



Euro-Topten Plus

D25

Case studies illustrating the various impacts of the Topten approach

January 2009 – December 2011

The objective of Topten is to accelerate market transformation towards more energy efficient products: more super efficient models, produced by more manufacturers, promoted by more retailers, bought by more consumers.

This is done by the core activity of Topten which is finding, showing and promoting the best products of today's market on the 17 national Topten website.

The case studies gathered in this document cover specific activities for specific target groups - very often exciting achievements - undertaken in addition to this Topten day to day job. They illustrate various impacts that the Topten projects have on the market.

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Using Topten for IT procurement and important energy savings

An example from Office Topten in Germany

IT equipment in offices is generally perceived as a non-issue in terms of energy use, as monitors, PCs, printer and copiers taken individually do not consume a lot of kWh. In addition, there is little correlation between the energy efficiency level and the purchasing price.

Two large administrations in Berlin discovered that, on the contrary, there are large savings to be made.

The Berlin Police and the Ministry of Economics lead a measurement campaign on their IT energy consumption

Dena, the German energy agency, measured for 2 weeks the IT equipment energy consumption and the user's behaviour of a "typical office" (representative of most of the offices in each of these two administrations in terms of variety of equipment, number of users, etc.).

All the equipment was then replaced by the very energy efficient models available on the market and identified by the Topten list on OfficeTopten. In some cases, laptops replaced PCs and monitors and the users were trained on an energy efficient use (duration of use, shut down behaviour, use of energy saving function).

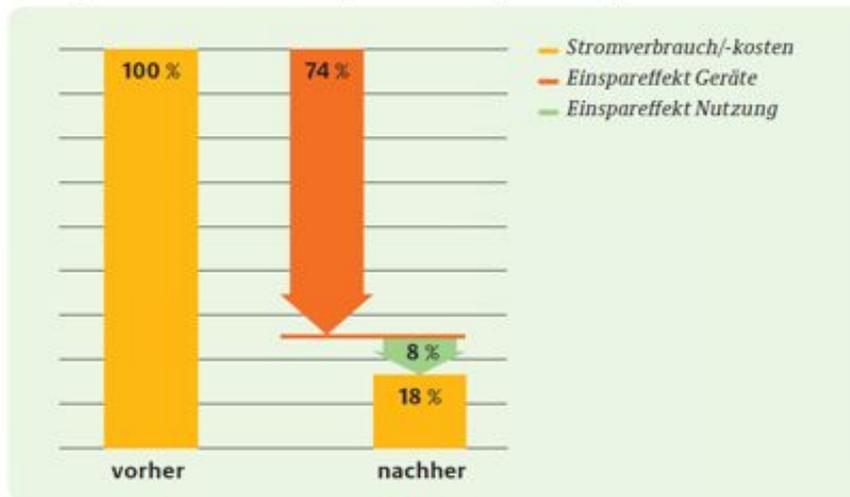
Another measuring campaigns allowed confronting the energy consumption before and after changing the equipment and the behaviour.

Results

The Berlin Police saved 56% of energy, of which 90% due to the new equipment and 10% to the change in behaviour.

As the administration plans to buy 9 000 computers before the end 2011, should the procurement specifications focus on the Office Topten recommendations and all the staff be trained, 2,500 MWh and approx. 350 000 € would be saved each year.

Energieeffiziente IT: Einspareffekte pro Computer.



*Before an after:
savings due to the
equipment replacement
and to changes in user
behaviour*

In the Ministry of Economics, the savings reached a higher proportion, 82%, thanks to the additional measure of introducing efficient laptops in the place. Between 2009 and 2011, the Ministry will have replaced 600 desktops by efficient notebooks and will then save 105 000 kWh per year, nearly 15 000 € per year.

Lessons learnt

The measuring campaign was kept simple on purpose, in order to rapidly deliver field results.

The campaign was appreciated by both administrations because IT equipment is not believed either to generate costs on the long run and with the multiplication of pieces of equipment, or to hold an important saving potential. Providing measured and proved figures is of key importance.

As a result of the campaign, both participants have started to make energy efficiency an important criterion when procuring new IT equipment. The findings of the campaign have been publicised and are regularly presented at national procurement events in order to inspire other major procurement players.

For more information

www.energieeffizienz-im-service.de

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Topten Pro

Targeting Public Procurement

The public sector is a major purchaser of energy-using products – everything from office IT equipment to catering equipment for schools and hospitals, to vehicles and heating systems. The estimated value of public procurement in the EU is **2 trillion euro per annum**, creating potential to drive the market to deliver more efficient products.

Unlike private consumers, public authorities have certain legal responsibilities when purchasing, such as ensuring transparency and value for money. It is not normally possible for a public authority to specify a particular brand. Instead it must describe its requirements by setting out the technical and functional characteristics of the product it wants to purchase. This ensures that a range of suppliers are able to compete to win public contracts.

Increasingly, public authorities in the EU are aware of the need to build energy-efficiency and other environmental considerations into their purchases. A large number have adopted policies on **Green Public Procurement (GPP)**, which is also supported at EU level by the development of common purchasing criteria for a range of products and services. These criteria address the main environmental impacts of each product group, for example by setting minimum requirements for energy performance, restrictions on hazardous substances and the recyclability of materials.



Topten Pro aims to help public authorities choose more energy-efficient products by providing dedicated information and resources for procurement. Procurement guidelines and sample tender documents have been developed to demonstrate how the **highest-performing products** can be targeted. Procurers can check the product lists online to **verify** that a range of products are available to meet the efficiency specifications. Practical assistance is also available to public authorities through the national Topten partners and the Sustainable Procurement team at ICLEI.

Approach

A number of resources are available at EU and national level to help public authorities procure more efficient products – for example from the EU GPP website. Topten aims to demonstrate the benefits of procuring the most efficient products on the market, focusing on a number of commonly-procured product groups.

