

EURO-TOPTEN PLUS

Extension and strengthening of the European Topten Initiatives and of the market for innovative and efficient products

Market monitoring and web frequentation note No. 3 (month 28)

Reporting period from June 2010 to February 2011

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1 SUMMARY – OVERALL RESULTS

The market monitoring and web frequentation note describes the advancement of Euro-Topten Plus partners websites. The number of categories, subcategories and appliances are summarised and developments in contrast to the previous status is documented. Further is shown to what extend the web frequentation, which is regarded as an indicator for the success of the dissemination activities, has increased within the reporting period.

There are performance indicators related to this issue. Euro-Topten Plus proposed to display at least 6.400 products in 160 product categories with an average of 10 product categories per national website at the end of the project. And all Euro-Topten Plus partners websites together should be visited by 2,7 million visitors in 2011.

The main results for the reporting period in brief (not taking into account the Swiss Topten website):

- In February 2011, 16 Euro-Topten-Plus partners websites were online. The Lithuanian website is ready designed and fully functional as well but not yet online.
- Existing websites have been updated on a regular basis enriched by further products and some product criteria have been tightened, thanks to market improvements.
- Altogether between June 2010 and February 2011 the number of overall categories on all Euro-Topten-Plus websites has increased from 169 to 202, of subcategories from 385 to 469, and the number of listed products and services changed from 8.239 to 9.965. The overall performance indicator is already achieved in average with this number, only 5 Euro-Topten-Plus websites currently present less than 10 product categories. But there is still some time left during the project duration to achieve the proposed goals by consolidation and more European harmonisation of the different Euro-Topten-Plus initiatives.
- The attraction of all 16 Euro-Topten Plus partners websites is already very good. Between the reporting period from June 2010 to February 2011 about 140.000 visitors per month and in total almost 2,2 million people visited the partners websites and viewed about 4,5 million Euro-Topten-Plus webpages.

2 DEVELOPMENT OF CATEGORIES, SUBCATEGORIES AND LISTED APPLIANCES

2.1 Overview

Within the reporting period from June 2010 till February 2011 the number of listed appliances of all 18 Euro-Topten-Plus partners websites (without Switzerland) has changed from 8,239 to 9,965, which is an increase of more than 20 %. Taking into account also Switzerland it has changed from 9,145 up to 12,014. In the same order the number of categories and subcategories presented has increased.

And with Lithuania the still missing country now presents their own Euro-Topten-Plus website, they started with the presentation of residential cold appliances and washing machines.

Again more partners websites than before present office equipment like flat screen monitors, inkjet/thermo-imaging equipment, copier, laser printer and computer. Also more countries than before now present TVs, and LED-lamps. Thereby, though still showing differences, the distribution between countries has become more even, cf. also Table 1.

	Mai 10			Feb 11		
	Categories	Subcategories	Appliances	Categories	Subcategories	Appliances
Austria	22	39	1317	27	54	1274
Belgium	13	31	321	12	29	522
Czech Republic	13	29	396	13	31	540
Finland	13	24	450	14	25	455
France	10	25	463	11	25	482
Germany Dena	12	21	210	12	21	210
Germany Oeko	13	23	923	14	24	1060
Greece	5	15	280	7	20	501
Italy	11	27	497	12	29	520
Lithuania	-	-	-	4	7	81
Luxemburg	10	29	920	13	38	1346
Norway	5	8	60	9	15	129
Poland	14	41	939	16	43	987
Portugal	8	22	313	10	33	516
Romania	2	6	142	6	20	334
Spain	6	12	225	7	13	266
Switzerland	20	33	906	40	120	2049
Europe	12	33	783	15	42	742
Total	189	418	9145	242	589	12014
Total without Switzerland	169	385	8239	202	469	9965

Table 1: Development of number of covered categories, subcategories and listed appliances or products

Another observation is that some countries could tighten their criteria as the market moved to more efficient products, as for cooling appliances in France and Italy and for office equipment in Germany.

All Euro-Topten-Plus websites now present a good choice of white goods as cold appliances, dishwashers, washing machines and tumble driers. But also the number of other household appliances categories like vacuum cleaners, coffee machines and air conditioners has increased.

Nearly all Euro-Topten-Plus websites now present an increasing number of office equipment in several categories, whereas the development in consumer electronics is more or less limited to a growing number of countries who present TVs.

