



Brussels, 15<sup>th</sup> March 2012

## Call for Sponsors

### A pilot implementation of an innovative lighting solution based on (O)LED technologies

#### I. WHAT IS TO BE SPONSORED

This call for sponsorship is about a pilot action for the installation of innovative lighting solutions based on Solid State Lighting (SSL) technologies (LEDs and/or OLEDs).

**The proposed solutions have to be based on fully tested but not yet fully commercialised (O)LEDs. They have to be based as much as possible on European technologies.**

This call is to be seen as part of European Commission's (EC) efforts for promoting SSL and more specifically in the context of the Green Paper on SSL, which was published by the EC on 15 December 2011<sup>1</sup>.

#### II. WHERE

The SSL pilot will be installed in the Berlaymont building in Brussels. The Berlaymont building is the European Commission's headquarters, being the seat of the President of the EC and the College of Commissioners and it receives around 700 visitors per day.

The pilot will be installed in the ground floor of the building, and will cover an indoor area which is highly visible by the visitors and EC staff (entrance and welcome desk area of the Berlaymont building; the precise surface to be illuminated is to be agreed with the sponsor(s) selected).

The pilot could address ceiling lighting or wall lighting in Berlaymont; it may also be about lighting solutions which are detached from the fixed infrastructure of the building (e.g. decorative lighting).

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<sup>1</sup> [http://ec.europa.eu/information\\_society/digital-agenda/actions/ssl-consultation/index\\_en.htm](http://ec.europa.eu/information_society/digital-agenda/actions/ssl-consultation/index_en.htm)

### **III. WHEN, WHAT, HOW LONG & ESTIMATED VALUE OF THE SPONSORSHIP**

- The detailed planning is to be agreed with the sponsor(s).
- The pilot will have a temporary character (duration of minimum 12 and maximum 18 months)
- The pilot can address ceiling lighting, wall lighting, or decorative<sup>2</sup> lighting solutions in the Berlaymont building.
- The pilot will be based on fully tested but not yet (fully) commercialised (O)LED technologies and solutions. These have to be based as much as possible on European technologies.
- The sponsorship will comprise the provision of turnkey solutions, composed of the following elements:
  - (i) The delivery of (O)LED based lamps and luminaires for the pilot.
  - (ii) Full coverage of the implementation (installation), in close cooperation with the EC's Office for Infrastructure and Logistics (OIB).
  - (iii) Potential maintenance (in case of malfunctioning problems of installed technology solutions).
  - (iv) De-installation at the end of the pilot.  
The sponsor(s) will recover all the lamps and luminaires they installed in the Berlaymont building.

Overall the estimated value of the sponsorship per sponsor shall not exceed 100,000 Euro and any installation will have to fully comply with existing safety and security rules of electrical installations in the Berlaymont building.

### **IV. OUR SEARCH FOR SPONSORS**

In principle, the EC will select at minimum one and maximum three sponsors. However, the EC reserves the right to not select any of the proposals for sponsorship, in particular if the quality of the received proposals is assessed to be insufficient on the basis of the criteria listed in Section VI of this call document.

### **V. SPONSORSHIP BENEFITS**

The benefits a sponsor will receive will be chosen from the following list according to the estimated value of the proposed sponsorship. The granted benefits will be incorporated into the sponsorship contract.

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<sup>2</sup> I.e., lighting solutions which are detached from the fixed infrastructure of the Berlaymont building.