The approach taken:

- Develop **procurement criteria** which can be directly inserted into tender documents, and which are updated regularly to reflect market developments
- Show how these criteria can be implemented in a tender procedure, by creating **sample tender documents**
- Demonstrate the application and benefits of **life-cycle costing (LCC)**

The product groups covered by the criteria and sample tender documents are:

- Computer monitors
- Laser printers and multifunctional devices
- Inkjet printers and multifunctional devices
- Cars and vans
- Energy-saving lamps

The criteria applied are those used to select products for the Topten.eu website – which are updated regularly to reflect market developments. In addition to energy consumption, these address a range of factors such as noise emissions, paper consumption, ergonomic features and greenhouse gas emissions. In the case of cars and vans, the criteria and sample tender document include the application of the **Clean Vehicles Directive (2009/33/EC)**.

The procurement guidelines and sample tender documents are available to download free of charge from www.topten.eu/pro as well as the **Topten Finland, Romania and Spain** websites.

Results and Impact

Following the initial development of the procurement guidelines and sample tender documents, a workshop was held in Helsinki in November 2010 with a number of public authorities to discuss their application. While the guidelines were considered useful, further information on costs was considered important to help public authorities make the case for applying them. The procurement guidelines now contain detailed information on the cost savings available through application of the Topten Pro criteria, for example:

Computer Monitors: Savings on energy costs of up to **€80 per unit over five years**, compared with an inefficient model.

Laser printers: Savings of up to **€200** per unit over five years, or **€324** if a slower printing speed is chosen.

Cars and vans: Savings of **20,400 kg CO₂** and **€7,040** in fuel costs over lifetime.

Energy-saving lamps: Savings of **600 kWh** and **€90** over ten years.

Assumptions: Energy priced at €0,15/kWh, diesel at €1.10/litre, lifetime mileage of 200 000 km. Comparisons are made with currently available inefficient products.

To allow public authorities to do their own calculations, information on life-cycle costing and a link to an online calculator are also provided at topten.eu/pro. A

competition was held in November 2011 to draw attention to the use of life-cycle costing in public procurement, with the winner receiving a free energy audit.

Lessons Learnt

While the Topten websites primarily target private consumers, the approach taken of providing objective and transparent listing of products is equally relevant for public procurers. In order to target this group effectively, separate 'Pro' sections have been developed and clearly marked on the websites. The availability of criteria which can be readily inserted into tender documents, as well as quantified savings and examples, has helped to reach municipalities and other public authorities.

The feedback received at events and through direct contact with public authorities has helped to develop and refine the guidelines. Highlighting links to other resources and EU initiatives in this area (e.g. GPP, the Clean Vehicles Directive) has also helped to place the Topten Pro approach in context.

In order to ramp up the impact of Topten Pro, the development of further criteria and guidelines, national website sections and pilot procurement actions is planned under the next Euro-Topten project, from 2012 to 2014.

For more information

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Topten as a basis for governmental programmes

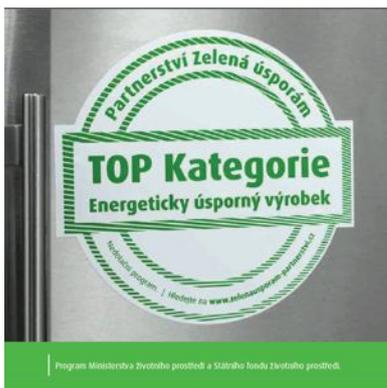
Example from the Czech Republic

The Czech Republic has a "Green Light to Savings" subsidy programme targeting energy savings in the residential sector. It is a large programme launched by the Ministry of Environment and managed by the State Environmental Fund, financed by the sales of Czech Republic's emission allowances.

Topten in the Czech Republic, managed by SEVEN, The Energy Efficiency Center, is named "Úsporné Spotřebiče", "Efficient appliances" in English. It provides its methodology and know how for a specific part of this programme, called the "Green Light to Savings Partnership", running from 2010 to 2012, focused on household appliances and energy using products.

The partnership of SEVEN involves programme management and definition of product selection criteria, as well as the participation in an Experts Commission, which includes SEVEN, the manager of the programme, CECED CZ representatives and D-Test, a consumer protection association. Other programme partners include Elektrowin, a company dealing with electronic waste, and two utilities, "PRE" from the capital city of Prague and E.On Czech Republic, and a number of individual manufacturers.

The objective of the partnership is to raise consumers' awareness and inform on household appliances, their impact on the environment, the market situation and the potential savings that are at hand.



The Partnership therefore provides households with lots of information on energy efficient appliances, especially on their selection, but also operation and recycling. The Partnership does not provide financial incentives but encourages consumers to chose the most efficient models and use them correctly, mainly through information means:

- A dedicated website <http://www.zelenausporam-partnerstvi.cz> which presents a data base of selected efficient household appliances, directly drawn from the experience of Topten in Czech Republic
- Press releases

- Dissemination of leaflets and brochures on energy efficiency, the energy label, how to reduce energy bills, etc.
- Banners and stickers for marketing campaigns
- A planned campaign in a retail chain Datart (member of KESA Electricals plc.)

Manufacturers who wish to join the Partnership, must sign a Programme Memorandum, and provide all the product information via official product information sheets needed for the product's registration on the market (e.g. not just advertisement catalogues). In return, they are allowed to use the partnership's logo for the complying appliances.

The main difference between the Czech Topten and the GreenLight To Savings Programme is that the Ministry's programme requires partners to sign a formal agreement (Memorandum), and in particular manufacturers to submit all registered model's official documentation before these can be published on the programme's website.

Results and impacts

After one year of operation, the Partnership presents very good results:

- The 6 press releases published and two press conferences organised generated more than 60 articles in different media, reaching all together almost 300 000 readers in printed media and almost 3 800 000 visitors in electronic media.
- The website has reached more than 62 000 visitors.
- Several thousands of brochures and leaflets were printed and distributed by the Ministry of Environment and the State Environmental Fund themselves, but also by the partners of the partnership, such as CECED or PRE, the Prague Energy Utility, ensuring a high multiplication effect.



The programme is also evolving in term of updating the selection criteria for publishing products. During the programme operation, refrigerating appliance (models with no-frost function) criteria has moved from A+ to A++, front load washing machines from A-10% to A-20%, E27 compact fluorescent light bulbs from 15

thousand to 20 thousand switching cycles. As of winter 2011/2012 it also plans to add TVs as a new category, due to the new energy labels.

One indicator of success is that the A+ energy class for refrigerators is now the most sold energy class category in the Czech Republic, while the A++ class is also covering a substantial market share.

