

Communicating the Quality of VeraSol-Certified Products to Your Buyers

如何向买家高效营销 VeraSol 认证产品的质量优势?



VeraSol

Speakers



Mei Wan 传播顾问



Elisa Lai 资深经理 CLASP



Anna Wright 助理 CLASP



Kim Thorpe 资深能源分析师 Schatz Center



Agenda 议程

Program Introduction 项目介绍

- •Overview of program management, services, benefits, quality standards adoption
- •项目管理概览, 服务, 项目优势及质量标准采纳

VeraSol Communications & Branding Guidelines VeraSol 传播 & 品牌规范指导

- •Q&A session
- •问答环节

Consumer-Facing Information Guidance 消费者信息规范

- Q&A session
- •问答环节

What is VeraSol? | 什么是VeraSol?





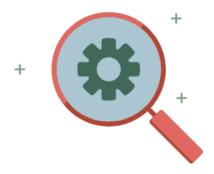
VeraSol is a quality assurance program for modern off-grid solar solutions

VeraSol 是一个专门为现代离网太阳能产品提供质量保证的项目



Enable Smarter Decisions

做出明智的决策



Reduce Risk

降低风险



Increase Impact

提升影响力



提高效率





Leaving No One Behind 不让任何一个人掉队

VeraSol works to increase access to modern energy services through high-quality solar energy kits and PURE that build confidence in modern solar solutions and protect the most vulnerable consumers.

VeraSol 致力于通过高质量的太阳能套件和 PURE 普及现代能源服务,从而建立对现代太阳能解决方案的信心并保护最弱势的消费者。

180+ million 18亿

people have benefitted from using VeraSol quality-verified products. 全球受益于VeraSol认证产品的人口

Who is behind VeraSol? | VeraSol 是什么?



 VeraSol is managed by CLASP in collaboration with the Schatz Energy Research Center at Cal Poly Humboldt (Schatz Center).

VeraSol由CLASP电器能效组织与其合作伙伴洪堡州立大学Schatz能源研究中心共同管理。



CLASP improves the energy and environmental impacts of the appliances we use every day, accelerating our transition to a more sustainable world.

CLASP 旨在降低日常使用的电器对能源和环境造成的负面影响,加速全球可持续发展转型 Clasp.ngo





Schatz Energy Research Center's mission is to promote the use of clean and renewable energy.

The Schotz 能源研究中心的目标是促进清洁和可再生能源的利用。

schatzcenter.org

VeraSol Services | VeraSol 服务





Test

Methods

Verd

Test Methods 测试方法

VeraSol开发并维护测试方法,在整个离网市场推进产品质量评估,并生成重要数据。



Quality Standards 质量标准

VeraSol使用并维持一系列标准来评估离网太阳能产品的 质量和耐用性。



Solar Energy Kit Certification

Certification 质量认证

VeraSol对微型太阳能产品和太阳能家用系统进行认证, 以确认产品达到国际公认的产品质量标准、耐用性标准和 广告真实性标准。



Testing

Appliance Testing 电器测试

VeraSol测试离网电器和生产用太阳能设备,生成规格统一、可参照对比的性能数据。



Lab Capacity Building

Test Lab Capacity Building 检测机构 能力建设

VeraSol对检测机构进行培训并合作,以建立全球离网太阳能行业测试网络。



Technical Assistance 技术支持

VeraSol支持政府和大型机构开发、采用和实施离网太阳 能产品的标准和政策。



Product Data Sharing

Product Data Sharing 产品数据 共享

Verasol 产品数据库提供免费搜索和比较数百种产品,快速识别高质量的离网太阳能产品。



Stakeholder Engagement 利益相 关者参与

VeraSol 向市场传达产品质量的细节和重要性。

Benefits to working with VeraSol 与VeraSol合作的优势





Assistance with understanding the standards for off-grid solar products and testing process.



Receive support from VeraSol to bring products into compliance with quality standards.



Compare products to competitors' products through benchmarking services.



Signal commitment to quality and improve your exposure to interested buyers



Gain entry to markets where certification shows compliance with national standards.



Meet market development program requirements & access to allied services with partners (World Bank, IFC, etc.)

