



Click your way to energy savings



Find out the most efficient products in Europe with a simple click on Euro-Topten websites





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Editors

Sophie Attali, SOWATT energy consultant – sattali@sowatt.net

Eric Bush, SAFE, Swiss Agency for Energy Efficiency – eric.bush@bush-energie.ch

Therese Kreitz, ADEME, French Agency for Environment

1 Executive summary



to include a page that summarises basic project data (name, location, durations, value, key stakeholders, purpose and key results, etc.) and who has prepared the report, why and how; an executive summary and recommendations for the attention of key decision makers. The report should summarise all interesting results, lessons learnt, impacts achieved

target groups

In order to reach end-users and to be successful, the project needs to involve the following key actors, in a comprehensive manner because the participation of one type of actor attracts and reinforces the participation of another:

- Consumer organisations (especially those publishing journals and magazines),
- Equipment manufacturers,
- Equipment retailers,
- Media and multipliers,
- Energy agencies at national and local levels and energy utilities,
- Supporters of all types that can help spread the word about EURO-TOPTEN.

The implication of these actors will guarantee a high number of visitors on the websites.



2 Topten, a system to ease market transformation

2.1 Where does Topten stand in the Market Transformation tool box?

A synergy provider

"In 2005 European households used 69 % of their energy to heat rooms. 14% was used to heat water, and about 17 % went on lighting, cooking and other electrical appliances. While the percentage used for ambient heating has decreased over the last 20 years, the share of energy consumed by electric appliances is projected to grow from 15 % in 2000 to 27 % in 2030. Across the 27 EU countries, household electricity consumption is around 29 % of total electricity consumption." Therefore, appliance efficiency is critical to the reduction of electricity consumption and associated greenhouse gas emissions.

While electrical appliances are a fundamental energy saving stake at European level, the market for these appliances is a complex one, generating three main difficulties:

- For consumers: Thousands of refrigerators, TVs, cars and other kinds of energy-consuming equipment are available on the market. Consumers, whether individuals or professional buyers cannot always compare and chose judiciously: no information available, there's no time, it's too difficult to analyse the market...
- For manufacturers: The development of energy efficient and innovative products has an initial cost. Manufacturers need to trust there is a demand for these efficient products in order to start their production and to develop a real marketing strategy for them.
- For policy makers: under the pressure of budget and climate change issues, it is not always easy to carry out ambitious and successful policies.

This observation has led to the development of several instruments, all part of the market transformation tool box aiming at shifting the markets towards more energy efficiency:

- Data analysis and knowledge of the market
- Informative labels
- Endorsement labels
- Minimum energy performance standards
- Rebate programmes and tax credits

1/ Energy-efficient products, Consume green, 22 projects funded by the Intelligent Energy-Europe programme, report N°3 – July 2008

- Information campaigns
- Training campaigns for salesmen
- Voluntary agreements with industry, with retailers
- Commercial campaigns from producers and/or retailers
- White certificates
- Technology and cooperative procurement
- Support to research and development

With regards to this situation, Topten encompasses and can serve most of these instruments as it:

- Provides selections of most efficient products available on the market
- Stimulates consumers and large buyers, via communication and support to professional procurers
- Stimulates manufacturers and retailers, via regular contacts, information and promotion of their most efficient products
- Contributes to market transformation and policy design thanks to its analysis

Qualified, updated and widely accessed online

A major barrier to broad dissemination of more energy efficient and environmentally friendly equipment, products and services is that consumers do not have quick and easy access to ready made qualified, independent and up-to-date product information. The purpose of Topten is to provide consumers and energy professionals with credible, up-to-date information on the most efficient products available on their local markets. The selection is much narrower than typical labelling systems, making it easier for consumers to choose from among the thousands of products available.

With Topten, consumers - who are also in many cases the end-user - are directly informed about:

- the importance of choosing the good product (at the time of purchase) for the consumer's electricity bill and overall expenditure, and for the environment in general;
- the importance of using electricity consuming devices correctly - for the same reasons.

A basis for Marketing, R&D, and policy decision makers

But Topten goes further than this direct information to consumers using synergies between the various Market Transformation tools: once the selections of Topten products are available, they are used for other purposes which benefit from the intensive work invested in the elaboration of the selections. Topten provides key information to decision makers on their markets and the status quo of best available technologies; Topten can serve as a basis for rebate programmes of tax credits; Topten can fit into white certificate schemes; Topten teams can assist in many ways in cooperative and technology procurement operations; Topten feeds in information campaigns and the media - contributing to awareness raising; Topten reinforces exis-

Topten A proven accelerator

According to the "Consume Green brochure" the TOPTEN websites provide consumers with "a selection of the best appliances from an energy point of view. The information targets consumers using photos, describing functions, availability, and listing prices. No complex calculations are involved. The sites are neutral in that there is no influence from manufacturers. They are rigorous and transparent: the selection methodology is explained online." The websites being promoted via the media, "high traffic will in turn give us strength to talk with manufacturers at a European level, setting ambitious criteria for product selection and advising large buyers in the public procurement field, as well as and policymakers, on efficient products."

Energy-efficient products, Consume green, 22 projects funded by the Intelligent Energy-Europe programme, report N°3 - July 2008

XXX Screen shot: http://www.topten.info/index.php?page=without_freezer (important: show pictures of appliances)OK

XXX Key numbers from TK's report: number of sites, number of categories of products, number of media contacts, etc.

ting informative and endorsement labels as it verifies the information to a certain extent through a continuous dialogue with manufacturers at European level and in each of the countries where a Topten website is available; Topten rewards retailers and producers who adopt a real position in favour of energy efficiency.

The Topten tool is especially adapted in countries where information on products is available (producers' declarations, informative labels on energy efficiency, etc.) and where a significant number of people has access to internet.

Given European standards of living and equipment rates, Topten represents a unique valuable tool, offering to European consumers and procurement officers a resource to replace the current generation of consumer appliances, lighting and products sold each year with super efficient models. In choosing to purchase super efficient appliances, European consumers can reduce their individual energy consumption while simultaneously playing a major role to pull the global market toward urgently needed super-efficient products.

2.2 Simply showcasing...

An internet tool... from the portal www.topten.info 13 national close-to-consumer Topten websites can be accessed (from 2009, at least 4 more countries will develop their own website)...

