

Palit-ilaw: Palengke



Palit-Ilaw sa Palengke, New Dagonoy Market



Palit-ilaw: Eskwela



RAMON MAGSAYSAY (CUBAO) HIGH SCHOOL



WELCOME

INAUGURATION AND TURNOVER CEREMONIES

BONI TUNNEL SOLAR-POWERED LED LIGHTING

15 MAY 2012

BONI AVENUE, MANDALUYONG CITY



PHILIPS



Boni Tunnel Launch

Communicating to the Public



Boni Tunnel Launch

Communicating to the Public



Switch-on Ceremony,
August 20, 2011

Public Lighting Retrofits

Retrofit of park lights
in Burnham Park and
Wright Park



Maliit na bagay, malaki ang aksaya.

Ang malalaking bahagi ng enerhiya nakakawala sa kuryente. Parado sa para mag-CFL. Ang CFL ay lumalagay kumpleto ng enerhiya sa maliit na 14 watts lang kaysa sa malaking 100 watts ng incandescent bulb. Sa maraming paraan, ang CFL ay nagpapaligay ng CFL ang enerhiya ng hula kolektas ng hangin Miting bayan.

Ang DOE ay naniniwag ng libreng CFL. Saan saan lamang ang dimulang proseso:

- 1. Pollista**
Pumunta sa mga congressional district at ipakita ang pangalan.
- 2. Pakita**
Dahil sa pag-alam sa bill sa kapwa, para makita ang libreng CFL.
- 3. Patawag**
Palitan ang kumbento sa lokal at lokal ang nakatayang CFL.

Maliwanag na: Switch to CFL and do right, be bright, bright now.
Para sa karagdagang impormasyon, tumawag sa 1-800-644-2347 o kaysa sa DOE sa 1-800-755-7277

WANTED

INCANDESCENT BULB

Libu-libong pamilya ang nabiktima. Libu-libong halaga ang nanakaw.

Kapag kumakanta ang mga maliit sa isyong enerhiya, and malaking ang mga kumakanta na kabaligtad:

- 1. Makipagugnayan sa kongresista**
- 2. Ipakita ang electric bill**
- 3. Tanggapin ang libreng CFL bilang gawimpala**

Pinapanatilihan ng para mag-CFL. Ang CFL ay lumalagay kumpleto ng enerhiya sa maliit na 14 watts lang kaysa sa malaking 100 watts ng incandescent bulb. Sa maraming paraan, ang CFL ay nagpapaligay ng CFL ang enerhiya ng hula kolektas ng hangin Miting bayan.

ANG SAVINGS SA CFL = 10 ARAW = 1Kg BIGAS

LIBRENG RIGHT CFL
SEPT 22-26, 2011

Ang malaking publiko head sa itim ng Department of Energy

Advertising
Crafting the messages

TITLE: "Future"
DURATION: TVC 30s
AGENCY: JWT
PROD. HOUSE: Pabrika
PRODUCT:
CLIENT: DOE
PRODUCER: Leo Mercado
DIRECTOR: Joel Limchoc
COLORIST: Marilen Magsaysay
EDITOR: Maya Correa
SUITE: Inferno
DATE: October 11, 2012

Advertising

Crafting the messages

Brand Name:
Model/Type:

Lamp Specifications ¹

Light 900
Output lumens

Power 15
Consumption watts

Efficacy ³ **60**
lumens per watt

Average **8000**
Life ² hours

For lamps of similar light output, higher efficacy means more energy savings

¹ when tested at standard test conditions
² rated average life at 50% failure
³ The Minimum Efficacy Set By The Government For This Type Of Lamp Is 60 LUMENS PER WATT. CTRL NO. XXXX-XXXXXX

Brand Name **LAMPS** EFFICACY*  dti DEPARTMENT OF TRADE AND INDUSTRY PHILIPPINES 0512-345678

Model/ Type: **Brightest** **80**

Light output, lumens **2880** lumens/ watt

Wattage rating, watts: **36** based on standard test condition.

