

Welcome to the 2015 Fall RAD Partner Meeting!

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Agenda



- **Trends & Other RAD Updates**
 - 2014 RAD partner achievements
 - Increasing focus on addressing HFCs
 - Communicating the benefits of RAD
 - Enhancing RAD partner recognition
- **Group Discussion:**
 - Communicating the benefits of RAD
 - Enhancing RAD partner recognition



Trends & Other RAD Updates

RAD Program Growth



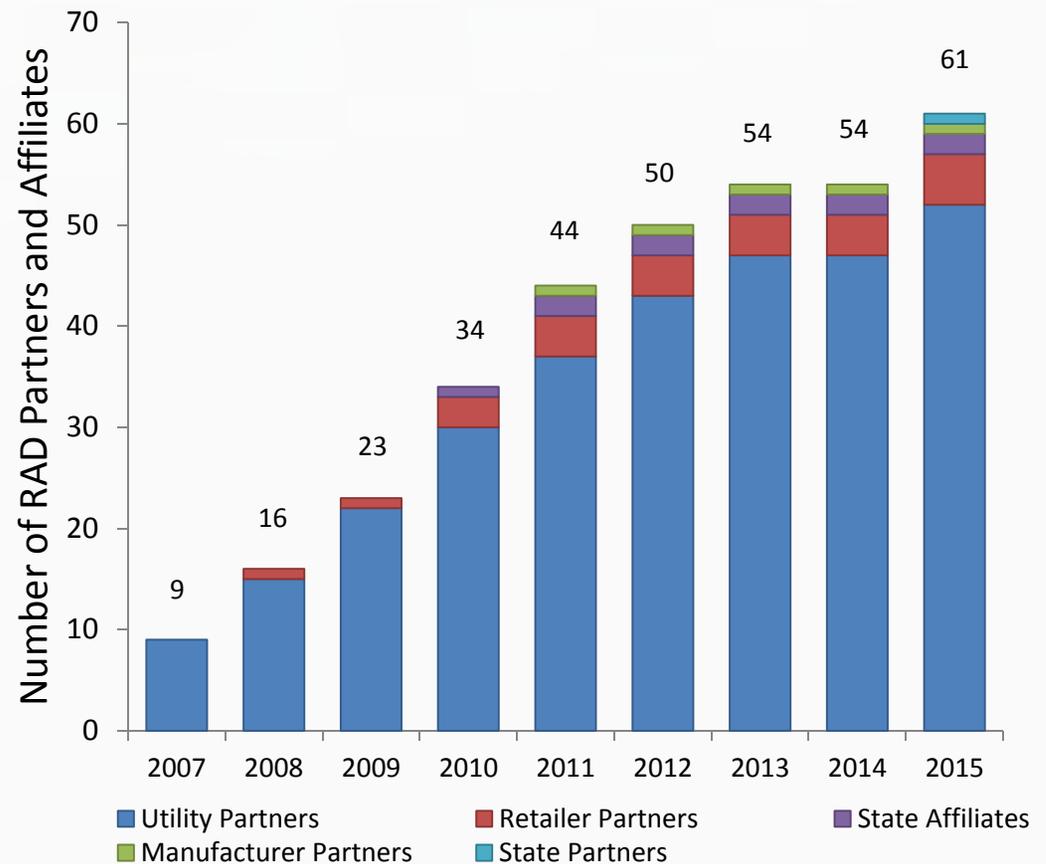
New RAD partners:

2014:

- ❖ BSH Home Appliances
- ❖ Gulf Power
- ❖ Xcel Energy

2015:

