

# Lighting Global Quality Assurance

## The Role of Standards and Labelling Programmes



# Designing and Implementing Standards to Prevent Non-Compliance

## Three lines of defense against poor quality products



# What does Success Look Like: Design



**PRODUCT PLANNING** The brand owner understands the Lighting Global Quality Standards, and thus how to meet consumers' expectations for product quality and truth-in-advertising



**DESIGN AND MANUFACTURE** The brand owner designs product and packaging to meet global standards, maximizing the number of markets in which it can be sold, realizing economies of scale, and driving down the cost to consumers.



**TESTING** The product is tested once, in an accredited lab close to where it is manufactured. The test report is recognized by national governments and Lighting Global alike.



**CERTIFICATION** If the product was tested under the supervision of the Lighting Global Quality Assurance Program, the QA Team reviews the test report and posts a Verification Letter on [www.lightingglobal.org](http://www.lightingglobal.org) if the product meets the standards.

# What does Success Look Like: Market Entry



**CONFORMITY ASSESSMENT** A container of the product is prepared for shipment. The importer hires a neutral third party who verifies the product is listed on [www.lightingglobal.org](http://www.lightingglobal.org) and conforms with any other relevant standards of the country it will be sold into.



**SHIPMENT** The container receives pre-shipment verification of conformity and is shipped to the destination country.



**INSPECTION AT PORT OF ENTRY** A customs agent inspects the container at port of entry and confirms that its contents match the product identified on the certificate of conformity and that any applicable duties have been paid.



**QUALITY LABEL** The importer is issued national quality labels and affixes one sticker to each unit in the shipment.

# What does Success Look Like: Distribution and Sale



**DISTRIBUTION** The units are distributed into the market.



**SALES** The units are sold and put into service by end consumers.



**MARKET CHECKS** This product is selected at random for market check testing. Seven units are purchased from retail outlets, tested, and found to conform with the national standards.



**RENEWAL** The product sells well, and the brand owner decides to submit the product to Lighting Global for renewal testing in advance of its expiration.

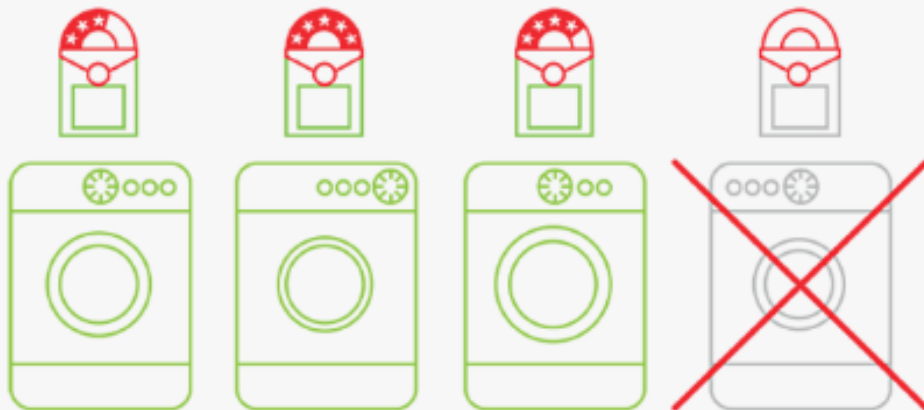
# A Holistic Approach To Standards Adoption And Implementation