- The sponsor(s) will be invited to participate at the opening event with Neelie Kroes, Vice President of European Commission and Commissioner for the Digital Agenda for Europe. Each sponsor will receive three invitations for this opening event.
- The EC will issue two dedicated press releases (internal to the EU Institutions and external) one at the day of the opening and another one at the day of closing of the pilot. The press releases will be indicating the name of the sponsor(s) and a short description of the implemented technical solution. The size of the press releases will not exceed one page in total.
- The EC will set up a dedicated web site to the SSL Pilot for the duration of the SSL pilot. A section of the SSL Pilot website will be dedicated to all sponsors presented in category and will include: the logo, a short description of the sponsoring company and a link to its website.
- The sponsor(s) and the EC will jointly own copyrights of any pictures taken of the SSL pilot. All pictures to be made public will require prior clearance by the EC.
- The EC authorises the sponsor(s) to mention its sponsorship of the SSL Pilot in all of its own internal or external communications with the statement "in partnership with ...".
- Poster(s) of an adequate size (maximum 1m x 1m) showing the name, logo and web site of the sponsor(s) and a description of the technical solution will be posted at a well-visible place of the entry hall of the Berlaymont building for the duration of the sponsorship action.
- The sponsor(s) may distribute free copies of their company's brochure from the Berlaymont welcome desk for the duration of the sponsorship action. Such brochure may describe the sponsor(s) and provide further information about the technical characteristics of the pilot installation. The content of the brochure and conditions of its distribution will need to be approved by the EC.
- The EC will consider additional ideas which the sponsor might propose for increasing the visibility of the installation in the Berlaymont (i.e. attracting the visitor's attention to the pilot).

## VI. SELECTION CRITERIA

- The **pilot character** of the proposed solution which is to be based on fully tested but not yet (fully) commercialised (O)LEDs.
- The **innovative character** of the proposed solution (incl. technical characteristics in terms of life-time, colour quality, etc. but also if the proposed solution is stable enough to run for a pilot).

- The **European dimension** of the proposed solution, i.e., the degree to which it is based on European technologies.
- The **creative character** of the proposed solution, including the degree to which it fits with the aesthetic aspects of the Berlaymont ground floor.
- Compliance with the following technical specifications:

- **Requirements for LED luminaires for ceiling lighting:**

	Minimal value
At 0.8m from the floor level	300 lux
Energy Efficiency class	$\geq 80$ lm/W
Colour temperature	3000 – 4500 K
CRI	$\geq 80$

- **Requirements for (O)LED luminaires for wall and decorative lighting:** No specific technical requirements.

## VII. SELECTION AND IMPLEMENTATION STEPS

### → Preparatory Step [OPTIONAL]:

For all interested sponsors, **a visit of the ground floor of the Berlaymont building will be organised on 17<sup>th</sup> April 2012**. Interested sponsor(s) are requested to take contact in due time with the responsible EC services (contact points are provided at the end of this call text).

→ **Step 1:** Interested sponsors submit their proposal. Proposals have to cover the following issues:

- An overall description of the sponsor's approach addressing all the issues mentioned in Section III above. In particular, the proposal should include a description of the part of the Berlaymont ground floor which will be covered by the lighting installation; a description of the pilot character of the proposed solution and of the European technologies that the solution comprises; the innovative and creative character of the proposed solution, the technical characteristics of the lighting solution(s) proposed and their compliance with the technical specifications provided in Section VI above.
- The estimated overall value of the sponsorship proposed.
- A brief description of the sponsoring company.

**Submission Deadline: 15<sup>th</sup> May 2012**

→ **Step 2:** [end May – early June 2012]: Evaluation of submitted proposals and selection of sponsors by the EC services.

→ **Step 3** [June and July 2012]: For the selected sponsor(s), a meeting will be organised in the Berlaymont building with the responsible EC services, with the purpose of agreeing on the concrete implementation aspects of the SSL pilot including:

- Choice of the place to install the pilot and the surface to be illuminated.
- A timetable for the pilot implementation.

A sponsorship contract will then be signed between the sponsor(s) and the EC defining the respective roles and responsibilities of both parties. A draft model contract is attached to this Call for sponsors.

→ **Step 4** [August 2012]: Implementation of the pilot.

## **VIII. REGISTRATION AND CONFIRMATION PROCEDURES**

All proposals should be submitted by **the close of business of 15<sup>th</sup> May 2012** at:

**[INFISO-SSL@ec.europa.eu](mailto:INFISO-SSL@ec.europa.eu)**, with subject: **Sponsorship of SSL PILOT**

### **Contact points in the European Commission**

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**Annex: Draft model sponsorship contract**