KEY ANSWER

Better lighting should be defended with evidence, not persuasion.

Earthlight gives decision-makers something credible to stand behind before cost pressure changes the specification.

by Molly Doherty

SITUATION
Better lighting is vulnerable when clients or project teams challenge cost.

COMPLICATION
Decision-makers need credible information to point to, not more personal persuasion.

KEY QUESTION
What if decision-makers could point to evidence showing what the data supports and what is lost with the cheaper option?

Earthlight

EVIDENCE & DECISION DRIVERS

01 · EVIDENCE

Decision-makers want proof they can point to.

- One stakeholder said they wanted to stop doing "missionary work" and have data behind their claims instead.
- The architecture leader emphasised that ROI is most useful when it is supported by wider evidence that helps decision-makers understand the full value of the choice.
- The lighting manufacturer argued that financial return should be connected to human value: what they called the "return of feeling."

So what? Earthlight gives decision-makers something credible to rely on when their recommendation is challenged.

02 · COMPARISON

The cheaper option should show what is being lost.

- The project delivery expert wanted teams to see what a cheaper alternative changes for occupants and design quality.
- The WELL lighting expert valued side-by-side comparison as an important way to defend better lighting.

So what? Earthlight can shift the conversation from "why does the better option cost more?" to "what are we giving up by choosing the cheaper one?"

03 · DEFENSIBILITY

The evidence needs to survive scrutiny.

- The certification strategist said outputs should make clear what is measured or assumed, so users can see exactly what sits behind the conclusion.

So what? Decision-makers can defend the choice with a transparent evidence trail rather than having to make the argument themselves.

BOTTOM LINE

Send us one project. We'll show you what the evidence supports, and what the cheaper option costs.

Send us one project.