



SEAD

CONNECTED EFFICIENCY AWARD

2017 Official Rules

FINAL
10 July 2017



SUPER-EFFICIENT EQUIPMENT AND APPLIANCE DEPLOYMENT (SEAD™) INITIATIVE

2017 CONNECTED EFFICIENCY AWARD OFFICIAL RULES

1. Background

The world is more interconnected than ever before. Today, network-connected electronic devices reach all corners of the world and require near-constant electrical energy to remain connected. According to the International Energy Agency (IEA)¹, the number of connected devices could reach 50 billion by 2020, and rise to 100 billion by 2030. The IEA estimates that the total annual global energy used for device connectivity has already surpassed 600 TWh per year, which is greater than Canada's total electricity consumption in 2011.

Communications between connected devices rely on communications protocols,² and these have a significant influence on energy use³. The deployment of energy efficient protocols, or in some cases the optional energy efficient aspects within protocol suites, can considerably reduce the energy used for device connectivity.

Energy efficient protocols already exist and can be readily deployed. However, compared to battery-powered devices with limited available energy, there is often not a strong motivation to employ energy efficient protocols in mains-powered devices. Recognizing the importance of promoting and encouraging the uptake of efficient communication protocols in mains-powered devices, the Super-efficient Equipment and Appliance Deployment ("SEAD") Initiative, together with the Connected Devices Alliance ("CDA") and the IEA 4E's Electronic Devices and Networks Annex ("EDNA"), are organizing the *2017 Connected Efficiency Award* (the "Award").

The Award will recognize energy efficient communications protocols and their authors⁴ to identify energy efficient protocols in the market, increase their use in mains-powered connected devices, and spur innovation among protocols developers.

The 2017 Connected Efficiency Award can serve as the basis for future activities, such as a second round of awards for energy efficient protocols, awards for the world's most energy efficient connected devices, harmonization of initiatives and policies that address performance and interoperability of connected devices, etc.

The Collaborative Labeling and Appliance Standards Program ("CLASP" or "Administrator") serves as the Administrator of the Award.

¹ IEA, 2014. More Data, Less Energy: Making Network Standby More Efficient in Billions of Connected Devices

² Communications protocols refer to widely-accepted technical documents which specify how networked devices communicate, published by standardization organizations or recognized standards developing organizations / alliances.

³ The energy used to maintain a useable device network connection or maintain device network availability.

⁴ Standardization organizations and recognized standards developing bodies/alliances, or individuals/committees within such organisations

2. Benefits to Applicants

Award recipients will receive the following benefits:

- Being part of an innovative program that recognizes leading energy efficiency practices in communications protocols
- Use of the Award to differentiate protocols amongst a vast number of available protocols
- Promotion by SEAD and its global partner network, achieving significant exposure to industry stakeholders and policymakers

3. Award Structure

3.1 Eligibility

An author of a protocol or an individual/organization designated by the author (hereafter an “Applicant”) is eligible to submit an application(s). No other entities or persons are eligible for participation.

Eligible protocols (hereafter “Protocols”) are communications protocols (or parts/options within), that are suitable for broad uptake within mains-powered equipment and appliances in the residential and/or commercial building sectors.

Protocols at any layer(s) of the Open Systems Interconnection (OSI) Model⁵ are eligible. Protocols are eligible regardless of the country in which they were developed or are used.

3.2 How to Enter

Applicants must submit a completed Application Form and supporting documentation via the [online system](#) monitored by the Administrator. Attachment A has a sample Application Form and examples of supporting documentation.

Applicants may submit multiple entries. The Award does not have categories or tiers.

3.3 Criteria and Evaluation

The Administrator, CDA, EDNA, and SEAD will identify a panel of judges (“Judges”), consisting of independent experts in the field of connected devices, to review applications. Judges may be supported by independent technical experts appointed by SEAD.

Judges will review the information submitted by Applicants and conduct a qualitative, desktop evaluation of each entrant protocol against the criteria listed below:

1. Relative to its peers, the protocol innovatively optimises individual device power management (of the power consumed for the purpose of device connectivity), or network-wide (multi-device) power management (of the power consumed for the purpose of device connectivity).
2. Protocol adheres to the CDA Principles for Energy Efficient Connected Devices⁶ (where applicable).

