

## **I. Overview of Updated Lamp Recycling Education Program**

The overall goals of the Updated Lamp Recycling Education Program continue to be:

- Increase the number of mercury containing lamps recycled in Massachusetts
- Comply with applicable Massachusetts regulations
- Build on prior years' efforts
- Expand public awareness of the legal obligation to properly dispose mercury containing lamps

To date, the Program has produced educational materials in the form of posters, brochures, web pages, articles for publication, and other items aimed at informing 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. Specifically, the program has supplied information concerning:

- The economic and environmental benefits of mercury-added lamps
- The hazards mercury can pose to human health and the environment
- Proper disposal and recycling methods for mercury-added lamps
- Where and how to recycle mercury-added lamps

These educational materials will continue to be deployed as part of the Program.

Entering the fifth year of this effort, manufacturers are building on lessons learned in previous years. The majority of growth in collections in previous years has come from commercial and industrial generators of waste lamps. However, as the installed base of fluorescent lamps ages in homes, targeting retail consumers will become more important.

## **II. Updated Lamp Recycling Education Program Plan Activities**

### **A. Update of [www.lamprecycle.org](http://www.lamprecycle.org)**

#### **1. Activity Description**

The web site [www.lamprecycle.org](http://www.lamprecycle.org) is an important element of manufacturers' national and state specific outreach efforts. The site already generates significant traffic. NEMA member companies, as well as virtually all other lamp manufacturers, print the URL [www.lamprecycle.org](http://www.lamprecycle.org) on the packaging of every mercury-containing lamp they sell, which leads to a significant portion of site visits. More than 60% of visitors go directly to the site, as opposed to using search engine or clicking on a link found at another web address.

Updates for the site in 2012 will be based on continued monitoring of information for further improvements of recycling.