



Memo: Topten.info Approach

(D3)

ADEME

October 2009 (updated February 2010)

Context

Topten is a voluntary, international, non-profit project aiming at stimulating market demand for efficient products by creating a dynamic benchmark for the most energy efficient products on national markets and working in partnership with the most relevant market actors.

This requires for project managers to work as close as possible to their national market, while at the same time following European issues:

- Our unique Topten network in 16 different countries allows us to send out a unified message in favour of energy efficiency
- European manufacturers' and importers' headquarters know about and perceive well this message
- Decision makers at European level are interested on a European feed back of our activities (monitoring notes, review a best available technologies, global recommendation for European policies)

For certain product categories, the information available on Topten info is also a direct source to develop new categories on-line at national level.

Global presentation of www.topten.info

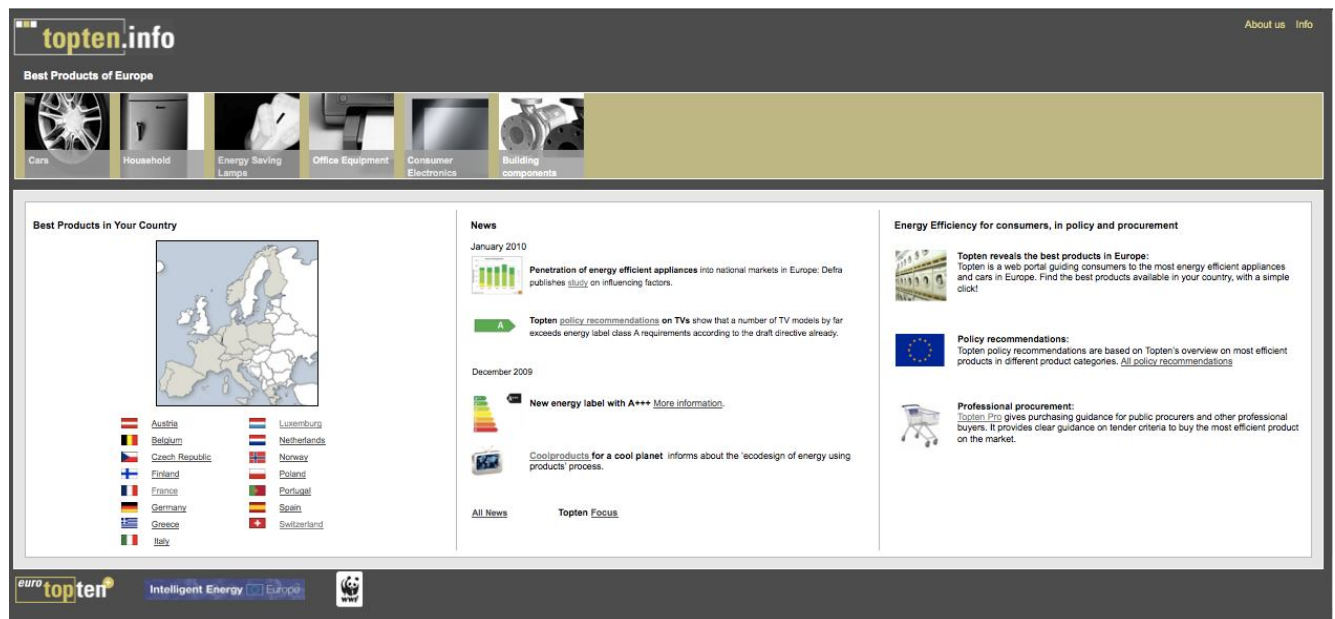
Topten.Info is managed from Switzerland (Eric Bush and his team), on the behalf of TIG, with the financial support of a grant from ECF (European Climate Foundation) and the technical support of all the Topten network – who check appliances at national level, comment policy recommendations, contribute with technical expertise, etc.

Please visit the website regularly and send your comments / news ideas, etc. to Eric.

Topten.info home page is composed of 6 main sections:

- On the left part, Topten.info acts as a portal proposing links to all the national Topten projects (when new countries are on-line, their flag is added and a link is made to their new website)
- On the central part Topten.info proposes a News section. The objective is to put on line 2 to 3 news per months.

