Smoothing the Path to Compliance with Lighting Global Quality Standards

APRIL 11, 2019
Presenters

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Why Are We Here?

Number of Failures in Market Entry Testing 2010-2017

- Truth-in-Advertising: 136
- Performance Reporting: 79
- Other Consumer Info.: 57
- Battery & Charge Controller: 68
- Quality and Durability: 53
- Lumen Maintenance: 10
- Safety: 6

Source: Unpublished analysis of Lighting Global Quality Assurance data
Goals for Today

- Become more familiar with the consumer-facing information requirements of the Lighting Global Quality Standards
- Hear tips about how to ensure compliance
- Discover common mistakes for non-compliance
- Learn where to get help in the future
Agenda

1. Consequences of failure
2. Document introduction
3. Overview of the four aspects of consumer-facing information requirements
4. Q&A
5. Request for feedback on Compliance Guide
Consequences of Failure

When product(s) do NOT FULLY meet the Quality Standards due to easily addressable issues that do not require retesting:

A. Product(s) receive a Conditional Pass.
B. Manufacturers must correct the issue to access and/or maintain program support. This leads to increased program costs and extra coordination time to:
   • Submit an action plan
   • Make the required changes to the product's advertising/marketing materials
   • Verify the changes have been made
   • Warehouse inspection (for repeated failures only)

For more information please read the Conditional Pass Policy
Introducing: The Lighting Global QA Compliance Guide

- Simple
- Easy-to-Use
- Informative

Consulting this document early in the Quality Verification process will save you time and resources.
Where Can I Find the Compliance Guide?

www.lightingglobal.org

1. Select resources page

2. Select resource type (Quality Standards and Policies or Technical Notes)

3. Select resource
1. Truth in Advertising

2. Performance Reporting Requirements

3. Minimum Warranty Terms

4. Other Consumer-Facing Information Requirements
Consumer-facing claims about the product’s performance and other characteristics must be accurate, whether on the package or user manual, in online advertising, sales collateral or elsewhere.

For more information, please read the Lighting Global Quality Standards for Solar Home System Kits and Pico-PV Products.
TRUTH IN ADVERTISING

Do

• Advertise numerical values within 15% of the tested values.
• Include the brightness setting and run time type (full-battery or solar) for run time advertisements.*
• Check the Standards to verify claims about water/physical protection (e.g. waterproof) match the tested IP level.

Don’t

• Include misleading or conflicting information on the packaging, user manual, website, or other sales collateral.
• Advertise the battery's time to full charge without including efficiency loses.

*Unless it's solar run time on the brightest setting
Product packaging must accurately report certain key product features and performance metrics.

**Pico-Solar Products**
- Light Output (lm) on the brightest setting
- Solar Run Time (hours) on brightest setting
- Impact of mobile phone charging or other auxiliary appliances on product performance

**Solar Home System Kits**
- PV module peak power (W)

*For more information, please read the Performance Reporting Requirements Policy.*
PERFORMANCE REPORTING REQUIREMENTS

**Do**

- Include the required performance metrics specified for pico-solar products and SHS kits.
- Advertise the solar run time for pico-solar products to include all light points on their highest setting.
- Include a company name, model number and/or unique product name.

**Don’t**

- Present the required performance metrics in a different style than other advertisements on the packaging.
MINIMUM WARRANTY TERMS

The product must be backed by a consumer-facing warranty of a certain minimum duration from date of purchase by the end user.

Pico-Solar Products
Minimum duration: 1 year for the entire product, including the battery

Solar Home System Kits
Minimum duration: 2 years for the main system (PV module, control box, cables and lights, system battery); 1 year for everything else

Additional warranty requirements can be found in the Lighting Global Standards for Pico-Solar Products and Solar Home System Kits, and on the Performance Reporting Requirements
MINIMUM WARRANTY TERMS

**Do**

- Include consumer-facing warranty terms on the product packaging, user agreement, or warranty card at the time of purchase.
- Provide adequate minimum warranty periods and coverage that begins on the date of purchase by the end user.
- Explain how the warranty can be accessed (return to point of purchase/distributor/service center, etc.), and how it will be executed (repair, replacement, etc.).

**Don’t**

- Provide contradictory information about warranty length.
- Set fixed end dates for the warranty period. For example, you cannot say "this warranty is valid between DD/MM/YYYY and DD/MM/YYYY".
Other pieces of information are also required on consumer-facing materials like the product packaging and user manual. Please read the:

- **Integrated Water Protection Assessment** for more details about *Water Protection Warning Label Requirements*.

- **Quality Standards for SHS kits** for more detail on additional *user manual requirements and specifications for components that may require replacement*.

- **Communications and Branding Guidelines** for more details on how companies with quality verified products can reference the World Bank Group’s lighting programs in their marketing communications tools and materials.
Water Protection Warning Label Requirements.

**Do**

- Include a warning label about water protection when product doesn't meet required IP levels.
  - State the product must be kept dry and provide instructions for care after water damage exposure.
- Use graphics in the instructions (**Recommendation**).

**Don’t**

- Advertise your product qualitatively (i.e. waterproof, or water resistant) without understanding the IP Level required for this claim. For example, if the product is advertised as "waterproof" it must meet IPX7.
Some additional requirements for SHS Kits

**Do**

- Present instructions for installation, use, and troubleshooting of the system in the user manual.
  - Include appropriate placement and installation information for the PV module
- Include clear statement about battery replacement on the product packaging.

**Don’t**

- Present insufficient component replacement information. For example, don't forget to include directions as to how the consumer can get components (including battery) replaced at service centers, both during and post warranty.
Communications and Branding Guidelines

**Do**

- Use any of the pre-approved phrases in marketing, communication, sales, and other, materials:
  - This product meets/has passed the Lighting Global Quality Standards;
  - Third-party test results verification for product are available at www.lightingglobal.org/products/product-name/

**Don’t**

- Advertise a product as certified/approved/supported/recommended by Lighting Global or its affiliates.
- Use the Lighting Global logo in any consumer-facing materials without prior authorization.
Questions?
Keep in Touch with the QA Team

1. Review the compliance guide

2. Submit your feedback and questions
   Email qa@lightingglobal.org

3. Submit your consumer-facing materials for review
   Email qa@lightingglobal.org

4. Subscribe to the LGQA newsletter to stay in touch and up-to-date
Thank You

We appreciate your commitment to quality!