使您的企业更 了解质量标准 跟测试的过程

帮助您的产品 符合质量标准 了解您的产品与 竞争对手产品的 比较情况 表明您的企业对质 量承诺的注重并引 起专业买家的注意 使您的产品获得 进入市场的资格

获得资格参与政 府和开发机构资 助的项目

Quality assurance has played a foundational role in supporting market growth in the sector 质量保证在支持离网市场增长中发挥了基础性作用



250

Solar energy kits currently certified 目前持有认证资质的太阳能套件产品数

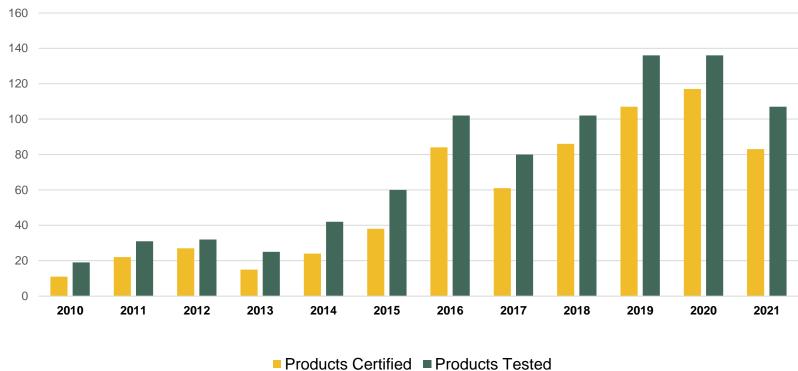
26+

Financing and incentive programs use VeraSol as eligibility criteria and due diligence 使用VeraSol作为资质和审核标准的融资和补助计划数

\$196+ million

Incentives available only to companies with VeraSol-certified products 仅针对VeraSol认证产品开放的融资和补助资金

Certification Services for Solar Energy Kits



^{*} The decline in demand in 2020-2021 was likely due to the COVID-19 pandemic.

Many countries have adopted mandatory or voluntary standards 许多国家均以强制性或自愿性标准采纳 VeraSol 标准

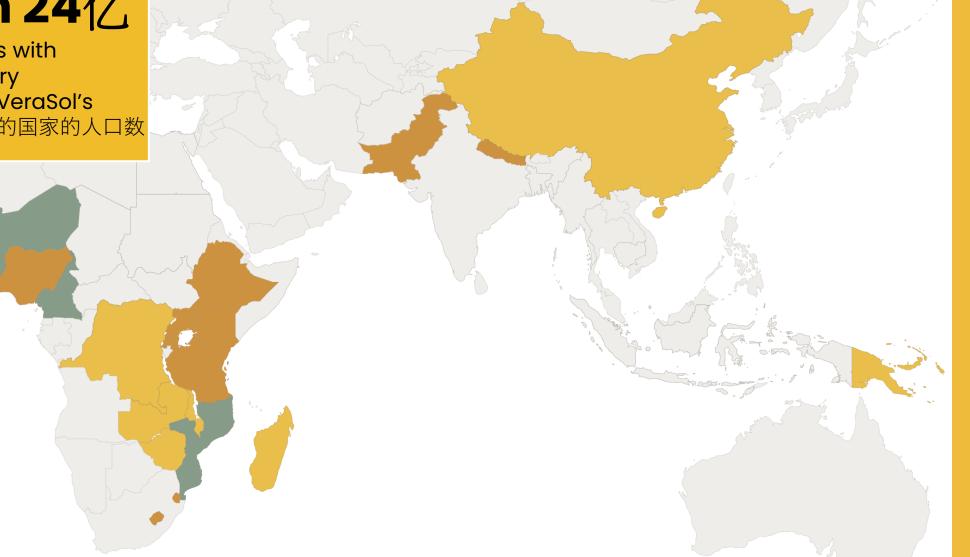




People living in countries with mandatory and voluntary standards aligned with VeraSol's 生活在已采纳VeraSol标准的国家的人口数

Adoption of quality standards for solar home systems for countries with large off-grid populations:

- Mandatory standards
- Voluntary standards
- Standards under development
- No standards