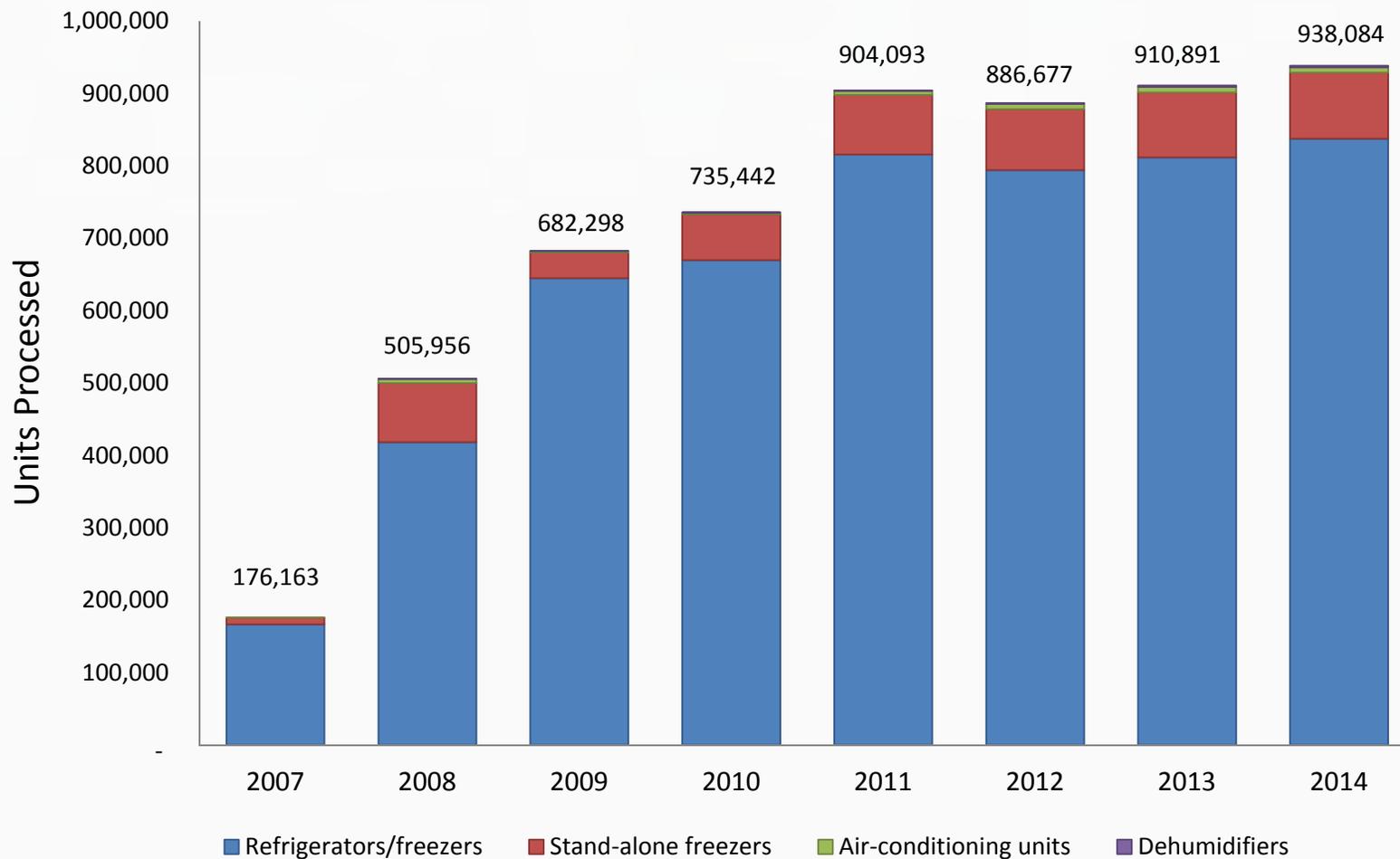
- ❖ Alameda Municipal Power
- ❖ Delaware Department of Health and Social Services *First State Partner!*
- ❖ Holland Board of Public Works
- ❖ New York State Electric and Gas Corporation
- ❖ PECO Energy Company
- ❖ Rochester Power
- ❖ Spicher Appliances



