



D3.1 – Periodic product selections

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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.uspomespotrebice.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/



The Topten Act project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n°649647

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 (D3.1) provides an overview of the general concept and workflow for the periodic product selection by 16 national Topten websites. This field of activity lays the groundwork for the upload of products lists, which is repeated at least twice per year of every product sub-category by all national partners each.

The upload of product lists and overall maintenance of the Topten websites including the continued revision of selection criteria and recommendation pages are accomplished within WP 4 (c.f. D4.1 and D 4.3).

Specific objective

This deliverable outlines the process referred to the development and maintenance of up-to-date national selections of top energy efficient products for selected product categories and sub-categories that are most relevant to consumers. Task 3.1 “Technical Analysis” is destined to cover these activities on national level.

Description of the general concept and workflow for the periodic product selection

- Update plan

As defined in the Grant Agreement all product categories are updated at least twice per year. The actual timing to trigger an update process is linked to typical changes of product ranges by manufacturers. Very commonly manufacturers introduce new models (and phase-out discontinued models) according to schedule customary in a particular trade. For example the product range for white goods is changed twice a year (in early autumn and in late spring) – to some extent in a synchronous way. For consumer electronic goods – in particular for TVs – new product series are introduced 2 – 3 times per year: in late autumn (focussed on the Christmas sales period) and in spring at least (often preparing for summer international sport events).

In contrary new products in the category of room air conditioners are introduced to the market before summer in general.

Other product categories (e.g. lighting) are determined by shorter product cycles (but without necessarily changing the product model name or identifier). For those segments, Topten partners aim at a more frequent update procedure to keep track of best performing products, made available on the specific national markets.

Beyond that, there are segments in which manufacturers do not follow an established or synchronized product cycle (e.g. electric vehicles) but introduce new models step by step in periods even beyond an annual timeframe.

It should be emphasised that overall as an average all product categories are being updated at least twice per year. Topten partners hardly ever update all categories at the same moment because they follow the various markets' rhythms. Depending on the specific product category and the related manufacturers' cycles for product ranges, the updating frequency can deviate from 2 annual Topten updates.



- Market scan and data gathering

The core part for this task contains the actual gathering and research for data concerning best efficient products in the market. Several sources for product data are considered and the selection is optimized for each product category.

Below is a non-exhaustive list of product data sources relevant for data gathering, used as best suited according to partners and according to products:

- Most recent topten.eu product lists
- Product databases (Tradeplace, proprietary manufacturers' databases, etc.)
- Professional product data services (GfK, etc.)
- Online product catalogues and manufacturers' websites
- Direct provision of product data by product managers and sales representatives to national Topten partners
- Price comparison platforms
- Etc.

All national partners are advised to start the scan of the actual market situation based on the up-to-date topten.eu lists, which provides the EU BAT levels. Starting with generic, technical analyses, the existing set of selection criteria are evaluated against the national market and adapted if necessary to define the scope for the actual effective search of data for new best efficient products. In the case of an expected significant market development, it is crucial to pre-evaluate the existing criteria to avoid the search of products with significant effort, which will be disregarded once the final product selection is accomplished including a tightening of new selection criteria.

Considering this criteria set as coarse filter, product data from all manufacturers relevant in a specific product category are searched exploiting the sources mentioned above.

The actually selected sources are dependent from the specific product category and the contacts which have been established with manufacturers' representatives on national level.

E.g. for white goods product databases, direct provision by manufacturers and online product catalogues will often be most relevant. For TVs the main source will be manufacturers' websites, partially complemented by information on price comparison platforms.

- Compilation of Topten product lists and refinement of selection criteria

As a subsequent step of the product information gathering, qualifying (meeting the selection criteria) products are assembled according to a predefined set of product attributes including product images. As an output product lists are maintained as upload files for the backend of the Topten websites for every sub category. This step includes a final refinement of the selection criteria to limit the online presentation to the most efficient products currently available on specific national market.



- Update of specific selection criteria and recommendation pages

Beyond the upload of the product lists (done in WP4) reviews and updates for the selection criteria and recommendation pages are prepared.

- Status update for manufacturers

All partners are advised to inform the respective manufacturer contacts (product manager, technical, marketing or sales representatives) about the updated lists.

Conclusions (updated)

A cross country comparison of national selection criteria was made in June and July 2016 according to the project plan for the first time and was reported as Deliverable 3.3. The assessment provided evidence that all partners follow a similar approach for setting selection criteria to a great extent. Nevertheless there is still potential to further align selection criteria within the teams. This process will take place from October 2016 onwards and will aim at a best possible unification of criteria applied on national level. Bush Energie and AEA will coordinate the continuous alignment process. Additional benefits are expected in terms of improved data handling (enabling an cross country cooperation in using product data) and signalling an enhanced joint appearance of the Topten initiative towards manufacturers on EU level, possibly involving the use of the Topten logo.

