

Daylight Hour 2025 Campaign Kicks Off A New Year of Global Action & Awareness

Building Energy Exchange announces Daylight Hour 2025, an annual global social media campaign that promotes energy efficiency in the built environment by encouraging offices to limit artificial light use in daylight spaces.

On June 20, 2025, from 12-1pm (local time), offices around the world are invited to participate by turning off their lights for one hour and sharing their involvement on social media. By turning off non-essential lighting and embracing natural daylight, offices demonstrate their commitment to sustainability while engaging in climate action alongside others around the world.

2025 Daylight Hour campaign is powered by Lutron, a global leader in creating innovative lighting, shading, and control products that reduce waste, enhance efficiency, and improve people's lifestyles.

May 15, 2025

The Daylight Hour campaign, a project by Building Energy Exchange, raises awareness for energy efficiency, particularly in commercial office buildings, by highlighting how utilizing daylight in workspaces is an impactful and easy way to reduce energy use and associated carbon emissions. Daylight Hour takes place on the summer solstice, the longest day of the year, when sunlight is most abundant in the northern hemisphere. In addition to energy benefits, daylighting can contribute to a healthier office environment by increasing productivity, regulating circadian rhythms, and reducing eyestrain.

Daylight Hour places an emphasis on social media engagement through the **#DaylightHour** hashtag to encourage registrants to share their involvement and increase awareness around the energy, climate, health, and comfort benefits of natural daylight. In past years, participants in commercial and home offices alike have shared creative photos and videos from their workspaces and competed for Daylight Hour recognition and participation awards, such as Best View, Most Spirit, and Most Photogenic.

"The Daylight Hour campaign is a global movement that brings people and offices together with a simple mission: turn off all nonessential lighting for an hour during the summer solstice. By doing so, we can reduce carbon emissions, save energy, and celebrate daylight. It also demonstrates how we can make a difference through collective action. Together, we can create a healthier and more resilient future for everyone, everywhere. We are thrilled to have Lutron, the industry leader in innovative lighting controls, as Daylight Hour's 2025 lead sponsor."

Richard Yancey, Chief Executive Director, Building Energy Exchange

Daylight Hour celebrated its tenth anniversary last year by raising the goal to saving 40 Empire State Buildings worth of energy to highlight the strength of collective action—and offices from around the world showed out to support. 617 offices from 29 countries registered, and together, participants saved almost 32,000 kWh across 17.5 million SF.

This year, Building Energy Exchange is pleased to announce the Daylight Hour 2025 sponsor, Lutron. Founded in 1961, Lutron is headquartered in Coopersburg, Pennsylvania. From dimmers for the home to lighting management systems for entire buildings, the company offers more than 15,000 energy-saving products sold in more than 100 countries. In the US alone, Lutron products save an estimated 10 billion kWh of electricity or approximately \$1 billion in annual utility costs. The company's early inventions—including the first solid-state electronic dimmer invented by Lutron's founder, Joel Spira—are at the Smithsonian's National Museum of American History in Washington, DC.

"Lutron is proud to sponsor Daylight Hour 2025 in raising awareness about energy efficiency in the built environment. Controlling, shaping, and extending daylight with lighting and shading solutions has always been a North Star for us and we remain ever-committed to advancing lighting technology and finding new ways to reduce waste, enhance energy efficiency, and contribute towards spaces people love to be in." **Bernard Jeanfils, Sr. Director Commercial Marketing & High-End Architectural, Lutron**

Participants are encouraged to take advantage of Daylight Hour's wide variety of resources to better understand the benefits of daylighting and enjoy the event! Tools such as an energy savings calculator, marketing and communications materials, and printable activities are available on the [Daylight Hour website](#) and the [Daylight Hour Resources page](#). To learn more about daylighting, listen to this set of Radio BE-Ex podcasts: [Social Equity and Daylighting with Lisa Hescong](#), [The Power of Daylight with Susan Ubbelhode](#), and [Shining Light on Healthy Buildings with Sara Karerat](#).

Daylight Hour will be on June 20, 2025 from 12 until 1pm local time. Register at www.daylighthour.org/join and post your participation to social media to be included in the official count.

www.daylighthour.org

www.be-exchange.org

Instagram & Twitter @Daylight_Hour

#DaylightHour

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