2014 Partner Achievements: Appliances Processed



5x increase in number of units processed since start of program



Partner Achievements: Refrigerant Recovery

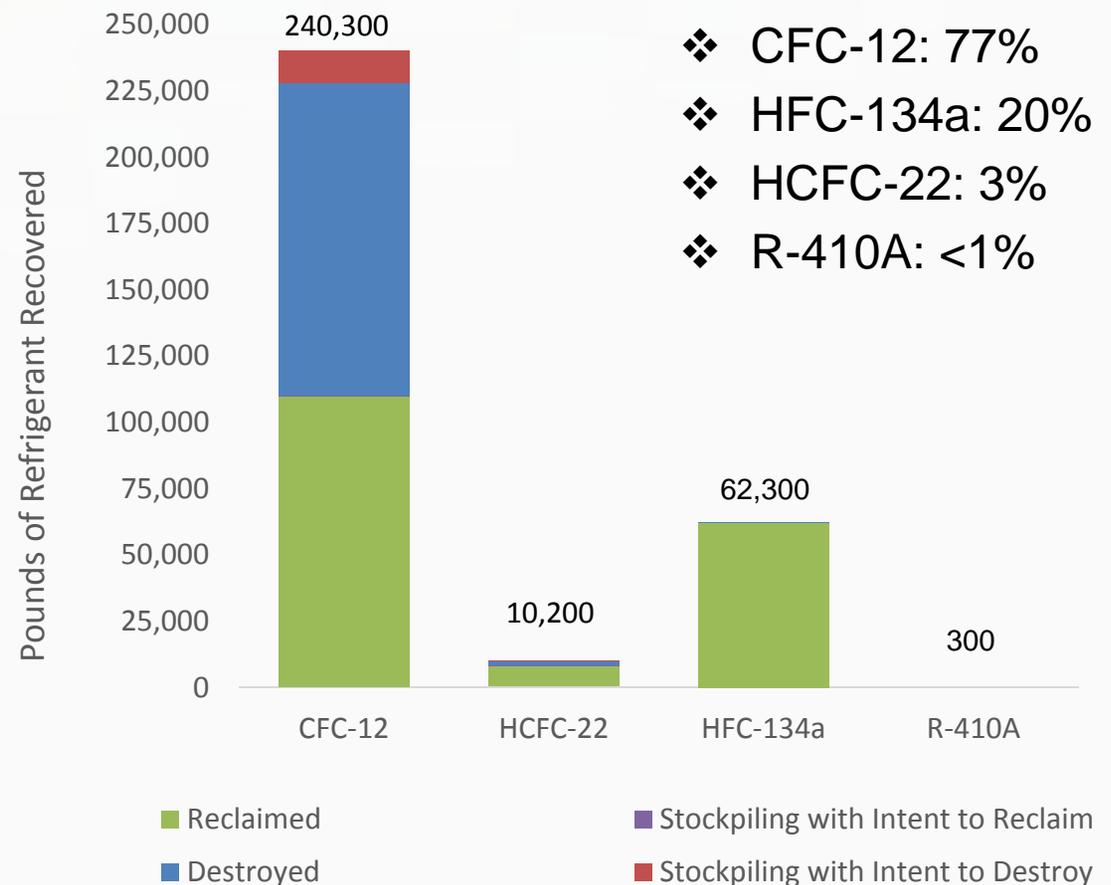


- **313,100 lbs. of refrigerant recovered**

=1,228,200+ MTCO₂ eq. emissions avoided

=GHG benefits of removing 258,500+ passenger vehicles from the road for a year

Refrigerant Recovered in 2014



Partner Achievements: Foam Recovery



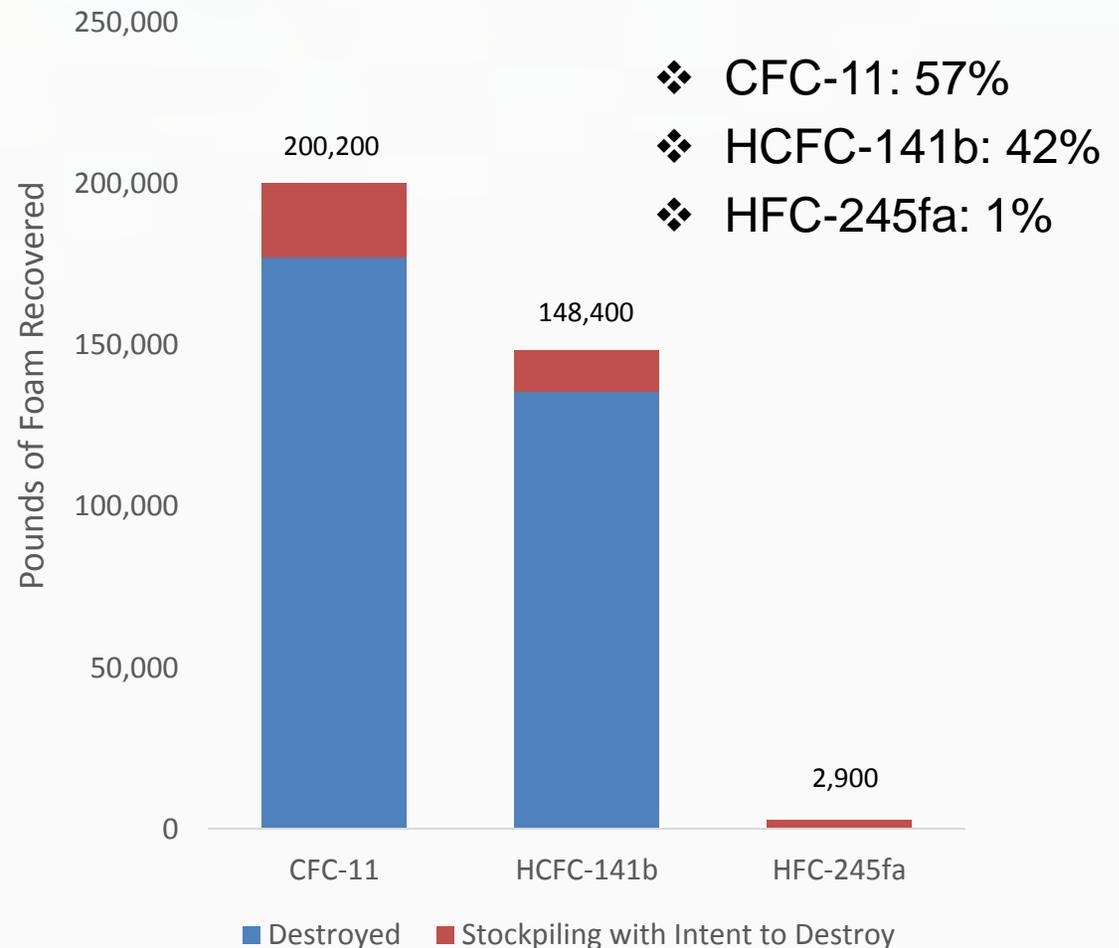
- **351,500 lbs. of foam recovered**

=481,000+ MTCO₂ eq. emissions avoided

=GHG benefits of removing 101,200+ passenger vehicles from the road for a year

- **Increased foam recovery is a huge opportunity!**

Foam Recovered in 2014



RAD Growth and Activities



- RAD has 61 partners Including
 - State of Delaware Department of Health and Human Services - *First State partner that is recycling*
 - Spicher Appliances – *First independent retailer*
- RAD has been working to
 - Develop materials on program benefits
 - Enhanced technical information sharing (e.g., multifamily appliance recycling programs, non-energy benefits)
 - Redesign of RAD website: converting to microsite
 - Partner recognition

Benefits of RAD



- **Benefits of RAD Program Analysis**
 - Benefits of RAD beyond ODS estimated
 - Potential for increased GHG emissions avoided
 - Cost savings
 - Other related benefits
- **Goal of Benefits Analysis**
 - Provide partners with accomplishments
 - Show potential for increased foam recovery as well as other benefits
 - Provide clear summary of what RAD partners accomplish
 - Communicating benefits of RAD program to a variety of audiences

