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Executive summary

EURO-TOPTEN PLUS project

www.topten.eu

January 2009 - December 2011

20 partners presenting complementary backgrounds: energy specialists, energy agencies and research institutes, environmental NGOs and consumer organisations with communication competencies:

ADEME - French Agency for Environment and Energy, Valbonne, France (coordinator)

AEA - Austrian Energy Agency, Vienna, Austria

DENA, German Energy Agency, Berlin, Germany

FEWE, Polish Foundation for Energy Efficiency, Katowice, Poland

ICEMENERG - Energy Research and Modernising institute, Bucharest, Romania

ICLEI – Local governments for sustainability

Lithuanian National Consumer Federation, Vilnius, Lithuania

Motiva, Helsinki, Finland

Norwegian Society for the Conversation of Nature / Friends of the Earth, Oslo Norway

Oeko-Zenter - Ecological Center, Luxembourg

Öko-Institut - Institute for Applied Ecology, Freiburg, Germany

Quercus - National Association for Nature Conservation, Lisbon, Portugal

SEVEn - The Energy Efficiency Center, Prague, Czech Republic

Wuppertal Institute for Climate, Environment and Energy, Wuppertal, Germany

WWF Belgium, Brussels, Belgium

WWF European Policy Office (EPO), Brussels Belgium

WWF France, Paris, France

WWF Greece, Athens, Greece

WWF Italy, Rome, Italy

WWF Spain, Madrid, Spain

The members of the Steering Committee show interest in the Euro-Topten Plus project, support its partners or start to manage a Topten activity in their country:

REGEA, North-West Croatia Regional Energy Agency, Croatia

SAFE, Swiss Agency for efficient energy use, Zurich

Swedish Society for Nature Conservation, Sweden

Topten Switzerland, Zurich

Cost: 1.71 M€

Support from the Intelligent Energy-Europe programme: 1.12 M€

Find out best products in Europe

Cold appliances

- Free standing refrigerators
- Built-in refrigerators
- Chest freezers
- Upright freezers

Washing machines

Dishwashers

Air conditioners

TVs

Tumble driers

- Residential use
- Semi professional use

Vacuum cleaners

Coffee machines

- Fully automatic
- Capsule espresso machines

Energy saving lamps

- Compact Fluorescent lamps
- LED lamps
- LED reflector lamps

Office equipment

- Computer monitors
- Laser printers
- Laser multifunction printers
- Inkjet printers
- Inkjet multifunction printers

Cars

- Mini
- Small
- Compact
- Middle class
- Upper middle class
- Vans 5 seats
- Vans 6 seats and more

Circulation pumps

Electric water heaters

Purpose

Topten is a market transformation tool used to bring more energy efficiency on the market of products and equipment. Topten:

- Provides selections of the most efficient products available on the market. The selections are displayed on user-friendly websites managed at national level, close to consumers' markets
- 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 analyses

Key results

- 16 websites presenting continuously updated selections of best appliances, recommendations for users, and selection criteria
- Information available in 13 languages
- 85 product categories scanned in the 16 countries, broken down into more than 400 market segments reflecting consumers' preferences
- More than 4.65 million visitors over the three years of the project, 1.8 million in 2011. Together with Switzerland, all European Topten websites have attracted 6.65 million visitors between 2009 and 2011, of which 2.5 millions for the sole 2011
- Extensive media coverage
- An open Topten platform: new organisations can join at any time (as the Society for Nature Conservation in Sweden did in 2011)
- Differentiated impact on numerous target groups: tailored information delivered to consumers, procurement officers, policy makers, NGOs and institutions, support to utilities, support and recognition to product manufacturers and retailers investing in energy efficiency
- As a result, over 75 partnerships developed across Europe
- "Best of Europe": the only review of the supply of efficient appliances on the European market (BAT, policy analyses)
- Integration in a world-wide network together with TopTen USA and Top10 China, www.topten.info

Target groups and main inputs brought by the project

Market Actor	Topten Value Proposition
Consumers	<ul style="list-style-type: none">• User-friendly interface to identify most efficient products• 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">• Increase of high mark-up products' sales• Position retailer as "trend setter", and build trust in the message against climate change
Large Buyers and Procurement Officers	<ul style="list-style-type: none">• Support formulation of procurement specifications and award criteria• Ensure that very efficient products are available on the market (no pilot product, lower risk of unsuccessful calls for tenders) from brands that are able to provide all associated services• Reduce operating costs to enhance value-for-money
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• Serve as a source of information for their clients
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	<ul style="list-style-type: none">• Concrete actions to illustrate their campaigns on sustainable consumption and climate change• Material and information for their campaigns

a Topten, a leverage to market transformation



a.1 Topten, a Market Transformation tool

Since 1881 and the first Edison light-bulb, it has only been a little over a century that mankind has developed the habit of using electricity. It is very flexible for the user (just press a button), but it is energy intensive to produce (3 parts of primary energy for 1 part of electricity), expensive, and very difficult to stock. It should therefore be used wisely.

However, electricity consumption in the residential sector has grown by 13% between 1990 and 2007 when it reached 800 TWh in the EU27 countries¹. There are several reasons for this growth: appliances, and devices have multiplied, but are not always eco-designed, have grown in size, user behaviour not always savings-oriented, etc.

The Topten network estimates that the specific electricity consumption could be reduced by 30 to 50%, provided appliances as well as purchasing and user behaviours continue to improve.

A synergy provider

While electrical appliances present 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 can not 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 policy makers: under the pressure of budget restrictions, it is not always easy to carry out ambitious and successful policies, despite the shared concern about climate change and energy issues.