Resource: CLASP Policy Database

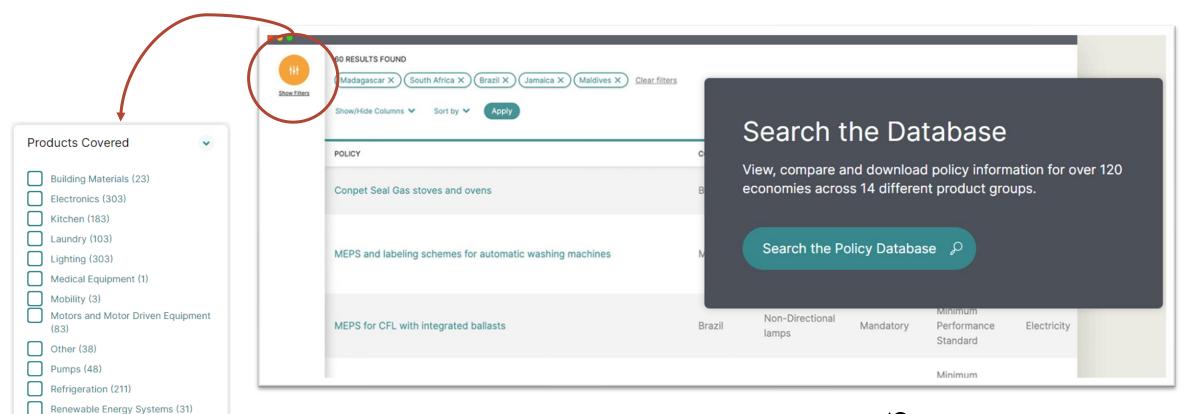
资源:CLASP 政策数据库

Solar Energy Kits (31)

Water (134)

Space Heating and Space Cooling





Visit: <u>cprc-clasp.ngo</u> 访问: cprc-clasp.ngo

Identify Business Opportunities

商业机会资源



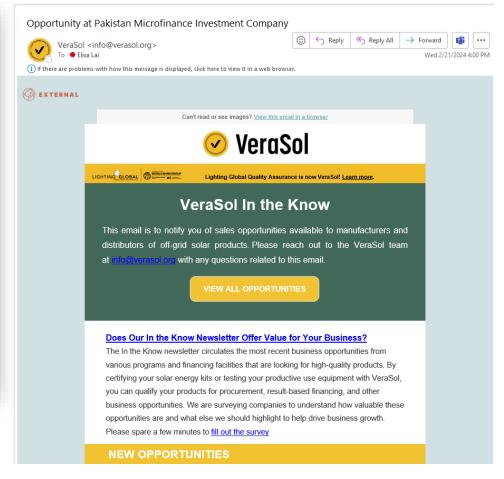


Sign up for VeraSol "In the Know" updates 加入"In the Know" 通讯列表



Scan QR code to follow VeraSol WeChat account. 扫描二维码关注 VeraSol 微信公众号





Communications & Branding Guidelines 传播 & 品牌规范指导

How to market your product leveraging VeraSol certification 如何借助VeraSol认证,高效营销您的产品质量?

Reference to VeraSol | VeraSol 的引用



Approved language for companies to use 符合规范的正确描述

[VeraSol supports high-performing, durable off-grid products that expand access to modern energy services.] VeraSol is the leading independent quality assurance program for distributed solar solutions, appliances, and equipment. VeraSol is managed by CLASP and Schatz Energy Research Center with foundational support from the World Bank Group, UK aid, IKEA Foundation, Good Energies Foundation, and others. For more, visit VeraSol.org.

[VeraSol 通过支持高性能、耐用的离网产品,扩大现代能源服务的覆盖范围。] VeraSol 在离网式太阳能解决方案、电器和设备市场是具有全球领先地位的独立质量保证计划。 VeraSol 由 CLASP 和 Schatz 能源研究中心管理,并得到世界银行集团、英国援助机构、宜家基金会、Good Energies基金会等的基础支持。访问 VeraSol.org,了解更多信息。

Important to remember:

Always capitalize the 'V' and 'S'



Incorrect variations are not permitted



Verasol

verasol



References to Lighting Global Quality Assurance, Lighting Global, and the World Bank Group | 点亮全球质量保证、点亮全球和世界银行集团的引用

