



# From a Global to a Regional Perspective



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# What is The Global Lighting Association?

- The **Global Lighting Association** is a grouping of peak national and regional lighting associations representing over 5000 lighting manufacturers and over US \$ 50 billion annual sales.



Electric Lamp and Component Manufacturers' Association of India



China Association of Lighting Industry



Lighting Council  
AUSTRALIA



LIGHTINGEUROPE  
THE VOICE OF THE LIGHTING INDUSTRY

# Our mission

## ■ The Global Lighting Association

supports the creation of **new opportunities** for lighting in addressing **socio-economic and demographic trends** and requirements, given **the paradigm shift towards intelligent LED lighting systems** and the role new lighting technology will play in moving **towards a sustainable society.**

# Light is Life

- **Visual function**

Identifying, working without mistakes, safety, orientation



- **Emotional feelings**

Pleasant environment, motivation, mood



- **Biological functions**

Body clock, sense of wellbeing, health



# What drives transition?

- **Energy security, prices and climate change:** energy efficient lighting remains high on the agenda
- **Demographic changes:** growing age and move from rural to urban
- **Individualization:** tailor made solutions for a multitude of applications
- **New Technology:** new market participants, towards global value chains

# The Paradigm Shift

- New technologies need new approaches and „out of the box thinking“
- The lighting world needs accelerated and workable standardization
- The lighting world needs the participation of all stakeholders in standardization



**How can we best ensure that good lighting reaches people?**

# The Regulatory Dimension

Regulators need to make sure that:

- Unsafe and low quality products are kept from the market
- A minimum level of quality is guaranteed, so that above that level, individual vendors may choose to compete on various quality aspects and quality levels; and that price differentiation is possible
- Adequate product surveillance should be in place to ensure that vendors are kept to their promise (*"what is on the box is in the box"*)

# The Standards Dimension

Standardization Bodies have to make sure that:

- Interoperability of products is guaranteed, *so that customers have freedom to choose between individual brands*
- Standards follow the accelerated technological development and innovation
- Standards are globally harmonized
- Standards are set by involving all stakeholders



# The Standards Dimension

Standards should only relate to ONE minimum performance level, otherwise:

- Incentives for further innovation is put under threat
- Products will become too expensive, with slower acceptance by the market
- Confusion among customers cannot be avoided
- Brand differentiation and consumer choice is hampered

