

Topten Global Annual Report 2011



Photo: Huang Luting

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The sole responsibility for the content of this report lies with the author. It does not necessarily reflect the opinion of Topten partners. Neither of them are responsible for any use that may be made of the information contained therein.

List of Abbreviations

3G	Third Generation
BAT	Best Available Technology
CEI	China National Electric Apparatus Research Institute
CHEARI	China Household Electric Appliance Research Institute
CLASP	Collaborative Labeling & Appliance Standards Program
CNIS	China National Institute of Standardization
CVC	Certification and testing base of CEI
EC	European Commission
EEDAL	Conference on Energy Efficiency in Domestic Appliances and Lighting
EU	European Union
GfK	Market research company
IT	Information Technology
LED	light-emitting diode
MEPS	Minimum Energy Performance Standards
SEAD	Super-efficient Appliance Deployment program
SECO	Swiss State Secretariat for Economic Affairs
TIG	Topten International Group
VDE	Association for Electrical, Electronic & Information Technologies
WWF	Worldwide Fund for Nature

Executive Summary

Energy efficiency is key to sustainable development in developing countries, economies in transition, and industrialized nations. The Topten mission is climate change mitigation through market transformation towards energy efficient products. Topten is a tool to promote Best Available Technology with producers and retailers, to raise consumer awareness, and to inform policy makers.

Topten provides consumers and professionals with credible, up-to-date information on the most efficient products available on their local markets. The national Topten websites present information on specific product categories in a consumer-friendly way, using pictures, listing functions, availability and prices, and comparing total costs (i.e. purchasing price plus energy and water costs accumulating over the product's whole life cycle) with those of a non-recommended model that is also available on the market.

Topten ratings cover energy-using products of interest to individual consumers and large buyers alike: cold appliances (refrigerators and freezers), wet appliances (dishwashers and washing machines), tumble driers, air conditioners, TVs, efficient lighting (CFL and LED), computer monitors, ink jet and laser printers, copiers and multifunction devices, cars, coffee machines, vacuum cleaners, pumps, etc.

As only the best-performing products are listed, the selection is much narrower than within existing labeling systems, making it easier for consumers to choose from among the thousands of products available. The selection is based on existing relevant national regulations and international energy measurement standards. Topten is neutral, rigorous and transparent. It is independent of and uninfluenced by manufacturers or retailers. The selection methodology is accessible online.

In 2011, the Swiss State Secretariat of Economic Affairs (SECO) committed funding for Top10 China for the period 2011-2013. The Topten program in Europe, "Euro-Topten Plus," funded by the Intelligent Energy Europe, will be continued for another three years, called "Euro-Topten Max," starting January 1, 2012.

Topten also started collaborating with Alibaba Group in China, the world's largest online business-to-business trading platform for small businesses. In addition, Topten entered into a partnership with WWF, the global conservation organization. In the United States, Topten launched the energy efficiency consortium Northwest Energy Efficiency Alliance, and Topten USA became a partner of the Energy Star Partner Program.

The highlights of 2011 were:

- Topten contributed to strengthening the EU energy label for air conditioners and televisions, thanks to test comparisons partly made in China. The ability to provide policy makers with current BAT market information is unique to Topten.
- In September, a study tour for ten Chinese policy makers, researchers and testing engineers from CNIS, CHEARI and CEI/CVC to Europe was conducted: meetings with researchers and policy makers were held and five testing laboratories were visited.
- A testing program with European laundry driers started in the USA.
- TopTen USA launched a pilot program with the retailers Sears and Kmart.

Topten in figures:

1. The overall budget for 2011 for the 19 countries was €2.1 million.
2. Number of websites: 19 national websites plus two overview websites: <http://www.topten.info/> and "Best of Europe" <http://www.topten.eu/>
3. Number of product categories: 294

4. Internet outreach worldwide: around five million visits in 2011
5. Media outreach: 557 million media contacts¹
6. Around two billion consumers worldwide live in countries which have a national Topten website.
7. The 19 Topten countries are responsible for 55 per cent of global CO₂ emissions.
8. Topten has 145 partners worldwide: governments, NGOs, power utilities, and retailers. The partners support Topten in its basic research activities and with communications. They also assist in keeping the information on the Topten websites up-to-date and accurate.

¹ This includes maximum print and online media outreach. The number is for Europe and China only, the United States is not included.

1. Message from the President

2011 was a fantastic year! Never before has Topten had such impact. In China, our team placed Topten on the most popular Chinese internet portal, www.sina.com, and the number one search engine for online shopping in China, www.etao.com. The country surpassed 200 million 3G connections at the end of 2011², so the team also launched a Smartphone version of the Top10 China product lists. In addition, the Top10 China website hit the one million visitors mark.

In September, ten Chinese energy and laboratory testing experts, some of whom manage the China energy label system, went on a study tour to Europe. Since China is a major manufacturer of electrical appliances and equipment, of which many are exported to Europe and around the world, the testing and measuring of these devices is a key issue. On the agenda was a visit to the Swiss State Secretariat of Economic Affairs (SECO), which is funding and supporting Top10 China. The delegation also visited Bosch Siemens in Munich, the German testing and certification institute VDE, and GfK – one of the largest market research companies in the world. The tour ended with a meeting with the European Commission Directorate General for Energy in Brussels, Belgium.

In November, Topten organized the second Topten Global meeting in Washington DC, with participants from China, USA, Europe, and Argentina. In connection with the meeting, a reception was held with the Swiss Ambassador to the United States at his residence. Later in the same month, Topten co-hosted a Top10 China Network Event in Beijing, again in cooperation with the Swiss Embassy and the Swiss Chamber of Commerce. Around 70 business representatives and 15 journalists attended the event.

In Europe, Topten developed excellent case studies, outlining concrete examples of Topten achievements throughout the continent. You can find them annexed to this report.

Topten works unremittingly with national and regional policy makers to improve standards. For example, Topten informed the European Commission on the latest market developments and brought those innovations to their attention. As a result, the EU energy threshold value for television and air conditioners was adjusted upwards.

Another example is the market transformation in Switzerland with regard to heat pump driers, whose market share increased from 2 per cent in 2004 to 32 per cent in 2010. As of January 1, 2012, Minimum Energy Performance Standards for driers exist in Switzerland, allowing only heat pumps but no driers anymore.

Our mission is climate change mitigation, our goal market transformation through energy efficiency. We are making progress every day. In 2012, at least two new Topten national websites will go online – in the United Kingdom and in Croatia. In Russia and in India, we are carrying out feasibility studies. We are planning an initial regional Topten meeting in Latin America in 2013. Together, as the Topten network becomes stronger, we will reach our goal. I invite you to join us on this journey towards a healthier planet.

Eric Bush
President,
Topten International Group

²

<http://asianbusinessdaily.com/2011/11/china%E2%80%99s-3g-mobile-phone-users-surpass-the-100-million-mark/>

2. Combating climate change by catalyzing market transformation

We are living beyond the carrying capacity of the Earth, with a global ecological footprint currently requiring 1.6 planets.³ Human impact on the planet has reached a level where sudden and rapid change can happen at any time.⁴ Energy is fundamental to our lives and our demand for it keeps increasing, at the same time, as non-renewable fossil-based energy becomes harder and more expensive to come by and its supply is decreasing in many parts of the world.

The power sector is responsible for 37 per cent of CO₂ emissions worldwide.⁵ Energy efficiency is one constructive way to address the challenges of climate change. If, for example, all refrigerators in China were to be replaced by energy efficient ones, it would reduce CO₂ emissions by 40 million tons per year. This corresponds to ten mid-size (500 MW) coal-fired power plants or the annual CO₂ emissions of Switzerland.⁶

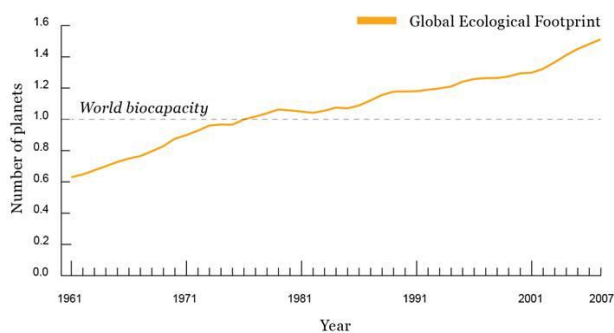


Table 1. Global Ecological Footprint: human demand on the biosphere has increased by more than 100 per cent since 1966. Source: http://assets.panda.org/downloads/living_planet_report_2010.pdf

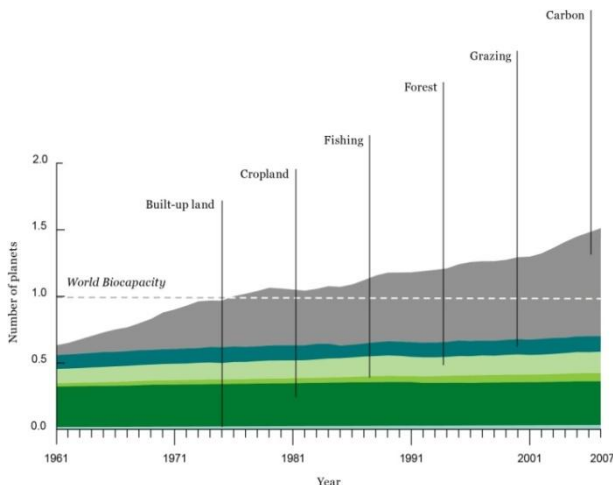


Table 2. Carbon – the biggest footprint culprit. Source: http://assets.panda.org/downloads/living_planet_report_2010.pdf

Globally, one third of the power production is used for lighting, household appliances, and electronics. The energy savings potential for these products is roughly two thirds, if we compare conventional with the most energy efficient products. Implementation of energy efficiency measures is part of a better world. Switching to energy efficient appliances is such a measure.

³ http://assets.panda.org/downloads/living_planet_report_2010.pdf

⁴ <http://www.ecologyandsociety.org/vol14/iss2/art32/>

⁵ <http://www.iea.org/>

⁶ <http://www.top10.cn>

Topten International, www.topten.info, is a global, independent, not-for-profit network of national organizations promoting the most energy efficient appliances, electronics, building components, and motor vehicles online in their respective markets. The network was founded in Switzerland in 2000, and its mission is to mitigate climate change by catalyzing market transformation.

In order to transform the market, push and pull factors come into play. Minimum Energy Performance Standards, set by governments, push inefficient products off the market. Mandatory energy labels rank products from most efficient to least efficient. At the same time, Topten pulls the market towards Best Available Technology (BAT), promoting the top ten most energy efficient products of a category currently available.

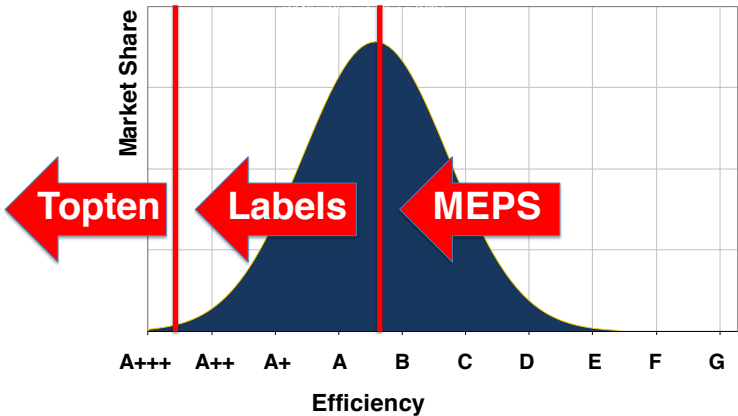


Table 3: Push and pull factors of market transformation.

Thanks to these push and pull efforts, bad products will be phased out over time, and BAT will transform the market towards more energy efficient products. The more energy efficient a product is, the more CO₂ and money are saved. This is Topten in a nutshell.

