

# SEAD Procurement Initiative

## 1. Overview of Organization

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

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

Email: [sead@superefficient.org](mailto: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 CO<sub>2</sub> 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." <sup>i</sup>

## 2. Sustainable Purchasing Activities and Resources

1. SEAD Procurement Brochure

[http://www.superefficient.org/Activities/~/\\_media/Files/SEAD%20Factsheets/SEAD\\_Procurement\\_WG.pdf](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](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." <sup>ii</sup>

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

results; ✓✓✓ Establish progress levels or tiers; ✓✓✓ Integrate EEP/GPP M&E requirements into existing processes and tracking systems; ✓✓✓ Prioritize data sources; ✓✓✓ Electronic applications or software are the most efficient solution for compiling and processing data automatically; ✓✓✓ Consider the implications of monitoring tenders versus purchases; ✓✓✓ Decide if the monitoring will cover all procurement activities or a list of product groups, select products based not only on the ones for which information is more easily available; ✓✓✓ Define clearly what qualifies a purchase or tender as “green”; ✓✓✓ Try to define “green” in a way that shows some achievements, but promotes improvements too; ✓✓✓ Evaluate the environmental impacts reduction of EEP/GPP programs; ✓✓✓ Evaluate the lifecycle cost reductions achieved; ✓✓✓ Evaluate not only impacts reduction from changing from conventional to green alternatives, but also from reducing overall consumption; ✓✓✓ Ensure coordination with data required for evaluation actual procurement levels; ✓✓✓ Accompany the M&E system with clear definitions, explanations, instructions, and verification documents; ✓✓✓ Provide training to impacted parties on the data tracking tools and reporting requirements; ✓✓✓ Test the systems in advance; ✓✓✓ Minimize changes in the M&E systems; ✓✓✓ Consider setting up reputational and/or economic incentives or other benefits; ✓✓✓ Decide the type of incentive based on only “rewards” or on “award and punishment”; ✓✓✓ Ensure participation and consensus among impacted parties; ✓✓✓ Integrate EEP/GPP monitoring requirements in the organization’s environmental or energy management systems (EMS/EnMS); ✓✓✓ Publish and make EEP/GPP indicators and results publicly available; ✓✓✓ Don’t report on results alone but include information on why and how exceptional results have been achieved by a department or authority; ✓✓✓ Focus first on monitoring and assessing EEP/GPP institutionalization; ✓✓✓ Link that to existing or planned initiatives to reform and improve the Government’s procurement and control systems; ✓✓✓ Evaluate the environmental and economic benefits of EEP/GPP.

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

*Product categories covered:*

✓✓ Cleaning products; ✓✓ building/construction; ✓✓ recycled paper

*Service categories covered:*

✓✓ Cleaning services

## **2. SEAD Procurement Best Practices Guide. Energy-efficient Public Procurement: Best Practice in Program Delivery**

[http://www.superefficient.org/Activities/Procurement/~/\\_media/Files/SEAD%20Procurement%20Best%20Practices%20Guide\\_final.pdf](http://www.superefficient.org/Activities/Procurement/~/_media/Files/SEAD%20Procurement%20Best%20Practices%20Guide_final.pdf)

“This document illustrates the key issues and considerations involved in implementing energy-efficient public procurement.”<sup>iii</sup>

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:*

*\*Only listed Key Steps, not recommendations or issues to consider*

✓✓✓ 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; ✓✓✓ Understand the process- effectively target resources; ✓✓✓ 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

## **3. SEAD Street Lighting Evaluation Tool**

<http://www.superefficient.org/Activities/Procurement/SEAD%20Street%20Lighting%20Activities.aspx>

“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

use and costs for the most common road layouts.”<sup>iv</sup>

Year Guidance was Published: Unknown  
Access: Full public access  
Types of Purchasers: Government agencies  
Regional Focus: International  
Languages: English, French, and Spanish

*Product categories covered:*

√√√ Street lighting

#### 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.”<sup>v</sup>

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

*Product categories covered:*

√√√ Interior lighting

#### 5. SEAD Computers and Monitors: Selecting Energy Efficient Computers

“After lighting and space conditioning, computers are one of the largest power consuming devices in the modern office. For government and private businesses alike, improving the energy performance of the computers that you buy can yield significant energy savings. The first step to managing computer energy performance should always be to enable power management - settings which allow the computer to switch to low-power states when not in use. Beyond this, computer purchasers should look for ways to select computers with better energy performance.”<sup>vi</sup>

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

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

*Product categories covered:*

√√√ Computers and monitors

## 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.

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

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- <sup>ii</sup> SEAD. (2013). *SEAD Guide for Monitoring and Evaluating Green Public Procurement Programs*. Page 14. Accessed from: [http://www.superefficient.org/Activities/Procurement/~media/Files/SEAD\\_GPP\\_ME\\_Guide\\_final.pdf](http://www.superefficient.org/Activities/Procurement/~media/Files/SEAD_GPP_ME_Guide_final.pdf)
- <sup>iii</sup> SEAD. (2013). *SEAD Procurement Best Practices Guide, Energy-efficient Public Procurement: Best Practice in Program Delivery*. Accessed from: [http://www.superefficient.org/Activities/Procurement/~media/Files/SEAD%20Procurement%20Best%20Practices%20Guide\\_final.pdf](http://www.superefficient.org/Activities/Procurement/~media/Files/SEAD%20Procurement%20Best%20Practices%20Guide_final.pdf)
- <sup>iv</sup> SEAD. *SEAD Street Lighting Activities: Street Lighting Evaluation Tool*. Accessed from: <http://www.superefficient.org/Activities/Procurement/SEAD%20Street%20Lighting%20Activities.aspx>
- <sup>v</sup> SEAD. *SEAD Interior Lighting Tool*. Accessed from: <http://www.superefficient.org/Activities/Procurement/Interior%20Lighting.aspx>
- <sup>vi</sup> SEAD. *Computers and Monitors*. Accessed from: <http://www.superefficient.org/Activities/Procurement/Computers%20and%20Monitors.aspx>