# What do Standards do?

## Standards Drive Inappropriate Products from the Market



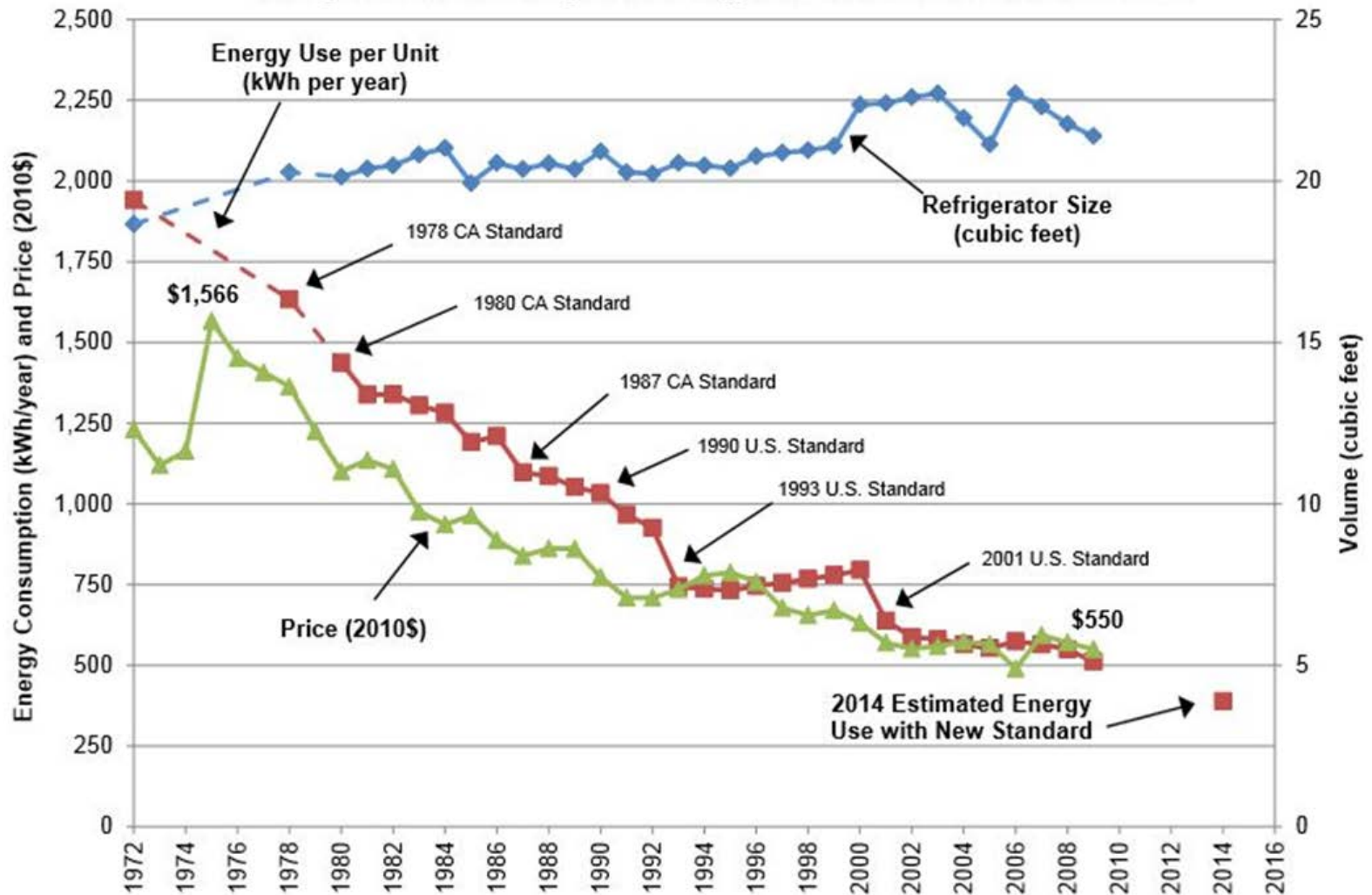
By setting minimum performance or quality levels, standards:

- Raise the average performance and/or quality of products on the market
- Protect consumers
- Improve overall efficacy and competitiveness of the market
- Increase energy access
- Reduce energy costs and greenhouse gas emissions for on-grid products



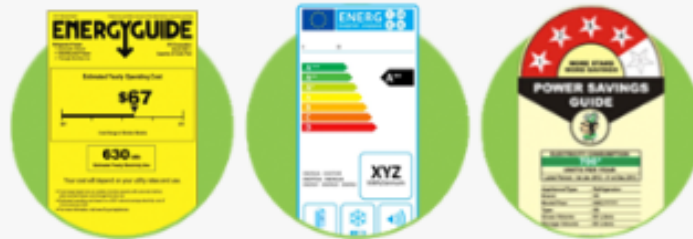
# Standards "Push"

## Impact of Refrigerator Standards in US



Source: Appliance Standards Awareness Project (ASAP)