Topten covers a wide range of activities, from detailed market research and technical studies to raising public awareness of energy efficiency. Within the market transformation tool box, Topten is considered a "soft measure", i.e. it is a market shifter, a facilitator, an education tool, and a decision-making aide.

So far, 19 countries have Topten websites with country-specific information, ranking the BAT currently available. Topten tracks market development and the websites are continuously updated accordingly. The network is funded by the European Commission, The European Climate Foundation, numerous EU governments, the Swiss government, and various power utilities, and NGOs.

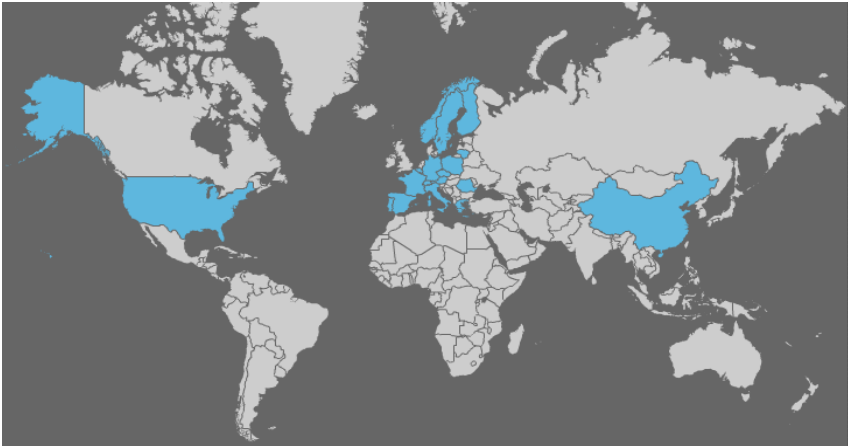


Table 4: Topten network presence worldwide: 19 countries and 55% of global CO₂ emissions, status as of Dec 2011

3. What others say about Topten: statements by key stakeholders



"Topten is the best global energy efficiency project. It is on the ground today making a difference in 19 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), USA



"Topten aims to push energy label system upgrading and catalyze market transformation towards more energy efficiency in China. This is very important, not only for China, but also other countries will benefit, given China is now a major manufacturer of appliances, of which many are exported."
ZHOU Dadi, former Director of the Energy Research Institute of the China National Reform and Development Commission (NDRC), currently Policy Advisor to the State Council



"CNIS and Top10 may have overlaps, but we can learn from each other. Topten has special strong points in communications with the public, we can learn from that."
WANG Ruohong, Deputy Director of Resources and Environment Branch, China National Institute of Standardization (CNIS)



"Consumers are looking for products that are not only functional, but also as efficient as possible. A recommendation by Topten means a product will cost less in the long run, as well as help people cut energy consumption. WWF's mission is to stop the degradation of the planet's natural environment, and build a future where people live in harmony with nature – and using the kind of clean, efficient technology represented by Topten products will help minimize the impact humanity has on the earth's finite natural resources."
Jim Leape, Director General, WWF International



"Coop is one of the first companies to label its most energy-saving electrical appliances with the Topten quality label. It is thus helping consumers to identify and select the most energy-efficient appliances. In 2010, Coop generated sales of €189 million with products fulfilling the Topten quality requirements."
Carine Boetsch, Project Coordinator Own-label Sustainability Brands, Swiss retailer Coop



"ewz needs competent customer advice regarding energy efficient appliances. ewz cannot provide these data on its own, due to the large number of appliances and manufacturers, and is therefore dependent on a reliable partner like Topten for this information. Thus, ewz has supported Topten as its main partner since the very beginning. Over the years, Topten has established itself as the recognized provider of correct information within the fields of energy efficiency and electrical appliances."
Dr Florian Hug, Head of Energy Advisory Services, ewz - the electrical utility of the city of Zurich, Switzerland



"Topten, as well as BSH Bosch and Siemens Home Appliances, foster a rapid market transformation towards more energy efficiency. The Topten ranking offers a valuable help for consumers in the selection process of highly efficient home appliances."
Dr Peter Böhm, Head of Corporate Responsibility, Vice President, BSH Bosch and Siemens Home Appliances

4. Strategic direction, mission, objectives, outlook and future challenges

The overall mission of Topten is to mitigate climate change through market transformation towards energy efficient consumer products. Energy consumption in the construction, people transport, domestic household and office sectors shall be reduced by making efficient products both the norm and the best choice for consumers as well as for policy makers, large buyers, retailers, and manufacturers. Thus, the market share of these products will increase.

The strategic components to reach these objectives are:

- The creation and maintenance of national Topten websites. They provide up-to-date information about the most energy efficient products currently available and present it in a user-friendly way. The products are selected and ranked on the basis of sound market research and impartial tests, also considering criteria specific to the respective national legislation and relevant conditions.

In all countries where Topten is active, the focus lies on four main areas: building components, mobility, electronics, and home appliances. The product categories within these four areas can differ. In China, for example, rice cookers are relevant, whereas in Switzerland, coffee machines are listed.

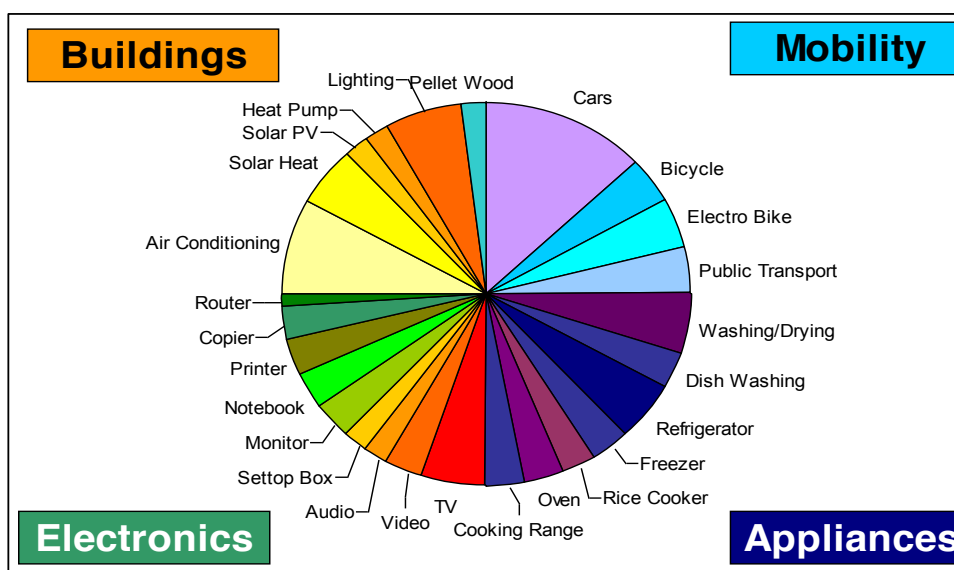


Table 5: the four Topten focus areas

- Cooperation with large public and private buyers, including retailers, who make saving energy savings one of their priorities;
- Advice to public procurers, including the development of concrete procurement tools, such as templates for tender documents (see for example the "Topten Pro" section on www.topten.eu);
- Cooperation with the media and other multipliers, such as environmental and consumer NGOs, relaying the Topten message as part of their work;
- Communication activities targeting end-consumers;

- A dialogue with the manufacturing industry of consumer goods, especially on upcoming technological innovations and with a focus on the identified demand and interest for energy saving products;
- The development of partnerships with key stakeholders, such as research institutes and global programs like CLASP and SEAD;
- International cooperation across the Topten network to facilitate the understanding of the global appliance market, which makes possible the comparison, benchmarking and the eventual harmonization of standards.

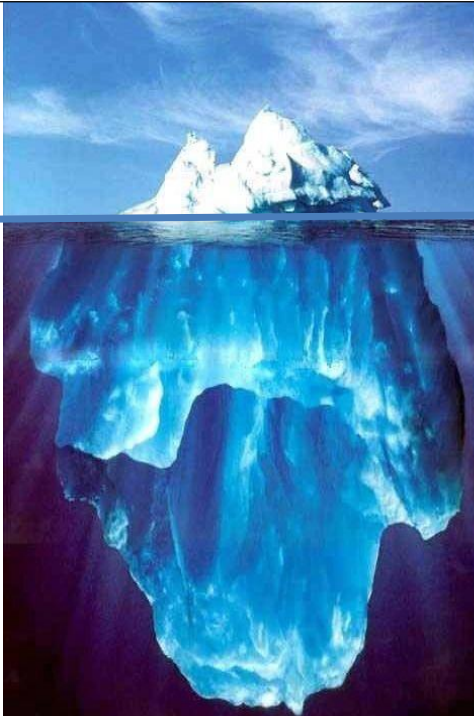
<p><i>Above the water 10%</i></p> <p>Market Transparency</p> <ul style="list-style-type: none"> • Topten website • Consumer advice 	
<p><i>Below the water 90%</i></p> <p>Market Transformation</p> <ul style="list-style-type: none"> • Market Research • Energylabels • Testing standards • Industry contacts • Retail programs • Procurement • Discounts & rebates <p>Top10 China AG 18 Nov 2011</p>	

Table 6: The Topten strategy

Upcoming challenges include securing funding for Top10 China beyond 2013, as well as for Topten in Europe and the United States. As Topten keeps growing, there is also the organizational challenge of running and managing this network in the most effective way possible. Focus markets for 2012 are Russia and India, where we are in the process of identifying promising organizational structures and funding sources.

5. Topten activities around the globe

Top10 China

Rapid economic growth coupled with climate change and its related social and environmental consequences are some of the greatest challenges for China. The current 12th Five-Year Plan shows China's commitment to more sustainable economic growth. The prominence given to the environment is higher than ever before. Ambitious targets to be achieved by 2015 include, for example, a 17 per cent reduction of carbon emissions per unit of Gross Domestic Product and a 11.4 per cent reduction of primary energy consumption from "non fossil fuels."

China has by far the largest number of internet and smartphone users in the world. Thus, Top10 China aims to improve energy efficiency standards of consumer goods through www.top10.cn, for which there is also a smartphone version.

Top10 China is in line with the Swiss foreign energy policy aiming at boosting energy efficiency and renewable energy. Thus, SECO is funding Top10 China for the period from 2011 to 2013. Thanks to this support, Top10 China increased the number of BAT product categories displayed on the website and updated the products regularly in order to reflect the technical developments of the market. It also intensified the cooperation with CNIS and other Chinese partners for standard setting, testing, BAT development, and consumer outreach.

In order to address the broad community of stakeholders relevant to Top10 China, the activities have been divided into six modules:

M1	Topten products & web	Build up and update regularly the database for the best available products in the internet. Systematically expand major product categories in household appliances, consumer and office electronics, solar and building components and passenger vehicles.
M2	Multipliers: manufacturers & retailers	Bring large retailer chains, energy advisors, and procurement officers in touch with the Topten concept.
M3	Communication & Outreach	Raise awareness, build and maintain print and electronic media network for marketing and communication of Topten. Build personal media contact network and ensure continuous presence in the Chinese media by providing feature stories on energy efficiency.
M4	Know-how exchange	Bring university and testing institute researchers from China and Switzerland together in workshops and study tours for know-how exchange in performance testing and product improvement.
M5	Policy makers dialogue	Ensure continuous exchange between Top10 China findings, international performance benchmarks and Chinese government agencies involved in standard setting, subsidy programs, and procurement lists.
M6	Conformity Testing	Conformity testing for testing whether products comply with the industry's self declared performance. Build Chinese conformity testing capacity. All products shown in Topten shall go through national testing in cooperation with China national government agencies for cars (VECC) and appliances (CNIS).

Table 7: The Top10 China six modules structure

In 2011, the expansion of the website included three additional product categories: rice cookers, microwave ovens, and fans, while all existing product categories were updated on a regular basis. The key news item from Top10 China market research was that rice cookers in China use more electricity than refrigerators.

