



New York Energy SmartSM Commercial Lighting Program

2009

SPECIAL EDITION NEWSLETTER

NYSERDA

New York State
Energy Research and
Development Authority

CLP SPECIAL EDITION

*Please pass this
newsletter along to
your colleagues
who might find the
contents valuable.*

Att: Interior Designers Receive Financial Incentives By Bringing *The Right Light*SM To Your Clients

Bringing *The Right Light*SM To Your Clients

Have you thought about what constitutes high-quality lighting? We all recognize that every project is different – but certain key elements are crucial to high-quality lighting:

- Light levels appropriate to the task being performed
- Lighting uniformity, especially where non-uniform lighting could be a distraction or even be dangerous
- Light sources that make people and products look natural
- Avoiding such common problems as glare
- Energy-efficient lighting sources that cost less to own and operate

IIDA supports its members with the resources needed to build expertise, expand knowledge, and identify business opportunities. The New York State Energy Research and Development Authority (NYSERDA) offers additional support to IIDA members in developing and marketing high-quality lighting designs to your clients.

What is *The Right Light*SM?

*The Right Light*SM is the name given by NYSERDA to effective, energy-efficient lighting solutions that provide better lit areas. Lighting designs that incorporate *The Right Light*SM principles cost less to operate; provide uniform light at appropriate light levels; use low-glare fixtures with lamps that provide good color rendering; and have a total electrical load that is at least 10% less than that allowed by the Energy Conservation Construction Code of New York State (Code).

NYSERDA promotes *The Right Light*SM through its Commercial Lighting Program (CLP). NYSERDA partners with lighting practitioners (Business Partners) to develop high quality lighting solutions for commercial, office, retail, and institutional spaces from 1,000 to approximately 100,000 square feet (project size, not building size).

To help Business Partners learn how to develop effective, energy-efficient lighting solutions, CLP provides training and assistance in lighting design principles and in how to market these concepts to clients. CLP also works to increase the availability and sales of energy-efficient lighting products, and to educate building owners and managers on the benefits of effective, energy-efficient lighting.

*Contacting the
New York
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Commercial
Lighting Program*

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**CLP Helps You
Bring Your Clients
and Customers
The Right
LightSM
Effective, Energy-
Efficient Lighting.**

**Better
Lighting.
Better
Business.**

The Commercial Lighting Program Can Help Interior Designers

Now, IIDA Members can bring the best of both worlds together by becoming CLP Business Partners, learn about effective, energy-efficient lighting solutions, and enjoy the Program benefits. **There is no cost or fee to become a Business Partner.** Business Partners can take advantage of:

- tools and resources for designing and installing effective, energy-efficient lighting that meet specific needs and provide better illumination;
- training on effective lighting design and implementation;
- cash incentives paid to interior designers for qualified lighting projects, with bonuses for the use of advanced technology and/or exceeding Code;
- cash awards for Program competitions based on the number of projects that include **The Right LightSM**;
- opportunities to participate in demonstration projects and receive recognition for exemplary lighting designs;
- marketing incentives; and
- incentives to offset costs for professional lighting certification.

An interior designer can become a Business Partner by having at least one CLP-trained employee who will serve as the CLP contact person. The company must sign a Participation Agreement, and submit at least one project within six months of becoming a Business Partner. In return, Business Partners will be listed on the Program website, receive support from a CLP Account Manager and a Technical Specialist, and be eligible to **receive Program incentives and awards.**

Interior Designers Receive Financial Incentives for *The Right LightSM*

Interior designers can receive a variety of financial incentives for lighting design projects that meet CLP's design criteria. In order to qualify, the project must meet certain requirements for energy efficiency and quality, and use all new fixtures or fixture kits (lamp/ballast only replacements are not eligible). Your client's location must be a customer of one of the six investor-owned utilities in New York State and pay into the System Benefits Charge (SBC).

SAVE THE DATE: November 9, 2009

In addition to **free training** using the CLP Self-Qualification Packet, live training will be conducted in New York City on November 9, 2009. If you are interested in attending, want to receive a Self-Qualification Packet, or would like more information on how to participate in the Commercial Lighting Program, please contact us:

**New York Energy SmartSM
Commercial Lighting Program for more information:
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www.therightlight.org**