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# Promoting Fluorescent Lamp Recycling in the Commercial Sector Via Partnerships with Professional Organizations

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## Background

These research results are intended to help NEWMOA identify possible opportunities for partnering with professional organizations to promote fluorescent lamp recycling. In an initial phase of this research, a number of websites were examined. These included online resources for property managers as well as websites belonging to professional organizations.

## Search Results

### *FMLink*

FMLink, a comprehensive online resource for facilities managers, displays a clear orientation towards sustainable property management practices. Note below the number of items pertaining to sustainable practices that were included on FMLink's home page under "Developments," and "Products and Services" on November 28, 2004. These features are intended to provide users with breaking news. Reviews of these features on other dates indicate that the number of sustainable practices highlighted on FMLink's home page on November 28<sup>th</sup> is not atypical.

### Developments

Nov 26, 2004

U.S. Green Building Council

recognizes **Herman Miller** with 2004 Leaders Award  
Teknion gains Greenguard certification for its **Boulevard Panel system**  
International Rectifier's Wales facility earns **energy-efficiency award**  
EPA honors communities for **smart growth** policies  
USA Technologies partners with Honeywell to sell **energy-saving products**

### Products and Services

Nov 26, 2004

GGHC releases first **green building guide for hospitals**  
PolyBrite's energy-efficient **LED ornamental bulb** lasts up to 10 years  
Invista center now **recycles carpet** from all commercial dealers  
USA Technologies and AT&T Wireless to offer cashless, **wireless vending**

Source: [www.fmlink.com](http://www.fmlink.com) homepage. Accessed on November 28, 2004

Further, there is a "Sustainability" section on FMLink that is presented through the United States Green Building Council (USGBC).

A search of the site's current and

archived articles using the term, “fluorescent” turned up no articles on fluorescent lamp disposal in the US (there were several from the UK). There was one US-based article on low mercury lamps. Given the site’s orientation towards sustainable practices and the lack of lamp recycling information currently on the site, it seems likely that the site’s publishers would be open to the inclusion of lamp recycling information and links.

There are a number of locations on the site where permanent information and links would appear to fit in well with existing information. The first is the “Sustainability” section. A monthly article in this section is written by USGBC members whose expertise is specific to the topic at hand. All past articles are archived on the site. Past articles include: “Green Cleaning: Environmental Considerations for the Purchase of Cleaning Supplies;” “Source Control, How to Improve Indoor Air Quality at your Facility” and “New Regulations Could Result in Energy Savings and Emission Reductions” (the article on low mercury lamps). It would be worthwhile to explore a collaboration with the USGBC to prepare an article on recycling fluorescent lamps.

FMLink also has a “how to” section in which a monthly article is presented that is based on information contained in BOMI’s courses. It would be worthwhile to explore a collaboration with BOMI to prepare an article on recycling fluorescent lamps (assuming lamp recycling is covered in a BOMI

course).

FMLink has an extensive list of web links that are grouped into categories. Links to lamp recycling sites would be relevant in the “Energy Management” category, the “Environmental Management” category,” the “Building Operations” category and the “Industry-Related Web Sites” category.

On an “as available” basis, press releases on lamp recycling issues could be presented in the site’s News section under “Developments” (described above) or “Regs & Gov’t.”

Contact information for FMLink’s publishers can be found at “About FMLink.” This link is at the bottom of the home page.

### ***IFMA***

IFMA offers two certifications for property managers, the Certified Facility Manager (CFM) and the Facility Management Professional (FMP). Both require taking competency courses that IFMA offers. The “Human and Environmental Factors Competency Course” appears to be the one in which instruction on fluorescent lamp recycling would be most appropriate, if it is not already included. This course, or its equivalent, is required for both the CFM and FMP designations.

IFMA also offers workshops for group purchase in which information on fluorescent lamp recycling would be relevant, if it is not already included. They are: “Leading the

Sustainable Revolution,” and the “High Performance Green Building Workshop.” The Green Building Workshop is produced in conjunction with the USGBC and some other entities. The sustainability workshop, or its equivalent, is required for the FMP designation.

