



Periodic Steering Committee Report

September 2016

Topten Act coordinator: ADEME

European portal www.topten.eu

Project partners and websites

Austria, AEA
www.topprodukte.at

Belgium, BBL
www.topten.be

Czech Republic, SEVEn
www.uspornespotrebice.cz

France, Guide Topten
www.guidetopten.fr

Germany, Oeko-Institut
www.ecotopten.de

Italy, Eliante
www.eurotopten.it

Lithuania, LNCF
top-10.lt

Luxembourg, Oeko-Zenter
www.oekotopten.lu

Norway, Naturvernforbund
www.besteprodukter.no

Poland, FEWE
www.topten.info.pl

Portugal, Quercus
www.topten.pt

Romania, Icemenerg
www.topten.info.ro

Spain, WWF
www.topten.wwf.es

Sweden, SSNC
www.toptensverige.se

Switzerland, Bush Energie
www.topten.ch

UK, EST
www.top10energyefficiency.org.uk/



Topten Act aims at transforming the European market of energy-using products towards higher energy efficiency by addressing non-technical market barriers. Topten Act works in order to:

1. Increase consumer purchases of top energy-efficient products in Europe: Topten Act identifies the top energy-efficient products in 16 European countries, and pushes this information to consumers through tailored national websites and targeted communications activities. Topten websites are a free, accessible to all, 'public service' that helps consumers navigate the myriad of energy-using products offered to them in AT, BE, CZ, FR, DE, IT, LT, LU, NO, PL, PT, RO, ES, SE, CH and UK.

2. Increase the availability and visibility of top energy-efficient products on EU markets: Consumer demand for top energy-efficient products improves Topten Act's ability to: 1) work with manufacturers to help them steer production lines towards more energy-efficient products; 2) support retailers to display and promote energy-efficient products in their shops.

3. Increase large buyers' knowledge of and demand for top energy-efficient products in Europe (both public and private entities): Large buyers have the ability to steer the market towards more energy-efficient products. Topten Act approaches them with information on products of their interest (e.g. office equipment, vehicles) and offers direct advice in preparing calls for tenders that include energy efficiency criteria.

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The goal of the Topten Act Steering Committee is to gather organisations which can bring valuable experience to the project on specific aspects and/or which will multiply the communications opportunities for Topten, but that cannot join the Topten project as H2020 partners for various reasons. Involving these organisations has proven very useful in developing effective communications approaches and in cooperating on product testing issues, for example.

It has been planned that Steering Committee members should be able to join two Topten Act meetings over the project's duration – according to the central themes of the meeting, but that, however, members of the Steering Committee would be welcome to join other project meetings, at their own expense.

The Topten Act Steering Committee Members are of particular importance (the project cannot afford to pay for their time but the fact that their travel is reimbursed is a very good incentive for them to participate in the Steering Committee):

- In the past it allowed to welcome new organisations that eventually became project partners, such as Portugal, Spain, Luxembourg, Croatia and Sweden which created their own Topten project, or ICLEI which joined the Committee because of its interest in efficient product and eventually became a partner in charge of helping the Topten teams to structure their activity around public procurement at the national level.
- More importantly, the Steering Committee allowed to include in all developments 2 crucial organisations from Switzerland: the inventors of the Topten concept, www.topten.ch, which shared all of its experiences and best practices with the European network, and WWF CH which supported many WWF offices to join the Euro-Topten project and which supported additional related projects, such as an evaluation of the Topten project, the production of the Topten Global reports, etc. Under the framework of H2020 (which is different from Intelligent Energy Europe), the Swiss organisation managing Topten.ch, Bush Energie, was at last able to formally join Topten Act as an official partner.

Becoming a Steering Committee member is the easiest way to have a look in the project and be aware of the amount of work to build up a Topten website, benefiting from the feedback of the project's partners, without any pressure of success. On the one hand there is no contractual commitment with the European Commission, which means no obligations, but on the other hand there is no payment for the heavy work, buying product data, etc. Only the travel costs to join the meetings were taken care of by the Topten Act project.

During the project, the Topten Act project could welcome 3 different types of Steering Committee members:

- Newcomers who are willing to develop a website
- Organisations who already have a Topten-like website and want to exchange experiences without obligations, or wanted to be part of the project but could not for various reasons
- Organisations intending to support the Topten Act project with their own expertise and / or willing to collaborate with the Topten network on a specific topic.

For newcomers, so far no new country is ready to join: several contacts were made with a potential candidate from Malta but it cannot develop the project with only national funds and therefore decided not to join the Committee. One can underline that there are not many large European countries not part of the European network, so it is understandable that there are now less candidates willing to join.