Lessons learnt

Each Topten partner has its own need: Topten looks for win-win situation. The most important is that the goal of promoting energy efficient appliances is respected. The Topten teams are flexible in order to reach the highest dissemination level and the Topten information can be publicized with additional images and logos. This is also a good solution to create budget synergies from different sources of funding.

This kind of projects allows the Topten teams to approach new interlocutors for additional projects reinforcing the Topten action, such as the public sector, retailers, utilities and companies dealing with products at the end-of life phase.

For more information

www.uspornespotrebice.cz

www.zelenausporam-partnerstvi.cz

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Topten as a basis for rebates programmes

Example from Luxembourg

Two rebate programmes have been launched in Luxembourg by the Ministry of Environment in total consistency and cooperation with the Topten website in Luxembourg www.oekotopten.lu:

- "PRIME Cool" for very energy efficient domestic cold appliances rated at least A++. Between January 2009 and August 2011, two levels of rebate were proposed to consumers: 150 Euros for models above 175 litres, and 100 Euros for models below 175 litres.



- "CAR-e Bonus" for low CO2 emission cars, with various rebate levels according to the car size, the fuel, etc. proposed to consumers until the end of 2011.



Marka	Modell	Netto (L)	Brutto (L)	Leistung (W)	Stufe	Leistung (W)	UW
Miele	GD22DP23	202	247	127	A++	127	10
andere Modelle							
Prime Cool (L)		175	200	120	A++	120	10
Stromverbrauch (kWh/Jahr)		110	110	110	110	110	110
Energieeffizienzklasse		A++	A++	A++	A++	A++	A++
Klimaklasse		SN-T	SN-T	SN-T	SN-T	SN-T	SN-T
Gelöstvermögen in 24h (kg)		14	14	14	14	14	14
Stoßschutz		Nein	Nein	Nein	Nein	Nein	Nein
No Frost		Nein	Nein	Nein	Nein	Nein	Nein
Sonstige Funktionen		Autofrost, Super-Freeze, Super-Defrost			Superfrost, Autostar, Autostar		
Leistung (Liter)		17	17	17	17	17	17
Wasser (l/Tag)		10	10	10	10	10	10
Brutto (L)		10	10	10	10	10	10
Netto (L)		10	10	10	10	10	10

Oeko Topten was considered as the basis of both rebate programmes since the website presents the official list of products eligible to the rebate.

Oeko Topten was mentioned on the pages of the Ministry's website dedicated to these rebate programmes, on the press document, etc.

On the website, information on the rebate programmes were clearly visible, thanks to an additional line in the concerned Topten tables, particularly useful for cars, for which different rebate levels are available.

Results and impacts

The rebate programme is under the responsibility of the Ministry of Environment and will be evaluated. But Topten Luxembourg was able to evaluate some of the impacts:

- The pages on cars and cold appliances are the most visited of the website (besides pedelecs which are traditionally very popular)
- The project manager received a lot of emails and phone calls regarding the rebate programmes.
- A partnership with a retailer allowed to see that after the launch of the rebate programme, the percentage of sold A++ refrigerators and freezers quadrupled.
- Following the launch of the programme, there was a lot of media attention for Oeko Topten. For example, the television channel "RTL Lëtzebuerg" made a short clip on how people can save energy, showing eekotopten.lu.

Lessons learnt

These rebate programmes and the fact that they are based on the Topten website creates a virtuous circle because the incentive insured to go for the really best models (Topten adjusted some selection criteria in order to disseminate one consistent message); the Topten website gets to be more known thanks to the institutional guarantee from the Ministry; visitors interested by the rebate discovered that Topten Luxembourg proposes selections of a wide range of different products, others than those covered by the programme; the collaboration with manufacturers is reinforced so that the Topten list are perfectly updated.



One minor difficulty occurred however: it was not possible to fully coordinate the communication effort for the PRIME Cool programme and, in the shops, two different logos could be seen, sometimes creating confusion for consumers – the Ministry logo and the Oeko Topten logo

For more information

www.oekotopten.lu

www.youmake.tv/users/clever

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Topten Appliances and purchase price.

Example from France.

Super energy efficient appliances are often criticised as being too expensive and sometimes so expensive that their so-called "additional" purchase price cannot be repaid by the savings on the energy and water bills.

Whereas it makes no doubt that consuming less resources in the use phase is anyway good from the environmental point of view, it is important that the consumers do not support all the costs for this nor unjustified costs – which would be more linked to marketing issues than to technology and performance issues.

The French Ministry of Environment asked Topten France to have a closer look at the purchasing price of the models selected by Topten compared to the market average prices.

Starting in October 2010, a specific market study is undertaken each time there is a new Topten selection of white goods, comparing the Topten models average purchase prices with the average market price for the corresponding type of product. If a Topten model has a price equal to or below the average market price, it is highlighted on the Topten website by a specific logo "Topten €co".



The Topten €co logo and its orange "tag" in the online Topten tables.

A dedicated page with the logo of the Ministry explains the methodology and presents a summary of the situation every 6 months, when the product lists are updated.

Marque	Whirlpool	Whirlpool	Electrolux	Liebherr	Siemens	Brandt	Modèle énergivore non conseillé
Reference	W9F1430-FF	ARC 140	EPA 30371 W	KB 384 PRENUA	K3 38P001	SP26812 *	
Cool total (achats 18 ans + électroclimats 6)	843	832	737	1469	1076	873	1102
Prix moyen d'achat (€)	495	495	508	855	829	475	243
Facture électrique sur 15 ans (€)	384	367	228	514	247	388	857
Volume total (litres)	248	222	231	308	305	353	237
Volume réfrigérateur (litres)	222	200	201	306	305	237	213
Volume congélateur (litres)	26	22	30	30	30	26	16
Nombre d'étoiles	4 Etoiles	4 Etoiles	4 Etoiles	4 Etoiles	4 Etoiles	4 Etoiles	4 Etoiles
Intégrable	Non	Non	Non	Non	Non	Non	Non
Hauteur (cm)	139	133	180	185,2	186	144	125
Largeur (cm)	59,5	55,4	60	60	60	59,5	66
Profondeur (cm)	62,5	62,5	63	65	65	61,5	60
Temp. ambiante (°C)	19-28	19-28	19-28	19-43	19-43	19-28	19-32
Précip. ventile	Non	Non	Non	Non	Non	Non	Non
Zone STC	Non	Non	Non	Oui	Non	Non	Non
Indice d'efficacité énergétique	29,6	29,7	29,7	29,9	29,9	20	71,6
Étiquette énergie	A++	A++	A++	A++	A++	A++	B
Consommation électrique (kWh/an)	180	153	95	214	103	186	257

Results and Impacts

Average prices hide differences that can be very important in shops. However, Topten €co takes a photograph of the market at a given moment. It clearly shows that energy efficiency is not exclusively reserved for high range models and that efficient models are not necessarily more expensive to buy: roughly a third of the Topten models are also Topten €co.

