



SYMBOLIC SEALING. Shown in the photo (from left) are DTI Asec Zenaida Maglaya, ELI Country Director Alexander Ablaza, and DOE Usec Cyril del Callar.

Country Team Participates in Global ELI Workshop

The ELI Philippines country team took part in the Global ELI Workshop held in Marianske Lazne, Czech Republic last 09-15 July 2000. Representing ELI Philippines were Alexander Ablaza, Country Director; Mirko Moeller, Country Program Administrator; José Hurtado, UFISA Program Manager for Philippines and SA; Carmen Salas Cortés, UFISA Program Associate for Philippines and SA; and Ted Flanigan, IFC consultant for ELI. The workshop served as a venue for the various ELI countries to interact and share unique experiences, learn from each other's experiences, and brainstorm on future strategies. During the workshop, Alex Ablaza presented the ELI country program, which was warmly received by the delegates.

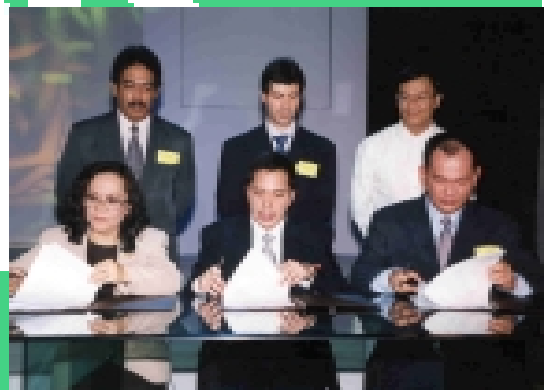
DOE, DTI, IFC/Iberpacific Ink Landmark Accord for ELI Testing

Signed during ELI's 12 October 2000 launch was the DOE-DTI-IFC/Iberpacific Memorandum of Agreement for the collaborative undertaking of the "ELI Product Testing and Qualification Project". Under the MOA, ELI will donate \$150,000 worth of equipment to the DOE's FATL for the testing of more than 200 models of lamps. ELI will also sponsor the training of FATL and BPS personnel. The signing of the MOA was the culmination of months of negotiations among the three parties. DOE Undersecretary Cyril del Callar and ELI Country Director Alexander Ablaza signed the agreement on behalf of their respective organizations, while DTI Assistant Secretary Zenaida Maglaya endorsed it for the DTI approval of Undersecretary Ernesto Ordoñez, who also graced the event. As a gesture of support for the ELI country program, the three representatives joined in a Ceremonial Sealing, mounting the ELI logo on a 5ft. CFL mock-up onstage.

Country Program Formally Launches

After months of start-up operations, the ELI Philippines country program was formally launched last 12 October 2000 at the Sunken Garden of the posh Rockwell Club in Makati City. The event centered around the theme, "The winds of global change are now blowing towards Asia and through Philippine shores — Experience the coming..."

Hosted by theater and cinema actress, Lara Fabregas, the event marked several milestones: the signing of the tripartite Memorandum of Agreement with the Department of Energy and the Department of Trade and Industry; the creation of the high profile National Advisory Council for Energy Efficient Lighting (NACEEL); the launch of the ELI Quality Mark; the commitment forging of leading lighting manufacturers to support the ELI qualification program; the launch of the ELI Public Relations, Advocacy and Advertising Campaign (PRAAC) with the initial airing of the TV commercial and the guest appearance of local ELI celebrity endorser, Michael V.; as well as the show of support of IFC, Union Fenosa, Iberpacific and a host of other stakeholders of the country program. Indeed, it was the event that clearly staked the ELI flag on Philippine soil!



MOA Signing. From left: DTI Asec Maglaya, ELI's Ablaza, DOE Usec del Callar. From top left: DTI-BPS Director Jesus Mootoomull, Iberpacific Managing Director Jose Luis Gomez, and DOE-EUMB Director Francisco Benito.

NACEEL Formed

The powerhouse National Advisory Council for Energy Efficient Lighting (NACEEL) was formalized during the launch event. NACEEL was created to sustain ELI interventions beyond the program duration of two years. Accepting ELI's nominations were the Meralco and Cepalco CEOs, the Secretary of Energy and the Secretary of Trade & Industry. Chairing the NACEEL is Meralco President and CEO Manuel Lopez.

