

For Immediate Release

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SEAD Announces International Competition to Recognize the Most Efficient Industrial & Outdoor Lighting

WASHINGTON DC, 03 August 2016 – The Clean Energy Ministerial’s **Super-efficient Equipment and Appliance Deployment (SEAD)** Initiative announced its sixth international competition to recognize the world’s most energy efficient industrial and outdoor lighting products.

Lighting consumes approximately 15% of global end-use electricity and accounts for 5% of global greenhouse gas emissions (UNEP en.lighten).

SEAD’s Global Efficiency Medal will advance efficiency improvements in lighting by:

- Recognizing the most energy efficient industrial and outdoor lighting products on the market,
- Guiding buyers who want to purchase top models, and
- Demonstrating efficiency levels that are available and achievable with commercial technology.

SEAD Global Efficiency Medals will be awarded to the most energy efficient industrial and outdoor lighting products in two categories: (1) high and low bay luminaires, and (2) street lighting luminaires, sold across Europe, India, and North America. Past competitions followed a winner-take-all approach. However, for this competition, in addition to recognizing the winning products, all entrants that meet the competition’s minimum criteria will receive recognition. Winners are expected to be announced and honored at a global awards ceremony in May or June 2017.

Manufacturers with highly efficient products will not only be awarded for their innovation and efficiency, but will also be able to leverage the award as a globally recognized product differentiator in the marketplace. Greg Merritt, Cree vice president, marketing and public affairs, said of participating in the [previous competition for lighting products](#), “Participating in the 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.”

The competition will also coordinate with 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, such as light-emitting diode (LED) lamps as quickly as possible. Manufacturers participating in the GLC and SEAD’s Global Efficiency Medal competition will be part of a high-profile global platform built to recognize public- and private-sector leaders driving the global transition to efficient lighting and cutting global carbon emissions.

Manufacturers are invited to review the Official Competition Rules and start preparing for the nomination process. The nomination period is expected to open on 12 September.

As part of the competition, SEAD is also inviting purchasers and purchase influencers to support the competition and to consider buying award winning products.

For more information, including the Official Competition Rules, visit the ['Lighting Awards' webpage](#).

[About SEAD](#)

The Super-efficient Equipment and Appliance Deployment (SEAD) Initiative is a voluntary collaboration among governments working to promote the manufacture, purchase, and use of energy-efficient appliances, lighting, and equipment worldwide. SEAD is an initiative under the Clean Energy Ministerial (CEM) and a task of the International Partnership for Energy Efficiency Cooperation (IPEEC). The SEAD Initiative works with manufacturers, purchasers, purchase influencers, and policymakers to award feature-rich, energy-efficient products that provide top-quality services while reducing energy costs.

[About the Global Efficiency Medal](#)

SEAD's Global Efficiency Medal competition encourages the production and sale of super-efficient equipment, appliances, and electronics by recognizing the world's most energy-efficient products. It demonstrates the levels of efficiency that are possible today, and shines a spotlight on innovative new technologies that can further push the boundaries of efficiency and slash energy consumption.

[About the Global Lighting Challenge](#)

The Global Lighting Challenge is a race to reach cumulative global sales of 10 billion high efficiency, high quality, and affordable advanced lighting products, such as light-emitting diode (LED) lamps as quickly as possible. This race showcases the ways businesses, governments, and other public-sector leaders are taking action to accelerate this transition. Representatives from 12 countries and the European Commission endorsed the launch of the Challenge at the Sixth Clean Energy Ministerial (CEM6) in May 2015. The Global Lighting Challenge is now seeking commitments from public- and private-sector leaders to speed us toward the 10 billion goal.

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