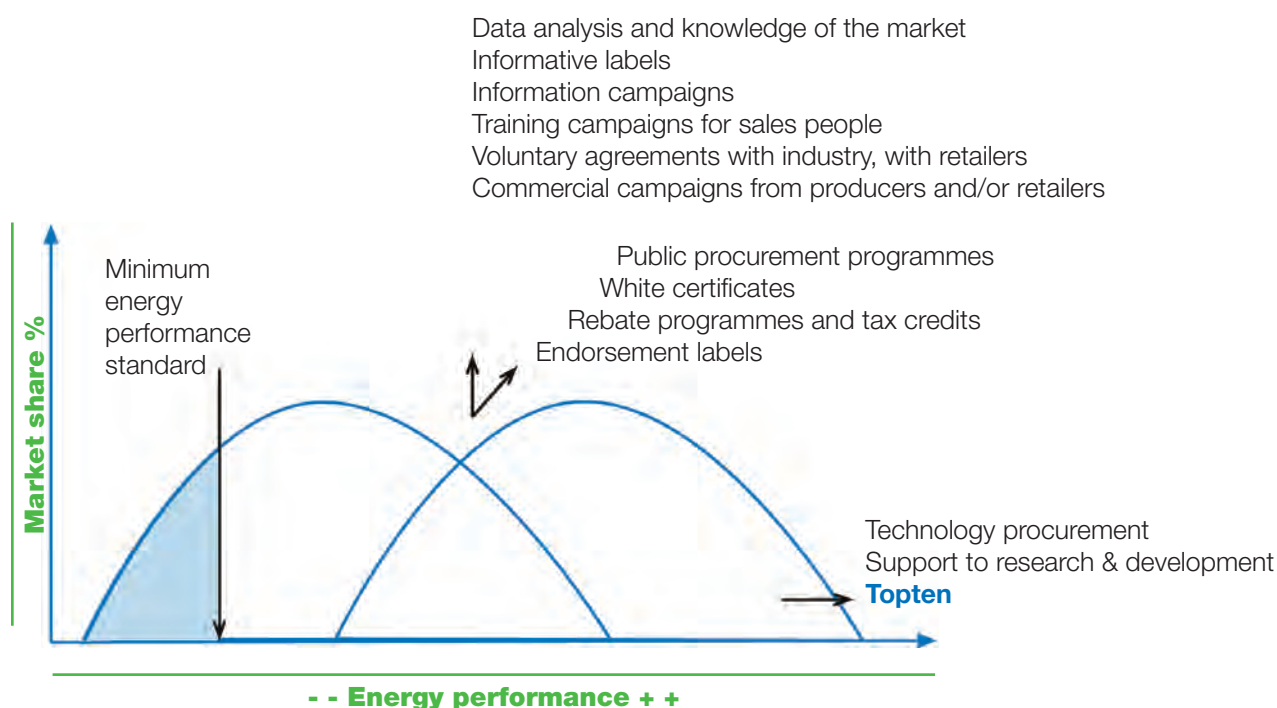
¹/Source: Electricity Consumption and Efficiency Trends in European Union - Status Report 2009 - Joint Research Center, Institute for Energy, EUR 24005 EN.

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
- Information campaigns
- Training campaigns for salesmen
- Voluntary agreements with industry, and/or retailers
- Commercial campaigns from producers and/or retailers
- White certificates
- Public procurement programmes
- Technology and cooperative procurement
- Support to research and development
- Topten: promotion of best models

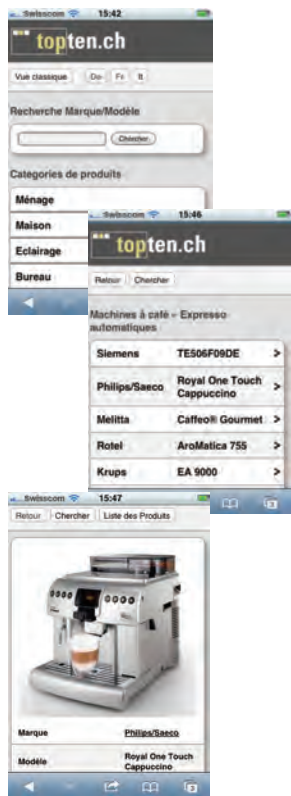
With regards to this situation, Topten encompasses and can serve most of these instruments as it:

- 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 analyses



NEW

The Topten for smartphone interface was developed in 2010



Qualified, updated and widely accessed online

A major barrier to broad dissemination of more energy efficient and environment-friendly equipment, products and services is that consumers do not have quick and easy access in their language 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 are directly informed about:

- the importance of choosing a good product (at the time of purchase) for their 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

Topten goes further than providing direct information to consumers and use synergies between the various Market Transformation tools: once the selections of Topten products are available, this very valuable information can also be used for other purposes. 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 or 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 existing informative and endorsement labels as it verifies the information 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 are seriously investing in 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 the internet.

Given European standards of living and equipment rates, Topten represents a uniquely 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.

a.2 Showcasing

An internet tool... from the portal www.topten.eu 16 national close-to-consumer Topten websites can be accessed (from 2012, at least 3 more countries will develop their own website)...

...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.

	topten	topten	topten	topten	topten	topten	topten	topten	topten	topten
	topten	topten	topten	topten	topten	topten	topten	topten	topten	topten
Brand	topten	topten	topten	topten	topten	topten	topten	topten	topten	topten
Model	topten	topten	topten	topten	topten	topten	topten	topten	topten	topten
Fuel price (€ for 100000 km)	4980	4180	4180	4180	4730	4730	4730	4730	4730	4940
Eco rating	75.3	81.5	81.5	81.5	84.5	84.5	84.5	84.5	84.5	84.5
Eco class	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★	★★★★
Fuel (l or kg per 100 km)	2.9	2.9	2.9	2.9	4.2	4.2	4.2	4.2	4.2	4.4
Emission class	Euro5	Euro5	Euro5	Euro5	Euro5	Euro5	Euro5	Euro5	Euro5	Euro5
CO ₂ (g/km)	80	99	99	99	114	123	123	123	123	114
Noise magnitude (dB(A))	69	70	70	69	69	70	71	70	70	70
Seats	5	5	5	5	5	5	5	5	5	5
Cylinder capacity (cm³)	1799	1500	1500	1500	1500	1500	1500	1500	1500	1500
Power (kW)	100	84	77	77	85	103	77	77	84	82
Gearing	as	m6	m6	m6	m6	m6	m6	m6	m6	m6
Available in countries	on demand	on demand	on demand	on demand	on demand	on demand	on demand	on demand	on demand	on demand

besteprodukter.no Kontakt Sitemap Lenke Om Euro-Toppen

Kjøleskap Fryser Kombiskap Oppvaskemaskin Vaskemaskin Tørkeskammel TV & Utsyr

Her er du: Beste Produkter » Beste Produkter » Vaskemaskin

Her er du: Beste Produkter » Beste Produkter » Vaskemaskin

	1 Best i Norge	2 Best i Norge	3	4	5
Rangering	1	2	3	4	5
Merke	Miele	Samsung	LG	Whirlpool	Samsung
Modell	W 5000 ECO	WF0804W8W	F1480QDS	AWOE 9001	WF0804Y8E
Modell	W 5000 ECO	WF0804W8W	F1480QDS	AWOE 9001	WF0804Y8E
Forbruk kWh/år	160	160	171	180	180
Energi klasse	A+++	A+++	A+++	A+++	A+++
Sentrifugeklasse	A	A	A	A	A
Kapasitet kg	7	8	8	9	8
Sentrifugehastighet	1'800	1'400	1'400	1'400	1'400
Hayde	85	85	85	85	85
Bredde	60	60	60	60	60
Dybde	62	65	64	60	60

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.

...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 presented 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 / up-right 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 total cost is clearly displayed. Advice is also given on how to use and maintain the various products.

...And highlighting the overall efficiency gain in comparison with an 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 generally not published.

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 Topten products lists are updated frequently, at least twice a year. The criteria are easy to revise and are strengthened 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+++ class for wet and cold appliances, A class for tumble driers, etc.). Where it does not exist, other labels are used (such as Energy Star®, the Blue Angel 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 from appliance manufacturers, importers or retailers. Thus fully independent from brands and commercial trends, Topten enables consumers to choose environment-friendly products, an incentive for manufacturers and retailers to favour them as well.

a.3 Achievements of in-depths field activities

The next graph 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, marketing and buying of highly efficient appliances and equipment within a reasonable timeframe. For each type of product, Topten teams undertake regular market studies at national level in order to:

- 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.

