



“Consumer Empowerment and Responsible Business Conduct”

The Supporting Role of Business

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European Lamp Companies Federation (ELC)

- 7 members
- employ over 50,000 people in Europe
- Market Share of all ELC members approx. 90%

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Potentials of energy efficiency in domestic lighting

- 85% of lamps used in European homes are not energy efficient
- EU will phase out most inefficient lamps for home:
 - by 2012 for incandescent
 - by 2016 for inefficient halogens
- Impact of switching to energy efficient lighting for Europe:
 - 30% saved energy consumption per year
 - 23 million tons of CO2 emissions saved per year
 - €9.3 billion saved per year



1. Provide Alternatives



Available in all shapes and sizes with similar lighting tones as traditional lighting

2. Support Consumers Choice

- **Maintaining choice:** need to offer suitable range of alternative products
 - at acceptable price
 - for consumers with possible health issues with CFL-Is
- **Ensuring availability:** alternative products need to be offered in line with phase out process (no empty shelves) that meet enhanced EU quality standards
- **Fostering recycling:** schemes need to be in place to fully protect the environment & consumers, CFLI lamps are covered by WEEE – take back scheme

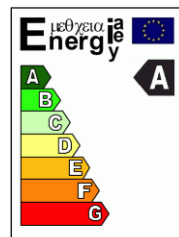
3. Communication

- Communication between supplier of lamps and client on technical questions
- Communication to end-consumer
 - trained staff able to respond to consumers' questions

- Use of Pictograms

- From Watt to lumen

- energy label



4. Research

- Use energy efficiency as a competitive advantage
- Put consumers' demands and expectations at the core of R&D
- Anticipate and react to general socio-economic trends (e.g. Aging societies in Europe)
- Guide consumers towards a systems approach

Conclusion

Industry can support consumers by

- Providing better performing and more energy efficient products in sufficient quantities at affordable prices
- Guaranteeing consumers' choice
- Ensuring good communication with clients and end-consumers
- Continuing R&D efforts aiming at further improvement on energy efficiency



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