



Good Light Group

20 February 2024

Review 2023 and Plan 2024



Good
Light
Group

good light
for a healthier and
happier life

www.goodlightgroup.org

Main realisations 2023

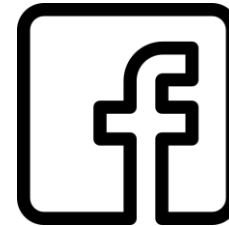
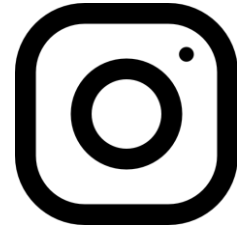
1. 29 science advisors and 39 participants and partners
2. Good Light Guide update
3. Public guide for good light
4. Two new “Facts of Light – videos” created for website and social media
5. Two deLIGHTed talks webinars in partnership with DLA, IALD, SLTBR, LR
6. Growth in web and social media posts with variety of Good Light topics. TRY with Good Light solutions and projects
7. Six Newsletters
8. Five Group Meeting
9. Participated in 5 international webinars
10. Participating in BioClock consortium
11. 30-days Good Light Experience

Communication Scorecard 1

Date		Total 2020	Total 2021	Total 2022	Totaal 2023
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
Website					
	unique visitors	1.939	4.875	5.202	5.694
	site sessions	3.671	9.223	9.930	9.808
	news posts	22	48	67	80
	news post views	2.223	2698	5.914	6.358
	likes	4	29	69	71
	events	2	24	22	12
	number of countries	59	98	114	121
Newsletter					
	subscribers	264	924	1.239	1.630
	issues	3	6	7	6

Our presence at Social Media

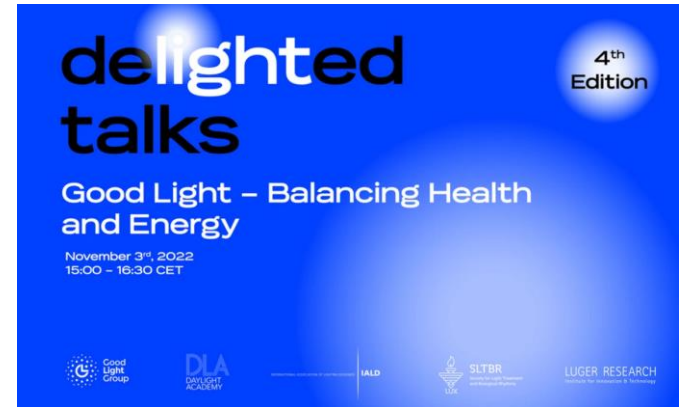
Date	Total 2020	Total 2021	Total 2022	Totaal 2023
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
LinkedIn				
followers (cumulatief)	168	483	795	1062
posts	11	62	72	85
repost				159
av likes/post	10	11	15	16
Instagram				
followers (cumulatief)	8	304	469	722
posts	1	60	69	80
av likes/post	1	13	11	18
Facebook				
followers (cumulatief)		82	111	117
posts		57	69	80
av likes/post		3	3	2
Twitter				
followers (cumulatief)		67	101	133
posts		57	70	80
av likes/post		2,75	3	
av reach			175	76,75



Task Force Delighted Talks

Lecture series in **partnership** with

- Society for Light Treatment and Biological Rhythms
- Daylight Academy
- International Association of Lighting Designers
- Luger Research



Themes

#5 16 May 2023

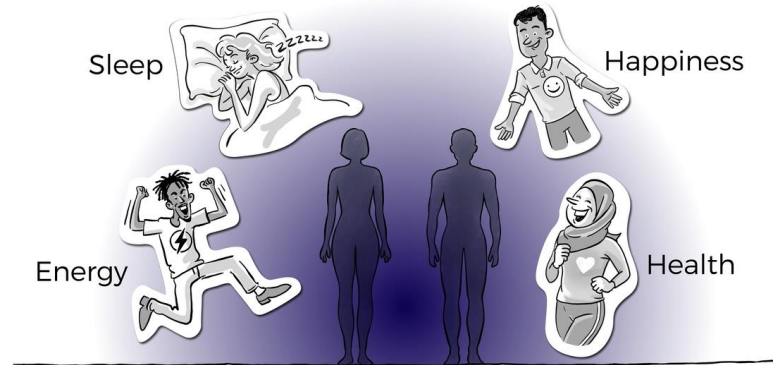
#6 15 November 2023

Mimicking Daylight Indoors

History of good light - beyond the visual spectrum

Task force animated videos

Liz Zwerver, Anneloes Opperhuizen, Marijke Gordijn, Anne Vermeltfoort, Roger Sexton, Rafael Lledo and Jan Denneman.



- 4 videos of 90 s + 2 videos in 2023
- short versions for social media with catchy question as a start
- Weekly release
- **Reposting & sharing!**

Good Light
for a healthier
and
happier life

WG Science



Good Light Guide
for healthy, daytime-active
people

Updated in 2023



WG Science & WG Comms: guide for the public

20-20-2 rule



After every 20 minutes of screen time,



get up and look at the sky for 20 seconds.



Spend 2 hours outside every day including at least 30 minutes in the morning.

Three steps for a healthier and happier life

1. Be outside a lot during the day, especially in the morning. 
2. Stay within one meter of a window. 
3. Install electric good light that mimics daylight from sunrise to sunset. 

Good light for a healthier and happier life

Easy guidelines to use light wisely

Good light is the right light at the right time









Many people don't sleep well, lack energy during the day or feel down. Good light can help us.

Light supports us in everything we do. It has a great positive impact on our energy, sleep, happiness and health.

With the help of good light, our biological clock keeps our bodies in balance with the time of day.

For more information: www.goodlightgroup.org
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	Morning	Afternoon	Evening	Night
Outdoor light exposure	<p>Seek daylight as soon as you can</p> <p>This gives your body important time indications. Be in at least thirty minutes of daylight before noon.</p> 	<p>Be in daylight as much as possible</p> <p>Your body clock will sync better with the time of day. You feel fit, alert and energised.</p> 	<p>Being in daylight a lot makes your body feels sleepy at the right moment.</p> 	<p>Get ready for a good night's sleep! If you sleep outdoors, try to avoid all bright lights, such as streetlights and screens.</p> 
Indoor light exposure	<p>Open curtains and seek morning light</p> <p>During the day stay as close to a window as you can (best within one meter).</p> 	<p>If you can't sit near a window</p> <p>Turn up the brightness of your light! Two to five times higher than you're used to.</p> 	<p>Use dim and warmer lights</p> <p>Dim lights at least three hours before bedtime. Change your screens to night mode.</p> 	<p>Do not use bright light at night and avoid all screens</p> <p>Only if really needed, use dim & warm light. If you need to use a screen, only in night mode!</p> 

Priorities 2024 - 1

MUST DO's (ongoing)

1. Communication: website, social media, other media

- Spread the good light message with website blogs, grow good light community on socials, google ads, articles, presentations, TV, radio, podcasts, tradeshow, deLIGHTEDed talks #7, one-minute VLOGs for socials, papers for lifestyle journals
 - new one-liners
 - French, German, Spanish

2. Grow the Group

- Get additional science advisors, participants, partners, friends; organize group meetings

Priorities 2024 - 2

ACTIVE PROJECTS

1. Connection with Lighting Designer – IALD/GLG guide for Lighting Designers
2. Deployment of Socio-economic benefits of good light

NEW PROJECTS

1. Connection with vitality-, lifestyle-, sleep-coaches and communities
Connection with HRM communities
2. Alliance / lobby
3. CPD – train the trainer
4. Testing & certifying good light solutions



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