



# LED Roadmap

Team 10

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# Background of the Study

- The greenhouse gas abatement report proposed a switch to energy efficient LED lighting to reduce energy consumption
- Existing LED light bulbs have significant problems such as:
  - No significant international standardized method due to it being a new technology
  - If every country implements regulation standards, this increases barriers to entry and decreases profits, making market entry unattractive
  - In an unregulated market, there is a significant potential for manufacturers to dump inferior LED products, leading to a decrease in overall quality and a damage to consumer perception towards LED lighting.

# SWOT

## **Strengths**

- Power consumption is less, therefore cheaper in the long run.

## **Weaknesses**

- LED light bulbs are more expensive than traditional lighting.
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## **Opportunities**

- LED has a growing market due to increasing awareness of climate change

## **Threats**

- **Not an established industry**
- **No standards**
- **False reporting**

# LED Roadmap

- A long-term strategy for expanding LED market.
- Spearheaded by a **multisectoral council for LED lights** which includes stakeholders from the industry, consumer, global manufacturers, scientists, politicians and national ministries. Their responsibilities include:
  - Discussions of regulations for LED manufacturers and selling
  - Check and balance for LED auditing standards
  - National representative for international conferences on LED lights
  - Consolidate measures/indicators

# Strategies and Activities



Strategy	Activities
1. Regulatory	<ul style="list-style-type: none"><li>• Competition Law</li><li>• Adoption of LED EU Standard and Auditing</li></ul>
2. Research	<ul style="list-style-type: none"><li>• Government funding to ministries and state funded companies</li><li>• Bilateral agreements</li><li>• Tax Credits</li></ul>
3. Education, Information and Advocacy	<ul style="list-style-type: none"><li>• Energy Conservation Education Campaign</li><li>• Energy Quick Start Program</li></ul>



# Fair and Expanded Competition through Competition Law/Act

# Bilateral Agreements for LED Products

# Support to Research and Development for State-Owned Companies and Ministries



# Standard for LED Lights

# Energy Quick Start Program

# Tax Credits for Research and Development

# Energy Conservation Education Campaign

# Engagement through the LED Roadmap

Stakeholder	Engagement
Consumer	Awareness campaign (social media, education)
Global and Local Manufacturers	Allow easy entry to local market to increase competition and knowledge transfer
Scientists	Research Grants and Tax Credits
Politicians and national ministries	Global alliances and multi-sectorial committees



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