In the lighting and in the housing section only few additional categories were implemented, in the mobility section cars are now presented also by Norway and Romania.

There are some product categories that are currently presented only by a few Euro-Topten-Plus partners websites, but which are expected to be adopted in future by others. And there are some product categories that are only presented in very few countries as wood pellets heating, boilers, electric motors, windows, bikes and ebikes, lawn mowers and others, which are not being expected to be adopted by other partners in general.

Regarding the selection criteria of the listed products, they only slightly differ from one country to another. So in most countries the same criteria are valid for the product choice. Some of the recent differences still exist for some categories in southern and eastern European countries but they became less as markets there moved to more efficient products. In chapter 2.2. a country wise description can be found.

An overview about all current Euro-Topten-Plus websites with categories and qualifying criteria is given in Table 2. In that table, new categories are marked green, categories with tightened criteria are marked yellow.

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Switzerland	Europe
Household																		
Fridge / Fridge Freezer	A++	A++	A++ or A+ if No Frost	A+/A++	A+/A++	A++	A++ plus additional criteria	A+/A++	A++	A+	A++	A+	A+/A++	A+/A++	A/A+	A+/A++	A++	A++
Freezer	A++/ storage time >24h	A++	A++ or A+ if No Frost	A+	A+/A++ plus max kWh/year	A++	A++ plus additional criteria		A++	A+	A++	A+	A+/A++	A+/A++		A+/A++	A++	A++
Dishwasher	AAA plus additional criteria	AAA, <0,98 kWh/cycle, <=10L, <47dB, water leakage prevention	A-10%AA, water cons. less than 11 l for 45cm and 10 l for 60cm	AAA	A/A/A, max 0,94 kWh/cycle, water 11 l, noise 47 db	AAA	AAA plus additional criteria		A/A/A or A/A/B		AAA <=14 L/Cycle; <=47dB(A)	AAA	A	A		AAA	AAA	
Washing machine	AAB plus additional criteria	A+AA/AAA, water consumption 42,5 resp 50L, water leakage prevention	A+, AA or A+AB, and max 34l (Front) resp. 40l (Top)/5kg	AAA	AAA, kWh 1,2/cycle and 0,17/kg, water 50 l	AAA	AAB plus additional criteria	AAA	A+AB	A+AB	AAA <=8,5 L/kg*Cycle; <=0,17kWh/kg/Cycle	AAB	A/A+	A	A+/A/B	AAA	A+AA	
Tumble Drier	A		A	A		A	A/ Gas				A	A	A				A	A
Vacuum Cleaner	Electricity consumption max 300Wh, dust removal efficiency 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³		Electricity consumption max 300Wh, dust removal efficiency 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³								Electricity consumption max 345 Wh, dust removal efficiency 98% from hard floor surface, dust emissions max 0.01mg/m ³		Electricity consumption max 300Wh, dust removal efficiency 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³				Electricity consumption max 300Wh, dust removal efficiency 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³	Electricity consumption max 300Wh, dust removal efficiency 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³
Oven / Cooker / Steamer	340 € electricity costs in 15										A No purchase						A	

