



## Leadership Opportunities for Government Leaders

The ENERGY STAR® Make a Cool Change: Recycle Your Old Washer Campaign<sup>1</sup> is an engaging platform for encouraging residents to get rid of their old, inefficient clothes washers and encourage replacement with new ENERGY STAR models. By highlighting the recycling message, the campaign reinforces the need to permanently remove inefficient units from the electric grid and dispose of them properly. The goal of this U.S. Department of Energy (DOE)-led effort is to lower utility bills, save energy and water, and protect the environment.

### Why Encourage Clothes Washer Recycling?

**There are a lot of old washers out there!** An estimated 84.1 million households have a top-loading washer; 24 million of these are ten years old or older.<sup>2</sup> Combined, these inefficient appliances use \$9 billion per year in energy and water costs.<sup>3</sup>

**Today's models are 4 times more efficient than the old ones.** Clothes washers manufactured before 1999 use more than 4 times the energy of today's ENERGY STAR models. Starting July 1, 2009, new ENERGY STAR clothes washer criteria will make models at least 43 percent more energy efficient than the minimum federal standard, plus they must meet stringent water efficiency criteria.

**Ensure inefficient clothes washers don't end up back on the grid in someone else's house.** When consumers purchase new models, the old washers are sometimes resold, donated to charity, or given away to others. Properly recycling an old washer permanently shuts down an inefficient appliance. Plus, after separation and processing, the steel and other materials in the old units can be made into new products – maybe even a new ENERGY STAR qualified model.

**Make it easier for residents to be more energy-efficient with ENERGY STAR.** By consciously deciding to replace an inefficient model before it fails, residents can research options, select the best model for their needs, and look for special deals.

Government leaders can join the campaign in three important ways:

1. **Work with campaign partners to get the most from stimulus funds.** Are you managing funds for appliance rebates or block grants that can include recycling? The campaign's ENERGY STAR utility, retail, manufacturer, and recycler partners are potential collaborators to help you make your program a success.
2. **Lead by example.** Ask government agencies to check for inefficient clothes washers in state-owned or leased facilities. Serve as a role model in your community by changing out inefficient units, and use the opportunity to help educate employees and citizens.
3. **Inform and educate residents and government employees.** The campaign provides a platform for helping residents save energy, water, and money, and lower associated greenhouse gas emissions that contribute to global climate change.



★ Ways to Participate:

- **Get on the list.** Notify campaign staff at [appliancecampaign@energystar.gov](mailto:appliancecampaign@energystar.gov) about your existing or new clothes washer recycling programs so they can be listed on the campaign Web site and in the ENERGY STAR special deals finder.
- **Tools, messages, digital buttons, campaign marks, etc., can be downloaded at [www.energystar.gov/recycle](http://www.energystar.gov/recycle),** to make it easy for you to:
  - **Promote the campaign in your materials and outreach efforts;**
  - **Post an announcement and a link on your Web site;**
  - **Add the campaign mark to your printed brochures;** and
  - **Include information in community outreach activities,** such as Earth Day or summer energy-efficiency themed booths, press releases, editorials, etc.
- **Ask television media to show consumers how to recycle an old washer.** Suggest a consumer-interest story to educate viewers about the need and opportunity to recycle their old washers:
  - **Invite a public official to help demonstrate proper recycling of an old unit** from a visible government location or office, business, school, business, home, or multi-family housing complex.
  - **Promote replacement with new ENERGY STAR qualified models.**
  - **Provide take-home campaign information** to distribute to employees or members, as a reminder for them to check refrigerators at home, too.
  - **Consider developing a video for your Web site** or YouTube™ posting.
- **Help educate the next generation,** by encouraging use of a teachers' guide and student worksheets, developed for the campaign by the National Energy Education Development Project (NEED). Consider hosting an appliance-recycling themed poster or bookmark contest or other activity to engage students, teachers, and parents.

[www.energystar.gov/recycle](http://www.energystar.gov/recycle) (live early March 2009).

E-mail [appliancecampaign@energystar.gov](mailto:appliancecampaign@energystar.gov) or contact your ENERGY STAR account manager.

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<sup>1</sup> Formerly the ENERGY STAR Recycle My Old Fridge Campaign, at [www.RecycleMyOldFridge.com](http://www.RecycleMyOldFridge.com).

<sup>2</sup> Source: Residential Energy Consumption Survey, 2005.

<sup>3</sup> Source: D&R International, 2009.