

A young child is smiling and holding a glowing light stick at a night festival. The background is filled with colorful bokeh lights in shades of blue, green, and yellow, creating a festive atmosphere. The child is wearing a light-colored t-shirt with a graphic design.

Light and energy efficiency

Challenges and opportunities on local market

Bogdan Balaci, Commercial Leader Lighting Philips SEE
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PHILIPS

The world needs...

Digital Light

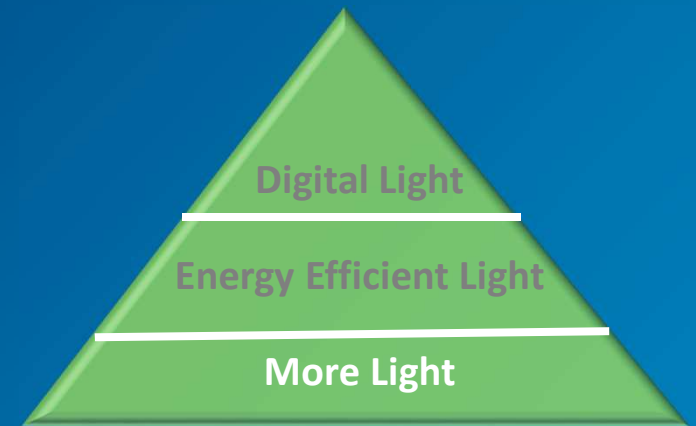
Energy Efficient Light

More Light



Challenges and opportunities on local market

More Light



98,000 households without electricity *

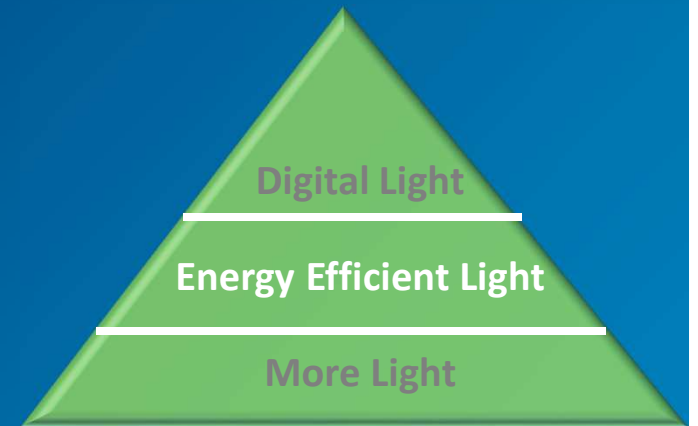
in 2,200 municipalities

2800 households with no electricity

in 97 villages

* Romanian Energetic Strategy for 2007-2020

Energy-efficient light



19% of total electricity consumption is **lighting**

90% of our lives are spent in buildings

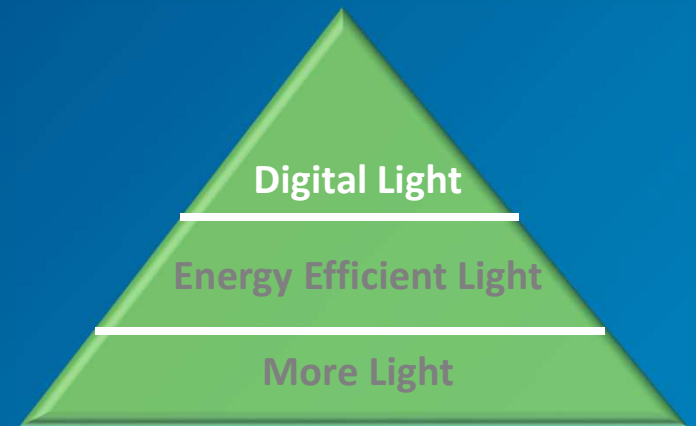
2/3 **inefficient** indoor lighting

40–50% national potential for saving energy *

ESCO

* Romanian Energetic Strategy for 2007-2020

Digital Light



Adaptive technology | Software integration

Additional functionalities and controls

50-70% cut on energy efficiency

Save on operational costs

Actions to remove barriers on energy efficiency for Romanian market

Call to action

Promote an **ambitious regulatory framework**

Speed up **infrastructure renovation**

Reinforce **compliance**

Support **new business models**

Invest in **innovation**

Communicate

The lighting in industry
segment is undergoing a
remarkable transformation

New technologies generate energy savings up to **90%**

LED adoption rate in key industry solutions is **57%**

Adequate light

accidents ↓ 52%

productivity ↑ 8%

task performance ↑ 16%

Complete services



References

ArcelorMittal Ostrava, Czech Republic

Fast and safe renovation process with no production disruption

Increased light level | Reduced number of accidents

Reduction of CO2 emission and maintenance costs

Return on Investment < 1year



Philips solution: Extended warranty | Financing model | Lighting design |
Installation Services | Maintenance

Hero factory Alcantarilla, Spain

Better lighting performance | Reduced failure rates

Lower maintenance costs | CO2 emissions reduced by 55%

Energy consumption cut by 50%



Philips solution brings not only energy efficiency but better task performance and reduced business interruption

Bring Frigo, Gothenburg, Sweden

Brighter light and less glare | Lower maintenance costs |

Electricity consumption cut with 15% | Shorter payback time



Philips solution brings not only energy efficiency but safety of employees and products.

01



Promote ambitious regulatory framework

02



Speed up infrastructure renovation

03



Reinforce compliance

04



Support new business models

05



Invest in innovation

06



Communicate

