

**PRESENTING SIX STRATEGIES TO ENCOURAGE THE WIDE-SCALE ADOPTION OF
DARK SKY-FRIENDLY LIGHTING SYSTEMS.**

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Ladies and Gentlemen,

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The NAILD Distributor Committee for the Advancement and Promotion of Dark Skies has convened and concluded. We reviewed the 5 Principles of Responsible Outdoor Lighting and discussed a number of barriers preventing their large-scale adoption. These build upon the work of Doug Knebelberger and the findings of our Vendor Committee which convened early in 2021. We believe these barriers can be overcome with these 6 Strategies that Encourage the Wide-Scale Adoption of Dark Sky-Friendly Lighting Systems.

1. **Advocacy** - shout it from the rooftops.

Ours and other nations are deeply divided. We believe that the dark sky movement can be a uniting force that reaches and benefits all living things on the planet. Our industry should encourage and promote natural darkness restoration and preservation within environmental groups, non-governmental organizations, wildlife advocates, tourism promoters, parks services, associations of hunters, anglers, campers, and other outdoor enthusiasts, and the general public. Unlike other environmental initiatives that face political and technical hurdles, our industry has the know-how, technology, manufacturing, distribution, and contracting capabilities along with the experience to deploy crucial environmental damage-mitigating technology swiftly. Politicians, regulators, and the general public should be made aware of this. NAILD will continue its financial support of *Starving for Darkness*, a lighting industry podcast about darkness restoration. We challenge the rest of the industry to join us by allocating significant marketing and advertising dollars to dark sky advocacy.

2. **Alignment** - it's time for everyone to get on the same page.

Our industry needs to wake up to this issue as soon as possible. There are plenty of environmental benefits to energy-efficient LED lighting systems, and our industry has done more than any other to conserve and reduce energy consumption. However, in our haste we created a lot of additional light pollution and light trespass. As an industry, we need to not only accept our responsibility but also embrace its repair as fiduciary duty, our latest challenge, and our highest priority. As lighting distributors, we call on manufacturers, agents,

contractors, associations, and accreditation agencies to change tack now. Waiting to be regulated by governmental bodies would be a colossal error.

3. Enforcement - don't let the perfect be the enemy of the good.

A law, code, or ordinance - whether newly inked or left to gather dust for decades - doesn't matter if it isn't enforced. Our industry should establish contact with local by-law officers and encourage them to enforce local regulations as they exist without bickering whether a local ordinance is adequate enough by whatever new standards have emerged. We should encourage action and aggressive interpretation of existing ordinances. Let's get this thing going locally.

4. Training - our industry goes back to the classroom.

Through new and existing education programs and in-person events, NAILD as an organization will create education and training programs that teach our members the specification, products, installation, commissioning, and certification of dark sky and darkness restoration and preservation projects. Not just how to implement dark sky-friendly projects, but the reasons for why they should be done. We do this in the hopes that our members can do the same for the clients. We encourage the other industry players to do the same.

5. Incentives - we know how to do this.

The loss of natural darkness has become an unexpected external by-product of energy-efficient LED lighting systems and the costs have yet to be fully understood, let alone calculated. We call on utilities, energy regulators, and lighting industry authorities to make the lamps and fixtures needed to mitigate nuisance light competitive in a field that unfairly favors brightness detrimental to the natural environment and the creatures who inhabit it. Let's start calculating the return on investment for the restoration of natural darkness. Incentives and rebate programs nudge businesses, governments and individuals to make positive changes.

6. Certification - we need to be visible and differentiated.

We admire and appreciate the efforts of the International Dark Sky Association, but the whole industry needs to move beyond certifying locations after projects and create certifications for individuals and companies that can execute on the IES and IDA's 5 Principles of Outdoor Lighting, distinguishing them from the beginning of the sales and specification process. Furthermore, we ask that our partners in the IDA and colleagues in the IES help us create a certification for personnel and trusted businesses that have training and backgrounds, giving us an opportunity to advertise our commitment to better outdoor lighting.

We understand the value of responsible outdoor lighting, and relish the opportunities presented by working to implement wherever we can. The strategies we have presented speak for our committee's thoughts on

how to best do that. We look forward to joining with others in the lighting industry as well as dark sky advocates to pursue a clearer vision of a star-filled sky to the benefit of everything living under it.

**The National Association of Innovative Lighting Distributors
Distributor Committee for the Advancement and Promotion of Dark Skies**

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