



The Efficient Lighting Initiative announces A Global Opportunity

The International Finance Corporation (IFC) seeks a highly qualified organization to assume responsibility for the future of the “ELI Green Leaf” logo (see above left) and the associated product quality approval procedures, and consumer education and marketing activities, established and presently managed by IFC under the IFC/GEF Efficient Lighting Initiative (ELI).

Interested organizations must have a strong commitment to global energy efficiency, experience with international industry collaboration, and an excellent business infrastructure. IFC will consider organizations with either regional (Asia, Southern Africa, Latin America, Central and Eastern Europe) or global capabilities as regional or global custodians of the ELI legacy. ELI has funds available to help seed the logo beyond the program life, ie, beginning January 2003. However, IFC will only invest these resources in institution(s) able to make a long-term commitment of their own, provide a viable plan for sustaining the logo for the long term, and able to demonstrate their capability to execute the plan.

IFC welcomes inquiries from electric utilities, industry associations, non-government organizations, government agencies, testing laboratories, advocacy groups, and other organizations. For more information, or to make a proposal, please contact one of the following ELI representatives.

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Background

The Efficient Lighting Initiative (ELI) seeks to increase the penetration of energy-efficient lighting technologies in Argentina, Peru, South Africa, the Philippines, the Czech Republic, Hungary, and Latvia. To this end, it has developed a series of public education and marketing initiatives built around the ELI “green leaf” logo. ELI has invested over \$3.7 million in CFL promotions, and has built partnerships with the three major CFL manufacturers as well as with five smaller manufacturers, with electric utilities in four countries, and with major retailers in four countries. In five ELI countries, discussions are underway with local institutions to act as local custodians of the ELI logo.

ELI has created substantial value for the logo as a symbol of a high-quality lighting product. This is evidenced by the widespread uptake of the logo by manufacturers and retailers of quality products, and by the initial indications of substantial effectiveness of the logo-based programs within the ELI countries.

The potential for taking the ELI logo global at this time is great. ELI has a network of local institutions that are willing to support the logo. Relationships are established with global manufacturers who have expressed interest in extending the life of the logo and adopting it to other geographic areas in their distribution network. A random testing program is underway to safeguard the rigor of the logo and specifications.

Role of the ELI Logo Custodian

While the precise role of the custodian(s) will be a function of the capacity of the candidate organization, IFC expects that the organization(s) selected would play a role in testing and certifying ELI-qualified CFLs, and would work in partnership with national or regional organizations (such as the in-country ELI implementation team and their partners) who would run local promotions for ELI-qualified products. The custodians’ role would begin in early- to mid-2003.

Requirements for the Candidate Organization

The candidate organization should have:

- A proven ability to engage in effective partnerships with organizations in developing countries.
- A presence in one or more ELI countries.
- Experience in promoting energy-efficient lighting, high-quality products, and/or products that help reduce greenhouse gas emissions.
- Knowledge of or capacity for testing and certifying lighting products.