



## Motor Awards Competition

### Frequently Asked Questions

**Q: What is SEAD?**

The Super-efficient Equipment and Appliance Deployment (SEAD) Initiative of the Clean Energy Ministerial is a voluntary multinational collaboration whose primary objective is to advance global market transformation for energy efficient products. SEAD participating governments undertake market transformation activities including collaborative work on incentives, awards, and procurement programs in an effort to further enhance global markets for highly efficient products.

**Q: What is the SEAD Global Efficiency Medal?**

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 TV in 2012. Global award-winning TVs are 33-44% more efficient than TVs with similar technology. Global adoption of these winning products could save enough electricity by 2020 to power New York City for nearly a year and a half. [CLASP](#) serves as the Administrator for the Competition.

**Q: What are the award categories and regions?**

| <i>Regional Awards</i> | IEC Induction Motor |      |       | NEMA Induction Motor |       | New Technology Motor | New Technology Motor |
|------------------------|---------------------|------|-------|----------------------|-------|----------------------|----------------------|
|                        | 3.7 kW              | 4 kW | 11 kW | 5 HP                 | 15 HP | < 75 kW              | < 100 HP             |
| Australia              |                     | •    | •     |                      |       | •                    |                      |
| Europe                 |                     | •    | •     |                      |       | •                    |                      |
| India                  | •                   |      | •     |                      |       | •                    |                      |
| North America          | •                   |      | •     | •                    | •     | •                    | •                    |

| <i>International Awards</i> | IEC Induction Motor |       | New Technology Motor |
|-----------------------------|---------------------|-------|----------------------|
|                             | 4 kW                | 11 kW | < 75 kW              |
| International               | •                   | •     | •                    |

The third SEAD Global Efficiency Medal competition will recognize the top-performing induction and new technology electric motors across four regions. The competition will also give international awards to the top 4 kW and 11 kW induction motors, and to a new technology motor with a maximum output of 75 kW that has the greatest potential to reduce motor energy consumption.

**Q: What are the product eligibility criteria?**

IEC Induction Motor Category

To be eligible, nominated **IEC Induction Motors** must satisfy the following definitions:

- single-speed, three-phase, cage-induction motor (IEC 60034-1 Ed.12.0);
- design N (IEC 60034-12 Ed.2.1 §5.2);
- IP54 rated enclosure;
- rated for duty type S1 – continuous running duty (60034-1 §4.2.1);
- intended for direct-on-line operation;
- 4 poles;
- rated or can be operated at voltage ratings between 230 and 600 VAC;
- 50 Hz nominal rated frequency.

To be eligible, nominated **NEMA Induction Motors** must satisfy the following definitions:

- general-purpose alternating-current motor (NEMA MG-1 2011 §1.6.1);
- poly-phase squirrel-cage induction motor (MG-1 §1.18.1.1);
- constant speed motor (MG-1 §1.30);
- design B (MG-1 §1.19.1.2);
- totally enclosed fan-cooled machine (MG-1 §1.26.2);
- rated continuous duty (MG-1 §1.40.1);
- 4 poles;
- rated or can be operated at voltage ratings between 230 and 600 VAC;
- 60 Hz nominal rated frequency.

Applicants must have plans to sell at least the following number of units of a Product model in the Region of nomination:

| <i><b>Minimum Shipments (units)</b></i> | IEC Induction Motor |      |       | NEMA Induction Motor |       |
|---|---------------------|------|-------|----------------------|-------|
|   | 3.7 kW              | 4 kW | 11 kW | 5 HP                 | 15 HP |
| Australia                               |                     | 1400 | 500   |                      |       |
| Europe                                  |                     | 1400 | 500   |                      |       |
| India                                   | 1400                |      | 500   |                      |       |
| North America                           | 420                 |      | 150   | 980                  | 350   |

Applicants may define the sales period, not exceeding 12 months, and may provide a start date for the sales period between 3 June 2013 and 1 September 2014. 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.

### New Technology Motor Category

To be eligible, nominated New Technology Motors must satisfy the following definitions:

- including permanent magnet synchronous motor, electronically commutated motors, or reluctance synchronous motor;
- IP54 rated enclosure;
- rated for continuous duty or duty type S1.

Nominated **IEC New Technology Motors** must have a maximum output of 75 kW and a minimum of IE4 efficiency rating. Nominated **NEMA New Technology Motors** must have a maximum output of 100 HP and a minimum of NEMA Premium + 1 efficiency band rating.

#### **Q: Who should apply?**

All electric motor manufacturers are eligible to apply. Applicants may nominate products for consideration in any region, regardless of the location of the manufacturer, provided that the nominated product is sold in the region (e.g. a product manufactured in China and sold globally may be nominated in any of the four regions). Products nominated for the New Technology Motor Category must be planned for mass production within 2 years of the end of the competition period.

Applicants for the Induction Motor categories may nominate only one product model for each of the Region Award categories. All 4 kW and 11 kW IEC induction motors nominated for a Region Award will be considered for the International Award (applicants may not apply directly for the International Award). It is possible for a single applicant to nominate IEC induction motor products for all Region Award categories and to win all Region and International Awards.

#### **Q: How do I nominate my product?**

Simply download the Declaration of Performance form from [www.superefficient.org/motorawards](http://www.superefficient.org/motorawards) and complete for each nominated product. Forms must be submitted via email to [awards@superefficient.org](mailto:awards@superefficient.org) by 31 January 2014.

#### **Q: Who pays for verification testing?**

Preliminary winners will be responsible for providing two samples products for each potential award-winning product model for verification testing. Applicants are responsible only for the costs of supplying and transporting the test sample products to the appropriate test facility. Verification testing costs will be paid for by participating SEAD governments.

#### **Q: When and how will winners be announced?**

Final winners will be announced on 1 September 2014 via press release and media notifications throughout the four award regions. An international awards ceremony will be held in early 2015 to publicly recognize winning product models.

#### **Q: What benefit is there for manufacturers?**

Manufacturers and their award winning products will be internationally recognized at a highly publicized awards ceremony in early 2015. Winning products will be branded with the SEAD Global Efficiency

Medal to allow consumers to easily identify and purchase the most efficient motors available. CLASP is also developing a comprehensive communications plan to market the award winners of this competition globally to energy-efficiency advocates and industry stakeholders.

**Q: Will product information be made public for products not selected as a winner?**

There is no intention to disclose any information about nominated products that do not win a Global Efficiency Medal.

**Q: What is the timeline for the awards competition?**

| Milestone                                       | Deadline                 |
|---|--------------------------|
| Nomination Period                               | 3 June – 31 January 2014 |
| Preliminary communication with presumed winners | February 2014            |
| Verification testing                            | March – July 2014        |
| Finalize award winners                          | August 2014              |
| Announce award winners                          | 1 September 2014         |
| International Awards Ceremony                   | Early 2015               |

**Q: Where can I go for more information?**

Visit [www.superefficient.org/MotorAwards](http://www.superefficient.org/MotorAwards) to view the SEAD Motor Awards Competition Rules, or email [awards@superefficient.org](mailto:awards@superefficient.org) with additional questions.