



ANOTHER BRIGHT IDEA!

and the **Take-it-Back Nebraska Network**
A TOOL KIT FOR RETAILERS

Thank you for your interest in becoming a partner in “Another Bright Idea”, a program of the Take-it-Back Nebraska Network. Sponsored by WasteCap Nebraska and funded by the Nebraska Environmental Trust, the Network provides solutions to state and local governments, businesses, and consumers by offering convenient, cost-effective collection sites for recycling used fluorescent lamps.

Not only will “Another Bright Idea” and the Take-it-Back Nebraska Network help partners do something good for the environment, it will provide your business or organization with branding and marketing opportunities to bring customers to your retail location.

This tool kit is designed to assist you in understanding the basic requirements and procedures for setting up a collection program for fluorescent lamps.

The basic steps are:

- 1. Determine which fluorescent lamps to collect**
- 2. Sign up to be a Network Partner**
- 3. Plan the Program**
- 4. Set Up Facilities**
- 5. Start Collecting Fluorescent Lamps**
- 6. Arrange for Delivery or Pick up**
- 7. Transmit Records**

A program of:



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Funded by:



**The Nebraska
Environmental Trust**

preserving NATURAL NEBRASKA™ for future generations

Why should my store provide a fluorescent lamp collection and recycling service?

Fluorescent lamps, including compact fluorescent lamps (CFLs), work using a small amount of mercury. Because mercury is a potent neurotoxin, recycling of these lamps is encouraged by the Environmental Protection Agency and required in some states and counties. Returning used lamps to a local retailer is a convenient way for consumers to recycle, plus it keeps mercury out of our landfills and removes the risk of groundwater contamination.

More and more retailers around the country are starting to provide their customers with fluorescent lamp recycling services not only because it is the “right thing to do”, but also because they have recognized that it provides the following benefits:

- **Increased foot traffic** by providing yet another reason for a customer to visit the store. (While retailers have not collected hard data on this, many cite this anecdotally.)
- **Generate positive attention** in local media and enhance the community or environmental image of the store.
- **Help your customers** to “be green” by giving them a chance to take action for the environment.
- **Promote the sale of energy efficient fluorescent lighting** by alleviating customer concerns about mercury content and disposal.
- While there are new procedures to learn and information to share, recycling programs are **simple to implement and provide an added service** without detracting from the mission of the store.

Begin your partnership with the Take-it-Back Nebraska Network [HERE!](#)

Step 1—Determine which fluorescent lamps to collect.



Under this program, CFLs will be recycled at no charge for the duration of the grant period. Linear and other fluorescent lamps may also be collected with a fee charged to the customer for later remittal to the lamp recycler. You can decide which lamps you will accept at your location.

Consumers use many types of fluorescent lamps, including CFLs, linear tubes, round, and U-shaped lamps. You may want to collect the same kind of lamps you sell. If you are concerned about businesses bringing in more lamps than you can handle, make those limitations clear in promotional materials.



I plan to collect:

- _____ CFLs
- _____ Linear tubes up to _____ feet
- _____ Round or U-shaped lamps
- _____ # of lamps per customer visit

Step 2—Sign up to be a Network Partner.

Contact WasteCap Nebraska and register as a partner with the Take-it-Back Nebraska Network. A signed contract and proof of liability insurance will need to be submitted.

These forms can be downloaded from the Web site:
www.anotherbrightidea.info.

As a Network Partner, your company's logo will be placed on the Web site along with your address and a list of lamps you accept.



Step 3—Plan the Program.

Collection programs can be established by using WasteCap Nebraska resources. WasteCap Nebraska promotes this program with a marketing campaign that includes radio, TV and printed materials to drive consumers to your retail location. Have your marketing department consult with a WasteCap representative for assistance in customizing your promotion.

Paying for the program: On-site costs are likely to be minimal (e.g., floor and counter space, signage). There will be additional costs in employee training (required) and administration (setting up SKU#s and reporting volumes). If your location is not equipped to collect and temporarily store larger volumes there may be employee time involved in dropping lamps off at a local consolidation site.

Recycling Fees: The cost of recycling CFLs is paid for by the grant until funds are exhausted; however, there is a cost for recycling all other fluorescent lamps. You may choose to:

- cover the full cost and offer the service free to your customers;
- charge your customers a recycling fee; or
- negotiate an agreement for cost sharing with suppliers, manufacturers and/or utilities.



