The Time is Right...
The National Refrigerator Retirement Campaign

May–July 2008
With September 2008 Celebration Event

Appliance Partner Meeting
Lani MacRae, U.S. Department of Energy
September 28, 2007
The Time is Right…

Campaign Goals

• Leverage the timing of the new criteria
• Encourage refrigerator retirement
• Collaborate with partners

On a national scale…

… to reach the consumer
The Time is Right...

Why Now?
The Time is Right...

- Millions of old second refrigerators
- Huge energy usage = Huge energy cost
- Summer is the peak sales period
- Close out old criteria models, phase in new criteria models
- EEPS refrigerator retirement programs on the rise
Where are the 2nd Fridges?
The Time is Right...

Refrigerator retirement/recycling programs since 2000
The Time is Right...
Campaign Elements

• Promote current & planned partner-led programs

• National spokesperson

• Video challenge

• Celebration event in Washington, D.C.

• Web site
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Promote Partner-Led Programs

- Provide awareness through campaign website
- Suggest opportunities for collaboration between partners, where feasible
- Partners are invited to send a “representative old” refrigerator, decorated for the celebration event
The Time is Right...
National Spokesperson

• National spokesperson to add excitement, news, call to action

• Spokesperson role:
  – Web site
  – PSAs
  – Media tour at launch
  – Emcee celebration event, appear in celebration video
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Video Challenge

- Videos viewable from campaign website
- Web site visitors vote for favorite
- Winners to attend D.C. celebration event
- Winners create new video with campaign spokesperson
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Celebration Event

- Washington, D.C., Sept. 2008
- Feature “Art Fridges”
- Emceed by spokesperson
- Video challenge winners invited to attend
- New video/PSA developed
The Time is Right...
Website

• Enter video challenge or vote for favorite
• PSAs, fun facts, recycling information
• Links to:
  – ENERGY STAR refrigerator calculator
  – Link to ENERGY STAR deal finder
  – Partner-sponsored retirement/recycling programs
  – Partner Resources
The Time is Right...
Partner Resources

• Ready-to-use messages
• Website with downloadable toolkits
  – Program Template
  – Web banners
  – Fun facts
  – PSAs
  – POP materials
  – Bill stuffers
The Time is Right...
Partner Participation

- Financial incentives
- Recycler support
- Partner participation is crucial to the success of this national effort
Stay Tuned...

Additional National Refrigerator Retirement Campaign details to be announced…

www.RecycleMyOldFridge.com

To begin construction later this fall.