



GreenLight Alliance

About the GLA May 2021



Who We Are

We are a community of aligned individuals businesses and institutions within the lighting profession sharing a common goal of applying sustainable & circular economy principles to the lighting industry.

Green Light Alliance - The Project Explained

Introducing the GreenLight Alliance (GLA): a organisation launched in 2021 with a mission to move towards Circular Economy in Lighting Design.

We aim to raise awareness and educate the lighting community as well as the wider built environment how lighting can become a leading example of circular design within the construction industry.

The GLA is an independent organisation powered by volunteers and operating without commercial affiliation. Through our independence and wide reaching connections within the industry we are therefore able to facilitate conversations between organisations that may not usually be aligned or inclined to communicate.

Recent activity articles can be found on our Website or our Linkedin profile.

Our Vision To light up the world without depleting its resources.

Electronic waste (WEEE) is the world's fastest growing waste stream.

As such the 'take, make, waste' model that our economy is based on is fast becoming obsolete.





Recycling in itself it's not a sufficient solution. A more drastic change from a linear economy to a 'circular' one is needed.

A complete change to the supply & specification system is needed.

terms.



This is a complex change to the design-supply 'system' and can be overwhelming.

Lots of people are working on this.



But a new system needs greater collaboration across the industry.



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Circular Design - Opportunities for Synergy





Circular Design - Discussions Ongoing





- Sustainable product ranges
- Lighting Controls & Control systems

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Logistics, Warranties

Green Light Alliance - The Motivation



Our motivation comes through our personal concerns over the current climate crises, a desire to be carbon positive, responsible in the use of materials and the increased client requests on lighting designs environmental impact.

Many other industries are moving towards circular economy models in quite disruptive and innovative ways. In order for the lighting industry to not fall behind we quickly reached a consensus on what we found lacking in our industry and how this should be addressed and formed our mission statement (see right)

Collaboratively the founding members have provided seed-funding and committed resource and expertise to launch the GLA in January 2021. The project has been growing in popularity and scope rapidly and we hope to achieve a level of financial support to enable us to provide stability to the operational side of the initiative and continue servicing this increasing demand for education, research & discussion on this topic.

All the work undertaken to date has been voluntary as we are passionate about what we do, but the administration and documentation of monthly meetings and development of other initiatives needs consistent time input and therefore we need to run the GLA as a project within our own respective organisations.

Our Mission Statement

GLA will work together to help everyone in the lighting sector understand their role in adopting and promoting the circular economy.

We will work towards industry standards that are universally recognised, trusted and sought-after. We will also provide a hub for discussion and education in circular lighting design & the circular economy.

Green Light Alliance - The Background



There are several Co-Founding and contributing members to the Green Light Alliance (GLA). Emilio Hernandez is the current sitting chair with the project being driven by designers and luminaire/OEM manufacturers from BDP Lighting, Michael Grubb Studio, Stoane Lighting, Xicato, EldoLED & Nulty Lighting, Movie Lighting & The Flint Collective.

We are working with the entire supply chain to educate the community on circular economy principles in lighting and discuss and develop the approach toward circular design within our industry.

The GLA's immediate goal is to accelerate the lighting governing bodies and societies release of a circular economy lighting checklist. We are currently working with several organisations to stress test their sustainability assessment methods in lighting design and reviewing these openly and collaboratively in a series of articles published in '<u>Arc Magazine</u>' and 'Designing Lighting' Magazine throughout 2021.

In order for circularity to work there needs to be a demand and practical solutions. We therefore also plan to reach out to Facilities managers, Contractors and Developers/ Agents alike and this requires time to discuss, document and share with the lighting community in digestible content.

In parallel we are aiming to build a community of like minded individuals and provide a platform for sharing of circular economy research in lighting design. For example we are working with researchers/ Co-Founders in New York on the relevance and feasibility of embodied carbon metrics in lighting design specification (in the same way that we might specify CRI or CCT).