CFMs and FMPs must pursue continuing education in order to maintain their certifications. IFMA has developed standards to recognize quality facility management professional degree programs at colleges and universities. The benefits of program recognition include automatic acceptance as a program provider whose courses and seminars are approved for certification maintenance points.

This IFMA program suggests that NEWMOA and/or ALMR should contact academic programs in facilities management directly to request that information on fluorescent lamp recycling be added to their curricula. IFMA’s website lists six recognized degree programs in the US (including Wentworth Institute of Technology in Boston) and four certificate programs.

IFMA’s website also features a section called “Issue Briefs.” There are briefs posted at the site on indoor air quality, building mold and smoking in office buildings, among other topics. The issue briefs often mention government activities or regulations on the issue. An issue brief on lamp recycling would seem appropriate here.

Finally, IFMA’s *Facility Management Journal* invites authors to submit outlines on facility related topics. Although the writers’ guidelines say that articles authored by facility managers will be given preference, the guidelines do not exclude articles written by those outside the industry.

Peter Kimmel, one of the founders of FMLink, is an IFMA Fellow. Fellowship recognizes outstanding contribution and services rendered to the Association. Since it is likely that Kimmel has an environmental orientation, it may be worthwhile to approach him about IFMA. IFMA’s Board of Directors does not include anyone from the NEWMOA states, although there is someone from Pennsylvania. There are several board members from California, with whom ALMR may carry more weight.

### **IREM**

IREM offers one credential applicable to commercial property management, the Certified Property Manager (CPM). The education requirement for the CPM credential can be met in a number of ways. One option is to take eight required courses. – “Property Maintenance and Risk Management” (MNT402) is the course in which material on fluorescent lamp recycling would be most relevant, if it is not already included.

IREM’s website includes a “Links Library,” where lamp recycling links could be added. There are three potentially relevant categories of links in the library. The first is “Best Practices,” specifically the

subcategory, "Best Practices – Energy and Environment." This subcategory contains links to a substantial number of government and trade industry documents. The document title, date, source and URL is displayed in the Links Library, along with a one to three sentence summary.

The second category is "Federal Government and Regulatory Links." A gateway link to state lamp recycling web pages would be appropriate here. Finally, a lamp recycling subcategory could be added under "Hot Topics." This category, for example, currently contains a subcategory called "Guidelines on Mold Prevention and Remediation."

IREM's website also contains a section called the "Online Skill Builder." This section features brief online tutorials that are designed to boost understanding of a fundamental industry topic. It is unclear whether fluorescent lamp recycling would be considered a fundamental industry topic. The tutorials currently available address financial skills: "Adjusted Rent Calculations," "Discounting Cash Flows: Internal Rate of Return," etc.

Finally, IREM's "Journal of Property Management" has an average circulation of 18,000 readers. In addition to placing ads, NEWMOA may want to consider collaborating with a property manager to prepare and submit an article on lamp recycling to the Journal.

### ***BOMI Institute***

The BOMI Institute, ([www.bomi-edu.org/](http://www.bomi-edu.org/)) is BOMA's educational arm. Contact information for the staff at BOMI Institute's Maryland headquarters can be found at the "Contact Us," link at the bottom of the home page. April Beall, Manager of BOMA Accounts, checked with BOMI instructional designers Mindy Gaines and Alan Frances to determine if fluorescent lamp recycling is already covered in their curricula. They reviewed instructional materials for the courses most likely to include this information: "The Design, Operation and Maintenance of Building Systems I & II," "Environmental Health and Safety Issues" and "Electrical Systems and Illumination." Although there is some information on proper disposal of PCBs, they found no information on fluorescent lamp recycling.

### ***Connecticut Property Owners Association***

The CPOA is a coalition of apartment owners and real estate developers. Information on their web site indicates that property owners' associations like the CPOA have formed as a response to increasingly stringent regulations that "eroded the conscientious landlord's ability to control their business." The website continues, "This made it more difficult for them to make a profit from their investment." While some references to environmental issues can be found on the site, the overall impression is that this group would be less open to helping to promote

lamp recycling than some of the other professional organizations.