	Electrolux	AEG-Electrolux / Gessle	Liebherr / Miele	BauNeocht	BauNeocht	Liebherr / Miele	Co
Brand	Electrolux	AEG-Electrolux / Gessle	Liebherr / Miele	BauNeocht	BauNeocht	Liebherr / Miele	Co
Model	5K 255	several	several	KVA 175 Optima+	KV 255 Optima+	several	Pr
Electricity costs (€ 15 years)	471	295	286	278	338	188	21
Total net volume (litres)	255	140	137	126	222	156	29
Cooling compartment (l)	236	121	119	110	200	158	29
Freezing compartment (l)	19	19	18	16	22	0	0
Height (cm)	140	85	85	85	133	85	16
Width (cm)	60	60	60.1	60	55.4	60.1	60
Depth (cm)	62.5	63	60	62	60.6	60	63
Energy class	A++	A++	A++	A++	A++	A++	A+
Energy Efficiency Index	28.0%	28.9%	29.0%	29.1%	29.2%	29.5%	29
Energy (kWh/year)	157	131	127	124	150	84	95
Ambient temperature (°C)	10-43	10-43	10-38	16-38	16-38	10-38	10
Available in countries	CH	AT DE	AT BE CH DE DK FR IT NL	CH DE	CH DE	AT BE CH CZ DE DK FR IT NL	AT
							

...Targeting the average consumer... Green consumers can find information by themselves as they are ready to spend time looking for the greenest possible products. On the contrary, a large number of consumers may be resistant to, frightened or even upset by "green" information accused of promoting "expensive non functioning devices". Even though the whole purpose of Topten is to promote the most energy efficient products, this is not the message put forward here. The environmental rationale is not the first information even though it is explained - in detail - on specific pages of the web site.

...Centred on products... The main information (home page and second and third levels) focuses on products, almost as if the web site was a retailer's site that a consumer would visit before buying in order to compare products and prices.

XXX Screen shot <http://www.oekotopten.lu/index.php?page=français>

...Presenting appliances... all the product characteristics that may interest a consumer are presented: the brand, the commercial reference, the dimensions, the different services (for example for white goods: no frost function, 0°C compartment, built in), the picture, links to manufacturers' site for more information...

...And only the "best appliances"... from the energy efficiency point of view. These "best" appliances are presented in a table: the most energy efficient is the first one to be seen. They are ranked according to energy efficiency but visitors can click on any information in the table to change the ranking criteria. Around a maximum of ten appliances (topten) are presented in a category of products or a sub category (e.g. white goods / freezers / upright freezers / above a given volume).

...Emphasising the total cost over life time... For each product, Topten provides the purchase price and the electricity cost over the life time of the appliance so that there is a full awareness of the total cost. Advice is also given on how to use and maintain the various products.

...And highlighting the overall efficiency gain in comparison with an average inefficient model available on the market. The total cost difference with the efficient models is almost always obvious. The "bad model" is a real model but its brand is not published.

2.3 ...achievements of in-depths field activities

The graph below illustrates that Topten is a concept that goes far beyond presenting information on a website. The various activities reinforce each other with the ultimate goal to encourage and accelerate the design, mar-



Topten's websites ethics and basic rules

• **Transparency:** the whole Topten approach is published on the website: manufacturers and consumers know, for each product category, the criteria for selecting "best appliances". The methodology is available on-line, with a simple additional click.

• **Flexibility:** The products lists are updated regularly, at least twice a year. The criteria are easy to revise and strengthen according to the markets' progress.

• **Simplicity:** priority is given to existing classifications and criteria. Where an energy label exists, it is used to determine the best appliances (in Europe, A+ and A++ classes for cold appliances, etc.). Where it does not exist, other labels are used (such as Energy Star, the Blue Angle label, or ATE).

When there is a lack of harmonised norms to measure energy efficiency, Topten may carry out tests and develop its own methodology.

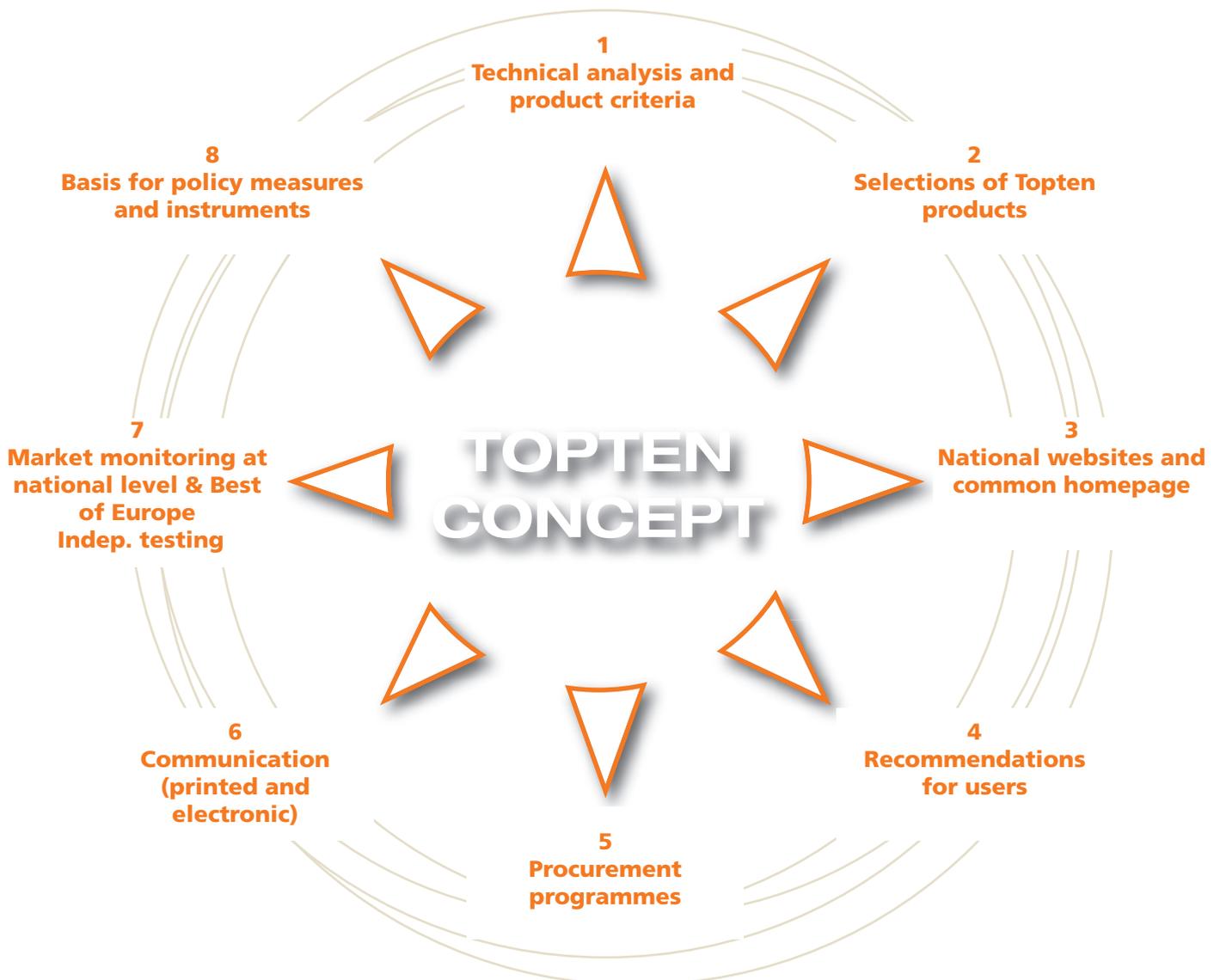
• **Neutrality:** Topten is fully independent of appliance manufacturers, importers or retailers.

keting and buying of high efficient appliances and equipment within a reasonable time-frame.