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. However, Topten does not spend money on advertisement, but grows thanks to the development of partnerships, which multiply opportunities to make Topten known.

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

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 Plus 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.

What is Topten?

Above the water 10%

Websites

Market Transparency

- Topten websites
- Consumer advice

Below the water 90%

Market Transformation

- Market research
- Energy labels
- Testing standards
- Industry contacts
- Retail programmes
- Procurement
- Discount & rebates



Energy efficiency for consumers, in policy and procurement



Topten reveals the best products in Europe:

Topten is a web portal guiding consumers to the most energy efficient appliances and cars in Europe. Find the best products available in your country, with a simple click!



Policy recommendations:

Topten policy recommendations are based on Topten's overview on most efficient products in different product categories. [See all policy recommendations](#)

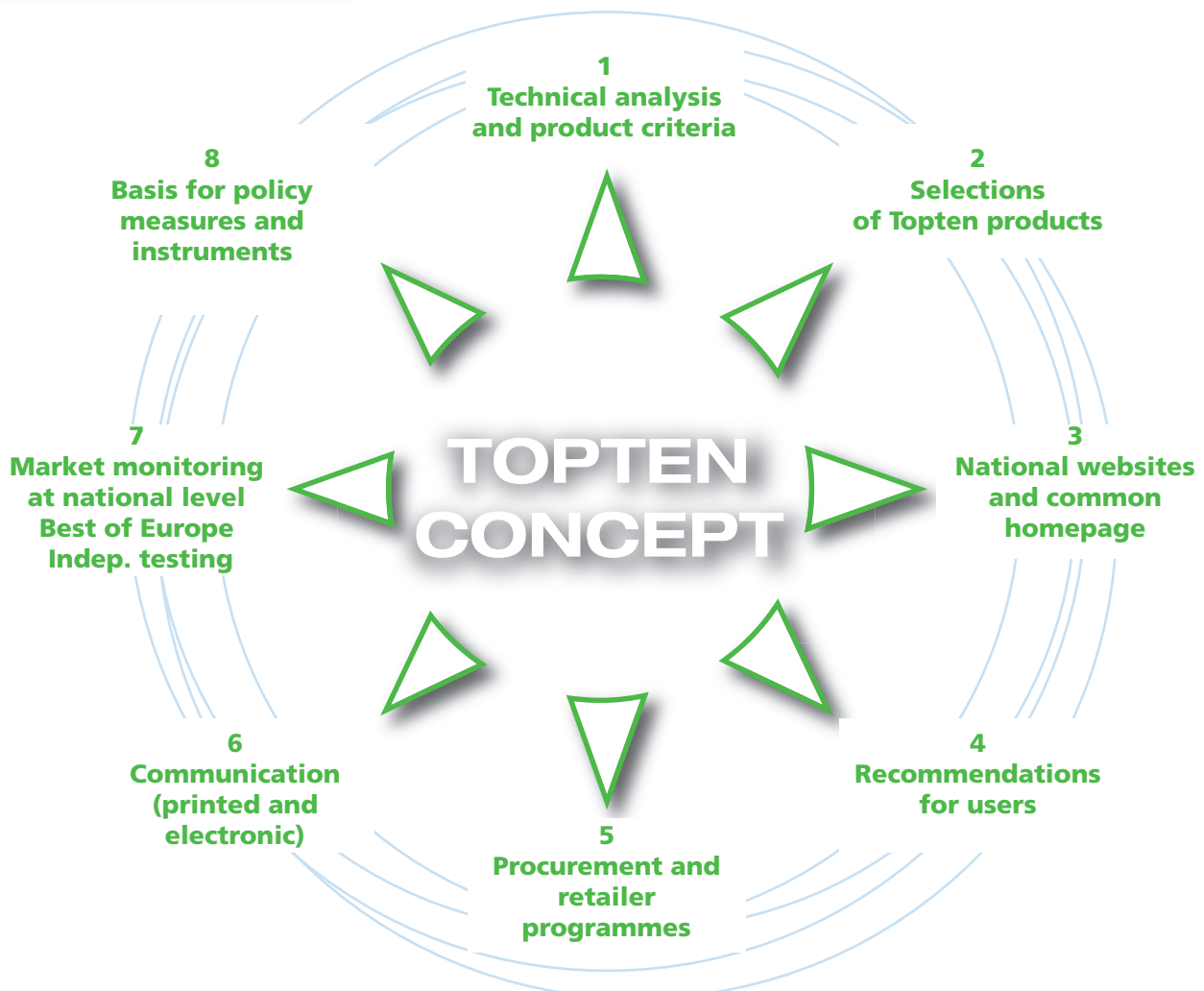


Professional procurement:

Topten Pro gives purchasing guidance for public procurers and other professional buyers. It provides clear guidance on tender criteria to buy the most efficient product on the market.

cars, bicycles), leisure (incl. restaurants, vacation destinations) and green electricity.

- 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 lifetime of the product, and a comparison with an inefficient model however available on the market, to underline its relative importance for the buying decision.



- Exchange data with Euro-Topten Plus 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 future Topten development.

Communicate

- Focus on the website which must be user-friendly, 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 dialogue 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.

Topten: 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 can serve as a basis for governmental programmes, such as rebate schemes.

- 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 lowers 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.

b The Topten project acts at both local and international levels

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

Each step of the six-year Topten market monitoring has confirmed that the European market for appliances remains both 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 European Energy Label allows for homogenous information across the whole of Europe; etc.

But on the other hand, **there are important differences between countries**: design variety and corresponding differences in model references requires study of the market at national level in order to reflect national preferences and availability in shops; the market structure is also less international than it may seem: on the manufacturers' side, especially in the white goods sector (as opposed to the brown goods where the situation is easier to track), national branches are rather independent in their management: they choose 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, the price is set at national level, 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**: at the end of 2011 / beginning of 2012, the distribution of A+++ cold appliances in Europe is very uneven: 65 models in Germany, 44 in Switzerland, 12 in Czech Republic, 10 in France, Italy, Spain, and 6 in Norway². Likewise, the efficient heat pump driers are not proposed and sold equally in European countries, even if they present comparable equipment rates³.

These differences – which can be explained by cultural variations between countries, average wages, the sensitivity to environmental issues, 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 axes:

- 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 to its own national context.

- at international level, the development of a "Topten system" in order to gain critical mass, share knowledge, compare data, understand the products' energy efficiency *status quo* and contribute to European policies.

2/ December 2011 / January 2012, various Topten websites

3/ For example, the availability of heat pump tumble driers (the most efficient ones) in October 2011 varies from 52 models in Switzerland to 15 in Germany, 6 in France and 3 in Finland (source: topten.eu and national Topten websites)

b.1 A six-year growing network

The Topten concept was first developed in Switzerland in the year 2000 by S.A.F.E., Swiss agency for efficient energy use. 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 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 recognised by the public authorities which largely supported it: 8 product fields (office equipment, home equipment, mobility, etc.), 53 product categories segmented in more than 200 sub-categories presenting over 2,000 Topten products, 50 partners, more than one million visitors in 2011.