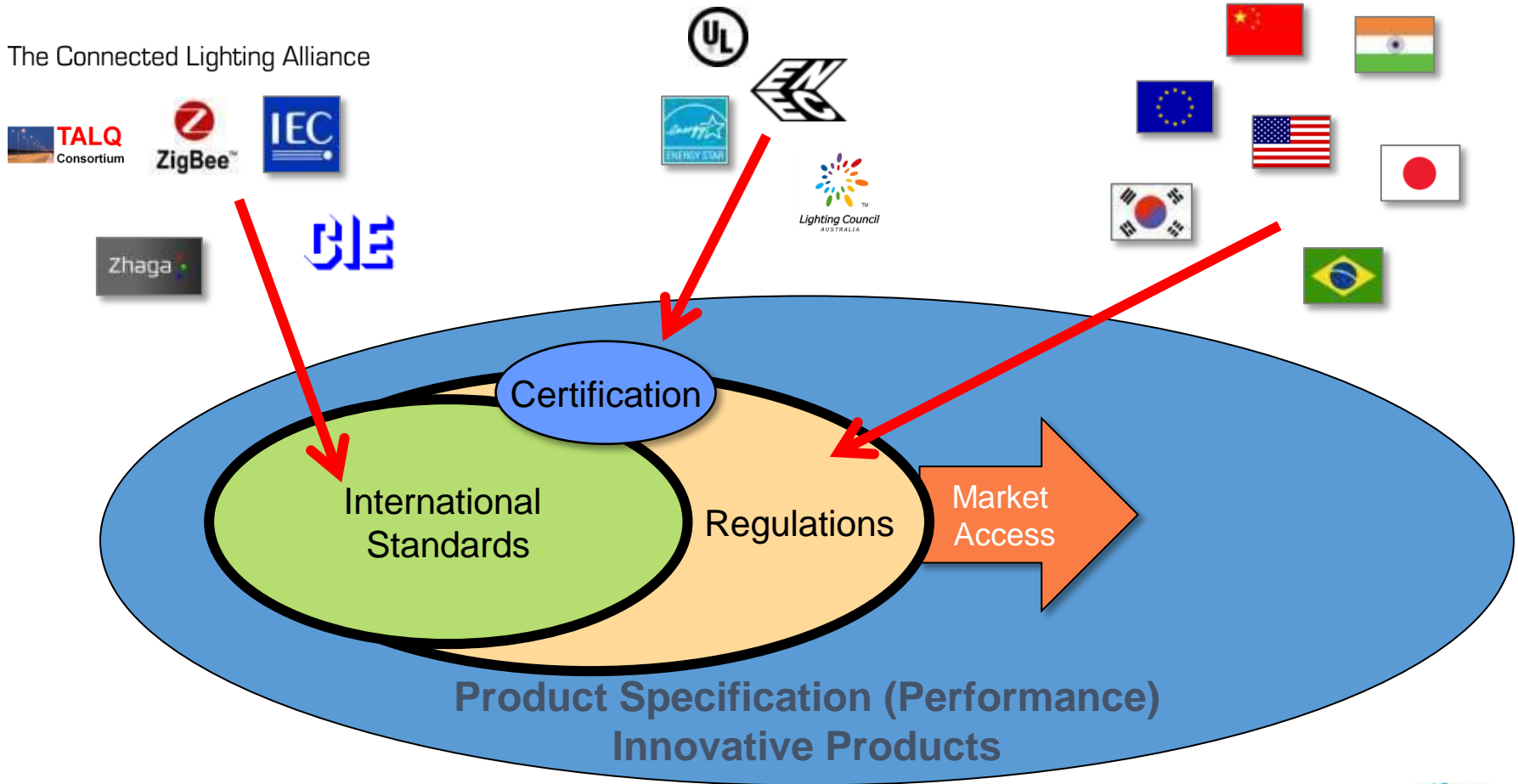
# The Standards Dimension

Consequently, the 4-tier approach is not the right way forward:

- It devaluates brands
- It creates unhealthy competition among regions
- It has the potential to seriously hamper innovation

# The Framework for Innovation

The Connected Lighting Alliance



# Standards vs. Regulation

- Standards need to provide the globally acceptable and necessary minimum requirements
- Regulations can take into account regional specific requirements and are to be developed in the region concerned
- Standards and Regulation require a functioning framework of market surveillance

# Towards a Level Playing Field

- Enforcement of Regulations is the prerogative of Governments
- Industry can support respective efforts by providing technical expertise
- LightingEurope pilot project started, industry will take immediate action against non-compliant products in four EU pilot countries (D, F, NL, H)

# What the Real Problem is!

- Lack of awareness of which products serve for which purposes
- Difficulty to take informed purchasing decisions, for consumers and public buyers
- Too many low quality products in the international market
- Absence of market surveillance structures
- Uncoordinated political activities

# How to address the Real Problem



Project between GLA and IRENA on a global lighting procurement guide



Collaboration between CIE and GLA on standardization in the light of changing socio-economic environments

GLA workshop on future needs for standardization

# GLA – Communicator and Multiplier





# Conclusion

- Global standards must only address ONE minimum performance level for lighting products
- The 4-tier approach has the potential to significantly hamper innovation and the uptake of good lighting in many regions
- Stakeholder communication and level playing fields globally are key and efforts from Governments should be concentrated thereon

[www.globallightingassociation.org](http://www.globallightingassociation.org)



*Ninth lites.asia workshop – Kuala Lumpur,  
Malaysia, April 2014*

# Our members



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