- Companies and partners may not refer to VeraSol as a program of Lighting Global or the World Bank Group. 企业和合作伙伴不得将VeraSol描述为点亮全球或世界银行集团的项目。
- Companies and partners are not permitted to use the Lighting Global or World Bank Group logo and branding in any communications and marketing materials for VeraSol-certified or tested solar products. 企业和合作伙伴不得在任何VeraSol认证产品的传播和营销材料中使用点亮全球或世界银行集团的商标标识。









"VeraSol-Certified" vs "VeraSol-Tested" "VeraSol认证"和"VeraSol测试"区别



VeraSol-certified only applies to **pico-PV** products and **solar home system kits**

VeraSol-认证 仅适用于pico太阳能和太阳能家用系统

- ✓ Tested according to IEC TS 62257-9-5 test method 按照 IEC TS 62257-9-5 标准测试
- ✓ Met IEC TS 62257-9-8 quality standard 符合和通过 IEC TS 62257-9-8 质量标准



VeraSol-tested applies to standalone appliances and productive use equipment

VeraSol-测试 适用于电器和生产用设备

- ✓ Tested according to Global LEAP or VeraSol test method 按照 Global LEAP 或 VeraSol 测试方式测试
- ★ Have **not** been evaluated based on any quality standards 尚未按任何质量标准评估





Approved language for VeraSol-certified product in marketing materials VeraSol-认证产品营销材料语言规范



For products certified to the quality standards in IEC TS 62257-9-8

- I. [Brand & Model Name] is VeraSol-certified.
- II. This product is VeraSol-certified.
- III. This product has been certified to the IEC TS 62257-9-8 quality standards.
- IV. This VeraSol-certified product meets all quality requirements in IEC TS 62257-9-8.
- V. This VeraSol-certified product has been tested to IEC TS 62257-9-5 and certified to the quality standards in IEC TS 62257-9-8.

Directing visitors to a listing on the VeraSol Product Database

- I. Please visit <u>data.verasol.org</u> to verify test results for this product.
- II. Confirm this product's certification status at <u>data.verasol.org</u>.

针对通过 IEC TS 62257-9-8 认证的产品

- I. [品牌 & 型号名称] 为 VeraSol 认证产品。
- II. 该产品为 VeraSol 认证产品。
- III. 该产品已通过 IEC TS 62257-9-8 质量标准认证。
- IV. 该 VeraSol 认证产品符合 IEC TS 62257-9-8 质量标准的所有质量要求。
- V. 该 VeraSol 认证产品按照 IEC TS 62257-9-5 测试, 并已通过 IEC TS 62257-9-8 质量标准认证。

邀请利益相关方浏览 VeraSol 认证产品数据库

- I. 浏览产品测试结果,请浏览 data.verasol.org.
- II. 查验产品认证状态,请浏览 data.verasol.org.



Approved language for VeraSol-tested appliances in marketing materials VeraSol-测试产品营销材料语言规范



For products tested by VeraSol to the Global LEAP Awards test methods

- I. [Brand & Model Name] is VeraSol-tested.
- II. This product is VeraSol-tested.
- III. This product has been tested by VeraSol to Global LEAP Awards test methods.
- IV. This product has been tested according to the Global LEAP Awards test methods.

Directing visitors to a listing on the VeraSol Product Database

- I. Please visit <u>data.verasol.org</u> to verify test results for this product.
- II. To view this product's detailed test results, please visit <u>data.verasol.org.</u>

针对按照 Global LEAP 将测试方式测试的产品

- I. [品牌 & 型号名称] 为 VeraSol 测试产品。
- II. 该产品为 VeraSol 测试产品。
- III. 该产品已由 VeraSol 按照 Global LEAP 奖测试方式测试。
- IV. 该产品已按照 Global LEAP 奖测试方式测试。

邀请利益相关方浏览 VeraSol 认证产品数据库

- I. 浏览产品测试结果,请浏览 <u>data.verasol.org.</u>
- II. 浏览该产品测试结果详情,请浏览 data.verasol.org.





- No wording shall be used to suggest that VeraSol endorses a specific company, brand, or product.
 - Prohibited language includes "endorsed by", "approved by", "supported by ", "recommended by", etc.
- Manufacturers shall not mention VeraSol in relation to similar products or any other solar appliances and equipment that VeraSol has not tested.
- The VeraSol logo and visual brand may not be used without explicit prior permission from VeraSol.
 - Please contact <u>info@verasol.org</u> for permission prior to using any other statement about testing or certification not stated.