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Switzerland	Europe
Air conditioner	A, FCKW free, Fix: EEI>4,1, Mobile: EEI>2,9							Energy class A/A, For cooling power ≤ 4kW EER ≥ 4 & fro cooling power ≥ 4kW, EER ≥ 3.5. Split type	Fix split < 4000 W cooling capacity: EER ≥ 4 Fix split > 4000 W :EER ≥ 3,2; Mobile: EER ≥ 3,2							Fix split < 4000 W cooling capacity: EER ≥ 4,3 Fix split > 4000 W :EER ≥ 4,0; Mobile: EER ≥ 3,2	A, COP Cooling mode > 3,0 to 5,0; COP Heating mode > 3,0 to 3,6	A, COP Cooling mode > 3,0 to 5,0; COP Heating mode > 3,0 to 3,6
Humidifier																	sorted by electricity costs in 10 years	
Office equipment																		
Telephone	Mobile: SAR <0,4 W/kg, Cordless: <1,5 W in operation																	
Monitors - Flat screens	sleep < 2 W, off < 1 W	Energy Star 5,0, TCO, max 1W in Standby,/OFF, max. energy use (formula)		Max. power input: 23-64 W	same as topten.info (acc. Size)	Sorted by cost of energy; Average data refers to top ten	On-mode: 30 % less than Energy Star, Standby < 2 W, Off-mode < 1 W	Energy Star 5,0, TCO, max 1W in Standby,/OFF mode	Electricity consumption <15W-26W, SB & Sleep <1W	B			Energy Star	Electricity costs (5 years)		Energy Star 5,0, TCO, max 1W in Standby,/OFF mode	Energy Star 5,0, TCO	Energy Star 5,0, TCO
Inkjet/ Thermo-imaging equipment	printer: sleep mode <1,2 W, multifunction: sleep mode < 2,5 W	standby <2W, off <1W			same as topten.info (EEI acc. TEC)	Sorted by cost of energy; Average data refers to top ten		Energy Star plus additional criteria	Energy consumption: Off <1W, Sleep <2W		Sleep-Mode < 2 W; Off-Mode < 1 W		Off mode < 1 W, Sleep Mode < 2 W	Electricity costs per year	Off Mode < 1W, Sleep Mode < 2W		Energy Star, Off mode < 1 W, Sleep Mode < 2 W	Energy Star, Off mode < 1 W, Sleep Mode < 2 W
Copier				Max. EEI: 20-55%	same as topten.info (EEI acc. TEC)	Sorted by cost of energy; Average data refers to top ten												

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Switzerland	Europe
Laser Printer / Multifunctionals	max. EEI 50%-90%	max. EEI 50%-90%	max. EEI 50%-90%	Max. EEI: 40-60%	same as topten.info (EEI acc. TEC)	Sorted by cost of energy; Average data refers to top ten		Energy Star plus additional criteria	Printer's TEC < TEC limit, according to Energy Star		max. EEI 50%-75%		EEI	EEI	max. EEI 50%-75%		EEI < 50 % (colour) - 60 % (b/w)	EEI < 40 % (colour) - 60 % (b/w)
Visual Projector - video	standby < 10 W																	
Computer	idle mode 25-55 W, standby max. 2 W					Sorted by cost of energy; Average data refers to top ten												
Standby devices																	different criteria	
Entertainment																		
DVD-Player	on mode < 9 - 35 W, stand by < 1 W																Standby < 1 W	
Game consoles												sorted by electricity consumption						
TV	EEI<0,32 (>46 inch) to EEI<0,42 (<32 inch)	EEI < 0.5; On mode < 170 W ; Standby < 1 W	EEI < 0.5; On mode < 170 W ; Standby < 1 W		EEI < 0,5, Stand by Max 1 watt	in accordance with EN 62087; Standby < 1 W		EII < 0.51 - SB < 1W - ON < 170W			Energy Label: A, B and C of draft of COMMISSION DIRECTIVE 2009	On < 56 - 90 W, Standby < 0,2 - 0,3 W			EEI<0,3 (>100 cm) to EEI<0,42 (<100 cm)	EEI < 0.5; On mode < 170 W ; Standby < 1 W	B	A (>100 cm) to B (<100 cm)
TV Receiver	standby <2W, electricity costs in 10 years < 120 €											On < 47 W, Standby < 13 W					Standby < 1 W, On-mode < 17 W	
Lighting																		
Home luminaries from trade chains																	8 - 50 kWh/year/ 100lx	
Home luminaries from specialised trade																	8 - 32 kWh/year/ 100lx	
Professional luminaires																	Minergie Standard	

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Switzerland	Europe
Energy saving lamps (CFL)	A, average lamp life min. 12.000h, lm/W	A, 15000h, 75.000 on/off-cycles, index Ra >=80	A, 15000hrs (20 000 hrs for E27 standard), min 50 000 on-off cycles for E27 standard, Ra>80	A	A, 8000 h, IKRC 80 or better, field test, ranked lumen / W		A		A - Efficiency >50 lm/W		A except Candle lamps & Globes -> B; Life time : 10000 h; except Standard - > Life time: 15000 h		A/ on-of cycles	A			A, lamp life 15.000 h, Ra >= 80	A, lamp life 15.000 h, Ra >= 80
LED	A, min. 20.000 h, Ra>80		A, 25000hrs, very good colour rendering (Ra>80), non-directional, luminous flux > 80lm	lm/W min 25					Efficiency: >25 lm/W					Efficiency: >25 lm/W			> 34 lm/W, lamp life 20.000 h, Ra >= 80	> 34 lm/W, lamp life 20.000 h, Ra >= 80
Halogen	B (Spots), C (Classics)		B-D, 2000 hrs															
Housing																		
Chimneys stoves inside living space																	Quality label "Holzenenergie Schweiz"	
Wood pellets central-heating boiler in the cellar	Austrian Eco-Label						www.ecotopten.de/download/EcoTopTen_Kriterien_Heizung.pdf										Quality label "Holzenenergie Schweiz"	
Wood pellets																	Quality label "Holzenenergie Schweiz"	
Heat pumps	COP Value, EHPA Quality Label																Cop > 3,3 (Air-water) - 4,3 (Brine-water) - 5,4 (Water-water)	

