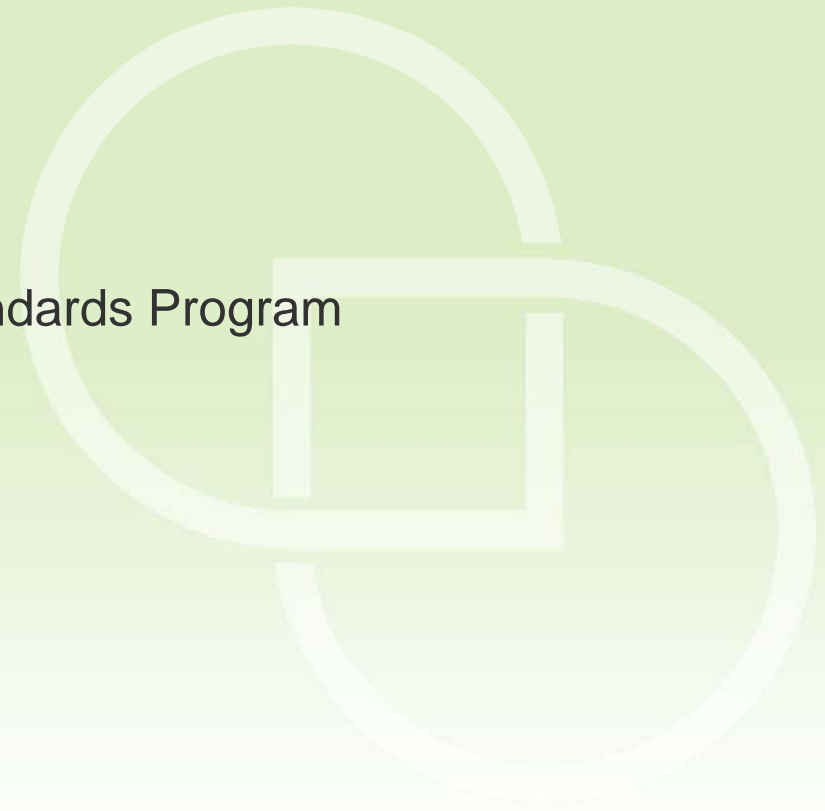




Super-efficient Equipment and Appliance Deployment (SEAD) Initiative

Stephen Pantano
Collaborative Labeling and Appliance Standards Program

IEEJ S&L Symposium
10 February 2012
Tokyo, Japan





Overview

- SEAD is an international market transformation initiative to accelerate the deployment of super-efficient equipment and appliances.
- Partners work together in voluntary activities to:
 - “**raise the efficiency ceiling**” by pulling super-efficient appliances and equipment into the market through cooperation on measures like incentives, procurement, awards, and R&D investments;
 - “**raise the efficiency floor**” by working together to bolster national or regional policies like minimum efficiency standards;
 - “**strengthen the foundations**” of efficiency programs by coordinating technical work to support S&L activities.



Overview

- SEAD is an activity (task group) within the International Partnership for Energy Efficiency Cooperation (IPEEC); multilateral agreement under the Clean Energy Ministerial
- Collaborative Labeling and Appliance Standards Program (CLASP) is the SEAD Operating Agent
 - Initial US DOE support of >\$4M; pledge of \$20M over 5 years
 - ClimateWorks Foundation (CWF) co-funding
 - Sweden support of \$135K start-up funding
- Significant in-kind support from SEAD participants via provision of policy and technical experts



Activities Overview

- Cross-cutting Technical Analysis
- Awards
- Standards & Labels Collaboration
- Procurement
- Incentives





Cross-Cutting Technical Analysis

- Develop Bottom-up Energy Analysis System (BUENAS) tool to enable comparison of energy savings potential and impacts of appliance efficiency across SEAD countries
- Develop www.superefficient.org web portal. Publicize important national analyses, research, standards, etc. to encourage harmonization
- Perform global, product-specific technical analysis as a foundation for all other SEAD activities: Televisions (completed); Ceiling Fans (final draft); Room Air Conditioners (final draft); Domestic Refrigeration (new)

Active WG participants as of September 2011:





SUPEREFFICIENT.ORG

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

ACTIVITIES

PRODUCTS

REGIONS



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...

