



SEAD Global Efficiency Medal for Industrial & Outdoor Lighting

SEAD and the Global Efficiency Medal

Since 2012, the **SEAD Global Efficiency Medal** has recognized manufacturers, purchasers, purchase influencers, and policymakers' achievements in the production, sale, purchase, promotion and financing of highly energy-efficient products around the world. Through these efforts, SEAD has established **a high-profile global platform** built to recognize public- and private-sector leaders driving the global transition to efficient products and cutting global carbon emissions.

"Participating in the [previous] SEAD lighting awards competition has provided multiple benefits to Cree, including international promotion of our industry-leading products. We will surely participate in the next round."

- Greg Merritt, Cree vice president, marketing and public affairs

"At Aura Light the attention in connection with the SEAD award has definitely had a positive impact on our sales of energy efficient LED panels and thus contributed greatly in helping customers in the transition over to modern and energy efficient lighting."

- Martin Malmros, CEO Aura Light International AB

Benefits of the Global Efficiency Medal for Manufacturers

- Differentiate their product(s) amongst multi-national players;
- Have their logo and website featured on SEAD's website; and
- Be able to promote their participation via internal and external communications.

Benefits of the Global Efficiency Medal for Purchasers and Purchase Influencers

- Access to top-performing products with high efficiency and high quality assurance; and
- Strengthened reputation for purchasing award-winning products.

Purchasers & Purchase Influencers are invited to sign a **Letter in Support of the Competition** and to consider purchasing products that are awarded Global Efficiency Medals or Awards of Excellence.

SEAD and the Global Lighting Challenge

Participants in SEAD’s Global Efficiency Medal have the opportunity to become a supporter of the Clean Energy Ministerial’s **Global Lighting Challenge (GLC)** – a race to reach cumulative global sales of **10 billion high efficiency, high quality, and affordable advanced lighting products** as quickly as possible.

Award Categories and Regions

The competition will recognize the most energy-efficient industrial and outdoor lighting products in two categories: (1) high and low bay luminaires, and (2) street lighting luminaires, sold in any of the following 3 regions: Europe, India, and North America. Each category is subdivided in six classes according to initial light output and color temperature.

Category	Classes
Street Lighting Luminaires	2,500 to <10,000 lumens and 2700K to <3500K CCT
	2,500 to <10,000 lumens and 3500K to <5000K CCT
	2,500 to <10,000 lumens and 5000K to 6500K CCT
	≥10,000 lumens and 2700K to <3500K CCT
	≥10,000 lumens and 3500K to <5000K CCT
	≥10,000 lumens and 5000K to 6500K CCT

Category	Classes
High-Bay and Low-Bay Luminaires	2,500 to <15,000 lumens and 2700K to <3500K CCT
	2,500 to <15,000 lumens and 3500K to <5000K CCT
	2,500 to <15,000 lumens and 5000K to 6500K CCT
	≥15,000 lumens and 2700K to <3500K CCT
	≥15,000 lumens and 3500K to <5000K CCT
	≥15,000 lumens and 5000K to 6500K CCT

- Products that satisfy all of the criteria relevant to a particular class will receive an Award of Excellence in that class.
- The best performer in each Class in each Region will be declared a “Regional Winner” for the Class.
- The best performer in each Class among all of the Regions will be declared an “International Winner” for the Class.

Competition Timeline



Nomination Period

- Manufacturers must nominate products and submit documentation for all criteria from an accredited third-party facility (expect TM-21) online, in each defined class in one or more of the three regions. Only one product model can be nominated for each class-and-region combination.

Judging and Validation

- The luminous efficacy will be used to identify potential winning products. However, no award will be made if a Product model fails to meet the other minimum criteria.
- All potential Regional Winners will be subject to verification testing. Applicants will be asked to provide (2) sample products at their cost within fifteen (15) business days of being notified by the administrator for verification testing.

Winners Announced

- Winners will be announced at an awards ceremony at the 8th Clean Energy Ministerial to be held in Beijing in 2017. All Winners will be strongly encouraged to attend the awards ceremony. However, no travel or accommodations will be awarded as part of any Award.

Want to Learn More?

Please visit the competition’s website: www.superefficient.org/Global-Efficiency-Medal/Lighting-Awards or contact Hans Alarcon, Program Coordinator, at halarcon@clasp.ngo