Important: For lamps with same wattage rating, HIGHER EFFICACY means MORE ENERGY SAVINGS. THE MINIMUM EFFICACY SET BY THE GOVERNMENT FOR THIS TYPE OF LAMP IS 70 lumens per watt

Based on standard test condition

BALLAST EFFICACY FACTOR

2.6

 dti DEPARTMENT OF TRADE AND INDUSTRY PHILIPPINES 0512-345678

Important: HIGHER BEF means HIGHER SAVINGS

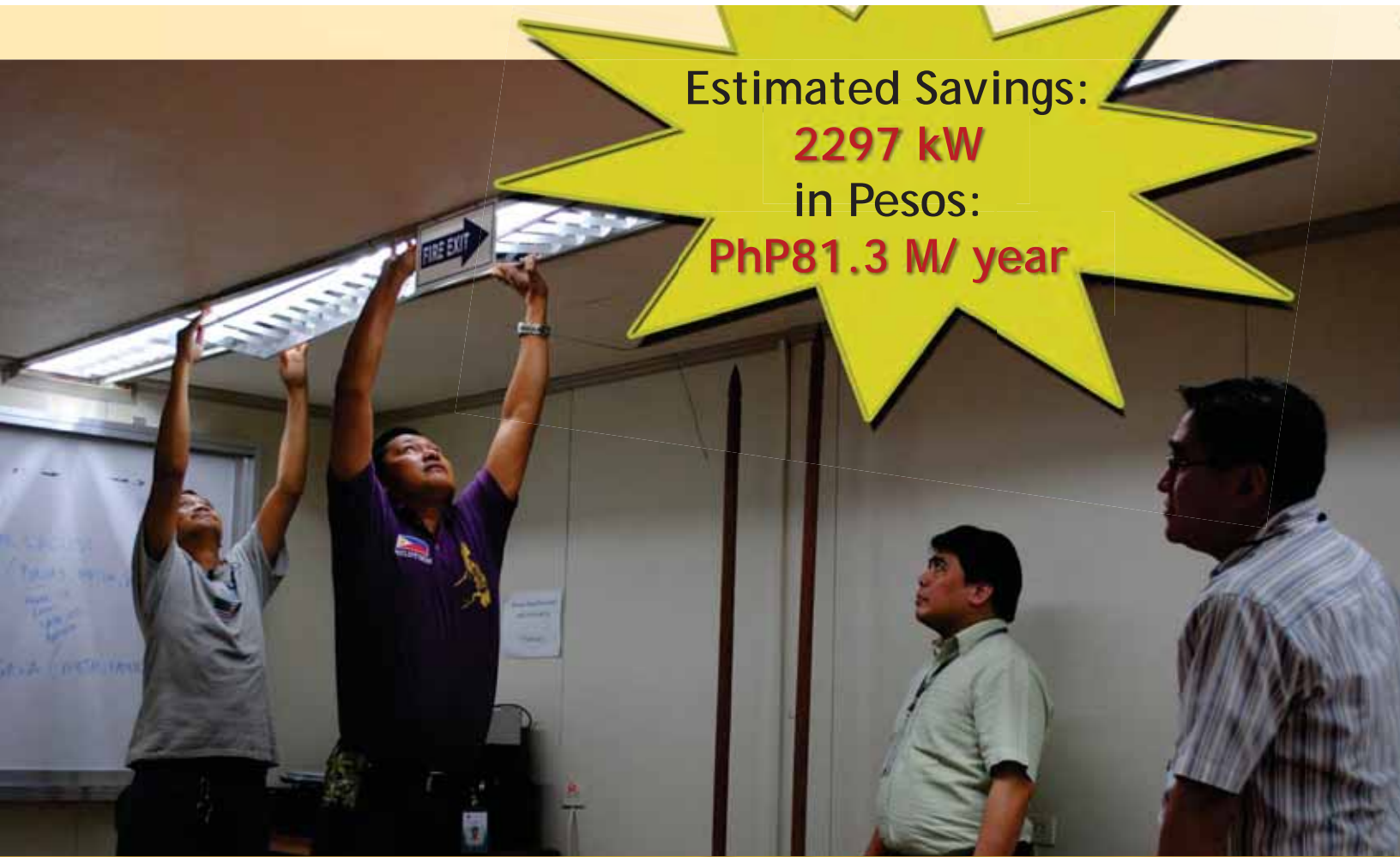
Philippines Energy Labeling Program

Crafting the messages-Importance of Quality



Environmental Responsibility

Crafting the Messages



Estimated Savings:

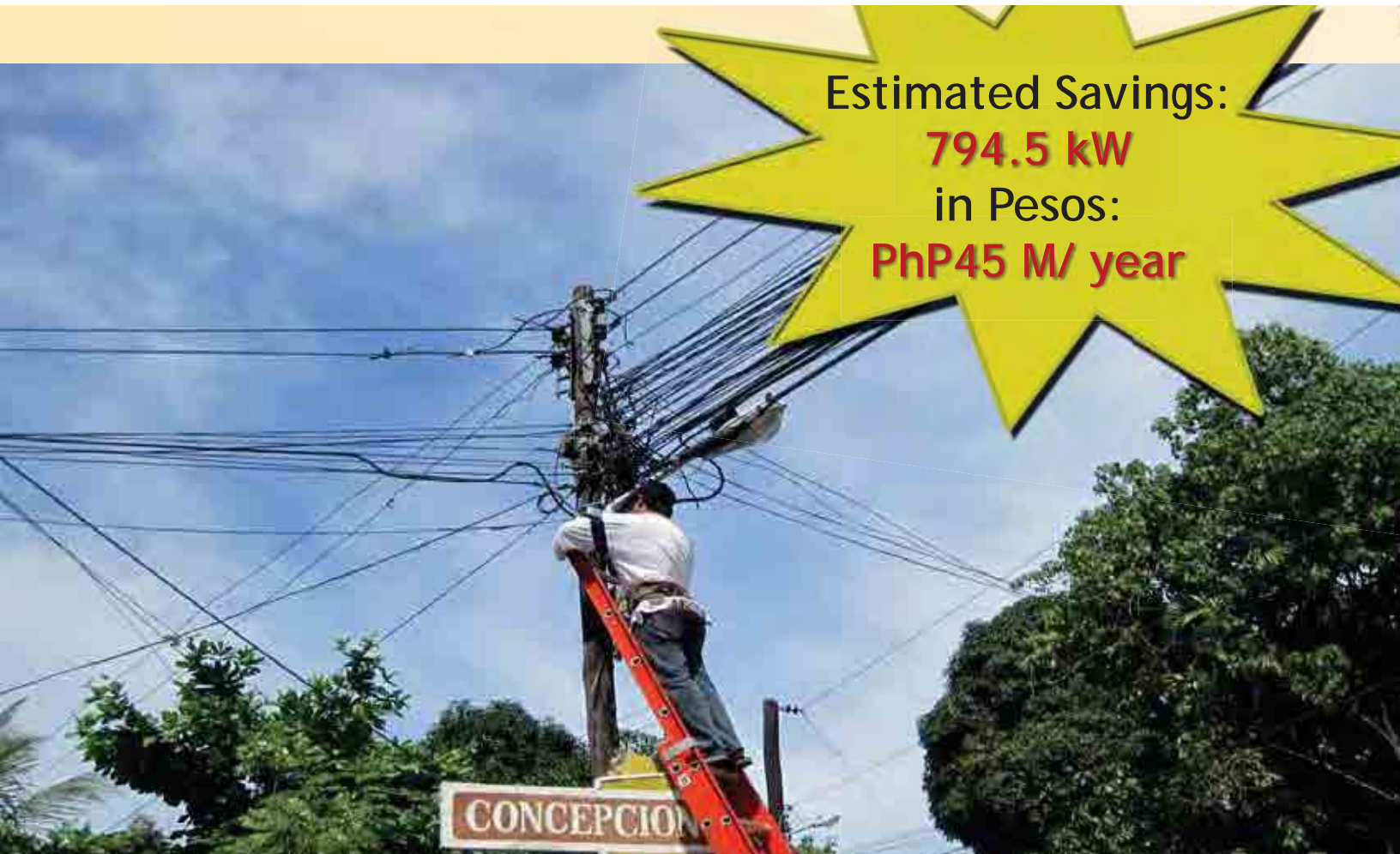
2297 kW

in Pesos:

