

# Building a Sustainable Lighting Market in South Asia

The LRC is steering a major initiative to promote sustainable lighting in South Asia through LED technology. Efforts reached a milestone in January 2011 when global lighting and LED manufacturers, world finance and development organizations, and leading government representatives from South Asia met in Malé, Maldives, to collaboratively develop a regional lighting technology roadmap — a five-year, step-by-step guide to transform the region to sustainable lighting using light-emitting diodes (LEDs).

During the three-day forum, leaders in government, industry, finance, and academia presented information on market needs and opportunities, ways manufacturers can help transform the region, and funding and collaboration opportunities.

In addition to the high-ranking government officials in attendance, key event speakers and participants included several world development organizations and leaders from global lighting and LED manufacturers.



Through interactive breakout sessions, the group collectively laid the foundation for what has become South Asia's lighting technology roadmap incorporating the following strategies:



## Education and awareness-building

Education activities will play a key role in overcoming barriers to the use of sustainable lighting technologies, including seminars and training for all stakeholder groups, university education, full-scale demonstrations and evaluations, and development of regional guidelines.

## Building the market for energy-efficient solid-state lighting products, systems, and services

A variety of activities are planned to make energy-efficient lighting products more widely available and accessible, such as conducting shared market research, developing business-to-business communication mechanisms to facilitate collaboration, and conducting policy studies on ways to lower product costs and encourage regional manufacturing of LED components and systems.



## Standards setting and quality assurance

Performance standards and quality assurance programs will be developed so that lighting decision makers, consumers, and end-users can trust that the new lighting technologies and products meet manufacturer claims.



## Promoting regional cooperation and involvement of stakeholders

Success of the roadmap activities will rely, in part, on the ability to build consensus among the various stakeholders within the region and to promote regional involvement. Plans include conducting roundtables, establishing affiliations in each country to lead roadmap activities, and developing a regional communications infrastructure.

Presenting Global Lighting and LED Manufacturers	

Presenting International Organizations	
Asia Development Bank	The Energy and Resources Institute
China SSL Alliance	The World Bank
Energy Conservation Mission	U. S. EPA ENERGY STAR® Program
IFC Lighting Africa	USAID
Joint Apparel Association Forum of Sri Lanka	William J. Clinton Foundation

## Sponsors

U. S. Agency for International Development (USAID)  
Sri Lanka Sustainable Energy Authority (SLSEA)  
South Asia Regional Initiative for Energy (SARI/Energy)



The Lighting Technology Roadmap may be downloaded at [www.sari-energy.org/PageFiles/EnergyLibrary/SariResources.asp](http://www.sari-energy.org/PageFiles/EnergyLibrary/SariResources.asp)