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Switzerland	Europe
Remote control for central heating systems																	On-mode < 4 W	
Solar power plant																	different criteria	
Solar collectors																	Certified by the Institute of Solar technology of the Technical University Rapperswil	
Heat pump water heaters	standby losses												energy&ecology index				COP > 3,0	COP > 3,0
Circulation pumps	A	A		A									A				A	A
Electric motors													efficiency index					
Windows				A													Label "Topfenster"	
Electric Lawn-mower																	noise < 96 dB (A), no Cd, NiMH, Pb - accumulators	
Mobility																		
Cars	Eco rating	Eco rating	Eco rating	max CO2 g/km 120 (Mini) - 200 (Van over 7 seats)	ATE 10		www.ecotopten.de/download/EcoTopTen_Kriterien_PKW.pdf	According to the rating of the swiss association transports et environnement	<110 - 120 g/km		noise-level <= 73 dB(A); CO2-level (g/km): 120 (Mini) - 170 (van 6 or more seats); Diesel: only with particle filter	Eco rating	Eco rating	Eco rating	CO2 emission (g/km) and ECOSTARS		Eco rating	Eco rating
Commercial cars																	Eco rating	

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Switzerland	Europe
EBikes	ExtraEnergy.org										Only Lithium-ion technology admitted						no special criteria	
Bikes and more							www.ecotopten.de/download/EcoTopTen_Kriterien_Fahrrad.pdf										Folding bikes, Test Velojournal	
Others																		
Green Electricity		>50% in Greenpeace ranking					100 % REG						Solar Keymark				different criteria	
Touristic destinations																	Quality label "free of cars" or label "Energiesandt" together with car sharing or rent a bike opportunities	
Restaurants																	"Goût Mieux" criteria	
Textils							textiles made from raw material, generated in ecological agriculture.											
Money investment							different criteria											

Table 2: Overview about categories and criteria of all current Euro-Topten-Plus partners websites (new categories are marked green, categories with tightened criteria are marked yellow)

2.2 Improvements of the different Euro Topten Plus partners websites

Besides regular updates of the various selections, the following remarkable changes have occurred on the different national Euro-Topten-Plus websites.

2.2.1 Austria

In Austria already a lot of efficient appliances are presented. Therefore only few changes occurred besides regular updates. Two new categories have been launched in the office equipment section: **visual projectors and computers**. Also the housing section has been expanded considerably. Consumers can find there now the new product categories **wood pellets and wood pellets heating systems, heat pumps and solar collectors**.

2.2.2 Belgium

In Belgium the number of household appliances has increased and could rather be doubled. But on the other side, the first time on a Euro-Topten-Plus website, a former category is not continued. The category “Tumble Drier” couldn’t be updated so the Belgium team decided to remove this category temporarily from the website.

2.2.3 Czech Republic

Also on the Czech website the number of qualifying products has considerably increased. Furthermore following a trend in the cold appliances market, **Side-by-side fridge freezers** are now presented in a new subcategory and in the office section **Laser printers** have been added.

2.2.4 Finland

Also Finland updated their Euro-Topten-Plus website and added the new category **Tumble driers**.

2.2.5 France

The market in France moved towards more efficient household appliances, so the French Euro-Topten-Plus website could tighten their criteria for most subcategories of **cold appliances** to A++ instead of only A+ as before and for **washing machines** to A/A/A, the criteria for TVs have been tightened and harmonized with the coming European Label. Furthermore could be observed that prices for some of the most efficient household appliances went down by more than 200 €, which is a typical hint for growing market share.

