

# Where's The "Green" In Lighting?

Wiedenbach-Brown Hosts Dynamic "Making \$ense of \$ustainability" Roundtable to Examine What Makes a Lighting Design Sustainable

Wiedenbach-Brown hosted a roundtable conference on the topic of sustainability in lighting during Lightfair on May 9, 2007 at the Copacabana in New York City.

The 10-member panel, led by **Chris Brown**, CEO of Wiedenbach-Brown, included voices from lighting manufacturing, lighting design, lamp and ballast recycling, environmental services, energy consulting and the U.S. Green Buildings Council. More than 90 attendees heard these experts describe the role of environmental sustainability in the lighting industry.

Other panelists included **Richard Fuller**, president and CEO of Green Forest Sustainability Solutions; **Ron Rau**, vice president for Limited Brands; **Michael Petras**, vice president for GE Consumer & Industrial; **John Rice**, LEED-AP of the U.S. Green Buildings Council; **Jim Benya**, president of Benya Lighting; **Bill Warren**, energy consultant for Willard Warren Associates; **Barry Jordan**, national sales manager for Veolia Recycling; **Steve Johnson**, former director of lighting research for the Lawrence Berkeley National Laboratory and currently with Integrated Lighting Solutions; **Chuck Campagna**, president and CEO of Amerlux Lighting Solutions; and **Gary Mann**, vice president of sales for Wiedenbach-Brown.

These experts expressed a number of significant points about sustainability and lighting, including:

- Sustainability is about money—investing it to increase profits
- Sustainability is about long-term success for a business
- Sustainability means improving business performance while achieving a minimal environmental footprint
- Businesses should not only look at their own sustainability, but exhibit a preference for vendors and partners that share their sustainability goals
- Acquiring a solid organizational commitment to sustainability starts with a commitment from senior management on down the organization, sometimes requiring education of senior management
- Sustainability is about research, asking questions about processes, and looking for efficiency improvements that can deliver the biggest impact on the bottom line, such as Toyota's "treasure hunts"
- Businesses can benefit from articulating a sustainability philosophy and program that can be used to achieve commitment across an entire organization, such as GE's ecomagination program
- The U.S. Green Building Council's LEED system provides a tool for objectively rating and verifying the sustainability of a building
- Lighting intersects sustainability in the manufacturing of products, the efficiency of their operation, and recycling after failure—"cradle to cradle" manufacturing; lighting must provide the right performance while consuming the least amount of energy and materials

Wiedenbach-Brown's efforts to make sustainability a priority in its national account client relationships has resulted, since 2005, in more than \$31 million in cost savings and the elimination of more than 22,000 tons of carbon emissions from the atmosphere.



Chris Brown  
Wiedenbach-Brown



Richard Fuller  
Green Forest Sustainability



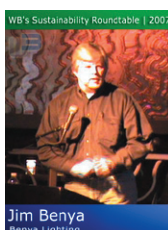
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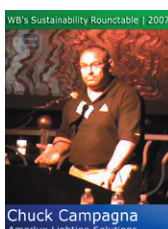
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