

TOPTEN MANUAL

This document has been prepared for the co-beneficiaries of the Euro Topten MAX project.

This manual is primarily aimed at the new project partners, organisations about to establish their new national Topten websites, and to individuals joining the Topten programme as new contact points.

The objective is to give an overview of the Topten framework and to provide specific advice on how to address the main focus points listed below, based on experience to date.

2012



Content – main focus

Topten

- main principles 4

Website

- steps in establishing the website 7

Product categories

- which products to focus on 10

Selection criteria

- how to select products transparently 13

Partners

- what type of organisations should be involved 23

Promotion

- how to promote Topten to consumers 27

Monitoring

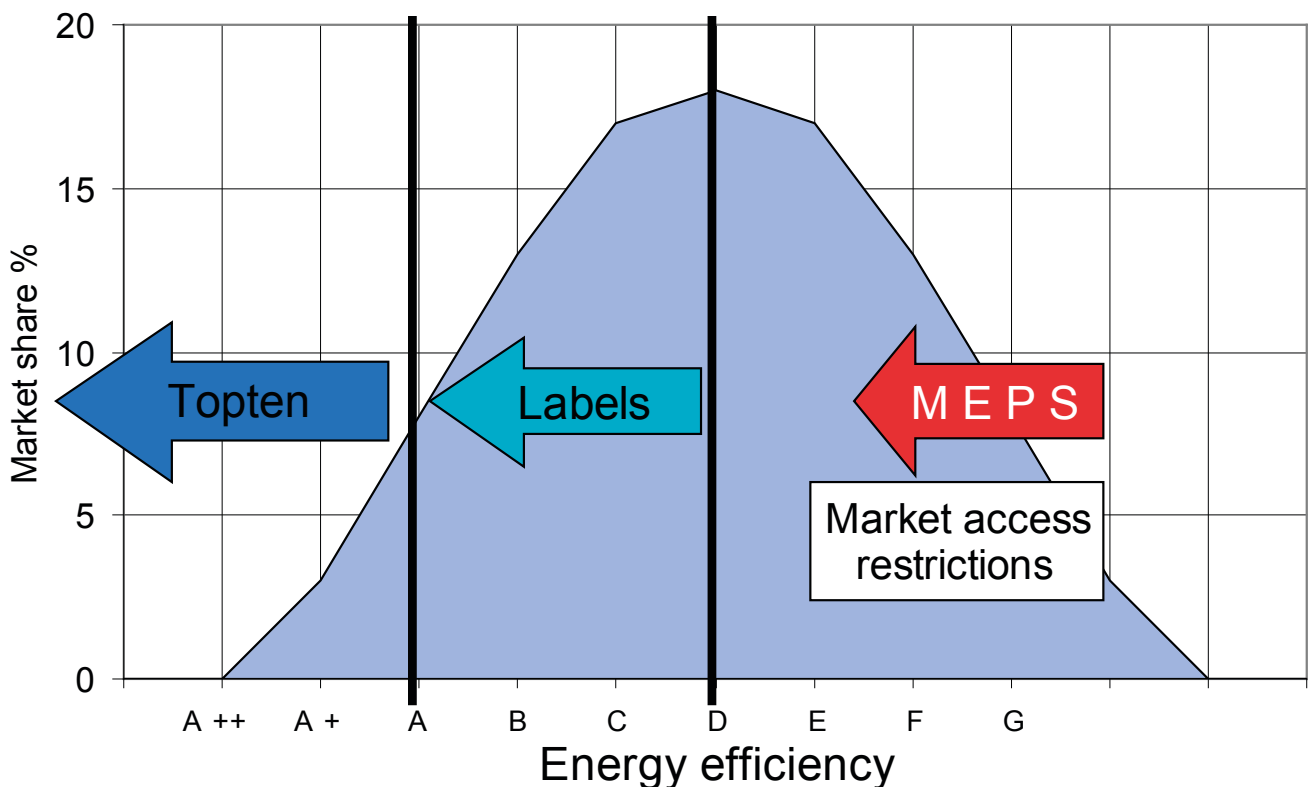
- how to monitor the Topten outcomes and activities 31

Main Principles

Topten is a transparent consumer-oriented online search tool that enables comparison of all kinds of electric products and equipment. It presents the most energy-efficient and up-to-date appliances in various categories of products, including household appliances, office equipment, consumer electronics and cars. For each type of product, information is provided on energy performance and several other characteristics of interest for consumers (i.e. brand, model, price, picture, as well as number of programmes, speed for printing...).

The Topten programme has been created so as to promote the most energy efficient products – and thus to organise the “market pull” activities, which support higher penetration of the most efficient models by supporting the demand among consumers, and the increased offer by suppliers.

The graph below shows the general distribution of products on the market, ranked by their energy efficiency, where the least efficient ones are prohibited from sales by a specific legislation such as minimum energy performance standards (MEPS). The products available on the market (e.g. on the picture from energy efficiency class D and better), are ranked in shops by the energy labels. Only the best ones of these products (e.g. class A), can also be listed on the Topten site, to highlight the most energy efficient products on the market.



As a result, the Topten programme also supports energy labelling, ecodesign and other energy-related legislation, since its product selection criteria rely on the information supplied by manufacturers, which is defined by this legislation.

The purpose of Topten in brief

Topten is a market transformation tool used to bring higher energy efficiency into the market of consumer products and office equipment. Topten:

- provides selections of the most efficient products available on the market. The selections are displayed on user-friendly websites managed on the national level, close to consumers' markets;
- stimulates consumers and large buyers through communication and support to professional procurers;
- stimulates manufacturers and retailers through regular contacts, information and promotion of their most efficient products;
- contributes to market transformation and policy design by means of its analyses.

Impacts of Topten

Topten aims to support market transformation towards more energy-efficient products. It identifies the most energy-efficient products, educates consumers, and motivates retailers and manufacturers to deliver more energy-efficient products to the market.

■ Increasing market transparency

By using only official and comparable product characteristics, such as the ones measured according to international protocols and measurements in the system of energy labels, and by specifying the criteria for selecting the most efficient products from the market, the Topten programme contributes to highlighting the genuinely most effective products on the market – both in individual participating countries and internationally. This is a service which neither the energy labels alone (comparing the whole range of the product), nor the principle of ecodesign (restricting only the least efficient products) can do and it is a flexible tool easy to be updated.

Topten also helps to clarify this situation on national markets. Topten is active in 17¹ countries in Europe (two more are in preparation), USA and China, producing the lists of products specifically identified for consumers in the given countries. This ensures that consumers can look for products which are available on their own markets. At the same time, the Topten.eu portal highlights the products which are most efficient among all of the EU countries, and also specifies the markets where these are available.

■ Providing a market situation overview (*status quo* and BAT)

By specifying the product selection criteria for individual product groups, and by revising these criteria on a regular and long-term basis, Topten helps to make explicit the current state of the most energy-efficient products on the market. While there are a number of other national or regional mechanisms for selecting energy efficient products, organised by manufacturers, retailers, utilities, authorities, the formulation of criteria is often not transparent and published, and they frequently include a much wider range of products on the market,

¹ As of July 2012

which are not necessarily the most energy-efficient ones (e.g. only refrigerators of class A+ and better can enter the EU market since 7/2012!). Topten is the only service that revises its criteria regularly and aims for the top products only, and it achieves this end through formulating transparent and objective criteria.

■ **Creating a market pull effect by stimulating demand**

By identifying the most energy-efficient products, consumers are advised on what models to choose. This helps them select the most efficient ones and thereby saves time and, in many cases, also money. With growing consumer demand for BAT (Best Available Technologies), manufacturers become motivated to place efficient models on the market – especially in countries where they would not do so otherwise.

■ **Creating a market push effect by stimulating supply**

By means of neutral and impartial publicity and promotion, Topten highlights the most efficient products through various communication activities. It does not promote brand names as a whole, but instead the specific products' references and selection criteria. In this way, the actual products are promoted, by being picked up by journalists for their articles or by simply being visible in the Topten online list of products, or even in stores etc. Manufacturers are interested in such visibility for their products and bring new models to individual national markets to ensure such visibility. In doing so, an even increased supply of efficient models exists for the consumers, who then benefit from a wider selection of energy-efficient products.

