



Periodic Steering Committee Report Deliverable D 1.2 (2 of 2)

August 2018

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.topten.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.toptenuk.org



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.

Author

Therese Kreitz – ADEME therese.kreitz@ademe.fr

Eric Bush – Bush Energie eric.bush@bush-energie.ch

Editor

Sophie Attali – SOWATT sattali@sowatt.net

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The goal of the Topten Act Steering Committee is to gather organisations, which bring valuable experience to the project on specific aspects, and/or which may multiply the communications opportunities for Topten, but could join the Topten project as H2020 partners for various reasons. Previously, involving these organisations has proven very useful in developing effective communications approaches and in cooperating on product testing issues, for example.

Steering Committee members have access to project information and possess a good overview of the workload and overall progress, including the development of the Topten websites, and project partners may benefit from the feedback of the Steering Committee, and initiate collaborations whether at the European or national level. On the one hand there is no contractual commitment between the Steering Committee members and the European Commission, which means no obligations, but on the other hand, there is no reimbursement provided for their work beyond travel costs.

It was agreed 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.

In the past, the Steering Committee allowed including 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. It also allowed including Topten Switzerland – founder of the Topten concept – that could not previously officially join European research projects, and WWF Switzerland that played – and continues to play – a very important role in supporting many WWF offices to join the Euro-Topten project, in funding a global impact assessment of Topten, in producing the Topten Global annual reports, and in supporting Topten around the world.

Within the framework of the Topten Act project, the Steering Committee was thought as a way to welcome 3 different types of Steering Committee members:

- Newcomers who would be willing to develop a website. It turned out that no new country was ready to join during the project: several contacts were made with a potential candidate from Malta that in the end decided not to join the Committee. One can underline that there are not many large European countries not part of the European Topten network, so it is understandable that there are now less candidates willing to join.
- 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. Former partners of Euro-Topten projects could have benefited from joining the Steering Committee (such as dena in Germany, Regea in Croatia or Motiva in Finland) but they have completely stopped the activity of listing Best Available Technology products and display this information on-line.

- 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. This is the case of **WWF CH** that had declared its wish to join the Steering Committee very early in the project. Beyond WWF, the Topten Act coordination team, supported by the partners, took contact with several organisations:
 - During the first half of the project, contacts were taken with ICLEI and eceee (see D1.1), unfortunately without result regarding ICLEI's participation.
 - During the second half of the project, following those contacts, several organisations joined the Steering Committee and could exchange with the Topten partners:
 - **eceee**, the European Council for an Energy Efficient Economy. eceee is a membership-based non-profit association that generates and provides evidence-based knowledge and policy analysis, through co-operation and networking during its Summer Studies, workshops, and on its social media, web site and newsletter. The eceee website hosts one of the more complete overview on EU Ecodesign and Labelling (<https://www.eceee.org/ecodesign/>). As part of its product policy work, an eceee board member attended two Topten Act meetings.
 - **TCO Certified**¹ is the world's most comprehensive sustainability certification for IT products, helping organisations to make responsible product choices that drive the industry in a sustainable direction. Using TCO Certified also supports efforts to reduce risk and take the next step in social and environmental responsibility. One representative participated in a Topten Act meeting.
 - The **European Energy Award** is a quality management and certification system for municipalities and regions. It supports local authorities in establishing interdisciplinary planning approaches and implementing effective energy and climate policy measures. The approach is bottom-up and this is why it creates a dynamic in which citizens can participate. One representative joined a Topten Act meeting in order to present the European Energy Award initiative (for municipalities) and discuss possible exchanges and collaboration with Topten.
 - **ECOS** - The European environmental Citizen Organisation for Standardisation – is a non-profit organisation working to promote environmental aspects in the development of standards and specifications at European and international level, especially those produced in support of EU environmental laws and policies. The goal of their 40 NGO members is to ensure that standardisation contributes to a sustainable economy and, in some cases, allows for the proper and effective implementation of European legislation.

¹ <https://tcocertified.com/tco-certified>

Hence, at the end of the Topten Act project, the Steering Committee had the following five members:

- WWF CH as a supporting organisation
- TCO sustainability certification for IT products
- eceee, with a board member appointed
- ECOS as a supporting association
- Association European Energy Award AISBL

We present below their Topten-related activities (by chronological order of when they joined the Steering Committee).