However, this result is very sensitive to:

- The moment of the evaluation: if the research is made when a new range is being introduced on the market, the Topten €co models will be less high numerous because the models proposed by manufacturers tend to be the new – more expensive – ones (as average prices generally go down with time).
- New elements "disturbing" the market: when the Topten lists were updated after the introduction of the new energy label, the number of Topten €co models generally dropped: roughly a third of the cold appliances remained Topten €co as the new label did not have a lot of impact from a technical point of view (the energy efficiency index is calculated in the same way), nor a marketing point of view (because the energy classes A+ and A++ already existed). But for wet appliances, the number dropped a lot, most probably because the new models labelled A+++ "cannot" have the same price as an old class A model. A longer implementation time is needed to assess how the purchase prices will evolve.

Topten €co summary in January 2011

	Product groups	Number of Topten Models	Including 
Washing machines	Washing machines	11	4
Dishwashers	45 cm wide	7	3
	60 cm free standing	7	2
	60 cm built-in	12	5
Refrigerators	Table Top	11	1
	1 door free standing	6	3
	1 door built-in	12	2
	2 doors	8	4
	Combined < 320 l	6	4
	Combined > 320 l	10	3
Freezers	Table Top free standing	12	2
	Table Top built-in	7	3
	Up-right < 200 l	15	9
	Up-right 200 / 250 l	6	5
	Up-right > 250 l	10	3
	Chest < 260 l	8	0
	Chest > 260 l	7	1
	Total	155	54

Lessons learnt

The Topten €co research interestingly shows that:

- For most white goods, there are affordable very energy efficient models on the market. The real issue is how to spot them (on www.guidetopten.fr) and where to find them.
- This shows that manufacturers are able to develop very efficient products which price is not positioned as "high range" models or for which energy efficiency is not necessarily coupled with high range features.
- The higher purchasing prices often noticed may have marketing explanations (the cost of a better compressor and a slightly thicker insulation can not justify for a 200 € price difference between 2 energy classes) or technical causes

(there are no Topten €co class A tumble driers so far mostly because they represent a technological leap and required a lot of R&D investments which are not yet amortized).

- Price differences can also come from brand or range positioning strategies. Even the front-runner brands have a range with different consumer prices and levels of energy efficiency (on Topten France, most of the "inefficient models" used to compare electricity costs are actually from very well known quality brands).

For more information

www.guidetopten.fr

Topten €co webpage: www.guidetopten.fr/home/info-topten/topten-eco.html

Contact: info@guidetopten.fr

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Topten - Awareness rising through competitions, prizes and e-learning.

Examples from Poland.

In framework of the Euro-Topten Plus project, FEWE, the Polish Foundation for Energy Efficiency, organised 2 competitions between December 2009 and March 2010 based on the Topten e-learning platform.

Schools as entities, individual pupils (between 16 and 19 year old) and the general public were the targets of these competitions. An invitation to participate advertising the e-learning platform and the winning prizes was sent to more than 6 100 school addresses and posted on the Topten website.

The competitions were meant to attract people to log on the Polish Topten website and follow a short e-learning courses on energy efficient appliances at home and in offices. Teachers can also use these courses to tackle some of the climate change issues with their class.

Each of the two training course comprises 12 short lessons (which are very regularly updated) and a short test in order to check if the material was understood correctly. The content contains an overview of common products (household equipment, computers and electronic appliances, lighting, motors, pumps, boilers, cars), but also explanations on renewable energy sources and waste issues. The link is made with the environment, with the scope of helping to understand and protect this common good.



The e-learning platform www.e-szkolenia.topten.info.pl on which participants can log-in for free

Results

The first competition **"I am an aware citizen"** was addressed to energy end-users (i.e. individual adults using energy in their daily life). Information about the competition and the rules were presented on two dedicated websites www.topten.info.pl and the learning website www.e-szkolenia.topten.info.pl.

In order to participate, people had to login on the website and complete an individual e-training course called "I am an aware citizen" and to achieve as high as possible score in the verification test. Based on the test results, 5 persons out of the 76 participants were chosen as winners and received awards (CFLs, LED bulbs, electricity socket energy meters, digital electricity socket timers).

The second competition **"I protect the climate through sustainable energy use"** was addressed to high schools pupils (between 16 and 19 years old). Participants had to take photos or produce a short movie, promoting climate protection thanks to sustainable energy use. In addition, participants had to login on the www.e-szkolenia.topten.info.pl website and to attend the internet training course relating to the competition: "Energy efficient and environmentally friendly school".

970 participants benefited from the e-training for school pupils and 106 persons took part in the competition sending 99 graphic works from 34 schools.

Winners received various awards according to their ranking:

- for the school: a laptop or set of digital meters for measuring and monitoring electricity and environmental parameters,
- for the individual pupils: a digital photo camera or set of ecological gadgets.



Jan Koza, "Don't lose energy thoughtlessly"- 1st prize in category Photography

Lessons Learnt

We expected that the e-learning activity combined with competitions would attract a lot of visitors. We however observed that even though there is a growing demand for such services, the number of active participants was actually quite limited. For example, we have not received any comment regarding the contents and quality of the materials and services developed. The competitions, instead of acting as a marketing tool for the Topten services, actually demanded a lot of promotional activities for themselves.

However, we believe this great effort of setting up the e-platform is an investment for the future: modifications and adaptations are relatively easy, and we can re-use the e-learning service by focusing on its promotion, using the social media.

