. Activity Description

Working in conjunction with member company staffs, NEMA will participate in a number of events in Massachusetts. The objective is to raise awareness among various groups the legal obligation to recycle mercury-containing lamps and various mechanisms available in Massachusetts to comply with law.

When applicable, NEMA will distribute recycling brochure and poster (developed in 2008).

2. Activity Assessment

The impact of this effort will be assessed based on the number of attendees attending each event and evaluation of interest among attendees in message and issue.

3. Schedule

Event	Audience	Location	Schedule
New England Facilities Expo	Facility managers	Boston	1 st Quarter 2009
Massachusetts Municipal Association	Local government leaders	TBA	2009

E. Member Company Customer/Marketplace outreach

1. Activity Description: Certain member companies have agreed to have their MA based sales staff engage in training programs or provide NEMA Education Plan materials to their customers.

Member Company	Activities			
	Webinars	Meetings	Training Programs	Other
GE Consumer & Industrial Lighting		Send PowerPoint presentation on MA Disposal to MA sales force for use in local	Incorporate state Disposal regulations in National Training Programs	Send NEMA Brochures and posters to Boston sale office for distribution.

		meetings			
OSRAM SYLVANIA	Will host webinars marketed to various MA stakeholder groups (Dates TBD)	Staff New England Facilities Expo (March 18-19, 2009)	Will incorporate state disposal regulations into national training programs		
Phillips Lighting		--OSD (MA Procurement Office) Trade Show #1 (DATE TBD) --OSD TRADE Show #2 (DATE TBD) NSTAR Tech Show (May 2009)	BOMA Member Training- (May 2009) Phillips Lighting Center in Somerset, NJ will include MA recycling requirements in 24 to 30 classes it will conduct in 2009.		

F. Retail store communications

1. Activity Description

NEMA will post templates of collateral on the Massachusetts section www.lamprecycle.org that retailers can download and print. Collateral will be in form of a peg talker or tear sheets that retailers can post in the store or provide at point of sale.

NEMA has already had one meeting with the Retailers Association of Massachusetts on March 18, 2009 to discuss future collaboration in promotion of lamp recycling. NEMA will contact Retailers Association of Massachusetts to encourage the association to inform its members of the availability of the templates.

2. Activity Assessment

NEMA will track the number of downloads of collateral from website.

3. Schedule

Collateral will be posted on website during second quarter 2009,

G. Engagement with other Stakeholders

1. Activity Description

NEMA will organize individual meetings in Massachusetts with Massachusetts lamp recyclers to discuss (1) the identification of Massachusetts generators who may not be engaged in recycling

and (2) marketing those generators to promote legal compliance. NEMA will schedule meetings with recyclers who have been supplying Massachusetts recycling information to NEMA.

2. Activity Assessment

The meeting will determine whether this activity is practical or feasible, but the objective is to determine whether the NEMA Lamp Education Plan can support recyclers in expanding their business goals and opportunities in recycling.

3. Schedule

The meeting will take place during the second quarter of 2009. Follow-up activities, if determined to be feasible, will be planned during or after the meeting.