WWF CH

WWF Switzerland has been supporting Topten since its inception in the year 2000, and made it possible for several WWF offices in Europe (but also in China, the USA, and in Latin America) to participate in Euro-Topten. 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 communications resources to help the Topten project raise awareness among relevant stakeholder groups. WWF Switzerland also contributed to the 2015 Global report (published in November 2016). Beyond active participation in the project meetings, as a Steering Committee member, WWF Switzerland undertook the following activities:

2016 (second half)

- Production of the Topten global annual report 2015 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).
- Support to Top10 China as member of the Top10 China board.
- Fundraising efforts with various foundations for possible funding for Topten in Latin America and China.
- Funding was provided for Topten Switzerland and Topten Global Development.

2017

- Development of bilateral projects between Topten and WWF. This included the development of energy efficiency training modules to be used by WWF staff for internal use, but also for training for example city officials on the basics of how to reduce costs by using appliances more efficiently. Other collaboration involved how to promote efficient professional cold appliances.
- Support for Top10 China as member of the Top10 China board.
- Fundraising efforts with various foundations for possible funding for Topten in Europe, Latin America, and China.
- Funding was provided for Topten Switzerland and Topten Global Development.
- A concept note was developed for collaboration between Topten and WWF on how to promote energy efficiency with cities.

2018

- Support for Top10 China as member of the Top10 China board.
- Fundraising efforts with various foundations for possible funding for Topten in Europe, Latin America, and China.
- Funding was provided for Topten Switzerland, and Topten Global Development
- Development of communications activities on the Kigali Amendment to the Montreal Protocol² including a webinar in cooperation with the Copenhagen Centre for Energy Efficiency.
- Support for the establishment of Topten in Brazil (scheduled for late 2018)

TCO

TCO Development has a long-standing collaboration with Topten and officially agreed to participate in the Topten Act Steering Committee on 11 April 2017.

TCO Development shares common goals with Topten and both organisations promote energy efficient and sustainable products, provide support for sustainable and green procurement for large public and private buyers. All products certified according to TCO Certified have been tested by an independent third party verifying that all requirements are met prior to certification. Increased demand for TCO Certified in procurement specifications motivates manufacturers to work actively to reduce environmental impact from both product and products and also improve working conditions in the supply chain. An extended presentation of the TCO certified approach and all of its selection criteria and verification was presented to the Topten Act partners.

TCO Development carries out the research on product selection for monitors, notebooks and tablets that is the basis for the Topten product lists in all countries. TCO continuously considers the key criteria of sustainability as energy efficiency, resource efficiency and social responsibility.

eceee

eceee expressed its interest in the Topten Act activities and joined its Steering Committee with a formal letter on the 26th of April 2017.

As part of a dissemination activity, Topten is presented on the eceee website (<https://www.eceee.org/ecodesign/Related-organisations/topten/>) as one of the key stakeholders involved in the EU Ecodesign and Energy Labelling process.

Several Topten partners participated in the 2015 and 2017 eceee summer study, during which Topten was one of the topic of the networking slots (exchange with DG ENER representatives, with Digilabel representatives, presentation of a market research Topten publication).

ECOS

ECOS has expressed its interest in joining the Topten Act Steering Committee on 8 May 2017, because of its interest in the Topten Act outcome and deliverables, and because ECOS experience fits very well into the project, especially for issues regarding: policy calendar and priorities, current product-specific Ecodesign & Energy Labelling measures, testing of appliances, consumer awareness and understanding. Over the period, ECOS has collaborated with Topten on the above-mentioned topic as well as benefited from the Topten Act experience and produced data to feed the political discussions on the set up of the EU

² <http://www.energyefficiencycentre.org>

product database of Energy Labelled products. The exchange is on both sides. Ecos brought Topten Act experience to feed the political discussions on the set up of the EU product database of Energy Labelled products and Topten Act brought evidence based data about the level of the best available products on the market

Association European Energy Award AISBL

The Association European Energy Award AISBL expressed its interest in the Topten Act activities and joined its Steering Committee with a formal letter on the 7th of September 2017. At the Topten Act meeting in which a representative participated, synergies between Topten and AISBL were investigated and discussed.