⁵ Description of OSI model: https://en.wikipedia.org/wiki/OSI_model

⁶ <http://cda.iea-4e.org/cda-principles>

3. Protocol is fit for its intended purpose (with appropriate attention paid to performance aspects such as range, data rate, latency, compliance with relevant regulations, etc.).
4. Protocol has been successfully deployed in significant quantities of commercially-available, mains-powered devices within the preceding 12 months of the closing of the Nomination Period.
5. Within the bounds of practicality and subject to the operating context, the Protocol:
 - a. is open⁷
 - b. allows for device inter-operability
 - c. is flexible and considerate of consumer choice
 - d. contains security and privacy features

Protocols that best meet these criteria will be granted a *2017 Connected Efficiency Award*. There is no minimum or maximum limit to the number of protocols that can be granted an award. Collectively, upon verification, awards may not be given if, at the Administrator’s sole discretion, an insufficient number of applications have been received.

If determined by the Administrator, Protocols may be required to undergo other verification procedure as part of the evaluation process. This may require the provision of additional information by the Applicant.

3.4 Timeline

The Nomination Period begins at 00:00:01 Eastern Daylight Time (“EDT”) on 24 July 2017, and ends at 23:59:59 EDT on 31 August 2017 (“Nomination Period”). All applications must be received in accordance with these Official Rules during the Nomination Period to be eligible to receive an Award. All subsequent applications will be deemed void and ineligible for entry. The Administrator’s computer is the official time keeping device for the Award.

The Administrator anticipates that all Protocols selected for the *2017 Connected Efficiency Award* will be announced by 29 September 2017.

Stage	Timeline
Nomination Period	24 July – 31 August
Evaluation Period	01 – 22 September 2017
Award Announcements	By 29 September 2017

A date and location for an Award ceremony will be confirmed. Award recipients and Applicants are strongly encouraged to attend the Award ceremony. However, travel costs will not be reimbursed.

⁷ Definition of open: <http://www.itu.int/en/ITU-T/ipr/Pages/open.aspx>

4. Copy of Official Rules and List of Award recipients

A copy of this document, other relevant documents and a list of Protocols that receive the *2017 Connected Efficiency Award* will be made available at www.superefficient.org

Administrator: Collaborative Labeling & Appliance Standards Program (CLASP), 1401 K Street NW Suite 1100, Washington, DC 20005.

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ATTACHMENT A: APPLICATION FORM AND SUPPORTING DOCUMENTATION

The information in this table is for reference only. To be eligible for an award, Applicants must submit a completed Application Form and supporting documentation via the [online system](#) monitored by the Administrator.

Field Name	Entry Field	Examples of Supporting Documentation
A. Applicant Details		
1. Contact name		
2. Contact Title		
3. Applicant's Organization		
4. Phone number (w/ country code)		
5. Email		
6. If applicant's organization is not the author of the protocol, does it have permission from the protocol's authoring organization to submit an application?	Yes / no	Provide correspondence from protocol authoring organization
B. Protocol Details		
1. Protocol author(s)		
2. Authoring organization location		
3. Protocol name		
4. Protocol version		
5. Protocol date published		
6. Select the layer(s) where the protocol operates within the OSI layer model	<input type="checkbox"/> Application <input type="checkbox"/> Presentation <input type="checkbox"/> Session <input type="checkbox"/> Transport <input type="checkbox"/> Network <input type="checkbox"/> Data Link <input type="checkbox"/> Physical	
7. Description (in lay person's language) of the protocol, how it operates, and the types of mains-powered devices suitable to utilize the Protocol		<ul style="list-style-type: none"> • Peer-reviewed articles about the protocol • User manual/guide • Any other supporting documentation
C. Criteria Evaluation		
1. Description (in lay person's language) of how the protocol innovatively optimizes individual device power management (of the power consumed for the purpose of device connectivity), or network-wide (multi-device) power management (of the power consumed for the purpose of device connectivity)		<ul style="list-style-type: none"> • Laboratory test results of power used for device connectivity • Comparative test results with the protocol disabled to demonstrate the power management benefits • Any other supporting documentation