PhP81.3 M/ year

Communicating the Benefits

Crafting the Messages



Estimated Savings:

794.5 kW

in Pesos:

PhP45 M/ year

Communicating the Benefits

Crafting the Messages



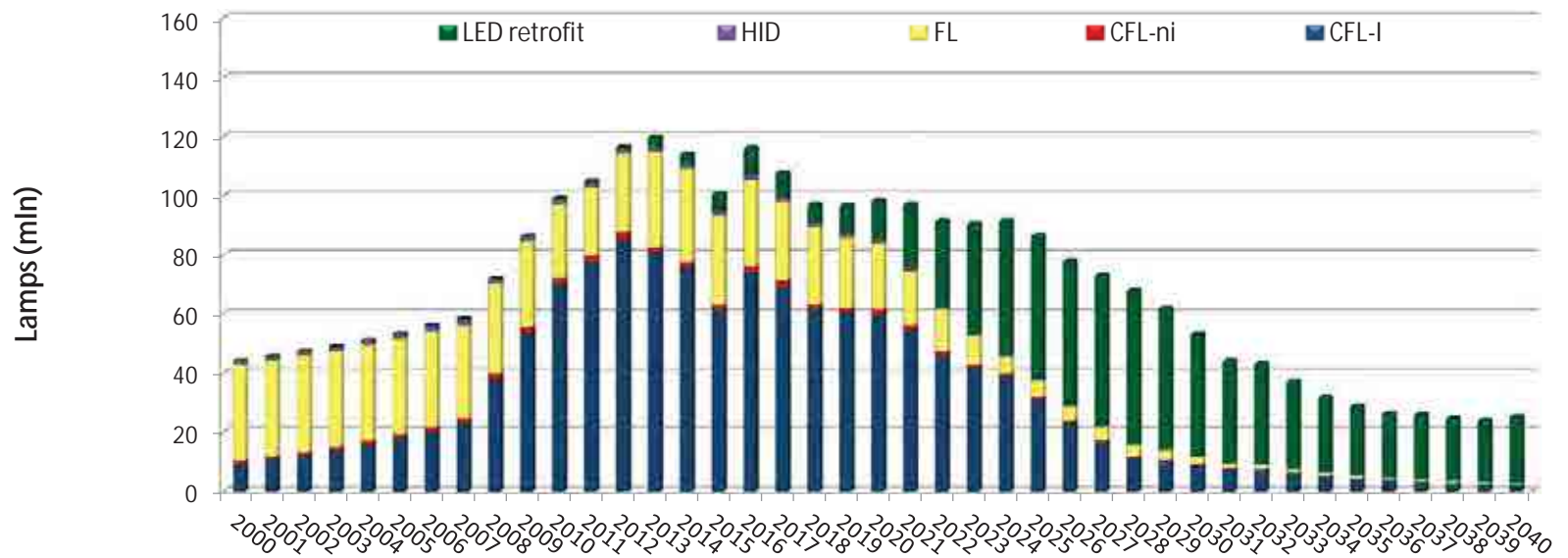
Estimated Savings:
239,800 kW
in Pesos:
PhP3.06 B/ year

Communicating the Benefits

Crafting the Messages

Market Data: Past and Projected Sales

Reported and Estimated POM Philippines



Year-on-Year GLS Sales Erosion

2007	96%
2008	90%
2009	80%
2010	60%
2011	59%
2012	40%

raquelh@doe.gov.ph

raquelhuliganga@yahoo.com

Thank You!