■ **Providing stringent characteristics for public / private procurement and incentive programmes**

Characteristic of the strict but transparent selection criteria is the help Topten provides, not only for individual households, but also for larger institutions, such as municipalities and authorities. These institutions also purchase energy-consuming products and thus could and should have a strong interest in selecting their products according to energy efficiency criteria as well. Therefore, Topten helps to move the market by motivating large-scale purchasers in selecting more efficient products.

Topten also helps to achieve the best use of public money and it helps the authorities to select products that have the lowest running costs over their lifetime, and achieves this by providing definitions of the criteria for selecting efficient products and providing concrete examples of products fulfilling such criteria, demonstrating the sufficient availability of such products on the market.

■ **Supporting ambitious government standards by providing real-time data and feedback**

Energy labelling and ecodesign measures, as examples of legal requirements for all producers within specific product types, are sometimes criticised for being too slow to react to market development. Also, the supply of models is complex and the overview of the situation is not clear to many decision-makers. Topten helps in this area by providing a clear overview of the supply of products from the standpoint of energy efficiency. In doing so, it contributes to moving product standards towards higher energy-efficiency requirements or, in some cases, making the process faster.

Topten National Websites

The Topten national websites are not the only instrument used to promote energy-efficient products, but are often the first and most visible part of Topten. It is therefore of utmost importance that every participating country has a professional, high-quality website that is constantly updated, since the markets are moving fast.

Crucial aspects for any Topten national website:

1. The user only needs to click once to get to the products list
2. The selection criteria are always published on-line (with one more click)
3. It contains a recommendation page (with one more click) for each product category

■ Graphics – the common Topten EU model

As mentioned, arriving at the desired product in one click is one of the key rules for any individual Topten websites.

Topten is designed to attract not only environmental enthusiasts, but above all common consumers, looking for their new product on the general market.

As a result, the national Topten website name and its graphic design are the main communication carriers!

The Topten national websites have many common features in terms of the website's organisation and in how the products are presented. While every Topten website has a slightly different design and graphics, common features are applied.

The design can be prepared by a graphic designer selected by the national Topten organiser, but the Content Management System (CMS – the software tool enabling to modify the content of the website, upload new products, add or change articles, etc.) system offered can help in preparing one efficiently as well.

Topten offers its own free CMS, which national partners are able (but not obliged) to use for their own Topten websites. This CMS enables the organisation of the national Topten website and profits from the system updates and improvements of other partners (see the section 'Programming' for more details).

Basic rules for the design of the Topten websites:

- The website (graphics and orientation among its sections) should be user-friendly; individual product lists should enable easy orientation, e.g. no scrolling too far to the right or down to see all products.
- It has to look professional: a website with sufficient information, well written, well presented, and updated.
- Pictures and price information for all the displayed products are key.
- The website may look similar to a retailer site – it is not a guide targeted to green consumers, but a mainstream tool of selecting products for the general consumers.

■ **URL Address** – site name

The name of the website should reflect that it belongs to the Topten family. The name of “Topten” should appear in the URL site name, and/or its focus on energy efficient products. This of course depends on the availability of appropriate domain names, but the address should be easy to remember, to communicate, and to type.

An address name referring clearly to the Topten programme helps with a better identification with the Topten family of websites, which may bring more visitors, better search results, and also help with the fundraising activities.

■ **Programming – The Content Management System offered**

Two options exist. One is to use the central Topten content management system (CMS), which is available free of charge to the Euro-Topten Max partners and the TIG² members. The other option is to choose or develop the organisation’s own CMS, which should enable it to effectively manage the website content, update text and display the actual list of product models which are listed online. The decision is up to the partners, but it will have to ensure quick and easy updating of the website.

How Topten’s own CMS works:

- Installation by an IT specialist (costs have to be covered by the budget of the individual project partner),
- Ease of handling and updating:
 - the product table on the website actually corresponds to excel files,
 - the texts can be changed through a simple interface
 - User manuals are available.

■ **Updating of content** – regularly and thoroughly! (products, news)

From the content point of view, it is important that the website contains complete information for its visitors – both the individual model lists and the text description have to be complete, up-to-date and regularly verified and controlled.

The news sections should be updated as well, showing the regular updating of product lists, selection criteria and individual categories. The frequency is up to the project partner, though at least a monthly update is preferable.

■ **Maximising website traffic** – to increase the number of visitors

Always think of how to promote the website. The constant increase of the number of visitors is important and every possible step should be taken to promote the website address to increase its number of visitors (see the separate chapter below). By increasing the number of visitors,

2 Topten International Group – an association founded with the objectives of supporting the launch and co-ordinate of national Topten projects and to create a better international understanding and the development of benchmarks.

you support higher demand for energy-efficient products, and help motivate manufacturers to supply such products to the market, and the governments to improve legislation related to energy efficiency, as well as its own procurement mechanisms.

Please, always make sure to remember that:

- Product lists have to be user friendly, easy for orientation for visitors
- Individual lists of products should be visible on one place, without scrolling to the right or down of the page to see all products
- A professional look for the whole website is a must
- Pictures of individual products are key for visitor satisfaction
- The website may look like a retailer website – to attract visitor interest and confidence. Topten is not an environmental/green consumer website
- News section updated regularly.



Product categories

Every participating country has a slightly different number of categories on-line. One of the main conditions for the success of the national Topten website is that it should have several categories running from the start-up of the campaign, to attract visitors and ensure that many of them will find the products of their interest. Visitors should also feel the need to visit the website again, when they will be buying a product in different category, a new product or even to recommend it to other internet users.

■ How to decide which categories to work on

The text below gives guidance on how to choose the product categories as well as how to specify the criteria for them. It is always important that:

□ The product is considered important or relevant for consumers and/or consumes a lot of energy

The product categories chosen should be relevant for consumers, meaning that the product is in high popular demand. Consumers should be motivated to look through the energy consumption parameters when making their purchasing decisions.

At the same time, the product categories should have an important share of energy consumption for an average household, making it relevant to focus on.

Also (especially for the start), a significant potential for saving energy/money is key.

□ Transparent and open selection criteria

Information available about the specified product group should make it possible to formulate the selection criteria, which will be publicly available and where all manufacturers are asked/requested to supply the same type of information.

Energy labelling of products is the most straightforward example, as it is a legal obligation for all manufacturers to supply the energy-consumption-related data based on the same performance and test procedure parameters. By this, all manufacturers have precisely equal opportunities to offer models fulfilling the required criteria.

All figures, data and information have to be transparent and referring to a clear source of information. For example, each number should also mention the technical unit, as well as the international measurement protocol and standard that has enabled the manufacturers to specify such a number.

