



SEAD

Super-efficient Equipment and Appliance Deployment SEAD Initiative
SUPEREFFICIENT.ORG

Super-efficient Equipment and Appliance Deployment (SEAD) Initiative

08 November 2011



The Clean Energy Ministerial

- The Clean Energy Ministerial (CEM) is a forum for 23 major-economy governments to accelerate the transition to clean energy technologies.

Together, the national markets account for
➤ **90% of Global Clean Energy Investment**
➤ **> 80% of Global GHG Emissions**



- Energy ministers come together on a regular basis to review and drive progress within eleven technology-focused initiatives
- The next meeting (CEM3) will be in London in April 2012, followed by CEM4 in New Delhi and CEM5 in Seoul.



SEAD Members



Australia



Brazil



Canada



European
Commission



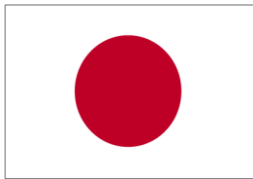
France



Germany



India



Japan



Korea



Mexico



Russia



South Africa



Sweden



United Arab
Emirates



United Kingdom



United States

SEAD economies are responsible for about half of global energy demand.

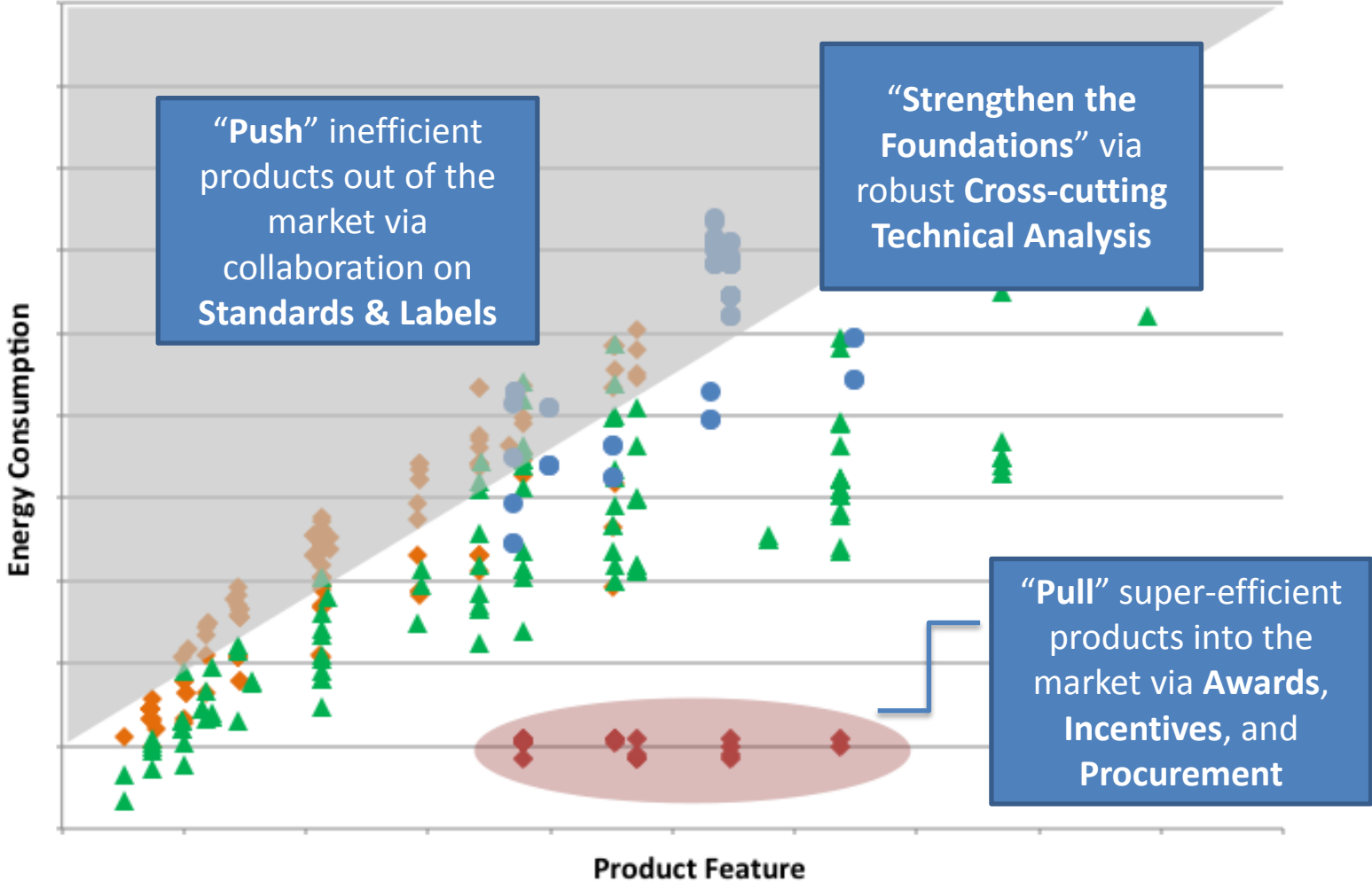


Introduction

- SEAD is a Government led global market transformation initiative for deploying super-efficient equipment and appliances.
- Partners include experts in national governments, laboratories and non profits
- CLASP in its role as Operating Agent acts as an independent third party, convenes stakeholders, coordinates Working Groups and their Technical Analysis, and provides best practice technical analysis and strategic oversight to the Initiative.



SEAD Goals



SEAD Goals

- Provide a framework for global action on appliance and equipment efficiency.
- Engage stakeholders (governments, the private sector, and NGOs) to tap the large global energy savings potential available through improved appliance and equipment efficiency.
- Countries participate in working groups that focus on Awards, Public Procurement, Incentives, Technical Analysis, and Standards & Labeling Programs



SEAD Working Groups

Cross-cutting Technical Analysis

- **Bottom-up Energy Analysis System (BUENAS)** platform to estimate energy savings potential and impacts of appliance efficiency measures across SEAD countries
- **Global, product-specific technical analysis**

Awards

- **2012 awards for flat-panel televisions**
- **Future award categories** under consideration:
 - 2013: Computers and Monitors
 - 2013 or 2014: Electric Motors



SEAD Working Groups

Incentives

- Coordinating efforts with IPEEC Global Cooperation on Utility Delivery of Energy Efficiency (GCUDEE) and associated CEM effort
- Goal: Assess opportunities for collaboration to improve, expand, and coordinate appliance and equipment incentive programs

Standards and Labels

- **Product-specific resource summaries** for key products to catalog public information
- **Catalogue of S&L timelines** for all SEAD participating countries to identify opportunities for collaboration and enable faster standards development



