

EnergyWatch



October 2013

<http://www.attardimarketing.com/energywatch/>
www.energywatchblog.com

Peter Drucker:

Learn the lessons of the past to prepare for the opportunities of the future...

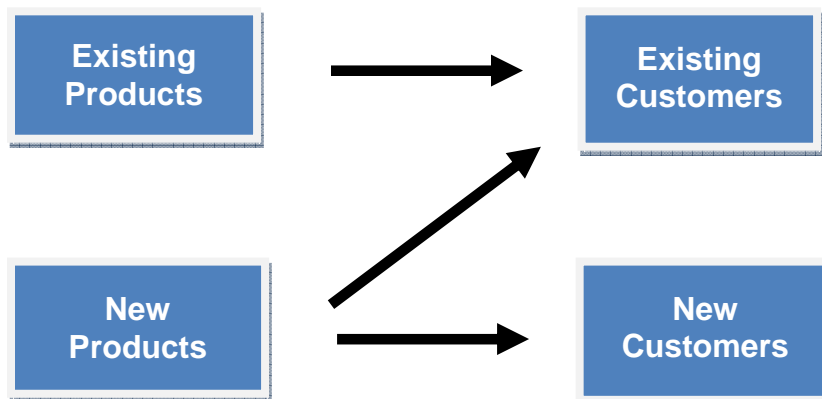
The best way to anticipate the future is by understanding the present...

The best way to predict the future is to create it...

Something to Think About...Sell New Customers New Products -

Are you Customer Mining: analyzing buying patterns / practices of your existing customers in order to look for opportunities to upgrade? Here are two key opportunities to sell your existing customers:

- ⚙ Continue to sell existing products to existing customers in order to continue to grow and satisfy your customer's needs. This is your core competency and frankly, pays the bills but customer mining is looking for those opportunities to upgrade the sale.
- ⚙ Look to sell the new sustainable energy efficient technologies to your existing customers first. Customer mining honors that relationship and keeps the pressure on you to improve the business of your existing customers, now and on a continuing basis.



Allow me to make the case for you not to spend a lot of time selling new customers existing commodity products. It is no way to get their business, unless it is on price. After all, your new customer is someone else's existing customer, buying existing commodity products. Time is precious; don't waste it doing the same thing. It's just redundant and brings nothing to the process. It's an opening to differentiate yourselves and to focus on selling the new technologies and to enhance your relationship with new customers by making their business better. Upgrading the sale does that and if you are knowledgeable and sensitive to your customer's specific needs, it will lead to unimaginable success.

National Energy Issues to Watch...

1. **DOE's SSL R&D Program** - The U.S. DOE expects to issue a solid-state lighting R&D funding opportunity announcement (FOA) this fall covering all three focus areas: Core Technology Research, Product Development, and Manufacturing. www.ssl.energy.gov/projects.html
2. **Some Rebate Programs Out of Funds; Others Offer Bonus Programs** - According to our North American Rebate and Incentive Database, 74% of the USA is covered by an active lighting rebate program; 8% of all US commercial lighting rebate and incentive programs are currently out of funding. Other programs are offering limited time bonus programs to increase participation, such as a program called Energizing Indiana is offering double rebates on 25W T8 lamp and ballast retrofits and select high bay fixtures. Another bonus program by ComEd in Illinois is offering a bonus for customers who get rid of all T12s in their facilities. <http://www.briteswitch.com/maximizing.html>
3. **Lights Out for T12 Rebates?** - Manufacturers had to stop producing T12 lamps after July 2012. While the availability of rebate programs and the dollar amounts have decreased since the phase out, there's still a good chance to still get a rebate in some parts of the country. If you have T12 fixtures that will need to be upgraded to T8 fixtures, you should act soon in order to take advantage of existing rebates.

