

Large-Scale Introduction of the LED Lamp, 2008

Commitment By Nationale Postcode Loterij

Partner(s)

Lemnis Lighting
World Wildlife Fund

Objective

To contribute to the fight against climate change through energy efficiency, by means of a large-scale introduction of a new generation of LED lighting. The Postcode Lottery commits to introduce new LED technology on a large-scale, by offering LED lighting products as a prize to 2.5 million participating households.

Commitment Details

- **Estimated Total Value** \$43,319,014
- **Anticipated Launch** January 1, 2009
- **Commitment Duration** 1 year
- **Geographic Region** Europe
- **Geographic Scope** The Netherlands

The Pharox III lamps will be introduced by the Dutch National Postcode Lottery to 2.5 million Lottery participating households. These lamps use only 10% of the electricity that incandescent lamps use, and do not contain toxic mercury. Also, they will last for 30 years on average. The introduction of the LED lamp is planned for 30 years on average. The introduction of the LED lamp is planned for 2009. In cooperation with WWF, the Netherlands, and an additional 500,000 WWF supporters, will be provided with information about the LED lamp and how to obtain them.

Progress Updates

April, 2009

Implementation Period:

- The first 3 Pharox III dimmable LED light bulbs were given to the Dutch Prime Minister, Jan Peter Balkenende, on February 5 during the annual gathering of the lottery with her 64 beneficiaries
- Holland's' largest supermarket chain has become a partner in this project of the lottery and WWF Netherlands. This autumn participants of the the lottery will receive a voucher to collect their lamp at a nearby store.
- From April to August the huge order of LED light bulbs, being produced in Shanghai, are transported to

Rotterdam.

- The first phase of the LED-campaign aims at communicating with the public about this new and sustainable technology. On May 8 the Postcode Lottery organized the Blair on Climate Solutions event that attracted significant media attention. One of the presented solutions was energy efficient lighting.
- In October every participant will receive his or her LED lamp that reduces 45kg CO2 emission comparing to incandescent bulbs and saves about 17 euros on the electricity bill every year. For 25 years.
- Significant media attention will support this campaign on national television, through the internet, advertising, and free publicity.

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