

The logo features a large, bold black number '4' with a smaller, blue 'E' positioned to its right. The entire logo is contained within a white rounded square with a blue border. The background of the slide includes a blue gradient bar and several overlapping light blue circles.

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Best Practices in Transforming the Lighting Market

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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.

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Program Elements

- SSL Annex member governments recommend a portfolio of policies and programs to develop and sustain markets for LEDs.
- Four key program elements:



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Quality Assurance

- Quality assurance programs help to ensure full benefits of LED illumination are realized.



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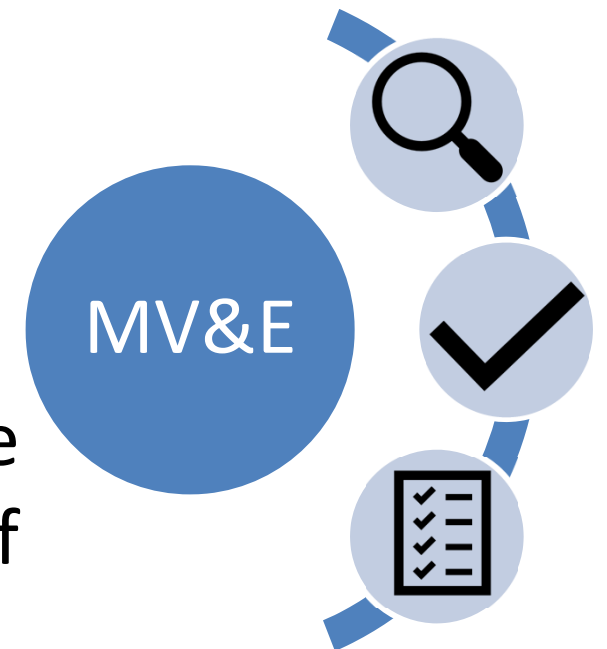
Quality Assurance

- Minimum Efficiency Performance Standards (MEPS)
 - Ecodesign Directive for Energy-Related Products (EU): MEPS established for lamps in 2009
 - 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

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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



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Communication Tools

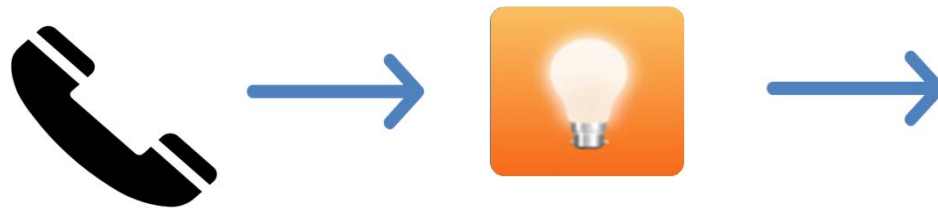
- Information campaigns help consumers and lighting professionals make informed, energy-efficient choices.



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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



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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

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Incentives

- Short term incentives in the form of coupons, rebates, or bulk purchases can help promote initial uptake of LED products.



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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

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Manufacturer Support

- Manufacturing support through measures such as national policies, financial or tax incentives, and public programs encourage development of valuable products.

Quality
Assurance

Communication
Tools

Incentives

Manufacturer
Support

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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



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Manufacturer Support

- 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

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Recommendation and Conclusion

- 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/>.

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Thank You