In addition, a collaboration with the world's largest online business-to-business trading platform for small businesses, the Alibaba Group, and various communications activities were initiated together with the internet platform Sina, www.sina.com. In cooperation with the retailer Gome, 10,000 hard copies of a business card format consumer guide were distributed. Also, the number of web visits reached one million by the end of 2011.

The highlights in 2011 were:

- During the year, Top10 China identified the best air conditioner in the world and relayed the test results – based on American, European, and Chinese standards – to the European Commission. This way, the top grade of the energy label, in the context of the European Ecodesign program, was adjusted to include the new findings.
- Between 19 and 30 September, a study tour for ten China Energy Label policy makers, researchers and testing engineers from CNIS, CHEARI and CEI/CVC to Europe was conducted: 14 meetings with researchers and policy makers were held and five testing laboratories in Switzerland, Germany, the Netherlands, and Belgium were visited
- On 14 November, Top10 China organized a Network Event for around 70 business representatives and 15 media representatives at the Beijing Hilton, in cooperation with the Swiss Embassy and the Swiss Chamber of Commerce.

- On 18 November, the annual Advisory Group meeting with Chinese partners was held at the Swissôtel in Beijing to report on progress and to discuss future strategies.



Panel discussion at the Top10 China Network Event. From left to right: Dr Yang Fuqiang, Climate Expert and Senior Advisor to Natural Resources Defense Council; Mr Jim Gradoville, Country Representative, WWF China; Mr Christian Rüttimann, Sustainability Manager, Euro Group Far East Ltd, Hong Kong; Ms Sophie Attali, Topten International Group Board Member; Mr Jing Shengyao, Senior Branding Corporation Manager, Taobao; and Mr Zhao Zhonghua, Director Top10 China.
Photo: Hu Bo

TopTen USA

The US government has generally been restrictive when it comes to measures that tackle climate change and energy consumption. Nevertheless, 2011 marked the first year in history when the supply of renewable energy (power) surpassed nuclear power in the country. Wind alone is now providing about 3 per cent of all electricity produced in the United States. This is a great development, especially considering the absence of a federal renewable energy target. The US certainly remains a very interesting arena for investments in renewable power and offers energy efficiency potential.⁷

Recent research shows that the US economy has the potential to reduce annual energy consumption by roughly 23 per cent by 2020. This reduction corresponds to taking all the country's cars and light trucks off the road – or in figures, 1,000,000,000 tons of CO₂ equivalents emissions could be saved.⁸

TopTen USA, www.toptenusa.org, has been online since October 2010. It is the leading source of independent information on the energy efficiency of consumer products. In addition to the Topten product data, TopTen USA provides the user with up-to-date best price information as well as the nearest retail location. This makes it easy to find the most energy and money saving models, which encourages manufacturing innovations that will render products in the United States even more energy efficient. Currently, information about ten product categories is online.

⁷ <http://www.renewableenergyworld.com/rea/news/article/2012/01/renewable-sources-continue-explosive-growth> and <http://www.viewonenergy.com/blogs/scoop-on-energy/US-Renewable-Energy-Outpacing-China.html>

⁸ Unlocking energy efficiency in the US economy, July 2009, http://www.mckinsey.com/Client_Service/Electric_Power_and_Natural_Gas/Latest_thinking/Unlocking_energy_efficiency_in_the_US_economy

TopTen USA has a powerful coalition of enthusiastic stakeholders represented on its Board, including the American Council for an Energy Efficient Economy, the Natural Resources Defense Council, Northeast Energy Efficiency Partnerships, Northwest Energy Efficiency Alliance, and Pacific Gas & Electric.

In 2011, TopTen launched a pilot program with the retailer Sears (and its KMart chain), where Sears was paid a 25 per cent rebate bonus (in addition to the existing rebate levels) for every TopTen-listed television it sold in the northwestern part of the country. Also, TopTen USA became an Energy Star Partner program and is striving to coordinate its work on product categories such as LED lighting with Energy Star.

The number of website visits increased from around 10,000 to close to 30,000 per month. A peak of nearly 50,000 visitors occurred thanks to a posting on the AOL (America Online) site Walletpop, www.walletpop.com, which is one of the most popular websites for consumer advice.

Other highlights in 2011 include:

- From 31 October to 1 November, the second TopTen Global meeting in Washington DC was held with participants from the USA, China, Europe, and Argentina. The focus was on lighting, air conditioners, vehicles, and clothes driers. The event also included a reception with the Swiss Ambassador and relevant guests from the energy efficiency community.
- With an initial grant of €91,000 a year for online advertising from Google, TopTen is running a highly successful online advertising campaign.
- TopTen received sponsorship from several utilities in the New England region, with product promotions in line for 2012.
- TopTen USA worked with the Institute for Energy Efficiency and the laboratory at Ecova to create the first TopTen USA lighting study and TopTen list of LED reflector lamps. This study involved extensive testing of lamps for their efficiency, color, dimmability, beam spread, and other key factors.



Seth Bauer of TopTen USA demonstrating the TopTen website to a fellow attendee at the Association of Energy Services Professionals conference in Orlando, Florida. Photo: anonymous bystander

Topten in Europe (Euro-Topten Plus)

In Europe, the overall development of renewable energy sources grew in 2011, especially in Germany. The country decided to phase out nuclear power in that year. Solar photovoltaic (PV) power is providing about 3 per cent of all power produced in the country, and about 10 per cent of all roofs in Germany now have installed PV or solar thermal heating.⁹

In order to further strengthen the position of renewable energy sources and energy efficiency, policies addressing the improvement of the energy performance of products are crucial. In Europe, the Directive on the Ecodesign of Energy Using Products sets the framework for these policies and has a direct impact on all the 27 EU Member States. It covers key product categories, including boilers, light bulbs, televisions, refrigerators, washing machines, air conditioners, and electronics. Through an Ecodesign measure for boilers and water heaters alone, the EU could save 210 million tons of CO₂ and roughly €44 billion on energy bills a year.¹⁰

During 2011, Topten secured funding from the European Commission (EC) for the next phase of Euro-Topten. The project is called "Euro-Topten Max" and runs from January 2012 to December 2014. It is coordinated by ADEME (French Agency for Environment and Energy Management) and involves 21 partners with a total budget of €2,150,000, of which the EC contributes 75 per cent. This sum is not sufficient to implement and maintain Topten in all the participating countries, so additional funding sources include, for example:

- In the Czech Republic, Topten will be supported by the Ministry of Energy and Environment.
- In Luxemburg, funds have been granted by the government for the period from 2009 to 2014, since the Topten website serves as a basis for the governmental "eco bonus" program.
- In Austria, the Federal Ministry of Agriculture, Forestry, Environment and Water management supports the project through co-financing.
- The German Energy Agency, dena, created a new third version Topten website, which will be launched in the first quarter of 2012. This development reflects the great interest of website visitors as well as of the ministry funding the Topten activities.
- In Romania, the government (ANRE, Ministries of Economy and of Environment) considers Topten as a means by which to reach its targets within the national Energy Efficiency Action Plan.
- In Lithuania, the Nordic Council of Ministers and the State Consumer Rights Protection Authority granted funds to implement information dissemination activities.
- Sweden started a Topten website without EC support, but with government and NGO funding.

At the European level, the overall homepage, www.topten.eu, "Best of Europe," was regularly updated, above all the "Topten Pro" section dedicated to public procurers, which also includes tender documents and real life examples. With this website, supported by The European Climate Foundation, Topten also targets researchers and decision makers, displaying the best products available in Europe and allowing for benchmarking between different countries or brands.

For products which are quite similar across Europe, such as cars, TVs, coffee machines, or office equipment, the "Best of Europe" lists serve as a reference point and ensure the quality of the data because they allow for cross checking information between the national and the European levels. Within the EU market, covering 27 countries, the "Best of Europe" portal is the only steadily updated review of energy efficient appliances.

⁹ http://www.upi.com/Business_News/Energy-Resources/2011/12/20/Germany-used-more-renewables-in-2011/UPI-86321324385186/ and

<http://cleantechnica.com/2011/12/30/german-solar-power-production-surges-60-renewables-20-of-total-electricity-supply/>

¹⁰ <http://env-ngo.eup-network.de/background/>

The collaboration with retailers turned out to be quite country specific and proved to be easier in smaller countries than in larger ones. In Luxemburg, for example, working together with retailers was highly successful, whereas in France, this was time consuming and brought few results, despite the support of the Ministry of the Environment . In Greece, Topten offered the retailers energy saving advice, leaflets, and other promotion articles and help; yet they were unwilling to promote Topten.

Furthermore, thorough case studies exemplifying Topten's impact on the market, on stakeholders, and on policy-making were carried out and various national experiences shared. One example was the German Energy Agency, which measured the energy consumption of the IT equipment at the Berlin Police and at the Ministry of Economics during two weeks. All equipment was then replaced by Topten products. Additionally, users were trained in how to use the equipment most efficiently (duration of use, use of energy saving function). The result showed:

- up to 56 per cent in electric energy savings for the Berlin Police,
- 82 per cent in electric energy savings for the Ministry of Economics.

Consequently, both participants started making energy efficiency an important criterion when procuring new IT equipment.

Highlights in Europe in 2011 were:

- In total, the current 17 Topten (16 national and "Best of Europe") websites in Europe reached 2.5 million visitors.
- Washing machines and dishwashers were added to the "Best of Europe" website.
- Criteria papers were developed for computer monitors, dishwashers, LEDs, coffee machines, and air conditioners. They include all available technologies, relevant regulations, market information, and the Topten selection criteria for a given product.
- A successful dialogue with frontrunner manufacturers led to the production of innovation target papers in which the industry and Topten discussed the possible energy efficiency characteristics of future products.
- Topten Portugal regularly provided information to a TV program called "Minuto Verde" (Green Minute). Each broadcast had 196,000 viewers on average. Celebrities praised energy efficient appliances in videos posted on the national website, www.topten.pt.

Topten in other countries

Interest in Topten is growing throughout the world. A feasibility study for Russia is in progress and, based on this, next steps will be planned accordingly. The top priority is to find funding. In India, a feasibility study is underway as well. Moreover, meetings have been held with the very supportive Bureau of Energy Efficiency under the Ministry of Power, WWF and other key stakeholders.

Topten International Group is the name of the global umbrella organization for the Topten network. Its objectives are to increase knowledge on energy efficiency standards, to safeguard the Topten brand and the high quality of Topten activities worldwide, and to maintain independence from vested interests. The Topten International Group is a not-for-profit association created in 2007 and based in France.

6. Donors and partners

For Top10 China, funding to the total amount of €1.9 million comes from SECO over a three year period, 2011-2013. In kind contributions include electronic media space, government research data, and WWF staff time.

TopTen USA is funded by a large foundation, utilities, NGOs, and an anonymous private donor. In kind contributions consist of €91'000 in advertising from Google.

In Europe, Euro-Topten Plus is funded to 75 percent by the EC to the amount of €1.12 million over a three year period, 2009-2011. In addition, various entities such as ministries, energy agencies, utilities, NGOs, and an insurance company provided funding at the national level. “Best of Europe” is supported by the European Climate Foundation with €100,000.

Topten has 145 partnerships with various entities worldwide, such as research institutions, power utilities, and NGOs including consumer and environmental organizations. They support Topten in its basic research activities and with communications. The partners also assist in keeping the information on the Topten websites up-to-date and accurate.