- 不得使用任何营销语言表明 VeraSol 为某特定公司、品牌或产品背书。
 - 禁止使用的语言包括:"由.....认可"、"由......批准"、"由......支持"、"由......推荐"等。
- 制造商不得在类似产品或 VeraSol 未经测试的其他任何太阳能电器和设备中提及 VeraSol。
- 未经 VeraSol 事先明确许可,不得使用 VeraSol 商标和品牌视觉。
 - 在使用未提及的任何其他有关测试或认证的声明之前,请 联系 info@verasol.org 以获得许可。



Questions? 问答环节



Communicate Quality to Your Buyers 向买家传达质量

How to make sure your products pass consumer-facing information evaluation successfully 如何确保您的产品成功通过消费者信息评估?

Achieving Consumer-Facing Information Accuracy for VeraSol Certification VeraSol 认证要求消费者信息准确性

- Why is consumer-facing information accuracy important? 为什么准确的消费者信息如此重要?
- Introduction to the Required Information for Testing (RIFT) form 测试要求信息表(RIFT)介绍
- Evaluating your products using the RIFT 使用 RIFT 表格评估您的产品

Why is Consumer-Facing Information Accuracy Important? 为什么准确的消费者信息如此重要?



The Quality Standards (IEC TS62257-9-8) evaluate product packaging for accurate consumer information and performance reporting. IEC TS62257-9-8质量标准中包含了评估产品包装以确包的消费者信息和性能报告的准确性。



82%

Of 2023 certification addendums corrected

consumer information and performance reporting violations.

在**2023**的认证案例中,**82%** 件有纠正消费者信息和绩效报 告的违规行为。



Up to

2 weeks

Additional time could be added to the certification process to correct violations and receive certification.



Failure to correct a

"Conditional Pass" issue incurs an extra fee when the product's certification is renewed.

如果未能纠正"有条件通过"问题,则在更新产品认证时会产生额外费用。

Avoid these by **self-evaluating** your product prior to submitting the packaging and user manual to the test lab.

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What is the Required Information for Testing (RIFT) form? 测试要求信息(RIFT)表是什么?

The RIFT is a spreadsheet developed to help VeraSol and companies communicate about:

RIFT是一张表格用来帮助 VeraSol 团队和认证企业确认:

Documentation for Testing

测试所需文件

- Includes required VeraSol forms and battery and PV module documentation
- Required Docs tab lets VeraSol record submitted and outstanding documents



Share this checklist with your design/marketing team!

与您的设计/营销团队分享此清单!

