



Russell Sturm
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An Open Letter to Manufacturers of Energy Efficient Lighting

It is my pleasure to write to you today to inform you of the progress of the IFC/GEF Efficient Lighting Initiative (ELI).¹ As you know, ELI seeks to reduce greenhouse gas emissions by promoting the use of energy-efficient lighting products in Argentina, the Czech Republic, Hungary, Latvia, Peru, the Philippines, and South Africa. In my letter, I will tell you about ELI's accomplishments to date, about some upcoming events that should be of interest to you, and about opportunities for engaging with post-ELI "Legacy" activities.

Since its inception in 1999 (Argentina, Peru and South Africa) and 2000 (Czech Republic, Hungary, Latvia, and the Philippines), ELI has been working closely with manufacturers, distributors, retailers, electric utilities, government, and non-governmental organizations to increase the use of energy-efficient lighting.

Accomplishments and Progress to Date – Residential Sector

ELI has spent an estimated \$4 million to date on the direct marketing and promotion of energy-efficient, high-quality CFLs. Although formal evaluation figures are not yet available, early evidence from consumers, retailers, and manufacturers suggests that consumer demand for CFLs, and in particular for ELI-qualified CFLs, is increasing in most of the ELI countries at a substantially faster rate than before the program began.

So far, ELI has certified a total of 93 CFL models, coming from 12 different manufacturers. These are products which meet ELI quality criteria and have been submitted to ELI according to ELI guidelines by manufacturers (see our web site, www.efficientlighting.net, for the complete list). These products may therefore display the ELI logo. The logo is a central feature of the advertising campaigns of five of the ELI countries. As such, a random testing program is being administered by IFC in order to safeguard the credibility of the logo and specifications.

The ELI program in the Philippines illustrates our comprehensive approach to market transformation. ELI organized a high-profile advertising campaign, featuring a well-known comedian; provided point-of-sale material and vendor education to CFL retailers, and worked with the Electric Regulatory Commission to provide clear regulatory guidelines to encourage electric utilities to market efficient lighting products as a means of meeting the energy service needs of their client service territory.

Other program highlights include winning the First Prize for creativity, awarded by the Czech Advertiser's Association to our CFL television advertisement, and the partnership between ELI in South Africa and the Nelson Mandela Children's Fund (NMCF). Through this partnership, ELI-

¹ ELI is funded by the Global Environment Facility (GEF), and implemented by the International Finance Corporation (IFC).

qualified CFLs may display the logo of ELI and of NMCF, and a portion of the proceeds of the sales of these products is donated to the MNCF.

Accomplishments -- Commercial, Industrial, and Institutional Sectors

The variety of our activities in the commercial sector reflects the different opportunities in each ELI country. In Peru, working in partnership with the electric utility Edelnor, we are in the process of assisting its 1,200 largest customers with audits and advice on implementing energy-efficient lighting. In Latvia, Argentina, and Peru, we are developing university courses that will help instill a culture of efficiency among lighting professionals.

ELI has also run, in all participating countries, shorter training programs for lighting professionals on efficient lighting technology and/or on financing for energy-efficient lighting projects. A notable example comes from Hungary, where a one-day conference on energy-efficient lighting in the public sector drew over 400 participants from all over the country. In conjunction with the conference, we are providing technical and financial training to lighting professionals, and have created a fund to support innovative efficiency upgrades.

ELI is also supporting the design and finance of energy-efficient streetlighting projects in several countries, including Latvia, the Czech Republic, and South Africa.

Monitoring and Evaluating Our Results

Although anecdotal evidence strongly suggests that ELI is effectively transforming local markets for energy-efficient lighting, IFC has engaged an independent team of evaluators in order to properly assess the impacts of ELI, starting this year and continuing into 2004. Many manufacturers have generously cooperated with this monitoring and evaluation (M&E) effort. The M&E team may be contacting you in the coming months to help measure the outcomes of the program, so that an accurate and complete picture of results can be obtained. Information collected from individual companies will be aggregated by region and coded to protect confidentiality. No published data will be attributed to or reference specific companies. All participants in the research will receive copies of the results. We hope that you will not hesitate to share any lessons and outcomes with the M&E team. For more information about the M&E effort, or to share your views and experiences, contact Luisa Freeman at Applied Energy Group, lufreeman@aol.com.

The future: wrap-up dates, campaigns, and custodian

Our activities in Argentina, Peru, South Africa and the Philippines will vigorously continue through late 2002. In the 2002-2003 lighting season, we will be running promotions in the Czech Republic, Hungary, and Latvia, and will then wrap up the programs there in Spring 2003. We are, however, already preparing plans for post-ELI activities, both on a country level and an international level, so as to perpetuate the market transformation that ELI has begun and build upon the value created for the ELI logo and promotions to date.

In Argentina, we are cooperating with the Argentina Standardization Institute (IRAM) so that ELI standards become ELI-IRAM standards, with possible extension to Mercosur region. In the Philippines, discussions are underway to pass the mantle to the Philippine Efficient Lighting Market Transformation Project² to become the post-ELI custodian of the logo and advocate of energy-efficient lighting. In addition, the ELI-created collaborative body, the National Council for Energy Efficient Lighting (NACEEL) will continue its efforts to promote efficient lighting.

Neighbors of several ELI countries have made inquiries about using the logo in their own CFL promotions. The Vietnam Energy-Efficient Public Lighting Project, funded by the GEF and implemented by the UNDP, plans to adopt the ELI global specifications and qualification system in

² PELMATP is funded by the GEF and implemented by the United Nations Development Program (UNDP).

their own market transformation efforts. In Latin America, the financing branch of the Comunidad Andina de Naciones (Community of Andean Nations) expressed interest in extending the ELI program to other countries, among them, Venezuela. In addition, IFC has shared approaches and ideas with a number of emerging initiatives globally, including the China Green Lights program, which present opportunities for further building upon the ELI accomplishments on a broader global scale.

As part of the ELI legacy planning, IFC has begun a search for one or more organizations that could take on the role of global or regional custodian of the ELI logo. The organization(s) would be responsible for maintaining the registry of qualified lamps, and would coordinate with local organizations that would like to use the logo for efficient lighting promotions. I urge you to take a look at the ELI website to review our announcement of the Request for Expressions of Interest to participate in this effort. I will also be presenting a paper on the concept of an on-going Global ELI Custodian at the upcoming Right Light 5 conference in Nice, France (<http://ieebr15.online.fr>).

Even as ELI looks to the future, the global program team remains focused on fulfilling our commitment in the immediate term to building the market for efficient lighting. Our success to date is affirming, and gives us great hope that the future custodian of the ELI logo will inherit a tremendous platform upon which to build an expanded global effort. We are also mindful that the key to our success has been, and will continue to be, you -- the manufacturers and distributors whose success in fulfilling the market promise through effective marketing and innovative technology is the key to realizing the ELI program objectives.

We thank you for your partnership, and look forward to our continued collaboration.

To your success!

A handwritten signature in black ink, appearing to read "Russell Sturm". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Russell Sturm
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Attachment:

- 1) ELI contact information

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