



How sustainable lighting can boost your business

Bold climate action is needed, and it's needed now. This is why politicians set the course a few years ago and passed the so-called European Green Deal. A big step towards a sustainable, green, smart and brighter future – **and a great opportunity for installers to pick up new contracts.**

What's the European Green Deal?

The European Green Deal is the world's most comprehensive climate action initiative. The program's goals could not be more ambitious: to achieve a carbon-neutral continent by 2050.

Lighting offers possibilities to make a difference in all the Green Deal's flagship policy areas. That's why the EU is putting their faith in sustainable lighting solutions: Altogether, switching to LED and connected lighting can save the EU up to €40 billion and decrease carbon emissions by around 100 million tons per year.

The recovery plan 'Next Generation EU' is a massive, once-in-a-generation investment for any project that contributes to a greener, more digital and resilient Europe.



What's in it for you?

Rising energy prices and the ongoing impact of Covid-19 cause many business owners to look for cost-efficient and energy-saving lighting solutions. The recovery plan 'Next Generation EU' acts as an additional driver by funding sustainable building renovations.

Seize the opportunity and tap into this growing market of customers demanding future-proof, environmentally friendly lighting solutions.

Switching to energy efficient LED is easy with Signify

Our global brands Philips and Interact offer everything you need: Fast and easy to install LED lamps, luminaires, and systems. And the right solution for every kind of project, budget, and application area.

Learn more about our solutions on the next page.



Our global brands:

PHILIPS

interact

EU subsidies for energy efficient lighting are a great opportunity for smart installers to pick up new contracts. We are there to help you with our easy-to-install LED alternatives and smart lighting systems, providing a solution for every application.

PHILIPS

Our Philips LED portfolio includes innovative professional lighting products for energy-efficient lighting solutions in all areas – from public spaces, to office, industry, retail and hospitality applications. The part of the portfolio that works in smart lighting systems such as Interact Pro can be easily identified by the Interact Ready logo and product name.

Benefits of Philips LED lighting for you and your customers:

- **Fast and easy to fit:** Our LED lamps and tubes are a true retrofit, making them hassle-free to install solutions.
- **Full portfolio:** We offer a wide LED portfolio at different specification levels, for every need and budget.
- **Sustainability:** Low energy consumption and a longer lifetime make LED lighting the sustainable choice. Combining it with smart lighting systems allows for even more energy savings.
- **Trusted performance:** Highest standard LED technology ensures low maintenance and best lighting results.

interact

Interact Pro is a cost efficient and wireless smart lighting solution for every step of your customer's smart lighting journey. It consists of three tiers: from an easy step into smart lighting to full-fledged benefits of IoT. Each tier provides a best-in-class solution for your customer's need – with the possibility to simply upgrade to the next tier when business requirements change.

How smart lighting can benefit you and your customers:

- **Optimize operations:** Smart lighting allows to automate lighting, personalize light settings and capture data. In this way, it contributes to more comfort, wellbeing and productivity in workplaces.
- **Energy and cost efficient:** Automated lighting profiles, schedules, and daylight and motion sensing can help save up to an additional 38% of energy consumption.
- **Easy to install and set up:** No need for separate antennas, radio boxes or signal cables.
- **Full portfolio:** Seamlessly works with a wide range of Philips Interact Ready luminaires, lamps and components.

75%
of today's buildings
are energy inefficient¹

Lighting accounts for up to

50%
of a city's electricity use²

Switching to connected and
LED lighting can save up to

80%³
on lighting-related
energy consumption

Our Philips LED products and the smart Interact system
can help you to successfully **meet your customers' needs.**

Find all you need on [signify.com/installers](https://www.signify.com/installers)

Sources

¹ www2.deloitte.com/global/en/pages/public-sector/articles/urban-future-with-a-purpose/smart-and-sustainable-buildings-and-infrastructure.html

² www.bloomberg.com/news/articles/2012-04-30/the-secret-energy-drain-on-cities-streetlights

³ Building Energy Exchange 2017