7. Facts and figures

The rough overall budget for 2011 for the 19 countries was €2.1 million, shared among China, USA, and Europe:

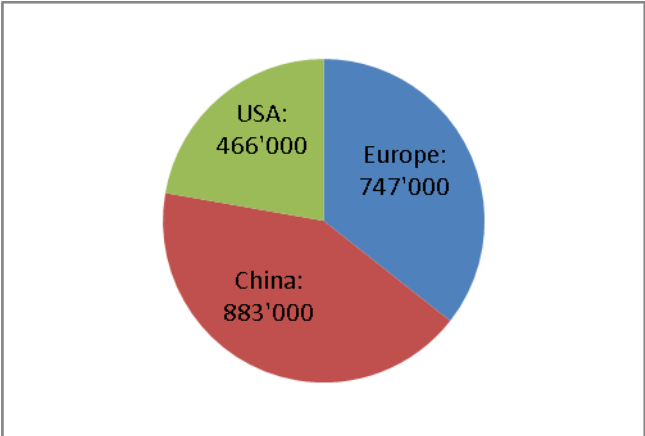


Table 8: Overall budget for 2011 by region (in €)

In addition, various stakeholders and partners made considerable in kind contributions.

The total number of Topten websites grew to 21 in 2011 – 19 national websites plus two overview websites: <http://www.topten.info/> and “Best of Europe” <http://www.topten.eu/>.

Together, these websites list 292 product categories (sub-categories not included). They had around five million visits throughout the year.

With Topten online in the major markets China, USA, and Europe, roughly two billion consumers have access to information about the most energy efficient products currently available in these markets. The 19 countries are responsible for 55 per cent of global CO₂ emissions.

One of the key activities of Topten is communications. The media outreach in 2011 was a total of 557 million media contacts.

8. List of board members and Topten addresses

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One Thomas Circle, NW

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Euro-Topten Plus

ADEME - French Environment and Energy

Management Agency

Attn. Therese Kreitz

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06560 Valbonne

www.topten.eu

TIG

45, rue Bichat

75010 Paris

France

Annexes

1. Case studies

1. Using Topten for IT procurement and important energy savings

An example from Germany

IT equipment in offices is generally perceived as a non-issue in terms of energy use, as monitors, personal computers, printers and copiers taken individually do not consume a lot of kWh. In addition, there is little correlation between the energy efficiency level and the purchasing price.

Two large administrations - the Berlin Police and the German Ministry of Economics in Berlin discovered that, on the contrary, there is a big saving potential.

Over a period of two weeks, the German energy agency dena measured the IT equipment energy consumption and surveyed the users' behavior in a "typical office," i.e. in an office that is representative of most offices in each of these two administrations in terms of variety of equipment, number of users, etc.

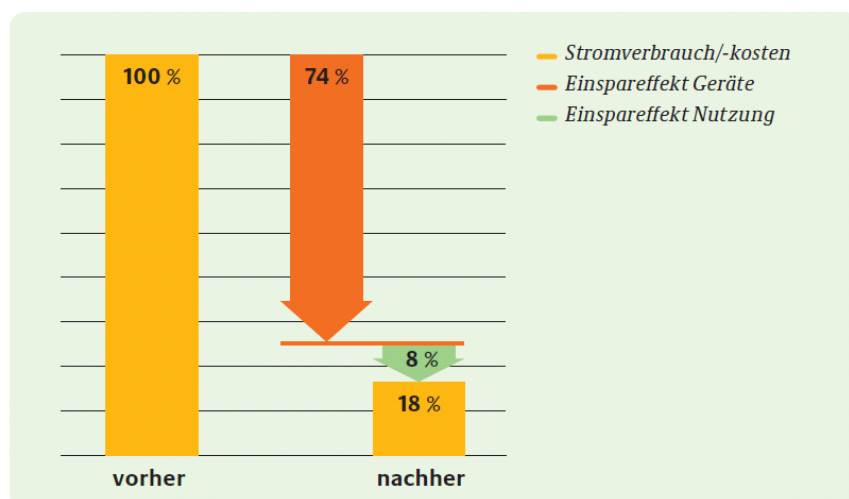
Afterwards, all the equipment was replaced with some of the most energy efficient models available on the market and identified by the Office Topten list. In some cases, laptops replaced PCs and monitors and the users were trained on how to use the appliances more efficiently (e.g. duration of use, shut down behaviour, use of energy saving function).

A second period of measuring energy consumption and controlling user behavior allowed for comparing the level of energy consumption before and after the changes made.

Results

The Berlin Police saved 56 per cent of energy, 90 per cent of which were thanks to the new equipment and 10 per cent to the change in user behavior. As the administration planned to buy 9,000 computers before the end of 2011, 2,500 MWh and approximately €350,000 can be saved each year if the procurement specifications focus on the Office Topten recommendations and if the staff are trained.

Energieeffiziente IT: Einspareffekte pro Computer.



Before and after:
savings due to equipment replacement
and changes in user behavior

The Ministry of Economics was able to save even 82 per cent, thanks to the additional measure of introducing efficient notebooks. Between 2009 and 2011, the Ministry replaced 600 desktops with efficient notebooks and thus saves 105,000 kWh and nearly €15,000 per year.

Lessons learnt

The measuring campaign was kept simple on purpose, in order to rapidly deliver field results. Since it is usually assumed that IT equipment does not substantially increase energy consumption and thus has no great effect on office running costs, measuring the real impact and providing the administration offices with figures of the saving potential was of key importance.

As a result, both participants started to make energy efficiency an important criterion when buying new IT equipment. The findings of the campaign were publicized and are regularly presented at national procurement events in order to inspire other major procurement players.

For more information

www.energieeffizienz-im-service.de

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2. Topten Pro

Targeting public procurement

The public sector is a major purchaser of energy using products – everything from office IT equipment to catering equipment for schools and hospitals, to vehicles and heating systems. The EU spends an estimated €2 trillion per annum for public procurement. This impressive sum could act as a market driver to deliver more efficient and thus less expensive products.

Unlike private consumers, public authorities have certain legal responsibilities when purchasing, such as ensuring transparency and value for money. It is not normally possible for a public authority to specify or adhere to a particular brand. Instead, only the sought for technical and functional characteristics of the required product are set out. This procedure ensures that a range of suppliers can compete to win public contracts.

Increasingly, public authorities in the EU are aware of the need to consider energy efficiency and other environmental aspects when purchasing new equipment. Many have adopted policies on **Green Public Procurement (GPP)**, which is also supported at EU level through common purchasing criteria for a range of products and services. These criteria address the main environmental impacts of each product group, for example by setting minimum requirements for energy performance, restricting hazardous substances or insisting on the recyclability of materials.

Topten Pro aims to help public authorities choose more energy efficient products by providing specific information and resources for procurement. Procurement guidelines and sample tender documents have been developed to demonstrate how the best **performing products** can be targeted. Procurers can check the product lists online to **verify** that a range of products on the market meet the efficiency specifications. Practical assistance is also available to public authorities through the national Topten partners and the Sustainable Procurement team at ICLEI.



Approach

Topten aims to demonstrate the benefits of procuring the most efficient products on the market, focusing on a number of commonly procured product groups. A number of Topten resources are available at the EU and national level to help public authorities procure more efficient products – for example from the EU GPP website. The approach taken is to:

- Develop **procurement criteria** which can be directly inserted into tender documents and which are updated regularly to reflect market developments;
- Show how these criteria can be implemented in a tender procedure by creating **sample tender documents**;
- Demonstrate the application and benefits of **life-cycle costing (LCC)**.

The following product groups are covered by the criteria and sample tender documents:

- Computer monitors
- Laser printers and multifunctional devices
- Inkjet printers and multifunctional devices
- Cars and vans
- Energy-saving lamps

The criteria applied are those used to select products for the Topten.eu website. In addition to energy consumption, they address aspects such as noise emission, paper consumption, ergonomic features and greenhouse gas emission. In the case of cars and vans, the criteria and sample tender document include the application of the **Clean Vehicles Directive (2009/33/EC)**.

The procurement guidelines and sample tender documents can be downloaded free of charge from www.topten.eu/pro as well as from the **Topten Finland, Romania, and Spain** websites.

Results and Impact

Following the initial development of the procurement guidelines and sample tender documents, a workshop to discuss their application was held with a number of public authorities in Helsinki in November 2010. While the discussion revealed that the guidelines were useful, further information on costs was considered important to help public authorities apply them. The procurement guidelines now contain detailed information on the cost savings available through application of the Topten Pro criteria, for example:

Cars and vans: Savings of **20,400 kg CO₂** and **€7,040** in fuel costs over lifetime.

Energy saving lamps: Savings of **600 kWh** and **€90** over ten years.

Assumptions: Energy priced at €0.15/kWh; diesel priced at €1.10/liter; a lifetime mileage of 200,000 km. Comparisons are made with inefficient products.

To allow public authorities to do their own calculations, information on life cycle costing and a link to an online calculator are also provided at www.topten.eu/pro. A **competition** was held in November 2011 to draw attention to the use of life cycle costing in public procurement. The winner received a free energy audit.

Lessons Learnt

While the Topten websites primarily target private consumers, providing objective and transparent listing of products is equally relevant for public procurers. In order to target this group effectively, separate 'Pro' sections were developed and clearly marked on the websites. The availability of criteria which can be readily inserted into tender documents, as well as quantified savings and examples, have helped to reach municipalities and other public authorities.

The feedback received at events and through direct contact with public authorities helped to develop and refine the guidelines. Highlighting links to other resources and EU initiatives in this area (e.g. GPP, the Clean Vehicles Directive) embeds the Topten Pro approach in a broader context.

In order to ramp up the impact of Topten Pro, further criteria and guidelines, national website sections and pilot procurement actions are planned as part of the next Euro-Topten project, from 2012 to 2014.

For more information

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3. Topten as a basis for governmental programs

An example from the Czech Republic

The Czech Republic has a "Green Light to Savings" subsidy program targeting energy savings in the residential sector. It is a large program launched by the Ministry of Environment, managed by the State Environmental Fund, and financed by the sales of Czech Republic's emission allowances.

Topten in the Czech Republic, managed by the consultancy SEVEN, The Energy Efficiency Center, is named "Úsporné Spotřebiče", or "Efficient Appliances" in English. It provides its methodology and knowhow for a specific part of the above mentioned program, called the "Green Light to Savings Partnership", which focuses on household appliances and energy using products and runs from 2010 to 2012.

The services SEVEN offers involve program management and definition of product selection criteria, as well as the participation in an Experts Commission, which includes SEVEN, the manager of the program, CECED CZ representatives and D-Test, a consumer protection association. Other program partners include Elektrowin, a company dealing with electronic waste, the two utilities "PRE" from the capital city of Prague and E.On Czech Republic, and a number of individual manufacturers.

The objective of the partnership is to raise consumers' awareness and inform them of household appliances, their impact on the environment, the market situation, and potential savings.



Furthermore, it provides households with lots of information on energy efficient appliances. The information primarily helps consumers to decide which products to buy, but also how to handle and recycle them. The partnership does not provide financial incentives; yet it encourages consumers to choose the most efficient models and use them correctly, mainly through the means of information and communication:

- A dedicated website, <http://www.zelenausporam-partnerstvi.cz>, which presents a database of selected efficient household appliances, directly drawn from the experience of Topten in the Czech Republic
- Press releases
- leaflets and brochures on energy efficiency, energy labels, how to reduce energy bills, etc.
- Banners and stickers for marketing campaigns
- A planned campaign together with the retail chain Datart (member of KESA Electricals plc.)

Manufacturers who wish to join must sign a Program Memorandum and provide all their product information on official product information sheets, which are needed for the product's registration on the market. In return, they are allowed to use the partnership's logo for labeling the compliant appliances.

The main difference between the Czech Topten and the Green Light To Savings Program is that the Ministry's program requires partners to sign a formal agreement (Memorandum). In particular, it

obliges manufacturers to submit all official documentation of registered models before they can be published on the program's website.

Results and impacts

After one year of operation, the partnership presents very good results:

- The six press releases and the two press conferences generated more than 60 articles in different media, reaching all together almost 300,000 readers in printed media and almost 3,800,000 visitors in electronic media.
- The website has reached more than 62,000 visitors.
- Several thousand brochures and leaflets were printed and distributed by the Ministry of Environment and the State Environmental Fund themselves, but also by the partners, such as CECED or PRE, the Prague Energy Utility, thus ensuring a high multiplication effect.