NACEEL will serve as effective private and public sector magnets to other stakeholders of the program; back the program interventions with a pool of integrity; and provide ELI Philippines guidance in the furtherance of greenhouse gas emission reduction objectives through efficient lighting by private sector participation and government policy formulation. Moreover, it is hoped that NACEEL will provide the guidance and possibly the evolutionary basis for the eventual creation of the Philippine Council for an Energy Efficient Economy (PCEEE).



PRESENTATION OF NACEEL NOMINEES. (L to R): Jose Luis Gomez; Meralco President and CEO Manuel Lopez; Asec Maglaya (representing the DTI Secretary); IFC Country Manager Vipul Prakash; Usec del Callar (representing the DOE Secretary); and Cepalco Chairman Ramon Abaya.

Major Manufacturers Support ELI

Since day one, it has been the country team's objective to bring the world's "Big 3" lighting manufacturers namely Philips, GE, and Osram into the ELI bandwagon. And as a show of support and commitment, heads of the Big 3 (namely Peter Mannhart, Osram Philippines Ltd. Corp. Managing Director; Allan dela Cruz, GE Lighting Philippines, Inc. President and General Manager; and Mario Hernandez, Philips Electronics & Lighting, Inc. VP and General Manager-lighting division) symbolically sealed mock-up CFLs mounted on the stage during the ELI Launch.

Over the past few months, the Big 3 have been briefed on the program, its proponents, as well as the ELI Quality Mark application process. In fact, all three have submitted their CFL applications for product qualification. A fourth manufacturer, Yatai International Corporation (who distributes Omni and Maxlite products in the Philippines), has expressed interest to participate in the ELI qualification program as well. And since 18 October 2000, the country team is proud to announce that around 25 CFL models have been ELI-qualified and are currently available in the market.

In line with this, ELI is also working to get ballast manufacturers into the ELI program. Currently, big-name ballast manufacturers such as Matsushita Electric Works, Trilux, and Quantum Electronics have already applied for ELI product qualification, with more manufacturers to come.



COMMITMENT FORGING WITH MANUFACTURERS: From left: Alexander Ablaza; Peter Mannhart, Osram Managing Director; Allan dela Cruz, GE Lighting President and GM; and Mario Hernandez, Philips Electronics & Lighting, Inc. VP and General Manager (lighting division).

Arthur Andersen Conducts MA Study on Efficient Lighting

To validate ELI's proposed strategies and to paint a clearer picture of the efficient lighting industry market scenario in the Philippines, last June 2000, ELI commissioned business consulting firm Arthur Andersen to conduct a market assessment study. Arthur Andersen was shortlisted from a list of four market research and business consulting firms. ELI plans to hold a formal presentation of Arthur Andersen's findings to concerned sectors such as government, utility, manufacturing, and media in the coming months.

CFL Leasing Program Gains Progress

In his 09-16 October 2000 mission, Ted Flanigan presented the draft Smartlight CFL Leasing Concept Paper to major power distributors Meralco and Cepalco. Prior to this presentation, copies of the concept paper were formally sent to Meralco President and CEO Manuel Lopez, and Cepalco Chairman Ramon Abaya. Smartlight was presented to both Meralco AVP and Head for Customer Services Roberto Almazora, as well as to the MEI group composed of Meralco Asst. COO Victor Risma, Jr., George Campos, Edison Romana, and Marvin Jovero. Meanwhile, present during the Cepalco presentation were Chairman Ramon C. Abaya, Crisanto Laset, Jose Maria Abaya, and Edwin Bernal.

ELI Media Campaign Launches

Coinciding with the launch event is the beginning of ELI's major PR, Advocacy, and Advertising Campaign (PRAAC), with above-the-line (television, radio, and print) campaign materials featuring celebrity endorser and top comedian Michael V. ELI ads have appeared in the country's major TV and radio networks' top-rating shows, with print ads appearing in the leading broadsheets. The \$800,000 campaign aims to inform consumers on the benefits of energy efficient lighting and to buy ELI-qualified CFLs. Moreover, ELI-related press releases have also seen print in newspapers.

