



EUROPEAN COMMISSION
DIRECTORATE-GENERAL ENERGY AND TRANSPORT
New Energies & Demand Management
Promotion of Renewable Energy Sources & Demand Management

Brussels, 18 October 2000

THE EUROPEAN GREENLIGHT PROGRAMME
ENDORSERS GUIDELINES



1. The GreenLight Programme Objectives and Scope

Accelerating the penetration of efficient lighting in commercial and public buildings will play a major role in achieving the Community's CO₂ reduction goal while at the same time contributing to reducing dependence on energy imports, to offering business opportunities for the European Union industry, and to improving working conditions.

The comprehensive strategy set out in the Energy Efficiency Action Plan contains the GreenLight Programme designed to facilitate the penetration of efficient lighting in the tertiary sector. The necessary trend towards increased private investment in efficient lighting will be stimulated in a visible manner through public relations activities, focusing public support programmes on the objectives of the GreenLight Programme and raising public awareness.

The GreenLight Programme will run for 5 years (2000-2004) and will act as a catalyst for the development of key efficient lighting sectors, sending clear signals for greater use of efficient lighting and encouraging investment.

2. The GreenLight Programme

The GreenLight Programme is a voluntary programme where private and public organisations and companies commit to upgrade their lighting in existing spaces wherever and whenever the energy savings justify the investment and to install best available efficient lighting systems in new buildings. The goals of the GreenLight Programme are for registered programme participants (Partners):

- to upgrade their lighting in existing facilities and
- to build all new facilities with technology that saves energy, thus
- reducing operating costs
- improving the quality of light and worker productivity
- thereby preventing the emission of greenhouse gases and other pollutants and
- improving the economic performance of programme participants

The GreenLight Programme has been developed to involve key commercial and public companies in upgrading lighting systems. Though not entailing legally binding obligations, **joining the Programme requires strong commitment and a substantial contribution to the objectives of the GreenLight Programme.** Joining proceeds through a Registration whereby the institution, organisation or company in question commits itself to fulfil the GreenLight Programme requirements. Partners may use the GreenLight logo and their relevant activities may be included in the other related promotional activities, such as the Awards, Catalogue, Advertising activities, etc.

The list of GreenLight Programme Partners, including a description of their specific contribution to the GreenLight Programme will be published widely (brochure, Internet etc.).

The Partnership also includes the planned monitoring and reporting of the relevant actions.



3. The GreenLight Endorser Programme

The GreenLight Endorser Programme has been established to help the European Commission and national GreenLight Promoters (e.g. national energy agencies) to promote to potential GreenLight Programme participants the GreenLight Programme and to support already registered GreenLight Programme participants in their efforts to reduce lighting consumption. The GreenLight Endorser Programme is open to almost all interested parties in the lighting business; in particular registration are welcome from:

- lighting manufacturers (lamps, ballasts, luminaires, control systems, other components);
- lighting management and system design companies;
- electric utilities and energy service companies;
- lighting equipment importers, distributors and vendors;
- national professional and trade associations (e.g. lighting designers, architects, lighting installers, lighting surveyors, electric contractors);

It is expected that the GreenLight Programme Endorser will undertake specific actions to support the GreenLight Programme, according to the Guidelines described in section 4 and an agreed individual plan. In return the Endorser will get public acknowledgement for its efforts to support the GreenLight Programme.

Though not entailing legally binding obligations, **joining the Endorser Programme requires commitment to the objectives of the GreenLight Programme**. Joining proceeds through a Registration whereby company in question commits itself to fulfil the GreenLight Endorser Programme requirements. Endorsers may use the GreenLight logo and their relevant activities and product may be included in the promotional and technical support material, such as equipment database, etc.

The list of GreenLight Programme Endorsers, including a description of their specific contribution to the GreenLight Programme will be published widely (brochure, Internet etc.).