The program is also evolving in terms of updating the selection criteria for the inclusion of products. During the program operation, refrigerating appliances (models with no-frost function) criteria have moved from A+ to A++, front load washing machines from A-10% to A-20%, E27 compact fluorescent light bulbs from 15,000 to 20,000 switch cycles. As of winter 2011/12, TVs are included as a new category.

One indicator of success is that the A+ energy class for refrigerators is now the most sold energy class category in the Czech Republic while the A++ class also already covers a substantial market share.

Lessons learnt

Each Topten partner has its own needs; Topten strives to achieve a win-win situation. The basic condition that all partners need to respect and pursue is the goal of promoting energy efficient appliances. The Topten teams are flexible in order to reach the highest dissemination level and the Topten information can be publicized with additional images and logos. This is also a good solution to create budget synergies from different sources of funding.

This approach allows the Topten teams to reach new potential partners for additional projects in order to reinforce and replicate Topten action, such as the public sector, retailers, utilities and waste companies.

For more information

www.uspornespotrebice.cz

www.zelenausporam-partnerstvi.cz

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4. Topten as a basis for rebate programs

An example from Luxembourg

Two rebate programs have been launched in Luxembourg by the Ministry of Environment. They are implemented in cooperation with the Topten website in Luxembourg, www.oekotopten.lu and are fully consistent with it.

- "PRIME Cool" for very energy efficient domestic cold appliances rated at least A++. Between January 2009 and August 2011, two levels of rebate were proposed to consumers: €150 for models above 175 liters, and €100 for models below 175 liters.
- "CAR-e Bonus" proposed to consumers until the end of 2011 for low CO₂ emission cars, with various rebate levels depending on car size, fuel use, etc..

PRIME
Cool



www.oekotopten.lu

PRODUKTE | RATGEBER | PARTNER | NEWS | ÜBER UNS

Deutsch | PRODUKTE | Haushalt | Gefriergeräte | < 275 Liter | Seiteninhalt drucken

Suche eingeben... Suche Kontakt | Sitemap | Français | Deutsch

≤ 275 Liter

Ratgeber: Gefrieren Auswahlkriterien: Gefriergeräte XLS-Download

Marke	Siemens	Bosch	APC_Electrolux	Liebherr	Miele	Miele	Liebherr	Liel
Modell	GS12DP20	GRD 12P20	ARCTIS 60120 G54	IG 966	F 9052-1	F 12020 S	GP 1466	GP
andere Modelle							GPes 1466	
Prime Cool (€)	100	100	100	100	100	100	100	100
Stromkosten (€/15 Jahre)	288	288	297	299	299	304	304	304
Energieverbrauch (kWh/Jahr)	128	128	132	133	133	135	135	137
Energieeffizienzklasse	A++	A++	A++	A++	A++	A++	A++	A+
Klimaklasse	SN	SN-T	SN-T	SN-T	SN-T	SN-T	SN-T	SN
Gefriervermögen in 24h (kg)	18	14	14	11	11	16		16
Umfüllkühlung	Nein	Ja	Ja	Ja	Nein	Nein	Nein	Ja
No Frost	Nein	Nein	Nein	Ja	Nein	Nein	Nein	Nei
Sonstige Funktionen	Alfrast-Technik, Super-Gefrieren			SuperFrost	SuperFrost	SuperFrost	SuperFrost	Sub
Nutzhalt (Liter)	97	97	92	77	77	104	104	104
Höhe (cm)	85	85	85	71	71	85	85	85
Breite (cm)	60	60	60	56	56	60	60	60
Tiefe (cm)	61	61	64	55	55	62	61	61

Aktualisiert: 16/12/2010

Förderprogramm des Umweltministeriums für Kühl- und Gefriergeräte der Energieklasse A++ An bestimmte Bedingungen gebunden → Prime Cool

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INTELLIGENT ENERGY EUROPE | eUFO | Topten | Umweltministerium | LE GOVERNEMENT

Oeko Topten was taken as the basis of both rebate programs since the website presents the official list of products eligible for the rebate.

Oeko Topten was mentioned on the pages of the Ministry's website dedicated to these rebate programs, in the press release, and on other official documents.

On the Topten website itself, information on the rebate programs was clearly visible, thanks to an additional line in the corresponding Topten tables. It proved to be particularly useful for cars, for which different rebate levels were available.

Results and impacts

The Ministry of Environment was responsible for the program and will evaluate it. But Topten Luxembourg was also already able to investigate some results:

- The pages on cars and cold appliances were the most visited pages of the website (apart from the ones e-bikes and so called pedelecs, which are traditionally very popular)
- The project manager received a lot of emails and phone calls regarding the rebate programs.
- A partnership with a retailer made it possible that after the launch of the rebate program, the sales of A++ refrigerators and freezers quadrupled.
- Following the program launch, there was a lot of media attention for Oeko Topten. For example, the television channel "RTL Lëtzebuerg" broadcast a clip on how people can save energy and introduced www.oekotopten.lu

Lessons learnt

These rebate programs and the fact that they are based on the Topten website created a virtuous circle. People have an incentive to choose the best and most energy efficient products while the Topten website becomes better known thanks to the Ministry's support. Consumers who visit the Topten website because of the rebate program discover that Topten Luxembourg offers information on a wide range of different products, others than those covered by the program. Moreover, the collaboration with manufacturers has been reinforced, so that the Topten lists are perfectly up-to-date.



There was one minor problem. It was not possible to fully coordinate the communication efforts for the PRIME Cool program and two different logos (the Ministry logo and the Oeko Topten logo) appeared in the shops, which sometimes confused the consumers..

For more information

www.oekotopten.lu

www.youmake.tv/users/clever

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www.oekotopten.lu

5. Topten appliances and purchase price

An example from France

Super energy efficient appliances are often criticized as being too expensive – sometimes so expensive that the savings on energy and water bills cannot make up for their high purchase price.

While there is no doubt that consuming less energy and wasting fewer resources is good from an environmental point of view, it is important that this change in the way of life does not come about at the consumers' expense. They should not have to bear all the costs, above all not the unjustified ones, which are often rather linked to marketing issues than to technology and performance issues.

The French Ministry of Environment asked Topten France to compare the purchasing price of the models selected by Topten to the average market prices. Since October 2010, a specific market study has been conducted every time when Topten selects new 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 logo and its orange "tag" in the online Topten tables.

A dedicated page with the logo of the Ministry explains the methodology and presents a summary every six months, when the product lists are updated.

Reprenez en un clin d'œil les appareils Topten parmi les moins chers du marché. Plus d'infos.

comparer	Whirlpool	Whirlpool	Electrolux	Liebherr	Siemens	Brandt	Modèle énergétique non conseillé
Référence	WM1450++W	ARC 140	ERA 30371 W	KB 3864 PREMIUM	KS 38RX31	SF28812 *	
Cold total (achat+15 ans d'électricité en €)	843	832	737	1469	1076	873	1102
Prix moyen d'achat (€)	459	465	509	955	829	475	245
Facture électrique sur 15 ans (€)	384	367	228	514	247	398	857
Volume total (litres)	248	222	291	336	355	263	237
Volume réfrigérateur (litres)	222	200	291	308	355	237	213
Volume congélateur (litres)	26	22	N/A	30	N/A	26	18
Nombre d'étoiles	4 Etoiles	4 Etoiles	N/A	4 Etoiles	N/A	4 Etoiles	4 Etoiles
Intégrable	Non	Non	Non	Non	Non	Non	Non
Hauteur (cm)	139	133	160	185.2	188	144	125
Largeur (cm)	59.6	55.4	60	60	60	59.5	55
Profondeur (cm)	62.5	62.5	63	63	65	61.5	60
Temp. ambiante conseillée (°C)	16-38	16-38	10-38	10-43	10-43	16-38	16-32
Froid ventilé	Non	Non	Non	Non	Non	Non	Non
Zone 0°C	Non	Non	Non	Oui	Non	Non	Non
Indice d'efficacité énergétique	29.6	29.7	29.7	29.9	29.9	30	71.6
Étiquette énergie	A ++	A ++	A ++	A ++	A ++	A ++	B
Consommation électrique (kWh/an)	160	153	95	214	103	166	357

Source: Encodes et fabricants / * plusieurs modèles disponibles

02 décembre 2010


Results and Impacts

Average prices hide differences that can become very obvious and important for the consumer in the shop. However, Topten €co takes a snapshot of the market at a given moment. It clearly shows that energy efficiency is not exclusively reserved for high end product models and that efficient models are not necessarily more expensive to buy: roughly a third of the Topten models are also Topten €co labelled.

However, this result is very sensitive to:

- The timing of the evaluation. If the prices are compared when a new product range is being introduced on the market, there will be fewer Topten €co models because the models proposed to Topten by the manufacturers tend to be the new – more expensive – ones (as average prices generally go down with time).
- New elements "disturbing" the market. When the Topten lists were updated after the introduction of the new energy label, the number of Topten €co models generally dropped. Roughly a third of the cold appliances remained Topten €co, as the new label did not have a lot of impact from a technical point of view (the energy efficiency index is calculated in the same way), nor a marketing point of view (because the energy classes A+ and A++ already existed). But for wet appliances, the number dropped a lot, most probably because the new

models labelled A+++ simply "cannot" have the same price as an old class A model. More time is needed to assess how the purchase prices will evolve.

	Product groups	Number of Topten Models	Including 
Washing machines	Washing machines	11	4
Dishwashers	45 cm wide	7	3
	60 cm free standing	7	2
	60 cm built-in	12	5
Refrigerators	Table Top	11	1
	1 door free standing	6	3
	1 door built-in	12	2
	2 doors	8	4
	Combined < 320 l	6	4
	Combined > 320 l	10	3
Freezers	Table Top free standing	12	2
	Table Top built-in	7	3
	Up-right < 200 l	15	9
	Up-right 200 / 250 l	6	5
	Up-right > 250 l	10	3
	Chest < 260 l	8	0
	Chest > 260 l	7	1
	Total	155	54

Topten €co summary in January 2011

Lessons learnt

The Topten €co research shows that:

- For most white goods, there are affordable, very energy efficient models on the market. The real issue is how to spot them (on www.guidetopten.fr) and where to find them.
- This shows that manufacturers are able to develop very efficient products whose energy efficiency performance is not necessarily coupled with high costs and whose price does not automatically mark them as a high range model.
- The higher purchasing prices often noticed may have marketing explanations (the cost of a better compressor and slightly thicker insulation cannot justify a €200 price difference between two energy classes) or technical causes (e.g. there are no Topten €co class A tumble driers so far, mostly because they represent a technological leap and required a lot of R&D investments, which are not yet amortized).
- Price differences can also come from brand or range positioning strategies. Even the front-runner brands offer different ranges with varying prices and levels of energy efficiency (on Topten France, most of the "inefficient models" used to compare electricity costs are actually from very well known quality brands).

For more information

www.guidetopten.fr

Topten €co webpage: www.guidetopten.fr/home/info-topten/topten-eco.html

Contact: info@guidetopten.fr

6. Topten - awareness raising through competitions, prizes, and e-learning Examples from Poland

Within the framework of the Euro-Topten Plus project, FEWE, the Polish Foundation for Energy Efficiency, organised two competitions between December 2009 and March 2010, which were based on the Topten e-learning platform.

Entire schools, individual pupils (between 16 and 19 years old) and the general public were targeted. An invitation to participate and advertise the e-learning platform and the winning prizes was sent to more than 6,100 schools and also posted on the Topten website.

The competitions were meant to attract people to log on to the Polish Topten website and follow short e-learning courses on energy efficient appliances at home and in the office. Teachers can also use the online courses to discuss some of the climate change issues with their class.