For each type of product, Topten teams undertake regular market studies at national level in order to:

- define what is the best available technology in their national context,
- verify their information with manufacturers (on technical issues, availability on the market, price, photos, etc.),
- generate partnerships and publications in printed media and mentions of Topten in audio-visual communication means,

Topten does not spend money on publicity but grows thanks to the development of partnerships which have multiplied the occasions to make Topten known. A lot of effort is made to find media support: if Topten is known and its credibility recognised, more consumers will visit the site and choose to buy efficient appliances and more manufacturers will be willing to collaborate and hopefully develop energy efficient products.



The fieldwork is therefore substantial for the Topten teams who gather specialists in project management, energy efficiency, technical issues for specific products, communication, procurement, etc.). The Topten teams:

Manage & Coordinate

- Establish a national Topten organisation (managing the project, the various content editors, the information towards consumers, the relations with testing laboratories, partners, etc.).
- Work in cooperation with manufacturers in order to obtain as accurate product data as possible.
- Establish cooperation with the other national Topten projects to benefit from and create international synergies, through specific programmes such as the Euro-Topten project sponsored by the European Commission, and through the association Topten International Group TIG (see below).

Assess & Report

- Undertake market research on energy using products to determine which product categories should be targeted given the national market characteristics. The most comprehensive Topten system has currently 8 major product fields online: domestic appliances, consumer electronics, office equipment, lighting, building technology, mobility (incl. cars, bicycles), leisure (incl. restaurants, vacation destinations) and green electricity.

Screen shot of websections

- Define benchmark criteria for top energy efficiency for each product category in cooperation with national standard and labelling organisations. The selection is different for each product category and is based on widely-accepted industry testing procedures, if available, or on a testing procedure defined by Topten. In the case of products bearing labels based on well-defined procedures (e.g., EU Energy Label, TCO (Sweden), Blue Angel (Germany)), Topten relies on the label information and on independent third-party testing.
- Create, operate and update data for Topten product lists. The primary technical task in establishing a national Topten system is to create an effective database for a national market. All information is adapted to local needs and market conditions. The data includes information for the most energy efficient and environmentally friendly products in each category. It includes product energy data, photo, sales price and all functional specifications of interest for consumers. It also includes a "second price" which shows the energy cost over the life time of the product, to underline the relative importance for the buying decision.

Screen shot

- Exchange data with Euro-Topten partners to stimulate market availability of best products.
- Provide for each product category the selection methodology in details – it is crucial that the Topten selection of product is transparent and neutral.
- Provide for each product category recommendations for consumers regarding optimal use of the product.
- Monitor and evaluate segment and intensity of use of website, to guide fu-

ture Topten development.

Communicate

- Focus the website on user-friendliness in particular for first-time visitors who are more likely to be "average" consumers looking for products than "green" consumers looking for environmental information. The website also contains more technical information for professional users, procurement officers and media partners.
- Publicise Topten via print material in newspapers, journals and dedicated leaflets to attract first users. Consumer organisations, environmental organisations and the media are key partners to raise awareness among potential users of Topten.
- Initiate dialog with responsible government officials and private sector procurement officers on use of Topten for procurement.
- Initiate dialogue with producers and multipliers (for their campaigns)

In conclusion, Topten "backstage" activities are paramount to the websites success, as they ensure consistency and accuracy of information.

An established market shifter

After some years of operation, from a policy point of view, the main advantages of such a tool are that:

- Topten directly reaches consumers: the number of visitors has been constantly growing,
- Topten acts as a resource centre for many articles in newspapers, consumer and environmental magazines
- Topten is flexible: compared to a label, there is no additional information stuck on the product itself; the criteria are easy to revise and strengthen according to the markets progress
- Topten provides specifications for public/private procurement programmes to increase market demand for the most energy efficient products.
- Topten stimulates competition: as detailed data is published, manufacturers can compete to be "at the top" of the Topten list (no threshold effect). As the website is very often updated, the competition on the energy efficiency criteria is continuous. It creates a market pull effect, beyond existing minimum performance standards or recommended labels
- Topten is also a platform for dialogue with manufacturers: they cooperate, answer questions about appliances, availability, provide photos and discuss possible problematic test results.
- Topten increases market transparency and lower barriers for consumers to purchase the most energy efficient equipment, products and services.
- Topten supports ambitious government or European standards by providing real-time data on the efficiency level of the best products currently available on each national market, thus giving policy-makers confidence to propose ambitious levels for new/updated standards.

3 From a local initiative to an international system, the Topten project

A bit of history

The Topten concept was first developed in Switzerland in the year 2000 by SAFE, the Swiss agency for energy efficiency. Within limited financial resources, S.A.F.E. chose to build a flexible tool supporting consumers but that would not need the design and implementation of a complex infrastructure across the country. Topten benefited from a close cooperation with WWF Switzerland which used its notoriety to make the concept and the

The strength of the European framework, the need for national market expertise

European market for appliances is at the same time internationally and nationally driven – hence the necessity for Topten to cover both international and national issues:

On the one hand, **many elements of the market chain drive it towards homogeneity:** a few large manufacturing companies are present in all countries and are able to supply all countries; products are generally the same from a technical point of view; the introduction of the European Energy Label allows for homogenous information across the whole Europe; etc.

But on the other hand, **there are important differences between countries:** design differences and corresponding differences in model references forces to study the market at national level in order to stick to national preferences and availability on their market; The market structure is also less international that it may seem: on the manufacturers' side, especially in the white good sector (as opposed to the brown goods

where the situation is easier to track), national branches are rather independent in their management: they chose the products they want to sell (from a production line proposed by the headquarters), they decide the marketing positioning of the various brands they manage, they form the price, etc.