Prescriptive Rebates for T12 to T8 Upgrades

Type of Upgrade	Average Rebate in 2011	Average Rebate in 2012	Average Rebate in 2013
Retrofit (Lamp/Ballast)	\$11.00	\$14.00	\$11.70
New Fixture	\$27.00	\$29.00	\$28.00

4. **Rebates for LEDs are Available Across the Country** - Depending on your location, you may be eligible for a sizeable rebates when installing LED solutions in your existing facility or new construction project. <http://www.briteswitch.com/led.html>

BriteSwitch Rebate Snapshot - Prescriptive LED Programs

	# of Rebates	Rebate Amount		
		Minimum	Average	Maximum
Replacement Lamps	571	\$2	\$12	\$43
Down Light Fixtures	390	\$10	\$18	\$125
Accent Lighting (Track Heads)	98	\$15	\$19	\$100
High Bay Fixtures	409	\$19	\$59	\$475
Parking Garage Fixtures	395	\$20	\$74	\$400
Outdoor Pole Lighting	78	\$19	\$72	\$475
Linear Panels (TL Replacement)	310	\$10	\$16	\$115

Source: BriteSwitch North American Rebate and Incentive Database - 09/2013



5. ***Some Changes for LED Lighting Facts®*** - U.S. DOE LED Lighting Facts® changes have been implemented, which means that manufacturers now have the option of grouping related products as a family and testing only one member of that family, calculating the performance of the other family members based on the performance of that one representative product. Also implemented is a verification testing program to ensure that the performance information posted in LED Lighting Facts remains reliable and accurate. <http://www.lightingfacts.com/>
6. ***LED Lighting Facts® EE Programs*** - From this list, you can search for incentive programs that support LED products from across the country. Create a custom summary of incentives using the search criteria provided. The program summary will also identify products from the LED Lighting Facts database that meet the specific EE program criteria. <http://www.lightingfacts.com/UtilityPrograms>
7. ***Residential and Commercial Product Performance Scales*** - LED Lighting Facts developed residential and commercial product performance scales to help partners evaluate and determine if LED products are appropriate for a given application. The scales compare the performance values for the five metrics identified on the LED Lighting Facts label to performance values of standard lighting technologies. The residential and commercial product performance scales can also be downloaded and printed using the links provided at the top of each page. <http://www.lightingfacts.com/Library/Content/PerformanceScales>
8. ***New DOE SSL Technology Fact Sheet on Lifetime and Reliability*** - The U.S. DOE has come out with a new SSL Technology Fact Sheet, [Lifetime and Reliability](#), to help users gain a better understanding of typical causes for LED product failures, the difference between lifetime and reliability, and methods for measuring and reporting lifetime and reliability. LED system performance is more affected by interactions between system components than most conventional lighting systems. The failure of any system component—not just the array of LED packages, but also the electronics, thermal management, optics, wires, connectors, or seals, for example—can lead to product failure. www.ssl.energy.gov/factsheets.html
9. ***How the ESCO Market for Efficiency Can Continue Expanding*** - Energy savings contracts could be worth \$15 billion by the end of the decade. Performance-based contracts have been a boon to the energy efficiency industry. Since 1990, U.S. ESCOs have grown the market from less than \$500 million to more than \$5 billion in 2011. And according to a new analysis of the market from the Lawrence Berkeley National Laboratory ([PDF](#)), revenues will double or even triple from \$6.4 billion in 2013 to between \$13.3 billion and \$15.3 billion by the end of the decade. The average market penetration for all sectors is only 25 percent, so there's plenty of share to grab. <http://www.greentechmedia.com/articles/read/How-the-ESCO-Market-for-Efficiency-Can-Continue-Expanding>
10. ***The Right Light: Color Tuning by Craig DiLouie*** - The advent of LED lighting has led to possibilities with color control that either did not exist previously or were difficult or costly to implement. Many LED luminaires are available with out-of-the-box dimming capability with a negligible cost adder. For the lighting to have color tuning capability, either separately dimmable arrays of warm and cool LEDs are mixed, or separately dimmable colors are mixed with white. This makes it possible for color temperature to either automatically change at various times of the day or in response to certain events, or users can manually adjust the color temperature based on evolving space needs or occupant preference. <http://www.ecmag.com/section/lighting/right-light-color-tuning>