# What do Labels do?



Labels **Inform Smart Choices** on the Best Products

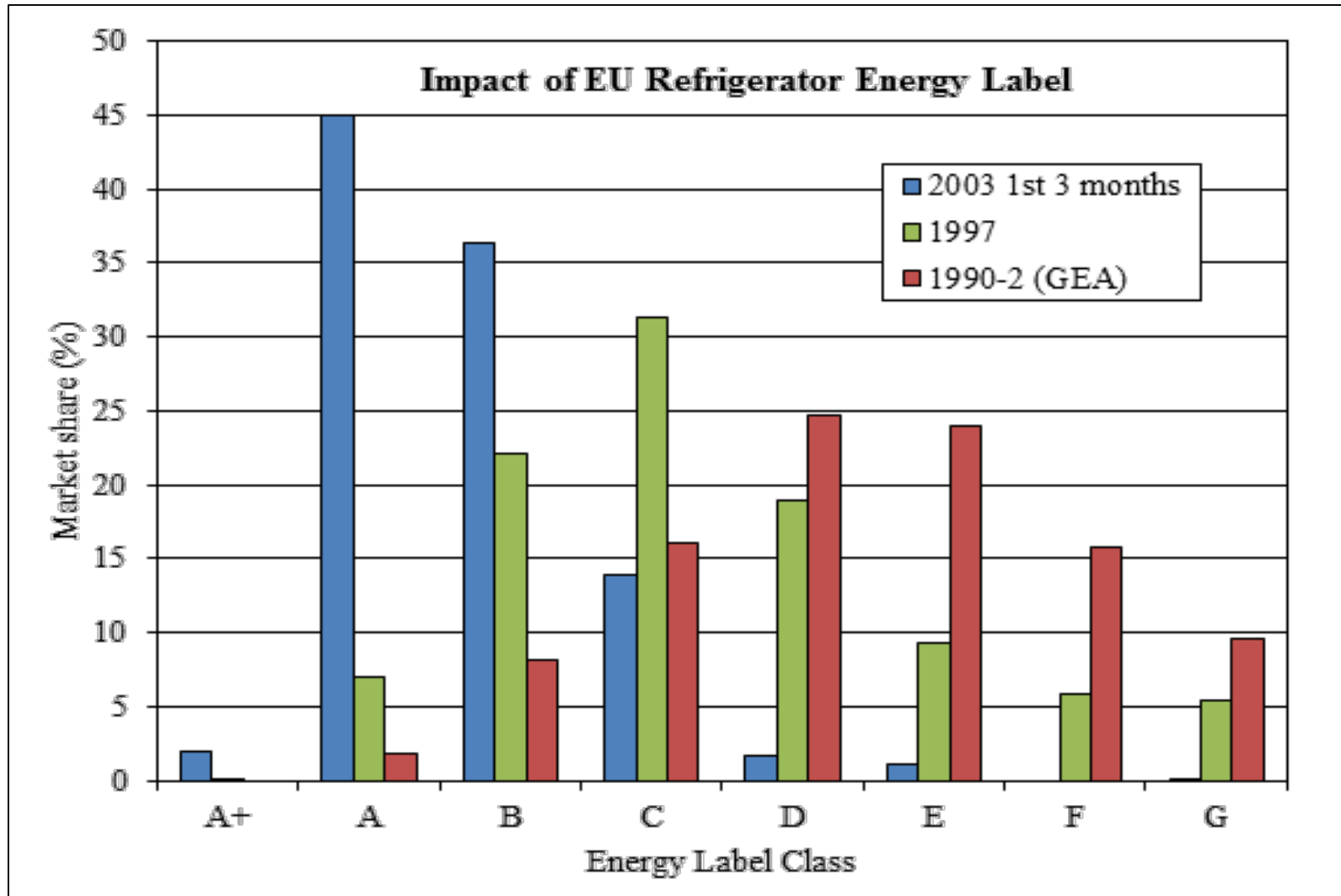


To help the best products stand out, labels:

- Recognize and reward best products
- Describe product performance
- Drive competition and innovation

