



SEAD

SUPER-EFFICIENT EQUIPMENT AND  
APPLIANCE DEPLOYMENT INITIATIVE

Governments Working Together to Save Energy.

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# 2017 Global Efficiency Medal Competition

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## Industrial and Outdoor Lighting Products

[www.superefficient.org](http://www.superefficient.org)



CLEAN ENERGY  
MINISTERIAL

Accelerating Transition to Clean Energy Technologies



International  
Partnership for  
Energy Efficiency  
Cooperation

# Agenda

- Introductions
- Competition-at-a-Glance
- Letter of Support
- Product Categories and Regions
- Nomination Period and Timeline
- Judging and Validation
- How to Nominate Products
- Feedback from Past Participants
- Questions & Contact Information

# Introductions



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# Competition at a Glance

- What is the SEAD Global Efficiency Medal?
  - High-profile global platform to recognize highly energy-efficient products around the world
- Who participates?
  - Manufacturers
  - Purchasers
  - Purchase influencers
  - Policymakers



# Competition at a Glance Cont'd

- What are the benefits to manufacturers?
  - Leverage the award as a **globally recognized** product differentiator in the marketplace;
  - Distinguish product(s) amongst **multi-national players**;
  - Logo and website featured on **SEAD's website**;
  - Utilize participation as a **promotional tool** via internal and external communications; and
  - Winners announced at **CEM8** in May/June 2017.
- What are the benefits to purchasers and purchase influencers?
  - Access to **top-performing products** with high efficiency and **high quality assurance**;
  - **Strengthened reputation** for purchasing award-winning products;
  - Established as a leader of **high-profile global platform** to affect the global transition to efficient lighting;
  - Logo and website featured on **SEAD's website**; and
  - Access to **awarding winning** products.

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# Purchasers and Purchase Influencers

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# Letter of Support

- Purchasers and Purchase Influencers are invited to support the Competition and consider purchasing award winning products
- Support is non-committal
- [Letter of Support](#): Confirm your support by sending an email to [halarcon@clasp.ngo](mailto:halarcon@clasp.ngo). Include logo and website.



The image shows a template for a Letter of Support. At the top, it features the SEAD logo and the text 'SEAD SUPER-EFFICIENT EQUIPMENT AND APPLIANCE DEPLOYMENT INITIATIVE Governments Working Together to Save Energy.' Below this, the title 'Letter of Support' is centered, followed by 'SEAD Global Efficiency Medal for Industrial & Outdoor Lighting'. The main body contains three paragraphs of text, followed by a call to action at the bottom: 'To confirm your support please send an email to [halarcon@clasp.ngo](mailto:halarcon@clasp.ngo) and include your organization's logo and website to be featured in the SEAD website.'

SEAD SUPER-EFFICIENT EQUIPMENT AND APPLIANCE DEPLOYMENT INITIATIVE  
Governments Working Together to Save Energy.

## Letter of Support

### SEAD Global Efficiency Medal for Industrial & Outdoor Lighting

This announcement demonstrates support of the undersigned stakeholders for the specifications defined by the Super-efficient Equipment and Appliance Deployment (SEAD) Initiative's Global Efficiency Medal (GEM) competition for industrial and outdoor lighting products. SEAD developed a set of energy efficiency and quality specifications for these products with assistance from international lighting experts within the International Energy Agency's Energy-Efficient End-use Equipment Solid State Lighting Annex.

We will strongly consider purchasing products that are awarded SEAD Global Efficiency Medals or Awards of Excellence, are consistent with our cost-effectiveness criteria, and align with our procurement time frames. We look forward to working with the manufacturers of winning products and SEAD to ensure products meet these specifications.

We look forward to the near-term market introduction of reliable, energy-efficient, and competitively priced industrial and outdoor lighting products that increase the energy efficiency of the sector.

To confirm your support please send an email to [halarcon@clasp.ngo](mailto:halarcon@clasp.ngo) and include your organization's logo and website to be featured in the SEAD website.

[www.superefficient.org](http://www.superefficient.org)

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# Manufacturers

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# Product Categories and Regions

- Two product categories: (1) high and low bay luminaires; and (2) street lighting luminaires
- Sold in any of 3 regions: North America, Europe, and India

Category	Classes
High-Bay and Low-Bay Luminaires	2500 to <15,000 lumens 2700 to <3500K CCT
	2500 to <15,000 lumens 3500 to <5000K CCT
	2500 to <15,000 lumens 5000 to 6500K CCT
	≥15,000 lumens 2700 to <3500K CCT
	≥15,000 lumens 3500 to <5000K CCT
	≥15,000 lumens 5000 to 6500K CCT

Category	Classes
Street Lighting Luminaires	2500 to <10,000 lumens 2700 to <3500K CCT
	2500 to <10,000 lumens 3500 to <5000K CCT
	2500 to <10,000 lumens 5000 to 6500K CCT
	≥10,000 lumens 2700 to <3500K CCT
	≥10,000 lumens 3500 to <5000K CCT
	≥10,000 lumens 5000 to 6500K CCT

# Nomination Period and Timeline

Nominations opened on 12 September and will close on 16 January.

- Manufacturers must nominate products and submit documentation for all criteria from an accredited third-party facility (except 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

- Luminous efficacy will be used to identify potential winning products.
- 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.

## Types of Awards

**Award of Excellence:** Products that satisfy all of the criteria relevant to a particular class.

**Regional Winner:** The best performer in each Class in each Region.

**International Winner:** The best performer in each Class among all of the Regions.

# How to Nominate Products

1. Visit the [SEAD Global Efficiency Medal](#) website and select the category your submitting a “Declaration of Performance” for.

## Lighting Awards

 Share

The sixth SEAD Global Efficiency Medal competition will identify and recognize highly energy-efficient industrial and outdoor lighting products.

Please use the links below to submit the online “Declaration of Performance” in your chosen category.


- [Industrial Lighting - High-Bay and Low-Bay Luminaires](#)
- [Outdoor Lighting - Street Lighting Luminaires](#)

Please find more details about the competition downloading the “Official Competition Rules” and in the information provided below.

 [Official Competition Rules \(September 2016\)](#)

# How to Nominate Products

2. Fill out the:
  - a) Applicant Details
  - b) Manufacturer Information
  - c) Nominated Product Information
  - d) Declared Product Characteristics
  - e) Submit Measurement Data and Evidence (per the Official Rules)
  - f) Upload the product image and supporting document(s)
  
3. Submit!



**SEAD Lighting Awards Nomination Form – Industrial**  
2017 SEAD Global Efficiency Medal – Industrial Lighting

Please use the fields below to nominate products. Please contact the Awards Administrator at [halarcon@clasp.ngo](mailto:halarcon@clasp.ngo) with any questions.

The competition official rules document can be downloaded at <http://www.superefficient.org/Global-Efficiency-Medal/Lighting-Awards>

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**Applicant Details**

**Name \***

First Last

**Title**

**Company/Organization**

**Phone Number (w/ Country Code) \***

**Email \***

# Feedback from Past Participants

*“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*

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# Global Lighting Challenge

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# Global Lighting Challenge

- Competition is coordinating with the **Global Lighting Challenge**
- Goal is to reach cumulative global sales of **10 billion** high efficiency, high quality lighting products
- Participate by providing a “**commitment**” and receive recognition on the Global Lighting Challenge website
- More information can be found at [www.globallightingchallenge.org/](http://www.globallightingchallenge.org/)



GLOBAL LIGHTING  
CHALLENGE

A Clean Energy Ministerial Campaign

A campaign to  
Deploy 10 Billion  
High-Efficiency Bulbs



# Questions & Contact Information

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