

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. 4 (month 36)

Reporting period from February 2011 to December 2011

Deliverable 19, WP 6

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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 extent 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.

1.1 Main results for the reporting period

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

- In December 2011, all 16 Euro-Topten-Plus partners websites and the cross-national European Topten-Plus website “Best Products of Europe” were 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 February and December 2011 the number of overall categories on all Euro-Topten-Plus websites has increased from 201 to 217, of subcategories from 469 to 487, and the number of listed products and services changed from 9,965 to 11,069. The overall performance indicator is more than achieved with this number.

The attraction of all 16 Euro-Topten Plus partners websites is already very good. In 2011 about 150,000 visitors per month and in total almost 1.8 million people visited the partners websites and viewed about 13 million Euro-Topten-Plus webpages. This is less than the 2.7 million visitors, which were proposed for 2011 for the web access. But the performance indicator was based on Webalizer statistics. With the change to the Google Analytics statistic tool, as most partners did, the access numbers in general dramatically decreased. Parallel counting with both statistic tools in some countries have shown a difference of about a factor 1,5 - 2 in the access numbers. If Euro-Topten Plus partners had stayed with Webalizer, on which they had planned the indicator, as a conservative hypothesis the number of visitors would have been above 3 millions in 2011.

1.2 Main results for the whole project period from 2009 to 2011

Before the Euro-Topten project started in January 2009 8 Topten websites and 4 comparable websites of steering committee members and of the Institute for Applied Ecology were online. They became full partners at the beginning of the project. By December 2011, further 5 country websites could be launched: Topten Spain has joined with their already existing efficient appliances website, Greece, Lithuania, Norway and Romania started their Topten website within the project. This has resulted in 17 Topten websites in December 2011.

Altogether the number of listed products nearly doubled from 5,543 to 11,069. And the number of categories and subcategories has increased accordingly from 98 to 217 resp. from 190 to 487. The related performance indicators are more than fulfilled (cf. Table 1)

All Topten websites meanwhile present household appliances as refrigerators, freezers, washing machines and dishwashers and nearly all present office equipment like monitors, inkjet devices and laser printers. Also TVs and cars are presented now by nearly all websites and an increasing number of websites present CFL and LED lamps.

A general improvement of the products' energy performance could be mainly observed for household appliances, for office equipment, for TVs and for lighting products. The average consumption has decreased within these categories and a quality check shows that due to market developments the criteria could be nearly harmonized for all countries.

	January 2009	December 2011	Related Performance Indicator
Number of Topten Websites	11	17	17
Listed categories	98	217	170
Listed subcategories	190	487	-
Listed products	5,543	11,069	6,400

Table 1: Development of number of Topten websites, listed categories, subcategories and listed products between January 2009 and December 2011

Furthermore in the project period the number of visitors of the websites also has increased. The web access numbers however aren't direct comparable as most websites have changed their web analytic tool from Webalizer to Google Analytics, which in general results in a decrease of access numbers. The number of visitors of the Topten websites of 1.33 million in 2008 counted mainly by Webalizer has increased to nearly 1.8 million visitors in 2011 mainly counted by Google Statistics. Considering, that the analytical tool hadn't changed and the visitors had counted with Webalizer as before, the final number of visitors would have been above 3 million in 2011 and the related performance indicator is fulfilled.

To assess the development of web visitors of the Topten Websites between 2009 and 2011 the number of visitors was recalculated according the factor between Google Statistics and Webalizer numbers. This has resulted in 1.32 million visitors in 2009, in 1.54 visitors in 2010 and in 1.79 visitors in 2011 and a total of 4.65 million for the whole project. The visitors steadily have increased from 2009 to 2011.

DEVELOPMENT OF CATEGORIES, SUBCATEGORIES AND LISTED APPLIANCES

Within the reporting period from February to December 2011 the number of listed appliances of all 17 Euro-Topten-Plus websites (without Switzerland) has changed from 9,965 to 11,069, which is an increase of about 11 %. In the same order the number of categories and subcategories has increased. Taking into account also Switzerland number of listed products and services has changed from 12,014 to 13,118.

	Feb 11			Dez 11		
	Categories	Subcategories	Appliances	Categories	Subcategories	Appliances
Austria	27	54	1274	27	59	1755
Belgium	12	29	522	12	29	549
Czech Republic	12	31	540	12	22	519
Finland	14	25	455	14	24	510
France	11	25	482	14	30	431
Germany Dena	12	21	210	12	21	210
Germany Oeko	14	24	1060	14	24	1249
Greece	7	20	501	8	21	563
Italy	12	29	520	12	30	436
Lithuania	4	7	81	8	14	139
Luxemburg	13	38	1346	15	40	1548
Norway	9	15	129	9	15	111
Poland	16	43	987	16	44	890
Portugal	10	33	516	10	35	552
Romania	6	20	334	6	22	373
Spain	7	13	266	11	21	397
Switzerland	40	120	2049	53	163	2049
Europe	15	42	742	17	36	837
Total	241	589	12014	270	650	13118
Total without Switzerland	201	469	9965	217	487	11069

Table 2: Development of number of covered categories, subcategories and listed appliances or products

In general only few new categories have been launched within this period. More focus was on updating and adapting the selection criteria to the new European Labels as for household appliances and TVs. A general improvement of the products' energy performance could be mainly observed for household appliances, for office equipment, for TVs and for lighting. The average consumption decreased within these categories.

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

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 TVs.

In the lighting section, Lithuania and Spain now also present CFLs and LEDs.

There are some product categories, e.g. vacuum cleaners, coffee machines and LED lamps, that are currently presented only by some Euro-Topten-Plus partners websites, but which are expected to be adopted in the 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 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 have moved to more efficient products. However, even in these cases, the selection criteria are very similar and only the thresholds may change to be more or less limitative in the selection of products. In chapter 4 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 since February 2011 are marked yellow.