The European Energy Award supports municipalities willing to contribute to sustainable energy policy and urban development through the rational use of energy and increased use of renewable energies. There are more than 1'500 municipalities participating today, which are being supported on the themes of mobility, internal organisation, communication, buildings and facilities. Indeed, cities have strong possibilities to disseminate recommendations and messages from Topten. AISBL is the umbrella organisation of 8 national implementing agencies, which carry out the implementation tasks. This includes Topten related topics. As an example, Topten CH is recommended as a selection criterion in the Swiss Procurement Guide. Topten LU is also already involved in this scheme, and the European Energy Award is present as well in PL, UK, FR and IT.

Appendix

Letters of the members declaring their wish to join the Topten Act Steering Committee



WWF Schweiz

Hohlstrasse 101
Postfach
8010 Zürich

Tel.: +41 44 297 21 21
www.wwf.ch
Spenden: PC 80-470-3

ADEME
Ms. Thérèse Kreitz
Building Department
500 route des Lucioles
06560 Valbonne
France

Zurich, 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 Oettli,
Head, Business & Consumption
WWF Switzerland

TCO Development

ADEME
Ms. Thérèse Kreitz
Building Department
500 route des Lucioles
06560 Valbonne
France

Stockholm, Sweden, 2017-04-11

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

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


On the one hand, our organisation 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:

- Promoting efficient and sustainable products.
- Large public buyers (where to find them, how to approach them, what are their current practises, etc.)
- Large private buyers (where to find them, how to approach them, what are their current practises, etc.)
- Technologies for efficient appliances and devices.
- Testing of appliances.

Being part of the TOPTEN ACT Steering Committee will allow our organisation to benefit from the know-how developed within the TOPTEN ACT project, and to bring our experience by participating to 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 TOPTEN ACT.

Yours Sincerely,



Annika Overödder

TCO Development (T CO Utveckling AB)



european
council for an
energy efficient
economy

2017-04-26

ADEME
Ms. Thérèse Kreitz
Building Department
500 route des Lucioles
06560 Valbonne
France

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

ecee expresses its will to participate in the Steering Committee of the European Commission co-funded TOPTEN ACT project. The board has appointed our board member Andrea Roscetti to serve as ecee's representative.

On the one hand, our organisation 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
- Promoting efficient products at the point of sales, working with retailers
- Large public buyers (where to find them, how to approach them, what are their current practises, etc.)
- Large private buyers (where to find them, how to approach them, what are their current practises, etc.)
- Technologies for efficient appliances and devices.
- Testing of appliances.

Being part of the TOPTEN ACT Steering Committee will allow our organisation to benefit from the know-how developed within the TOPTEN ACT project, and to bring 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 TOPTEN ACT.

Yours Sincerely,

Nils Borg, ecee Executive Director



ADEME
Ms. Thérèse Kreitz
Building Department
500 route des Lucioles
06560 Valbonne
France

Brussels, 8 May 2017

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

ECOS hereby expresses its intention to participate in the Steering Committee of the European Commission cofunded TOPTEN ACT project.

On the one hand, our organisation 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:

- ✦ Policy calendar and priorities
- ✦ Current product-specific Ecodesign & Energy Labelling measures
- ✦ Testing of appliances
- ✦ Consumer awareness and understanding.

Being part of the TOPTEN ACT Steering Committee will allow our organisation to benefit from the know-how developed within the TOPTEN ACT project, and to bring our experience by participating to 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 TOPTEN ACT.

Yours Sincerely,

Chloé Fayole for ECOS

european
energy award

ADEME
Ms. Thérèse Kreitz
Building Department
500 route des Lucioles
06560 Valbonne
France

Brussels, 7 September 2017

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

The Association European Energy Award AISBL hereby expresses its will to participate in the Steering Committee of the European Commission co-funded TOPTEN ACT project.

On the one hand, our organisation 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
- Promoting efficient products at the point of sales, working with retailers
- Large public buyers (where to find them, how to approach them, what are their current practises, etc.)
- Large private buyers (where to find them, how to approach them, what are their current practises, etc.)
- Technologies for efficient appliances and devices.

Being part of the TOPTEN ACT Steering Committee will allow our organisation to benefit from the know-how developed within the TOPTEN ACT project, and to bring our experience by participating to 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 TOPTEN ACT.

Yours Sincerely,



Charlotte Spörndli, General Manager

For Association European Energy Award AISBL