□ A market overview of products is available

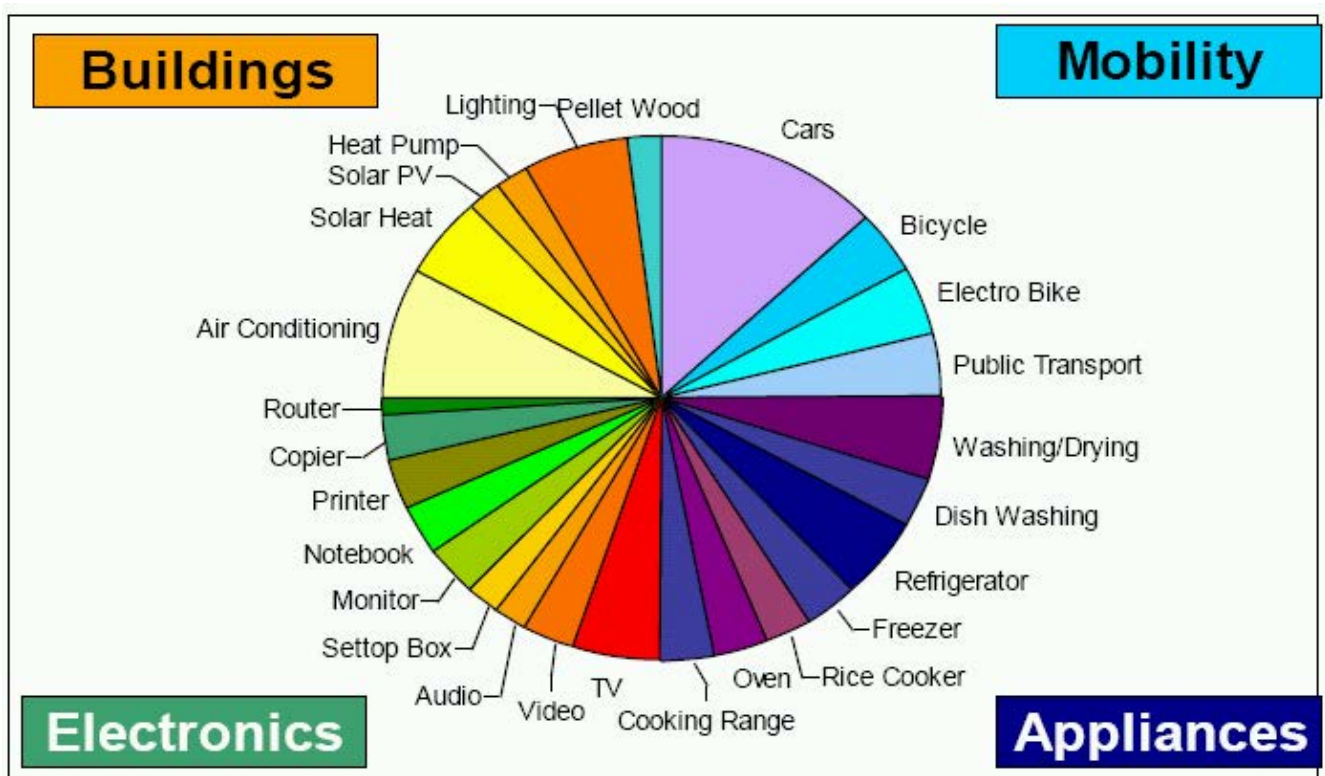
It is also important that the Topten organisers in a given country will be able to cover all the relevant brands and models that fulfil the chosen criteria. One condition for selecting a product category to cover is, therefore, to make sure that the information about the range of products offered on the market is available – easily and continuously.

Examples of how to do so are as follows:

- Overview of manufacturers' catalogues –
Printed or on Internet: In this case, pay attention to see that the catalogues indeed present what is really available on the market (check the realistic availability of products for end consumers, as some manufacturer catalogues may be made for retailers, who do not select all models to be sold)
- Overview of the supply offered by retailers – internet or printed catalogues
- Contact manufacturers and consult with them a list of models identified, ask for their verification and possible completion with more models
- Ask manufacturers regularly to supply their model names with every update of their catalogue
- Buy market data (see more on this below)

By categories, we understand the main categories as specified below. For an easier orientation of the website visitors, these main categories should be specified in more detail, e.g. by size, volume or other performance characteristics.

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



Dividing categories into specific sub-categories includes mainly the division of e.g. the category of washing machines into the subcategory of top- or front- load machines, and their further distribution by the size

of load (in kg). The Refrigerators category may possibly be divided into the combined fridge-freezers sub-category, which can be further divided by the position of freezer (top/bottom) and by the volume (in litres) or by the height (in cm). TVs are divided by screen size, and light sources by technology, fixture types and lumens.

Note that it may be good to rank products by their outcome, such as lumens, rather than the power input (wattage), which is too often not a good distinction.

The creation of the sub-categories should reflect the consumer desire to purchase a specific product (e.g. they search for fridge-freezers or TVs of an approximate size), and at the same time should enable an appropriate number of products to be listed in individual sub-categories (not too few to enable sufficient choice, not too much to keep to the “topten” spirit of the programme).

Advice: look at retailers’ website in your country to see how they segment the market and the vocabulary they use, and always check the topten.eu website!

Note: over time, the amount of product categories listed on the website should increase, as the Tipten organiser will be able to cover a wider selection of products (and therefore offer better consumer value for the website visitors).

At the same time, it is not necessarily a good sign that the number of products listed would increase – since tougher criteria thresholds may limit some products from being kept in the product lists.

Please remember:

- Tipten progresses with the market: at least twice a year the product lists need to be fully updated,
- If the Tipten team sees that the market has progressed significantly, (i.e. many more models fulfilling the selection criteria than last time), or if there is a change in the regulation (new Energy label), the selection should be tightened in order to continue selecting the most energy-efficient models on the market.

Remember that up-to-date information is crucial. No consumer will be interested in a list of products that cannot be found on the market any longer.

Selection criteria

Accurate selection criteria are key for the overall success of the Topten programme. Among the most important must be the following: public, transparent, up-to-date, parameter-specific, technically correct.


■ Availability of data sources

In order to be able to select the individual models, it is important that the manufacturers have equal opportunities to submit their data, and the data has to be based on equal technical characteristics and testing procedures. In other words, Topten speaks the language of the manufacturers! Energy labelling of appliances, which is required for a number of energy-using products, is the best basis for starting up a specific product category, if it is covered by energy labelling.

■ Product selection criteria:

□ Transparent and open (public) selection criteria

The model selection criteria have to be transparent and public. In practice, every specific product table published on the web advertises a “selection criteria page” with a direct link from the same page



The screenshot shows the Topten.eu website interface. At the top, there's a navigation bar with 'topten.eu' logo and 'Best Products of Europe' tagline. Below it, a breadcrumb trail reads: 'You are here: Home > Household > Refrigerator Freestanding > 1-door'. A red arrow points to a link in the breadcrumb trail labeled 'Selection Criteria: Cold Appliances'. Below the breadcrumb, there's a table comparing five refrigerator models. The table has columns for Brand, Model, Electricity costs (€ 15 years), Total net volume (litres), Zero degree zone (l), Cooling compartment (l), Freezing compartment (l), Height (cm), Width (cm), Depth (cm), Ambient temperature (°C), Energy class, Energy Efficiency Index, and Energy (kWh/year).

Brand	Liebherr	Bosch	Siemens	Liebherr	inefficient model
Model	TP 1760	KTL16PW40	KT16LPW40	TP 1764	
Electricity costs (€ 15 years)	144	214	214	223	608
Total net volume (litres)	156	132	132	137	226
Zero degree zone (l)	0	0	0	0	0
Cooling compartment (l)	156	116	116	119	206
Freezing compartment (l)	0	16	16	18	20
Height (cm)	95	95	95	95	144
Width (cm)	60	60	60	60.1	54
Depth (cm)	66	61.2	61.2	66.3	60
Ambient temperature (°C)	10-43	10-38	10-38	10-43	16-32
Energy class	A+++	A+++	A+++	A+++	A
Energy Efficiency Index	22%	22.0%	22.0%	22%	54.4%
Energy (kWh/year)	64	95	95	99	270

The criteria have to be concrete and specific, and enable direct comparison of the individual products. Criteria should relate mainly to energy consumption features, in individual relevant cases as well to water consumption, noise, and other environment-, or performance – related product features, if they make sense to consumers and allow for transparent product selection.

■ Criteria definition:

□ By energy labels/ecodesign legislation

The easiest and most practical option for selecting a category to be covered in Topten is to have those categories that are covered by the energy labelling – mainly household appliances and lately also TVs.

The other possible categories are office equipment on the basis of the Energy Star, as well as cars and the ATE³ database.

Selecting the product by its energy class is the most straightforward approach.

Selecting products which are for example energy class A++ (eg. cooling appliances) or A class (dryers, TVs) is straightforward, easy to understand, easy for obtaining information, and easy to present.

In some cases, the situation could be that a certain energy class is populated by too many products. Further division is then possible by setting the thresholds by an “energy efficiency index”, which is used for every model to allocate it to a specific energy class. In doing so, it becomes possible to divide the products inside one energy class in further detail, though it requires independent calculation and more information about the product, since the energy efficiency index (EEI) figure is not automatically published on the energy label or the product technical documentation.