Early 2004, and after the sound local anchorage of Topten Switzerland, the Swiss Topten team started to contact their European colleagues, as it appeared that a much larger impact could be gained thanks to a European critical mass:

- European consumers face the same situation when they want to buy electricity consuming equipment.
- Electricity demand is growing 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.

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

- France at the end of 2004: www.guidetopten.fr 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); it is today managed by an independent company.
- Austria in 2005: the Austrian Energy Agency launched www.topprodukte.at as part of a large governmental "klima:aktiv" programme.
- And Germany where in 2005, the Öko-Institut launched www.ecotopten.de with support from the Federal Ministry of Food Agriculture and Consumer Protection as well as from the Stiftung Zukunftserbe (a German foundation for sustainable projects) and in 2006 dena, the German Energy Agency went on line with www.office-topten.de on which the most energy-efficient PCs, notebooks, monitors, printers, copiers, scanner, and multifunction-devices are presented.

b.2 From the Euro-Topten project to the Euro-Topten Plus 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, while guaranteeing end-user comfort levels. This promotion can be done through the implementation of various activities (including information campaigns, 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, followed by the "Euro-Topten Plus" project in 2009. The projects aimed at encouraging consumers to ask for, choose and properly use energy efficient products, while getting retailers and large buyers involved, and at creating multinational pressure to orient manufacturers toward more energy efficiency across their range of products. They use synergies with existing instruments such as the European Energy label, utility programmes, and information campaigns.

The projects' short-term goal is to create the best conditions to shift the market towards higher energy efficiency, i.e.: sharing experience and reaching the necessary critical mass through the efficient network of Topten websites.

The Euro-Topten Plus project was built around 20 core formal partners, as an open platform, to share information with a wider circle of countries and to welcome organisations interested in the project, and willing to develop a Topten project in the future, or leading complementary initiatives – the Topten Steering Committee gathering these non-formal participants had four members at the end of the project. As a result, 18 Topten European websites were developed or joined the Topten movement between 2006 and 2011.



euro top ten

euro top ten⁺

Euro-Topten Plus

Steps and components

The Euro-Topten Plus IEE project has gathered 20 partners committed to implement a work programme composed of 7 major components (all public deliverables are available from www.topten.eu).

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 20 official partners and 4 additional organisations interested in the Topten concept and implementation.

- Euro-Topten Plus gathers teams with different and complementary backgrounds: energy specialists, 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 on all products and dissemination activities (see component 2).
- Two websites have been created: a collaborative working tool dedicated to partners (www.eurotopten.eu) and a user friendly tool for the public (www.topten.eu) also acting as a portal to the national websites and providing information on European best appliances.

2 - Developing the Euro-Topten Plus network

Coordination: ADEME

This component is at the core of the Euro-Topten Plus project: elaborating the Topten product selections is the most time consuming activity (as it is continuous) but constitutes the basis for all the 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 selection 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 - Technical specifications

Coordination: AEA, Öko Institut

This component aimed at providing the necessary technical and general market elements to a Topten team willing to update and / or start a new product category.

- One of the European added values of the Euro-Topten Plus project is that this technical information is developed once, by the most qualified partner, for the benefit of all partners.
- Once the national situation has been analysed for a given product (energy consumption, energy saving potential, interest from visitors), the Topten teams can find in the Topten "criteria papers" all the needed information and guidelines for approaching manufacturers (thanks to a sound knowledge of the European market) and fine-tune their selection criteria at the national level.
- 16 criteria papers are available for the following products, forming a good documentary source: cold appliances, washing machines, dishwashers, tumble driers, room air-conditioners, imaging equipment, monitors, computers, TVs, domestic lighting, LED, LED directional, coffee machines, simple set-top boxes, DVD recorders, windows.

4 - Stimulating Innovation

Coordination: Öko Institut

This component had 3 main activities:

- Topten innovation targets meetings with manufacturers - The Öko Institut regularly gathered manufacturers and Topten experts in order to identify planned innovation and realistically review together the "innovation targets", as well as the Topten criteria that would make sense in the future. The aim is to learn from one another, test ideas and keep a focus on energy-efficiency and environmental performance. Papers summarizing the discussion were produced and innovation targets were identified for washing machines, dishwashers, cold appliances and LED lamps. This dialogue also revealed differences between manufacturers and their assortment – some of them being more progressive/innovative and others less – and differences between the participating European countries concerning the energy efficiency of the product range on the market.
- The production of timely information on product regulation (adopted and to come). As for WP3, synergies were used as one partner particularly well introduced in the policy making process analysed the policy situation and delivered a summary to all partners.
- The Life-Cycle Cost issue was studied in two complementary ways: on the one hand, a paper was produced on LCC for some Topten product categories, and on the other hand, a competition was organised, asking visitors

of the Topten website in various countries (and languages) to find a more catchy name than LCC to encourage consumers to consider it when buying a new product. A separate competition was also organised to promote the application of life-cycle costing in public procurement.

5 - Public Procurement and large-scale buyers

Coordination: ICLEI, with Öko Institut & dena

The aim of this component was to prepare documents in order to facilitate the cooperation with public procurers and retailers, and share experiences between the Euro-Topten Plus partners.

- A specific section of the website was developed from where ready-made specifications and procurement guidelines can be downloaded for 6 product categories of particular interest for public procurers (office equipment, lighting and cars – including reference to the Clean Vehicle Directive.) The Euro-Topten Plus project and its "professional buyers" section was presented during targeted events and in relevant publications circulated throughout Europe. Feedback from public authorities on the procurement guidelines was incorporated and the criteria continuously updated to reflect the evolving product standards on Topten.eu. Three national partners (Spain, Romania and Finland) were supported to develop their own "Topten Pro" sections on their websites.
- Regarding retailers, concrete examples on how Topten can support retailers and be present at the point of sales were gathered, including those showing the difficulties of working with this specific target: time consuming activity, integration of Topten in retailers' business models and in their stock of models, presence in shops, monitoring and evaluation of collaborations, etc.

6 - Market monitoring and evaluation

Coordination: WIKUE

Topten has been constantly monitoring the market for years, and its studies confirms that even though the appliance market is a global one, it remains driven by strong national preferences at consumer level, and by national supply policies at manufacturer/importer, and at retailer level.

The various Topten projects converge as much as possible concerning selection criteria, but take into account their national market situation when setting the thresholds. For example, all Topten projects take as a basis the Energy label for the selection of cold appliances, but in Luxembourg it is possible to select only A+++ appliances while in Greece, the threshold must start at the A+ level in order to reflect the Greek market which matters to Greek Topten visitors.

