2017 Global Efficiency Medal Competition

Industrial and Outdoor Lighting Products
Agenda

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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
What are the benefits to manufacturers?

- Leverage the award as a globally recognized product differentiator in the marketplace;
- Distinguish product(s) amongst multinational 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.
Purchasers and Purchase Influencers
• 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. Include logo and website.
Manufacturers
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

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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 (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

- 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

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.
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!
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
Global Lighting Challenge
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/)
Questions & Contact Information

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