SEAD Global Efficiency Medal

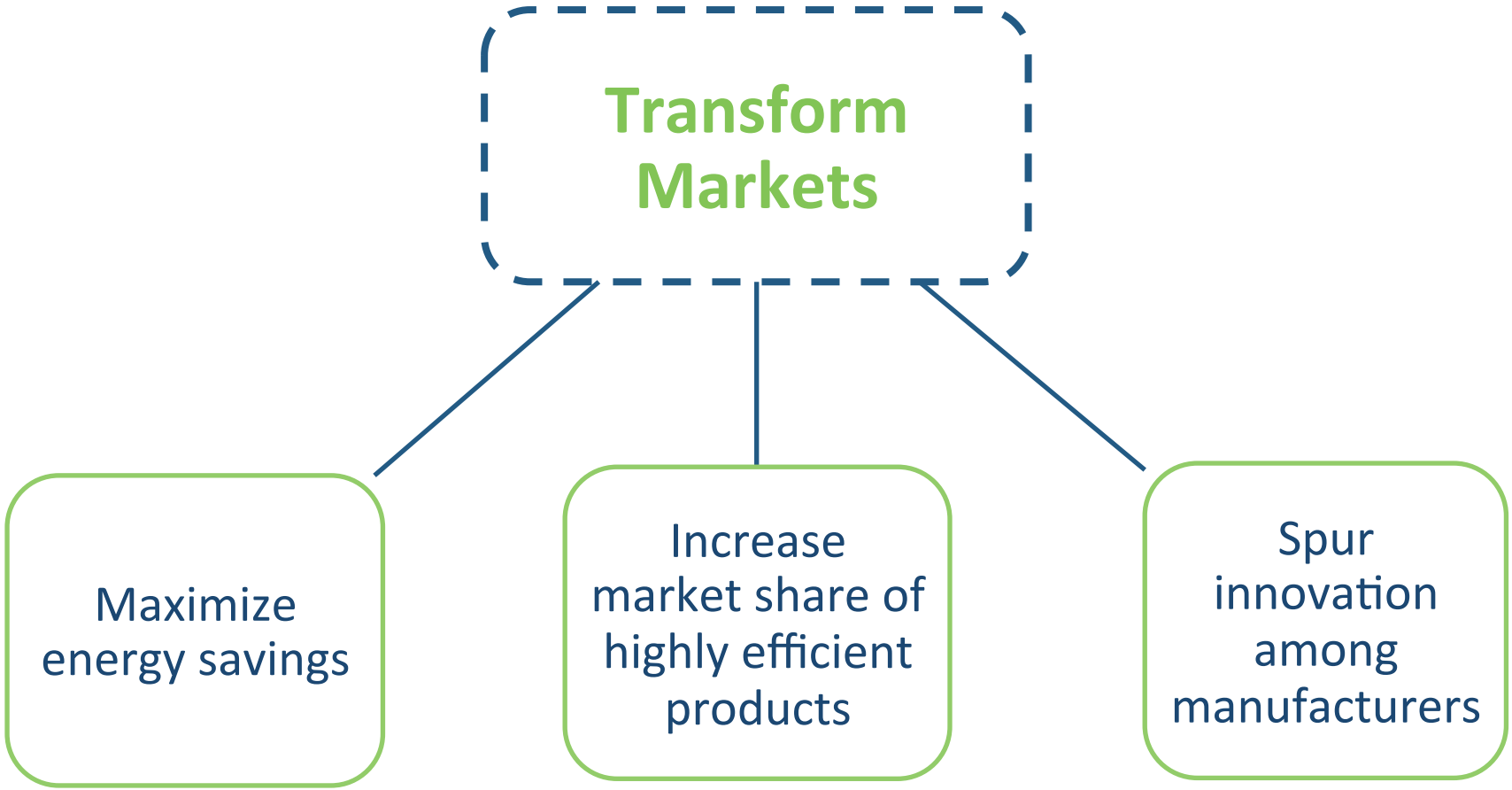


Awards Showcase leadership in energy efficiency

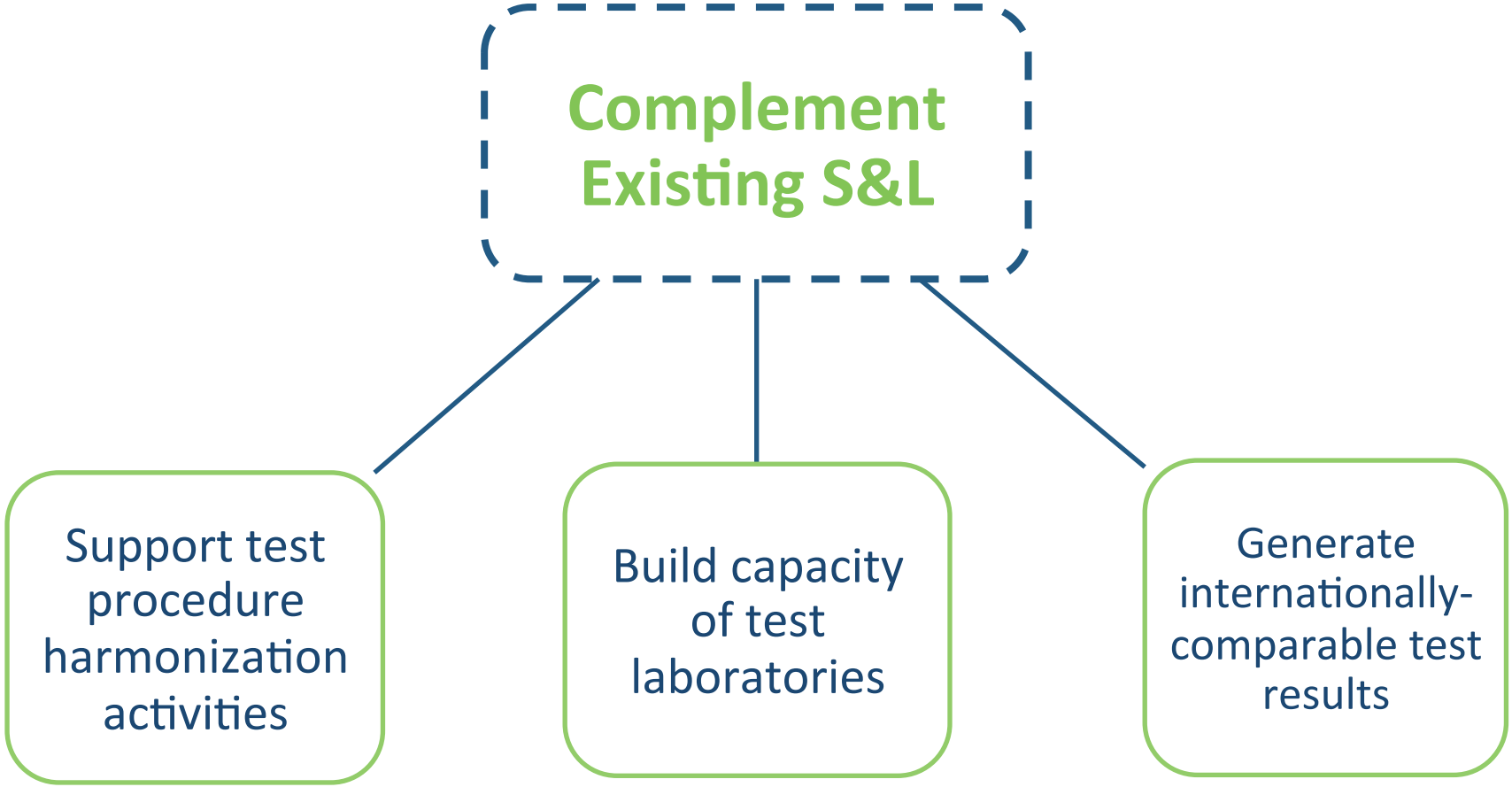
- Realize greatest savings potential
- Increase market share
- Spur innovation
- Support test method harmonization
- Build test lab capacity
- Complement Standards and Labeling policies

GLOBAL EFFICIENCY MEDAL
SEAD

Awards Objectives



Awards Objectives



SEAD Awards



2012
Flat-panel TVs



2013
Electric Motors



2013
Computer Monitors

GLOBAL EFFICIENCY MEDAL
SEAD

CURRENT PARTICIPANTS

Australia	India	UK	USA
Canada	Japan	Sweden	



2014
Solid State Lighting

The Competitions

	TVs	Computer Monitors	Electric Motors	And beyond…
Status	**Complete -Analysis**	**Complete - Marketing and analysis**	Ongoing	Lighting and…
Winners	Samsung, LG	Samsung, LG, Acer	??	??
Savings	33% - 44%	12% - 43%	??	??



- First-of-its-kind global competition launched in 2012 to encourage the production and sale of super-efficient televisions by size within four regions
- The competitions (and winners) received significant coverage (Times Square billboard on left)
- SEAD works with a marketing team to optimize media coverage (trade journals, press releases, efficiency advocacy groups, etc.)
- Award ceremony at the CEM meetings leads to high visibility to energy ministers from the 23 participating governments

