



Osram campaigns for energy savings

By **Wen Zhou**
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How can the commercial sector best address global energy demand and rising oil consumption when climate change is constant? Osram's top project leader, said Ned Kalkan, one of the youngest energy savings lighting equipment producer (Osram).

In an interview with the Turkish Daily News, the 36-year-old executive urged wider adoption of energy-saving lamps, saying this is one of the ways in which people could reduce their carbon footprint. "By having these lamps, the consumer can reduce up to 80 percent energy savings and do something to protect the environment of the tomorrow."

Teaching children

Under the direction of the young global executive office who is determined that the world's business communities can only be saved through leading nations' efforts, Osram started a social education project called the "Osram Student Environment Movement" in Ankara, Turkey in 2010.

The movement was launched on the basis of inspiring educational work-

Osram, a global lighting equipment producer, campaigns in Turkey to spread consciousness on global warming and climate change. Its "Illumination Project" addresses children through the use of pamphlets, a video and a magazine.

shops such as the lighting quality of classrooms located in Ankara. An objective of the project was the magazine "Illumination" intended to educate children on energy savings and global warming issues.

The Illumination Project addresses children through a video and a magazine, in which a young boy explains global warming. "What can I do to reduce global warming?" is the crucial question asked by the producer. "The kids have always gone down to the topic," said Kalkan.

The Osram Project team, which received 1000 educational materials for its Ankara office, Germany, Janbach, Austria and Spain, has received 1000 children and reached over more than 20,000 educational pamphlets. The company aims to reach more than 100 schools in east and westmost Ankara. The project is intended high school children and which the project will continue through the year.

Energy-saving lamps maintain an

important position in Osram's overall business. "It is a further energy-saving potential," said Kalkan. The company has now light-saving lamps, or LED technology and the Osram Energy Saving lamps products provide alternative illumination solutions, according to 30 percent energy-saving lamps and 50 percent savings, he added.

Expanding the market

Over 100 million households depend on electricity in Turkey each year and 20 million of them are energy-saving lamps. Although traditional lighting is still widely used in the country, Kalkan said there is a good chance of expanding the market of energy-saving lamps and modern lighting systems. "The interest and the commitment to save money and do something against global warming at the same time is very clear and continues to grow. The project is taking more responsibility into account every day. There is no stopping this," he said.