



## Background Information

### **The SEAD initiative and the SEAD Global Efficiency Medal competition for energy efficient equipment and appliances**

#### **The Super-efficient Equipment and Appliance Deployment (SEAD)**

SEAD, one of 13 initiatives of the Clean Energy Ministerial (CEM), seeks to engage governments and the private sector to transform the global market for energy efficient equipment and appliances.

The primary objectives of the SEAD initiative are to:

- Engage stakeholders (governments, private sector, NGOs) to tap the large potential for global energy use reduction, consumer savings, and environmental benefits available through improved equipment and appliance efficiency;
- Provide a framework through which government experts, and others as appropriate, can engage in peer-to-peer collaboration on equipment and appliance efficiency topics; and
- Inform the CEM, International Partnership for Energy Efficiency Cooperation (IPEEC), and other high-level dialogues of the potential offered by and opportunities for action on appliance and equipment efficiency.

SEAD is a multilateral voluntary agreement among CEM participants, including Australia, Brazil, Canada, the European Commission, France, Germany, India, Japan, South Korea, Mexico, Russia, South Africa, Sweden, the United Arab Emirates, the United Kingdom, and the United States. China is currently an observer.

#### **The SEAD Global Efficiency Medal**

In January 2012, the first SEAD Global Efficiency Medal competition was launched to encourage the production and sale of super-efficient equipment, appliances, and electronics by identifying the most efficient product in different categories and regions. The first round focused on televisions, which are responsible for about six to eight percent of global residential electricity consumption. The current round of the competition will recognize and award highly energy-efficient displays (desktop computer monitors).

Increased sales of award-winning displays can result in significant energy savings. It is estimated that in 2008, displays in the residential sector consumed the same amount of electricity produced by 11 to 13 mid-sized coal power plants worldwide. Preliminary SEAD technical analysis indicates that in a business-as-usual case, recent technology developments such as light-emitting diode backlighting can improve displays' energy efficiency and save up to 4.5 terawatt-hours of electricity per year, as compared to conventional technology.

This competition will advance efficiency improvements in displays by:

- Recognizing products with the best energy efficiency
- Guiding early adopter consumers who want to purchase the most energy-efficient models
- Demonstrating the levels of efficiency that are achievable with commercially available and emerging technologies



The award will enhance buyers' ability to differentiate and choose among products on the basis of their energy efficiency. The Collaborative Labelling and Appliance Standards Program (CLASP) serves as the Administrator for the Competition.

### **The award categories and regions**

This round of the SEAD Global Efficiency Medal competition recognizes the most energy efficient computer displays that are currently commercially available, as well as emerging technology products planned for mass production and offered for sale within two years of the competition period.

From January to March 2013, applicants were invited to nominate their products for consideration in any of four geographic regions consisting of Australia, the European region, India and North America, regardless of the location of the manufacturer, provided that the region sales and availability requirements are satisfied for the nominated product. Up to 15 awards will be presented across the four regions.

Commercially available displays are awarded with a medal in each of three size categories:

- Small (15 to less than 20 inches)
- Medium (20 to less than 23 inches)
- Large (23 inches or more)

The best performer in each size category among all of the regions will be declared an “International Winner” for the respective size category. All models nominated for a region award will be considered for the international award. For the purposes of this competition, the European region is defined as the EU-27 and the EFTA-countries Switzerland, Norway, Iceland and Liechtenstein.

### **The product eligibility criteria**

Commercially Available Technology category: A total of 15 winners will be selected in the Commercially Available Product Category. Each region will present an award to the most efficient display in each of the three size categories. Applicants must have plans to sell at least the following number of units of a product model in the region of nomination: Australia: 5,000 units, India: 5,000 units, North America: 50,000 units, the European region (at least 10,000 units in one country or 50,000 units across all EU-27 and EFTA-countries). Applicants may define the sales period, not exceeding 12 months, and may provide a start date for the sales period between 1 January 2013 and 1 October 2013. Applicants will be required to submit a shipment plan of the nominated product model with sales projections based on past sales for the same or a similar product model.

Emerging Technology category: A single Global award will be presented for emerging-technology products with design features that improve computer display energy efficiency. The emerging technology award-winning product will be announced in the fall of 2013.



## **The applicants**

Applicants might nominate only one product model for each of the region award categories. It was possible for a single applicant to nominate product models for all region award categories and to win all region awards and the international award.

## **Winner's announcement**

The winners for the Europe region in the Commercially Available Technology category will be awarded at the IFA fair in Berlin on Friday 6 September 2013. The winner of the Emerging Technology category will be announced later this year. The announcement of the final winners will be made in the fall of 2013 via press release and media notifications throughout the four award regions. An international awards ceremony will be held in connection with the 5th Clean Energy Ministerial meeting in early 2014 to publicly recognize winning product models. Winning products will be branded with the SEAD Global Efficiency Medal to allow consumers to easily identify and purchase the most efficient products available.

## **Future products**

The next round of SEAD Global Efficiency Awards will be given to electric motors, a product category with large global energy consumption.

For more information visit [www.superefficient.org](http://www.superefficient.org) and [www.cleanenergyministerial.org](http://www.cleanenergyministerial.org). Product specifications, press photos and further press material will be provided for download at: <http://superefficient.org/displayawards>.

## **Press contact:**

wiese pr, Berlin  
Beate Wiese  
Phone: +49 (0)30 60945-180  
Email: [mail@wiese-pr.de](mailto:mail@wiese-pr.de)

## **For questions around the SEAD award please contact:**

Swedish Energy Agency  
Anders Hallberg  
Phone: +46 (0)16 544 21 13  
Email: [anders.hallberg@energimyndigheten.se](mailto:anders.hallberg@energimyndigheten.se)