The EEI specification may encounter some problems between the manufacturer’s declaration and your own calculation, e.g. in misunderstanding the legislation, manipulation or mistakes in calculations or product technical documentation. If you spot a mistake or problem in the EEI calculation, you should contact the manufacturer, which in turn also contributes to clarification of the market, as well as contacting the Topten coordinators to verify the availability of those products on other markets.

Ecodesign legislation is primarily established to specify product energy performance parameters, below which (less efficient) products would not be allowed to enter the market. The specification of ecodesign criteria, however, also brings clarity to the whole market segment. It can also help specify product parameters that have to be made public at the point of sale, such as e.g. the switching on-off cycles for compact fluorescent light bulbs. This then helps formulating the Topten criteria as well – for example also by introducing certain consumption thresholds.

Please also note that the Topten team (the project coordinators, or the Swiss Topten representatives) are sending their regular updates on the developments on the Topten.eu website within individual product groups – the change of models listed, or updated criteria and thresholds. It is therefore also important for them to receive feedback if any new product fulfilling the EU criteria is available on the national market.

GfK Database

The GfK company (an international market research company) provides Topten with much of its data (specifications, prices, pictures of nearly all products which meet Topten criteria). Be aware, however, that for some products, additional information has to be sought out, such as the climatic class for cooling appliances (which is necessary to calculate the EEI).

GfK conducts ongoing research among retailers and manufacturers in order (among many other issues) to find out the sales of products and their price,

3 <http://www.ate.ch>

energy and performance parameters, and monitor the features listed on the products' energy labels.

Topten has subcontracted with GfK to supply data for some of the national Topten partners, to make it possible to:

- See the overall market supply situation and be able to define the product selection criteria
- Select individual models fulfilling the defined criteria
- Identify the manufacturers and brands to be contacted
- Be able constantly to follow market developments in order to update the product lists

The decision to choose and use the GfK database is, however, up to every partner.

Usage of the GfK data must be stated in the relevant website section!

■ **Advantages:**

- Easy method for ranking products available on the national market

□ **Real average prices instead of recommended prices**

The database contains real sales prices for individual models, which is a figure of high interest to consumers.

The agreement is, however, that only a rounded average (price range or rounded price) would be used, not an exact figure.

□ **Information about availability (also in retail sales)**

The database identifies if the specific model is widely sold or only a few units would be available in shops.

■ **Disadvantages:**

□ **Missing information: e.g. energy data for some products or categories**

Not all data may be available for individual models and parameters, so a verification and competition of data from other sources (catalogues) is still necessary.

□ **Cost**

The GfK market information is purchased from the Euro Topten MAX project budget. All project partners are required to plan for purchasing in the database and their option for covering the purchase of the database from the project is specified in their formal budget. Partners wishing to purchase new database options (new product categories), may do so at a preferential rate from the GfK. Ask the coordinators for more information if you wish to do so. The budget would, however, have to be covered from the organisation's own resources.

□ **Up-to-date information**

There may be a delay in the data published in the database, so a verification check with other sources of information (online retailer

catalogues etc.) should still be made in order to ensure a more extensive market picture being available on the Topten list of products.

Note that it is not possible to use the GfK data for any other purpose than for the Topten project!

■ **Criteria set up:**

Please consult the product selection criteria listed by individual partners in the table “Monitoring of improvements for models in selected categories”, organised within the project by the Wuppertal Institute. This gives a very good overview of criteria selected by individual national partners, as well as their development over time.

□ **By Topten.eu**

From the internal Topten point of view, and from the perspective of an individual national Topten programme, the most practical “inspiration” for a new category, including the selection criteria definition and the identification of concrete products, is the Topten.eu website, which selects and publishes Europe’s most effective products. This means that the products are the most efficient on individual EU states’ national markets as well.

In order to follow the Topten.eu for specific categories, two conditions are necessary:

- Technically identical products bear the same names in different countries – only then it is possible to identify the identical products on national markets
- Changes must be followed on the Topten.eu website (both relating to the criteria selection and the replacement of individual products) and the national database updated accordingly

The Topten.eu website also lists individual countries where the products are offered – look for this information to be able to identify them for your own national product list, as well as to report to Topten.eu on products that you suggest should be added there, or whether the products are also sold on your own market.

For similar inspiration, search the websites of the other national Topten partners as well on how to specify criteria (and subcategories). Look especially for countries neighbouring your own, or with similar market characteristics.

Please note that by using the Topten.eu selection criteria and the same threshold, you may identify too few models on your national market. Therefore it may be necessary to modify the thresholds and bring more models into the national product list.

■ **National information sources (web shops, catalogues)**

Searching the offering of products on national markets is the most common approach to identify what models are available on the market.

The most common approach is to search catalogues of manufacturers (usually the 'suppliers' – i.e. the companies importing products to the national markets. Usually, a brand has its own representation office in the national market, but there can be several suppliers importing products of the same brand) and retailers and make a market overview of how many models fulfil proposed criteria (and eventually update the criteria accordingly).

For countries with an advanced internet sales system, it is easy to search for products by their energy class/parameters in the larger internet shops or comparison websites. This gives a quick overview of the amount of products available for the given parameters.

When looking through individual stores, be aware that they may not be offering the full market range (all brands). Their offer may be limited and you will then need to check the offers of several major retailers.

As regards the identification of individual models available on the market, please, also see the section on the GfK database, which is available to the Euro Topten MAX co-beneficiaries.

Continue discussing the supply of models with the manufacturers – this helps manufacturers to get to know Topten in your country, to feel more motivated to bring energy-efficient models to the market, and to supply more extensive and accurate information about such models to their consumers.

■ **What to do if too many products comply with the Topten criteria**

The Topten approach is to ensure that product (sub)categories – including the criteria and list of models, should be revised regularly to have an up-to-date, and sufficiently extensive list of products. 'Sufficiently extensive' means that the list gives a good choice of products (real products fully available to consumers, not niche market or prototype models), but is short enough to focus on the most efficient models (making it practical to scroll through on the website).

Whenever a new supply of models means that too many products would be listed in a single sub-category, the following approach is possible:

□ **More stringent criteria**

Make the selection criteria more stringent, so that fewer products are eligible for listing within the particular category in question (but still a sufficient number of models to have a good selection).

□ **Additional criteria (environmental impact, quality etc.)**

Specify additional criteria to distinguish the products in even greater detail and divide them by additional environmental criteria (again, the same rule applies that the information about the other criteria needs to be commonly available and based on transparent grounds).

Examples of quality criteria include lifetime and switching cycles for compact fluorescent light bulbs, or dust removal efficiency for vacuum cleaners.

Another possibility is to add a maximum consumption (per year) feature or a limit of size per product, which would prohibit some products from being listed.

When updating criteria and making them more strict, make sure to keep sufficient choice for consumers, including a selection of more brands for individual products.

Always consult with the Topten coordinators on including additional criteria, for the addition of international experience and inspiration from other countries.

□ **More sub-categories**

It is also possible to divide product groups into additional subcategories. In this case, the number of products would not change, but they would be divided into several sub-categories (e.g. more detailed selection per volume or size of product).

This approach is possible if increasing the stringency of criteria would not bring the desired results (e.g. no products or too few, or only one brand remaining, or, to a lesser degree, only too-expensive models would remain) and at the same time that the new segmentation would make sense from the consumer's own point of view.

■ **If too few products comply with Topten criteria:**

□ **Less stringent criteria**

If the supply of models to the market seems to be decreasing, it is possible to lessen the stringency of the criteria, to allow for more models to enter the product lists (but not too many). In any case, the reason for the decreasing supply should be investigated (change in legislation, change in supply chains, etc.).

□ **Fewer sub-categories**

Similarly to the point above, it is also possible to have fewer sub-categories, in which case more products fulfilling the same criteria would be presented in one single product page with lesser division into several subcategories.