Partner Recognition



- **Goal of recognition to encourage and motivate environmental benefits**
- **Partners agree that recognition is critical for growth of program**
- **Scoping process has been initiated to identify possible recognition categories and delivery options**



Partner Recognition *continued*

- **Possible partner recognition ideas considered include:**
 - Tiered structure based on partner accomplishments regarding amount of CFC, HCFC, and HFC materials processed
 - Recognition for advancing the RAD program
 - ❖ Partner campaigns with innovative approaches to outreach
 - ❖ Recruitment of most new RAD partners
 - ❖ Partners with effective promotion of RAD program

Partner Recognition *continued*



- **Delivery Options**
 - Social media
 - Press releases
 - Website
 - Articles in trade journals

Discussion



- **RAD Program Benefits Analysis**
 - Does benefits analysis provide useful information?
 - Is information presented clearly and easily understood
 - Suggestions for additional material to be covered?
 - Is this useful in communicating essentials of RAD program?
 - Other ideas and suggestions?
- **RAD Recognition**
 - What type of recognition do you think will encourage recruitment of new partners and more involvement from current partners?
 - What type of delivery mechanisms would have the most meaningful impact for partners?
 - Other ideas and suggestions?

Conclusion



Summary of meeting will be provided to partners within two weeks

Thank you for coming and participating!!!!

If you have any other ideas or comments, please do not hesitate to contact me

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