4. The GreenLight Endorsers Programme Guidelines.

1. Each Endorser shall appoint a responsible person for assuring the Programme execution and all the communications with the European Commission or its designated representatives for the Programme (e.g. National Energy Agencies¹). The responsible person shall assure that resources are created to implement the program, reporting to top management of the organisation on progress, and preparing reports to the European Commission.
2. Each Endorser shall promote the GreenLight Programme and its goals. In particular each Endorser shall help the Commission or its designated representatives for the Programme (e.g. National Energy Agencies) to promote the GreenLight Programme and efficient lighting solutions to potential programme participants.
3. Each Endorser shall provide the Commission with up-to-date non confidential and commercially available information on its products, technologies and services relevant for the GreenLight Programme, including best technologies and lighting saving solutions.
4. Each Endorser shall educate its clients on the benefit of lighting savings and of the GreenLight Programme.
5. Each Endorser shall lay out a specific plan of how to promote the GreenLight Programme and send it to the Commission within three months after receiving the acceptance letter, together with a short description of the company.
6. Endorsers can withdraw from programme at any time without penalty.
7. Compliance with Community, national and local regulations will be compulsory for any action and project to be undertaken in the framework of the Endorser programme.
8. In addition to the above compulsory requirement the following voluntary requirements are recommended. Endorsers fulfilling any of the voluntary requirements below described can use in their advertisement and promotion material the title of “Main Endorsers”:
 - 8.1 create a GreenLight Programme area in the lighting centre in their facilities ;
 - 8.2 create a display area in at least five large airports or train stations throughout the European Union;
 - 8.3 help to upgrade and to create a visible GreenLight Programme area at a famous site (e.g. museum, shopping mall, concert hall);
 - 8.4 display endorsement of the GreenLight Programme in all the European advertising for products and services in the lighting area;
 - 8.5 enrol five potential clients in the GreenLight Programme in a year;

¹ The list and address of National Energy Agencies is available from the Commission on request



5. Participation in the GreenLight Programme

Following the submission of the registration form to the Commission, the effective participation in the GreenLight Endorser Programme will start at the reception of the acceptance letter by the Commission. The participation will be reviewed on a yearly basis by Commission following the assessment of the compliance with the above Guidelines. In case of non-compliance with the above Guidelines by the company, the Commission reserves the right to terminate the company participation in the GreenLight Endorser Programme.

The Commission will send the list of GreenLight Endorsers to the national GreenLight representative (list available on internet at <http://www.eu-greenlight.org>) and to the Member States representatives in the SAVE Committee. Monitoring Guidelines and Technical Information for the GreenLight Programme are available on internet at <http://www.eu-greenlight.org>.

6. Endorser recognition.

Endorsers will be entitled to use the GreenLight Programme logo, to be included in the GreenLight Catalogue and to participate in the GreenLight Awards. In addition, "actions" undertaken by GreenLight Endorsers will be disseminated at EU-wide level in the GreenLight Advertising Campaign.

The various actions are specified below.

- a) The use of the logo will be restricted to actions to promote the GreenLight Programme. The logo shall not be used to endorse specific products or services. The Partner will not be allowed to use the logo for other purposes or activities.
- b) The Commission will monitor the implementation of the Guidelines and will withdraw the use of the logo and terminate the participation in the Endorsement Programme if any misuse is verified.
- c) GreenLight Programme Awards will be made to best GreenLight Endorsers in accordance with criteria to be set and agreed.

For general information on the GreenLight Programme please contact:

Paolo Bertoldi
European Commission, Joint Research Centre
TP450
I-21020 Ispra (VA)
Tel. +39 0332 78 9299, Fax. +39 0332 78 9992
e-mail: paolo.bertoldi@cec.eu.int

For technical information and assistance on the GreenLight Programme please contact:

Vincent Berrutto
European Commission, Joint Research Centre
Institute for Environment and Sustainability
TP450
I-21020 Ispra (VA)

Tel +39 0332 78 9688, Fax. +39 0332 78 9992 e-mail: vincent.berrutto@cec.eu.int

Or look in our web-site at <http://www.eu-greenlight.org>



EUROPEAN GREENLIGHT PROGRAMME PARTNERSHIP

REGISTRATION FORM

The organisation/company/institution/authority

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declares its willingness to participate in the GreenLight Endorsers Programme and to commit itself to fulfil the criteria described in the attached Guidelines

The organisation, through regular upgrade reports, will keep the European Commission informed on the implementation of the above actions.

The Name of the GreenLight responsible person appointed by the company is:

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for the organisation

Director or person authorised to sign:

Name:

Managerial Function:

Address

Tel. / Fax./

Signature

Date

Please send the signed registration form to :

**Paolo Bertoldi
European Commission
Joint Research Centre - TP450
I-21020 Ispra (VA)
Tel. +39 0332 78 9299
Fax. +39 0332 78 9992
E-mail: paolo.bertoldi@cec.eu.int**