Consumer-Facing Information

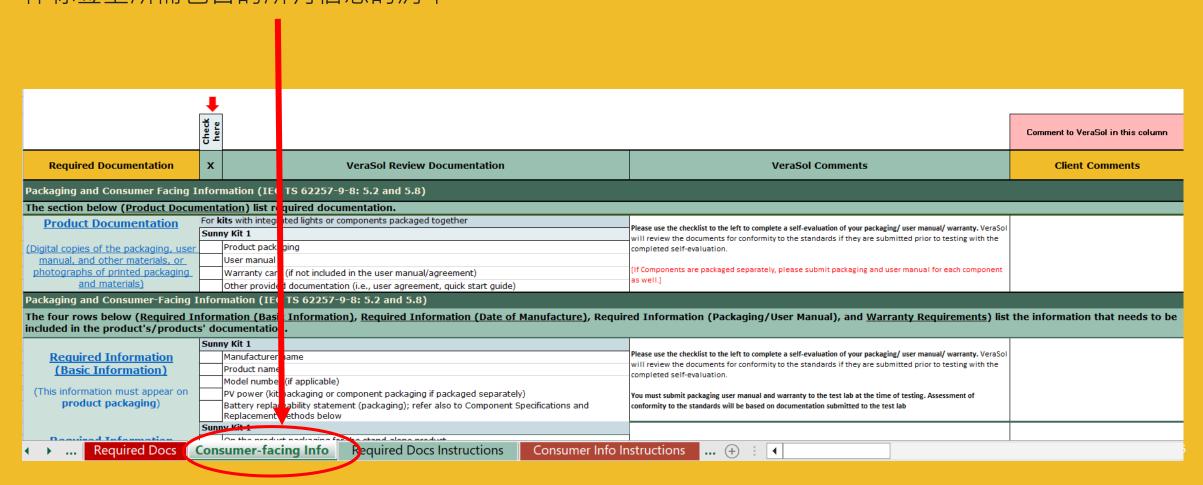
提供给消费者的信息

- Includes performance reporting requirements for packaging, user manual, and component labeling
- Consumer-facing Info tab provides a checklist to evaluate product packaging and labelling
 - Use the checklist to self-evaluate your product
 - 2. Send the completed checklist to VeraSol with any questions
 - 3. VeraSol can provide a secondary review and confirm it will meet requirements prior to testing

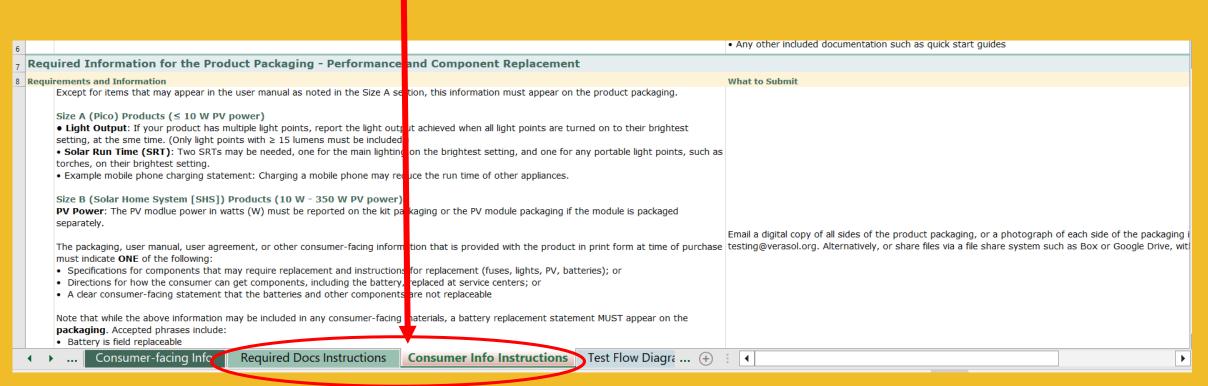
The **Required Docs Tab** includes a checklist of all the documentation needed to meet the requirements in IEC 62257-9-8. VeraSol will complete the checklist as documentation is submitted by your company. **要求文档菜单**包含满足 IEC 62257-9-8 要求所需的所有文档的清单。VeraSol 将在贵公司提交文件后检查并填写清单。

Required C	cumentation	x	VeraSol Review Documentation	VeraSol Comments	Client Comments	
Manufacturer : no		x	If submitting a new product, completely fill out this form through the Zoho survey link to the right. VeraSol may have already emailed you the link, as well. Follow the instructions in Zoho to download and email the PDF form of the completed survey. Survey can be found here: https://zfrmz.com/Sv1BmVDhq4bl9iHp6kpL			
VeraSol Product (Renewals or re		n/a	VeraSol Product Variation Form VeraSol will email this form to you. Completely fill out and return the VeraSol Product Variation Form. Note changes to any aspects. If there are no changes, enter that into the form for each feature. Email your completed form to testing@verasol.org			
VeraSol Product ((Product fa		n/a	VeraSol Product Family Template VeraSol will email this form to you. Completely fill out and return the VeraSol Product Family Template. Note changes to any aspects. If there are no changes, note that in the lower portion of the form. If you are changing kits by including different combinations of components, note those in the upper portion of the form. Email your completed form to testing@verasol.org			
(PAYC prov	VeraSol PAY is Declaration (PAYC products only) If the product is capable of fee-for-service or Pay-as-you-go (PAYG) metering, completely fill out this form through the Zoho survey link to the right. VeraSol may already have emailed you the link, as well. Follow the instructions in Zoho to download and email the PDE form of the completed survey. Consumer Info Instructions (+) : 4					

The **Consumer-facing Info Tab** includes a checklist of all the information that is required to be included on the packaging, user manual and component labels. Note that this tab will be customized and made available upon request 消费者信息菜单包括包装、用户手册和组件标签上所需包含的所有信息的清单。



The **Required Docs Instructions Tab** and **Consumer Info Instructions Tab** include more detailed instructions for each section of the Required Doc and Consumer-facing Info tabs. 要求文档说明菜单和消费者信息说明菜单包括测试所需文档和消费者信息表每个部分的详细说明



How to Use the Required Information for Testing (RIFT) Form ? 如何使用 RIFT 表格 ?