Field Name	Entry Field	Examples of Supporting Documentation
2. Description (in lay person's language) of how the protocol adheres to the CDA Principles for Energy Efficient Connected Devices		
3. Description (in lay person's language) of how the protocol is fit for its intended purpose (with appropriate attention paid to performance aspects such as range, data rate, latency, compliance with relevant regulations, etc.)		
4. Description and examples of the types of commercially-available, mains-powered devices using the Protocol		<ul style="list-style-type: none"> • Letter(s) from device manufacturer(s) indicating quantities of shipped mains-powered products utilizing the protocol • Documentation of protocol's selection in procurement processes • Technical documentation or user manual of products that use the Protocol • Any other supporting documentation
5. Is the Protocol open? Briefly explain		
6. Briefly explain the degree of device interoperability that the Protocol allows		
7. Is the Protocol flexible and considerate of consumer choice? Briefly explain		
8. Briefly explain the Protocol's security and privacy features		
D. Other Supporting Documentation		
Please attach any other information or documentation to support your entry	N/A	<ul style="list-style-type: none"> • Any other supporting documentation

ATTACHMENT B: PARTICIPATION GUIDELINES

1. Use of Applicant Information.

All information provided must be truthful, accurate, and complete. Eligibility may be verified at any time. Applicants agree to cooperate with the Administrator to provide additional information regarding the Protocol within the period specified or the application can be deemed null and void. All Applicants are solely responsible for the Protocols that they submit for consideration.

Participation in the Award is at the sole and absolute discretion of Administrator. Information submitted with or in the application form will not be returned to Applicants. Applicants agree and acknowledge that the information submitted in or with the application form does not contain any confidential or trade secret information and may be disclosed in whole or in part. Although the Administrator retains the right to disclose information upon its discretion, the Administrator has no current plans to disclose information about nominated protocols that do not receive an award.

By participating in this Award, Applicants agree and hereby grant SEAD permission to use statements, quotes, testimonials, photographs, designs, models, and/or any other non-confidential material(s) provided by you as part of the Award entry, as well as your name, photograph, likeness, and, if applicable, the name of eligible Applicants' company and affiliation, for advertising, and/or promotional purposes without any additional compensation to eligible Applicants unless prohibited by law. Applicants retain ownership of the Protocols' intellectual property rights in the Award entry, subject to SEAD's rights to reprint, display, reproduce, perform, and exhibit non-confidential information from the Award entry for advertising and/or promotional purposes. By participating in this Award, Applicants agree that any materials SEAD generates is the sole property of SEAD.

2. Use of Applicant's Name in Publicity.

Except where and as may be prohibited by law, participation in the Award constitutes express permission of the Applicant for the Administrator (and those acting pursuant to the authority of the Administrator) to use Applicant's name in advertising, trade, and publicity purposes for the Award in all forms of media now known or hereafter discovered or devised, worldwide, in perpetuity, without further notice, review or approval, or compensation. This permission is perpetual and irrevocable.

3. General Conditions.

By participating in the Award, each Applicant fully and unconditionally agrees to and accepts the Award Official Rules and the decisions of the Administrator, which are final and binding in all respects. By participating in the Award, each Applicant waives any right to claim ambiguity in the Official Rules. An Applicant is not an Award recipient until it has fully complied with the Official Rules. The Administrator reserves the right, in its sole and absolute discretion, to cancel, terminate, modify, extend, or suspend the Award (in whole or in part) should non-authorized intervention, fraud, or other causes corrupt or affect the administration, security, fairness, or proper conduct of the Award. In such case, the Administrator may grant an award (from all eligible applications received for the Award) prior to and/or after (if appropriate) the action taken by Administrator or via some other means determined by the Administrator in its sole and absolute discretion to be fair, appropriate and consistent with the Official Rules. Administrator reserves the right to disqualify any Applicant it determines, in its sole and absolute discretion, is or is attempting or intending to: (a) tamper with any aspect of the operation of the Award, (b) defraud the Award, (c) undermine the legitimate operation of the Award by cheating, deception, or other unfair playing practices, (d)

annoy, abuse, threaten, or harass any other participants, the Administrator, judges, or representatives of SEAD, CDA, or EDNA, or (e) act in violation of the Official Rules. In such event, the Administrator reserves the right (in addition to disqualification of such Applicant) to seek damages from any such Applicant to the fullest extent permitted by law. The Administrator's failure to enforce any provision of the Official Rules shall not constitute a waiver of that provision. Any entity that enters the Award through means not permitted by the Official Rules is subject to disqualification. The Administrator is not required to respond to questions about the Award.

