

Lighting Campaign Update



Monique O'Grady
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ALLIANCE TO
SAVE ENERGY
Creating an Energy-Efficient World

What is the Alliance to Save Energy?



Mission:

- To promote energy efficiency worldwide to achieve a healthier economy, a cleaner environment, and greater energy security.

Organization:

- Staffed by 80+ professionals
- 34 years of experience
- \$15 million annual budget
- Recognized as the premier energy efficiency organization in the world



Consumer Resources



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Steering Committee Members



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Setting Standards for Excellence

**american
lighting
association**

- **Plus 40 other companies/organizations**
- **Five government advisors including EPA, DOE & FTC**



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Common Messaging

- Consumers will have a variety of lighting choices
- Consumers will save money
- Standards spur innovation
- Jobs are being created
- CFLs are safe to use in your home
 - Overall levels of mercury will decrease
- New lighting labels will help consumers make good choices
- Consumers are using the new bulbs

LUMENnow.org



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The screenshot displays the LUMEN Coalition website in a web browser window. The address bar shows <http://lumennow.org/>. The page features a large header image of a house at night with the text "LUMEN Coalition" and the tagline "Lighting Understanding for a More Efficient Nation". Below the header, there are four main content boxes: "Energy Saving Choices", "Choosing a Bulb", "Lumens vs Watts", and "Who We Are". Each box contains a brief description and a "Read More" button. Below these boxes, there are three columns of content: "Recent News" featuring a Wall Street Journal article about new light bulbs, "FAQs" with questions about light bulbs and energy efficiency, and "Videos" with links to news reports and campaigns. The browser's taskbar at the bottom shows various application icons and the system clock indicating 8:39 PM on 9/13/2011.

LUMEN Coalition
Lighting Understanding for a More Efficient Nation

search...

Energy Saving Choices
There are numerous energy-efficient light bulb options on the market. Whether you are buying CFLs, LEDs or halogen incandescents, you will be saving in both your home and in your wallet.
[Read More](#)

Choosing a Bulb
Lighting your home efficiently and economically has never been easier. Since there are energy-efficient options in all shapes and sizes, asking the right questions allows you to shop the light bulb aisle effortlessly.
[Read More](#)

Lumens vs Watts
Watts and lumens are two different measuring units. Watts measure the amount of energy required to light a product, whereas lumens measure the amount of light produced. The more lumens in a light bulb, the brighter the light.
[Read More](#)

Who We Are
LUMEN is an ad-hoc coalition of organizations and professionals united to educate consumers about energy-efficient lighting choices and the benefits of today's energy-efficient lighting products.
[Read More](#)

Recent News

Wall Street Journal: Stores Stock New Bulbs for the Light Switch
New bulbs using halogen, compact-fluorescent and LED technologies have been sprouting up on store shelves recently.
[Read More](#)

FAQs

- What's happening with light bulbs?
- Is there public support for energy-efficient bulbs?
- Are incandescents being banned?
- Will I be forced to buy a CFL?

Videos

- 9 News Denver: Light Bulbs Can Last as Long as Your Mortgage
- DOE Campaign: Saving Energy Saves You Money
- FTC: Shopping for Light Bulbs
- American Lighting Association: LED Lighting for Your Home

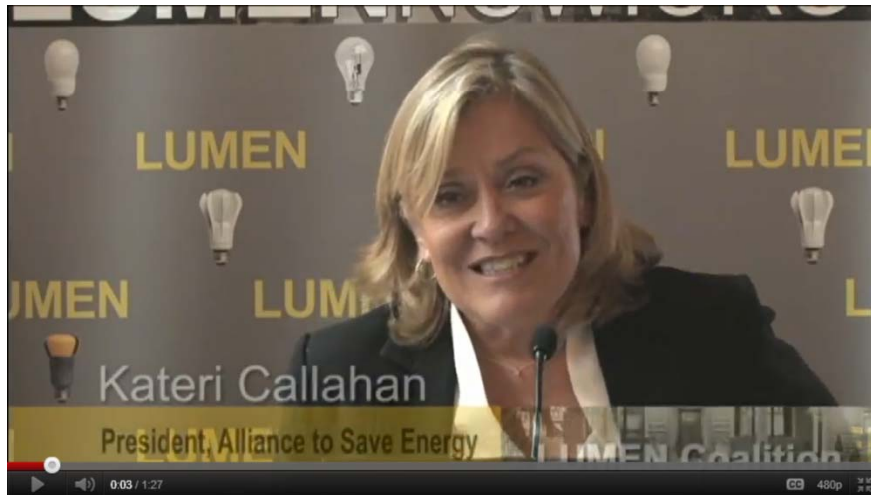
Makeover Press Conference



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- October 19
- Changed out bulbs to retrofit a home
- Unveiled the website



LUMEN MAKEOVER

OVERVIEW

BULBS:

- Rooms with new bulbs: 7
- Number of bulbs changed: 34
- Number of bulbs impacted by EISA: 9
- Payback time for EISA-impacted bulbs:
 - CFLs: 3 months
 - Halogen Incandescents: 3 months
 - LEDs: 4 years - 8.5 years

SAVINGS:

- Total lifetime energy savings: \$2,795.30
- Total net savings: \$2,313.10

SPECIAL THANKS:

- **LUMEN Coalition members** provided the energy-efficient CFLs, halogen incandescents and LEDs.
- **Dominion Electric's** Arlington-based residential lighting team helped select the right bulbs for each application in the home.



