



Good Light Group

Non-profit organisation
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The Netherlands

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Review 2021

- The number of participants & partners doubled over the year, most of the growth being with European countries outside the Netherlands and countries from the Americas. While the majority of participants still is with lighting manufacturers the involvement of Lighting Designers is clearly booming.
- Anne Vermeltoort was hired on a part-time basis to support us with marketing and communication. During 2021 the number of news post and newsletters was doubled, we reached around 5000 unique visitors in close to 100 countries. More content was added to our website e.g.: 30 Days of Good Light Experience and the Good Light Project page. We became active on Instagram, Facebook Twitter next to LinkedIn with around 60 posts for the year.
- We organized two sessions of the DeLIGHTed Talks: on May 11th 2021 in the context of the Unesco International Day of Light and on November 3rd 2021 dealing with the transition from daylight saving time to standard time.
- During the month of November we launched the infographic “Good light for healthier and happier people”.
- In spring we have composed a practical guide with recommendations for people that are active during the day: “Good Light Guide for healthy, daytime-active people”.
- As a non-profit organisation, we are dependent on the people who support our message and goal. The option of becoming a Friend of the Good Light Group was added to our tool kit in December.
- In order to attract more scientists from the relevant domains we introduced the possibility for individual persons to join our group. As Science Advisors.
- With the objective to get more American participants, an engagement webinar was organized October 14th by Reliable Lighting focused on “What is good light.”
- The board members contributed to 6 articles and radio & TV shows; they also participated in 10 on-line events all over the world.

Financials 2018-20221

Year	2018	2019	2020	2021
Income (€)	2018	2019	2020	2021
carry-over last year		-€ 1.371	€ 45.394	€ 47.754
Participant fees		€ 70.000	€ 9.700	€ 13.300
Friend donations				€ 415
Total available assets (€)	€ 0	€ 68.629	€ 55.094	€ 61.469
Expenses (€)	2018	2019	2020	2021
Operational costs				
Travel & meeting costs	€ 834	€ 3.775	€ 1.132	€ 809
Office cost	€ 86	€ 190	€ 291	€ 192
licenses	€ 451	€ 760	€ 761	€ 858
Bank account		€ 40	€ 194	€ 228
Founding costs		€ 1.424		
Projects				
Brand identity		€ 17.045	€ 1.150	€ 109
App development			€ 2.541	
Fundraising consultancy			€ 908	
Podcast				€ 161
Communication			€ 363	€ 16.778
Total expenses	€ 1.371	€ 23.235	€ 7.340	€ 19.134
Total assets end of year	-€ 1.371	€ 45.394	€ 47.754	€ 42.334