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Europe
Household Appliances																	
Fridge / Fridge Freezer	A++	A++	A+++ or A+ if No Frost	A+/A++	A++/A+ with maximum values	A++	A++/A+++ plus additional criteria	A+/A++	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+ with maximum values	A++	A++/A+++ plus additional criteria		A++/A+++	A+	A++/A+++	A++	A+/A++	A+/A++		A++/A+++	A++
Dishwasher	A+++, max 46 dB	A+++	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	A++		A+ under 12, A+++ above 12 sp		Label: A++/A+++; Water consumption: <=14 L/Cycle; Noise level: <=47dB(A)	AAA	A++	A+++ to A+ A	A+/B	A+++/A/A	A++/A
Washing machine	A++/B	A+++	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	A++/A+++	Class A+++ / A (energy / spin), availability in Greek market, low water consumption (<= 12lt/kg)	A++	A++	A+++	A+++	A/A+	A+++ to A+ A	A+/B	A+++/A/A	A+++
Tumble Drier	A		A	A	A	A	A/ Gas				A	A	A				A
Vacuum Cleaner	max 300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³		max 300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³		max 300Wh, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³						Electricity consumption max 345 Wh, dust removal 98% from hard floor surface, dust emissions max 0.01mg/m ³		max 300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³				max 300W, dust removal 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 pyrolyse						

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	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	A/A							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
Office Equipment																	
Telephone	Mobile: SAR <0,4 W/kg, Cordless: <1,5 W in operation																
Monitors - Flat screens	Energy Star 5.0, TCO, sleep and off mode max 1W	Energy Star 5.0, TCO, sleep and off mode max 1W		Max. power input: 23-64 W	Energy Star 5.0, TCO, sleep and off mode max 1W	Sorted by cost of energy;	On-mode: 30 % less than Energy Star, Standby < 2 W, Off-mode < 1 W	Energy Star 5.0, TCO, sleep and off mode max 1W	Electricity consumption <15W-26W, SB & Sleep <1W		On-mode < 22 - 36 W		Energy Star 5.0, TCO, sleep and off mode max 1W	Electricity costs (5 years)		Energy Star 5.0, TCO, sleep and off mode max 1W	Energy Star 5.0, TCO, sleep and off mode max 1W
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	Off Mode < 1W, Sleep Mode < 2W	Energy Star, Off mode < 0,5 W, Sleep Mode < 1,5 W
Copier				Max. EEI: 20-55%	same as topten.info (EEI acc. TEC)	Sorted by cost of energy; Average data refers to top ten											
Laser Printer / Multifunctionals	max. EEI 41%-90%	max. EEI 50%-90%	EEI max 50% for colour and 60 % for B/W, recycled paper option, energy star	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 40%-60%	max. EEI 50%-60%	EEI < 40 % (colour) - 60 % (b/w)

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Europe
Visual Projector - video	standby < 10 W																
Computer						Sorted by cost of energy; Average data refers to top ten											
Notebooks										battery lasts more than 5 hours							
Consumer Electronics																	
DVD-Player	on mode < 9 - 35 W, stand by < 1 W																
Game consoles												sorted by electricity consumption					
TV	< 110 cm: B > 111 cm: A	EEI < 0.5; On mode < 170 W ; Standby < 1 W	A+ (>100 cm) to A (<100 cm)		Class A, max power ON = 78 watts, max stand by = 1 Watt	B, A or higher			A or higher - ON consumption < 100W	B, A or higher	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)	A (>100 cm) to B (<100 cm)	A+ (>100 cm) to A (<100 cm)
TV Receiver	standby <2W, electricity costs in 10 years < 120 €											On < 47 W, Standby < 13 W					
Lighting																	
Energy saving lamps (CFL)	A, average lamp life min. 15.000h, 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/>25lm/W	A except Candle lamps & Globes -> B; Life time : 10000 h; except Standard - > Life time: 15000 h		A/ on-of cycles	A		> 34 lm/W	A, lamp life 15.000 h, Ra >= 80

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Europe
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	A/>25lm/W				Efficiency: >25 lm/W		> 34 lm/W	> 34 lm/W, lamp life 20.000 h, Ra >= 80
Halogen	B (Spots), C (Classics)		B-D, 2000 hrs							A/>25lm/W							
Building Equipment																	
Heating boilers	Austrian Eco-Label						www.ecotopten.de/download/EcoTopTen_Kriterien_Heizung.pdf						energy& ecology index				
Heat pumps	COP Value, EHPA Quality Label																
Heat pump water heaters	standby losses																COP > 3,0
Circulation pumps	A	A		A									A				A
Electric motors													efficiency index				
Windows				A													
Insulating material											naturePlus Label						
Mobility																	
Cars	Eco rating	Eco rating		max CO2 g/km 120 (Mini) - 200 (Van over 7 seats)	Eco rating (based on ATE/VCS)		Eco rating (based on ATE/VCS)	Eco rating (based on ATE/VCS)	<110 - 120 g/km		noise<=73 dB(A); CO2 (g/km): 120 (Mini) - 170 (van 6 or more seats); Diesel: only with particle filter	Eco rating (based on ATE/VCS)	Eco rating (based on ATE/VCS)	Eco rating (based on ATE/VCS)	Eco rating (based on ATE/VCS)		Eco rating (based on ATE/VCS)
EBikes	ExtraEnergy.org										Only Lithium-ion technology admitted						

	Austria	Belgium	Czech Republic	Finland	France	Germany (Dena)	Germany (Oeko)	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Europe
Bikes and more							www.ecotopten.de/download/EcoTopTen_Kriterien_Fahrrad.pdf										
Others																	
Green Electricity		> 50% in Greenpeace ranking					100 % REG	initially, companies belonging to the Hellenic Association of PV were approached					Solar Keymark				
Touristic destinations													Eco friendly criteria				
Textils							textiles made from raw material, generated in ecological agriculture.										
Money investment							different criteria										

Table 3: 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)

WEBSTATISTICS

1.3 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 pageviews of the different websites.

For this purpose analytic tools to count the visitors and pageviews of the websites are implemented in all TOPTEN websites. To receive 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) for the year 2011 are shown. Within this period about 150.000 visitors per month and in total almost 1.8 million people visited the partners websites and viewed about 13 million webpages.

This is less than the 2.7 million visitors, which were proposed for 2011 for the web access. But the performance indicator was based on Webalizer statistics. With the change to the Google Analytics statistic tool, as most partners did, the access numbers in general dramatically decreased. Parallel counting with both statistic tools in some countries have shown a difference of about a factor 1,5 - 2 in the access numbers. If Euro-Topten Plus partners had stayed with Webalizer, on which they had planned the indicator, as a conservative hypothesis the number of visitors would have been above 3 millions in 2011.