4. General Release and Waiver of Claims.

By entering this Award, each Applicant hereby releases the Administrator, and all of their respective parents, subsidiaries, affiliates, advertising agencies, and all of their respective directors, officers, governors, employees, shareholders, and agents (collectively, the "Releasees") from: (i) any and all liability, loss, harm, damage, cost, expense, or claims, including third party claims based on publicity and/or privacy rights, defamation, and intellectual property associated with the Applicant or Award recipient's participation in this Award program, any award associated with this Award program, and/or use or misuse of any award in connection with this Award program, including, but not limited to, all reasonable counsel fees and court costs incurred; (ii) anything related to the Award, or execution of this Award (or participation therein), including pre-emption, cancellation, or rescheduling; and (iii) anything that may occur in connection with acceptance and/or use of the award or while participating in the Award, even if caused or contributed to by the negligence of Releasees. Each Applicant also agrees to release, discharge, indemnify, and hold harmless Administrator and all other Releasees from any claims, losses, and damages arising out of, or relating to: Applicant's participation in this Award or any Award-related activities and the acceptance and use, misuse, or possession of any Award awarded hereunder (including, without limitation, any misrepresentation made by the Applicants in connection with the Award; any disclosure of information by Administrator allowed under these rules; Applicant's use or misuse of the Award IP; any non-compliance by the Applicants with the Official Rules; the Products, including, without limitation, the development, sale, use, distribution, manufacture, malfunction, design, or product liability of the Products; claims brought by persons or entities other than the parties to the Official Rules arising from or related to the Applicant's involvement with the Award; acceptance, possession, misuse or use of any Award or participation in any Award-related activity or participation in this Promotion; any malfunction, error or other problem arising in connection with the collection, processing, or retention of entry information; or any typographical or other error in the printing, offering or announcement of any Award or Award recipient. The foregoing includes, without limitation, any claim for personal injury, property loss or damage, or death.

5. Limitations of Liability.

Neither Administrator's nor any other Releasee is responsible for lost, late, incomplete, stolen, misdirected, illegible, erroneous or incomplete applications. Neither Administrator nor any other Releasee is responsible for any incorrect or inaccurate information, whether caused by Applicant, tampering, or by any of the equipment or programming associated with or utilized in the Award, and neither Administrator nor any Releasee assumes responsibility for any error, omission, defect, theft, destruction, or unauthorized access to the materials related to the Award, or for any damage to any computer related to or resulting from participating in the or entering the Award. No responsibility is assumed by the Administrator for lost, late, mutilated, incomplete, illegible, stolen, misdirected, erroneous or delayed entries or e-mail; or for any computer, telephone, cable, satellite, network, electronic or on-line/Internet hardware or software malfunctions, failures, connections, or availability, or garbled or jumbled transmissions, or service provider/Internet/website use, accessibility or availability, or traffic congestion, or unauthorized human intervention, other errors of any kind, including without limitation, testing results, whether human, mechanical, electronic or

network, or the incorrect or inaccurate capture of entry or other information or the failure to capture, or loss of, any such information. Any use of robotic, macro, automatic, programmed or like entry methods will void all such entries by such methods. No responsibility is assumed by the Administrator for any incorrect or inaccurate information, whether caused by Applicant, website users, testing organizations, tampering, hacking, Product testing or by any of the equipment or programming associated with or utilized in the Award; and none of the Releasees assume any responsibility for any error, omission, interruption, deletion, defect, delay in operation of the Award. IN NO EVENT WILL THE ADMINISTRATOR OR ANY RELEASEE BE RESPONSIBLE OR LIABLE FOR ANY INJURIES, CLAIMS, ACTIONS, DAMAGES, LOSSES, OR LIABILITY OF ANY KIND, INCLUDING DIRECT, INDIRECT, INCIDENTAL, CONSEQUENTIAL, OR PUNITIVE DAMAGES RESULTING FROM OR ARISING FROM PARTICIPATION IN, OR THE PRODUCTION, AWARD, OR ADMINISTRATION OF, THE AWARD, OR ACCEPTANCE, POSSESSION, USE, MISUSE, OR NONUSE OF AN AWARD.