More attractive form and continuous promotion over the internet will result in larger interest in the courses.

Another positive aspect of the campaign is the growing number of municipalities who find our tools useful and sign a declaration of support (12 already signed such documents).

For more information

E-learning platform: www.e-szkolenia.topten.info.pl



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Topten Innovation Targets – Dialogue with manufacturers

Example from Germany.

The Öko Institut in Germany regularly holds meetings with manufacturers in order to discuss the future improvement of their products, understand which innovations are already in the pipeline... This allows to define so-called "innovation targets" which are set as a guide for future developments. Manufacturers' opinions on the current and possibly coming Topten selection criteria are also discussed.

The process is the following: First a background paper is prepared. It generally contains a reminder on the current regulations, the active voluntary labels' specifications and the Topten selection criteria, the best available technologies according to Topten and a set of "innovation targets" proposed by the Öko Institut. These targets express the key topics for product evolution according to the Topten experts, keeping environmental objectives in mind.

This paper is sent to a choice of manufacturers and then discussed during an informal meeting. The objective is mainly to learn from each other and test the different innovation ideas. The paper is then finalised, including the (anonymous) comments from manufacturers.

In the framework of the Euro-Topten Plus project and in collaboration with the Topten network experts, this process was undertaken for 4 product groups:

- LED lamps
- Washing machines
- Dishwashers
- Domestic cold appliances



For example, regarding LED lamps, the following innovation targets were proposed to manufacturers: doubling energy efficiency, good thermal management, high power factor, proof of long life-time for all components, reduction of blue light hazard, quality standards and new lighting systems.

Results and Impacts

The dialogue with different manufacturers gave a broad overview of the technological and energy efficiency *status quo* and of the innovations planned or expected to come in the future for each of the product group.

It revealed also differences between manufacturers and their ranges – some of them being more progressive / innovative and others less.

The gathered information through this process together with the analysis of the framework conditions (e.g. Eco-Design, EU energy label) and input from Topten technical experts helped to critically review the proposed innovation targets and Topten criteria and get an idea on the level of ambition that would make sense for future products.

Lessons learnt

In order to get a realistic impression of the market, the innovation target process proved to be effective: with the starting point of the present range of products (good knowledge thanks to Topten research), and making hypothesis, it is possible to get a sense of the level of commitment to efficiency goals and of innovative product development.

In order to keep cost and impact of the approach in a reasonable framework, it seems not to be necessary to cover each and every manufacturer, but rather concentrate on the front-runners and / or the manufacturers that may face specific difficulties because of some products particularities.

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Topten communication: TV, Radio, Internet.

Examples from Portugal.

Consuming less energy while providing the same quality of service is very often a matter of good design. The overall objective of Topten is to shift the market towards more energy efficiency so that more manufacturers produce a wider range of more efficient products.

One of the ways to reach this objective is inform about and promote the most energy efficient products to the general public.

In order to reach its audience group, mass media are crucial vectors for the Topten's communication strategy.

The Topten team in Portugal regularly develops Topten information for:

- A TV programme called “Minuto Verde” (Green Minute)
- A Radio programme called “Um Minuto pela Terra” (One Minute for the Earth)
- And Internet spots

The concept of the Green Minute TV programme is to present, each working day, a different advice or suggestion to raise people awareness regarding energy, water, air, waste, noise or nature conservation issues.



The Topten website is used and quoted each time the Green Minute focuses on products consuming energy. This programme started in 2006 as part of the very famous daily morning broadcast “Bom Dia Portugal” (Good Morning Portugal). The Green Minute goes on the national TV three times a day at 8, 9 and 10 a.m. on the Portuguese, the international and the African networks (RTP1, RTP International and RTP África), and since August 2011 also in Portuguese sign language.

The Green Minute is also visible on the [Internet](#), where an email address is available should citizens want to ask questions or make suggestions. Quercus, the NGO managing Topten in Portugal provides the necessary information.



Since 2007, the "One Minute for the Earth" programme consists of the same concept (awareness raising on environmental issues) but goes daily on the national radio (Antena 1) at 6 and 10 a.m. and 3 p.m.

For this programme too, Topten is used and quoted whenever energy-consuming products are the focus of the programme.

The One Minute for the Earth programme can also be heard on the [Internet](#).

In July 2011 Quercus started the dissemination of two Topten Internet spots. They can be viewed from the Portuguese Topten website (www.topten.pt).

One of the spots is about efficient washing machines and the other is about efficient refrigerators.

To make the spots more appealing, the voices belong to two well-known TV presenters followed by a suggestive music and reading a humoristic text. In each spot the woman (for the refrigerator) or the man (for the washing machine) pretend they are discussing about someone they just met. Only at the end of each spot the viewer understands the purpose of it is energy efficient appliances and nothing else...



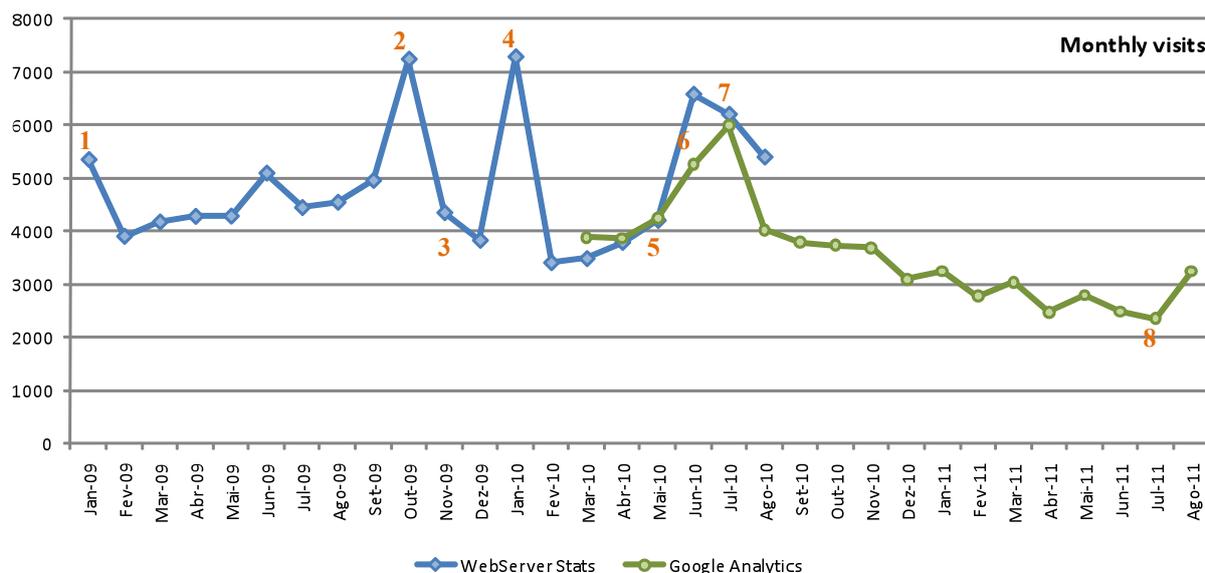
Images of the Topten Internet Spots. Both can be seen from www.topten.pt

