

# LIGHTING *for* tomorrow



## What Have We Learned and What About the Day After Tomorrow?

Rebecca Foster, Consortium for Energy Efficiency  
ACEEE Summer Study

### Background

- Residential lighting offers large savings opportunity
- Efficiency programs wanted to promote light fixtures in new construction
- Lighting showrooms wanted to support ENERGY STAR but said qualified fixtures were not “showroom quality”

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## LFT Partnership

- American Lighting Association
  - Lighting showrooms
  - Lighting fixture manufacturers
- Consortium for Energy Efficiency
  - Efficiency program administrators
- U.S. Department of Energy
  - Represented by PNNL



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## LFT Sponsors

- Generous support from CEE members funds LFT activities
- In kind support from the EPA ENERGY STAR fixture program
- Currently 26 sponsors of the 2006 competition

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## Past Activities

- 2003-2004
  - Fixture design competition
- 2005
  - “Fixture family” design competition
  - Technology competition
  - Color research
  - Program assistance on fixture promotion

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## Why Design Competitions?

- Key market barriers were aesthetic
- Motivates manufacturers to integrate new technology into their design processes
- Good PR potential
  - Announcing winners / award ceremonies
  - Securing trade and consumer press

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## Intended Outcomes

1. New ENERGY STAR-qualified light fixtures are introduced into the market
2. The residential lighting industry demonstrates increased awareness of energy-efficient lighting
3. More lighting showrooms carry ENERGY STAR-qualified fixtures

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## 2003-04 Winners

### Grand Prize Winner



American Fluorescent

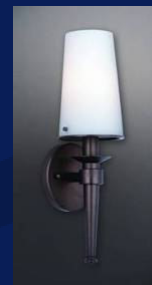
### Second Place Winners



Lightolier



Soren Momsen



Forecast

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## 2005 Winners Honorable Mention



Good Earth Lighting



Fire & Water



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## 2005 Winners Second Place – Indoor Category



Justice Design Group

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**2005 Winners  
First Place – Outdoor Category**



American Fluorescent

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**2005 Winners  
First Place –  
Indoor Category**



Lithonia Lighting

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## 2005 Winners Technical Innovation



Chubby Sabel Chandelier  
by American Fluorescent  
with 70W double endline lamp  
On-board dimmer controlled by finial loop

American Fluorescent

### Dimmable Energy-Efficient Lighting



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## Results – More Fixture Introductions

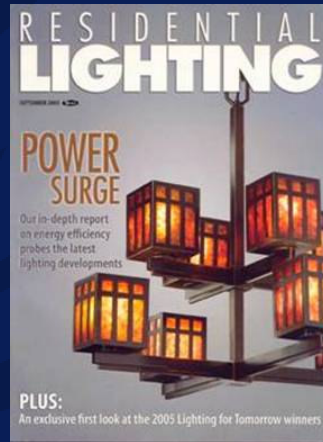
- Nearly all winners and honorable mentions were brought to market
- 50% more manufacturers displayed ENERGY STAR fixtures at the 2006 January Market compared to 1 year before (T24 major driver)
- American Fluorescent and Lithonia credit LFT with assisting their expansions

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## Results – Increased Awareness

- Excellent coverage by trade press
  - Home Lighting & Acces.
  - Architectural Lighting
  - Home Furnishings News
- Award ceremonies at ALA conferences
- Name recognition of LFT



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## Results – Increased Retail Presence

- Some progress, but needs more attention
  - Retailers hesitant to make changes
  - Availability from mfrs is not sufficient
  - Survey to determine baseline stocking/sales fielded in early 2006 – will repeat in 2007
- Consumer demand is also necessary
  - LFT has received consumer press coverage
  - “On the ground” efforts needed

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## 2006 Activities

- “Fixture family” design competition
  - Multiple winners featured in Yearbook
  - More products and manufacturers
  - Wider distribution
- Solid State Lighting prototype competition
- Retailer outreach
- Builder program development

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## Yearbook

- 10,000 copies
- Disseminate to:
  - ENERGY STAR partner lighting retailers
  - ALA member showrooms
  - Homebuilders
- Encourage efficiency programs to use locally to educate retailers and builders



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## SSL Competition

- Objectives
  - Explore use of SSL in niche applications
  - Evaluate fixtures employing SSL
  - Facilitate learning by light fixture industry
- Advocate high-quality, energy-efficient use of SSL
- Publicize within lighting community rather than mass market



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## Conclusions

- Successes
  - Demonstrated efficiency can be beautiful
  - Raised awareness within lighting industry
  - Encouraged new product introductions
- Challenge
  - Making the jump from “available from manufacturers” to “available at retail”

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## Implications

- Need to develop programs that support all parts of the supply chain
  - “If you build it, they will come” isn’t always true
- Need a strong tie with local programs
  - National level efforts can’t reach all actors
- Need to look for and respond to changes in market and technology

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## For more information

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