WITHOUT LIMITING THE FOREGOING, ALL AWARD ARE PROVIDED "AS IS" WITHOUT WARRANTY OF ANY KIND, EITHER EXPRESS OR IMPLIED, INCLUDING BUT NOT LIMITED TO, THE IMPLIED WARRANTIES OF MERCHANTABILITY, FITNESS FOR A PARTICULAR PURPOSE, OR NON-INFRINGEMENT. SOME JURISDICTIONS MAY NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY FOR INCIDENTAL OR CONSEQUENTIAL DAMAGES OR EXCLUSION OF IMPLIED WARRANTIES, SO SOME OF THE ABOVE LIMITATIONS OR EXCLUSIONS MAY NOT APPLY TO YOU. CHECK YOUR LOCAL LAWS FOR ANY RESTRICTIONS OR LIMITATIONS REGARDING THESE LIMITATIONS OR EXCLUSIONS. ANY ATTEMPT BY AN APPLICANT OR ANY OTHER INDIVIDUAL TO DELIBERATELY UNDERMINE THE LEGITIMATE OPERATION OF THE AWARD IS A VIOLATION OF CRIMINAL AND CIVIL LAWS, AND SHOULD ANY SUCH ATTEMPT BE MADE, THE ADMINISTRATOR RESERVES THE RIGHT TO SEEK DAMAGES FROM ANY SUCH PERSON OR ENTITY TO THE FULLEST EXTENT PERMITTED BY LAW.

6. Choice of Law.

The Award is subject to all applicable laws as indicated in this section.

All United States federal, state, and local laws and regulations apply to the Award, regardless of Region. Applicants agree that: (1) any and all disputes, claims, and causes of action arising out of or connected with this Award, or the determination of the recognized Protocols, shall be resolved individually, without resort to any form of class action; (2) any and all claims, judgments, and award shall be limited to actual out-of-pocket costs incurred, including costs associated with entering this Award but in no event attorneys' fees. All Applicants acknowledge and agree that the Award shall be administered solely in the District of Columbia, United States of America, and that all issues and questions concerning the construction, validity, interpretation, and enforceability of the Official Rules, or the rights and obligations of Applicants and/or Administrator in connection with the Award, shall be governed by, and construed solely and exclusively in accordance with, the laws of the District of Columbia, United States of America, without regard to conflicts of law/choice of law doctrine of any other jurisdiction, and all proceedings shall exclusively take place in the United States District Court for the District of Columbia. Applicants agree to the exclusive jurisdiction of such court and waives any right to change of venue or any like right.

ATTACHMENT C: GUIDELINES FOR USE OF SEAD'S INTELLECTUAL PROPERTY

1. Use of SEAD Marks and References to the Award.

1.1 Subject to the Official Rules for the Super-efficient Equipment and Appliance Deployment ("SEAD") *2017 Connected Efficiency Award* (the "Award"), and using the same capitalized terms as used in the Official Rules unless indicated herein to the contrary, pursuant to these policies and guidelines ("Guidelines"), each Award recipient shall have a non-exclusive, non-transferrable, restricted, revocable limited right to use and refer to the phrase "2017 SEAD Connected Efficiency Award Recipient", or similar phrases (the "Phrase"), solely in a factual manner or context, and solely in connection with materials or activities specifically related to the particular recognized Protocol that (i) have been previously reviewed and approved by SEAD in the first instance; and (ii) must comply with the Guidelines at all times. Once the use of the Phrase and SEAD name in materials or activities has been approved by SEAD, subsequent materials or activities that do not alter or modify the use of the Phrase or SEAD name need not be submitted for approval. Except upon the prior written consent of SEAD in each instance, the Phrase and SEAD name must only be used in association with the recognized Protocol as submitted in the application. For the avoidance of doubt, the Phrase and SEAD name may not be used in any way or for any purposes whatsoever in connection or association with other non-recognized Protocol that may be considered upgrades or derivatives of the recognized Protocol.