Results and Lessons learnt

The TV "Green Minute" on appliances are seen on average by 196 000 viewers, the radio "One minute for the earth" reaches 6,5% audience, and after one month on line, the Topten Internet spots have been viewed by 1 550 visitors.

Continuous communication is key to the Topten success: every time Topten is quoted on the TV, radio or in the press (i.e. traditional media compared to the internet, which is also a specific target), the number of visitors on the Topten website grows (see graph below). The more visitors, the more interest from manufacturers and retailers for super efficient appliances. Therefore, it is essential to plan and regularly implement communication activities.

In the Autumn 2011, a new dissemination campaign of the Internet spots will be made, along with a press communication regarding a category update. The possibility of TV broadcast is also being considered.



1. "One Minute for the Earth" + Metro newspaper (both on Topten project)
2. "Green Minute" + "One Minute for the Earth" (Refrigerators & Cars)
3. Postcard distribution (restaurants, theaters and cultural centres)
4. "Green Minute" (Topten project)
5. "One Minute for the Earth" (Topten project)
6. Freezers launching + Metro newspaper (Topten project)
7. "Green Minute" (Washing machines)
8. Internet spots on Topten first dissemination

For more information

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Topten publications: Informing different target groups. An example from the Czech Republic.

Regulations are often too technical to be understood by non-specialists. However, they have an impact on specific professions and the daily life of citizens.

A recent example is the decision to phase out incandescent lighting. This decision was taken on technical grounds in order to reach energy savings and environmental objectives, but it needed explanations to help consumers to make a proper choice and convince retailers who are selling light bulbs, the media and NGOs who relay and popularise information to citizens who are using light bulbs.



In September 2010, the gradual incandescent light phase-out process tackled the 75 W clear incandescent light bulbs. Intensive media and public discussion and series of articles full of inaccurate and incorrect information had followed the previous step, the phase-out of 100 W bulbs.

SEVEn, The Energy Efficiency Center in charge of Topten, and the Representation of the European Commission in the Czech Republic prepared a publication intended to clear up the important parts of phase-out process and to provide quality information on the legal and technical aspects of light bulb replacements.

The cover of the publication: Energy efficient lighting in households – overview of technologies and legislation

The publication contains two main parts regarding the phase-out process:

- The first part presents quality alternatives to incandescent light bulbs. The most important features and criteria to choose the alternatives are presented (design of the light source, lifespan, colour of the light, colour rendering, etc.) as well as the most frequent alternative technologies with their pros and cons, energy efficiency level and usual application scope. A FAQ allows covering and answering common questions, for example about the most suitable usage of individual lighting technologies in households

The Topten project contributed significantly to this part as the criteria for incandescent light bulbs alternatives focus on energy efficiency – therefore, Topten defines precisely the selection criteria and thresholds not only for products allowed to enter the market (as defined by the Eco-Design Directive), but most notably to identify the highest quality products available on the market – in order to ensure consumer satisfaction. Incandescent light bulb replacements can then be chosen not only by technology availability but also by energy efficiency and top quality.

- The second part of the publication is about the legislation process and Eco-Design in the European Union. Usually, “Brussels” is blamed for the policies and bans. However the Eco-Design legislation and phase-out process of incandescent light bulbs has started as a consensus among the Member States of the European Union. Thus, the process of elaboration of the legislation in the EU is explained, including the involvement of the Member States in the decision making process.

A press conference was held in September 2010 at the premises of the Representation of the European Commission to the Czech Republic, featuring representatives from the Representation, SEVEEn, and the Ministry of Industry and Trade. The publication was presented to journalists, and detailed issues related to light-bulb replacements have been explained and discussed.

Results and Impacts

The press conference generated in the press more proactive and positive articles in terms of the promotion of energy efficient light sources.

The number of printed brochures was on purpose relatively low with 2 000 pieces, because the objective was to send it to decision makers and influential persons. Its distribution therefore included journalists, energy efficiency experts, schools, consumer and environmental information and advisory centres etc., with a potential for further dissemination of this information. After the press conference and a press release, several hundreds of individuals from around the Czech Republic requested to obtain a copy of the publication by mail, confirming the wide interest of the general public in this topic.

The publication led to another one, this time developed as a cooperation project between Topten and the Prague energy utility. The information was quite similar regarding light source products and quality aspects, but it was targeted directly to the final consumers. 5 000 copies were distributed through the utility’s information centres, at exhibitions, on consumer request etc.

Lessons learnt

The phase-out of incandescent light bulbs is not a simple process; many in the general public and among opinion makers do not accept it positively. There are various reasons for this - for example, the lighting sources are not easily replaceable, each technology has its own special features, requiring general consumers to be more educated.

As the phase-out process concerns everyone (and everyone is aware of it) and is part of European legislation, expressing an opposition can be used as a political symbol and energy efficiency may receive a negative connotation in this discussion.

It is also very important that consumers chose whenever possible the most efficient products, so that the savings potentials are fully tapped and not lost for the whole life-time of the light bulb.

The main lesson learnt therefore consists in patient dissemination of quality information – which is exactly in line with the Topten methodology.

For more information

www.usporiespotrebice.cz

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Topten supports regulation makers

In Europe, the most important decisions regarding products and energy efficiency are taken at the European level. With the Eco-Design Directive (2009/125/EC), many products have been studied and several regulations were adopted under the form of energy labels, minimum energy performance standard, mandatory information for consumers, etc.