2.2.6 Germany

The two German partners websites from German Energy Agency (Dena) and Institute for Applied Ecology present already a lot of products and services, which fulfil tight criteria. Thus the focus of the recent work has consisted more in regular updates than on the invention of new categories. But with **coffee machines** also a new category has been invented. Market transformation can be observed by the fact, that the criteria for **office equipment** could be tightened without losing a good choice.

2.2.7 Greece

The Greece Euro-Topten-Plus website, which started in November 2009 with the presentation of 280 appliances and products in 5 product categories almost doubled the presented products and could increase the criteria for cold appliances and added the new categories **washing machines** and **inkjet/thermo-imaging equipment**.

2.2.8 Italy

Also in Italy some market changes towards efficient appliances occurred, which have led to some changes on the Italian Euro-Topten-Plus website: The criteria for household appliances could be tightened, for **cold appliances** from A+ to A++ and for **washing machines** from AAB to A+AB. Also **air-conditioners** were introduced as a new category.

2.2.9 Lithuania

The Lithuanian Euro-Topten-Plus website (www.top-10.lt) is not yet online but fully functional. The first appliances that are presented there are **two- door** and **side-by-side fridge-freezers**, **chest** and **upright freezers**, **washing machines** and **LCD-TVs**.

2.2.10 Luxembourg

On the Luxembourg Euro-Topten-Plus website the number of qualifying products has considerably increased from 820 to 1346 and is now the Euro-Topten-Plus website with the second most products. As new categories **vacuum cleaners**, **inkjet printer** and **multifunction** and **laser printer** have been added.

2.2.11 Norway

The major improvement of the Norwegian Euro-Topten-Plus has been the addition of four new categories: **TV-tuner**, **LCD-TV**, **cars** and – and this is very unique – **game consoles**. Overall the number of listed products has more than doubled.

2.2.12 Poland

With almost 1000 products the Polish Euro-Topten-Plus website presents already a lot of products, which have been regularly updated. Furthermore in the household section the new category **coffee machines** has been added. And quite new and relevant they present **green electricity** offers.

2.2.13 Portugal

In Portugal the number of products of the Euro-Topten-Plus websites increased from 313 to 516, which shows that the market offers now more qualifying products than before. There are also two new categories, now **upright** and **chest freezers** are presented in the household section and **LED lamps**, even dimmable LED lamps are new in the lighting section.

2.2.14 Romania

The Romanian Euro-Topten-Plus website started in January 2010 with only 142 products in two categories. Meanwhile four further categories have been added. Following the other

partners these new categories are **inkjet** and **laser printers** and **multifunctional devices** in the offices section, **LCD-TVs** and **Cars**. Overall 334 products are presented now.

2.2.15 Spain

The Spanish Euro-Topten-Plus website only shows minor improvements. Besides regular updates **LCD monitors** in the office section has been introduced as new category.

2.2.16 Switzerland

Though the Swiss Euro-Topten-Plus website is not officially included in this project, it is very important as it has initiated most of the other Euro-Topten-Plus websites and due to its long-time experience has served as kind of standard. The Swiss Topten website presents more than 20 products and services with the tightest criteria. So this site has been the first one that presents cold appliances with the strongest EU-Energy Label class A+++.

2.2.17 Europe (topten.info)

The European Euro-Topten Plus website topten.info serves as kind of reference website and presents a choice of the most efficient products and services all over Europe. Besides regular updates, **tumble driers for semi-professional use**, **LED-lamps**, **heat pump electric water heaters** and **air conditioners** are new categories on that website.

3 WEBSTATISTICS

3.1 Visitors and pageviews of the Euro-Topten-Plus partners websites

An important indicator to assess the success and the attraction of the Euro-Topten Plus partners dissemination activities is the number of visitors and hits of the different websites.

For this purpose analytic tools to count the visitors and pageviews of the websites are implemented in all TOPTEN websites. For the purpose of receiving comparable numbers, the project team agreed to implement Google Analytics to all websites when possible.

In the following Figures 1 and 2, the visitors and pageviews (without Switzerland) between June 2010 and February 2011 are shown. Within this period about 140.000 visitors per month and in total almost 2,2 million people visited the partners websites and viewed about 4,5 million webpages.

