The SEAD Global Efficiency Medal competition is a global awards program that encourages the production and sale of super-efficient equipment, appliances, and electronics by identifying the most efficient products in different categories and regions, as well as an overall global winner. This winner-takes-all competition spurs innovation among manufacturers seeking to be the very best and guides early adopter consumers who want to buy top-performing products. By recognizing commercially available as well as emerging technologies, the competition will accelerate efficiency gains in existing technologies in the market and introduce new technologies into the market.

The SEAD Global Efficiency Medals complement existing national and multinational labeling programs, such as ENERGY STAR, that set performance thresholds for energy-efficient products. An important benefit of the awards competition is advancing the establishment of comparable and transparent international test procedures, which is encouraged by multinational cooperation on the development of the award criteria.

Television Competition

The SEAD Global Efficiency Medal competition for televisions recognized the most energy-efficient flat-panel televisions in the market today, as well as emerging technologies that have the potential to greatly reduce television energy use in the near future. In October 2012, four products received awards in the international competition. Twelve awards were also given in regional competitions for Australia, Europe, India, and North America. Information about regional winners is available on the SEAD website.

International Winners

### Small (less than 29 in.)
- **Efficiency Improvement**
  - 39% more efficient than TVs with comparable technology
  - 50% more efficient than conventional TVs
- **Regional Awards Won**
  - North America

### Medium (29 in. to less than 42 in.)
- **Efficiency Improvement**
  - 33% more efficient than TVs with comparable technology
  - 50% more efficient than conventional TVs
- **Regional Awards Won**
  - Europe
  - North America

### Large (42 in. and above)
- **Efficiency Improvement**
  - 44% more efficient than TVs with comparable technology
  - 60% more efficient than conventional TVs
- **Regional Awards Won**
  - Europe

### Emerging Technology
- **Efficiency Improvement**
  - 59% more efficient than TVs with comparable technology
  - 71% more efficient than conventional TVs
- **Availability**
  - Will be commercially available worldwide within the next two years
Potential Savings

Televisions account for more than 3%–4% of global residential electricity consumption. Various technologies are rapidly emerging, such as more efficient light-emitting diode (LED) backlighting, that can yield significant reductions in television electricity consumption. Increased sales of award-winning televisions can result in significant energy savings. If all televisions sold were as efficient as the SEAD award-winning models, more than 84 billion kilowatt-hours of energy would be saved worldwide each year by 2020.

Timeline and Selection Process

On 6 January 2012, SEAD launched the 2012 television awards competition at the Consumer Electronics Show in Las Vegas, Nevada.

Interested manufacturers were invited to nominate products in one or more categories. Entrants provided samples of each nominated product so that energy efficiency claims could be verified. During a formal judging period, sponsoring governments validated the energy efficiency of each product based on the television’s energy consumption per unit of screen area.

SEAD performed extensive outreach to build interest in the competition. Winners were announced in September and October in order to spur increased sales during the important holiday season. Consumers will be able to easily identify and purchase award-winning products that bear the SEAD Global Efficiency Medal logo.

Future Competitions

The SEAD Global Efficiency Medal competitions target products with large global energy consumption, such as televisions, computer displays, electric motors, refrigerators, and lighting. In 2013, SEAD will hold competitions to recognize the most energy efficient computer monitors and electric motors.

The governments of Australia, Canada, India, Japan, Sweden, the United Kingdom, and the United States lead SEAD’s awards activities. The SEAD Global Efficiency Medal competition is administered by CLASP, the operating agent for SEAD. SEAD is an initiative of the Clean Energy Ministerial and a task within the International Partnership for Energy Efficiency Cooperation.