For organisations which had a Topten-like website, such as dena, Regea in Croatia or Motiva in Finland, they have completely stopped the activity of listing Best Available Technology products and display the information on-line.

For supporting organisations:

- Contacts were kept with ICLEI (who was a member of the Topten Steering Committee before becoming a partner until 2014). Most of the Topten Act partners, thanks have today “Pro Sections” on their website, i.e. specific pages dedicated to public procurers. These Pro Sections were often developed with ICLEI’s support at the time of their creation. In 2016, there were exchanges with ICLEI also on professional cold appliances (relating to the ProCold project, but the Topten Act objectives were also reminded).
- WWF CH is a member of the Steering Committee (see below) and the coordination team provided dedicated slots in the meeting programmes and exchange contact details and ideas on cooperation projects.

Given this situation, in the Topten Act, decided to also involve external experts and invited them to provide input to the Topten network, even if they were not formally members of the steering committee:

- One expert in digital communication and in digital marketing joined the second project meeting (to check on the solutions we want to adopt to increase professionalism in cooperating with retailers).
- One expert from Topten Chile came to the third project meeting to present the energy efficiency situation in his country and how the Topten concept is part of it.
- We plan for the fourth project meeting a Swedish expert in recycling and circular economy.

To date the Steering Committee has the following members:

- WWF CH as a supporting organisation
- Contacts were made with a potential member from Ireland during the eceee conference where a specific meeting was held in June 2015.

WWF Switzerland is a long lasting supporter of the Topten concept: it has participated in its launched in Switzerland and made it possible for several WWF offices in Europe (but also in China and the USA, and now in Latin America, especially in Argentina) to participate in the Euro-Topten Projects. It also helped in concluding a partnership between WWF and Topten at the Global level. It does not only use its financial resources to support Topten but also its communication impact (when the Panda logo is involved) and resources to help the Topten project evolve and find funding sources. For example, it supported an evaluation of the Topten project and produced the Topten global reports for 3 consecutive years (Topten Global Annual Report 2013

http://www.topten.info/uploads/File/Topten_AnnualReport_2013.pdf and the Topten annual report 2014, http://www.topten.eu/uploads/File/TopTen_AnnualReport_2014_FINAL.pdf . It has also contributed to the 2015 Global report (to be published in November 2016).

Beyond active participation in the project meetings, as a Steering Committee member, WWF Switzerland has undertaken the following activities:

2015

- Follow up of Topten global strategic fundraising meeting in Zurich, Switzerland, in Dec 2014
- Production of the Topten global annual report 2014 in which the Topten European activities are reported and disseminated
- Coordination between Top10 China and WWF China for collaboration for energy efficiency communications (with funding from Mava)
- Coordination with WWF Brazil and WWF Mexico for the possible establishment of Topten in these countries
- Support to Top10 China as member of the Top10 China board
- Fundraising efforts with various foundations for possible funding for Topten in Latin America, China
- Funding for Topten Switzerland, Topten Argentina, and Topten Global Development
- Editing of the bi-annual reports of Top10 China to SECO
- Participation in EEDAL, in Lucerne, Switzerland

2016 (first half)

- Coordination with WWF Brazil and WWF Mexico for the possible establishment of Topten in these countries
- Support to Top10 China as member of the Top10 China board
- Fundraising efforts with various foundations for possible funding for Topten in Latin America, China
- Funding for Topten Switzerland and Topten Global Development
- Editing of the bi-annual reports of Top10 China to SECO
- Development of bilateral projects between Topten and WWF, for example regarding a European retail strategy, a global solar power and energy efficiency, and on professional cold appliances

Appendix

Letter of the Topten Act Steering Committee Member



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Zürich, Oktober 5th, 2015

Object: Participation in the Steering Committee of the Horizon 2020 project TOPTEN-ACT

WWF Switzerland hereby expresses its will to participate in the Steering Committee of the European Commission co-funded TOPTEN ACT project.

On the one hand, WWF Switzerland is interested in the TOPTEN ACT outcomes and deliverables, and on the other hand, our experience fits very well into the project, especially for issues regarding:

- Consumer awareness and communications
- Promoting efficient products, working with retailers
- Large public buyers
- Large private buyers
- Policy advocacy
- Scale-up opportunities and impact maximization

Being part of the TOPTEN ACT Steering Committee will allow us to benefit from the know-how developed within the TOPTEN ACT project, and to share our experience by participating in the meetings of the European team.

We understand that the travel expenses to attend at least two of the project meetings will be covered by the TOPTEN ACT project budget.

Yours Sincerely,


Damian Oetli,
Head, Business & Consumption
WWF Switzerland