The national Topten websites are mainly targeting consumers who are interested by the models sold in their country at a given moment. However the Topten teams form a strong technical network, using and contributing to the European selection of the most efficient products - which is shown on the website www.topten.eu. The "coming and going" between the Topten European and the Topten national websites is a quality control mechanism based on information cross checking.

The European website mainly targets decision makers and researchers: the focus this very regular European market research is less on consumer information but rather to identify best available technologies. This information is key to decision makers at the time of passing new regulations implying the definitions of performance levels.

Results and Impacts

Many of the European Topten experts are in a position to relay information to the European Commission, to the national energy ministries and agencies and to the NGOs discussing the Eco-Design and labelling regulations. In addition, Topten.eu regularly publishes and disseminates so-called products' "Focus".

The Topten information was used to shift the planned European label scale between the various energy classes in order to better reflect the market capabilities in terms of energy efficiency.



Graph source: S.A.L.T., 2009.

For **TVs**, Topten market research showed that, before the final version of the new TV label was approved, nearly 50 different models exceeded the A level; in addition, the BAT model was exceeding this level by 56%.

Thanks to this information, the label scale was revised and the thresholds between energy classes tightened.

This was a good incentive for manufacturers to keep-up with the energy efficiency design, and allowed the label to be more useful to

consumers, since not all the models were in the best classes from the introduction of the label on the market.

Regarding **air conditioners**, Topten both analysed the European market and tested a model according to the different measurement standards, including the new European Standard which will be used for determining the energy efficiency index of air conditioners and their energy class on the new label (to be used from 2013).



Split room air conditioner:
Outdoor and indoor unit

It was found out that the new measurement standard will allow a better rating under the new label and that therefore the most efficient classes would be populated from the start of the new label: the A+++ threshold was tightened to ensure that scope for improvement was left to manufacturers and their new products.

Another example: in Switzerland, Topten contributed to help class A **tumble driers** raise in market shares (in particular it served as a basis to several local rebate and procurement programmes). They reached 24,5% of the market in 2009 and as of January 1st 2012, only class A tumble driers – therefore equipped with a heat pump – will be allowed on the Swiss market.

This experience and European market research showing the important electricity consumption differences between class A models are being used in the framework of the coming labelling and Eco-design regulations on tumble driers.

Lessons learnt

Topten was able to influence the regulation process through impartial and scientific, technical and marketing knowledge and good cooperation with all stakeholders involved – including front-runner manufacturers. This work and its dissemination involve the whole European network of the Topten teams.

This is a time consuming but crucial activity, which benefits energy savings as a whole.

However, in addition to regular Topten information on the best European products, market monitoring is needed for the whole market in order to better assess the impact of the adopted regulations.

For more information

www.topten.eu - Best products of Europe

www.topten.eu/english/policy_recommendations.html - Policy recommendations

www.topten.eu/english/focus_2.html - Topten Focus

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Topten advice at the point of sales: good for consumers, good for retailers

Example from Germany

In Germany, dena, the German energy agency, led a pilot project in collaboration with a large retail store. The idea is that when consumers are advised at the point of sales, at the moment of choosing their new model, a larger share of them chose very energy efficient products, which is also good for retailers who increase their revenue.

The approach was that the advice should be given to consumers neither by retail staff (who can always be suspected of not being impartial) nor by dena's staff (who are skilled in energy efficiency but not necessarily in sales' speeches). As a result, promotion specialists were trained by dena on energy efficiency issues and products; they were then hosted in retail stores in order to provide advice to consumers at the point of sales.

The Topten website "topgeraete.de" served as a basis to identify the most efficient models and the list of Topten products was communicated to the retail stores in advance so that they could stock enough of these products during the pilot project.



One of the trained advisers hosted by Media Markt

Results

During the project, 6 trained promotion specialists based in 4 different shops from the Media Markt retail chain in 4 different cities personally advised more than 4 000 consumers.

The project lasted 143 days.

Sales of the most energy efficient products increased by approx. 40% during the days in which the advisors were present in shops.

The revenues of the retailers also rose during this period.

These good results were achieved because of the pre-existence of the Topten TopGeräte lists that made it easy for the retailers to build their range and stock the good models, but also because of the chosen approach of having specialised promotion staff involved.

Lessons learnt

The market counts so many references available that providing the Topten TopGeräte lists half a year in advance was crucial. In a range of 20 models exposed in a shop for example for refrigerators, there would have normally been one or two Topten models (to be compared to the thousands of references available). More choice in the energy efficient models is needed to convince consumers, and this extension of the efficient range was possible thanks to the Topten selection.

Retailers need time to decide to participate in specific operations. And even when the results are positive and profitable, it is very difficult to transform a pilot action into a long lasting approach.

In this specific case, the pilot project was planned to be extended, the training of advisors being eventually funded thanks to a part of the additional revenues raised by the retailers. In practice, the retailer did not wish to extend this to all shops and dena could not pay for such a measure on permanent grounds.

For more information

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Topten collaboration with retailers, researchers and consumer organisations.

Example from Finland.

Topten Finland, Veikon Kone retail chain, TTS, a research and training organisation, and Martat, a consumer organisation with local consumer advisors, jointly organised events around Finland in Veikon Kone retail chain stores during the Finnish National Energy Awareness Week in October 2010 - store events taking place on Friday and Saturday of the week.

The aim of the events was to promote energy efficient appliances, the new energy labelling as well as a training programme for appliance sales personnel, launched by Motiva and TTS and piloted with Veikon Kone chain in 2010.

The training programme is an action of the national consumer advice programme on energy - Kuluttajien energianeuvonta - which is coordinated by Motiva. During the pilot training 118 sales personnel participated. In the course feedback nearly half of the sales personnel thought the information on energy efficiency of appliances and the practical energy efficiency examples the most interesting and useful. It was also considered very good to receive impartial and expert information on appliances instead of just commercial or marketing information.

The main focus was on energy efficient laundry driers (heat pump driers) and the launch of Topten driers category.