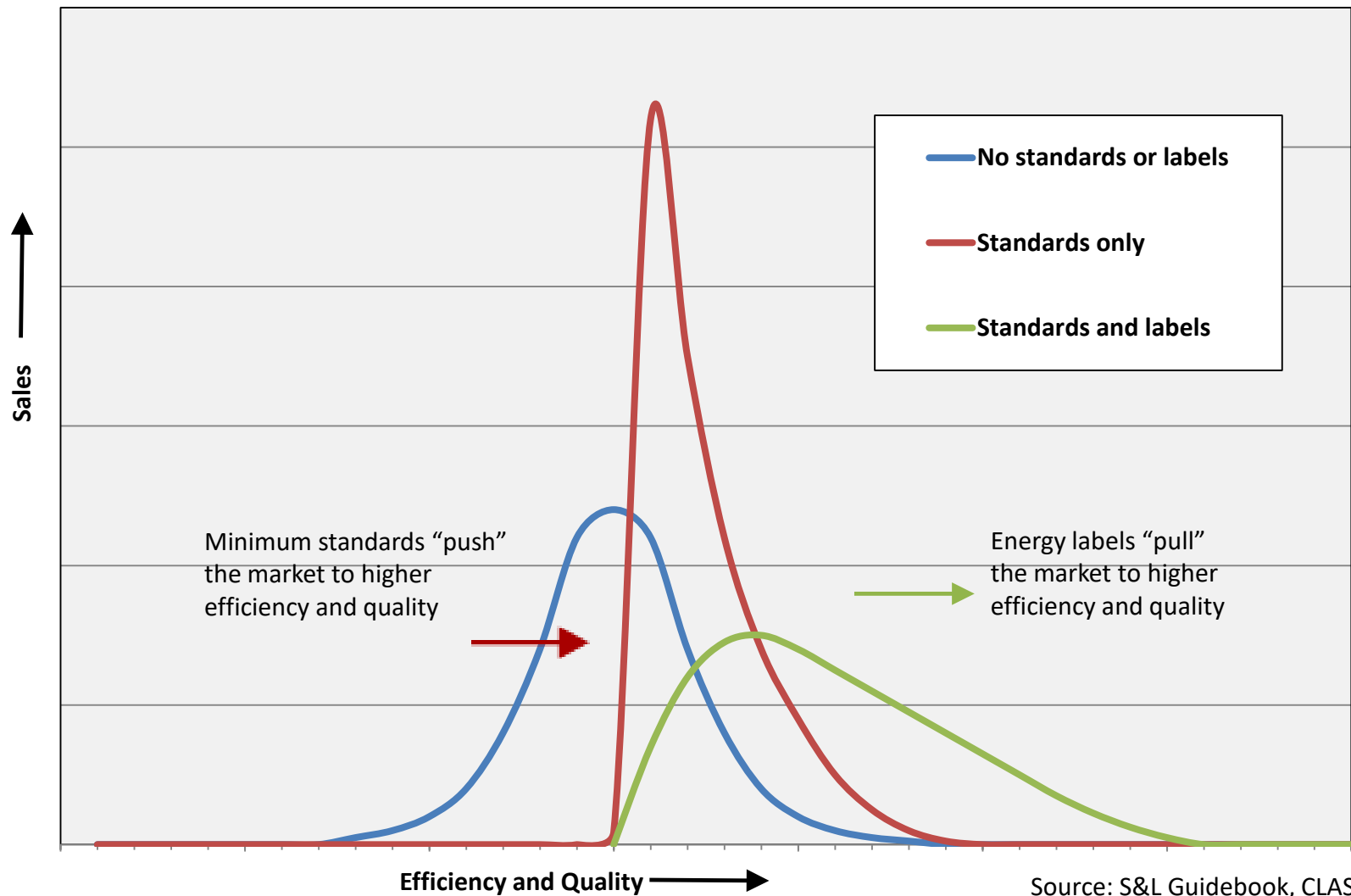
# Labels "Pull"

## Impact of the EU Refrigerator Energy Label



# Standards and Labels Work Together

Benefits of standards and labels for product energy efficiency and quality



# Benefits of S&L for Off-Grid Solar Products

## S&L Benefits

Strengthen domestic markets through product differentiation

Innovation leads to greater variety and quality of available products

Labels can convey lifetime costs

Can be used to create qualification criteria for subsidy program

## Market Transformation Outcomes

Improved **product quality** and **innovation** will improve consumer confidence and value proposition

Increased **availability** of appropriate products for different circumstances – consumers switching from traditional fuels to solar

