



**Good
Light
Group**

Review 2025 and Plan 2026

2 March 2026



Good light
for a **healthier** and
happier life



Good
Light
Group

www.goodlightgroup.org

Main realisations 2025

1. Started Podcast series: Happier with Light
2. Actively started to create Good Light Group Asia
3. Cooperation with partner IALD (Int'l Association of Lighting Designers) on white paper about good light
4. Outreach to British Sleep Society with poster presentation
5. Two deLIGHTed talks webinars in partnership with DLA, IALD, SLTBR, LR
6. Good Light Guide update
7. General Guide with four steps
8. Growth in web and social media posts with variety of Good Light topics.
9. Seven Newsletters, three Group Meeting
10. "Facts of Light – videos" created for website and social media
11. Participating in BioClock consortium
12. 30-days Good Light Experience

Communication Scorecard

Date	Total 2020	Total 2021	Total 2022	Total 2023	Total 2024	Total 2025
<input type="text"/>	<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	4.991	5.591
site sessions	3.671	9.223	9.930	9.808	7.718	8.346
news + blog posts	22	48	67	80	45	48
news + blog post views	2.223	2698	5.914	6.358	4.270	4.638
likes	4	29	69	71	29	19
events	2	24	22	12	8	15
number of countries	59	98	114	121	120	101
Newsletter						
subscribers	264	924	1.239	1.630	1.931	2.162
issues	3	6	7	6	4	7

For budgetary reasons, we had to lower our communication efforts in 2025.

Our presence at Social Media

Date	Total 2020	Total 2021	Total 2022	Total 2023	Total 2024	Total 2025
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>			
LinkedIn						
followers (cumulatief)	168	483	795	1062	1300	1.618
posts	11	62	72	85	53	59
repost				159	25	70
av likes/post	10	11	15	16	11	12
Instagram						
followers (cumulatief)	8	304	469	722	778	845
posts	1	60	69	80	31	40
av likes/post	1	13	11	18	8	14
Facebook						
followers (cumulatief)		82	111	117	126	130
posts		57	69	80	29	37
av likes/post		3	3	2	1	2
YouTube						
followers (cumulatief)		1	12	31	54	76
posts		5	24	55	35	37
av views/post		14	23	38	62	103
Weergaven				2.096	2.186	1.258



Good Light Guide for general public

	Morning	Afternoon	Evening	Night
Outdoor light exposure	<p>Seek daylight as soon as you can 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 Your body clock will sync better with the time of day, making you feel fit, alert, and energised during the day, and sleepy at night.</p> 	<p>Avoid bright (day)light three hours before bedtime. Go inside, or close your window blinds if the sun is still up.</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 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 Turn up the brightness of your light! Two to five times higher than you're used to.</p> <p>Measure your light</p> 	<p>Use dim and warmer lights 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 Only if really needed: use dim & warm light. If you need to use a screen: only in night mode!</p> 

Four steps for a healthier and happier life

- 

Be outside a lot during the day, especially in the morning. **>2 hours**
- 

Stay within one meter of a window. After every 20 minutes of screentime get up and look at the sky for 20 seconds.
- 

Install electric good light that mimics daylight from sunrise to sunset, ensuring you receive at least 500 lux in your eyes during the daytime.
- 

Aim to keep lighting below 10 lux three hours before bedtime by avoiding bright lights and setting your screen to night mode. **<10 lux**

Easy guidelines to use light wisely

Good light is the right light at the right time

Good light for a healthier and happier life

If you don't sleep well, lack energy during the day or feel down, good light can help you.

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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4-steps and general guide

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4 steps to good light



Spend plenty of time outside during the day, especially in the morning.



Stay within one meter of a window.



Install high-quality electric lighting to compensate for the lack of natural daylight. Ensure your eyes receive at least 500 lux during the daytime.



Keep light levels below 10 lux starting three hours before bedtime. Dim the lights, close the curtains, avoid bright screens and set your phone to night mode.



Begin by measuring light levels

Use a luxmeter, holding the sensor at eye level to measure the light entering your eyes. Alternatively, use a lux meter app* to get an approximate lux level.

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 with at least 30 minutes in the morning.



*Disclaimer: most apps are not very precise and often tend to be overly optimistic.



Good light
for a healthier
and happier life

Why good light?

Sleeping poorly? Lacking energy? Feeling down? Waking up tired? Struggling to concentrate? Feeling unhappy? Maybe you're spending too much time indoors, where the light is often too dim during the day and too bright in the evening to support your health and happiness.

Being in good light can help reduce these problems. Good light is the right light at the right time. This includes natural daylight or electric lighting that compensates for the lack of daylight during the daytime.

The Good Light Group

We are a non-profit organisation where scientists and lighting designers join forces. We advice on practical applications of good light.

What can you do?
 Discover the benefits of good light.
 Apply the four steps to bring more good light into your life.
 Share the steps to help others.
 Join us as a participant, partner, advisor, or friend.



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For more information:
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2026 Priorities

- **Partnerships**
 - Deepen collaboration with GLGA, IALD & LIA
- **Thought Leadership**
 - Launch Good Light Wake-Up Call White Paper
- **Impact**
 - Quantify socio-economic benefits of good light
- **Communication**
 - Talks, podcasts, social media & animated storytelling

Plan 2026

- **Good Light Group Asia**
 - Engaging Asia's good light potential
- **Strategic Partnerships**
 - Strengthening collaborations with IALD and LIA
 - Expanding partnerships across Asia
- **Good Light Wake-up Call**
 - Develop a flagship White Paper
 - Cooperation with new cross-sector partners
- **Impact of good light**
 - Advancing research on socio-economic benefits
- **Communication**
 - deLIGHTed talks
 - Podcasts
 - Social media story telling
 - Animated explainer videos



Good Light Group

www.goodlightgroup.org

info@goodlightgroup.org

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