Each of the two training courses comprises 12 short lessons (which are regularly updated) and a short test to check if the material was understood correctly. The courses contain an overview of common products (household equipment, computers and electronic appliances, lighting, motors, pumps, boilers, cars), but also explanations on renewable energy sources and waste issues. The courses also aimed to sensitize people to environmental issues and motivate them to help protect the environment.



The e-learning platform www.e-szkolenia.topten.info.pl, onto which participants can log in for free

Results

The first competition "**I am an aware citizen**" was addressed to energy end-users (i.e. individual adults using energy in their daily lives). Information about the competition and the rules were presented on the two dedicated websites www.topten.info.pl and the learning website www.e-szkolenia.topten.info.pl

In order to participate, people had to log on to the website and complete the individual e-training course called "I am an aware citizen" and to achieve as high a score as possible in the concluding test. Based on the test results, five persons out of the 76 participants were chosen as winners and received prizes (CFLs, LED bulbs, electricity socket energy meters, digital electricity socket timers).

The second competition "**I protect the climate through sustainable energy use**" was addressed to high schools pupils (between 16 and 19 years old). The participants had to take photos or produce a short movie, promoting climate change mitigation through sustainable energy use. In addition, participants had to log on to the www.e-szkolenia.topten.info.pl website and to complete the internet training course relating to the competition, which was called "Energy efficient and environmentally friendly school".

970 participants benefited from the e-training for school pupils and 106 persons took part in the competition, sending 99 graphic works from 34 schools. The winners received different prizes:

- for schools: a laptop or a set of digital meters for measuring and monitoring electricity and environmental parameters;
- for individual pupils: a digital photo camera or a set of ecological gadgets.



Jan Koza, "Don't lose energy thoughtlessly" - 1st prize in the category "Photography"

Lessons Learnt

We expected that the e-learning activity combined with competitions would attract a lot of visitors. However, we observed that even though there is a growing demand for such services, the number of active participants was actually quite limited. For example, we received no comments regarding the contents and quality of the materials and services developed. The competitions, instead of acting as a marketing tool for the Topten services, actually required a lot of promotional activities for themselves.

Still, we believe that the great effort of setting up the e-platform is an investment for the future: modifications and adaptations are relatively easy, and we can re-use the e-learning service by focusing on its promotion, using social media.

A more attractive format and continuous promotion over the internet will result in more interest in the courses. Another positive aspect of the campaign is the growing number of municipalities that find our tools useful and that have signed a declaration of support (12 such documents have already been signed).

For more information

E-learning platform: www.e-szkolenia.topten.info.pl

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Fundacja na rzecz
Efektywnego
Wykorzystania
Energii

Polish
Foundation
for Energy
Efficiency

7. Topten dialogue with manufacturers

An example from Germany

The Öko Institut in Germany regularly holds meetings with manufacturers in order to discuss the future improvement of their products and learn which innovations are already in the pipeline. This allows them to define so-called "innovation targets," which are set as a guideline for future developments. Manufacturers' opinions on the current and possibly upcoming Topten selection criteria are also discussed.

First, a background paper is prepared. It generally contains a summary of the current regulations, the active voluntary labels' specifications, the Topten selection criteria, the best available technologies according to Topten, and a set of "innovation targets" proposed by the Öko Institut. These targets express the key topics for product evolution according to the Topten experts and keep environmental objectives in mind.

This paper is then sent to a number of manufacturers and discussed during an informal meeting. The objective is mainly to learn from each other and test or verify different innovation ideas. Including the (anonymous) comments of the manufacturers, the paper is finalized.

Within the framework of the Euro-Topten Plus project and in collaboration with the Topten network experts, this process was undertaken for four product groups:

- LED lamps
- Washing machines
- Dishwashers
- Domestic cold appliances



For example, regarding LED lamps, the following innovation targets were proposed to manufacturers: doubling energy efficiency, good thermal management, high power factor, proof of long life time for all components, reduction of blue light hazard, quality standards, and new lighting systems.

Results and Impacts

The dialogue with different manufacturers gave us a broad overview of the technological and energy efficiency *status quo* and of the innovations planned or expected to come in the future for every product group.

It also revealed differences between manufacturers and their product ranges: some of them are more progressive and innovative than others. The gathered information, together with an analysis of the framework conditions (e.g. Eco-Design, EU energy label) and input from Topten technical experts, helped to critically review the proposed innovation targets and Topten criteria and to get an idea of what can realistically be expected of future products.

Lessons learnt

In order to get a realistic impression of the market, the innovation target process proved to be effective: with the present range of products as a starting point (of which we already had good knowledge thanks to Topten research) and working hypotheses, it is possible to get a sense of the level of the manufacturers' commitment to efficiency goals and to innovative product development.

In order to keep cost and impact of the approach within reasonable limits, it seems unnecessary to cover every single manufacturer; we had rather concentrate on the front-runners and/or the manufacturers that may face specific difficulties in reaching their targets because of product particularities.

For more information

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8. Topten communication: TV, radio, and internet

Examples from Portugal

Consuming less energy while providing the same quality of service is very often a matter of good design. The overall objective of Topten is to shift the market towards more energy efficiency, so that more manufacturers produce a wider range of more efficient products.

One of the ways to reach this objective is to inform the general public about and promote the most energy efficient products. In order to reach its audience group, mass media are crucial vectors for the Topten's communication strategy.

The Topten team in Portugal regularly develops Topten information for:

- A TV programme called "Minuto Verde" (Green Minute)
- A Radio programme called "Um Minuto pela Terra" (One Minute for the Earth)
- And Internet spots

The concept of the Green Minute TV program is to present, each working day, a different piece of advice or a suggestion to raise people's awareness regarding energy, water, air, waste, noise or nature conservation issues.



The Topten website is used and quoted every time the Green Minute focuses on products consuming energy. This program started in 2006 as part of the very famous daily morning broadcast "Bom Dia Portugal" (Good Morning Portugal). The Green Minute is broadcast on the national TV three times a day at 8, 9 and 10 a.m. on the Portuguese, the international and the African networks (RTP1, RTP International and RTP África), and since August 2011 also in Portuguese sign language.

The Green Minute is also visible on the internet, where an email address is available should citizens want to ask questions or make suggestions. Quercus, the NGO managing Topten in Portugal, provides the necessary information.



Since 2007, the "One Minute for the Earth" programme has consisted of the same concept (awareness raising on environmental issues) and goes daily on the national radio (Antena 1) at 6 and 10 a.m. and 3 p.m.

For this program, too, Topten is used and quoted whenever energy consuming products are the focus of the show. The One Minute for the Earth programme can also be listened to on the internet.

In July 2011, Quercus started the dissemination of two Topten Internet spots. They can be viewed on the Portuguese Topten website www.topten.pt.

One of the spots is about efficient washing machines and the other one is about efficient refrigerators. To make the spots more appealing, the voices belong to two well-known TV presenters reading a humoristic text and are accompanied by suggestive music. In each spot the woman (for the refrigerator) or the man (for the washing machine) pretend that they are talking about someone they

just met. Only at the end of each spot does the viewer learn that the discussion focused on energy efficient appliances and nothing else.



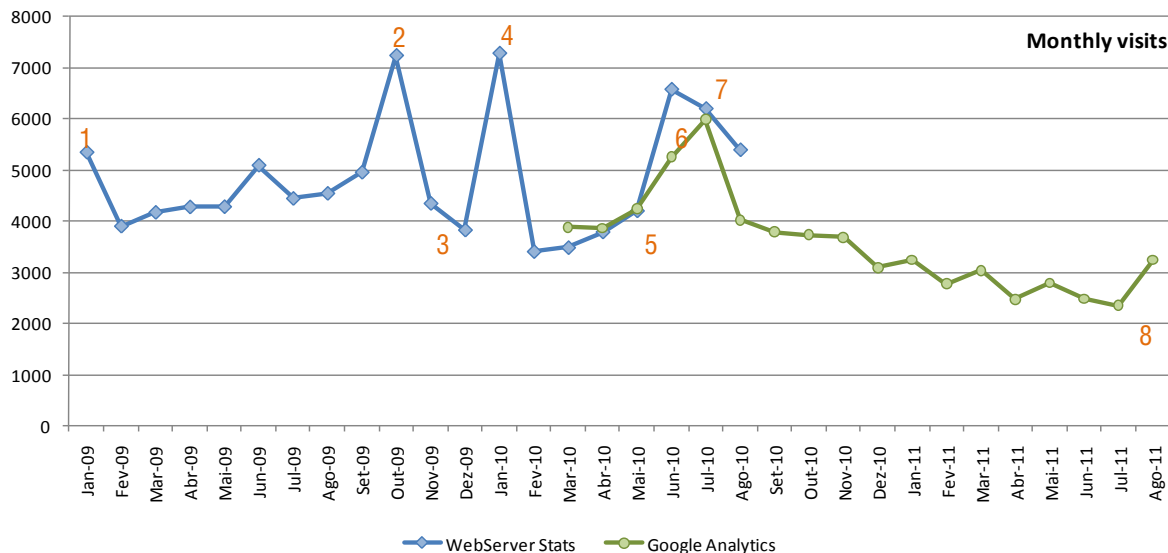
Images of the Topten Internet Spots. Both can be viewed on www.topten.pt

Results and Lessons learnt

The TV "Green Minute" on appliances are seen on average by 196,000 viewers, the radio "One minute for the earth" reaches 6,5% audience share, and one month after being online, the Topten internet spots have been viewed by 1,550 visitors.

Continuous communication is key to the Topten success: every time Topten is mentioned on TV, radio or in the press (i.e. traditional media in contrast to the internet, which is also a specific target), the number of visitors on the Topten website is growing (see graph below). The more visitors, the more interest from manufacturers and retailers for super efficient appliances. Therefore, it is essential to plan and regularly implement communication activities.

In fall 2011, a new dissemination campaign for the internet spots will start, along with a press release regarding a category update. The possibility of a TV broadcast is also considered.



1. "One Minute for the Earth" + Metro newspaper (both on Topten project)
2. "Green Minute" + "One Minute for the Earth" (Refrigerators & Cars)
3. Postcard distribution (restaurants, theaters and cultural centres)
4. "Green Minute" (Topten project)
5. "One Minute for the Earth" (Topten project)
6. Freezers launching + Metro newspaper (Topten project)
7. "Green Minute" (Washing machines)
8. Internet spots on Topten first dissemination

For more information

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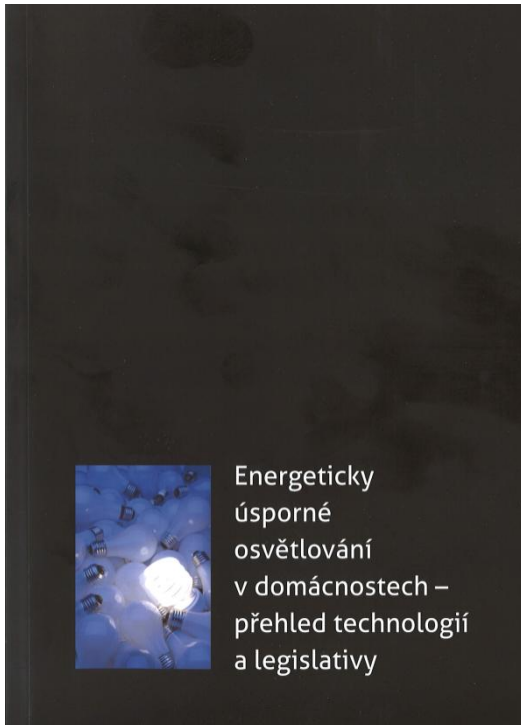
www.quercus.pt



9. Topten publications: informing different target groups

An example from the Czech Republic

Regulations are often too technical to be understood by non-specialists. However, they have an impact on specific industries and the daily life of citizens. A recent example is the decision to phase out incandescent lighting. This decision was taken on technical grounds in order to reach energy savings and environmental objectives, but it needed explanations to help consumers to make a proper choice and to talk to the media, retailers that sell light bulbs, and NGOs relaying and popularizing information to citizens.



