



EUROPEAN COMMISSION
DIRECTORATE-GENERAL JRC
JOINT RESEARCH CENTRE
Institute for Energy
Renewable Energy Unit

Ispra, 18 September 2009

The European GreenLight Programme

Endorsers Guidelines

Version 3



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 GreenLight Programme is 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 acts 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 ("Commission") and national GreenLight promoters, defined as National Contact Points, (e.g. national energy agencies) to promote to potential GreenLight Programme Partners the GreenLight Programme and to support already registered GreenLight Programme Partners in their efforts to reduce lighting consumption. The GreenLight Endorser Programme is open to almost all interested parties in the lighting business; in particular registrations 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 the company in question commits itself to fulfil the GreenLight Endorser Programme requirements.

The list of GreenLight Programme Endorsers will be published on the official GreenLight Programme website (<http://www.eu-greenlight.org/>) and in other GreenLight publications.

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 Joint Research Centre ("JRC") or its designated representatives for the Programme (e.g. National Contact Points¹). The responsible person shall assure that resources are created to implement the programme, reporting to top management of the organisation on progress, and preparing reports to the JRC.
2. Each Endorser shall promote the GreenLight Programme and its goals. In particular each Endorser shall help the JRC or its designated representatives for the Programme (e.g. National Contact Points) to promote the GreenLight Programme and efficient lighting solutions to potential programme participants.
3. Each Endorser shall provide the JRC 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 help at least one potential Partner per year to join GreenLight.
6. Each Endorser shall lay out a specific plan of how to promote the GreenLight Programme and send it to the JRC together with the registration form and a short description of the company.
7. Endorsers can withdraw from the programme at any time without penalty.
8. 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.
9. Endorsers that enrol at least ten potential Partners in the GreenLight Programme are designated as "Main Endorsers".

¹ The list and address of National Contact Points is available on the official GreenLight website.



5. Participation in the GreenLight Programme.

An organisation wishing to become an Endorser of the GreenLight Programme will proceed by the following 5 step process:

- 1) Formulation of a “**GreenLight Promotion Plan**” ("Promotion Plan"), defining the scope and nature of the organisation’s activities in support of the GreenLight Programme.
- 2) Submission of **proof** by the applicant Endorser to **have assisted at least one building owner/occupier or municipality in becoming a GreenLight Partner.**
- 3) Approval of the Promotion Plan by the JRC. The JRC grants Endorser status to the organisation.
- 4) Execution of the Promotion Plan, and annual reports ("Annual Report") to the JRC.
- 5) JRC renews the Endorser status, upon review of the Annual Report and submission of proof to have assisted at least one additional building owner/occupier per year in becoming a GreenLight Partner.

The process is described in the following paragraphs.

1) Formulation of a GreenLight Promotion Plan, defining the scope and nature of the organisation’s activities in support of the GreenLight Programme.

The GreenLight Promotion Plan defines the **specific actions** that the organisation will take to:

- disseminate information on the GreenLight Programme;
- encourage building owner/occupier and/or municipalities to become GreenLight Partners;
- aid GreenLight Partners in putting into practice the recommendations of the GreenLight Programme.

Furthermore, organisations that intervene in some aspect of the lighting design, construction or operation may take actions which contribute to the overall GreenLight goals of improving the energy efficiency of lighting. The nature of these actions will of course depend on the organisation's activities, for instance:

- a manufacturer of lighting equipment might develop specific sales material to help raise user awareness of energy efficiency issues, or might introduce or encourage use of high efficiency products;
- engineering consultancies might develop specific guidelines to insure that energy consumption is taken into account in the design and construction process;
- a trade association might develop an "Energy Efficiency Charter";
- a training or educational institution might emphasise and extend the treatment of energy efficiency;
- an electricity company could instigate a specific lighting DSM programme;
- ESCOs might develop financing instruments adapted to building owners/occupiers and/or municipalities.

The Promotion Plan should include a description of the Annual Report that the Endorser will submit to the JRC.



In the Promotion Plan, the organisation should designate the person responsible for assuring execution of the plan and for communication with the JRC and its designated representatives for the Programme (e.g. National Contact Points²). This person will:

- verify that appropriate management tools and policies are created to implement the programme;
- report to top management on progress;
- prepare reports to the JRC.