- On the right part Topten.info proposes institutional information, on the Topten concept, policy recommendations and public procurement (linking to the new section Topten Pro)
- At the top, direct access is proposed to several lists of best products of Europe (see below)
- At the top on the right, the section "about us" presents the concept, our Euro-Topten team and contact details, while the section "info" proposes a download section on conference papers, and all deliverables of the Euro-Topten and Euro-Topten Plus projects
- At the bottom, the logos are linked to pages of the main sponsors: the fact sheet of the Euro-Topten Plus project, the IEE page and WWF.



How can national Topten teams use www.topten.info product lists on-line

On Topten.Info, you will find lists of Best Products in Europe for 17 categories of products (broken down according to the most suitable market segmentation into 54 sub categories, i.e. 54 different lists of products). [February2010]

These lists are established centrally in Switzerland, most of them by Andrea Berger and the Swiss team, who is in continuous contacts with industry European headquarters and elaborates Topten selection criteria.

These lists are updated at least twice a year; Andrea Berger informs national Topten data managers about significant changes (new product categories, change in selection criteria, important update).

In general, for each product categories, Topten.info proposes:

- **List of best products of Europe** following a dialogue with manufacturers' headquarters. For these European lists, purchasing prices are not provided (since the variations between countries can be important), the electricity tariffs

are intended at an average of 0,15 Eurocent per kWh, a list of countries where the product is available helps national Topten team to confront this EU list to their national market. For the rest, the tables provide consumer oriented information.

- The **selection criteria** are published on a separate page. As these are designed to show the best available technology, national Topten projects may have to adapt these and lower some thresholds in order to better reflect availability of best products at national level (enough choice should be left to consumers)
- For some products, depending on the political agenda and elaboration of European regulations, very complete **policy recommendations** are presented on a separate page and as a download. Policy recommendations can be used by national Topten teams for different purposes: lobbying activities, together with the Topten criteria papers, before starting working on a new product category, etc. They usually contain for following sections:
 - o Summary
 - o Best available and average technology
 - o Market situation in Europe
 - o Energy consumption and saving potentials
 - o Political instruments and initiatives (including comparison with other continents when necessary)
 - o Recommendations regarding policy design
 - o References and links

In the details, each product lists have their specificities:

- **Cars:** ATE elaborates the European list; it is sent as a separate file to national teams who can then confront it to their national markets. Some countries have chosen to exclude 4x4 and/or upper middle class categories. In the future, how to treat natural gas models may change (as these models are not widely spread in several countries).
- **Cold appliances:** Topten.info elaborates the product lists. They have to be carefully checked by national Topten teams because of the numerous various models available on the European market and because of the differences in reference codes according to countries
- **Tumble driers:** Topten.info elaborates the product lists. The number of class A efficient models is constantly rising and models must be confronted to the national market.
- **Vacuum cleaners:** same as for tumble driers. The energy stakes related to vacuum cleaners are not very important but consumers seem to visit a lot these pages.
- **Coffee machines:** Topten.info elaborates the product lists and has elaborated the evaluation methodology as well. An Ecodesign preparatory study is on going. Consumers appreciate these pages but the energy stakes are very important (a coffee machine consumes more than an A++ refrigerator).
- **Energy saving lamps:** Topten.info elaborates the product lists and benefit from detailed study and measurements implemented in Switzerland.
- **Computer monitors, Laser printers, Laser multifunctional, Inkjet printers, Inkjet multifunctional:** Topten.info elaborates the product lists based on

Energy Star specification, but selecting only best products and those benefiting from additional labels (e.g. Blue Angel).

- **TV:** Topten.info elaborates the product lists. You can see in the policy recommendations that, by using the future ranking of the Energy label for TVs, Topten.info was able to prove that the label's class scale was badly positioned since a significant number of products could already fit in its best class (even before its launch). There is now an opportunity to revise the label.
- **Circulation pumps:** Topten.info elaborates the product lists (since the Energy+ Pumps project has ended).
- **Electric water heaters:** Topten.info elaborates the product lists and has recently defined the methodology.

In the future, Topten.info will aim at adding more products on-line (e.g. LED products by the end of February, and possible washing machines in March/April), together with policy recommendations, and a new function: the subscription to the "Topten Focus" – the Topten.info newsletter informing about new policy recommendations and best available technologies.