This is how we get to important differences:

- In terms of **national preferences:** e.g. Nordic consumers will prefer a freezer at the bottom of a cold appliance; Latin consumers will buy a significant share of Top opening washing machines.
- In terms of **supply policy from manufacturers:** in the cold appliance sector, though there were more than 110 A++ models available in Europe at the end of 2007, nearly 60 different models were proposed in Austrian shops, but only 27 in France and less than 5 in Spain . Likewise, the efficient heat pump driers are not proposed and sold equally in European countries, even if they present comparable equipment rates .

These differences – which can be explained by cultural variations between countries, in average wages, in the sensitivity to environmental issues, in policies implemented (or not) by public authorities, etc. – are taken into account by Topten, which mixes national market information targeting consumers and global action towards manufacturers, by working in parallel on two axis:

- at national level, a close to the ground market analysis, based on national market preference and product availability; each country uses the same Topten concept but is free to adapt the web site design and the working methodology according its own national context.
- at international level, the development of a "Topten movement" in order to gain critical mass, share knowledge, compare data, understand the products' energy efficiency status quo and contribute to European policies

website known to the general public. Since then, Topten Switzerland has grown steadily up to a point where www.topten.ch provides today an unquestionable service:

XXX nombre de produits, recommandations, partnerships et visiteurs (see Andrea's file).

Early 2004, and after the sound local anchorage of Topten Switzerland (support from national authorities, utilities, cooperation with manufacturers, development of partnerships, etc.), the Swiss Topten team started to contact their European colleagues as it appeared that a much larger impact could be gained through a European critical mass:

- European consumers face the same situation when they want to buy and electricity consuming equipment – hundreds of models, very little and often complex information available.
- Growing electricity demand is observed all over Europe
- Manufacturers develop at least European-wide strategies: any tool aiming at market transformation should integrate a European dimension in order to be able to discuss with the manufacturers' head offices with one united voice asking for concerted improvements.
- Participating NGOs, such as WWF also offer both national and European coverage. In many European countries, teams were convinced by the potential transfer of experience and support from the WWF, which has national offices across Europe and can help launching national Topten websites, using its own notoriety.

The first countries to develop a Topten concept in cooperation with the Swiss team were:

- France at the end of 2004: www.guide-topten.com was launched as a partnership between an environmental organisation - WWF France and a consumer organisation – CLCV - with support from ADEME (French Agency for Environment and Energy Management).
- Austria in 2005: the Austrian Energy Agency launched www.topprodukte.at as part of a large governmental "klima:aktiv programme".
- And Germany in 2006, where dena, the German Energy Agency went online with www.office-topten.de on which the most energy efficient PCs, notebooks, monitors, printers, copiers, scanner and multifunction-devices are presented.

The Euro-Topten project

The European Union's Intelligent Energy-Europe programme (IEE) supports "action aimed at overcoming non-technological market barriers for energy efficient products in the residential and tertiary sectors". One way of doing so is to promote the best technologies for consuming less energy, while guaranteeing end-user comfort levels. This promotion can be done through the implementation of various activities (including information campaigns,

2/ 2007, Topten, see the Recommendation pages on www.topten.info

3/ In the Netherlands more than 60% of households are equipped with a tumble drier and the market share of A-class driers is under 1.5%, whereas in Switzerland the equipment rate is just over 40% and the market share of A-class driers reaches 7.5%. 2007, GfK and Topten, www.topten.info

awards, benchmarking, voluntary agreements, exhibitions, training, best practices, etc.) so that the market share of energy-efficient products goes up and less efficient products are gradually phased out. The ultimate goal is that "products are designed, manufactured, purchased, installed, used and disposed of in the most energy-intelligent way".

The Topten concept fits perfectly within the IEE objectives and activities and therefore, in 2006, the "Euro-Topten" project was launched in the framework of this programme. The project aimed, at European level, at encouraging consumers to ask for, choose and properly use energy efficient products (consumer awareness), but also at getting retailers and large buyers involved, and at creating multinational pressure to orient manufacturers toward more energy efficiency across their range of products. It used synergies with existing instruments the most important being the European Energy label, but also utility programmes, information campaigns. The project's short term goal was to establish nine Topten websites efficiently networked in order to share experience and reach a critical mass able to help shift the market towards higher energy efficiency (see Box XXX).

The project was built around 12 formal partners but as an open platform to share information with a wider circle of countries and to welcome organisations which would be willing to develop a Topten project at any time – the Topten Steering Committee gathering these non formal participants had 15 members at the end of the project. As a result, 13 Topten websites were developed or joined the Topten movement between 2006 and 2008.

Euro-Topten: Steps and components of the project

The Euro-Topten IEE project has gathered 12 partners committed to implement a work programme composed of 6 major components (all deliverables are available from www.topten.info)

XXX to be completed thanks to Therese' report (in particular performance indicators)

1 - Project management

Coordination: ADEME

Partners of projects gathering numerous teams must be able to rely on a solid yet lively management. The project gathered 12 official partners and 14 additional organisations, interested in the Topten concept and implementation, some of which members of the Euro-Topten Steering Committee.

→ Euro-Topten gathers teams with different and complementary backgrounds: energy specialist, energy agencies and research institutes, environmental NGOs and consumer organisations with communication competencies.

→ A small coordination team led by ADEME (3 persons) deals with contractual and administrative issues, manages joint expenses in order to generate economies of scale, and also acts as a hot-line regarding technical issues all products and dissemination activities (see component 2).

→ Two websites have been created: a collaborative tool dedicated to partners (www.eurotopten.eu) and a user friendly tool for the public (www.topten.info) acting as a portal to the national websites and providing information on European best appliances.

2 - Developing a Euro-Topten network

Coordination: ADEME

This component is at the core of the Euro-Topten project: elaborating the Topten product selections is the most time consuming activity (as it is continuous) but constitutes the basis for the all other activities and feeds-in the other components.

→ The coordination teams provides:

- Know-how transfer: working seminars on the Topten concept and its implementation at national level (
- A hot-line on all issues: market studies, development of adapted selec-

tion criteria and thresholds, information on specific products, advice on web development, possible contacts with manufacturers, communication issues, relationships with retailers, etc.

→ Each partner is in charge of developing its national website and implementing the numerous related activities (market studies, media events, partnerships with cities, etc.).

3 - Market monitoring and technical specifications

Coordination: WIKUE, SEVEN

→ Elaboration of technical specifications for selection of best products at European and national levels – support and European overview.

