



## Press Release

January 20, 2020

### **Signify helps city of Davos in realizing its own Green Deal through LED upgrade**

**Eindhoven, the Netherlands** – [Signify](#) (Euronext: LIGHT), the world leader in lighting, is helping the city of Davos in achieving its sustainability goals as it's upgrading both Davos' streetlights as the lighting of the city's Congress Centre to high-quality energy-efficient LEDs. This week, Davos will host business and political leaders from around the world during the World Economic Forum.

"Signify is a regular participant in the World Economic Forum at the Congress Centre here in Davos for many years. That is why they came to us and helped us realize how much of an improvement the switch to LEDs would be," said Tazisius Caviezel, Mayor of Davos. "Both upgrades are a major step in our ambitions to answer the global call for sustainable measures."

In Davos' streets, Signify and its long-standing partner ELEKTRON have so far replaced 500 of the 1,000 streetlights with energy-efficient LEDs and connected 250 of those to its [Interact City](#) cloud-based, wireless connected lighting system, saving 72,300 kWh in energy per year. Interact City enables remote management of the streetlighting infrastructure, including individual and grouped control over the streetlights with just a few clicks, allowing the operator to easily maintain an overview even with a large number of lights. The city plans to complete the installation in five to ten years.

During the refurbishment of the Congress Centre, Signify upgraded almost 900 lights, enabling the city, which owns the Congress Centre, to save an additional 50,000 kWh in energy per year. This reduces the Congress Centre's carbon emissions by 28 tons per year, a reduction of 82%. Signify donated new generations of [Philips GreenSpace Accent Projectors](#), [Philips LuxSpace Accent Downlights](#), [Philips GreenSpace Compact Downlights](#) and [Philips Master LED Spots](#). On top of that, the entire light control system was replaced and prepared for future needs according to the Congress Centre's requirements while remaining fully compatible with the current building management system.

"We're very happy that the city that hosts the world's leaders every year is taking such a major step forward," said Eric Rondolat, CEO of Signify. "It's encouraging to see this next move, but the world leaders that are gathered here this week should take note and realize that much more needs to be done if we want to achieve a carbon neutral world by 2050 at the very latest. This really needs to be the tipping point as we enter the decade of climate action and start our race to the future."

To emphasize his vision, Rondolat during the World Economic Forum will participate in the 'Stimulating Circular innovation' panel and 'Helping Cities Transition to the Digital Age' session on Wednesday January 22. He will also act as a moderator in the CEO Climate Leader session and speak at the launch of the UN's new SDG Ambition initiative during a launch luncheon with Secretary-General António Guterres on Thursday January 23.



“Our current economic model of take-make-waste is not sustainable. A switch to a circular economy is a key weapon in the fight against climate change,” Rondolat said. “It will allow us to extend the use of materials and avoid destroying resources – unlocking economic value.”

“Take for instance our recent launch of 3D printing of luminaires for professionals and consumers,” Rondolat added. “This technology consumes less energy in material extraction and manufacturing and has a 47% lower carbon footprint compared to a conventionally manufactured metal luminaire. And savings would even increase further if we print using recycled materials, like the luminaire made of 24 recycled CD’s.”

A switch to a circular economy will result in economic development, create jobs and result in greater welfare around the globe. The EU calculated net economic benefits at EUR 1.8 trillion by 2030, which translates into a GDP increase of as much as seven percentage points.

“Borrowing from Michael Braungart: circular economy is not about saving the planet, but about learning to thrive on it,” Rondolat said.

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**About Signify**

[Signify](#) (Euronext: LIGHT) is the world leader in lighting for professionals and consumers and lighting for the Internet of Things. Our [Philips](#) products, [Interact](#) connected lighting systems and data-enabled services, deliver business value and transform life in homes, buildings and public spaces. With 2018 sales of EUR 6.4 billion, we have approximately 27,000 employees and are present in over 70 countries. We unlock the extraordinary potential of light for brighter lives and a better world. We have been named [Industry Leader](#) in the Dow Jones Sustainability Index for three years in a row. News from Signify is located at the [Newsroom](#), [Twitter](#), [LinkedIn](#) and [Instagram](#). Information for investors can be found on the [Investor Relations](#) page.