2) Submission of proof by the applicant Endorser to have assisted at least one building owner/occupier or municipality in becoming a GreenLight Partner.

It is very important that Endorsers take effective and concrete actions to stimulate the potential Partners' participation in the GreenLight Programme. These actions may take the form of: supplying promotion material to potential Partners indicating the benefits of joining GreenLight; helping potential Partners to perform the initial energy audits; helping potential Partners to register to GreenLight and fill out the reporting forms. To become Endorsers, applicant companies must submit evidence that they have assisted at least one potential Partner to join GreenLight.

3) Approval of the Promotion Plan by the JRC. JRC grants Endorser status to the organisation.

The proposed GreenLight Promotion Plan, including reporting procedure, will be submitted to the JRC (see last page for address), with copy to the National Contact Point³. Endorsers may also submit evidence to document their competence in some specific GreenLight related activity.

The JRC will approve the plan (generally within 30 working days), or explain its reasons for not approving. If the plan is approved, the JRC will grant GreenLight Endorser status to the organisation, with all the attending benefits. The effective participation in the GreenLight Endorser Programme will start at the reception of the acceptance letter sent by the JRC.

4) Execution of the Promotion Plan, and Annual Reports to the JRC.

The Endorser carries out its Promotion Plan, and reports annually to the JRC and to the National Contact Point⁴ on progress, in accordance with the reporting scheme proposed by the Endorser. Endorsers are encouraged to submit copies of material (sales documents, training courses, etc.) developed in the context of the GreenLight participation. The Annual Report must include evidence that the Endorser has assisted at least one potential Partner to join Greenlight in that year and may describe new actions undertaken by the Endorser.

² The list and address of National Contact Points is available on the official GreenLight website.

³ In a country where a National Contact point has not been designated, the material shall be forwarded only to the JRC.

⁴ In a country where a National Contact point has not been designated, the material shall be forwarded only to the JRC.



Compliance with Community, national and local regulations will be compulsory for any action or project to be undertaken in the framework of the Programme.

5) JRC renews Endorser status, upon review of the Annual Report and submission of evidence that the Endorser has assisted at least one additional building owner/occupier or municipality per year in becoming a GreenLight Partner.

The JRC will review the Endorser's Annual Report and the evidence of practical assistance to new potential Partners, and upon approval, will renew Endorser status. Fulfilment of Promotion Plan commitments may be verified. If the report is not approved, the JRC will explain why. If the execution of the organisation's Promotion Plan is notably weaker than agreed upon, or if the organisation does not honour its reporting requirements, the JRC reserves the right to terminate the organisation's participation in the GreenLight Programme.

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 may be disseminated at EU-wide level in the GreenLight Advertising Campaign.

The various actions are specified below.

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.

The JRC will monitor the implementation of the Guidelines and will withdraw the use of the logo and terminate the participation in the Endorser Programme if any misuse is verified.

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
Institute for Energy
TP450
I-21020 Ispra
Tel. +39 0332 78 9299, Fax. +39 0332 78 9992
E-mail: paolo.bertoldi@ec.europa.eu

Or consult our website / <http://www.eu-greenlight.org>

EUROPEAN GREENLIGHT PROGRAMME

ENDORSER REGISTRATION FORM

The organisation/company/institution/authority

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

It declares to have helped the following GreenLight Partner:

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

Director or person authorised to sign for the organisation:

Name: _____
Managerial Function: _____
Address: _____
Tel. / Fax: _____ / _____
E-mail/ web: _____
Signature _____
Date _____

The name of the GreenLight Manager appointed by the company is:

Name: _____
Managerial Function: _____
Address: _____
Tel. / Fax: _____ / _____
E-mail/ web: _____

Please send the signed submission form to:

Attachment:

Paolo Bertoldi
European Commission, Joint Research Centre
TP 450
I-21020 Ispra (VA), Italy
Tel.: +39 0332 789299 Fax: +39 0332 789992
E-mail: paolo.bertoldi@ec.europa.eu

Promotion Plan

Please send a copy of the signed submission form to your National Contact Point (list available on the website: <http://www.eu-greenlight.org/>).



PLEASE REMEMBER TO ATTACH THE PROMOTION PLAN.