The publication cover: “Energy efficient lighting in households – an overview of technologies and legislation”

In September 2010, the gradual incandescent light phase-out process tackled 75 W clear incandescent light bulbs. Intensive media and public discussion and numerous articles full of inaccurate and incorrect information had followed the previous step, the phase-out of 100 W bulbs.

SEVEn, The Energy Efficiency Center in charge of Topten, and the Representation of the European Commission in the Czech Republic prepared a publication intended to clarify the important parts of phase-out process and to provide quality information on the legal and technical aspects of light bulb replacements.

The publication contains two main parts focusing on the phase-out process:

- The first part presents quality alternatives to incandescent light bulbs. The most important features and criteria to choose the alternatives are presented (design of the light source, lifespan, color of the light, color rendering, etc.) as well as the most frequent alternative technologies with their pros and cons, energy efficiency levels and usual application scopes. An FAQ allows covering and answering common questions, for example questions about the most suitable usage of individual lighting technologies in the household.

The Topten project contributed significantly to this part as the criteria for incandescent light bulbs alternatives focus on energy efficiency. Therefore, the Topten definitions of the selection criteria and thresholds were used – not only for products allowed to enter the market (as defined by the Eco-Design Directive), but most notably to identify the highest quality products available on the market – in order to ensure consumer satisfaction. Incandescent light bulb replacements can thus be chosen according to energy efficiency and top quality criteria rather than only on the grounds of technology availability.

- The second part of the publication is about the legislation process and Eco-Design in the European Union. Usually, “Brussels” is blamed for the policies and bans that do not suit everyone. However, the Eco-Design legislation and phase-out process of incandescent light bulbs were developed out of a consensus among the Member States of the European Union. Thus, the process of elaborating legislation in the EU is explained, including the involvement of the Member States in the decision making process.

A press conference was held in September 2010 at the premises of the Representation of the European Commission to the Czech Republic, featuring representatives of the Representation, SEVEN, and the Ministry of Industry and Trade. The publication was presented to journalists, and detailed issues related to light-bulb replacements were explained and discussed.

Results and Impacts

The press conference generated proactive and positive articles in terms of the promotion of energy efficient light sources.

The number of printed brochures was on purpose relatively low with 2,000 copies, because they were intended to be sent to decision makers and influential persons. Their distribution therefore included journalists, energy efficiency experts, schools, consumer and environmental information and advisory centres, etc., with a potential for further dissemination. After the press conference and a press release, several hundred individuals from all over the Czech Republic requested to obtain a copy of the publication by mail, confirming the widespread interest of the general public in this topic.

This first publication led to another one, this time developed as a cooperation project between Topten and the Prague energy utility. The information was quite similar regarding light source products and quality aspects, but it was targeted directly to the final consumers. 5,000 copies were distributed through the utility’s information centres, at exhibitions, and on consumer request.

Lessons learnt

The phase-out of incandescent light bulbs is not a simple process. It is not unanimously acclaimed by the general public and among opinion. There are various reasons for this. For example, the lighting sources are not easily replaceable; each technology has its own special features, requiring consumers to be increasingly more educated. As the phase-out process concerns everyone (and everyone is aware of it) and is part of European legislation, expressing opposition to the phase-out can be used as a political symbol and energy efficiency may have a negative connotation in this discussion.

It is also very important that consumers choose, whenever possible, the most efficient products, so that the savings potentials are fully tapped during the light bulb's whole lifespan. The main lesson learnt therefore consists in patient dissemination of quality information – which is exactly in line with the Topten methodology.

For more information

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10. Topten support for policy makers

In Europe, the most important decisions regarding products and energy efficiency are taken at the European level. With the Eco-Design Directive (2009/125/EC), many products have been studied and several regulations were adopted under the form of energy labels, minimum energy performance standards, mandatory information for consumers, etc.

The national Topten websites are mainly targeting consumers who are interested in the models sold in their country at a given moment. However, the Topten teams form a strong technical network, using and contributing to the European selection of the most efficient products which is shown on the website www.topten.eu. The "give and take" between the Topten European and the Topten national websites is a quality control mechanism based on information cross checking.

The European website mainly targets decision makers and researchers: the focus of this regular European market research is less on consumer information but rather on identifying best available technologies. This information is key to decision makers when passing new regulations that set definitions of performance levels.

Results and Impacts

Many of the European Topten experts are in a position to relay information to the European Commission, to the national energy ministries and agencies and to the NGOs discussing the Eco-Design and labeling regulations. In addition, Topten.eu regularly publishes and disseminates so-called products' "Focus".

The Topten information was used to shift the planned European label scale between the various energy classes in order to better reflect the market capabilities in terms of energy efficiency.



Graph source: S.A.L.T., 2009.

For **TVs**, Topten market research showed that, before the final version of the new TV label was approved, nearly 50 different models exceeded the A level; in addition, the BAT model was exceeding this level by 56 per cent.

Thanks to this information, the label scale was revised and the thresholds between energy classes tightened. This was a good incentive for manufacturers to keep up with the energy efficiency design and allowed the label to be more useful to consumers, since not all the models were in the best classes; when the label was introduced.

Regarding **air conditioners**, Topten both analyzed the European market and tested a model according to the different measurement standards, including the new European Standard which will be used for determining the energy efficiency index of air conditioners and their energy class on the new label (to be used from 2013).



Split room air conditioner:
Outdoor and indoor unit

The findings show that the new measurement standard will allow for a better rating under the new label, and that therefore, the most efficient classes would be saturated right after the new label's introduction: the A+++ threshold was tightened to ensure that scope for improvement was left to manufacturers and their new products.

Another example: in Switzerland, Topten contributed to raising the market share of class A **tumble driers**. (In particular, it served as a basis for several local rebate and procurement programs). They reached 24,5% of the market in 2009, and as of January 1st 2012, only class A tumble driers – therefore equipped with a heat pump – will be allowed on the Swiss market. This success and European market research revealing the important electricity consumption differences between class A models are used in the framework of the upcoming labeling and Eco-design regulations on tumble driers.

Lessons learnt

Topten was able to influence the regulation process through impartial and scientific, technical and marketing knowledge and good cooperation with all stakeholders involved – including front-runner manufacturers. This work and its dissemination involve the whole European network of the Topten teams.

This is a time consuming but crucial activity, which benefit energy savings as a whole. However, in addition to regular Topten information on the best European products, monitoring of the whole market is needed in order to better assess the impact of the adopted regulations.

For more information

www.topten.eu - Best products of Europe
www.topten.eu/english/policy_recommendations.html -
Policy recommendations
www.topten.eu/english/focus_2.html - Topten Focus
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11. Topten advice at the points of sale: good for consumers, good for retailers

An example from Germany

In Germany, dena, the German energy agency, led a pilot project in collaboration with a large retail store. The idea was that when consumers are advised at the points of sale, at the moment of choosing their new model, a larger share of them choose energy efficient products. This is also good for retailers, who can increase their revenues.

The project outlined that consumers should be advised neither by retail staff (who can always be suspected of being partial) nor by dena staff (who are skilled in energy efficiency matters but not necessarily in sales speeches). Therefore, promotion specialists were trained by dena on energy efficiency issues and products; they then provided advice to consumers at the points of sale in retail stores.

The Topten website www.topgeraete.de served as a basis to identify the most efficient models. The retail stores knew about the list of Topten products in advance, so that they could stock enough of these products during the pilot project.



One of the trained advisers hosted by Media Markt

Results

During the project, six trained promotion specialists based in four different shops from the Media Markt retail chain in four different cities personally advised more than 4,000 consumers. Sales of the most energy efficient products increased by approx. 40 per cent during the 143 days in which the advisers were present in shops. The revenues of the retailers also rose during this period.

The results were so good because of the pre-existence of the Topten TopGeräte lists, which made it easy for the retailers to build their product range and have the right models in stock, but also because of the specialized promotion staff.

Lessons learnt

There is such a wide array of products available on the market that providing the Topten TopGeräte lists half a year in advance was crucial. Out of 20 different refrigerator models a retail store, there would normally be one or two Topten models (compared to the thousands of references available). Consumers need more choice when it comes to energy efficient models, and this extension of the efficient range was possible thanks to the Topten selection.

Retailers need time to consider participating in specific operations. Even if the results are positive and profitable, it is very difficult to transform a pilot project into a successful long-term mainstream business model.

In this specific case, the pilot project had been planned to be extended, the training of advisers being eventually funded thanks to a part of the additional revenues of the retailers. In practice, though, the retailer did not wish to extend that approach to all shops, and dena could not afford to pay for the permanent continuation of the project.

For more information

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12. Topten collaboration with retailers, researchers, and consumer organizations

An example from Finland

Topten Finland, Veikon Kone retail chain, TTS, a research and training organisation, and Martat, a consumer organisation with local consumer advisors, jointly organized events in Veikon Kone retail chain stores around Finland during the Finnish National Energy Awareness Week in October 2010. The store events took place on Friday and Saturday.

The aim of the events was to promote energy efficient appliances, the new energy labeling as well as a training program for appliance sales personnel, launched by Motiva and TTS and piloted with Veikon Kone chain in 2010.

The training program is led by the national consumer advice program on energy – Kuluttajien energianeuvonta which is coordinated by Motiva. 118 sales personnel participated in the pilot training. According to the course feedback, nearly half of the sales personnel thought that the information on the energy efficiency of appliances and the practical energy efficiency examples were very interesting and useful. They also considered it very good to receive impartial and expert information on appliances instead of just commercial or marketing information.

The main focus was on energy efficient laundry driers (heat pump driers) and the launch of the Topten driers category.

The main event was held at a Veikon Kone store in Espoo with TTS researchers and advisors on site who demonstrated the technology and energy savings of heat pump driers. The area consumer advisor from Martat joined the team of trained sales personnel and talked with the customers about energy efficiency as well as the new energy label. Similar events were held in eight stores around Finland (Veikon Kone has altogether 19 stores).

Results and Impacts

The stores did not keep track of the number of visitors during the events, but information gathered from the consumer advisors insinuates that the events had dozens rather than hundreds of visitors.

The press release and press invitations were distributed nationally and locally, targeting the event areas (Espoo, Jyväskylä, Kuopio, Oulu, Rauma, Rovaniemi, Tampere and Turku). The lists covered 92 media units: radio, television and newspapers. The event was covered in MotivaXpress (Motiva company magazine, distribution 7,500 copies) and TTS magazine (distribution 4,500 copies). The events were also promoted on several websites (e.g. www.topten-suomi.fi, www.motiva.fi, www.energiansaastoviikko.fi). The action created increased traffic (+12.7 %) on the Topten-Finland site (15. – 18.10.2010).

Sales data indicates that the sales of tumble driers in Finland increased by nearly 5 per cent within a year (2010-2011) and that the average price decreased by 1.2 per cent (source: www.kotek.fi). Unfortunately, there are no statistics available to show what the market share of heat pump tumble driers is. There are approximately five brands with close to 15 models of heat pump tumble driers sold in Finland.



Lessons learnt

The cooperation between store sales personnel and outside advisory personnel should be better coordinated: e.g. information on the same level, pre-agreed points on what major issues should be discussed with customers, so as to avoid contradictory advice.

A one or two day event is not sufficient. That works only as a start-up or closing bouquet of a longer campaign. According to the consumer advisors, the store events held on Saturday attracted more people than those on Friday. Moreover, establishing a proper visitor calculation system from the beginning is important to monitor and evaluate the activities properly and to have a baseline for future reference.

Retail events should also be linked with sales campaigns targeting energy efficient models in order to attract more customers to the stores; and here again, the organizers should be able to track the sales in more detail.

