



# SEAD Initiative

The Super-efficient Equipment and Appliance Deployment (SEAD) Initiative of the Clean Energy Ministerial and the International Partnership for Energy Efficiency Cooperation is a voluntary multinational collaboration whose primary objective is to advance global market transformation for energy efficient products. With SEAD, participating governments have access to the resources and technical expertise needed to build and implement cost-effective product efficiency policies and programs, which lead to reduced energy costs to consumers, more robust economies, and typically represent the lowest-cost opportunities to achieve significant greenhouse gas emission reductions.

SEAD participating governments are working together to develop common technical foundations that will enable faster and easier adoption of cost-effective product efficiency policies. The Initiative's broader market transformation efforts include collaborative work on incentives, awards, and procurement programs in an effort to further enhance global markets for highly efficient products.

***Adoption of cost-effective appliance efficiency measures could save consumers in SEAD economies more than US\$1 Trillion between 2010 and 2030.***

## Recognizing the world's most energy efficient products

The SEAD Global Efficiency Medal helps identify the world's most efficient products. As the only global mark of energy efficiency, it spurs innovation among manufacturers and has the potential to make a significant impact on energy savings.

The first SEAD Global Efficiency Medals were awarded to the most energy efficient flat-panel TVs in 2012. The competition influenced policy outcomes in India, and led to improved test lab capacity in India and the Philippines. Global award-winning TVs are 33-44% more efficient than TVs with similar technology. The second round of SEAD



Global Efficiency Medals were awarded in 2013 to the most energy efficient computer displays. If all monitors sold were as efficient as the SEAD award-winning models, 15-20 billion kilowatt-hours of energy could be saved by 2020 – enough to power Washington, DC for nearly a year and a half.

The third round of SEAD Global Efficiency Medals were awarded in October 2014 to super-efficient electric motors. Motor-driven systems account for more than 40% of global electricity consumption, providing significant opportunities for reducing energy consumption and carbon emissions through greater motor efficiency.

Lighting accounts for 15% of global electricity consumption. The SEAD Efficient Lighting Competition will recognize the world's most efficient lighting products in May 2015. Find out more and about the new 2015 TV competition by visiting: [www.superefficient.org/awards](http://www.superefficient.org/awards)

## Analyzing product energy savings potential

SEAD identifies cost-effective technology options to significantly increase the efficiency of globally traded appliances and equipment, such as ceiling fans, room air conditioners, televisions, and displays. These global techno-economic analyses provide insights for policies and programs that can be used to accelerate the adoption of efficient technologies to further capture global energy savings. Analyses are available at:

[www.superefficient.org/technicalanalysis](http://www.superefficient.org/technicalanalysis)



## Promoting public and private procurement of efficient products

SEAD procurement activities focus on developing effective policy instruments and advancing green procurement practices to leverage the bulk purchasing power of public- and private-sector buyers to signal demand for energy efficient products in the market.

SEAD is supporting municipalities' transition to energy efficient street lighting through a range of activities. Lighting managers in Canada representing municipalities owning a total of 345,000 street lights received direct training in using the SEAD fixture screening tool, which makes it faster and easier to evaluate light quality, energy use, and costs for the most common road layouts. In Mexico, SEAD is working with the government to leverage the SEAD tool to evaluate projects applying for public financing. In India, SEAD partners with the government and key stakeholders to promote efficient street lighting through numerous stakeholder consultations throughout the country, and contributing to guidance materials to support deployment of more efficient street lighting technologies.

The SEAD Street Lighting Evaluation Tool and best practice efficient product procurement guides are available at:

[www.superefficient.org/procurement](http://www.superefficient.org/procurement)



**Measures taken by SEAD partners since 2010 could save up to 710 TWh of electricity in 2030. That's enough electricity to power New York City for more than four years!**

## Accelerating efficiency standards and labeling programs through international cooperation

SEAD fosters peer-to-peer exchange between policy-makers to drive collaboration and the sharing of policy best practices and technical information. Through these collaborations, SEAD is building technical resources, facilitating program comparability, and providing tools for effective policy-making, all intended to accelerate market transformation in appliance and equipment energy efficiency.

Through the SEAD Policy Exchange Forum, policy-makers from around the globe voluntarily collaborate around a range of cross-cutting and product-specific topics, to support, educate, and motivate each other to build strong and ambitious standards and labeling policies in SEAD participating governments and beyond.

SEAD has partnered with the International Energy Agency's Implementing Agreement for Energy Efficient End-Use Equipment (4E) to leverage resources and information to extend the scope of both Initiatives' activities to cover more countries and more products.

SEAD provides technical assistance to non-SEAD members, for example partnering with the Economic Community of West African States (ECOWAS) Centre for Renewable Energy and Energy Efficiency (ECREEE) and the UNEP en.lighten initiative to support the development of regional appliance standards and labeling policies.

## Incentivizing the deployment of super-efficient appliances

With SEAD, governments access expertise to support successful implementation of incentives programs to maximize effectiveness of energy efficiency policies. Mexico is using SEAD analysis to show how the transition to digital TVs can save energy and reduce costs for consumers and the government, as well as assess the national energy and cost savings realized to date thanks to Mexico's appliance standards program.

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*The Super-efficient Equipment and Appliance Deployment (SEAD) Initiative of the Clean Energy Ministerial (CEM) and the International Partnership for Energy Efficiency Cooperation (IPEEC) helps turn knowledge into action to accelerate the transition to a clean energy future through effective appliance and equipment energy efficiency programs. SEAD is a multilateral, voluntary effort among Australia, Brazil, Canada, the European Commission, Germany, India, Indonesia, Japan, South Korea, Mexico, Russia, South Africa, Sweden, the United Arab Emirates, the United Kingdom, and the United States.*