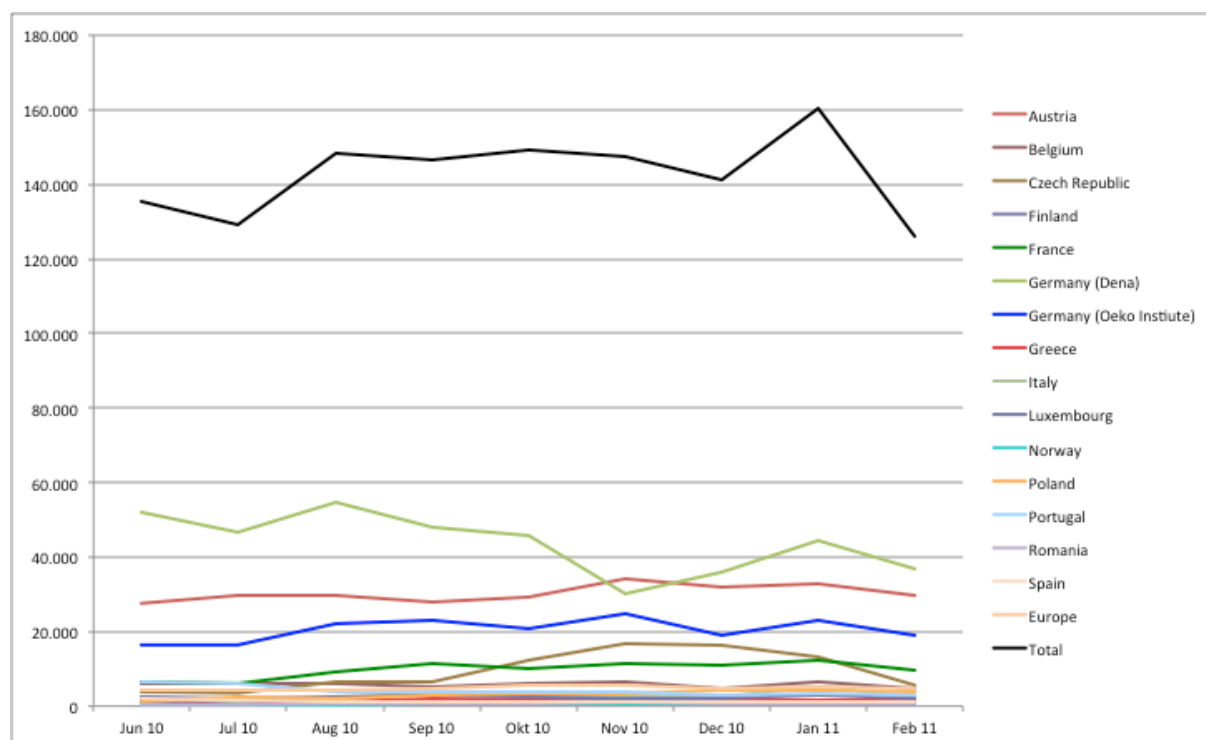


Figure 1: Visits per month on the Euro-Topten Plus partners websites between June 2010 and February 2011