Though it seems as if the events and media work produced few tangible results, the work done with the retailer helped keeping up the interest in Topten and has given the Topten team ways and means to communicate with the retailer. Despite the difficulties, the cooperation is seen as a positive one by all parties – the challenge is to find the right measures and the right timing for marketing and communication activities which will benefit both the retailer and Topten.

For more information

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www.topten-suomi.fi

13. Topten stickers in shops

An example from Lithuania

With the support of the Nordic Council of Ministers, a collaborative project was launched: "Innovative invitation for sustainable consumption and environment protection: Implementation of a "TOP-10" mark in collaboration with Nordic countries".

In December 2010, LNCF, the consumer organisation managing Topten in Lithuania, prepared research activities covering four countries (Lithuania, Latvia, Norway, and Finland) and focusing on their experiences with voluntary labeling for electronic devices and domestic appliances. Best practices of products labeling were selected and analyzed: how popular were these labels; how were they perceived and organized; what were the customers' goals and what influenced them on their purchase choices?

As a result of the conclusions of this study, an independent label of household appliances was introduced in Lithuania. It should provide assistance to consumers, so that they can choose the most energy efficient products, and use them responsibly.

As the Lithuanian Topten website was being launched at the same time, it was decided that the Lithuanian voluntary mark would use the same specifications as Topten, have the same logo and be managed by the same organization.



The Top10 mark in Lithuanian and English

At first, it was recommended that the validity of a label for a specific product should not exceed three years. However, as the Topten website is updated at least twice a year, the validity of the TOP-10 sticker is six months. After this period, the product is evaluated and if it is still present on the www.top-10.lt lists, the TOP-10 sticker can be used for half a year longer.

Results and Impacts

At the beginning of 2011, after a market study, the Lithuanian TOP-10 team worked to convince the ten biggest commercial centers selling household appliances to show the TOP-10 mark in their shops (as a sticker on TOP-10 products on offer). The project was then extended in order to cover all retail chains: 3,000 stickers were produced, together with 4,000 "Save Now!" posters to inform the consumers in the shops.

The major retail chains (Topocentras, Elektromarktas, Senuku Prekybos Centras, Avitela, Ermitazas) participated in the first phase of the product marking, which covered three product groups (freezers, refrigerators and washing machines) broken down into ten subcategories. Two more product groups (lamps and TVs) were marked in April 2011, when a TOP-10 selection became available online.

LNCF, in collaboration with the State Non Food Products Inspectorate (under the ministry of the Economy), controls that the TOP-10 sticker is correctly used.

TAUPLYK DABAR!

Palaikykite arba išgelkite aukštesnę efektyvumą klasės buitinius prietaisus. Nuo 2004 m. vasarį 1 d. dauguma buitinių prietaisų (šaldytuvai, šaldiklėmskaitės matavimas ir panašiai) turi apskaitinius etichetes, kuriomis nurodomas efektyvumo klasės bei kitos duomenys. Prie aukštesnės pritaikyti šiuos skaitmenis užtikrina gerą aplinkos, aplinkosaugos, aplinkosaugos ir pagal skaitmenis, o ne pagal aplinkosaugos matavimus vartotojai, o ne aplinkosaugos gerą išvaizdą. Tačiau kartais pasitaiko reikšmingi klaidos ir neteisingi skaitmenys vartotojams. Šiame leidinyje pateikiama informacija apie šiuos klaidingus prietaisus, kurie yra žemesnės temperatūros vartojami. Apie 90 proc. elektros energijos skaitmenį mažina vartotojų vartojimą.

Parduotuviuose galima įsigyti vandens šildytuvus „kepinis“, kuri, jei išdėstoma didesniu, gali padėti išsaugoti vandenį šilumą ir taip sutaupyti kelis šimtus litų per metus.

Daugelis aukštesnės nei A+ klasės automatinių skaitmenų matavimas turi karšto vandens jungtį. Taip sutapsima 70-75 proc. elektros energijos, lygiavertis su geresniu matavimu, naudojant šilumą iš karšto vandens. Taip pat reikėtų paminėti automatiniu vėdinimo funkcija. Kai karšto vandens skaitmenis turi šildytuvą, optimaliai – pagal skaitmenį, o ne pagal aplinkosaugos matavimus vartotojai, o ne aplinkosaugos gerą išvaizdą. Tačiau kartais pasitaiko reikšmingi klaidos ir neteisingi skaitmenys vartotojams. Šiame leidinyje pateikiama informacija apie šiuos klaidingus prietaisus, kurie yra žemesnės temperatūros vartojami. Apie 90 proc. elektros energijos skaitmenį mažina vartotojų vartojimą.

Prietaisas	Vandens suvartojimas litrais	Energijos suvartojimas (kWh)
Skaitmenis A+ kg, skaitmenis (A++ ener. klasė)	45 L	1
Skaitmenis A kg, skaitmenis (B ener. klasė)	55 L	1,4

Šaldytuvai ir šaldikliai suvartoja apie 25 proc. viso namų ūkio energiją, o 3 mm storio barikados šaldiklio patalpinimo suvartojamos energijos kiekis dar 30 proc. Nepaisant didėjančio šaldytuvų, nei joms reikiama šilumos energija joms šilumą elektros energija. Reikėtų pažinti reikiamą temperatūrą šaldytuvuose nuo 0° iki 4° C, šaldiklyje – 18° C. Minimali temperatūra – mažesnis elektros sąnaudas.

Prietaisas	Kelios metams Tiekiam 18 ar at 180 litrais	Energijos suvartojimas per metus (kWh)
Skaitmenis 200 L (A++ ener. klasė)	70	185
Skaitmenis 200 L (B ener. klasė)	152	400

Paprastai apšvietimo lemputės tik 5 proc. elektros energijos paverčia šiluma, likusi dalis prarandama su šiluma. Būna, kad jei gali būti lengviau gaudyti, o ne būti šilumos prietaisais. Tačiau net ir pakaitali lemputės reikalingi šilumos šilumos su šilumos gaudyti, nei reikalingi gali sumažinti šilumos sąnaudas iki 10-20-ajame.

PRIETAISAS	YPATYBĖ	Bendras suvartojimas (kWh per 10 metų)
Kelios metams Tiekiam 18 ar at 180 litrais	Skaidulės šiluma	280
Energijos taupymo lemputės (A energijos klasė)	Naudingumas trūkumai priklauso nuo įjungimo skaičiaus	40
LED lemputės	Naudingumas trūkumai priklauso nuo įjungimo skaičiaus	50

KAS YRA TOP-10?

Ar norite būti prietaisais, suvartojančiais 25% mažiau energijos? Kai kurie prietaisai veikia visą parą!

Reparuokite vėdinimo vėdinimo organizacijai patikrinti taupymo prietaisus, profesionaliai ekspertai, viešųjų ryšių specialistai arba šilumos inžinieriai, kurie reikalingi energetikos gerinimo projektams. Šilumą išgys remia Europos Komisija, Lietuvos ministerija, Valstybinis vartotojų teisių apsaugos tarnyba.

Daugiau gerinimo prietaisais detaliau informuoti - www.top-10.lt bei išdėstoma buitinė technika parduotuvėse.

Top-10 | Europos Sąjunga | Lietuvos Respublika | Lietuvos Respublikos energijos ministerija | Lietuvos Respublikos aplinkosaugos ministerija | Lietuvos Respublikos šilumos inžinerijos asociacija | Lietuvos Respublikos vartotojų teisių apsaugos tarnyba | Grafikos dizainas: C'limonavičiūtė UAB

Poster "Save Now!" exhibited in shops

Lessons learnt

Measuring the impact of the TOP-10 sticker in shops and its influence on consumer choices is crucial. However, TOP-10 products are not the items that are bought every day, and the sticker has not been in use long enough to estimate the factual influence on the market. In addition, the long-term objective – to encourage consumers to make responsible choices and contribute to environment protection – is difficult to evaluate.

To ensure the TOP-10 sticker system's sustainability in Lithuania, it is planned to implement a fee-based license system for retailers. The fee will cover the administration costs, such as printing of the mark, dissemination and control.

Thanks to TOP-10 sticker activities, the Lithuanian team has teamed up with NGOs, governmental organizations and commercial enterprises. For example, the information of www.top-10.lt is also spread on the webpage of AB LESTO, the largest Lithuanian utility, which displays the campaign banner: <http://www.tiekkiekreikia.lt/lt.php/Draugai>.

The Lithuanian team has also established partnership with other IEE projects in Lithuania: <http://www.cowi.lt/menu/projekt/Energetikairpramone/Energetika/Pages/ecowill.aspx>

For more information

www.top-10.lt

Survey results:

http://www.topten-suomi.fi/index.php?page=tietoa_energia_ja_ymparistomerkinnoista

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14. Topten collaboration with retailers

An example from Luxembourg

Because of Luxembourg's structure, Topten has focused on retailers rather than on importers or manufacturers from the start. This is why OekoTopten proposed a collaboration agreement to retailers.

Retailers should commit to:

- Using the OekoTopten logo on the energy efficient products specified on the website (and taking it away, should the products no longer be considered by Topten as one of the best products); Offering in the shops at least two Topten models per product category covered by the Topten website and by the retailer and ensuring their promotion;
- Informing OekoTopten about potential new Topten models;
- Favoring the Topten models in their procurement policies;
- Disseminating Topten communication material in the shops.



OekoTopten sticker put on appliances

In return, OekoTopten commits itself to:

- Informing the partners about new Topten models for free;
- Informing consumers on the energy label and the Topten models in the news section of the Topten website, and including communication support of the mother organization (le Mouvement Ecologique);
- Publishing the name of the partner on the OekoTopten website.

In addition, OekoTopten proposed training sessions to salesmen.

Results and impacts

Agreements with retailers have been very successful and today, more than 40 partners are listed on the Topten website – which means that all these retailers are aware of the Topten concept and have agreed to formally support it.

In particular, the collaboration with Cactus, one of the country's major retail chains, is worth highlighting as it has been very committed and engaged, also regarding training sessions. Two training sessions were organized: one on the Topten concept, on energy consumption and savings expected, and on the various selection criteria that depend on the product category; and one more specifically on TVs, at the time of the new TV regulation enforcement. Most salespersons trained now help to spread the word about Topten and energy efficient products.



Topten communication support in one of the Cactus shop

Lessons learnt

Small retailers are more difficult to approach, most of all because they cannot afford to send a salesperson to a training session. Their pool of staff is not big enough and they are less flexible. To compensate for this, OekoTopten has introduced a biannual electronic newsletter with news also relating to new regulations.

The agreements signed included no financial transactions. Now that other Topten teams are trying to develop, as part of their business model, a licence agreement for the use of the Topten logo in shops and the control of its proper use, OekoTopten has tried to test the idea with some partners, but it seems impossible to change the "for free" principle which the partners are used to.

For more information

www.oekotopten.lu

http://www.oekotopten.lu/index.php?page=Partenaires_commerciales

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2. Topten Charter

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1. Topten is a concept with tools for end-users to speed up sales, focus 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 speed 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:
5. Research in national and international markets for the best products.
6. Building and updating databases for energy efficient equipment.
7. Design of criteria catalogues for the Topten-qualification (cut-off line).
8. Providing independent testing facilities.
9. Support of procurement programmes for energy efficient equipment.
10. Design and hosting of a series of national and international websites.
11. Support of design and distribution of print products with information on energy efficient equipment, etc.
12. Training for personnel working in national Topten projects.
13. Contacts to national and international organisations to influence the sale of more energy efficient equipment.
14. Topten works in cooperation with, but is independent of, equipment manufacturers and retailers and their respective associations.
15. Topten is not engaged in the sales of equipment that is mentioned on any Topten site.
16. Topten is organised nationally in order to better understand and guide market conditions.
17. 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.
18. TIG does not normally support national Topten projects with funds except in developing countries under special agreement.
19. 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.
20. TIG tries to avoid having more than one national Topten organisation in a given country /or in a given market.
21. 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.