Competition Promotion

Audiences: Manufacturers, retailers, consumers, and NGOs



Audiences: Ministerial and conference attendees



Global Awards Ceremony
CEM4 – New Delhi, 17 April 2013



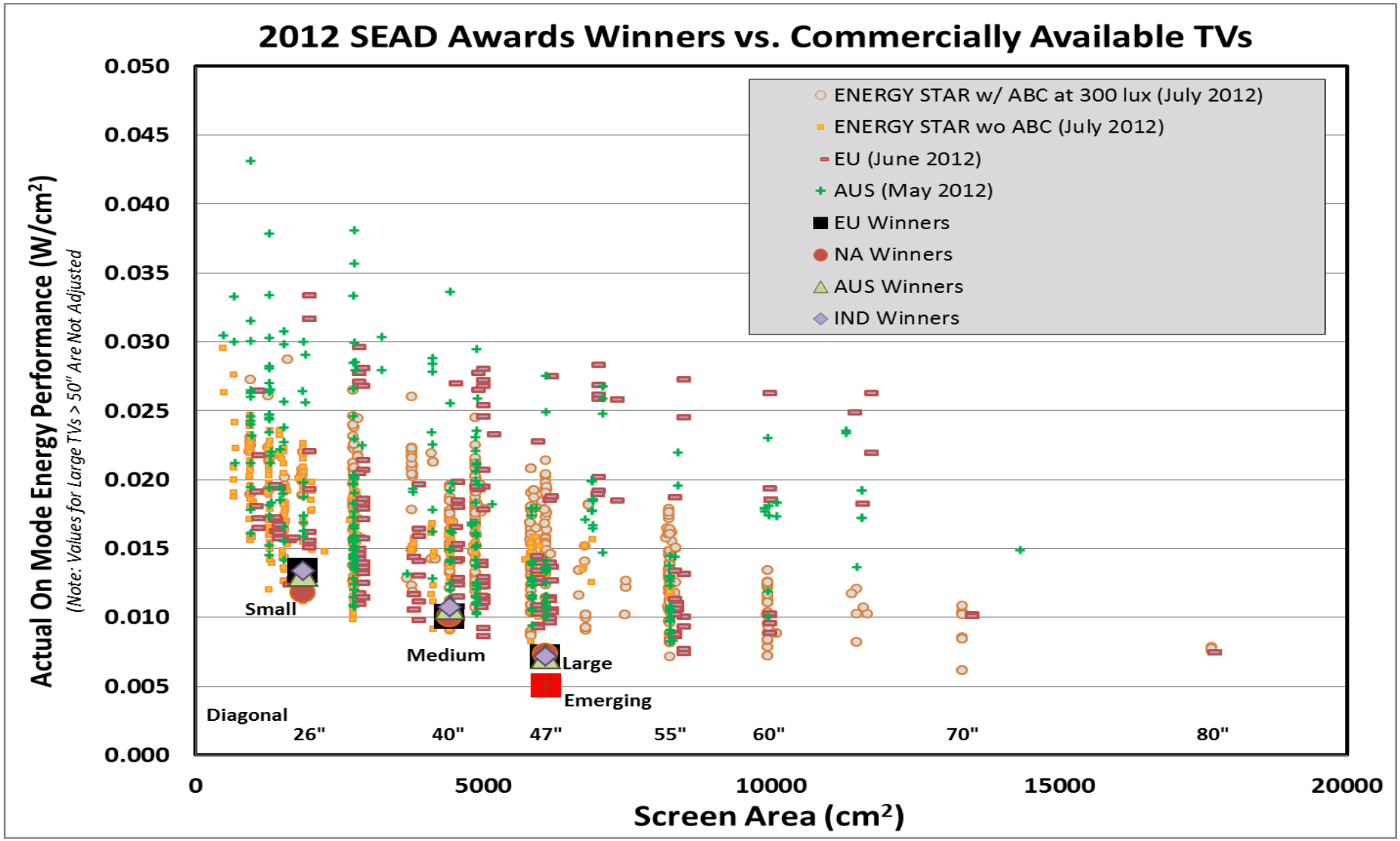
European Awards Ceremony
IFA Fair



EE Motors conference
EEMODS'13

TV Competition Accomplishments

- Demonstrated the potential for EE improvement across several major markets
- Spurred TV policy revisions
  - Korea revised standards to be more stringent
  - India added LED televisions to the top category of their 5-star energy label; adopted the most current international test standard; and accelerated the revision of the color TV star label thresholds
- Enabled incentive programs to support consumer purchases of award winning products
- Manufacturers re-evaluated energy efficiency in some product lines to be more competitive
- Built test lab capacity in India, China, and Philippines via round robin testing


2012 SEAD Awards Winners vs. Commercially Available TVs
Actual On Mode Energy Performance (W/cm²)
(Note: Values for Large TVs > 50" Are Not Adjusted
0.050
0.045
0.040
0.035
0.030
0.025
0.020
0.015
0.010
0.005
0.000
ENERGY STAR w/ ABC at 300 lux (July 2012)
ENERGY STAR wo ABC (July 2012)
EU (June 2012)
AUS (May 2012)
EU Winners
NA Winners
AUS Winners
IND Winners
Small
Medium
Large
Emerging
Diagonal
26"
40"
47"
55"
60"
70"
80"
0
5000
10000
15000
20000
Screen Area (cm²)

What's Next for Awards?

- Promote award-winning **displays**, test presumed winners for **electric motors**, and define rules & categories for **efficient lighting** competition
- Determine scope of next round of competitions – Street Lighting and revisit TVs in 2015
- Continue to work with 4E technical experts to inform competition rules & future product category selections
- Identify new opportunities to promote the competition and winning products
- Recommending improvements to international test standards based on manufacturer and expert feedback