- 11. Better Buildings Workforce Guidelines** - The DOE is working with the National Institute of Building Sciences (NIBS) and industry stakeholders to develop voluntary national guidelines that will improve the quality and consistency of commercial building workforce credentials for five key energy-related jobs: Energy Auditor, Commissioning Practitioner, Building/Stationary Engineer, Facilities Manager, and Energy Manager. <https://www4.eere.energy.gov/workforce/projects/workforceguidelines>
- 12. BCAP 2012 Annual Report** - The 2012 Annual Report for the Building Codes Assistance Project. Includes the status of BCAP and codes today, major projects in 2012, new projects for 2013, BCAP's services offered, financial information, and more. <http://energycodesocean.org/resource/bcap-2012-annual-report>
- 13. Lighting: Energy Savings with No Regrets** - <http://www.facilitiesnet.com>
 Part 1: [Lighting Quality Is Often Overlooked In Commercial Building Lighting Upgrades](#)
 Part 2: [Harsh Lighting, Glare Among Quality Concerns In Commercial Lighting](#)
 Part 3: [Lighting Controls, Occupant Involvement Are Big Pieces Of Successful Lighting Projects](#)
- 14. DOE's Adoption of Light-Emitting Diodes in Common Lighting Applications** - This report presents the findings for nine major lighting applications where LEDs are competing with traditional light sources. This analysis estimates the energy saved due to current levels of LED penetration, as well as the potential energy savings if these markets switched completely to LEDs. The selected applications are classified into three groups: indoor lamps, indoor luminaires, and outdoor luminaires. http://apps1.eere.energy.gov/buildings/publications/pdfs/ssl/led-adoption-report_2013.pdf
- 15. Deadline for Commercial Energy Code Adoption Nears** - According to a DOE mandate, all states are required to adopt a new commercial energy code that meets or exceeds ASHRAE Standard 90.1-2010 by Oct. 18, 2013. Many states have complied and the remaining ones will soon follow. The newest version of the landmark energy efficiency building standard was published in August 2010. When adopted and implemented by states, 90.1-2010 is estimated to result in an 18.2% savings in energy cost when compared to the 2007 version. <http://www.iccsafe.org/gr/Pages/adoptions.aspx>
- 16. Smart Lighting Market (2013 - 2018)** - Smart lighting is an advance technology in lighting that makes use of intelligent lighting control systems to intelligently control light based on various parameters like occupancy, movement, color temperature, amount of natural/daylight etc. Market is growing at a phenomenal way and main drivers for this growth are energy efficiency, development in electronics and sensor technology, eradication of incandescent lamps, favorable government policies and evolution of novel wireless technology. LED-based products which are based on wireless technology are being launched at a large scale at present. <http://www.marketsandmarkets.com/Market-Reports/smart-lighting-market-985.html>
- 17. Explore CLTC's New Website** - The CLTC site is now faster and easier to use, making it one of the best online resources for those engaged in lighting research, development and commercial innovation. New features include responsive Web design, so whether you are checking events from your smart phone, reading a case study on your tablet, or watching a video on your laptop, content is automatically optimized for your device. <http://cltc.ucdavis.edu/article/cltc-new-website>



18. LED Lighting System Technology Trend & Market Forecast (2012~2020) - The LED lighting system market is expected to kick into high gear around 2013 and start to grow rapidly from 2015. In terms of revenue, the market is expected to reach \$55 billion by 2020, from a mere \$93 million (2012), with a high growth rate of 92.4 percent CAGR. For more information on this report: http://www.solarnenergy.com/include/inquiry/eng_solar.php?report_id=828

19. Global Solid State Lighting Market Worth \$56.79 Billion by 2018 - The SSL Market by types includes Light emitting diodes (LED), Organic light emitting diodes (OLED) and Polymer based light emitting diodes (PLED). Global SSL Market is expected to reach \$56.79billion by 2018, at an estimated CAGR of 18.7% from 2013 to 2018 with backlighting and general lighting application contributing to the global SSL applications market with a share of 87% in 2012 and is expected to record high growth in coming years. APAC is the leading region in the overall SSL Market with 50% of market share in 2012; followed by North America at 23.9% and Europe with 19.9%. <http://www.marketsandmarkets.com/Market-Reports/solid-state-lighting-market-1234.html>