That said, CPOA communicates with its members in a variety of ways that might lend themselves to disseminating information about lamp recycling. The group holds monthly meetings at which a topic is presented by a speaker. Environmental topics appear to be fairly rare, but they have included "Reused Building Materials," with speakers from the CT DEP, and "Mold, Mildew, Lead Based Paint and Other Environmental Concerns," by a private sector speaker. The organization publishes both a newsletter and a magazine for its members. In the past, the magazine, the "Connecticut Apartment Investors," has included several "how-to" articles on recycling in multifamily buildings.

There are several opportunities for including permanent information on lamp recycling on CPOA's website itself. There is "Links" section in which a link to CT lamp recycling information could be placed. There is also an articles section in which monthly articles are archived, although these articles deal mostly with state legislative matters. Finally, CPOA holds an annual conference and tradeshow where there may be opportunities for speakers or vendors of lamp recycling services to exhibit.

CPOA has a strong focus on state legislative and regulatory matters as they affect landlords. For this reason, I would imagine that officials from the CT DEP would have the

most credibility in approaching the organization regarding a partnership to raise awareness about lamp recycling. Except for a message from a past president, there is little information on the website about staff or board members.

### ***Rental Property Owners Association of Southeast Connecticut***

This organization does not have a website, but their contact information is listed on a site called [www.landlording.com](http://www.landlording.com), which lists state and regional rental property owners associations throughout the country. The contact information is: Rental Property Owners Association of Southeast Connecticut  
16 Eastwood Road  
Groton, CT 06340  
(860) 446-1119

### ***Maine Apartment Owners and Managers Association (MAOMA)***

MAOMA has six local affiliated landlord chapters throughout Maine. One of MAOMA's missions is to educate members, primarily through their newsletter. The newsletter has featured environmental topics such as hazardous materials, water conservation, and trash recycling. It has also featured proper maintenance practices and tips, a topic to which lamp recycling is relevant.

MAOMA also offers its members discounted prices through group buying power. Many MAOMA affiliates offer deep discounts on heating oil and on other supplies,

plus access to discounts from area merchants. MAOMA is working on statewide plans, as well. There is an opportunity here for MAOMA to offer discounted lamp recycling services to its members.

MAOMA also offers meetings and seminars that are both educational and afford members occasions to share their expertise with others. Finally, the MAOMA web site has a "links" section in which a link to lamp recycling information could be placed.

MAOMA's 18 member board of directors, as well as most of the officers, are drawn from the local affiliates. Given the large board, I would imagine that members of Maine's environmental agency would have personal or professional connections with one of them, or know someone who does. Such a connection may be a good avenue for approaching the organization.

### ***National Association of Industrial and Office Properties (NAIOP)***

The Massachusetts chapter website indicates that NAIOP's goal is to preserve private property rights. This, along with several initiatives described on the national website, indicate that NAIOP may be less open than some other groups to promoting lamp recycling. The "how-to" section includes an article entitled, "Dealing with Local, Slow Growth Initiatives." NAIOP also appears to be quite involved in promoting changes to the Endangered Species Act, which is portrayed as an obstacle to

developers in several articles posted on the site.

Both the national and Massachusetts NAIOP sites indicate that NAIOP has a strong focus on lobbying and advocacy. There is also a focus on real estate development issues as opposed to property management issues. It does not appear that promoting fluorescent lamp recycling is very relevant to NAIOP's mission, primary functions or sensibilities. In my opinion, NAIOP would not be a promising candidate with which to pursue a partnership for promoting lamp recycling.

### ***New Hampshire Property Owners Association***

This organization has a web site, but none of the links on it appear to be working. The home page refers to newsletter articles from 1998 and 1999. The site may not be updated regularly.

Appendix A, below, contains draft letters to FMLink and the BOMI Institute. The letters invite these organizations to collaborate with NEWMOA to provide information to property managers on fluorescent lamp recycling. Appendix B contains information on tradeshows organized by professional organizations in the NEWMOA states.

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