In any case, for the points described above, please consult your suggestions for updates with the Topten coordination team.

Remember: The criteria ensure Topten's quality: fine-tune according to national market conditions but do not introduce any "funny" criteria.

Table: example of different product selection criteria in various countries

Version	Comparison with		
June 20th 2007	Europe	Switzerland	Austria
	www.topten.info	www.topten.ch	www.topprodukte.at
Household appliances			
Refrigerator	A++	A++ (+ 2)	Index < 40 ... 42%
Integrated, <235 l	+	+	+
Integrated, >235 l	+	+	+
Free-standing	+	+	+
Freezer	A++	A++	Index < 30 ... 42%
<230 l	+, <200 l	+	+
230-300 l	+, 200-300 l	+	+
>300 l	+, >300 l	+	+
Chest freezer	A++	A++, only climate class SN	Index < 30 ... 42%

■ VERIFICATION of data and Topten's own calculations

For countries subject to EU legislation, in some cases it is possible and important to calculate the **Energy Efficiency Index** values for individual products (which are not published on the energy label). This is possible for the following product categories:

- Cooling appliances: refrigerators, freezers and their combination (with an Excel file)
- Water appliances: washing machines, dish washers and tumble driers (with an Excel file)
- TVs (with an Excel file)




The Excel tables allowing such calculations are available from the Topten coordinators.

Verification has to be performed for all products listed if the criteria definition explicitly mentions the EEI.

If an inconsistency is found, please alert Topten coordinators to verify the calculation, and contact the national product supplier to check the calculation. The manufacturer's headquarters can be contacted for verification, if it occurs for several products of the same brand.

The Inefficient model

Each product category has to list in addition one example of an inefficient model, for comparison purposes. This should be a product available on the market, but it should not be named. It should be a model offered on the market that consumers not paying attention to energy efficiency would buy (it is advised to keep track of the brand and reference because we often see

compare				
Brand	Inefficient model			
Model		TKF-1350 A	T 86-27 WP / T 86-26 WP	WT-TSL WP 959 Swiss
List price €	1703	1744	2'434	4'430
Electricity costs (€ 15 years)	1 260	742	675	608
Capacity (kg)	6	6	6	6
Drying time (min)	94	120	104	90
Energy class	B	A	A	A
Energy Consumption (kWh/kg laundry)	0.56	0.33	0.30	0.27
Countries available		CH CZ DE	NO, IIR, EU without CY,MT,LT,LV,EE, UK	CH / on demand
				

that it is a well-known brand). As it would be very difficult to publish information on the specific individual worst model or the average model, you have to “choose” a model which works well for the comparison (not too cheap and quite bad on the energy side, and where other models of similar energy efficiency parameters are also available). The purpose is to show a significant difference between a very efficient product and a non-efficient one, whereas both are on the market at the same moment.

■ Criteria papers

In order to be able to prepare product categories and select the product criteria, it is important to have good knowledge about the technical characteristics of individual product groups. In order to obtain this, the Topten team has produced a number of technical position papers, which explain in detail the specifications (technical, legal, market supply issues) of individual product groups.

This information is of course also very useful before communicating with the product suppliers, retailers, market authorities and other stakeholders.

Please make sure you have read these papers before establishing a new product category!

List of internal product-criteria papers issued⁴:

- Domestic cooling appliances
- Dishwashers
- Washing machines
- Tumble dryers
- Household coffee machines
- Energy-saving lamps
- LEDs non-directional
- LEDs directional
- Computer monitors
- Imaging Equipment -- inkjet printers & multifunctionals
- PCs
- TVs
- DVDs
- SSTB – simple set-top boxes
- Room air conditioners
- Windows

⁴ As of October 2012.

Product presentation

It is very important that the Topten website is user-friendly. Hence its main features should:

- **Provide a clear choice to consumers**
(± 10 products fulfilling the established criteria)

Each category should contain an accurate amount of products – a sufficient selection of the most efficient products currently available on the market.

At the same time, more brands should be available in each product list, so that consumers can choose according to other preferences as well.

- **Provide information on important functionalities**

Not only the product name and energy class/consumption should be published, but also other features, not least the operational costs of an appliance during one year or ten years of its lifetime (because we target “average consumers” not “environmental fans”), should be displayed to introduce the products to the consumers.

Always remember to organise the website in such a way that the products are easily and quickly available for display, in comparison to other websites, which either require a registration, filling out a questionnaire, paying a fee, etc.

Please note – and make it clear on your website – that all products listed on Topten are energy-efficient. When they are published on the product lists, the most efficient ones should be listed on the top or left side of the category list, but the order of products has to be easy to change according to visitor preferences.

- **Appear consumer-friendly** (pictures, sorting criteria, only a few clicks away)

The design of the website and the product lists itself should be attractive and offer easy orientation, with quick moves directly to the desired product category.

- **Inform of the total cost:**
purchase price + electricity & water consumption over the product lifetime

One of the limitations for consumers in purchasing more energy-efficient products is that they do not calculate the future savings in energy costs. In response, Topten can calculate the costs of running the appliance (the per cycle or annual costs multiplied by the national electricity costs and multiplied by ten years of lifetime – depending on products).

compare						
Brand	herr	Siemens	Bosch	Liebherr	Blomberg	inefficient model
Model	(en) 3813	KG36NSB40	KGN36SB40	CBN(en) 3733	KND 9861 X	
Electricity costs (€ 15 years)		350	350	302	461	767
Total net volume (litres)		285	285	294	436	312
Zero degree zone (l)		33	33	67	20	0
Cooling compartment (l)		219	219	130	302	225
Freezing compartment (l)		66	66	89	114	87
Frost free		yes	yes	yes	yes	no
Height (cm)	1	185	185	201.1	194	185
Width (cm)		60	60	60	70	60
Depth (cm)		65	65	66.5	68	65
Ambient temperature (°C)	3	10.43	10.43	10.43	10.43	16.32
Energy class	+	A+++	A+++	A+++	A+++	A
Energy Efficiency Index	%	22.0%	22.0%	22.0%	22.0%	54.7%
Energy In (kWh/year)		159	159	170	205	341
Available in countries	3E CH DE NL	CH / on demand	CH / on demand	AT BE CH DE DK NL	DE / on demand	
						

□ **Compare** with a « bad heavily consuming » model

Each subcategory should contain an example of a bad product listed in the same place – for comparison purposes.

It should be a real and existing product, selected from the supply of models, representing an average, or just-below-an-average type of product. See the section “The Inefficient Model” above for more information.

The name of the product (brand name, model type) is not to be published.

□ **Date of updating** on each page

Update the product lists regularly (check if new models could be added to the product list!) and publish the date of the latest update. Doing so makes it clear for consumers that the product list is regularly updated.

Condensant									
Marque	Siemens	Miele	NEFF	NEFF	Bosch	Electrolux/Hotpoint/Ariston	Siemens	Bosch	Modèle énergétique non comparé
Référence	SP 55 T 652 EU	G 1162 SCV1	S 49 T 55 N2 EU	S 19 T 45 X2 EU	SR1 55 T 20 EU	ASL 45010	SP 65 T 303	SRV 55 T 13 EU	
Prix moyen d'achat (€)	900	1195	885	875	949	755	775	759	600
Coût eau + élec (10 ans €)	254	254	254	254	254	257	257	257	344
Étiquette énergie	A++	A++	A++	A++	A++	A++	A++	A++	B
Consommation énergie (kWh/cycle)	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.5	0.95
Consommation eau (litres/cycle)	11	11	11	11	11	13	13	13	14
Cycle de référence	600	600	600	600	600	800 50°	600	600	76
Durée du cycle (min)	140	174	140	140	140	160	140	140	90
Niveau sonore (dB(A))	47	48	47	45	47	47	47	47	54
Nombre de couverts	9	9	9	9	9	9	9	9	9
Construction	Sauf Panneau de Commandes	Totalement	Sauf Panneau de Commandes	Totalement	Sauf Panneau de Commandes	Totalement	Totalement	Totalement	Totalement
Raccourci (cm)	61	65	61	61	61	61	61	61	62
Largeur (cm)	44.8	45	44.8	44.8	44.8	44.8	44.8	44.8	45
Profondeur (cm)	57	57	57	55	57	55.5	55	55	57
Départ différé	OUI	OUI	OUI	OUI	OUI	OUI	OUI	OUI	OUI
Raccordement eau chaude	OUI	OUI	OUI	OUI	OUI	OUI	OUI	OUI	non