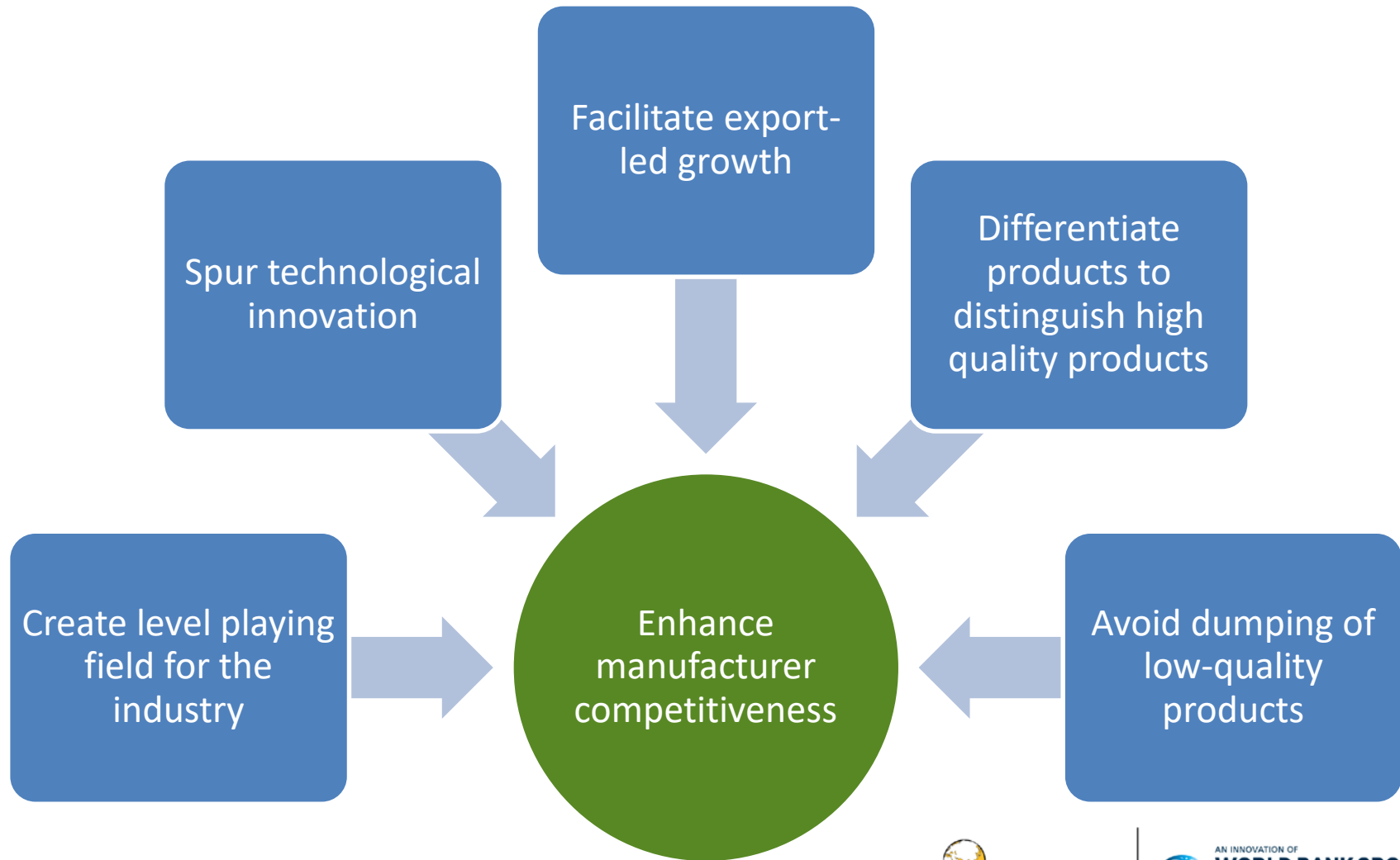
Lifetime savings can increase **awareness** and consumer **willingness to pay**

Subsidy programs can lead **dissemination** and **demonstration** of quality products

## Overall Benefits

- ✓ Enhanced consumer welfare (Indoor air quality; promoting education, etc)
- ✓ Reduced emissions to help meet public health and climate change goals
- ✓ Greater access to energy

# Product Quality and Efficiency is Good for Business



# Thank you!

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