The ELI PRAAC account is handled by the talented people of PAC.comm, Inc. (see second photo). The latter was selected from a list of four shortlisted advertising agencies.

Launching of the ELI Quality Mark

The ELI Quality Mark is the highest symbol of quality for energy efficient lighting. Coinciding with the launch event was the unveiling of the ELI logo to the Filipino public. In order for lighting manufacturers' products to carry the logo, their products have to meet stringent ELI technical specifications. As of the moment, certain manufacturers have had their selected compact fluorescent lamp models qualified by ELI.



From left: José Hurtado, Jose Luis Gomez, Alexander Ablaza, ELI Celebrity Endorser Michael V., Mirko Moeller, and IFC Consultant for ELI Ted Flanigan.



ELI PRAAC agency, PAC.comm. From left: Jay Go; Freddie Manapat, PAC AVP; Philip de Belen, PAC GM; Anthony Cumagun, PAC SVP; Ann Cumagun, PAC SVP; Alexander Ablaza; Lito German, Agents International SVP; and Jake Tadena, PAC VP.



ELI: An Active Observer in BPS TC04 meetings

Since May 2000, upon the invitation of BPS Director Jesus Motoomull, ELI Country Director Alexander Ablaza has been sitting in the monthly meetings of BPS Technical Committee No. 4 (TC04) for lamps and related equipment as an active observer. So far, ELI's contributions have been significant. Recently, the committee amended the Philippine National Standard for self-ballasted lamps. Included in the amendments are certain standards suggestive of ELI specifications, such as the inclusion in the PNS of lumen maintenance as a standard and "lumens per watt" mandatory information on product packaging.

ELI Presents in Various Conventions

As part of its efforts to bring in stakeholders into the program, the ELI team has been visible in various conventions and forums throughout the last six months. Since July, the Country Director has presented and actively participated in IIEC's Green Buildings/ Green Resorts forum. And last 23-27 October 2000, ELI together with Iberpacific/ Soluziona (ELI's Local Implementing Entity) participated in the Conference of the Electric Power Supply Industry (CEPSI), the largest and most prestigious assembly of leaders and experts in the global power supply industry held every two years. ELI's participation in CEPSI included co-sponsoring a booth with Iberpacific/ Soluziona. The Country Director also had a technical presentation during the event, discussing ELI's global roots and its different market intervention strategies.

Upcoming events that ELI will be participating in include the IIEE Convention on 22-25 November 2000 at the PICC, and the Energy Management Association of the Philippines (ENMAP) and DOE-sponsored Energy Convention 2000, Energy Expo 2000, and Energy Technology Conference 2000 on 04-05 December 2000 at the Manila Midtown Hotel.

ELI Eyeing USAID Support for FATL Accreditation

ELI is currently coordinating with USAID's Office of Environmental Management to explore the possibility of securing funding from their Philippine Climate Change Mitigation Program (managed by Hagler Bailey) to complete the ISO 17025/ IEC Guide 25 accreditation of DOE's Fuels and Appliances Testing Laboratory (FATL). USAID perceives ELI's Lamp Product Testing and Qualification Project as a viable reason to justify the reactivation of this program component.



ELI Country Director Alex Ablaza in one of his speaking engagements.

ELI Qualified Products Now Available!

ELI has now qualified high-quality compact fluorescent lamps (CFLs) from selected manufacturers. Last 18 October, IFC Consultant Chris Granda released a list of CFLs meeting ELI's stringent technical specifications. The list contains both products that have received the interim qualification and products that have received full qualification. These brands now carry the ELI Quality Mark—the highest symbol of quality for energy efficient products. By carrying the ELI logo, these products can therefore participate in all seven countries of the ELI program.

Among the brands qualified, currently available in the Philippine market are the Philips Ecotone, most of Osram's Du Lux models, and several products from Maxlite. More products will be qualified in the coming months as applications from other manufacturers are completed.

The list can be downloaded at www.efficientlighting.org.

Program Proponents:



Global Environment Facility



A member of the World Bank Group



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