* Plusieurs modèles disponibles / Source : Ecodes, octobre 2008

ÚSPORNÉ SPOTŘEBIČE České republiky									
Pracký a sušičský prádelník - Pracký průběh úpravy - standard									
Energetická úspora									
Značka - Model -									
Množství spotřeby energie (kWh/100 kg) - Množství spotřeby vody (litry/100 kg) - Množství spotřeby elektřiny (kWh/100 kg) - Množství spotřeby plynu (kWh/100 kg) - Množství spotřeby tepla (kWh/100 kg) - Množství spotřeby chladiva (kWh/100 kg)									
Whirlpool	AWOE 8559	0.13	7	1.200	54	A	B	A 30%	
Whirlpool	AWOE 7750	0.13	7	1.400	54	A	A	A 30%	
Whirlpool	AWOE 7560	0.13	7	1.200	54	A	B	A 30%	
Whirlpool	AWOE 7449	0.13	7	1.600	54	A	C	A 30%	
Whirlpool	AWOE 7100	0.13	7	1.200	54	A	B	A 30%	

Partners

While the Topten programme is, to an important extent, a promotional activity, its own project resources are not sufficient to organise full-fledged promotion. External partners are therefore needed to act in synergy and to promote Topten to a wider audience.

You should therefore prepare a one-page presentation or specific information on how many visitors your website has, how many articles have been published, what is the readership/advertising value of those articles, etc., so that you can present the impact of having a product in Topten to the manufacturers, retailers, and other partners, in order to motivate them to work with the national Topten programme closely and regularly.

The following lists suggests the most typical and previously used list of partners:

■ **Manufacturers** – updating the list of models

Manufacturers are an important partner in communicating about the Topten programme. They cannot, however, under any circumstances, influence the list of models being selected to be published on Topten websites.

What they can do is supply catalogues and lists of products that they consider to fulfil the selected criteria, as well as pictures and other product descriptions.

They can also promote their own featured products by using the Topten logo, but only under a separate agreement with the Topten organisers, and only for the individual models, not the brand as such. The Topten logo MEMO specifies how the logo can be used, so please refer to this document for more information.

Working with manufacturers (local offices of producers/importers)

- Get a complete list of all important producers and brands
- Find the names of responsible persons (environmental, quality management and product manager – it is important to have different contacts as they may be willing to cooperate (or not) at different levels)
- Analyse the catalogues
- Read the producer's homepage (prices, pictures if allowed, technical and functional characteristics) (but watch out: sometimes the websites present only the models of the new range yet there may be many more on the market)
- Send e-mails to check that every information published on their models is correct
- Build good relationships with manufacturers. These relationships are very helpful to you. Reliability and timing are very much appreciated by the manufacturers, so immediate updating increases your credibility.

Contacts to manufacturers:

- Contact the national headquarter of the manufacturer with a request for cooperation
 - Very often, the marketing director is the right person to start with.

- If the manufacturer does not respond, contact the Topten coordinators for contacting the international headquarters or recommending specific contacts in concrete countries.
- Prepare a list of the manufacturer's products which you would like to put on the Topten product list and ask them for comments (adding products and commenting on their availability), so that they are aware of our knowledge of the market and that we do everything to make their work for Topten easy).

■ **Retailers – promotion, support**

Retailers are a crucial partner in promoting the Topten approach, since they chose which products will be sold, and since they advise consumers at the point of sales.

The most straightforward and ideal situation would be for them to use the Topten logo (if subscribed to the licence agreement) with the appropriate models (and under some form of control by the national Topten team).

The Topten logo can be used in shops, or printed and electronic catalogues – always linked to specific models, which are also listed on the Topten lists.

Remember to use the Topten logo memo!

A retailer could be a partner involved in a wider scope of promotional activities (distributing their catalogues as attachments to newspapers etc.) or even for co-financing part of the Topten costs.

Agreements can be sought for with individual shops, or with retailer chains. A specific task in the Euro Topten MAX project describes on how to involve retailers into the project.

Be aware however, that it may not be easily possible to reach a substantial number of retailers, or to secure their long-term interest, nor an interest for co-financing the project costs.

A special Euro Topten MAX document is being prepared, introducing principles on how to work with the retailers – follow it for more details, or contact the coordinators if you are searching for a specific activity example!

■ **Price comparison websites**

Some websites are created for comparison of the prices of identical products in different shops, so that the consumer can select the product where it is available for the cheapest price. This may be one interesting source of information for preparing the market overview, including the average product prices.

These sites may be also a good collaboration partner, if they are interested in displaying and indeed highlighting the energy-efficiency features of individual products, including possibly the Topten logo.

However, it has to be investigated if the prices listed on such websites are really an independent overview of the market, or are a paid service for retailers who have to subscribe for being listed there. In the latter case, the figures given on the website may not fully reflect the reality, or the information may not reflect the market in terms of product availability

■ **Utilities** – promotion, support

Energy utilities distributing electricity to a large number of consumers have a far-reaching network of clients, usually hundreds of thousands of individual clients, advisory and educational activities, and in some cases also subsidy/grant schemes for their clients.

Utilities can help with:

- disseminating Topten (adding the info about Topten to its invoices, leaflets, brochures, posters, information centres, website, etc. as a recommendation for selecting products);
- co-financing part of the dissemination costs (and placing their own logo on Topten materials),
- choosing to select only Topten products within their own activities in offering discounts or subsidies to their clients.

■ **Media** – promotion

Working with the media generates visits to the Topten websites. It is therefore of utmost importance that you work regularly and intensively with media representatives.

The media (newspapers, magazines, radio, TV, internet – both general and the ones specialising in lifestyle, living and design, hi-tech products, women's magazines, homeowners' press, motor magazines) is the key partner in making Topten widely known to the general public and to consumers.

You need to establish good contacts with concrete media organs/journalists involved in covering related issues. Supply them with tips and news on a regular basis, for example:

- Press conference invitations on launching the national Topten site
- Press releases on updating the selection criteria
- Press releases on adding new product categories
 - Examples of important information here: Why did we choose this category? What is the energy efficiency potential? How has the situation evolved since last update?
- Organisation of consumer competition
- Insight on the energy-efficiency aspects of appliances and household products
 - Costs and savings potential for households
 - Guidance to selecting products by their energy-efficiency class
 - Environmental aspects
 - Latest news on legislation updates, EU Topten knowledge network, etc.
 - Stories and quotations of concrete persons who have switched to Topten products and thereby saved a specified amount of money.

Every occasion should be used to promote the Topten website, for example when answering media questions on a certain energy-efficiency issue, a tip to visit the Topten page can be made as an example of a product list selecting the most efficient products.

See the Topten case studies for practical examples!

Please note that Topten normally does not pay to media for advertising, since it is an independent initiative, organised professionally and bringing high value to consumers, from which the media benefit as well.

■ **NGOs – promotion, transparency**

Non-governmental organisations (NGOs) may have a wide network of members specifically interested in the kind of information Topten can offer. These include both the environmental and consumer rights NGOs, whose supporters – consumers at the same time – are a specific target group with a greater-than-average interest in environmentally friendly and high-quality products.

NGOs can disseminate the Topten information to their members or participate at specific events. WWF and Friends of the Earth are members of the programme in some countries and can serve as an inspiration in others.

Often, Topten may be a welcomed concrete action that can be put forward at the level of consumers that matches the group's advocacy on the general level (e.g. the fight against climate change...)

■ **Public procurement, large buyers, municipalities, government**

As mentioned above, large institutional buyers can support market transformation by demanding efficient products in larger quantities. It is therefore crucial as well for Topten teams to involve large-scale buyers in green procurement activities – by offering them the inspiration of Topten criteria for selecting specific products.