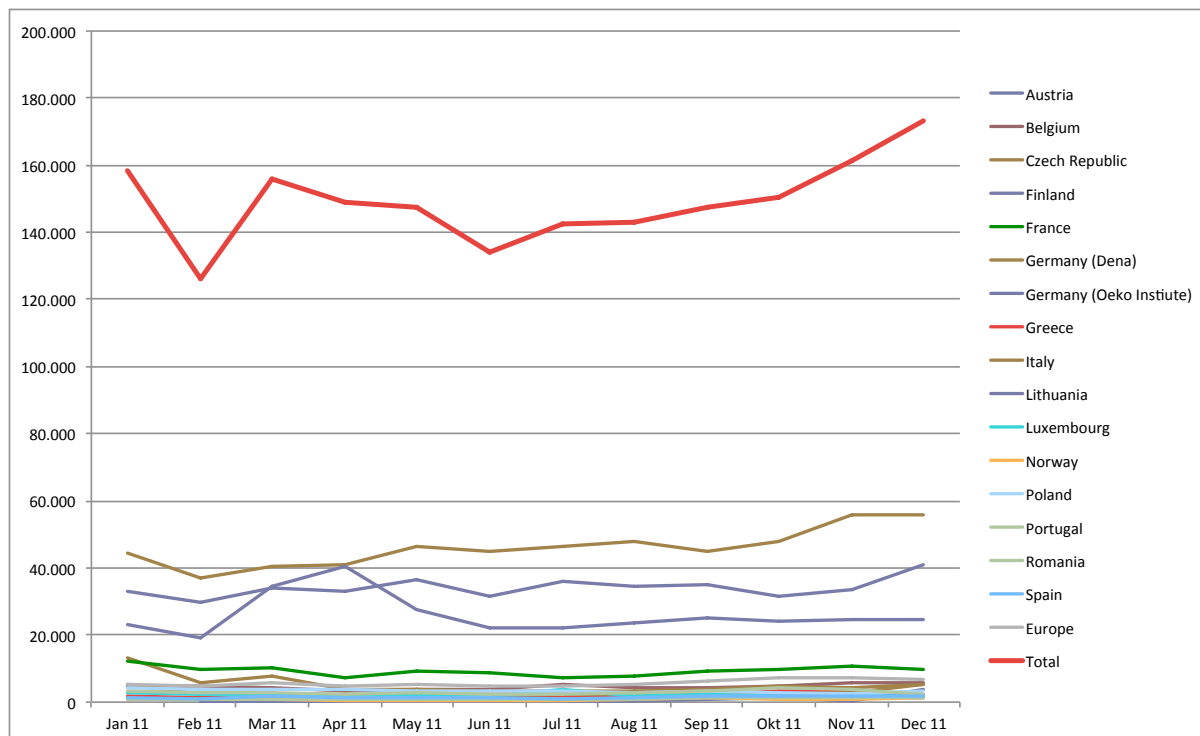


Figure 1: Visitors per month on the Euro-Topten Plus partners websites in 2011

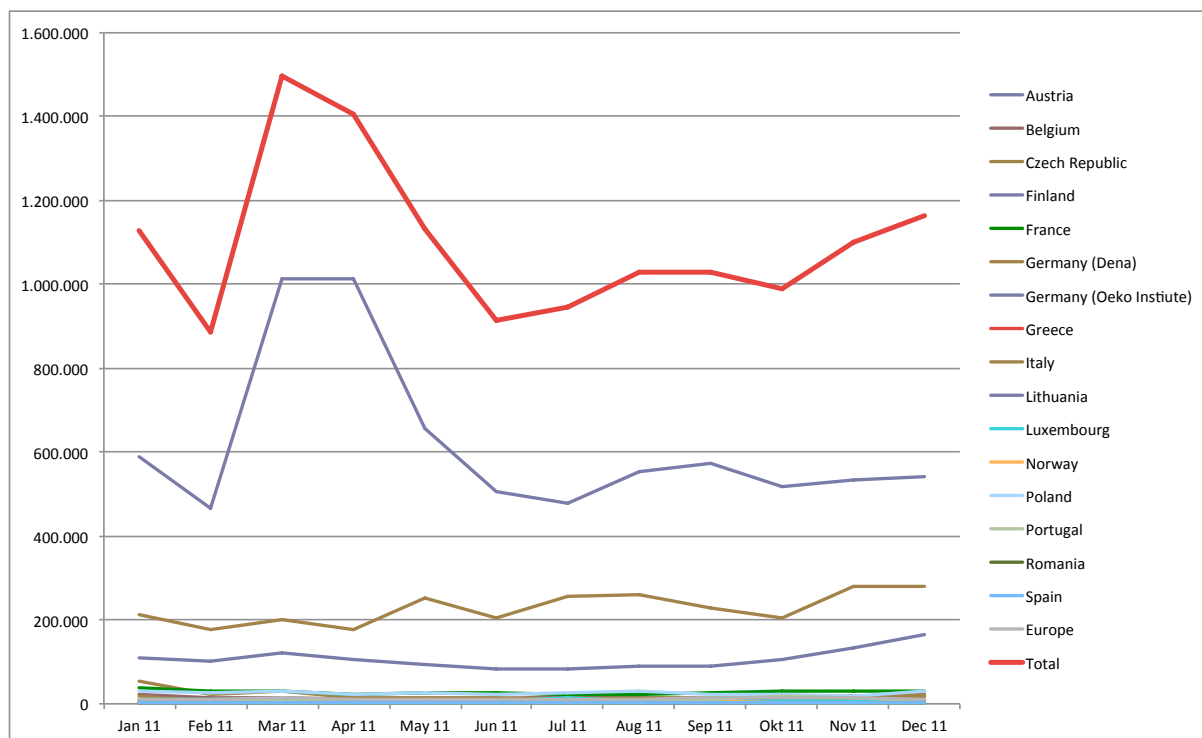


Figure 2: Pageviews per month on the Euro-Topten Plus partners websites in 2011

As can be seen in the figures the total grows steadily towards the end of the year. The strong peak in March and April for the pageviews results from the German data of Oeko Institute and might be an effect of the statistic tool, as they use Webalizer instead of Google Analytics. As already observed in other countries websites, Webalizer tends to overestimate the pageviews.

Furthermore the number of visitors and pageviews though still uneven between the different countries, have become more even than previously.

Quite interesting is also a view on the visitors of the new Euro-Topten Plus websites in Greece, Norway, Romania, Spain and Lithuania, which cannot be seen in the figures above. Though they did not all have implemented a statistic tool from the very beginning, e.g. Spain was on-line a few months before, the numbers of visitors show a more or less similar behaviour and grow slowly but steadily. This shows that dissemination of the Euro-Topten websites is a successful process on the long run.