Dept. of Energy



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- www.energysavers.gov/lighting
 - Learn about the [new lighting standards](#)
 - Find out [how to shop for energy-efficient lighting](#)
 - Get answers to [FAQs](#)
 - Info: [light bulb retailers](#)
 - Info: [media](#)



Non-Consumer Resources



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**U.S. DEPARTMENT OF
ENERGY**

Bringing you a prosperous future where energy is clean, abundant, reliable and affordable

**Energy Efficiency &
Renewable Energy**

Partnership to create education campaign:

- Utilities
- Store Employees
- NGOs

LIGHTS – Printed Materials



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- Tip Card
- One pager

EFFICIENT LIGHTING TIPS & RESOURCES

Lighting your home efficiently & economically has never been easier. Consider these tips & resources to make it easy to buy energy-efficient bulbs:



Energy Efficiency &
Renewable Energy

energysavers.gov



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ase.org/lighting-info

L **LAW.** The Energy Independence and Security Act (EISA) of 2007 does not ban incandescent bulbs; it just requires the most common bulbs to use less energy to produce the same amount of light.

I **INTENSITY.** Watts = the amount of energy used to light a product. Lumens = the amount of light produced. The more lumens from a light bulb, the brighter the light. New bulbs use fewer watts to produce the same amount of light.

G **GUIDE TO BUY.** Once you make the smart choice to pick an energy-efficient bulb, decide which bulb(s) to buy for different fixtures & lighting needs.

H **HEAT vs LIGHT.** Old light bulbs use 90% of the energy to produce heat and only 10% of the energy to produce light. This makes the bulbs hot to touch & inefficient.

T **TYPE.** There are 3 types of energy-efficient bulbs:

- **Halogen Incandescents:** Use 25% - 30% less energy & can last up to three times longer than older versions.
- **CFLs:** Use about 75% less energy than the old bulbs & last up to 10 times longer.
- **LEDs:** Save 75% or more in energy costs & have the potential to last up to 22 years.

S **SAVINGS.** Families can save between \$50 and \$100 or more each year by changing their bulbs. Plus, there are more than 4 billion screw-based sockets in the U.S., which adds up to utility bill savings of more than \$10 billion per year.

LIGHTING TRANSITION DOs AND DON'Ts



DON'T: Just look for watts when buying light bulbs. The labels will include:

- Brightness (in lumens)
- Light appearance
- Estimated yearly energy cost
- Energy used
- Life-expectancy of the bulb

DO: **Recycle CFLs when they stop working.** There is a very small amount of mercury in CFLs. Recycle the bulbs properly when they burn out.

DON'T: **Change every bulb in your house at once.** This allows you to test which types of energy-efficient lighting work best, while seeing significant savings. Start with the lights that are on for the longest periods of time per day and use the most power. In most houses, that may be in the kitchen, living room and dining room.

DO: **Know your fixtures.** There is an energy-efficient bulb for almost every type of lighting scenario. Evaluate the type of bulb that fits best for each fixture – for example, do you need a bulb that dims?

DON'T: **Assume color appearance is always the same.** The color appearances you'll see with energy-efficient bulbs include warm white, soft white, cool white, bright white, and natural or daylight.



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LIGHTS – Interactive



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- Webinar for retail associates and others



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- EE Noon for utilities and NGOs; Nov. 16



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**Consumers
Union**

**Nonprofit Publisher
of Consumer Reports**

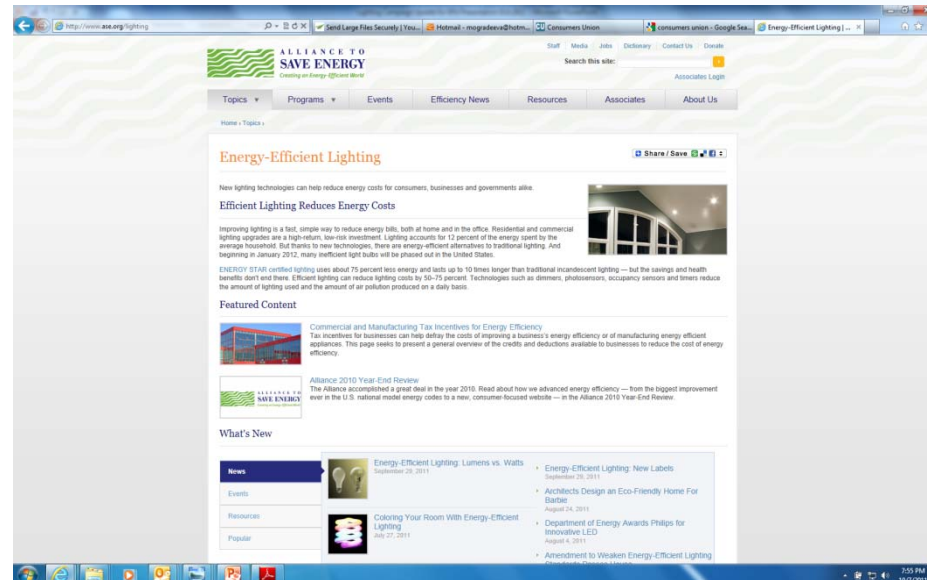
LIGHTS – Online tools



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- Newsletter article
- One pager
- Links to lighting resources
- All available on www.ase.org



Non-Consumer Resources



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■ NEMA's 5 L's of Lighting

Light Bulbs

What are my light bulb options?

Incandescent		Halogen (Energy-efficient incandescent)		CFL		LED	
							
Clear	Frosted	Clear	Frosted	Open	Covered		
Energy/Cost Savings (Compared to incandescent)		~28%		~75%		~75%+	

www.Lightbulboptions.org

Thank you!

Contact information:

Monique O'Grady

mogrady@ase.org

202-530-2217



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