- **Step 1:** Send a testing inquiry and product information to VeraSol. 联络VeraSol并附上产品信息
- **Step 2:** VeraSol will customize a RIFT for your product and send an email with the "Required Docs" tab checklist noting all documentation that has been submitted and any remaining required documentation. Review this and submit all documentation prior to testing to avoid delays in certification. VeraSol 团队将为您的产品定制 RIFT表格,并发送包含"所需文件"的清单。请在测试前查看并提交所需文件。
- **Step 3:** Upon request, VeraSol will send the customized "Consumer-facing Info" checklist. 根据您的要求,VeraSol 将发送定制的"提供给消费者的信息"清单。
- **Step 4:** Complete a self-evaluation using the checklist and return to VeraSol. VeraSol will verify that all performance reporting requirements have been met. 使用清单完成自我评估并返回 VeraSol。 VeraSol 将验证是否满足广告真实性要求。

消费者信息表菜单 - 第1部分

Click on the link to find detailed instructions for each section 点击链接,查询每一项要求的细节 信息 **Required Documentation** Х VeraSol Review Documentation Packaging and Consumer Facing Information (ZEC TS 62257-9-8: 5.2 and 5.8) The section below (Product Documentation) list required documentation. **kits** with integrated lights or components packaged together Sunny Kit 1 **Product Documentation** Product packaging Note the details in each User manual (Digital copies of the packaging, section. Everything in this user manual, and other materials, or Warranty card (if not included in the user manual/agreement) section must be on the photographs of printed packaging and materials) Other provided documentation (i.e., user agreement, quick start gupackaging. 详情备注,该项要求中的 所有信息均需体现于产品包装上。 Packaging and Consumer-Facing Information (IEC TS 62257-9-8: 5.2 and 5.8)

The four rows below (<u>Required Information (Basic Information)</u>, <u>Required Information (Date of Manufacture)</u>, Requibe included in the product's/products' documentation.

	Sunny Kit 1
Required Information	Manufacturer name
(Basic Information)	Product name
	hodel number (if applicable)
(This information must appear on	PV power (kit packaging or component packaging if packaged separately)
product packaging)	Battery replaceability statement (packaging); refer also to Component Specifications and Replacement
	Methods below

消费者信息表菜单 - 第2部分

	topic dila galadile is provided ili		
	Sunny Kit 1 the Date of Manufacture Policy on		
Required Information	On the product packaging for the stand-alone product the VeraSol website. 产品生产日期可		
(Date of Manufacture)	I IOn the kit nackaging		
	On all component packages 在以下任意地方体现。该项要求的详细说		
(May appear on the component or	On the product main unit 明可通过VeraSol网站浏览生产日期政策。		
<u>packaging)</u>	On every component (if packaged separately)		
	For dates encoded as serial numbers: Code key provided		
0	Sunny Kit 1		
1	Main Unit(s) and Components with Batteries		
7	Example Use Profile		
8	Solar run time profile: all included light points on high wit VeraSol will customize the form to advertised appliances)		
9	10000 mAh main unit battery include all the components in your		
0	Battery chemistry product. Note information in this		
1	Battery capacity (mAh, Ah, or Wh); matches the rating csection can be on the packaging or		
2	Battery nominal voltage match is the rating on the compinal the user manual. VeraSol将根据您		
7 Required Information			
(Packaging/User Manual)	Battery chemistry 产品的组建定制这份表格。请注意该处的		
9	Battery capacity (mAh, Ah, or Wh); matches the rating c要求可针对包装、或用户手册。		
(This information must	Battery nominal voltage matches the rating on the component		
appear on the product	PV module(s)		
packaging	20 W PV module		
or in the user manual)	Maximum power (Pmpp); matches the PV module label rating		
8	Open-circuit voltage (Voc); matches the PV module label rating		
9	Short-circuit current (Isc); matches the PV module label rating		