20. Global LED Displays, Lighting and Fixtures Market (2011-2016) - The global LED market has witnessed rapid growth due to the demand for efficient displays, lighting, and fixtures along with the rising awareness levels about energy conservation. The major segments in the lighting market are general lighting, automotive lighting, signs and billboard lighting, with general lighting accounting for approximately 75% of the total lighting market. The construction of new green buildings as well as retrofitting the existing buildings in order to make them green is increasing the demand for energy efficient lighting fixtures and, in turn, driving the lighting fixtures market. <http://www.marketsandmarkets.com/Market-Reports/led-displays-lighting-fixtures-market-516.html>

21. The Future of Commercial Efficiency Programs and LED Lighting - Dan Mellinger, PE, LC, Lighting Strategy Manager for Efficiency Vermont, recently published a whitepaper that discusses the future of commercial efficiency programs and LED lighting. It addresses the significant opportunity that remains, despite years of fluorescent upgrades, and the importance of controls and design. <http://www.lightnowblog.com/2013/08/the-future-of-commercial-efficiency-programs-and-led-lighting>

22. Intelligent Lighting Controls for Commercial Buildings - The market for lighting controls in commercial buildings has transformed dramatically in recent years. Demand for local controls such as occupancy sensors and photosensors, as well as networked controls, is on the rise as adoption rates of LED lighting begin to climb and controls technology improves and becomes less expensive. The traditional lighting companies have begun offering a complete range of lighting control products, from local sensors to building-wide software. Navigant Research forecasts that global revenue from networked lighting control equipment within commercial buildings will grow from \$1.7 billion in 2013 to \$5.3 billion in 2020. <http://www.navigantresearch.com/research/intelligent-lighting-controls-for-commercial-buildings>

23. ENERGY STAR Lighting Road Mapping Meeting - The U.S. Environmental Protection Agency (EPA) and the National Electrical Manufacturers Association (NEMA) welcome lighting stakeholders to this initial road mapping discussion on October 9, 2013 from 3:30 – 6:30 PM CDT. This meeting is expected to be the first in a series intended to facilitate engagement on ENERGY STAR lighting topics. Please find a draft agenda, and RSVP via email by September 23 Alex.Boesenberg@nema.org



ENERGY STAR
Lighting Road Mapping



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24. *UL LightSmart App* - The LightSmart™ App from UL is a free app designed to help consumers transition their home lighting to energy efficient technology. Available for iPhone, iPad and Android™ users, the app allows users to Save, Find, Shop and Learn. Save by comparing ongoing operating costs of various replacement bulbs. Find the right amount of light, or lumens, and the right color for your home. Shop for new light fixtures and get expert advice from ALA showrooms. Learn about the regulations affecting the phase-out and availability of traditional incandescent light bulbs.



<http://www.ul.com/global/eng/pages/offerings/industries/lighting/index.jsp>

25. *NGLIA Member Companies Are All Active in the Field of Solid State Lighting* - According to the DOE, lighting accounts for 8% of all energy consumption in the USA and 22% of electricity nationwide. LEDs have the potential to reach 200 lm/W; if solid-state lighting replaced all existing lights, the DOE estimates customer savings of \$115 billion by 2025. Any private, for profit firm substantially active in solid state lighting research, development, infrastructure, and manufacturing in the United States may be a participant in the Alliance. NEMA is responsible for carrying out the administrative and legal functions of the NGLIA. <http://www.nglia.org/be-a-member.html>



26. *Lighting Science Receives \$20 Million in Equity Investments and Commitments* - The preferred stock financing plan led by affiliates of Pegasus Capital Advisors, L.P., with participation from Riverwood Capital Partners, L.P. These companies are LSCG's two largest shareholders. The funding will be used to finance the company's growth, with a strong focus on technology platforms and product innovations. 9/16 Businesswise