Even though the appliance market is a global one, there are still strong national preferences at consumer level and national supply policies at manufacturer/importer and retailer level. Therefore, the various Topten projects converge as much as possible as far as selection criteria are concerned - e.g. the basis is formed by the energy label, or Energy Star - but take into account their national market situation when setting the thresholds – e.g. all Topten projects take as a basis the Energy label for the selection of cold appliances, but in the Netherlands it is possible to select only A++ appliances while in Italy, the selection has to start at the A+ level in order to reflect the Italian context which matters to Italian consumers and Topten visitors.

→ Monitoring at European level of web visitors: number of visitors are monitored and gathered in order to learn from comparisons between countries, between media events generating traffic, etc.

→ Monitoring at European level of web products on-line: each Topten projects reports twice a year on key figures regarding the products available on-line: the number of categories, of products, and mean values regarding energy consumption. Though a strict comparison would make little sense since the threshold of selections may vary from country to country, the sub-category may follow different logics, the updates are implemented when it is best suited at national level, etc. – the monitoring activities allow for a better understanding of major trends. They show a constant growth of the websites (in number of product categories), they underline criteria strengthening for specific products in specific countries, and most importantly, they show the general improvement of the products' energy performance. If in some cases (washing and cooling appliances) this trend was minimized by the changing design of the appliance (higher loads or volumes), it impacts mostly the cooling and freezing appliances, and office equipment or cars:

The average energy consumption decreased within these categories (with or without tightening the selection criteria).

4 - Stimulating the demand side of efficient appliances and equipment

Coordination: AEA, Ecofys

The demand for efficient appliances, notably large buyers, retailers and actors who can act as multipliers relaying the positive message on efficient appliances, form a crucial driving force on the market. Euro-Topten undertook several activities to help the national Topten teams get in contact with these large stakeholders and incite them to take action.

→ Specific documents were designed to facilitate first contacts with large buyers.

→ A "quick scan" tool targeting large buyers was developed to show the order of magnitude of energy and money savings that can be achieved by using efficient appliances and equipment.

→ A "Euro-Topten competition" was organised for retailers, large-buyers and NGO's for best Topten information campaigns and promotions. Each Topten project looked for national participants. The winners were awarded a prize in September 2008 at the Autumn Fair in Klagenfurt, Austria. The prize was presented by an official representative of the European Commission, Ms. Waltraud Schmid from EACI.

PRE – Energy Utility (CZ), for promoting Topten products and energy conservation to over 560.000 consumers

BCC – Retail chain (NL), for promoting all Topten products (except cars) published on NL Topten website in their 47 shops and website

Special mention to www.vergelijk.nl (NL) that generated 100.000 unique visitors to Topten NL

5 - Stimulating the supply side of efficient appliances and equipment

Coordination: WIKUE, WWF EPO

Coordination: WIKUE, WWF EPO

Manufacturers chose to invest more or less in energy efficiency – this strategic technical and marketing positioning deserves to be encouraged and rewarded in order to shift production lines towards better performing products.

→ Beyond presenting selection of best appliances, the project organised a Euro-Topten product exhibition to highlight the most efficient products available on the European market (at a given date). Criteria were defined as to

how to evaluate the best performing products in 5 major categories: monitors, cold appliances, tumble driers for residential use, coffee machines and cars. These criteria were communicated to manufacturers well in advance of the evaluation date and several products were exhibited at the Klagenfurter Herbstmesse in September 2008.

Monitors: EIZO and LENOVO, with their products EIZO model S1932-SH (1) and LENOVO model Think Vision L190x (2).

Freezer (200-300 Litres): Miele with model FN 4693 S and Liebherr with model GNP 2976 No Frost (3).

Freestanding Refrigerator: Electrolux with model ST 291 (*4)

Tumble-driers for residential use: V-ZUG with model Adora TSL WP (5), Elektra Bregenz with model TKF 7500 (*6) and Blomberg with model TKF 7350 A/S (*7)

Coffee machines: JURA with model ENA 5 (8) resp. ENA 3

Cars: Civic Hybrid (9) from Honda

XXX | Claus's Manufacturers quotes ?

6 - Euro-Topten dissemination

Coordination: WWF EPO

Most communication activities are implemented at national level by the Topten teams in order to make the Topten website known and visited. They concentrate on the media: without paying for publicity, the more Topten is quoted in printed magazines, daily newspapers, on the radio, TV, on the Internet... the more visitors will browse on Topten, get to know the site, the concept and the stakes about energy savings in their homes.

→ At national level, Topten teams regularly make interviews with journalists (on their Topten site, on specific products, and on wider issues as they are getting recognised as experts able to popularize complex issues), they publish press releases and organise press conferences, make presentation at conferences and on fairs, organise the publication of posters and leaflets, sometimes targeting specific target groups such as procurement officers, link Topten

Euro-Topten project's deliverables to the European Commission

(all the public deliverables are available from www.topten.info)

Del. N°	Deliverable name
D1	Euro-Topten project short description
D2	Euro-Topten project long description
D3	Home page www.topten.info
D4	At least 8 TOPTEN websites, available with their own URL and from the portal www.topten.info , with selection of products updated at least twice a year
D5	Quick scan tool to assess potential savings (for large buyers)
D6	TOPTEN declaration – can be used to facilitate the development of partnerships at national level
D7, D 13, D15	Euro-Topten competition: elaboration of the rules, announcement and organisation
D8, D14	Euro-Topten product exhibition: elaboration of the rules, announcement to manufacturers and organisation. Production of a press kit for the event.
D9, D11, D12, D18	Regular market monitoring and web frequentation notes
D16	Production of communication supports throughout the project
D10, D17	Intermediate and Final Press Book

with national campaigns on energy savings and climate change mitigation.

→ At European level, the promotion focuses on the www.topten.info portal and the "Best of Europe" results. The project has been widely promoted at conferences and meetings with decision makers (i.e. Sustainable energy week, ECEEE summer study, EEDAL conference, IEA conferences), manufacturers (e.g. Philips, Bosch, Electrolux) and large buyers.

The association Topten International Group is a member of Sustainable Energy Europe.

Euro-Topten Plus – 2009 / 2011: ongoing field work extended to 20 partners and 16 websites

Topten websites need time to be established at national level and become well known. By covering several product groups and engaging in continuous communication they succeed in becoming widely known and generate considerable impact. No Topten website can “rest on its laurels”. If the market surveys are not updated regularly and / or communication activities slacken, awareness levels and website visitor numbers drop sharply within just a few months.

Up till the end of 2008, Topten projects within the Euro-Topten network have been concentrating on technical issues in order to ensure a sound and up-to-date information to the consumer and a credible ground to exchange information with the manufacturers. Next to this increasing communication activities have been developed to promote Topten to individual consumers, therefore contributing to consumer awareness on potential energy savings. Thanks to its constant growth the project could consolidate its political impact by establishing "Best of Europe". This concept identifies the most energy efficient products available across Europe, indicating the countries where they are marketed (see www.topten.info and part XXX below).