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Step 4—Set up Your Facilities.

Place Containers

WasteCap Nebraska provides Network Partners with a ballot box- style container lined with a plastic bag. Decide where your collection box will be placed. If you do not have room on your check-out counter, consider placing it underneath or behind the counter so it will be convenient to your employees when customers bring in their CFLs.



Be sure to utilize the Another Bright Idea mouse pad, window clings and other marketing materials to ensure that your customers are aware of this special service. Once the liner bag has filled up it should be sealed with a twist tie, removed from the box and placed in one of WasteCap's fiber drums for pick up by the recycling service. You may choose to keep a fiber drum in your back room or take your bagged lamps to a local consolidation site.

If you have chosen to collect *linear* fluorescent lamps, a collection drum will be provided at no charge. These drums are on loan to WasteCap Nebraska. Network Partners will be responsible for the replacement cost of drums if lost or damaged.



Label Containers and Liners

Fiber drum containers picked up by the recycling company will have a label, "Universal Waste Lamps". The plastic bag liners in the collection box will have a sticker with a date line on it.

Write your store name/location and the date you receive your first lamp on the label.

Educate Your Employees

Be sure your employees are thoroughly trained to handle fluorescent lamps and know exactly what to do if they break. Instructions are provided in a power point presentation that will be emailed to you for use during staff meetings.

Be sure employees know where to put bulbs brought in by customers, that they **should not accept broken bulbs**, that bulbs should be handled gently, and what kind of bulbs are accepted.

Remind employees to promote the program to customers purchasing lighting supplies.

Keep the necessary clean-up materials and instructions on hand (outlined in the power point training) in case of accidental breakage. (Broken bulbs should not be stored with intact bulbs, but should be double bagged and placed in the trash.)



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Step 5—Start Collecting Fluorescent Lamps.

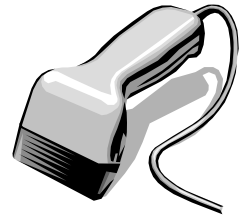
When customers come to drop off their spent lamps follow these general guidelines:

Receiving

Ask the customer to place the CFL on the mouse pad provided by WasteCap. Scan the SKU# designated for the type of lamp collected. If you need to collect a fee for recycling, collect the funds from the consumer. Put CFLs into the plastic liner inside the collection box provided. Place linear fluorescent lamps in the drum provided for linear tubes. Only employees should place lamps in a collection box or drum. Thank the customer for doing the right thing and if you are offering a coupon reward, provide it to your customer at that time.

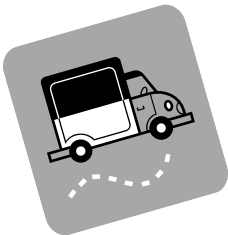
Collect Recycling Fees

CFLs and linear fluorescents of differing sizes will each need their own unique SKU# to accommodate differing recycling fees. CFLs will be recycled for free during the grant period, but there is a fee for recycling all other lamps in this program that should be charged to the customer. A fee schedule can be found in the Partnership Agreement. Pre-program these fees into your system for tracking volumes and collection fees for remittance to WasteCap.



Storage Time Limit

Fluorescent lamps can be stored for one year from the time the first one is placed in the container. When you receive the first lamp, mark that date on the date sticker found on the plastic liner or drum.



Step 6—Arrange for Delivery or Pickup.

Depending on the arrangements made in your specific geographical area, you will either need to deliver lamps to a consolidation point for pickup by the recycler or have them picked up. In order to keep costs down, the number of stops made by the recycler has to be kept to a minimum. Your location could become a consolidation site if room allows. Ask a WasteCap representative if this option is of interest to you.

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Step 7—Transmit Records.

The Take-it-Back Nebraska Network is funded in part by the Nebraska Environmental Trust. The terms of the grant require WasteCap Nebraska to track the number of lamps collected. This will require Network Partners to track ALL lamps collected, whether charges are collected or not. Each month, tally the volumes collected and remit to WasteCap Nebraska via email. Your reported volumes should match the number of lamps collected as lamps will be counted by the recycler and charged accordingly.