1.2

1.2.1 Any use or reference of the Phrase or to the SEAD name beyond use in a factual manner or context (for example, packaging, advertising, marketing materials and/or the Award entry's website for the recognized Protocol), shall require the Award recipient to:

1.2.1.1 obtain written permission from SEAD prior to its use or distribution, including where such approval is contingent on strict adherence to the Guidelines.

1.2.1.2 maintain the quality controls and abide by the minimum standards of quality control provided in the Guidelines.

1.2.1.3 execute such further documents, assignments, agreements, and instruments and take any further acts as SEAD may deem necessary and reasonably request in order to effectuate these terms.

1.2.2 SEAD will retain all rights, including intellectual property rights, associated with the Phrase (and any variants) and the SEAD name and reserves the right to monitor and/or police the use of the Phrase or any other reference to SEAD names, marks or trademarks, including without limitation, on any Recognized Protocol or other materials associated with the Recognized Protocol.

1.2.3 It is understood the Guidelines may be updated and/or modified periodically in SEAD's sole discretion, and you agree to accept and be bound by any updates and/or modifications. You further agree to abide by your use or reference of the Phrase or any other SEAD owned names or marks in a manner expressly consistent with the minimum standard of quality controls specified and as updated and/or modified in the Guidelines.

2. Intellectual Property and Publicity Rights.

- 2.1 As between the Applicants and SEAD, SEAD is the owner of the service mark/trademark SEAD. Applicants acknowledge SEAD's exclusive right, title and interest in and to the SEAD name and will not, at any time, do or cause to be done any act or thing contesting or impairing such rights, titles and interests. Applicants further acknowledge that the sole right granted to an award recipient under these Guidelines and the Official Rules is to use the Phrase solely and specifically in connection with those materials or activities associated with the recognized Protocol and that are previously approved by the SEAD as a result of being granted an award, and for no other purpose whatsoever. Any and all goodwill that arises from your use of the Phrase will inure to the sole benefit of SEAD.
- 2.2 Applicants agree not to challenge, oppose, petition to cancel or otherwise attack the validity of the SEAD name or trademark and/or SEAD's ownership thereof. You acknowledge that you have no right, title or interest in the Phrase or the Award's name, and that nothing in these Guidelines or the Official Rules shall be construed as an assignment of any right, title or interest in the Phrase or the SEAD name, except the limited right to use and refer to the Phrase as provided in this agreement and under these Guidelines.
- 2.3 Applicants acknowledge and agree that SEAD has complete authority to control use of the SEAD name or marks. Applicants shall use the Phrase in strict compliance with the provisions of the Official and in conformity with the Guidelines, as amended from time to time. Should Applicants fail to comply with the Guidelines, or fail to maintain proper quality controls and/or act, behave and/or do anything to negatively impact the goodwill and/or the Award's name, SEAD shall have the right in its sole discretion to terminate the rights granted under the Official Rules or these Guidelines at any time.
- 2.4 Applicants acknowledge and agree that SEAD shall have the sole right and discretion to determine whether any action should be taken to terminate unauthorized use of the Phrase or the SEAD name, or settle any proceeding brought by SEAD to terminate such unauthorized use. All proceeds from any enforcement action shall belong exclusively to SEAD.
- 2.5 Applicants acknowledge that the "SEAD" mark and all other intellectual property regarding the Award (collectively, the "SEAD IP") are owned by the Administrator. Applicants and Award recipients agree not to challenge or seek to register any intellectual property associated with the Award. All use of the SEAD IP must be in compliance with these guidelines. Award recipients agree not to use the SEAD IP or make any mention of being granted an award that is not consistent with these guidelines, and to immediately cease all inconsistent use upon notice by the Administrator. Award recipients may only promote that an award pertains to the specific Protocol granted an award, and may not state or imply that the award applies to other Protocols. Award recipients may not use the SEAD IP to state or imply that the Administrator or any other entity or person associated with the Award endorse or are affiliated with the Award recipient or its Protocols.