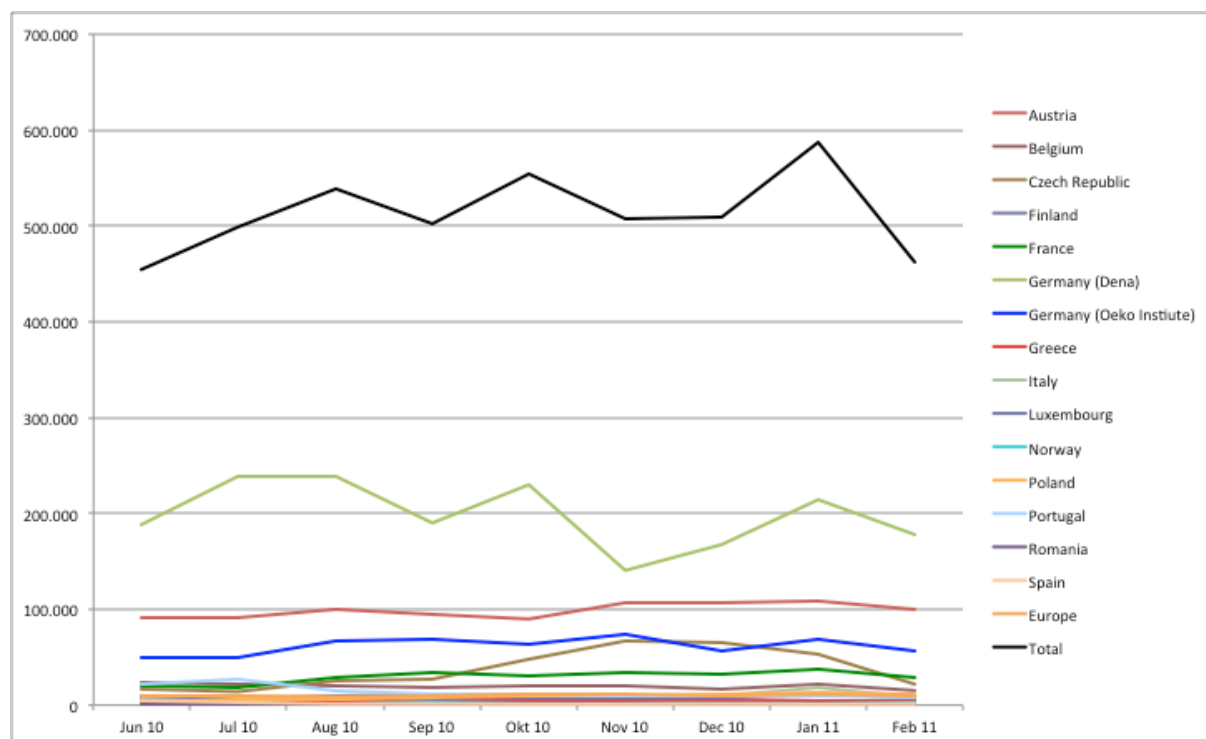


Figure 2: Pageviews per month on the Euro-Topten Plus partners websites between June 2010 and February 2011

As can be seen in the figures the graphs show a peak in winter, which might result from the fact, that people have more time in winter to look for new appliances. Furthermore the numbers are still uneven in the different countries, but have become more even than before. Also from the numbers it can be concluded that further success is still necessary to achieve the overall performance indicator of 2.7 million visitors in 2011.

3.2 Special story

3.2.1 The effect of a Christmas dissemination activity in Italy

In December the Italian Euro-Topten-Plus partner launched a very strong dissemination during Christmas time. They prepared a press release with a Decalogue for a sustainable Christmas and one of the main points was efficiency and **Topten**.

It was a competition together with advices on how to decorate the Christmas tree. Furthermore, as the purchase of electrical and electronic equipment, especially as Christmas gift, has increased a lot, they included hints to "choose efficient appliances and look for them on **Topten Italy**". As usual when there are external news that drive, then it is easy to disseminate Topten and a strong peak of visitors can be observed in the web scan in December (Fig.3).

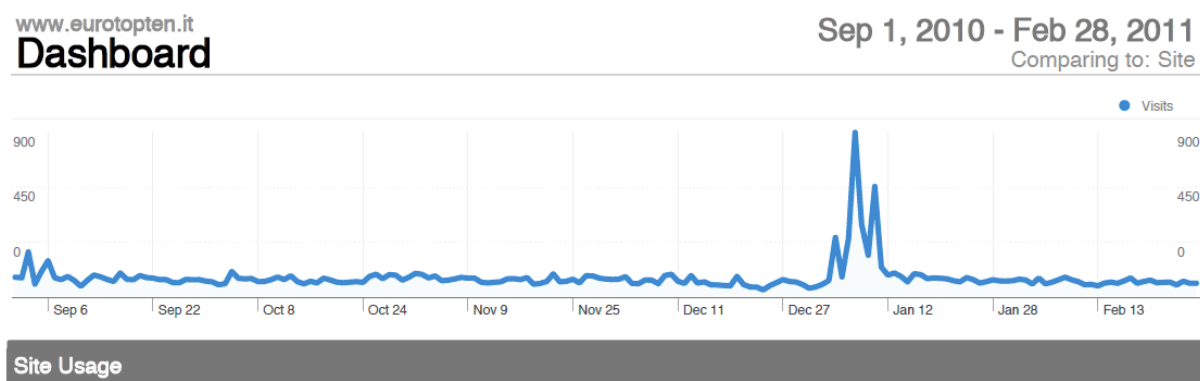


Figure 3: Visits of the Italian Euro-Topten Plus websites between September 2010 and February 2011