The Intelligent Energy - Europe Programme decided to support the Euro-Topten Plus project for the period 2009 – 2011: up to 16 websites will be developed and maintained, presenting more products categories, while the project will focus on office equipment and professional buyers. The project will count 20 partners and will be again functioning as an open platform welcoming collaborations with interested organisations at any time.

TIG – Topten international Group

Next to the national and European Topten projects (implying dedicated budgets and work programmes), the association Topten International Group – TIG has been founded with the objectives to support the launch of and coordinate national Topten projects.

A "Topten umbrella" has thus been created and provides a continuum in time to maintain international collaboration between national Topten projects on the long run, and in space to welcome Topten projects from outside Europe and therefore allow for a better international understanding and the development of benchmarks.

Any country can join any time.

Each of the national Topten has its own web site, which can be accessed through the common portal www.topten.info.

Euro-Topten partners and TIG members follow the Topten Charter which purpose is to guarantee a Topten quality and neutrality vis-à-vis the market actors (see appendix XXX)

At the end of 2009, TIG will oversee at least the development of:

- 16 Topten projects in Europe accessible through www.topten.info. At European level, TIG develops the project "Best of Europe" which presents, for the use of researchers and policy makers, the status quo of best available technologies in Europe for certain products (see part XXX).

- TopTen USA which is to start mid 2009 in English, Spanish and Chinese - <http://www.toptenusa.org>

- Top10 China <http://www.top10china.net.cn>

When Topten USA and China will be well established, TIG's middle term project is to undertake a research project called "Best of the World" which should contribute to the understanding of the global appliance market and to the establishment of benchmarks between continents.

4 Results - Over 50 product categories, over 90 000 visitors/month, over 50 partnerships

Topten covers a wide range of activities, from detailed market and technical studies to dissemination to various target groups including the general public. This versatility offers many keys for evaluation. A city modifies its procurement policy; a utility decides on a rebate programme; policy makers favour ambitious regulations; NGO communicate on energy savings in homes in order to link individual behaviour and climate change issues; retailers chose to adopt energy efficient positioning and revise their range selection; manufacturers develop new efficient models and strongly market them; consumers' demand for efficient models grow – Though these decisions depend on the strategies stakeholders decide to adopt, Topten may weight, more or less explicitly, in all of these decisions transforming markets.

Within the market transformation tool box, Topten can be considered as a "soft measure". As for any awareness campaign, Topten is a measure that definitely impacts the market on crucial aspects. It is mainly a market shifter, a facilitator, an education tool, a decision-making aid while the resulting number of saved kWh can be best quantified in the framework of structured and comprehensive evaluation project.

Next to the deliverables of the Euro-Topten project, Topten brings about three major positive impacts which all together contribute to save energy.

- Visitors get to know very quickly and simply about best appliances.
- The portal www.topten.info has enabled the Topten partners to develop synergies and create a new activity called "Best of Europe" which identifies best available technologies and present the status quo on efficient products.
- Through their daily activities, the Topten teams generate substantial positive impact and play a range of market functions that add value for the full range of market actors: consumers, manufacturers, retailers, procurement officers, policy makers, utilities, the media, NGOs.

Reaching millions of people across Europe

Generally speaking the numbers of visitors, together with the numbers of quotes in the media, are the best indicators of the vitality of a project largely based on internet. Notoriety can only result from the intensive Topten teams' communication activities, especially in the first years. A deficit in communi-

cation activities means fewer visitors, less interest from manufacturers, from large-scale buyers, less credibility, etc.

However, as for any communication programme implemented in a given context at a given time, response to the tool cannot be guaranteed – no matter the upstream work undertaken. The number of visitors also depends on many external factors that do not fall under Topten's control: the public's general awareness and sensitivity to energy environmental issues changes according to the international context (climatic catastrophic event, raise or drop of oil and energy prices...) and political agendas; the fact that media follow trends and have the final say for what they publish even if Topten provides high quality material; the varying degree of interest and willingness of partners to collaborate with Topten; etc.

All together, the Euro-Topten has registered 2 618 197 visits since mid 2006 and the launch of most Topten website,

En infographie, quand ils seront stabilisés

1 328 372 visitors for the year 2008.

All together, including Steering Committee members and all organisations working on Topten which have joined the project at a later stage, 8 773 423 visitors since the beginning of the project XXX update the number when I receive answers from missing countries and 3 571 263 in 2008 XXX Idem

Quotes in the media get attention of millions

Regarding the quotes in the media, the Topten teams follow-up (as far as possible) the number of "media contacts" – i.e. how many times their Topten project is being mentioned in the press, on the radio, the TV, on the internet etc. and how many viewers/ listeners or spectators are covered by each of these mentions.

Over the life time of the project, impressive numbers are reached, underlining the daily work led with the media:

XXX add the number

Top10 in The Netherlands: 800 000 € worth media coverage

An impressive amount of printed communication material has been distributed about the Dutch Top10 website and associated activities on a regular basis. The estimated amount of readers (16 million circulations, which resulted in roughly 45 million readers in total) is far over the targeted amount as stated in the project proposal. The total value of the printed communi-

ation material is estimated at 0.5 M€. Other communication activities included radio, television and internet exposure, which sums up to a value of 0.3M€. New launches of Top10 products were presented in the well known national consumer television programme called "Kassa".

3. www.topten.info portal and Best of Europe

- The portal www.topten.info is an axis for all Topten projects : it provides access to the national URLs, provides information on the Euro-Topten project, and also proposes a specific international activity: "Best of Europe".
- Best of Europe targets policy makers and researchers with up-to-date information on the best products available on the European market. The objective here is to provide explicit and transparent information on best available technologies and the status quo on energy consuming products on the European continent.

XXX Screen shot of [Topten.info](http://www.topten.info), for example inkjet

http://www.topten.info/index.php?page=Inkjet_printers www.topten.info

XXX to be up-dated

On line: - Cold appliances

- Efficient light bulbs
- Heat pump tumble driers
- Circulation pumps
- Cars

Planned: - More household appliances

- Office Equipment
- Consumer Electronics

The information is displayed in the Topten user-friendly way (quick access to the information, various functionality of the products, etc.) but, additionally, the site provides global market analysis and recommendations for policy makers.