27. *Consumer Reports CFLs vs. LEDs vs. Incandescents* - CFLs and LEDs last much longer than incandescent bulbs. Consumer Reports tests both to see if they look as good and perform as well as traditional lightbulbs. Check out the [video](http://www.consumerreports.org) to see the results. <http://www.consumerreports.org>

28. *LEducation 8 “Call for Presentations” Deadline Approaching* - Three more weeks available to submit speaker applications to LEducation’s annual event on LED Technology. The Designers Lighting Forum of New York invites experts to submit their proposals to become an official speaker at LEducation 8, the largest single day exhibition and educational event dedicated solely to the ever-evolving LED market and technology. LEducation 8 will return to New York City on March 18-19th, 2014. Speaker proposals will be accepted through 5 p.m. EST, October 15th, 2013 and should be submitted online at: www.leducation.org/call-for-presenters.html

29. *DOE Issues Proposed Rule for Metal Halide Lamp Fixtures* - DOE has committed to finalizing the proposed rule for metal halide lamp fixtures by January 2014 (two years late) and DOE and OIRA (Office of Information and Regulatory Affairs) will have to remain diligent to meet this deadline. http://www1.eere.energy.gov/buildings/appliance_standards/pdfs/mhlf_nopr_tsd.pdf

30. *Energy Efficiency Legislation Delayed Indefinitely* - The prospects for Senate passage of the bipartisan energy-efficiency legislation just got a whole lot dimmer. The postponement of Shaheen-Portman raises questions about whether Senate leadership will reconsider the measure in the coming months, especially with other important upcoming legislative items looming in the queue, including the reauthorization of defense, agricultural programs and extension of the debt ceiling. <http://www.usgbc.org>



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31. **IES Publishes Recommended Practice for Daylighting Buildings** - The Illuminating Engineering Society of North America (IES) recently published *Recommended Practice for Daylighting Buildings (RP-5-13)*. This document gathers the basic data and techniques required for the design of buildings and lighting systems and discusses the opportunities and constraints inherent in daylighting. www.ies.org/store
32. **DLC Updates Guidance for the New LED Lighting Facts Submission Form** - The DesignLights Consortium® promotes quality, performance and energy efficient commercial sector lighting solutions through collaboration among its federal, regional, state, utility, and energy efficiency program members, luminaire manufacturers, lighting designers, and other industry stakeholders throughout the US and Canada. The DLC is a project of Northeast Energy Efficiency Partnerships (NEEP). DLC updates guidance for the new LED Lighting Facts submission form. Download the updated Manufacturer's Guide: <http://www.designlights.org/resources/file/d-l-c-manufacturers-guide9-10-16-pdf>
33. **Quality of Light and Overcoming Barriers to LED Adoption by Clifton Lemon** - McKinsey's 2011 Lighting the Way report www.mckinsey.com/ suggests that consumer lighting purchase decisions are driven as much by light quality as they are by the cost. Despite high first costs, the public is becoming increasingly used to assessing total lifetime costs and extending payback expectations. With the advent of widespread regulations mandating technological solutions, the lighting industry faces a future where LEDs provide perhaps the most viable way to meet pressing requirements. http://www.nema.org/news/Lists/ElectroIndustryMagazine/Attachments/32/EI_Aug13.pdf
34. **CRS Electronics Announces New QuantumLED™ Sales Team** - CRS Electronics Inc., a developer and manufacturer of ENERGY STAR® certified commercial LED lighting products, announced the addition of four Regional Sales Directors to its' QuantumLED Lighting team. Travis Jones, CRS Electronics President & CEO: "We are building a solid foundation of excellent personnel and products. We are searching for similar candidates for the Northwest, Mountain and Texas regions." <http://finance.yahoo.com/news/crs-electronics-announces-quantumled-tm-132352170.html>
35. **LEDs and the Transformation of the Lighting Industry** - The lighting industry is on the verge of a major transformation. Falling prices and improving quality for LED technology have begun to drive widespread adoption of this technology. Navigant Research (formerly Pike) forecasts that, by 2021, 63% of lamps sold to retrofit projects worldwide will be LED-based. Beyond a simple swap in lamp type, this rise in LEDs is expected to impact every aspect of the lighting industry. A Webinar (**Tuesday, October 8, 2013, 2:00 pm EDT**) will examine the market changes that LED lights have already wrought, and provide forecasts for the future transformation of the industry. <http://www.navigantresearch.com/webinar/leds-and-the-transformation-of-the-lighting-industry>
36. **LED Products and Building Partners Wanted for All High-Efficacy Project** - California's current Title 24 requirements for building energy efficiency call for some high-efficacy lighting in a limited number of residential space types, such as kitchens and bathrooms. CLTC <http://cltc.ucdavis.edu> is working with Pacific Gas & Electric Company (PG&E) and Davis Energy Group (DEG) to develop specifications for residential lighting packages that will consist entirely of high-efficacy LED lighting products. More details are available [here](#)



