



# Energy-Efficient Lighting Services and Program Implementation



*ICF's Lighting Certified staff strategically work with key industry contacts to deliver sustainable sales of energy-efficient technologies.*

Since 1990, ICF International has been supporting energy-efficient lighting programs around the world to help governments, utilities, and end-users save energy. We have also helped lighting professionals take advantage of energy-efficient lighting business opportunities created by these efforts. Our lighting experts have direct experience in, and a keen understanding of, the residential and commercial lighting industries. Through our relationships and participation in the industry, we are able to help organizations develop sustainable strategies to increase the stocking, sales, and specification of energy-efficient technologies and design techniques.

## Our Approach

ICF's *Lighting Certified*<sup>1</sup> staff work with utilities, government organizations, manufacturers, retailers, associations, wholesalers, and design professionals to develop and implement strategic energy efficiency programs and business strategies. Our team of lighting experts specializes in partnering and providing support to industry professionals to develop strategic plans that increase the market penetration of energy-efficient technologies and design practices. Our services include:

- Market and product analysis
- Program design
- Program implementation
- Program participant recruitment
- Project management and program evaluation
- Incentive processing and administration
- On-site education and implementation
- Web site design and administration
- Industry outreach
- Account management
- Sales staff training
- Technical training
- Train-the-trainer
- Strategic business planning
- Marketing and communications
- Specification development
- Technical product support
- Lighting design analysis

## Featured Solutions

ICF helps develop and implement energy efficiency programs, such as the internationally recognized U.S. Environmental Protection Agency (EPA) Green Lights and ENERGY STAR® programs. We have implemented programs and worked with industry throughout the United States, Canada, Mexico, Brazil, and Asia. Our lighting projects include:

### **New York Energy \$mart<sup>SM</sup> Small Commercial Lighting Program**

ICF designed and implements this program to promote the concept of effective, energy-efficient lighting design. Innovative incentives are used to *prompt action* not just “buy-down” a technology; the incentives directly pay lighting practitioners for projects, case studies, installation competitions, co-op marketing and advertising, and hosting training sessions. As of 2006, more than \$500,000 in incentives have been disbursed since program inception. This is part of a larger outreach, technical, marketing, and advertising strategy that has recruited more than 700 lighting practitioners, trained more than 1,400 professionals, and yielded over a 8.5 MW reduction and energy savings of more than 34 GWh per year.

### **ENERGY STAR Residential Lighting Fixtures**

For the U.S. EPA, ICF leads an effort to increase the sales of energy-efficient fixtures. We provide technical, sales, and marketing outreach to “natural” leverage points in the market including manufacturers, showrooms, distributors, retailers, builders, green building programs, and utilities. Under this work, ICF is responsible for recruiting, training, marketing, and increasing ENERGY STAR sales. As of 2006, 86 manufacturers have qualified 8,796 fixtures. In 2005, sales of ENERGY STAR fixtures increased 20 percent. To achieve this success, ICF’s staff have developed solid relationships with industry associations, recruited more than 800 retail and wholesale entities, and work directly with builders and manufacturers.

### **Green Lights and ENERGY STAR Commercial Building Lighting Programs**

ICF helped the U.S. EPA develop and implement the flagship Green Lights Program that became a model for many energy efficiency and voluntary programs. ICF conducted outreach to Fortune 500 and medium-size businesses, recruited participants, provided account management, and conducted technical outreach and seminars. Over 7 years, ICF’s lighting experts conducted more than 140 technical and financial seminars for more than 6,000 program participants.

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## About ICF International

ICF International (NASDAQ: ICFI) partners with government and commercial clients to deliver consulting services and technology solutions in the energy, environment, transportation, social programs, defense, and homeland security markets. The firm combines passion for its work with industry expertise and innovative analytics to produce compelling results throughout the entire program life cycle, from analysis and design through implementation and improvement. Since 1969, ICF has been serving government at all levels, major corporations, and multilateral institutions. More than 2,000 employees serve these clients worldwide. ICF’s Web site is <http://www.icfi.com>.

For more information, please visit [www.icfi.com](http://www.icfi.com) or contact:

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