HIGHLIGHTS

Ministers discuss progress on appliance efficiency goals

Energy ministers assessed the results of SEAD's first year at their second Clean Energy Ministerial meeting in Abu Dhabi on 6-7 April 2011.

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 facilitates procurement

The SEAD street lighting toolkit is now available and provides a quick, easy tool to help procurement officials deploy energy-efficient street lights.



Awards

- 2012 awards announced for flat-panel televisions
 - 4 regions x 3 TV size categories + global winners
 - Commercially available and emerging technology products to be evaluated
 - Testing per internationally-recognized IEC 62087 test procedure (RRT used to qualify labs)
 - Manufacturers from all countries may nominate products if sold in an Awards region
- Future award categories under consideration:
 - Computers and Monitors (Draft rules under development)
 - Electric Motors (Draft rules under development). Discussed with motors industry at 2011 EEMODS conference.

Active WG participants as of September 2011:





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Contest seeks world's most energy-efficient TV

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REUTERS updated 1/5/2012 6:01:27 PM ET

WASHINGTON — A competition to identify the world's most energy efficient flat screen televisions will get underway off on Friday, with the U.S. Energy Department and other governments sponsoring a competition to identify the world's most energy efficient flat screen televisions.

The contest, part of an international initiative to promote "super-efficient" products, will award Global Efficiency Medals to the most efficient televisions from four different regions: the European Union, India and North America.

Organizers say building more efficient appliances can ultimately save enough energy to build new power plants. Televisions comprise 6 percent to 8 percent of global residential electricity consumption.

Rick Duke, deputy assistant secretary for climate policy at the Energy Department, said the program will complement national programs like the U.S. Environmental Protection Agency's Energy Star program to label products meeting power-saving guidelines.

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Clean Energy Ministerial Announces Global Competition to Crown World's Most Energy-Efficient Flat Panel Televisions

By: Widmeyer Communications via PR Newswire

Like Send | Posted on January 06, 2012 at 11:27 AM EST

WASHINGTON, Jan. 6, 2012 /PRNewswire/ -- The Super-efficient Equipment and Appliance Deployment (SEAD) Initiative today announced the first SEAD Global Efficiency Medal competition, a global competition that aims to encourage the production and sale of more energy efficient electronics and appliances. SEAD is an initiative of the Clean Energy Ministerial (CEM), a high-level global forum launched by the Department of Energy and other leading governments in July 2010 to advance clean energy technology.

The SEAD Global Efficiency Medal is awarded to products that demonstrate the greatest energy efficiency, with the first competition focusing on flat-panel televisions. Television manufacturers from across the globe will compete against one another in a competition based on the energy efficiency of their products. There are three television size categories (small, medium and large) in four regions (Australia, the European Union, India, and North America) that make up the competition, with one international winner also selected in each size category.

Standards & Labels

- Product collaborations for peer-to-peer information sharing
 - Commercial Refrigeration (In progress, led by Korea)
 - Computers (In progress, led by UK)
 - Distribution Transformers (In progress, led by Canada)
 - Motors (In progress, led by USA)
 - Network Standby (In progress, led by Australia)
 - Solid State Lighting (Participants identified, Chair TBD)
 - Televisions (In progress, led by USA)
- Membership consists of national government representatives and technical experts

Active WG participants as of September 2011:





Standards & Labels

- Compile policy resources for key products
 - Posted on superefficient.org as of August 2011, and will be updated continuously by product collaborations
 - Content for additional products to be developed in 2011-2012
- Catalog S&L program timelines to identify opportunities for collaboration – next updates late 2011
- Opportunity to form new product collaborations (e.g. regional, bi-lateral)
- Opportunity to conduct new activities to inform global harmonization – including contributions from APEC

Active WG participants as of September 2011:





Procurement

- Develop best practice guidelines for procurement program design and evaluation
- Develop tools for identification of energy efficient products (e.g. street lighting tool available for download)
- Identify opportunities to fill gaps in procurement specification coverage and update to best-in-class standards.

Active WG participants as of September 2011:





Incentives

- Coordinate efforts with IPEEC Policies for Energy Provider Delivery of Energy Efficiency (PEPDEE)
- Goals and activities:
 - Assess opportunities for collaboration to improve, expand, and coordinate appliance and equipment incentive programs
 - Survey of existing incentive programs and product specific technical analysis to assess opportunities
 - Initiate and facilitate collaboration and information exchange



Thank You!

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www.superefficient.org