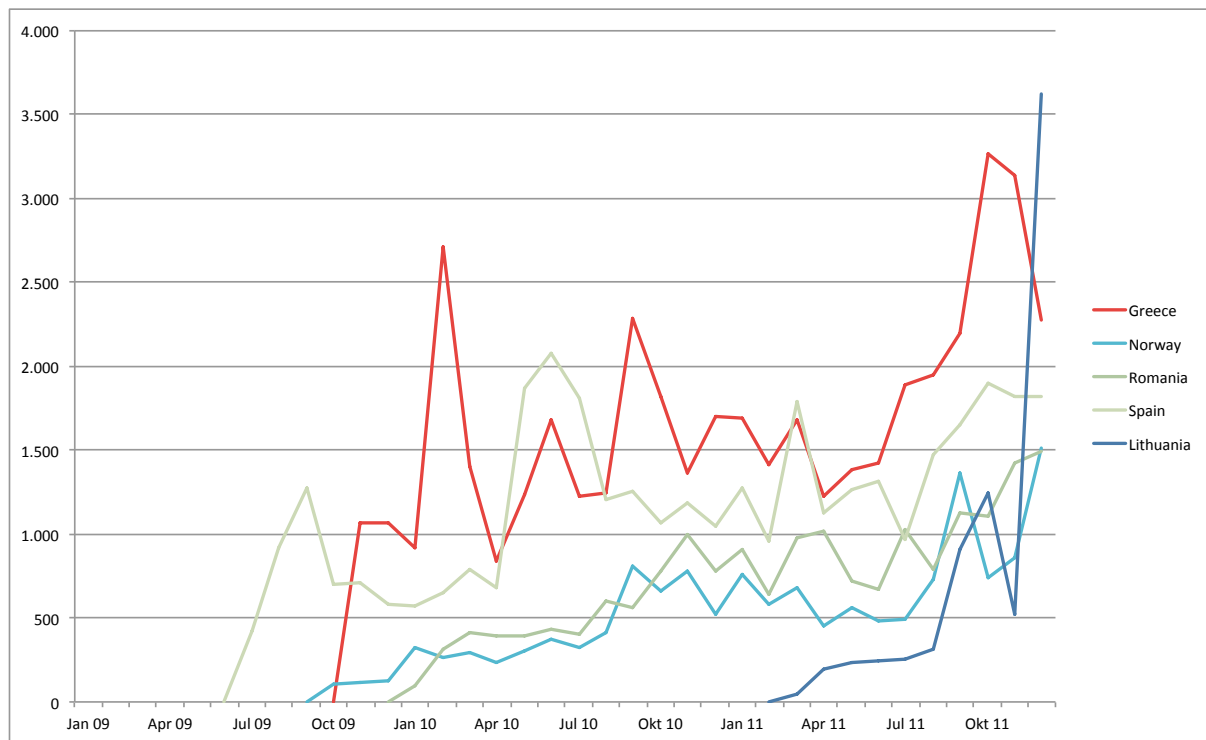


Figure 3: Visitors per month on the Euro-Topten Plus new partners websites from the start till end of 2011

IMPROVEMENTS AND IMPACT 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.

1.4 Austria

In Austria already a lot of efficient appliances are presented. Besides regular updates new categories are energy saving software tools for office use, thin clients, servers and office luminaries. Tightening criteria is an integrated element of list updates, checking the possibility for stricter criteria takes place automatically every time a product categories is updated. However, depending on the development of energy efficiency, sometimes criteria remain the same for a second update cycle.

The most frequently demanded resp. mentioned categories are TV sets, LED-lamps, white goods in general and heat pumps. Furthermore an email newsletter is sent out approximately every 6-8 weeks and spikes of user sessions on these days can be monitored.

One good example for direct impact are supporting programmes on province level like an ongoing replacement programmes for inefficient household appliances run by the province of Lower Austria, which are referring to topprodukte.at (cf. <http://www.energieberatung-noe.at/start.asp?ID=41290&b=4137>).

1.5 Belgium

In Belgium the criteria for dishwashers and washing machines could be tightened. No new categories were launched within the reporting period but request by consumers to launch tumble driers and telephones were received.

In cooperation with ERM as subcontractor the product-subcategories of all white goods were reordered and made more logic. The selection criteria were made more strict, following the market evolutions.

In general about five to ten questions each week are received, mainly concerning white goods. And Green electricity is booming in Belgium, also because of good information about the best type of producers on Topten Belgium.

WWF Belgium subcontracted BBL (Bond Better Leefmilieu) since the beginning of 2011 to help expand and manage the Topten website.

Due to this transfer of tasks significant changes on the website were kept to a minimum.

BBL integrated the Topten content in their existing energy campaigns, as there are: Energy neighbourhoods (an ongoing IEE project where households try to save as much energy as possible at home), Ecobouwers, an information about sustainable building and living (more than 2 million visitors a year), www.ecobouwers.be/topten

BBL is an umbrella organisation and sets up a cooperation with other Belgian partners as Ecoconso an IEW. Next to these partners IBGEM/BIM the Brussels environmental department is actively supporting the Topten Belgium website.

The Belgium Topten website is linked to the Recupel campaign about the new energy label (<http://www.energielabel.be/nl/page/12/links>). If this campaign is successful, it is planned to intensify the cooperation with other national initiatives. For this purpose an information file was made about the new energy label and the ecodesign directive. This was put online and distributed via these partners and via the FEE (Federatie van de Elektriciteit en de Elektronica) the federation of electronica producers in Belgium.

The number of visitors dropped a bit at the beginning of 2011 in relation to the previous year. But it has been increasing since then and at the end of 2011 there were more visitors than in the previous year in December

1.6 Czech Republic

In Czech Republic at the end of the year 2011, it was possible to update the criteria for refrigerators (to A++ in all subcategories), washing machines (A+++ in front load and A++ in top load) and dishwashers (A++) since in all these subcategories sufficient amount of products existed on the national market. Criteria can be tightened whenever there is sufficient amount of products on the market.

Criteria for the lifetime of CFLs could be moved from 15 to 20 thousand hours. Furthermore for all refrigerating categories the A++ energy class could be applied as qualifying criteria, since A+ refrigerator/freezers already compose the most sold energy class in the Czech market.

Prices were not monitored but manufacturers confirmed on meetings that they added models fulfilling the criteria in order to have products available for the selected categories, which enabled wider consumer choice and tightening the product criteria.