The main event was held at a Veikon Kone store in Espoo, Finland with TTS researchers and advisors on site with heat pump driers demonstrating the technology and energy savings. The area consumer advisor from Martat joined the team of trained sales personnel and talked with customers about energy efficiency as well as the new energy labelling. Similar events were held in 8 stores around Finland. Veikon Kone has altogether 19 stores.



Results and Impacts

The stores did not calculate the number of visitors during the events, but information gathered from the consumer advisors indicated that events had tens of visitors – not hundreds.

Press release and press invitations were distributed nationally and locally targeting the areas with events (Espoo, Jyväskylä, Kuopio, Oulu, Rauma, Rovaniemi, Tampere and Turku). The lists covered 92 media: radio, television and newspapers. The event was covered in MotivaXpress (Motiva company magazine, distribution 7500 copies) and TTS magazine (distribution 4500 copies). The events were also promoted on several websites (e.g. www.topten-suomi.fi, www.motiva.fi, www.energiansaastoviikko.fi). The action created increased traffic (+12.7 %) on the Topten-Finland site (15. – 18.10.2010).

Sales data indicates that the sales of tumble driers in Finland have increased by nearly five per cent (comparison 01-06 / 2010-2011) and that the average price has decreased by 1.2 per cent (source: www.kotek.fi). Unfortunately there are no statistics available to show what the market share of the heat pump tumble driers is. There are approx. five brands with close to 15 models of heat pump tumble driers sold in Finland.

Lessons learnt

The cooperation between store sales personnel and outside advisory personnel should be more coordinated: information on the same level, pre-agreed points on what major issues should be discussed with customers so as to avoid contradicting advice.

One or two day event is not sufficient. It would work only as a start-up or closing of a longer campaign. The store events held on Saturday attracted more people as week days are always slower than evenings and weekend shopping times (according to consumer advisors as the visitors were not systematically calculated). Proper calculation system of visitors is important to establish from the beginning to have monitoring information for future reference.

Retail events should also be linked with sales campaigns targeting energy efficient models to attract customers to stores and here again be able to track the sales in more details.

Though it seems the events and media work produced very little results, the work done with the retailer has kept up the interest in Topten and given the Topten team ways and means to communicate with the retailer. The difficulty is in finding working solutions. But despite the difficulties the cooperation is seen as beneficial by all parties – the trick is to continue looking for the right measures and right timing for marketing and communications activities which will benefit both the retailer and Topten.

For more information

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Topten marks in shops. Example from Lithuania.

With the support of the Nordic Council of Ministers a collaborative project was launched: "Innovative invitation for sustainable consumption and environment protection Implementation of a "TOP-10" mark in collaboration with Nordic countries".

In December 2010, LNCf, a consumer organisation carrying out Topten in Lithuania, prepared a research covering 4 countries (Lithuania, Latvia, Norway and Finland) on their voluntary labelling experiences for electronic devices and domestic appliances. Best practices of products labelling were selected and analysed: how were these labels perceived, known, organised, their goals, their influence on purchase choices. As a result of the conclusions of this research, an independent label of household appliances was introduced in Lithuania in order to provide assistance to consumers so that they would choose the most energy efficient products, and make a responsible use of these products.

As the Lithuanian Topten website was being launched at the same time, it was decided that the Lithuanian voluntary mark would use the same specifications as Topten, bare the same logo and be managed by the same organisation.



The Top10 mark in Lithuanian and English

At first, it was recommended that the validity of a label for a specific product should not exceed 3 years. However, as the Topten website is updated at least twice a year, the validity of TOP-10 mark is 6 months, after which the product is evaluated and if it is still present on the www.top-10.lt lists, the terms to use TOP-10 mark is prolonged for one more half a year.

Results and Impacts

At the beginning of 2011 and after a market study, the Lithuanian TOP-10 team worked in order to involve the 10 biggest commercial centres selling household appliances so that they would show the TOP-10 mark in shops (as a sticker on TOP-10 exhibited products). The project was then extended in order to cover all retail chains: 3000 stickers were produced, together with 4000 posters "Save Now!" to inform consumers in shops with more details.

Topten Collaboration with Retailers

Example from the Luxembourg

In Luxembourg, because of the structure of the country, Topten focused from the start on retailers (more than on importers/manufacturers). This is why OekoTopten came to propose a collaboration agreement to retailers.

Retailers should commit to:

- Use the OekoTopten logo on the products indicated on the website (and take it away, should the products not be considered as Topten after sometime)
- Show in shops at least 2 Topten models per category of products covered by the website and the retailer and ensure their promotion
- Inform OekoTopten about potential new Topten models
- Favour the Topten models in its buying policy
- Expose and disseminate Topten communication material in shops



OekoTopten sticker put on appliances

In return, OekoTopten commits to:

- Inform for free the partners about the new Topten models
- Inform consumers on the energy label, the Topten models, including in the communication support of the mother organisation (le Mouvement Ecologique), and in the news section on the Topten website
- Publish the name of the partner on the OekoTopten website

In addition, OekoTopten proposed training sessions to salesmen

Results and impacts

Agreements with retailers were very successful and today, more than 40 partners can be seen on the Topten website – which means that all these retailers are aware of the Topten concept and have agreed to formally support it.

In particular, the collaboration with Cactus, one of the major retail chains of the country, is to be underlined as it has been very continuous, including regarding training sessions.

Two training sessions were organised, one the Topten concept, the energy consumptions and savings expected, and the various selection criteria depending on the product category, and one more specifically on TVs, at the time of the new TV

regulation enforcement. Most of the salesmen were trained and now help to spread the word about Topten and energy efficient products.



Topten communication support in one of the Cactus shop

Lessons learnt

Small retailers are more difficult to approach, most of all because they cannot afford sending a salesman to a training session (their pool of salesmen is not big enough and they are less flexible). To compensate for this difficulty, OekoTopten proposes an electronic newsletter – twice a year, with news also relating to new regulations.

The agreements were signed without any financial transactions. Now that other Topten teams are trying to develop, as part of their business model, the selling of a licence agreement for the use of the Topten logo in shops and the control of its proper use, OekoTopten has tried to test the idea with some partners but it seems impossible to change the "for free" principle to which partners are used to.

For more information

www.oekotopten.lu

http://www.oekotopten.lu/index.php?page=Partenaires_commerciales

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