37. Walmart (TCP) Launches \$8.88 60-Watt Equivalent Compared to Home Depot's (Cree) \$12.97 - Walmart announced the launch of a Great Value line of LED light bulbs for less than \$10 in all of its U.S. stores, with the goal of making LED light bulbs more accessible and affordable for consumers. Walmart's new line includes 26 LED light bulb types, including a non-dimmable 60-watt equivalent LED that will retail for \$8.88; a dimmable 60-watt equivalent LED for \$9.88; an Indoor flood non-dimmable 65-watt equivalent LED for \$14.88; and an indoor flood Dimmable 65-watt equivalent for \$15.88. The Great Value LED packaging simplifies the transition to LED for consumers by clearly outlining wattage equivalency, estimated energy cost savings and incandescent cost comparisons on the front of the package. Building on a history of collaborative innovation between Walmart and General Electric (GE), the retailer will also offer a new, dimmable 60-watt equivalent GE LED lightbulb for less than \$11. 10/2 PRNewswire

38. DOE Publishes Updated SSL Manufacturing R&D Roadmap - The Roadmap complements the SSL R&D Multi-Year Program Plan that guides the Core and Product Development R&D programs. One of the goals of the Roadmap is to guide the Manufacturing R&D program and help direct funding solicitations for it. The Roadmap also provides guidance for equipment and material suppliers, based on industry consensus on the expected evolution of SSL manufacturing—thereby reducing risk, improving quality, increasing yields, and lowering costs. To download a PDF copy of the updated Roadmap, see www.ssl.energy.gov/techroadmaps.html

39. Philips and Staples to Sell Energy-Efficient LED Lighting - Staples is the first office supply retailer to offer a broad range of Philips' most popular ENERGY STAR-rated LED bulbs with instant utility rebates (where available) at over 360 stores. In addition to over 20 Energy-Star qualified bulbs, which include the industry leading Philips 60, 75 and 100-watt LED equivalents, the revolutionary Philips Hue lighting system will also be available to Staples customers. Earlier this year the company started selling its Hue LED control system in Apple stores. <http://finance.yahoo.com/news/philips-staples-easy-more-affordable-130000847.html>

40. Osram Says OLEDs Will Find Use in Production Autos by 2016 - With the Frankfurt International Motor Show on tap beginning September 12 in Frankfurt, Germany, Osram is planning to highlight the OLED technology that it has been pursuing specifically for automotive applications. The company now believes that OLEDs will be used in production vehicles by 2016 in rear-facing applications such as brake and tail lighting. <http://ledsmagazine.com/news/10/9/2>

41. The Sandman and Evolucia - NY Yankees' pitching legend Mariano Rivera has joined forces with LED company, Evolucia Inc. to create a one-of-a-kind LED baseball. Preparing to retire, Rivera says he wanted his commemorative baseball to send a message to fans throughout the U.S. and in Latin America: "we can cut energy consumption, reduce pollution and save money by switching to LED lights." Evolucia developed an innovative LED-lighted baseball that is the same size and weight as a regulation Major League baseball. The ball leaves a trail of light as it is thrown, and is powered by a rechargeable battery. The commemorative baseball is available for purchase at www.evolucia.com/mariano with a portion of the proceeds benefitting Rivera's charitable foundation.