Institutional buyers can be involved by recommending the Topten approach to their members, circulating the information within their disseminating activities, and, ideally, by adapting it within their own purchasing rules.

Be consistent. Use every opportunity to offer the Topten service to municipalities and organisations, e.g. in printed materials, during conferences and individual negotiations, or during other promotional actions more generally focused on environmental protection etc.

Municipalities and other large institutions may also appreciate the Topten service due to its clear and transparent selection of models, its high value for money, the visibility of the products on the market, the listing of well-known and acknowledged brands, etc.

Technical characteristics and award criteria appropriate for use by procurement professionals are provided by the project coordination team along with the figures for the potential cost and energy savings. Sample tender documents are also available for a range of product criteria on the Topten.eu website to encourage the large-scale purchase of goods meeting the Topten criteria.

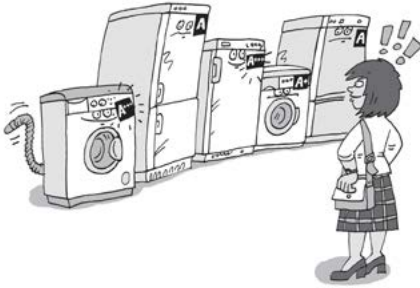
Topten also helps governments as an expert on products as well, not only within green procurement, but also with legislation and its development.

■ **International experience and tips!**

Over the years, many types of activities have been carried out to promote Topten.

Please consult the coordination team to find out about the most successful examples, possible partners, etc.!

See the Final publishable reports of the Euro Topten and Euro Topten Plus projects for concrete examples.



Promotion

After the Topten website has been prepared and products are online, its wider dissemination is key for making consumers select more (the most!) energy efficient appliances.

Numerous activities are possible to undertake this efficiently:

■ Continuous PR activities!

- **Use web links everywhere**
(documents, partner websites...)

Mention the Topten website address on every occasion, in every contact with media etc.

- **Press conference**

Organise a press conference on the occasion of launching the programme and other major events.

- **Press releases** (e.g. New categories, updates)

Publish and circulate as widely as possible press releases describing changes of selection criteria, additions to categories, or any other major changes. Prepare a list of relevant journalists.

- **Articles** (upon request/initiated)

Initiate articles focused primarily on product efficiency. Lifestyle magazines and magazines focusing on design, lifestyle and household equipment are ideal target groups, as their readers are actively interested and are probably searching for new products for their households.

A special article for selected media may be written on the occasion of publishing a press release.

Journalists like to select concrete products as examples for their readers. Topten can be an excellent inspiration for them, and the Topten team can also prepare articles with stories to catch their direct attention. A (Topten) specialist can prepare a story and propose it to journalists – but the message has to be more attractive than just “we have updated a product category”.

- **Media partners**

Media and publishing houses involving a network of media channels may be selected for more regular cooperation.

Such cooperation can include partnership in organising a consumer competition, a regular series of articles, the inclusion of printed leaflets into magazines, etc.

It is up to the national Topten team to identify and select such media partners that will bring the best value for money – the biggest and most efficient promotion for the limited Topten promotion budgets.



□ Competitions

Organizing a consumer competition may result in a substantial increase in Topten website traffic, with the investment of only limited resources. One key condition may be that the question to be answered requires competitors to visit the website (for example – how many products are currently listed in product category XY?).

Organisation of a competition requires the involvement of several partners:

- Media partner for the promotion of the competition
- Sponsor – e.g. a retailer, manufacturer, or utility to co-fund the competition and donate prizes
- PR firm specialised in organising consumer competitions to ensure the fulfilment of all legal conditions.

□ Logos

Usage of the Topten logo is possible by a variety of potential partners, but certain restrictions apply. These include the following:

- The logo can be used only following the signing of a memorandum (available from Topten coordination team)
- The Topten logo is protected on the international level, but this protection does not extend to national logos.
- Usage is only possible for specific products, not for promotion of a manufacturer as such
- Proper usage of the logo should be monitored
- Refer to the Topten memo on logo usage, follow its rules and require the same from the partners.
- Also remember that all Euro Topten MAX project outcomes, such as leaflets, brochures, the website itself, etc., have to bear the logo of Intelligent Energy Europe and the disclaimer of the IEE programme.



Communicate Topten's benefits to consumers

Within the communication activities, the following main messages may be stressed:

■ **Purchasing advice and consumer orientation**

Topten provides concrete advice: which products to select according to specific product criteria, and which concrete products fulfil such criteria at a given moment

Topten also offers easy guidance on selecting the most efficient products and has prepared the list of concrete products, which makes consumer orientation much easier.

Consumers cannot make such an overview on their own: a specialist and independent service is needed.

■ **An easy and practical guide to save money**

By selecting concrete criteria and listing products fulfilling such criteria, consumers do not have to look anywhere else to search for the most efficient products!

■ **Overview of the price/performance ratio**

By purchasing the most efficient products, consumers will save money throughout the lifetime of the product. The product lists will enable them to find out this information easily.

■ **Convenience and good service**

Topten is up-to-date, independent, comprehensive, expert-based, and easy to understand and follow.

■ **Contribution to saving the climate/environment**

By selecting the most energy-efficient products, consumers contribute in a concrete way to reduce environmental pollution through less electricity produced in power plants.

Going online

Going online is an important step in Topten activities at the national level... This involves:

■ **Appearance**

The site has to be in **top form** – quality control within “Euro-Topten” team who will scan your website beforehand and make suggestions

Make sure that criteria are well specified, that several categories are displayed and the website is filled with proper products (available on the market and fulfilling the defined criteria.

■ **Launching media events and communication**

When putting the website online, organise a press conference and publish a press release about it. Invite important stakeholders and interesting speakers to support the Topten mission.

■ **Involving partners**

Involve partners for active help in promoting Topten from the beginning.

— This is actually not an end, but the **start** of the programme!

— Systematic updating

Be ready to update new products and verify the validity of criteria!

— Regular media work

Seek for opportunities to draw attention to Topten at every occasion!

— Reporting on performance indicators (web visitors, media contact, EC-proposal and promises to the European Commission)

Topten is a long-term programme. The Euro Topten MAX project is intended to last for three years, but the Topten programme as such is designed to continue. Reporting activities properly is very important, so it is necessary to make a note of all activities undertaken!

Monitoring

■ **START NOW** *and continue*

Euro Topten MAX started in 1/2012 and finishes in 12/2014. It is very important to report all activities undertaken – in the reports, internal website, and/or the document monitoring system. This process involves:

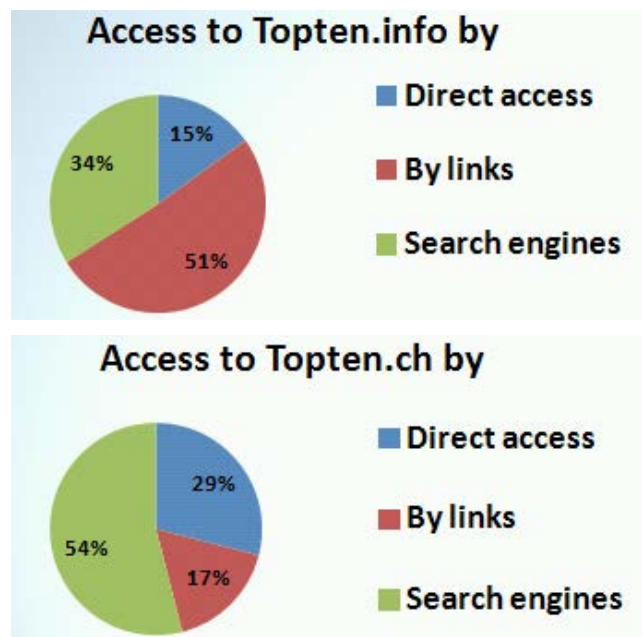
□ **Monitoring all outcomes**

Keep track of all activities! E.g. for a press conference, archive the programme, pictures, presentations. Take minutes from meetings, monitor the meetings by listing them in a table.
Send original copies to the coordinator; store electronic copies on the internal project website.