However, this component provided a monitoring tool at the national and European levels on most efficient products and their evolution and on the number of visitors:

- Regarding the products presented on-line: each Topten projects reports twice a year on key figures regarding the products available on-line: the



Topten Éco: specifically tagging economic Topten models

Topten France conducted a specific market survey at the request of the French Ministry of Environment in order to spot the Topten models with a price equal or below the market average price. It clearly showed that efficient models are not necessarily more expensive to buy: for big white goods, a third of the Topten models also qualified as Topten Éco.

number of categories, of products, and mean values regarding energy consumption. The objective is not to make a strict comparison, which 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 nevertheless allow for a better understanding of major trends. For example, all Topten websites were able to tighten the selection criteria for several products, underlining a positive evolution on the market. The next table shows the Topten TV energy consumption improvement in Italy (by 50% in some cases), which was accompanied by a drop in prices. This evolution should be similar in most countries.

Size	On-mode power			Stand by power			Energy efficiency Index		
	sept-09	mars-10	oct-11	sept-09	mars-10	oct-11	sept-09	mars-10	oct-11
19-26 inch	41,38	27,00	24,20	0,65	0,57	0,22	0,51	0,43	0,28
32 inch	74,00	66,14	41,00	0,25	0,19	0,18	0,52	0,47	0,27
37-42 inch	116,00	76,00	48,67	0,24	0,19	0,26	0,55	0,40	0,24
>46 inch	148,09	94,91	69,75	0,17	0,20	0,18	0,50	0,32	0,23
Average	94,87	66,01	45,91	0,33	0,29	0,21	0,52	0,41	0,26
Improvement	-	-28,86	-48,96	-	-0,04	-0,12	-	-0,12	-0,27

Regarding web visitors, their number is monitored on a monthly basis, despite some difficulties linked to the use of and switch to different monitoring tools. The objective is to learn from comparisons between countries, between media events generating traffic, etc.



7 – Communication and 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 recognised experts able to popularize complex issues; they publish press releases and organise press conferences, make presentation at conferences and fairs, organise the publication of posters and leaflets, sometimes targeting specific target groups such as procurement officers, link Topten with national campaigns on energy savings and climate change mitigation.



The Topten Game “Be the Top Energy Saver” aimed at actively engaging consumers on energy efficiency by asking them to answer a quiz or to take picture of themselves near a Topten listed energy efficient product that they would spot at home, at work, or in shops. The winners of the game were sometimes rewarded with energy efficient appliances.

The game was implemented in all countries with a Topten website, and advertised through different channels, such as radio and TV advertising, Face-

book and Twitter, or events during a fair. The game increased web traffic for many countries, for instance, in Lithuania, in the period during which the game was carried out, the number of visitors increased by at least 10 times and in Finland the number of visitors grew by more than 20 percent during the active game time compared to the previous month. In some countries, the game was also a good occasion to get in contact with manufacturers. In Greece, for example, the game was sponsored by SMEG, Siemens, Epson, Canon, and KRUPS.

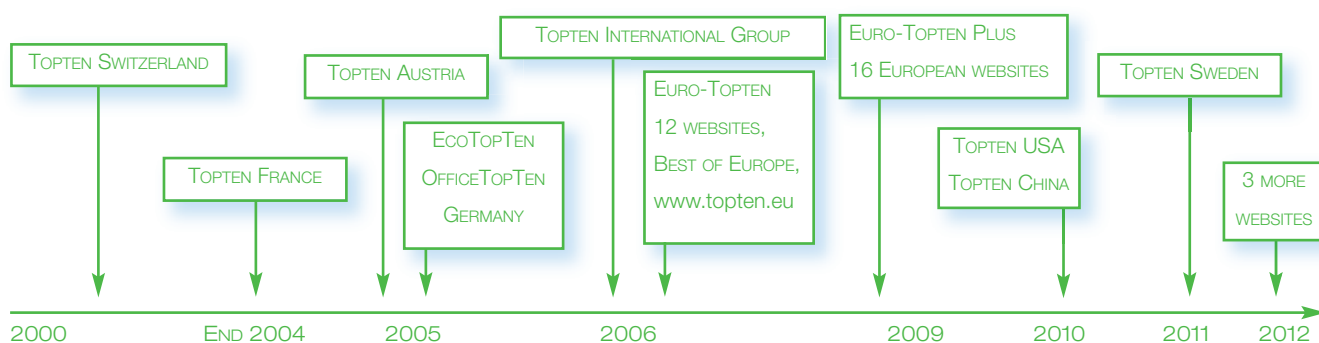
- At European level, the promotion focuses on the www.topten.eu portal and the "Best of Europe" results. The project has been widely promoted at conferences and meetings with decision makers (i.e. a Topten Pro workshop during the Sustainable energy week, institutional and technical presentations at the ECEEE summer study and EEDAL conference), meetings with manufacturers (e.g. Philips, B/S/H, LG) and public procurers. The association Topten International Group is a member of Sustainable Energy Europe.



Euro-Topten Plus project's deliverables to the European Commission

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

Del. N°	Deliverable name
D1	Home page www.topten.eu
D2	All Topten websites, available with their own URL and from the portal www.topten.eu , with selection of products updated at least twice a year
D3	Paper: Topten.eu approach
D4	Paper: Assessment of Framework Conditions
D5	Criteria papers for 16 product categories
D6	Paper: innovation targets for 4 product categories
D7, D8	Paper and competition for a catchy name for the "LCC" life-cycle cost analysis
D9	Briefing notes to partners on product-related policies
D10, D11	Real-life specifications and guidelines for public procurers
D12,13	Topten advertisement and material used in shops
D14	Example of a Topten consumer brochure to be disseminated in shops
D15	Report on collaboration with retailers
D16, D17, D18, D19	Regular market monitoring and web frequentation notes
D20, D21 D22	Production of communication supports throughout the project
D23	Topten Game: a common communication measure throughout Europe
D24	European Press Books
D25	12 case studies illustrating the various impacts of the Topten concept



Next step: Euro-



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 if communication activities slacken, awareness levels and website visitor numbers drop sharply within just a few months.

Up until the end of 2008, Topten projects within the Euro-Topten network have been focusing on technical issues in order to ensure sound and up-to-date information for consumers and a credible ground to exchange information with the manufacturers. From 2009, increasing communication activities have been developed to promote Topten to individual consumers, therefore contributing to consumer awareness on potential energy savings, and more recently towards retailers and public procurers - with a focus on office equipment.

The Intelligent Energy Europe Programme decided to support the “Euro-Topten Max” project for the period 2012 – 2014: up to 18 countries (19 with Switzerland) will develop and maintain a website, presenting more products categories, generating more visitors, reaching more retailers and partners. A product competition, including product testing, will be organised. The project will count 21 partners and will be again functioning as an open platform welcoming collaborations with interested organisations.

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 co-ordinate national Topten projects.



-Topten Max – 2012 / 2014

The "Topten umbrella" has thus been created, which 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 at 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 whose purpose is to guarantee Topten quality and neutrality vis-à-vis the market actors (see appendix 1).