State Energy Issues to Watch...

42. *Most Energy Efficient Cities in the U.S.* - According to a new report conducted by the American Council for an Energy-Efficient Economy (ACEEE), the top five most energy efficient cities are:

- 1) Boston
- 2) Portland
- 3) New York and San Francisco
- 4) Seattle
- 5) Austin

The full report is available at: <http://aceee.org/press/2013/09/report-ranks-us-cities-efforts-save->

43. *New York's Energy Star Program Reaches Milestone* - The New York State Energy Research and Development Authority's Energy Star program has completed its 50,000th project. NYSERDA offers loans of as much as \$13,000 per household — or \$25,000 if energy upgrades will pay for themselves in savings in 15 years or less. 9/8 AP

44. *WVU Saves \$6.75 Million in Energy Audit* - WVU is moving into the final phase of its energy audit performance contract, after its Board of Governors (BOG) approved \$6.6 million for improvement projects in the remaining buildings. So far, WVU has invested more than \$36 million in improvements, and energy savings have totaled \$6.75 million. In the contract, WVU partnered with Siemens Building Technologies for the improvements. As part of the deal, a guaranteed amount was set of total savings for each year of each phase. If the guarantee is not met, Siemens pays WVU to make up the difference. If it is over the guarantee, WVU pockets the profits. 9/30 The Dominion Post

45. *University of Kentucky Gets \$1 Million Rebate for Energy Savings Program* - In 2009, UK hired Ameresco of Louisville, which did an analysis of its energy usage. The school then started retrofitting 61 campus buildings with energy-efficient equipment, such as high-efficiency lighting, better air conditioning equipment and water conservation efforts. Officials estimate that the \$25 million project saves about \$2.4 million a year by using nearly 14 million fewer kilowatt hours of electricity and 37 million fewer gallons of water. The \$25 million will be recouped in 12 years. UK received the rebates through the Commercial Rebate Program offered by KU and Louisville Gas and Electric Company. 9/12 Lexington Herald-Leader

46. *Chicago Moves to Require Building Owners to Disclose Energy Use* - Under the proposal, buildings in excess of 50,000 square feet -- which represent less than 1 percent of the city's buildings but 22 percent of buildings total energy consumption -- would be required to disclose energy consumption data and information about building size, use and occupancy levels into a software program like TurboTax administered by the U.S. EPA. The "benchmarking" tool, called Energy Star Portfolio Manager, would then compare the energy efficiency of comparable buildings. It is hoped that the scores will motivate business owners to improve through upgrades. 9/11 Chicago Tribune

47. *Office of Sustainability Giving Away Light Bulbs* - The Silver City, NM Office of Sustainability has partnered with PNM to help people save money on their electric bill and is giving away CFL light bulbs. Anyone who has electrical service from PNM can take advantage of this community CFL distribution program. Replacing a standard 60 watt incandescent bulb with the free 15 watt CFL bulb. <http://www.townofsilvercity.org/>



48. What's New in the CA Title 24 2013 Code? - Changes to the mandatory Title 24 lighting requirements take effect in 2014. The changes in California's new Building Energy Efficiency Standards improve the energy efficiency of homes by 25 percent and make nonresidential buildings 30 percent more efficient than the previous 2008 standards. This brief guide offers an overview of important requirements and major updates to the lighting code.

<http://cltc.ucdavis.edu/publication/whats-new-title24-2013-code>

49. World's Largest LED Streetlight Retrofit Completed in Los Angeles - The enormous street light swap-out of 141,089 brand-new LED street lights was finished in June. The second phase of Los Angeles' LED replacement program will see the retrofit of about 70,000 decorative street lamps located throughout the city. Navigant (formerly Pike) Research recently predicted that shipments of LED street lights will increase from fewer than 3 million in 2012 to more than 17 million in 2020. Specs at: http://photos.state.gov/libraries/finland/788/pdfs/LED_Presentation_Final_June_2013.pdf Los Angeles is certainly not alone in making the switch to LED street lighting. In March, the City of Las Vegas finished outfitting 42,000 street lights with LED fixtures. One month later, the City of Austin, Texas, announced plans to install 35,000 LED street lights. And, in December of last year, CPS Energy said it would install 20,000 LED street lights in San Antonio.

