



SEAD Global Efficiency Medal

2012 Television Awards Competition

Frequently Asked Questions

Q: What is SEAD?

The [Super-efficient Equipment and Appliance Deployment \(SEAD\) initiative](#) is a [Clean Energy Ministerial](#) initiative that leverages high-level political dialogue to advance global market transformation for efficient equipment and appliances. Through its activities and projects, SEAD engages governments and the private sector to tap the potential of appliance and equipment efficiency. SEAD partners work together in voluntary activities to: (1) "raise the efficiency ceiling" by pulling super-efficient appliances and equipment into the market through cooperation on measures like incentives, procurement, awards, and R&D investments; (2) "raise the efficiency floor" by bolstering national or regional policies like minimum efficiency standards and labels; and (3) "strengthen the foundations" of efficiency programs by coordinating technical work to support these activities.

Q: What is the SEAD Global Efficiency Medal?

The SEAD Global Efficiency Medal seeks to transform the global market for efficient equipment and appliances. SEAD unveiled plans for the first international competition to recognize the most efficient appliances in the world at the second Clean Energy Ministerial in April 2011. The first round will focus on televisions, which are responsible for about 6 to 8% of global residential electricity consumption; subsequent rounds will cover different product categories. The awards will enhance buyers' ability to differentiate and choose among products on the basis of their energy efficiency. The [Collaborative Labeling and Appliance Standards Program \(CLASP\)](#) serves as the Administrator for the Competition.

Q: What are the award categories and regions?

The first competition will recognize the most energy efficient flat panel televisions that are currently commercially available and emerging technology products planned for mass production within two years. Up to 20 awards will be presented across 4 regions (Australia, the European Region¹, India, and North America) and 3 product sizes. The best performer in each size category among all of the regions will be declared an International Winner for the size category. All models nominated for a Region Award will be considered for the International Award.

¹ For the purposes of this Competition, the European Region is defined as the EU27 and the EFTA-countries Switzerland, Norway, Iceland and Liechtenstein.

Q: What are the product eligibility criteria?

Commercially Available Product 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 flat panel television in each of the three size categories:

	Small Category	Medium Category	Large Category ²
Viewable Screen Area	Less than 2400 cm ² (372 in ²)	2401 cm ² (372 in ²) to 4800 cm ² (744 in ²)	4801 cm ² (744 in ²) to 6890 cm ² (1068 in ²)
Nominal Diagonal Screen Size	Less than 29 in	29 in to 42 in	42 in to 50 in

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 EU27 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 2012 and 1 October 2012. 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 Product Category

Up to 5 awards (4 Regional Awards and one International Award) may be presented for emerging-technology products with design features that improve flat panel television energy efficiency.

Q: Who should apply?

Manufacturers and resellers (private labelers) of commercially-available and emerging technology flat panel television products 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 an emerging technology award must be planned for mass production within 2 years of the end of the competition period.

Applicants may nominate only one product model for each of the Region Award categories. All models 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 product models for all Region Award categories and to win all Region and International Awards.

Q: How do I nominate my product?

Simply complete a [Declaration of Performance](#) for each nominated product and submit via email to awards@superefficient.org by 31 May 2012.

² Note: Televisions with screen area larger than 6890 cm² (1068 in²) are eligible for the SEAD Award, but a value of 6890 cm² shall be used as the screen area in the efficiency calculation for these products.

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 October 2012 via press release and media notifications throughout the four award regions. An international awards ceremony will be held in early 2013 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 2013. Winning products will also be branded with the SEAD Global Efficiency Medal to allow consumers to easily identify and purchase the most efficient televisions available.

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 an award.

Q: What is the timeline for the awards competition?

Milestone	Deadline
Nomination Period	1 February - 31 May 2012
Preliminary communication with presumed winners	June 2012
Verification testing	July - September 2012
Finalize award winners	1 October 2012
Announce award winners	1 October 2012
International Awards Ceremony	TBD

Q: Where Can I Go For More Information?

Visit www.superefficient.org to view the 2012 SEAD Television Awards Competition Official Rules, or email awards@superefficient.org with additional questions.