XXX Screen shot of Topten.info, for example recommendations on cold appliances. Focus on the list on the left side which shows the various recommendation and information for researchers

http://www.topten.info/index.php?page=refrigerators_rg&fromid=143

This cross checking of product information fulfils two main functions:

- Best of Europe supports the national Topten teams:
 - o As a key source of information: teams starting to benchmark a new product use the European selections as a market comparison basis, they benefit from contacts with manufacturers' headquarters, they access information in English on the product itself, etc.
 - o As a quality control tool: information issued by manufacturers' headquarters can be checked on field, in order to harmonize national Topten selection and Best of Europe selections.
- Best of Europe allows crucial issues to become explicit. On a global market covering 27 countries, Best of Europe is the only review of the supply of efficient appliances. It shows the variations between brands. For example, the Topten cold appliances market analysis from March 2007 in 17 European countries shows that the supply of A++ appliances differs strongly.

Despite manufacturers capacity to deliver their products all over Europe all countries do not benefit yet from the same supply of a wide range of energy efficient products. Availability dramatically drops from 61 different A++-models in Austria to one in Portugal and Ireland. A vast assortment of energy efficient refrigerating models is on the market, but not equally available yet.

Best of Europe also shows pricing evolution – as below with the example of tumble driers in the residential use (2007)

The methodology and hypothesis used for calculation is as usual available on-line.

Eventually Best of Europe data are to be used for future policy design, labelling strategies, dissemination programmes, as a basis for standard harmonisation and the adoption of minimal efficiency requirements and specifications for large-scale buyers. They offer the opportunity to coordi-

nate a common understanding and empower decision makers to launch new initiatives promoting efficient products.

3.2 Substantial positive impacts on various target groups

With three years of steady international growth, Topten has built an unparalleled experience and represents a full educational and technical services package, a unique best practice database. In short, Topten serves as a genuine public service.

Topten plays a range of market functions that add value for the full range of market actors. We have chosen to illustrate the Topten impacts through a collection of sample activities led by the Topten teams.

Market Actor	Topten Value Proposition
Consumers	<ul style="list-style-type: none"> • User-friendly interface to identify most efficient products and access incentives • Educate consumers on total life-cycle cost (purchase price plus energy bill minus incentives) and good use of products • Communicate benefits of efficient products for climate protection
Manufacturers	<ul style="list-style-type: none"> • Support market introduction of new products • Provide independent, objective marketing of products • Channel incentives and increase demand for innovative products
Retailers	<ul style="list-style-type: none"> • Partner with retailers to increase sales • Position retailer as a leader and trusted community partner in the fight against climate change
Large Buyers and Procurement Officers	<ul style="list-style-type: none"> • Support formulation of procurement specifications • Reduce operating costs to enhance competitiveness
Policymakers	<ul style="list-style-type: none"> • Provide real-time market data on the “best” products, with energy efficiency as a key criterion • Pave the way for new and more stringent standard & label specifications
Utilities	<ul style="list-style-type: none"> • Continuously identify the highest-efficiency products • Serve as a basis for rebate programmes
Media	<ul style="list-style-type: none"> • Serve as credible, independent source of information • Issue regular updates • Provide one-stop shop for broad range of product categories
NGOs & Institutions	XXX to develop

o **Consumers full information**

- A User-friendly interface to identify most efficient products and access incentives
- Information on total life-cycle cost (purchase price plus energy bill minus incentives)
- Information on the good use of products
- General awareness on benefits of efficient products for climate protection

« cloud of tags » de ces mots clés, comme ça se fait sur les sites web. OK congratulate - user-friendly - improve - service - differences - selection - market

In Europe, XXX millions visitors have used the Topten websites in the last two years. Consumers regularly contact the Topten teams to congratulate about the service, suggest improvements on the user friendliness of the site (Top-produkte in Austria proposes a specific on-line form for suggestions), ask questions on specific models, or on the market in general (noticing the differences between countries for example), question the selection criteria, spot evolutions on the market, etc.

o **Manufacturers marketing facilitator**

- A support for market introduction of new products
- Independent, objective marketing of products
- A channel for incentive and Increased demand for innovative products

Throughout Europe, in their daily work, the Topten teams are in contacts with hundreds of energy consuming products producer staff (product managers, marketing and R&D staff) checking data, availability, prices, etc. in order to promote best models on line – hundreds of products are highlighted by Topten, following a neutral and transparent methodology.

XXX possibly insert numbers of contacts with manufacturers at EU level or 250 in Austria, more than 100 in France

Topten also supports product innovation: Topten Switzerland played a significant role in the successful introduction of heat pump driers on the market. Data shows that Topten cooperation with utilities and manufacturers resulted in a significant increase in the Swiss market for these driers relative to the general level in Europe.

Other successful examples of Topten cooperation to bring new product innovations to market are high-efficiency cold appliances and coffee machines with low stand-by and “ready”-mode power consumption.

o Retailers’ objective sales aid

- Increased sales of high mark-up products
- Clear positioning as trend setter, trust in the message against climate change

Retailers can use the Topten selections while elaborating their range. Once the Topten websites are well established, they can find an interest in co-branding specific products.

In the Netherlands, the retailer BCC (47 shops – one of the largest retail chain in the countries) has fully used Top10 and the related HIER communication campaign. BCC has labelled most efficient products with HIER logo and own logo, has cooperated actively with Top10 regarding energy measurements (which were conducted in stores, on products lent by BCC) and has informed its employees and clients – thanks to information at the point of sales. It also developed a dedicated website linking to the partners. BCC is one of the winners of the Euro-Topten competition for the best Topten information campaigns.

BCC – Retail chain (NL), for promoting all Topten products (except cars) published on NL Topten website in their 47 shops and website

“We would like to thank the jury for nominating BCC as winner of the Euro Top 10 Contest. This will give our staff extra inspiration and pride to continue on the path we have chosen, so that our customers will be able to enjoy our products in an energy-conscious manner for decades to come, and so that we may succeed in our mission.”

o **Procurement officers' basis for efficiency**

- Support in the formulation of procurement specifications
- The assurance that very efficient products are available on the market (no unsuccessful call for tenders), from brands that are able to provide all associated services
- A reduction in operating costs to enhance competitiveness or ensure good use of public money

French public buyers rely on « Topten Pro »

Many Topten projects have developed activities targeting public procurement officers – produce and disseminate brochures, deliver specific advice, etc. One of the most comprehensive approach is the French "Topten Pro" website, dedicated to professional buyers.

Topten France has set up a working group of six majors local authorities (the cities of Paris, Lyon, Lille, Chalon sur Saône, the regional administrations of Corsica and Nord-Pas de Calais), the national social housing association and two NGOs supporting local governments. Together, with the support of ADEME, they define priorities and the services they need: to day, four professional product categories are on line (computers monitors, professional efficient light bulbs, small delivery cars, and multi function copier machines), for each of them a simple and straightforward specification document is available, as well as contact to manufacturers.