<http://www.forbes.com/sites/justingerdes/2013/07/31/los-angeles-completes-worlds-largest-led-street-light-retrofit/>



50. Imperial Irrigation District, CA Energy Rewards Program - As part of IID's energy efficiency efforts, the rebates are designed to help business customers reduce their operating costs, improve profitability, protect the environment and help lower the cost of power generation. The program offers rebates to small, medium and large size non-residential customers for the purchase of qualifying lighting, refrigeration, air conditioning, food service, agricultural and controls equipment. Applications for rebates totaling \$2,500 or more require pre-approval.

<http://www.iid.com/Modules/ShowDocument.aspx?documentid=6143>

51. 2013 DOE Solid-State Lighting Market Introduction Workshop - Benson Hotel, Portland, OR November 12–14, 2013. Join DOE at the eighth annual SSL Market Introduction Workshop for two days of in-depth discussions on key topics led by industry experts. Ask all your questions about LED lighting. <http://www1.eere.energy.gov/buildings/ssl/portland2013.html>



Monthly Special Feature... *Energy Efficient Lighting for Commercial Markets* - <http://www.navigantresearch.com/research/energy-efficient-lighting-for-commercial-markets>

LED Lighting Adoption and Global Outlook for LED, Fluorescent, Halogen, and HID Lamps and Luminaires in Commercial Buildings: Market Analysis and Forecasts by Navigant Research.

The market for commercial lighting is on the verge of a major transformation. Falling prices and improving quality for light-emitting diode (LED) lighting has begun to drive widespread adoption of this technology. The speed of this transformation promises to be faster than previous transformations to new lamp types, as this one technology appears likely to surpass all others in nearly every metric of quality and efficiency.



Revenue from LED sales, however, will not be enough to keep the big lighting companies afloat. Due to the much longer lifespan of LED lamps, Navigant Research (formerly Pike Research) forecasts that overall revenue from lamp sales will actually decrease in the coming decade, even as a greater portion of sales goes to more expensive lamp types. To avoid this inevitable decline, companies are broadening their offerings to include lighting controls and lighting services. Navigant Research forecasts that revenue from LED lamp sales will rise to \$8.7 billion by 2021, growing at a compound annual growth rate (CAGR) of 23.2%. Overall, however, revenue from lamp sales will stay essentially flat through 2017 before beginning a steady decline. Revenues from all LED lighting products in commercial building markets are projected to grow from \$2.7 billion in 2013 to more than \$25 billion in 2021.

In the coming years, LED prices are expected to fall to a point where savings from electricity consumption will provide a short payback period that will encourage consumer adoption en masse, according to the report. This shift will be most dramatic in the share of lamps sold for retrofit projects, where older lighting is often replaced specifically to improve efficiency. Although Navigant Research forecasts that only 5 percent of lamps sold to retrofit projects worldwide in 2013 will be LED-based, that share is expected to grow to 40 percent by 2017 and 63 percent by 2021.

This Navigant Research (formerly Pike) report examines the worldwide market for energy-efficient lighting in commercial buildings, including LED, fluorescent, halogen, and high-intensity discharge lamps and luminaires. The report details the market drivers for these technologies, including electricity costs, green building certifications, and improved controls, as well as the remaining barriers to adoption. Profiles of leading industry players are provided, along with global forecasts for unit shipments and revenue through 2021, segmented by region and by lamp type.

Key Questions Addressed:

- What are the key drivers encouraging the rapid adoption of LED lighting?
- How are established and startup lighting companies positioning themselves for success in this changing market?
- How will the installed base of lighting in commercial buildings shift over the coming decade?
- What factors influence lighting decisions in different commercial building types and different regions of the world?
- Which countries have laws and regulations that encourage the use of energy-efficient lighting?
- What is the outlook for lamps and luminaires in each world geographic region?
- What technology trends may impact the future of the lighting market?