TIG oversees the continuous development of:


- 18 Topten projects in Europe accessible through www.topten.eu. At European level, TIG runs the project "Best of Europe", which addresses researchers and policy makers, presenting the best available technologies in Europe for specific products (see part c.2). This concept identifies the most energy efficient products available across Europe, indicating the countries where they are marketed
- TopTen USA, which was launched in October 2010 and now presents 10 products categories, linking to rebate programmes of each State www.toptenusa.org
- Top10 China, which was launched on October 2010 in Chinese and English, and now presents 11 product categories www.top10.cn
- Feasibility studies are now assessing the opportunity to create Topten India and Topten Russia

Now that Topten USA and China are well established, TIG has started a long-run research project called "Best of the World" which aims at contributing to the global appliance market's understanding and to the establishment of benchmarks between continents, starting with the most "international" products.



"Topten is the best global energy efficiency project. It is on the ground today making a difference in 23 countries to accelerate the adoption of super efficient products – using a common approach tailored to the needs, opportunities and culture of each country."

Sue Coakley, Director of the Northeast Energy Efficiency Partnerships (NEEP), November 2011



Over 85 product categories, 150,000 visitors/month, over 75 partnerships

Multiple levels results and impacts 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; NGOs communicate on energy savings in homes in order to link individual behaviour and climate change issues; retailers choose to adopt energy efficient positioning and revise their product range; 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 weigh, more or less explicitly, in all of these decisions transforming markets.

Within the market transformation toolbox, Topten is considered as a "soft measure", a measure that definitely impacts the market on crucial aspects: it is a market shifter, a facilitator, an education tool, a decision-making aid. The resulting number of saved kWh can be best quantified in the framework of a structured and comprehensive evaluation project.

The monitoring activities undertaken within the framework of the Euro-Topten Plus project confirm the most important trends:

- a constant growth of the websites' contents (in number of product categories);
- the fact that all Topten projects were able to strengthen their selection criteria for several product groups – showing that the best on the market have evolved positively enough to look for even better performance.

Next to the deliverables of the Euro-Topten Plus 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 www.topten.eu portal has enabled the Topten partners to develop synergies and develop the "Best of Europe" activity 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. These three major types of impact are detailed below.

- **150,000** average monthly visitors for the Euro-Topten Plus partners' websites (2011)

c.1 Topten available to millions of people

The best indicators of the vitality of a project largely based on internet are the numbers of visitors, together with the numbers of quotes in the media. Notoriety can only result from the intensive Topten teams' communication activities. A deficit in communication activities means fewer visitors, less interest from manufacturers, and from large-scale buyers and less credibility, this is why the Topten teams have actively worked to reach over 366 million readers, listeners and viewers, and more than 4.65 million web visitors over the three years of the project (1.8 millions in 2011). These numbers are expected to grow in the future.

However, the number of web visitors is difficult to assess, due to data discrepancy from one web analysis software to another. Topten partners are working on harmonizing the method: the majority uses today the least "optimistic" tool, which leaves out random bots hits, but some webmasters use other software, with different metrics. It 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 (economic crisis, 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.

- **208,000** average monthly visitors for all European websites, including Topten Switzerland (2011)

- up to **1.8** million visitors attracted by the **16 Euro-Topten Plus** partners' websites **and its portals** (2011) and 4.65 million visitors for the 3 years duration of the project

- Together with Switzerland, all European Topten websites gathered **2.5** million visitors in 2011, and up to 6.65 millions between 2009 and 2011



Across the European media

Regarding the quotes in the media, few Topten teams have the means to do an exhaustive follow-up and assess the value of their media coverage, but all try to keep track of 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.

EcoTopTen presence in the German press: more than half a million Euro worth of press coverage

Thanks to dynamic PR activities throughout the 3-year project, the estimated amount of readers reached by articles about EcoTopTen over the period is remarkable: 50.6 million circulations, for a total value of print media coverage of 571,534 €. EcoTopTen was further broadcasted on the Radio and television offering an overall good media exposure.

- Nearly **366** million readers / listeners / viewers had a media contact with Topten in the 16 countries over the project's duration



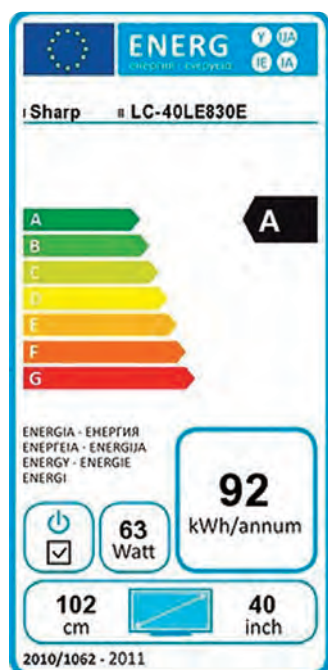
c.2 www.topten.eu portal and Best of Europe

- The portal www.topten.eu is an axis for all Topten projects: it provides access to the national URLs, to the Topten Pro section for professional buyers, information on the Euro-Topten Plus 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.

The information is displayed in the Topten user-friendly way (quick access to the information, various functionality of the products, etc.); additionally, the site provides global market analysis and recommendations for policy makers. This cross checking of product information fulfils two main functions:

- Best of Europe supports the national Topten teams:
 - 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 the already developed selection criteria, from information in English on the product itself, etc.
 - As a quality control tool: information issued by manufacturers' headquarters can be checked in the field, in order to harmonize national Topten selection and Best of Europe selections.
- Best of Europe allows crucial issues to become explicit.

In a market covering 27 countries, Best of Europe is the only review of the supply of efficient appliances.



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 minimum efficiency requirements and specifications for large-scale buyers. They offer the opportunity to coordinate a common understanding and empower decision makers to launch new initiatives promoting efficient products.

Topten helped revise European labels

Topten teams form a strong technical network, using and contributing to the European selection of the most efficient products; www.topten.eu supports regulation makers as it helps them base definition of performance levels on identified best available

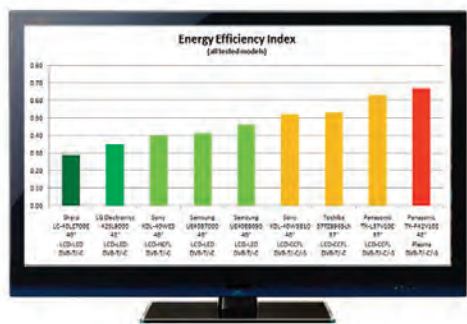
technologies. The Topten information contributed to shift the planned European label scale between the various energy classes.

- TVs – In part thanks to the Topten market research, the new TV label was revised and the thresholds between energy classes tightened, leading manufacturers to keep-up with the energy efficiency design.

- Air conditioners – Topten analysis

demonstrated that the most efficient classes would be populated from the start of the new label: the A+++ threshold was then tightened to ensure that scope for improvement was left for manufacturers and their new products.

- Tumble driers - in Switzerland, several local rebate and procurement programmes were based on Topten raising class A tumble driers market share to 24.5%. Since January 1st 2012, only class A tumble driers – equipped with a heat pump – are allowed on the Swiss market.



c.3 Positive impacts on target groups

With six 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.