Exergue hantise des AO infructueux

XXX Screen shot : pas sûr que ça ait un intérêt de lier vers <http://www.guidetoptenpro.com/> focusl sur les logos des partenaires (bas de page)!

In Italy, private procurement o

In Italy, an original collaboration was undertaken with Microsoft in order to reach small and medium size enterprises: dedicated web pages on the Microsoft websites linked to Topten Italy and informed about the stakes relative to energy consumption of office equipment.

XXX screen shot (

http://www.microsoft.com/italy/pmi/ambiente/risparmio_energetico_in_ufficio.mspix

o **Policy makers' market analysis Real-time market data on the "best" products, with energy efficiency as a key criterion**

- Indications on the way for new and more stringent standard & label specifications

Policy makers can use the ready made analysis of Topten for several purposes: to base their policy decisions (at national and European levels), to promote Topten to their citizens or to set an example.

Citation

“I was looking for the most efficient car but none could really point me at a fair comparison of all the cars available on the market. I have checked the Topten website and asked support from the Topten team. We should all be able to make more responsible choices when buying the products we use in our daily life”

Stavros Dimas, European Commissioner for the Environment

Citation

“The Brussels-Capital Region has got a very high density of buildings, where a large potential for saving energy is present. Topten shows on a very simple and practical way possibilities for saving energy in a household.”

Evelyne Huytebroeckmarket

Minister of environment of Brussels, support to Topten BE

o Utilities' reference

- Continuous identification of the highest-efficiency products
- A basis for rebate programmes
- A source of information for their clients

More and more utilities get interested in energy services for their residential clients – in some cases because regulators oblige them to invest in energy efficiency, in others because they view the promotion of energy efficiency as a way to build clients' loyalty.

The utility of the city of Prague, PRE, 560 000 clients, used the Topten project and became a winner of the Euro-Topten competition for the best Topten information campaigns.

PRE supported the production of a Topten leaflet, provided information on Topten through its advice centres, included Topten in its on-line calculator, offered to rent energy metering equipment, trained its employees, and organised a seminar on energy efficient equipment.

citation

PRE – Energy Utility (CZ), for promoting Topten products and energy conservation to over 560.000 consumers

“The Euro Topten project and the uspornespotrebice.cz website have helped us to promote energy efficient appliances to households and to offer advisory services to our clients. At the same time, we are proud to have won the international Euro Topten competition, which we consider to be a reward for our activities promoting the electric energy efficiency.” Josef Raffay, Head of Marketing department PRE - Prague energy utility Prague, Czech Republic

XXX screen shot:

<http://www.uspora-energie.info/domaci-spotrebice/chladnicka--mraznicka/doporuceni-pro-nakup.html>

<http://www.uspora-energie.info/domaci-spotrebice/mycka/doporuceni-pro-nakup.html>

Topten Poland also collaborated with a large Utility, Vattenfall (more than 4 millions clients), in developing an on-line calculator linking to the Topten website. This operation won the WEBBY award in the "Interactive Advertising/Business to Consumer" category.

XXX Screenshot:

www.vattenfall.pl/kalkulatorenergii/

In Austria, the utility EVN from lower Austria teamed up with Topprodukte and retailers within the "Power Partner" campaign: EVN clients buying in selected shops a super efficient products identified on Topprodukte, benefited from a credit on their energy bills. Promotion was also organised at the point of sale.

- o Media's favourite informer
- A credible, independent source of information
- Regular updates
- One-stop shop for broad range of product categories autre traduction pour guichet unique ?

With XXX (number of media contact) and XXX (valeur au niveau européen), Topten provides media with dependable and straightforward resource through the promotion of the products' selection (press releases, press conferences, etc.) and ready-to-use editorial material for news articles, journals, TV and radio reports. The resulting direct referrals by major media outlets and on-line consumer resources (e.g., Google) are in turn a major boost to Topten websites traffic.

In Belgium, Topten organised a press conference for its launch, comparing the energy consumption of an inefficient and a Topten refrigerators. The watt-hour meter displayed a yearly cost of 136 euro/year for the old model in comparison with 36 euro/year for the new model. Journalists were able to use this information in their reports.

In the Netherlands, New launches of Top10 products were presented in the well known national consumer television programme called "Kassa".

- o NGOs' and Institutions campaigns support
- Concrete actions to illustrate their campaigns on sustainable consumption and climate change.

- Material and information for their campaigns

During the Brussels Motor Show, a joint message was displayed by WWF/Topten in the framework of the campaign "Stop climate change, before it changes you". WWF was able to, on the one hand, point out "green washing" activities of manufacturers, and on the other, to advice to surf on www.topten.be to select one of the most energy efficient cars before going to a car dealer.

Most Topten projects benefit from a close relationship -and in some cases are co-managed - with a consumer organisation or an environmental NGO. For Topten, this feature is essential to reach the general public and public authorities, and to gain support (money, information or referrals in the media); for these NGOs Topten brings information and a live illustration of actions that can be implemented to mitigate climate change and consume in a judicious way – two major objectives of these stakeholders.

In Finland, Topten has set up a "steering committee" gathering institutions (ministries and consumer agency), professional associations (from the automobile or the retail sector), WWF Finland and the national Consumers Association,. The consumer agency offered to share data and research material with Topten Finland as well as use the Topten selections on their website.

[Information to be found in the report]

- Key numbers:
 - o web sites,
 - o visitors and hits (if possible with the top ten hits (pages seen): what is the most interesting topic in each country),
 - o categories,
 - o products,
 - o covered languages,
 - o covered manufacturers
 - o contacts with manufacturers –XYZ every 6 months with product managers in all the major manufacturing groups present in Europe)
 - o media contacts and publications,
 - o partnerships with different kinds of institutions
 - o presentations at conferences
 - o saved kWh: that's a problem but the EC is going to ask for it.
 - o That our teams are made up of complementary skills (or we use professionals)

Manque les liens avec les campagnes nationales ?

Topten's keys to success

- Competent, neutral, independent
- Transparent selection
- Only the very best
- Great variety of categories (more than 40 product categories, hundreds of sub categories and thousands of products)
- First price and global cost (LCC
- Picture of product; retail address
- Up to date, fast
 - Advice for use
 - Analytical studies

What the European Commission says in its Brochure regarding Topten (summer 2008)

http://ec.europa.eu/energy/intelligent/library/doc/ka_reports/eeproducts08_en.pdf

illu - Fac-simile de la page

Click your way to energy savings