□ **Web access** – analytics

Report using Google analytics (so that we can compare numbers at the European level) on the website visitors from the very beginning and analyse the results – where visitors come from, after which promotional action, how long they stay there and do they return...

Charts: When the Topten websites are visited from various sources, the promotion activities should be targeted accordingly.



Source: Topten International Group

□ **Articles** (n. of readers/ad value)

When an article is published, have a look how much it would cost to publish an advertisement of the same size. Collect those figures to demonstrate the value of your promotional activities.

In some countries, these figures are counted as co-funding (e.g. a Topten project at the national level gets a subsidy of up to 50% of its cost, and declares the press value as a cost).

□ **Publications**

Specific, more detailed Topten publications can be produced to introduce a specific product group that may be of special interest to consumers, such as refrigerators, light sources, cars, etc. Ideally, such a publication is then produced in cooperation with an external partner, contributing both in terms of its dissemination and financing.

Also, when your organisation is involved in publishing other documents on energy efficiency and/or environmental issues, an extra tip to the Topten website can be one of the very practical suggestions added to such publications for consumers to contribute to saving money and nature.

□ **Press releases**

Regular press releases are an effective way of disseminating the Topten product lists. Press releases may result not only in articles being published, but also in journalists asking specific questions and selecting Topten products in other materials they will be involved in at a later date. Keep copies and monitor when/where they have been published – this can be achieved by a professional media monitoring service and by setting up Google alerts for the web.

□ **Web links**

Whenever possible, try to create links to the Topten website. Clicking to the link electronically is much easier and brings more traffic than remembering the website address when written in a newspaper and typing it into the internet browser.

Results achieved at the end of the project

Ideally, there is no “end” to the national Topten activities, hence the programme should be continuous. (The Euro Topten MAX is already a third project supported by the Intelligent Energy Europe programme in a row). However, at the end of the Euro Topten MAX project (12/2014), activities undertaken in the countries which were only starting with Topten programme at its beginning should reach the following stage:

Topten is now a widely accepted service, quoted in the media, supplied with data by manufacturers, promoted actively by other interested parties such as retailers, utilities, and large purchasers, and with secured co-financing for the future period.

■ **List of products designed with the end user in mind**

Create an internet database with sufficient a range of products to enable site visitors to choose their preferred product. Categories are easy to find and products are easy to rank.

□ **Attractive, Updated, Comprehensive**

Product lists appear in an attractive, modern design; the products listed are genuinely available on the market, and new products are updated to the database on a constant basis.

□ **Simple yet credible**

The idea of ranking the most energy-efficient products is well understood by consumers and other stakeholders, but its implementation (criteria, listed products) have to be done independently and with an understanding of the specific product group.

■ **Widely promoted and recognised**

Topten receives constant promotion in media and its dissemination is organised as well by other external partners.

■ **Accepted by stakeholders, Serving as a tool for other users**

Involved groups such as manufacturers, retailers, media, utilities, NGOs understand their role in the programme and consider the programme as a trustworthy system.

Chart: the scheme and interconnections of activities which need to be undertaken.

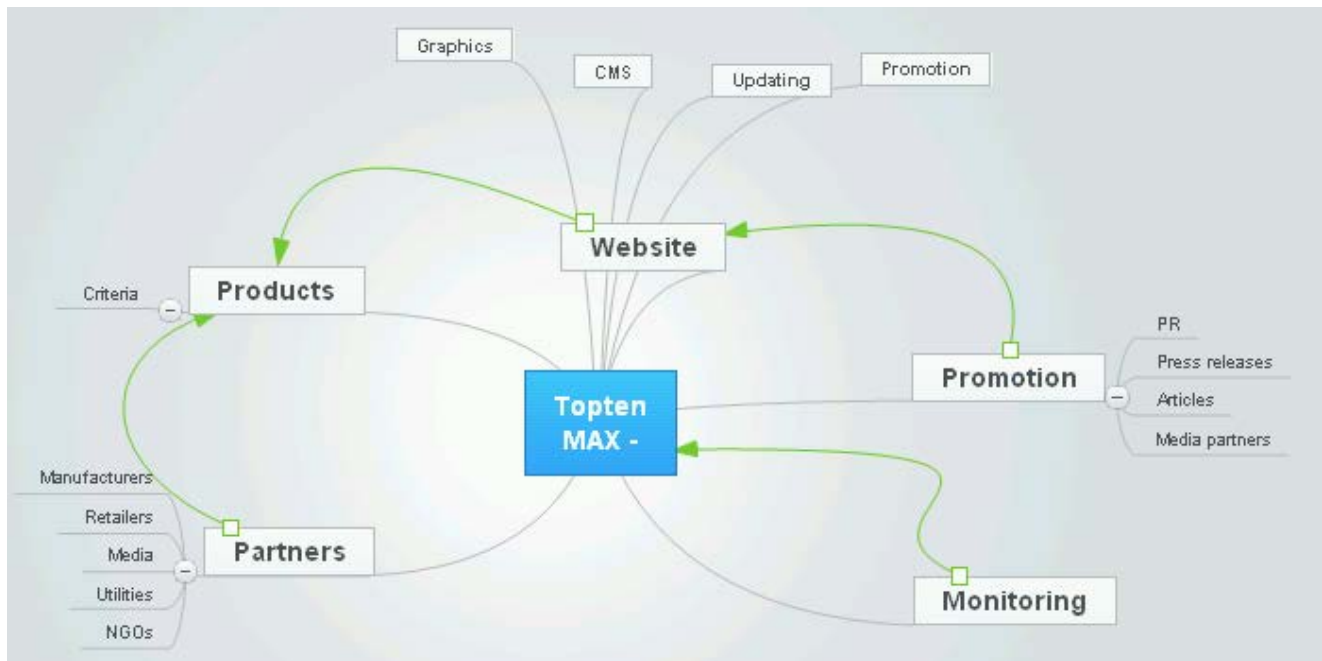


Chart: Responsibilities to be divided within the Topten team

Market Research: GFK, etc.	Technology: Criteria, Up-dating	Contacts with producers	Web: Layout, CMS, Database
Contacts with large buyers	Communication, Media	Fundraising: partners, projects	International: Euro-Topten, TIG

Continuation of the activities – financing issues

■ **Co-financing and continuing after the Euro Topten MAX project**

The national Topten teams have to seek actively the financial and organisational securing for continuation of the programme. This activity includes the continuous search for partners interested in energy-efficient products who will benefit from detailed knowledge on market segmentation by energy-efficiency criteria.

The main possible funding sources include:

- **Government** – national environmental funds and energy efficiency promotion schemes. This may include:
 - subsidy programmes which can rely on Topten criteria,
 - general information campaigns promoting energy efficiency and environmental protection
- **Energy utilities** – funding the promotion of energy efficiency and advisory services, either within their own obligation schemes, or within their advice to their own clients
- **Large buyers** – throughout procurement activities, helping them to specify selection criteria for energy efficient products
- **Retailers** – covering the costs of using the Topten logo in their own shops
- **Lotteries, consumer protection organisations, media, etc.** – a variety of organisations organising consumer education campaigns and interested in including a high level of information on product efficiency.
 - Some of these activities may exist on a non-commercial basis, promoting the Topten website, bringing more visitors to the national site.

Library of Topten documents

- **Topten charter** – formulation of the main Topten rules and format of activities
- **Topten logo memo** – document formulating the rules for using the Topten logo by third parties.
- **Product guidelines** – technical information about the individual product groups, summarising of product features, technical characteristics, legislative requirements, energy efficiency aspects.
- Library of national Topten **promotion materials** – set of documents produced by individual national partners, available for inspiration.
- **Final publishable reports** of the Euro Topten and Euro Topten PLUS projects for concrete activity examples.
- **Energy efficiency index** calculation tools

All documents are available from the project's internal website or the coordinators upon request.



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Best products in your country



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