Green Light Alliance - The Plan



The project will continue for as long as there is a need for discussion & education on the development of the circular economy within lighting. However we appreciate that in terms of applying for funding we need to establish some short, medium and longer term goals.

Step 1:

As mentioned the immediate goal is to help test and promote a circular design checklist for lighting designers. This aspect of the project is well under way and we hope to have contributed towards the release of a working standard by the end of 2021. However feedback and evolution for such a list will be critical to its success so the work on it will not stop there.

Step 2:

In parallel, a slightly longer term 'step two' is to build the community presence. This is to encourage GLA 'allies' to share their sustainability initiatives and provide a platform for collaboration. As of May 2021 the GLA has 350 subscribers and a similar number of followers on Linkedin engaging in regular posts.

The website will be key to this and we are proposing mapping out a list of allies with relative skills and interests in circular design as a resource pool for further education, accredited CPD's, research and knowledge sharing. This will require website / portal development as well as newsletters needing time for content generation,

Step 3:

This then leads onto our third step which is using the platform to create communication channels unique to circular economy in lighting. By this we mean discussions with end users, clients, developers, contractors and recycling facilities to understand where logistics, product and lighting design scopes need to evolve for the disruptive move from a linear to circular economy to become viable.

Green Light Alliance - Timeline for GLA Goals







The project has collected a few hundred subscribers via the website and has a wider reach via Linkedin and other social channels. However certain organisations have shown a keen interest in supporting and developing GLA goals. This is an ever growing list with varying degrees of involvement (from contributing to a published article, or case study sharing to larger investments in time, staff resource and funding the website and server host).



Green Light Alliance - Measuring Success & Impact

As a think tank and educational awareness platform the GLA can measure and present the outcomes of our efforts in a number of ways.

- The short term goal of release of a lighting industry 'Circular Economy Checklist'. Monitoring its uptake within the industry and commenting on its alignment of this with other lighting sustainability credits.
- The active engagement of a wider community of like minded individuals and companies sharing knowledge on the Circular Economy in a digestible and accessible format.
- The use of this community to enable people within lighting design and manufacture to find the expertise and support they need to progress research & prepare for the liley change in their product and service demand..
- Regular presence in the lighting design media and running of Webinars / presentations/ Ellen Macarthur accredited CPD's to share knowledge and thought pieces from the wider construction design community.
- An increase in the demand and application of circular economy principles within lighting design projects thus reducing the annual tonnage of WEEE within the lighting industry in 2023 compared with projections had this initiative not been undertaken.
- Operationally the goal is to secure a degree of stability, funding and structure such that the founding members can eventually rotate out of their roles. We hope to provide an opportunity to manage a credible network which would be attractive to capable and enthusiastic designers /manufacturers coming through the lighting industry to take over of the reigns of the GLA and it's values.

Progress can be communicated via an annual report & quarterly newsletters and more regular feedback on where the initiative can be more useful can be achieved through polling of our subscriber base. At the time of application we have circa 350 subscribers or 'allies' that regularly poll and question to promote real time discussion.



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Green Light Alliance - Why is it Needed?



To Shape Legislation:

We want to broaden the discussion as it is a broad topic to help shape legislation and encourage wide ranging and joined up guidance & international legislation.

To Align Differing Views & Ideas

Each will have a knock on effect within the Circular Design industry so it needs a dialogue between specialisms across the industry. GLA will help encourage these links and actively facilitate this.

Provide Greater Awareness of Work Undertaken

Work from in different markets can be shared and lessons learnt so a workable approach can be found. It's not always immediately obvious from looking at the end result (Whitecroft).

A Circular Economy is Not an End Goal

It's a process of continuous refinement and change to find newer and better ways to solve environmental issues.

"It's about all the interconnecting companies that form our infrastructure and circular economy coming together".

Ellen MacArthur Foundation



www.greenlight-alliance.com

Join the Community



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