Most visited websites have been fridges below 321 l volume, standard washing machines, combined refrigerators above 321 l volume, dryers and dishwashers. Visitors also click to pages related to the Topten competition and news related to the energy efficiency aspects of products.

Also journalists ask mostly about the white household appliances, and about the light sources and it can be observed that publishing articles and links to the project website on Czech newspapers – most notably their electronic versions, leads to increased number of website visitors.

A significant increase of website visitors could be observed when the Czech Topten website, directed by the Ministry of Environment, using Topten criteria, was launched by a press conference.

SEVEN also organised public seminars with the Prague energy utility, involving partners such as Delegation of the European Commission, CECED CZ, Elektrowin recycling company, etc., which also resulted in increased interest in the project.

SEVEN also linked the publishing of several documents related to appliance efficiency with using the topten criteria and experience, and in using the project website for its long term promotion.

Furthermore the Czech Ministry of Environment has opened a specific website in June 2010 and will operate it at least until 12/2012, which uses almost identical criteria to the Czech

Topten website. This programme has separate promotional activities and budget, and together with the Czech Topten website it significantly contributes to the promotion of the most efficient products on the market.

1.7 Finland

Motiva conducts a yearly survey on cold appliances (mainly fridge-freezers) and the surveys show a clear change in the market; since 2007 the share of A, A+ and A++ appliances has increased significantly, and only A class and better is sold in stores. Therefore the selection criterion has been set to tighten to A++. In freezers the situation is different (there are still B, C and D class appliances in the market) but as sufficient numbers of freezers in A+ and A++ categories exist, the selection criteria has been set to A+ and better.

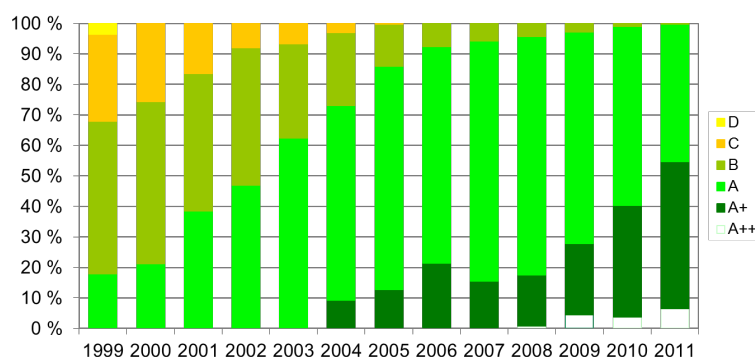


Figure 4: Distribution of cold appliances in the Finnish market, Picture source: Motiva Oy, 2011

For windows the selection criteria were tightened after the national energy labelling was renewed (the labelling now extends from G to A, A+, and A++). Now only A+ and better are accepted for Topten Windows, as opposed to only A class windows.

In the cars category importers have informed Motiva that they have updated information more frequently and have added models fulfilling the criteria in order to have products available for the selected categories. This has made it possible to update the cars category more often with completed information and so to offer a wide selection.

There have been requests for product groups by other organisations but so far no information sources or labels exist for those groups (e.g. servers).

Regarding the relationship to retailers there is a good feedback: In some talks with them the problem has been the update cycle of household appliances; the retailers expect to see the new models but also the still available models on the list, also the list should be updated more than one or two times a year, but they also understand that Motiva does not have endless resources. Retailers are interested in participating in the update process but need a very easy and effortless way to participate.

Selection criteria are also discussed from time to time with both retailers and importers; Motiva keeps up an active dialogue especially with car and lamp importers/manufacturers as they also provide product information regularly.

The most visited websites in 2011 have been opening windows, cars, cold appliances recommendations, clothes driers LED-lamps and cold appliances.

When Topten Finland launched the cars category the timing was linked with the selection of the EcoCar of the year event. This link prompted several articles as well as visibility for the cars category. To this day (the category was opened in 2009) the cars categories are among the 10 most used (3 out of 10 most used categories are cars).

Regarding journalists the number of requests/feedback has been less than 10 direct contacts per year. The most interesting requests have been the ones concerning product groups, which are not listed in Finland (e.g. televisions and heat pumps). In this it has been invaluable to have a network to turn to and selection criteria on European level.

Also the renewal process of the EU energy labelling has prompted more interest towards Topten services as it is a good example on what is the “spearhead” of the market in the country.

Topten Finland is linked to several information campaigns that support the website thru media contacts, stakeholder contacts etc. These campaigns the national Energy Awareness Week (Energiansäästöviikko), EcoCar of the Year (Vuoden EkoAuto) and Lampinfo (Lamputieto)

1.8 France

The criteria can be tightened whenever there is sufficient amount of products on the market. It happened regularly during the Euro-Topten Plus project. For cold appliances, the gap is too big between A+, A++ and A+++ so Euro-Topten chose to introduce a max kWh consumption per year. Once, one manufacturer objected that there is a limit for cold appliances at 400 litres and that Topten favoured not so big wet appliances, and this was going against the general direction of the market. But the “sufficiency” issue regarding appliances (not only “efficiency”) is also included in Topten. In addition, the trends towards bigger wet appliances seems somehow driven by manufacturers and not by consumers who would be demanding larger machines (for example, the average laundry load remains around 4 kg, whatever the machine's size).

The TV selection could also be tightened (though it is not so clear because there was no label when it started). However, the improvement in the TVs are striking (even for the inefficient models).

A new category can be launched if either the EU labelling legislation exists, which ranks the products by energy classes, or with the help of the European Topten website, which both specifies the product selection criteria and lists the best products in Europe. This then helps to adapt the criteria and select products also on national market.

The last decision on adding tumble driers was difficult to take because only 30% of the population have one and Topten does not like to “push” consumption, but when the Topten

France team saw the incredible differences in terms of electricity savings, they decided to go for it.

On the request of a retailer, Topten France has added the subcategory of top loading washing machines because it is true that, though they are less efficient, some people do not have the choice because of space issues (they are less wide).

Regarding the question if prices went down it can be seen that the price issue is very tricky and depends on the product category. For example, it can be observed that cold appliances' prices in December are lower than prices in May, when the new range is just being put on the market (new appliances are always more expensive than similar appliances from a technical point of view, but that have been on the market for several months). For TVs prices are difficult to compare because of technical features that may matter much more.

Regarding consumer requests, there were several questions at the time of the new label (for cold appliances because it is quite difficult to understand that the number of kWh per year rose for the same model. Journalists were mainly interested in TVs.

