

Opportunities for Recycling Partners

The ENERGY STAR® Make a Cool Change: Recycle Your Old Fridge (or Freezer) Campaign¹ is an engaging platform that ENERGY STAR partners and others are using to encourage their customers to get rid of their old, inefficient primary or secondary refrigerators or freezers. By highlighting the recycling message, the campaign reinforces the need to remove old units from the electric grid and dispose of them properly.

The goals of these U.S. Department of Energy (DOE)-led efforts are to:

- drive replacement sales of ENERGY STAR qualified refrigerators and freezers;
- help consumers lower their energy bills;
- permanently remove inefficient appliances from the electric grid; and
- reduce our impact on the environment.

The Opportunities of Aging Appliances:

There are a lot of old refrigerators out there. U.S. households have 44.5 million fridges over 10 years old, 12.7 million of which are secondary units², often in basements and garages. Of this total, 6.1 million primary and 4.1 million second refrigerators are at least 20 years old.

Over 40 percent of all freezers are old ones. Older freezers are common; 16.9 million homes have freezers that are over 10 years old, representing 44 percent of all freezers. Combined, the inefficient freezers and the refrigerators noted above use \$4.9 billion per year in energy costs.³

Today's models are the most efficient yet. The federal standard for refrigerators changed significantly in 1993, and then again in 2001. New ENERGY STAR qualified refrigerators must be at least 20 percent more energy efficient than the federal standard. This means that refrigerators made before 1993 use more than twice the energy of new ENERGY STAR models. New ENERGY STAR qualified freezers must be at least 10 percent more efficient than the federal standard. Freezers made before 1993 use nearly twice the energy of new ENERGY STAR models.

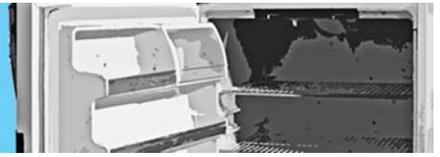
Ensure old refrigerators and freezers are properly recycled and don't become inefficient second units or end up back on the grid in someone else's house. Properly recycling an inefficient unit permanently shuts it down. Plus after separation and processing, the steel and other materials can be used to make new products – maybe even a new ENERGY STAR qualified model.

What Can You Do?

- **Get on the list.** If you offer a refrigerator or freezer recycling incentive, contest, or promotion, let us know so it can be listed on the campaign Web site.
- **Consider working with energy efficiency program sponsors or retailers to offer refrigerator and freezer recycling services.** Learn about the government's [Responsible Appliance Disposal](#) (RAD) program. Although recyclers can not currently join the RAD Program, they can contract with RAD Partners such as utilities and retailers.
- **Check to see if state governments in your service area will be supporting ENERGY STAR appliance rebates or recycling programs, using recently passed economic stimulus funds.** Information will also be posted on the campaign Web site, as available.



Make a
COOL CHANGE.
Recycle Your Old Fridge.



- **Use the campaign images, Web buttons, savings facts, or other materials** in your marketing efforts to show your support of the campaign. Consider creating your own unique materials to grab customers' attention in a creative and fun way and leverage DOE's national campaign. Items can be downloaded at www.energystar.gov/recycle.
- **Partner with local leaders to organize a fridge or freezer change-out and recycling event** to help spread the word and educate the public about the importance of saving money and energy with ENERGY STAR and you.

Join us to *Make a Cool Change!*

We're here to help! If you need assistance or want to discuss ideas, contact the campaign staff at appliancecampaign@energystar.gov today. We want to share your great work, so tell us about your plans so we can promote your activities through the ENERGY STAR Web site and other vehicles.

www.energystar.gov/recycle (live early March 2009).

E-mail: appliancecampaign@energystar.gov.

¹ Formerly the ENERGY STAR Recycle My Old Fridge Campaign, at www.RecycleMyOldFridge.com.

² Source: Residential Energy Consumption Survey, 2005.

³ Source: Residential Energy Consumption Survey, 2005.