1. Overview of Organization

Name of Organization: Super-efficient Equipment and Appliance Deployment Initiative (SEAD)

Website: http://www.superefficient.org/

Email: sead@superefficient.org

Funding Sources: Unknown

Organization Type: International

Partners: The SEAD initiative is part of the Collaborative Labeling and Appliance Standards Program (CLASP) under the Clean Energy Ministerial within the International Partnership for Energy Efficiency Cooperation.

Location: Procurement activities are led by government representatives from Canada, India, Mexico, South Africa, Sweden and the United Kingdom, with a coordinator based in Washington DC, USA.

Mission: "Through its activities and projects, SEAD is engaging governments and the private sector to tap the potential of appliance and equipment efficiency. SEAD procurement activities support this goal by leveraging the purchasing power of public- and private-sector buyers to signal demand for highly efficient equipment and appliances into the market. The SEAD Procurement Working Group is engaged in a variety of activities to provide the research and tools needed by policymakers to develop and implement procurement programs that will reduce energy demand and CO₂ emissions. These activities include accelerating the procurement of energy efficient street lights, sharing best practices for energy efficient procurement, improving the monitoring and evaluation of green public procurement programs, and cataloging energy purchasing requirements." i

2. Sustainable Purchasing Activities and Resources

1. SEAD Procurement Brochure
   http://www.superefficient.org/Activities/~/media/Files/SEAD%20Factsheets/SEAD_Procurement_WG.pdf

3. Sustainable Purchasing Guidance Materials

1. SEAD Guide for Monitoring and Evaluating Green Public Procurement
   http://www.superefficient.org/Activities/Procurement/~/media/Files/SEAD_GPP_ME_Guide_final.pdf

   "The purpose of this guide is: to provide an overview of different approaches to monitor Green Public Procurement (GPP) programs, to identify best practices, and to provide recommendations to assist policymakers and practitioners from all government levels to define and/or improve the Monitoring and Evaluation (M&E) systems for their GPP programs." ii

   Year Guidance was Published: 2013
   Access: Full public access
   Types of Purchasers: Government agencies
   Regional Focus: International
   Languages: English

Topics covered:

√√√ environmental sustainability  √ social sustainability  √√√ economic sustainability

Steps:

√√√ Consider how EEP/GPP is going to be monitored during the policy development; Integrate M&E obligations in policy statements; Ensure leadership; √√√ Involve all relevant parties; √√√ Consider including incentives or benefits; √√√ Decide what objectives the M&E system will focus on; √√√ Consider monitoring the market transformation; √√√ Consider the level of awareness raising that you want to achieve through the M&E system; √√√ Conduct a preliminary analysis of existing data tracking tools and reporting requirements; √√√ Define appropriate KPI; √√√ Ensure that statistical treatments and assumptions don’t render results unreliable or unrepresentative; √√√ Set minimum monitoring requirements to strive for reliable, representative, and comparable
3. SEAD Street Lighting Evaluation Tool

The SEAD Street Lighting Tool is a free, easy-to-use calculator that can help purchasers make more informed choices regarding street lighting fixtures to help achieve up to 50 percent in energy savings. The tool is designed to make the fixture evaluation process easier by assisting street light purchasers with evaluating light quality, energy efficiency, and other characteristics.

4. SEAD Procurement Best Practices Guide. Energy-efficient Public Procurement: Best Practice in Program Delivery

This guide discusses the key issues and considerations involved in implementing energy-efficient public procurement.

Product categories covered:
- Cleaning products
- Building/construction
- Recycled paper

Service categories covered:
- Cleaning services

Steps:

1. Establish leadership's intent
2. Set program goals
3. Assign responsibility
4. Establish reporting requirements
5. Disseminate the policy broadly
6. Be as specific and explicit as possible in policy mandates
7. Monitor and adjust policies to effectively influence buyers
8. Decide which products to cover
9. Determine target efficiency levels for those products
10. Periodically review target levels as markets evolve
11. Modify procurement systems to capture product data relevant to efficiency criteria
12. Understand the process-effectively target resources
13. Make training strategies and materials transferable
14. Link purchasers to existing expertise
15. Make training resources modular
16. Coordinate policy updates with training updates
17. Develop standard processes for trainer certification
18. Eliminate the need for training
19. Develop resources based upon purchaser workflows
20. Evaluate resource effectiveness
21. Harness collective buying power
22. Link tracking initiatives and performance targets
23. Ensure data consistency
24. Work with vendors to obtain data

This guide discusses the following product and service categories through case studies and examples:

- Environmental sustainability
- Social sustainability
- Economic sustainability

Topics covered:

- Recycling
- Building/construction
- Cleaning services

Steps:

- Establish leadership's intent
- Set program goals
- Assign responsibility
- Establish reporting requirements
- Disseminate the policy broadly
- Be as specific and explicit as possible in policy mandates
- Monitor and adjust policies to effectively influence buyers
- Decide which products to cover
- Determine target efficiency levels for those products
- Periodically review target levels as markets evolve
- Modify procurement systems to capture product data relevant to efficiency criteria
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- Make training strategies and materials transferable
- Link purchasers to existing expertise
- Make training resources modular
- Coordinate policy updates with training updates
- Develop standard processes for trainer certification
- Eliminate the need for training
- Develop resources based upon purchaser workflows
- Evaluate resource effectiveness
- Harness collective buying power
- Link tracking initiatives and performance targets
- Do not rely solely on contract language evaluation
- Ensure data consistency
- Work with vendors to obtain data

Year Guidance was Published: 2013

Access: Full public access

Types of Purchasers: Government agencies

Regional Focus: International

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Topics covered:

- Environmental sustainability
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- Economic sustainability

Steps:

- Establish leadership's intent
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- Harness collective buying power
- Link tracking initiatives and performance targets
- Do not rely solely on contract language evaluation
- Ensure data consistency
- Work with vendors to obtain data
use and costs for the most common road layouts.”

4. SEAD Interior Lighting Tool and Understanding Lighting Upgrades

http://www.superefficient.org/Activities/Procurement/Interior%20Lighting.aspx

“The SEAD Interior Lighting Tool is designed to provide quick and simple comparisons of current inventory to standard fixture upgrades. It should be noted that the tool does not take into account the full range of considerations required for a comprehensive lighting redesign, particularly with respect to maintaining sufficient light level and lighting distribution. It is recommended that you also read Understanding Lighting Upgrades, which includes a discussion of the default scenarios included in this tool.”

5. SEAD Computers and Monitors: Selecting Energy Efficient Computers

http://www.superefficient.org/Activities/Procurement/Computers%20and%20Monitors.aspx

4. Observations

The guidance provided focuses on energy efficiency and reduction of GHGs, and is therefore focused on the purchase of energy-using equipment. Government is the primary audience for the guidance, but it may be applicable to other types of organizations as well. The guidance provided is comprehensive and high quality; it is one of the few guidance documents reviewed providing advice on monitoring and verification of activities and outcomes of purchasing programs. It is unclear how widely adopted the guidance and information resources are currently.

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i SEAD. About Us, About SEAD. Accessed from: http://www.superefficient.org/About%20Us.aspx