Most visited pages in 2011 have been washing machines, small cars, mini cars, family cars, compact cars, dishwashers, built-in dishwashers, monospace vehicles and TVs 66 cm.

ADEME is supporting the website and now states the URL in most of its documents - which is very useful.

As Topten France is becoming more and more popular, the "pro" pages launch has been postponed because there is a good opportunity in January to launch it at the national "Assises de l'énergie" (forum and related press release).

Topten will also be at the heart of the WWF's "Earth hour" website in 2012.

1.9 Germany

The two German partners websites "Initiative Energieeffizienz" and "EcoTopTen" 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.

Ecotopten launched the category coffee machines (at the end of 2010) because they knew from the experience of others (e.g. Topten, Stiftung Warentest) that this product group is of great interest for consumers.

Criteria were tightened for categories where the total number of products reached a certain level. The process of tightening criteria is quite difficult, because even a slight change of criteria values can have a very large influence on appliance numbers. For example, there are a lot of dishwashers in Dena's database, but decreasing the maximum power or water consumption criteria leaves no or almost no appliances in the database.

Criteria could also be tightened in 2011 for dish washers and washing machines. An increase in the numbers of available products that fit tighter criteria could be observed. Especially noticeable this was

- for tumble dryers with no A-class products on the market at first but in 11/2011 there were 24 EcoTopTen models from several manufacturers;

- for green electricity with only 4 listed EcoTopTen tariffs in the beginning and 17 tariffs in 2011;
- for household cooling appliances with only few A++ EcoTopTen products in the market surveys at first and now showing a broad range of models with – from mid 2011 on – also A+++.

An increase in efficiency was noted. Especially for TVs, dishwashers and dryers the number of highly efficient products increased. For washing machines the energy consumption per kg increased but there was a trend towards larger appliances, leaving the total consumption stagnating. For cooling appliances, there was a trend towards technical features like NoFrost or 0°-Zones, resulting in lower (better) EEIs but higher overall consumption.

There can be offered no observation on price development since most manufacturers were unwilling to provide that information. The problem here is, that the regular retail price given by the manufacturer is very different from the actual price and the difference between the two prices varies strongly by manufacturer. This can result in a product being cheaper than another product in the database, while in the real world it is the other way around.

Concerning household cold appliances it seems that purchase prices pretty much kept the same, which actually means a reduction of costs for consumers taking into account typical inflation. But this is difficult to judge as models and equipment of models change and sizes differ.

Most visited websites have been Green Electricity, cold appliances, dishwashers and the News section.

Consumer feedback and the most interest was drawn by the TV category, since this is the most “emotional” category for consumers. Also some made suggestions, which products could also be covered (e.g. water saving products; LEDs, mobile phones, vacuum cleaners).

White goods are specifically interesting for consumers as well as for journalists. Additionally lamps experience regularly a large attention both by consumers as well as by the media, both resulting in regular inquiries / questions (via email or telephone).

Also journalists and portals are steadily interested and regularly report on EcoTopTen. There is also a steady increase in the numbers of subscribers of the EcoTopTen newsletter.

Currently there are no national supporting programmes linked to the products on the German Topten websites, but some electricity suppliers use the EcoTopTen market survey to inform their customers.

1.10 Greece

In the year 2011 a new category on home-terrace-applied photovoltaic systems was introduced. The main reasons behind this decision were, on one hand, the emergence of a number of state policies and incentive programs that have given a huge boost in the respective market, and on the other hand the absence of a competent consumer tool that would allow the comparison of what is on offer and, also, would provide some basic guidance information. Thus, this would be a good response to the huge interest that PV applications have provoked. A significant price reduction has been observed in the PV systems that are presented in the lists. As expected, comparing similar products from different companies would

force them to adapt their offers. Indeed, in the first two weeks of the new category several manufacturers contacted Topten Greece to make price reductions.

Introducing the PV category was an issue that needed careful thought, as PV's are energy producers – so there was a risk in presenting them next to energy consuming products. Defining exclusion criteria was also troublesome, as well as the ranking method. In the end, the PV systems were presented according to price per watt generated. Also, before presenting the category, WWF Greece sought the consultation of specialists in the area, among who were people from HELAPCO (association of PV companies).

The only category where strengthening of criteria took place was the list with the washing machines. This was allowed due to the existence of a sufficient number of new models that were marked according to the new labelling criteria. But another issue arose with the washing machines criteria, as Siemens has been constantly asking for alterations. Among the requests, the only one that has been seriously considered has been the exclusion of the spinning-efficiency-class criterion, as the climate of Greece allows the drying of clothes in the open air, and thus this criterion can be considered irrelevant.

The same was considered for the fridge/refrigerators lists, however, applying new criteria would minimize the number of products presented. A tightening of criteria has been planned for the cars list – by selecting only the top ten of the existing models.

A big interest, on behalf of the companies, has been observed for the introduction of A+++ washing machines. Moreover, it is expected that the new legislation in Greece (allowing diesel cars to circulate in the two big cities of the country) will increase the market figures for diesel cars – which are superior in terms of fuel costs and CO₂ emissions. Additionally, a large increase in the availability of energy efficient air conditioners has been identified, which is also reflected in the models presented via Ecotopten (improved average model and best model ratings).

Most visited websites have been air-conditioning products selection criteria, refrigerators selection criteria, air conditioners list – up to 9000BTU/h, home applied PV systems (>8kWp), cars' selection criteria, advice for refrigerators (use, installation etc.), home applied PV systems (<8kWp), air conditioners (up to 12000BTU/h) and air conditioners (>12000BTU/h).

It has been very useful to link various campaigns of WWF Greece with Ecotopten. As such can be mentioned the referral to Ecotopten Greece during a household competition on energy savings. As part of this campaign, articles, newsletters, 'tip of the day' etc have been published and, whenever appropriate, Ecotopten is mentioned.

Another example has been the successful use of social media. The facebook page of WWF Greece numbers a total of more than 100,000 followers. Posting on the profile wall of WWF can direct at once a large number of users to the www.ecotopten.gr page.

Finally, organising the Topten game gave the chance to involve a radio & TV station in order to disseminate the activities. Once again the use of social media, rather than traditional media, has been more successful. The explanation to this is the easy link, through one mouse-hit, that is offered through websites, blogs, facebook pages etc.

An easy and not costly way to promote the tool has proven to be the addition of the Topten logo on related thematic websites (this way, users can be immediately driven to Ecotopten).

Following successful examples, Ecotopten are in touch with consumer associations and e-shops.