Consumers' full information

- A User-friendly interface to identify most efficient products
- 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

In Europe, 4.65 millions visitors have used the Topten websites in the last three years. Consumers regularly contact the Topten teams to congratulate them about the service, suggest improvements on the user friendliness of the site (Topprodukte in Austria offers a specific on-line form for suggestions), ask questions on specific models, or on the market in general (noticing the differ-

Find out best products in Europe for

Cold appliances

- Free standing refrigerators
- Built-in refrigerators
- Chest freezers
- Upright freezers

Washing machines

Dishwashers

Air conditioners

TVs

Tumble driers

- Residential use
- Semi professional use

Vacuum cleaners

Coffee machines

- Fully automatic
- Capsule espresso machines

Energy saving lamps

- Compact Fluorescent lamps
- LED lamps
- LED reflector lamps

Office equipment

- Computer monitors
- Laser printers
- Laser multifunction printers
- Inkjet printers
- Inkjet multifunction printers

Cars

- Mini
- Small
- Compact
- Middle class
- Upper middle class
- Vans 5 seats
- Vans 6 seats and more

Circulation pumps

Electric water heaters

ences between countries for example, asking about the new European energy label), question the selection criteria, spot evolutions on the market, etc.

The screenshot shows the 'guide topten.fr' website. It features a table comparing different refrigerator models. The table includes columns for brand, model, energy class, price, and other specifications. A 'Topten Eco' logo is placed next to certain models, signifying they are recommended for their energy efficiency and value.

Topten €co: why should energy efficiency be expensive?

Since October 2010, the French Topten team is undertaking a specific comparative study for each new Topten selection of white goods. If a Topten model has a price equal to or below the average market price, it is highlighted on the Topten website by a specific logo "Topten €co".

The Topten €co initiative in France revealed that up to one third of Topten models were not more expensive than average energy-greedy appliances, in opposition to the common belief that energy-efficiency is always costly to the consumer. Topten updates of lists constitute market snapshots and help assess the respective impact of marketing, introduction of new regulations and of publicity on pricing policies.

"Sustainable development is a matter of societal choice. Consumption is a lever for economic change. This kind of market transformation tool guides responsible consumers' buying decisions." Nathalie Kosciusko-Morizet, French Minister of Ecology, Sustainable Development, Transports, and Housing.

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 contact with hundreds of 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.

Leading manufacturers base marketing operations on Topten Romania

Front-runner manufacturers were remarkably pro-active partners to Topten Romania, who organised 2 competitions (also involving a recycling company RoRec), both disseminated on the portals of the organisers and in mass media:

1. Over 600 participants competed to find out the efficient washing machines from www.topten.info.ro, their brand and answer a question.
2. Participants in the second competition had to take photographs of a very old refrigerator still in use. The 4 winners (among 300 participants) had to bring their old products to ICEMENERG and received a new super-efficient model. Each of the old and new appliances were then put to test, which



detailed their respective energy consumptions, energy efficiency, annual electricity costs, etc.

The collaboration with manufacturers started in 2011, and has demonstrated the potential market for highly efficient appliances, and the marketing advantage they could gain by using and supporting dissemination of Topten information.

Market Actor	Topten Value Proposition
Consumers	<ul style="list-style-type: none"> • User-friendly interface to identify most efficient products • 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"> • Increase of high mark-up products' sales • Position retailer as trend setter and build trust in the message against climate change
Large Buyers and Procurement Officers	<ul style="list-style-type: none"> • Support formulation of procurement specifications and award criteria • Ensure that very efficient products are available on the market (no pilot product, lower risk of unsuccessful calls for tenders) from brands that are able to provide all associated services • Reduce operating costs to enhance value-for-money
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 • Serve as a source of information for their clients
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	<ul style="list-style-type: none"> • Concrete actions to illustrate their campaigns on sustainable consumption and climate change • Material and information for their campaigns



Retailers objective sales aid

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

Dena and Media Markt cooperation for better consumers buying decision

In Germany, dena led a 143-days pilot project in collaboration with Media Markt, a large retail chain. The Topten website "topgeraete.de" served as a basis to identify the most efficient models and the list of Topten products was communicated to the retail stores half a year in advance so that they could stock enough of these products during the pilot project. Six promotion specialists, trained by Topten on energy efficiency issues and products, directly counselled over 4,000 consumers at four points of sale. Sales of the most energy efficient products increased by approx. 40% during the days in which the advisors were present in shops. The revenues of the retailers also rose during this period.

40 supporting retailers published on OekoTopen.lu

In Luxembourg, Topten focused from the start on retailers. More than 40 partners have agreed to formally support it, by:

- Using the OekoTopen logo on the Topten products
- Showing in shops at least 2 Topten models per category of products presented on the website and ensure their promotion
- Informing OekoTopen about potential new Topten models
- Favouring the Topten models in its buying policy
- Displaying and disseminating Topten communication material in shops
- Showing OekoTopen sticker on appliances

The partnership with Cactus, one of the major retail chains of the country, has been continuous. Most of the salesmen were trained and now help to spread the word about Topten and energy efficient products.

Euro-Topten Plus for procurement

- Support in the formulation of procurement specifications and award criteria
- 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
- Reduction in operating costs to enhance value-for-money
- Integration of life-cycle costing into tender evaluation

A field demonstration by OfficeTopten

Dena, the German energy agency, measured for two-weeks the IT equipment energy consumption and the user behaviour of representative offices of the Berlin Police and the Ministry of Economics.

All the equipment was then replaced by Topten efficient products listed on



OfficeTopten; for the Ministry this included the use of efficient laptops. Additionally, users were trained on energy efficient use (duration of use, shut down behaviour, use of energy saving function).

The second measurement campaigns of the sample showed that on the scale of a major administration, with orders of thousands computers and copiers, the potential cost- and energy savings are huge.

- up to 56% energy saving for the Berlin Police, mostly due to the change of equipment.
- 82% savings for the Ministry of Economics.

Both participants have started to make energy efficiency an important criterion when procuring new IT equipment. The Ministry has already replaced 600 desktops by efficient notebooks between 2009 and 2011.

Sharing experience and expertise to fine tune procurement guidelines

A workshop was held in Helsinki in November 2010 with a number of public authorities. While the guidelines were considered useful, further information on costs was expected. The procurement guidelines now contain detailed information on the cost savings available through application of the Topten Pro criteria.



French town Venelles wins European Topten procurement competition

The Topten Project and ICLEI launched this competition in 2011 to help public authorities use life-cycle costing in their procurement. The French small town Venelles decided in 2007 to implement environmental criteria in its procurement. It was selected as the winner of a free energy audit worth up to €7,500. The audit will be carried out on the École Marcel Pagnol, a primary school with 122 students built in 1960; it will cover all aspects of energy consumption, and recommend improvements.



