Best Practices in Transforming the Lighting Market

Maureen Jorgensen
US Technical Expert to SSL Annex
November 23, 2017
Overview

- Government policies and energy-efficiency programs play a critical role in raising awareness of LED opportunities and building demand for energy-efficient products.
- IEA 4E SSL Annex member countries have decades of experience with developing markets for LED products.
- One-size-fits-all policy or programmatic model does not apply globally.
- Examples from SSL Annex member countries of key policy and program tools that have supported and sustained development of markets for high-quality, energy-efficient LED products.
SSL Annex member governments recommend a portfolio of policies and programs to develop and sustain markets for LEDs.

Four key program elements:
Quality assurance programs help to ensure full benefits of LED illumination are realized.
Quality Assurance

- Minimum Efficiency Performance Standards (MEPS)
  - Product Registry Database (AU): supports compliance activity for MEPS program and monitors market progress

- LED Performance Guidelines and Specifications
  - LED Green Procurement (FR): transport authority replaced 250,000 lighting units with LEDs
  - Procurement of Efficient LEDs (KR): goal of 60% national deployment of LEDs by 2020
Quality Assurance

- Market Monitoring, Verification, and Enforcement
  - Verification Testing (AU, DK, SE, US): test available products to ensure compliance
  - Sharing Test Data (SSL Annex; Europe ADCO): cooperate through sharing of test results between countries
Information campaigns help consumers and lighting professionals make informed, energy-efficient choices.

- Quality Assurance
- Communication Tools
- Incentives
- Manufacturer Support
Communication Tools

- Product Certification, Labeling, and Information Programs
  - Energy Star (US): endorsement label to consumer of highest-performing products
  - Lampguiden/Light Bulb Saver (SE, DK, AU, NZ): lamp guide smart phone app to promote LED products
Communication Tools

- **Retailer Training**
  - Lighting Design Training Manual (AU): training package to help retailers support customers in selecting lighting solutions

- **Professional Lighting Initiatives**
  - Street Lighting Training Program (FR): 3-day education program for specifiers and installers of public-street lighting
Short term incentives in the form of coupons, rebates, or bulk purchases can help promote initial uptake of LED products.
Incentives

- **Domestic Sector**
  - Utility Rebates (CA and US): utilities provide rebates to support demand-side management programs
  - LED Lamp Promotion (FR): provided 1 million LED lamps at no or low cost

- **Professional Sector**
  - Enhanced Capital Allowances (UK): accelerated tax relief through investments in energy saving plants or machinery
Manufacturing support through measures such as national policies, financial or tax incentives, and public programs encourage development of valuable products.
Manufacturer Support

- Public Investments in LED Industries
  - R&D Financing (KR): tax advantages for suppliers who make energy efficiency investments and subsidies for testing fees
- Awards and Programs to Promote Better Product Performance
  - L-Prize Competition (US): award competition to spur development of replacement technologies
  - SEAD Global Efficiency Medal and Global Lighting Challenge (Global):
    - Medal to recognize highly efficient industrial and outdoor lighting products
    - Race to reach cumulative global sales of 10 billion high efficiency, affordable lamps
Support Testing Standards

- IEA 4E SSL Annex Interlaboratory Comparison (Global): LED lighting product measurement comparison

- International Standardization Processes (Global): global measurement standard for LED lamps published by CIE in 2015
SSL Annex members recommend a portfolio of policies and programs to grow and sustain the market for high quality, energy-efficient LEDs.

Cooperation and knowledge sharing between key stakeholders can ensure high quality products dominate the market and energy savings are realized.

For more information, the full *Lessons Learned Bringing LEDs to Market Report* is available at: [https://ssl.iea-4e.org/](https://ssl.iea-4e.org/).
Thank You