1.11 Italy

The decision to launch a new category does not only try to meet consumers' needs and market trends, but also takes into consideration its compliance with WWF program. Moreover, products should be easy to rank (e.g. complying with a label system) or already ranked by another Topten website.

Whenever there are enough products in one category criteria are tightened. If there remain too many products, subcategories are added.

E.g. for the LED bulbs three subcategories have been invented and additionally criteria could be tightened from > 40 lm/W to > 45. Furthermore the improvement of cars (more electric models and hybrids on the market, reduction of CO₂ emissions by 12 g/km), TV sets (consumption reduced by 50% in two years) and white goods (only A++ products for almost all subcategories, despite the introduction of the new label) allowed tighter criteria for these product groups.

A success story, also of Topten Italy, is the improvement of TV-sets efficiency in the last two years (see table below). The same can be said about LED lamps (best products can reach > 70 lm/W but in general there are more products, even though they are still too expensive). Good improvement trends can be seen for cars (more electric and hybrid cars on the market and reduction of CO₂ emission by 12 g/km in two years) and white goods (almost all the selected products are A++, despite the new energy label).

Ampiezza	Consumo ON			Consumo stand by			IEE		
	Settembre 09	Marzo 10	Ottobre 11	Settembre 09	Marzo 10	Ottobre 11	Settembre 09	Marzo 10	Ottobre 11
19-26 pollici	41,38	27,00	24,20	0,65	0,57	0,22	0,51	0,43	0,28
32 pollici	74,00	66,14	41,00	0,25	0,19	0,16	0,52	0,47	0,27
37-42 pollici	116,00	76,00	48,67	0,24	0,19	0,26	0,55	0,40	0,24
>46 pollici	148,09	94,91	69,75	0,17	0,20	0,18	0,50	0,32	0,23
Media	94,87	66,01	45,91	0,33	0,29	0,21	0,52	0,41	0,26
Miglioramento	-	-28,86	-48,96	-	-0,04	-0,12	-	-0,12	-0,27

Figure 5: Improvement in TV consumption and IEE in Italy

Regarding the price issue they aren't monitored in the same way as efficiency index but any significant price reduction couldn't be noticed.

Impact on the access numbers of the website could be observed by several activities:

The Topten game had a huge impact on the number of visitors. In general, whenever Topten Italy link a Topten topic with some energy-efficiency relevant fact, the result in terms of visibility is nearly always satisfying. For instance, the Topten game was linked with the introduction of the new energy label and a press release was launched, which focused on light bulbs taking advantage of the dismissal of old light bulbs.

Therefore it's very helpful to look at 2012 WWF Italy activities to create links between them and Topten (e.g. Earth Hour campaign).

1.12 Lithuania

New categories have been launched according to consumer's interests, therefore all most popular product categories are presented, which could attract visitors. New categories are notebooks and CFL, LED and halogen lamps.

Most consumer feedback was received for the notebooks, which were one of the most viewed appliances. Consumers sent comments on the characteristics of the products (consumers wanted more IT characteristics) instead of energy saving criteria. The highest number of visitors was reached on December 2011, when all lists were updated and the Top-10 game was launched through media channels.

Future dissemination activities will be carried out with the help of media channels - this was proved to be the cheapest and the most efficient way.

There are several supporting partners and programmes in Lithuania. So, there is a partnership with several educational campaigns in the framework of another IEE programme's project (ECOWILL). The additional activities of Topten Lithuania are financed by Nordic Council of Ministers ("Top-10 mark in the shops" campaign), Ministry of Justice (partly financed the leaflet), State Non Food Products Inspectorate (helps to review the market, banner barter) and LESTO – national electricity provided (exchange of banners).

1.13 Luxembourg

On the Luxembourg Euro-Topten-Plus website in most cases a new category is launched on request from consumers. For example the categories "Green electricity" in May and "insulation material" in September 2011 are both based on direct requests from consumers.

Thereby the national criteria are adapted to those of topten.eu. The only exception are the car criteria, which are adapted to the promotion criteria for ecological cars from the Ministry of Environment.

Negative feedback was received on the car lists as they were contested at the beginning. The argument was that an environmental organisation shouldn't promote cars. Furthermore the criteria for printers were contested because energy criteria and no criteria for toner and cartridges were used.

A strong price reduction for freezers and cold appliances with an A++ energy label could be observed. Due to a financial promotion for A++ cold appliances by the Ministry of Environment, the offer of energy efficient cold appliances has increased rapidly, which has induced a general price reduction.

Most media attention was achieved for cars, TV's and electric bicycles, whereas consumers were very interested in the entire household category.

In July a press release about the new energy label for TV sets was sent out to all media contacts. The national television station RTL put it on their website. In one day this resulted to 674 visits, which are 7 times more visits than usual (see Fig. 6).

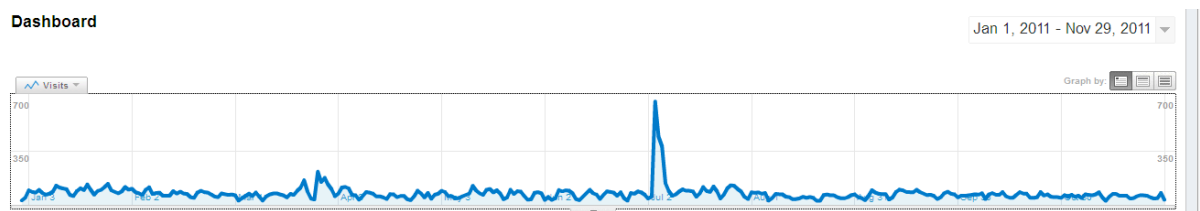


Figure 6: Peak of web visitors after a Press release of Topten Luxembourg was put on the website of the national television station RTL

Generally after radio interviews Topten Luxembourg often gets mails concerning the product category they talked about.

There are also national supporting programmes linked to Topten Luxembourg. So, the Ministry of Environment has launched a supporting program for efficient cars. CAR-e -> <http://www.car-e.lu/>

In the past (2009-2011) Topten Luxembourg provided the official lists of cold appliances for the supporting program “Prime Cool” of the Ministry of Environment.

In the future the official lists of electric bicycles for the coming supporting program of the Ministry of Environment (planned for 2012) will be based on Topten Luxembourg.

1.14 Norway

There haven't been new categories launched in 2011, but there will be some in 2012. Heat-related products will then be included. This is a request from consumers since this is the biggest share of Norwegian electricity consumption.