SEAD Working Groups

S&L Product Collaboration Subgroups

Multilateral collaborations focused on 6 product categories and 1 energy use mode:

- **Commercial Refrigeration** (led by Korea)
- **Computers** (led by the UK)
- **Distribution Transformers** (led by Canada)
- **Motors** (led by the US)
- **Network Standby** (led by Australia)
- **Solid State Lighting** (Participants identified, Chair TBD)
- **Televisions** (led by the US)



SEAD Working Groups

Procurement

- **Energy calculators** to assist public procurement officials with identification and assessment of energy efficient product options
- **Best Practice Guide** for procurement program design and implementation, including program monitoring and evaluation
- **Procurement Challenge** to engage the private sector in super-efficiency
- **Procurement Specifications Catalog and gap analysis**

Integrative Analysis Subgroup

- Information sharing on priority-setting processes of S&L programs amongst SEAD countries



SUPEREFFICIENT.ORG

The website of the Super-efficient Equipment and Appliance Deployment (SEAD) Initiative

STANDARDS & LABELS

AWARDS

INCENTIVES

PROCUREMENT

TECHNICAL ANALYSIS



GET EFFICIENT

Transforming markets with energy saving appliances and equipment

Welcome to Superefficient.org, the website of the Super-efficient Equipment and Appliance Deployment (SEAD) initiative.

An initiative of the Clean Energy Ministerial and a task within the International Partnership for Energy Efficiency Cooperation, SEAD seeks to engage governments and the private sector to transform the global market for energy-efficiency equipment and appliances. This site, still in very active development, aims to serve as an online hub for appliance efficiency policy, connecting experts and policymakers with technical resources and each other. Read more about who we are and what we do [here](#).

OUR WORK

STANDARDS & LABELS

Appliance efficiency standards under development in SEAD economies as of April 2011 have the potential to save more than 170 terawatt hours per year of electricity by 2030 – as much as is produced by about 60 mid-size (500 megawatt) power plants – and 3,600 petajoules per year of



HIGHLIGHTS

Appliance and equipment efficiency can displace 600 power plants by 2030

Technical analysis indicates energy efficiency savings in SEAD economies alone can save about 1,800 terawatt hours per year of electricity and 21 exajoules (EJ) of primary energy in two decades.

Street lighting toolkit will facilitate procurement

Coming in June, the SEAD street lighting toolkit will provide a quick, easy tool to help procurement officials deploy energy-efficient street lights.

ASK AN EXPERT

STAY UPDATED

Subscribe and receive Superefficient.org site updates.

Subscribe



Contact

For more information:

- Visit the SEAD website at www.superefficient.org
- Contact Anna Lising at alising@clasponline.org with questions or comments.