The date of manufacture may be

locations. This can be a confusing topic and auidance is provided in

provided in any of these

消费者信息表菜单 - 第3部分

9	Power in watts			
0	Nominal operating voltage or voltage range			
2	Sunny Kit 1			
3	Instructions for connecting the PV module to the unit for Check that all required			
4 <u>User Manual Requirements</u>	Do not shade the PV module elements are included in your			
5	Face the DV module toward the cup			
6 (SIZE B / SHS Kits Only)	Any required pre-use steps (i.e., fully charge the battery, user manual and warranty 检查			
7	Instructions for making all required permanent connection 您的用户手册和保修是否已包含以了			
8 (This information must appear in	Instructions for connecting all advertised appliances 所有内容			
the user manual)	Interpreting the Battery state-of-charge indicator or how to determine the battery state of charge			
0	PAYG products: Detailed operating instructions, at a minimum how to make payments			
0	Sunny Kit 1			
1	Consumer facing (product processing, user manual, warranty card available before purchase)			
2	Available prior to purchase			
<u>Warranty Requirements</u>	2 years from date of purchase by end-user (main system, including the PV module, control box, cables and lights and the system battery)			
5	1 year from date of purchase by end-user for included appliances			
(This information must appear on	Covers manufacturing defects under normal use			
the packaging, in the user	Access information (where to return, number to call)			
manual, on a warranty card, or in	Execution (repair or replacement)			
<u>a user agreement)</u> 9	Advise consumer to verify before purchase (recommended) 31			
0	Covers entire product, including the control unit, PV module, cables and battery			
1	Regionally appropriate language (recommended)			
2	Meets the same design requirements as for the performance reporting			

消费者信息表菜单 - 第4部分

Component Replacement Methods Requirements		(must comply with <u>at least one</u> choice below)		
		Sunny Kit 1		
(SIZE B / SHS Kits Only)		State that components can be replaced and applicable specifications/requirements (self-service)		
(This information must appear on		Provide consumer instructions for getting components, including batteries, replaced (service center)		
the packaging or in the user manual.)		Include a clear consumer-facing statement that the batteries/components are not replaceable		
The two rows below (Battery Component Information, and PV Label) list the information that needs to be included				
Component Labeling Specifications These two sections are requirements for the section of the se				
	Sunr	labels on the battery and PV module. Th		
Battery Component	1000	o mAh battery (main unit) PV module labeling is a common point o	of	
Information Requirements		Battery capacity failure. 这两项内容是针对电池和光伏模块的模	示	
		Battery nominal voltage 签要求。光伏模块的标签是一个测试中常见的经验。		
(This information must appear on	250 ו	nan-alery (radio)		
the battery itself)		Battery capacity		
		Battery nominal voltage		
		Sunny Kit 1		
		PV module		
		Manufacturer name, registered trade name or registered trade mark		
PV Module Label		Type or model number designation		
<u>Requirements</u>		Serial number (unless included in a kit and marked on another component/ packaging)	3	
(This information must appear		Date and place of manufacture (if traceable serial number; verify the next item)		
(This information must appear on the PV module itself. It is not		For traceable serial number: Code key provided		
remitted for interested DV mediates \		Maximum system voltage (optional)		

消费者信息表菜单 = 第5部分

/		The previous part of our presentation covered the branding guidelines in more detail. 该会议			
Ports and Chargers (IEC TS 62257		前半段内容将更详细介绍传播和品牌规范。			
Ports Labeling Requirements	Sunny Kit 1	13 1 12 13 13 13 13 14 15 17 17 17 17 17 17 17 17 17 17 17 17 17			
(Only required for products with ports.)	All ports that are not inte the product, packaging, o	nded to provide power (such as a data ports) are clearly identified as such on r user manual.			
VeraSol Communication and Branding Guidelines					
7	Synny Kit 1				
VeraSol Communication and Branding Guidelines (If applicable. NOT required to be present.)	packaging, user manual, o in the VeraSol Communica	g the Lighting Global or VeraSol quality certified status on the product components, labelling, website, etc. must adhere to the permitted statements ations and Branding Guidelines: ations/communication-and-branding-guidelines			



Questions? 问答环节







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