Impacting policy

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

Topten “minutes” broadcasted in Portugal

The Topten team in Portugal regularly develops Topten information for:

- A TV programme called “Minuto Verde” (Green Minute), 196,000 viewers on average: the Topten website is used and quoted each time the Green Minute focuses on products consuming energy.
- A Radio programme called “Um Minuto pela Terra” (One Minute for the Earth), 6,5% audience share: Topten is used and quoted whenever energy-consuming products are the focus of the programme.
- Topten Internet buzz videos posted on Topten.pt, with guest-stars suggestively voicing the respective qualities of their latest crush (a washing machine and a refrigerator).



NGOs' and Institutions campaigns support - Raising Awareness with Topten

- Concrete actions to illustrate their campaigns on sustainable consumption and climate change
- Material and information for their campaigns

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 (be it in the form of money, data 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. Likewise, many partnerships are developed with institutions, themselves leading awareness campaigns and looking for synergies with concrete projects enabling citizens to act. (e.g. "Klimaaktive" in Austria, "Faisons vite, ça chauffe" in France, "Energiansäästöviikko" energy efficiency week in Finland, "EnergieEffizienz" in Germany, "WWF climate group" in Switzerland).

“Green Light to Savings”: Topten inside

This Czech programme's mission is to raise consumers' awareness and inform on household appliances, their impact on the environment, the market situation and the potential savings, based on Topten's expertise. Partners include experts, utilities, manufacturers, and a consumer association. The programme carefully shifts the selection criteria for publication, helping the Czech market to globally move progressively towards more energy-efficiency.

3,800,000 visitors in electronic media and over 75,000 visitors for <http://www.zelenausporam-partnerstvi.cz>, which presents a data base of selected efficient household appliances, directly drawn from the experience of Topten in Czech Republic

- Press releases and press conferences, resulted in good press coverage reaching 300,000 readers
- Several thousands of brochures and leaflets were disseminated by





the Ministry of Environment and the State Environmental Fund, but also by the partners, such as PRE, the Prague Energy Utility, ensuring a high multiplication effect.

Topten Poland's aware citizens awards and e-learning

The first competition included an e-training "I am an aware citizen", and addressed energy end-users. It was publicised on two dedicated websites, www.topten.info.pl and the learning website www.e-szkolenia.topten.info.pl. 5 winners with the highest scores received energy efficiency related awards (CFLs, LED bulbs, electricity socket energy meters, digital electricity socket timers).

The second competition "I protect the climate through sustainable energy use" was a photo/video contest addressing 34 high schools. It also included an e-training on sustainable energy use, which was followed by 970 students.



Choose Topten" in Lithuania

The Lithuanian Topten team set up a Top-10 labelling agreement: based on Topten criteria, with a 6-month validity to match the Topten lists revisions, it serves as an independent label of household appliances helping consumers to choose the most energy efficient products. Top-10 involves all Lithuanian retail chains and has triggered collaboration with nGO's, governmental organisations and commercial enterprises.

Topten: The keys to success

- Competent, neutral, independent: energy experts with no links to manufacturers nor retailers design selection criteria
- Transparent selection: all methodologies are available on-line
- Only very best products are presented: work and budget concentrate on efficiency
- Comprehensive variety of categories to attract visitors: 85 product categories, hundreds of sub-categories and thousands of products
- Information on purchase price and global cost (with energy bills)
- Beyond energy features, market features that interest and attract consumers: photos and main functionalities of products
- Simple, fast and up-to-date: direct access to product information on what is available in shops (at least two updates per year)
- Advice for good use of the products
- Analytical studies of the market and technical expertise for specific products

Topten

1. Topten is a concept with tools for end-users to speed up sales, focus on quality and lower barriers for market access of energy efficient equipment and respective information in households, offices, buildings, industry, transportation, etc.
2. Topten is internationally coordinated by the Topten International Group (TIG: a non-profit association, based in Paris/France) in order to increase influence on energy efficiency standards, to safeguard high quality of operations, to maintain independence, to accelerate exchange of experiences and data and to provide access to tools and web-systems for national Topten organisations. TIG safeguards the use of the Topten concept worldwide. It will protect international property rights of Topten.info, its name, logo and web content.
3. Topten wants to move national and international markets, individual manufacturers and retailers, organisations of trade and manufacturers, international standard organisations, etc. to contribute to the efficient use of energy by providing, designing, building, marketing and operating more energy efficient equipment.
4. In order to achieve this goal Topten has led by TIG the following tasks:
 - a. Research in national and international markets for the best products.
 - b. Building and updating databases for energy efficient equipment.
 - c. Design of criteria catalogues for the Topten-qualification (cut-off line).
 - d. Providing independent testing facilities.
 - e. Support of procurement programmes for energy efficient equipment.
 - f. Design and hosting of a series of national and international web-sites.
 - g. Support of design and distribution of print products with information on energy efficient equipment, etc.
 - h. Training for personnel working in national Topten projects.
 - i. Contacts to national and international organisations to influence the sale of more energy efficient equipment.

Charter

5. Topten works in cooperation with, but is independent of, equipment manufacturers and retailers and their respective associations.
6. Topten is not engaged in the sales of equipment that is mentioned on any Topten site.
7. Topten is organised nationally in order to better understand and guide market conditions.
8. Topten is financed and supported by national, regional, local and international governmental agencies, consumer and environmental NGO's and other partners (utilities, media, etc.). No sponsor shall be directly linked to the manufacturing and selling of energy using equipment displayed in Topten.
9. TIG does not normally support national Topten projects with funds except in developing countries under special agreement.
10. TIG chooses, gives accreditation and supports national organisations that want to use and distribute Topten in their country according to the Topten Charter. For the process of accreditation the prospective national Topten organisation has to setup its national partners, funding, operation managers etc. and provide the relevant information to TIG. The accreditation procedure is a transparent process with a peer review.
11. TIG tries to avoid having more than one national Topten organisation in a given country / or in a given market.
12. All national organisations accredited by TIG are members of the Topten International Group and are linked to www.topten.info. They pay an annual membership fee. They can use the Topten logo, operate their national Topten system and have access to the Topten database and international market research.

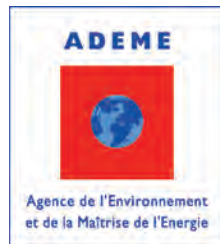
Since September 2006

Lined area for notes or calculations.



Who is Topten

The Euro-Topten Plus project is led by energy specialists, environmental NGOs and consumer associations and consists of the following partners:



(Coordinator)



Ecological Center, Luxembourg



Norwegian Society for the Conservation of Nature, Norway



Energy research and modernising institute, Romania



Deutsche Energie-Agentur GmbH (dena)
- German Energy Agency



Local governments for sustainability



Motiva Oy, Finland



Oko-Institut e.V., Germany



Polish foundation for energy efficiency, Poland



Lithuanian national Consumer Federation, Lithuania



National association for nature conservation, Portugal



SEVEEn, o.P.S., Czech Republic



Wuppertal Institute, Germany



for a living planet®

WWF European Policy Office, Belgium
WWF-Belgium
WWF-France
WWF-Greece
WWF-Italy
WWF-Spain

Additional partners are:



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