Criteria have been tightened in line with Topten.eu for refrigerators and freezers and washing machines. In all categories (beside game consoles) there has been a substantial increase in availability.

Price reduction of Topten products can not be observed in general, but the best products are more frequent to find at reduced prices.

1.15 Poland

Topten Poland present on their website 16 product categories, 44 subcategories and more than 800 appliances. In the framework of the Euro-Topten Plus project the following new categories have been invented: coffee machines, vacuum cleaners, biomass boilers, office equipment (with 5 subcategories: inkjet printers, inkjet multifunctional, laser printers, laser multifunctional, LCD monitors) and RES technologies (solar collectors). They regularly have updated recommendations and criteria for selection of products.

The following sections on Topten Poland have been advanced and updated:

- Section News: newsletters (quarterly magazine) – descriptions of events and forecasts for the most important actions, for example: Directive 2005/32/WE, new energy-label, new categories on Topten Poland, LCC – Life Cycle Cost, Topten municipality;
- Section Laws and Directives: documents list relating energy efficiency (directives, laws)

- Section for general consumers: recommendations about energy-saving appliances and links to related web-sites
- Section for municipalities: 5 articles about energy efficiency for free download. Articles can be used for free in local media – bulletins, newspapers, agendas, websites, etc.;
- Section competitions: information about competitions – Topten game, competition for boilers' producers
- Section LCC: information about LCC, LCC calculators
- Section Green Public Procurement: general information about GPP;
- Section download: there are available the guidebook „Energy efficient appliances at home, office, company”, the leaflet “How save energy every day?” and the report “Energy efficiency potential in household appliances”.

There is a link from the Topten Poland website to the e-learning platform (www.e-szkolenia.fewe.pl) with following courses: „Energy efficient and environmentally friendly school” for teachers and pupils” and „I am an aware citizen” for energy end-users.

1.16 Portugal

New categories are launched either on request from consumers, or whenever a new product category is considered important in terms of energy consumption or in terms of market penetration. It is important that criteria to rank the models are available or easy to use, like energy labelling or energy star criteria.

According to product's availability on the market and to EU legislation, it was possible to tighten criteria for washing machines, dishwashers and cold appliances.

Due to the development of an efficiency market more qualifying washing machines and dishwashers have been on the market and criteria could be tightened. As well LED lamps are getting better and the technical information is easier to find. Furthermore fuel consumption and related CO₂ emissions of cars are decreasing as a result of technology development.

Every time a category is launched or updated a press release is sent out. The most disseminated news are related to the cars category.

For evaluation issues recently a questionnaire has been put online in order to try to understand, among other things, the influence of the Portuguese Topten website on purchase behaviour of consumers on efficient products and their efficient use in households.

1.17 Romania

The strategy behind the product choice of Topten Romania is first to cover the products with EU or non EU labels because they may be better perceived and consumers have already been educated and care about these labels.

Secondly, the launch of a new category is justified if a segment is addressed with big electricity consumption within the household section.

Thirdly, in particular in case of cars, which have been launched very quickly, the idea that these products are generally more attractive for consumers has been also a reason for the

launch. This launch has been shown as a good dissemination issue for the whole Romanian Topten website as well.

Problems were encountered by some manufacturers. E.g. Arctic sent the technical specifications far to late. They do not care and still do not want to work with Topten. But anyway they do not have qualifying products. LG didn't understand the difference between net and gross volume for refrigerators, which led to wrong classes in their calculation tool for energy classes and then asked to take away their products from the Topten website.

Prices were monitored during updates and for many products they have decreased especially for online selling. TVs and office equipment are concerned.

Consumer feedback concerns mainly to refrigerators and washing machines. Questions were sent by mail or consumers called directly after some conferences.

As success can be regarded that some brands are "fighting" to become the leaders in energy efficient products and their collaboration can be regarded as top level: Electrolux, BSH, Liebherr and Gorenje. Starting with summer 2011 they moved from A++ to A+++ for refrigerators and washing machines.

The opposite behaviour show LG, Arctic, Candy, Whirlpool and Samsung. These manufacturers maintain small prices but their appliances do not meet the best criteria.

National activities are linked to Topten Romania. The Ministry of Economy, Trade and Business Affairs has developed reports and studies (Action Plan EE, strategy papers) using data and other documents from the Romanian Topten website. The project Euro-Topten Plus was mentioned within the first and second report for the Action Plan for EE (project for Ministry of Economy, Trade and Business Affairs: Plan Sectorial).

1.18 Spain

The Spanish Topten website includes 11 product categories. The last two categories, office equipment and lighting were added during 2011. During the same year the criteria concerning the white goods were tightened: only washing machines and dishwashers that are labelled as A+++ are presented now, for refrigerators and freezers A and A+ models were eliminated. Moreover Topten Spain has tightened the criteria for air-conditioners.

All the product categories that are added to the Spanish Topten website are in accordance with WWFs overall strategy on energy efficiency. All steps are interrelated to other strategic targets and connected to other public awareness projects in order to give a boost on the communication part of the project. The latter year Topten Spain has been working very much with public authorities and particularly with the local administrations. They aim to guide them to a more sustainable behaviour by public procurement in order not only to achieve the CO₂ emissions reductions in public buildings but also to be a model for their citizens. Thus Topten Spain chose office equipment and lighting products to promote them by the Earth Hour event to take action on reducing the energy consumption and to use the Topten website as an information tool to proceed in more sustainable and efficient public procurement.

Topten Spain has noticed that the price of the A+++ white goods are still very high. This concerns them as in the near future they would like to have only A+++ appliances on their

website. As they consider with sustainability not only environmental but also social aspects, this could conflict.

The Topten game had very good results as 340 persons participated and thus visited the Spanish Topten website.

1.19 Switzerland

Though-Topten Switzerland is not officially included in this project, it is very important as it has initiated most of the other Topten country websites and due to its long-time experience has served as kind of standard.

So far Topten Switzerland presented only A-classed heat pump driers. Now Topten Switzerland has to develop even more stringent criteria for dryers as by January 2012 only A-classed heat pump driers are anymore allowed to be sold.

An important focus is the collaboration with retailers. They use Topten more and more to choose their range of products and use the logo also for advertising.

1.20 Best of Europe (topten.eu)

The European Euro-Topten Plus website topten.eu serves as a reference website for the national Topten teams and presents a choice of the most efficient products and services all over Europe. Besides regular updates, washing machines and dishwashers are new categories on that website.