



D2.4 – Periodic EU product lists

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Topten Act coordinator: ADEME

European portal www.topten.eu

Project partners and websites

Austria, AEA
www.topprodukte.at

Belgium, BBL
www.topten.be

Czech Republic, SEVEN
www.usporiespotrebice.cz

France, Guide Topten
www.guidetopten.fr

Germany, Oeko-Institut
www.ecotopten.de

Italy, Eliante
www.eurotoppen.it

Lithuania, LNCF
top-10.lt

Luxembourg, Oeko-Zenter
www.oekotopten.lu

Norway, Naturvernforbund
www.besteprodukter.no

Poland, FEWE
www.topten.info.pl

Portugal, Quercus
www.topten.pt

Romania, Icemenerg
www.topten.info.ro

Spain, WWF
www.topten.wwf.es

Sweden, SSNC
www.toptensverige.se

Switzerland, Bush Energie
www.topten.ch

UK, EST
www.top10energyefficiency.org.uk/



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

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

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

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

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This paper (D2.4) summarises the activities undertaken by the European Topten Technical Competence Centre (based in Switzerland and managed by Bush Energie) concerning the updates of the product lists on the portal www.topten.eu.

An important part of the Topten project lies, for the European level, in the BAT (Best Available Technology) product review undertaken and published on the website www.topten.eu. To our knowledge, the product lists displayed on this website are the only review of products in Europe displaying the most energy efficient appliances available on the European market (no prototypes).

Unlike the 16 national Topten websites, the European portal does not target individual consumers but rather stakeholders working in the field of appliances and energy efficiency and involved in the policy process: policy makers, researchers, consumer and green NGOs, manufacturers, with the objective of bringing technical evidence to the debates when regulations are discussed at the European level. On the website:

- The Topten product lists are the core basis: updated product lists showing the best products currently available - i.e. BAT products - to emphasise the level of energy performance that industry is already capable of producing.
- The “Selection criteria” pages publish the methodology used to select the Topten products and explain all fields of information shown in the product lists (e.g. when information on the running costs is displayed, the hypothesis concerning the electricity tariffs, use pattern and lifetime of the product are stated) and provide links for further information, often regulations and scientific papers.
- The “Recommendation” pages¹ provide, for each product category, policy recommendations (after analysis of the measurement standards, the definition of energy efficiency indices, the agenda concerning regulations’ revisions, etc.).
- The homepage provides:
 - o On the left side, a map of Europe linking to each of the 16 national Topten websites (presenting information targeting consumers at their market level);
 - o In the middle, a news section, regularly updated (linking to important research / reports on appliances and electricity, or e.g. publicising the visitor survey in May 2016), and a possibility to subscribe to the “Topten Focus”, a short newsletter published whenever a topic needs to be discussed;
 - o On the right, several links to structural parts of the website: the Topten concept and project description, a page with documentation (scientific papers and Topten publications, such as monitoring reports, policy briefs, etc.), a link to the Topten Pro section dedicated to professional buyers which contains advice and procurement guidelines, and a link to the ProCold section – dedicated to a Horizon 2020 project on

¹ This specific activity of topten.eu is not funded by the Topten Act project



professional and commercial refrigeration. In particular, the Topten Pro section was completely renewed in August 2016, organising better the downloadable documents, advices and useful links (the section was then continuously updated, including an important review of the Pro Guidelines in June 2018).

The product lists usually display information of interest to the energy efficiency community, focusing on BAT products available on the market, fulfilling a benchmark function:

- The product type (often segmented in sub-categories according to the size, volume, power, or service provided)
- Product commercial reference
- The running costs in electricity (and water) over the life time
- Information from the energy label (and often the energy fiche)
- Main functionalities
- Pictures

The Topten Act project has committed to updating the product lists at least twice a year, for some product categories more often (depending on the technology and on the relationship with specific manufacturers).

As almost all the European product lists also serve as a basis for the national Topten teams to prepare their own product lists, it is key that the European lists are regularly updated, in order not to block the work implemented at the national level. The selection criteria are generally more stringent at the European level (because suppliers do not provide the most efficient products in all countries equally) and are regularly discussed during projects meetings. They are presented in the criteria papers (D2.1 and D.2.2). In addition, the methodology to select products and how to improve this task was the subject of a dedicated meeting in Zurich in July 2015, and several follow-up web-conferences between Task leaders since then. For example, possible changes in EU regulation and their influences on Topten criteria were discussed on 14.12.2017 (web-conference “Ecodesign & Labelling WD Washing machines / Dishwashers”) and how to deal with new technologies in entertainment and IT appliances on 21.06.2017 (web-conference “Criteria: Office equipment &TV”); the results were communicated to all countries and complete overviews sent per mail (e.g. 32.06.2016 “Input in Selection Criteria Overview Status June 2016”).

The table below provides an overview on the regularly updated product lists:



Domain / Category	* Sub categories	Data source, comments
Cars	7	Product information is provided by the Association of Transports and Environment (www.verkehrsclub.ch) twice per year (March and October). The evaluation of cars has been updated due to new results following the "VW Diesel-gate". For Diesel cars NOx emissions are now assumed to be higher than declared.
Household		Most brands have annual revisions of their range of products (with new catalogues). The timing is usually according to key fairs (early spring and early summer). Topten updates systematically according this schedule and in addition updates whenever individual new products come on the market.
Refrigerators	8	
Freezers	4	
Driers	5	
Vacuum Cleaners	3	
Coffee Machines	2	
Washing Machines	3	
Dish Washers	2	
Washer-Driers	1	
Ovens	2	
Range Hoods	4	
Hobs	4	Based on the Ecodesign regulation No 66/2014 for cooking equipment, the specific energy consumption of new hob models must be declared since February 2015. Based on this standardised information, Topten could add lists of best hobs.
Lighting		Most brands have annual revisions of their range of products (with new catalogues) in late autumn when the lighting season starts. Accordingly, the key updating on Topten is in October/November. Individual new products are updated continuously.
LED Classic Lamps	7	
LED Spots	6	



Office Luminaires	7	
Office Equipment		For office equipment, aspects of circular economy are increasingly more important than (only) energy efficiency. Accordingly, the (rather holistic) TCO label is a pre-requirement to be listed on Topten
Computer Monitors	6	Updates are initiated when new products enter databases (mainly TCO) and information provided by manufacturers (according to Energy Star measurement standards)
Notebooks	3	According to TCO data base
Printers and Multifunctionals	11	Updates are initiated when new products enter databases and information provided by manufacturers (according to Energy Star measurement standards)
Consumer Electronics		
TVs	5	Most brands have annual revisions of their range of products in the end of the year before Christmas period. They sometimes have bi-annual revisions. Information is gathered from databases and brands. The requirement for brands to display energy labels also online (according to EU Energy Directive) is key.
Building Components		
Circulation Pumps	3	Manufacturers provide information about new products on a regular basis. There are rebate programmes for circulation pumps; manufacturers are hence very motivated to collaborate.
Electric Water Heaters	1	Manufacturers provide information about new products on a regular basis. There are rebate programmes for electric water heaters; manufacturers are hence very motivated to collaborate.
Air conditioners	8	Manufacturers provide information about new products on a regular basis, generally before the summer range.
Professional Refrigerators	17	Data provided by H2020 project ProCold until Jan. 2018, afterwards by Topten Switzerland

* Topten.eu designs subcategories according to market segmentations, most often as consumers understand product differences, and sometimes when it corresponds to the segmentations in the regulations (for more professional products).

