



D3.2 – Periodic product selections

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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/



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 (D3.2) provides an overview of the general concept and workflow for the periodic product selection by 16 national Topten websites. This field of activity laid the groundwork for the upload of products lists, which was 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 were accomplished within WP 4 (c.f. D4.2 and D 4.4).

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” was 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 were updated at least twice per year. The actual timing to trigger an update process was 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 aimed 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 were 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 contained the actual gathering and research for data concerning best efficient products in the market. Several sources for product data were 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, retailers' 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 were 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 were 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 was crucial to pre-evaluate the existing criteria to avoid the search of products with significant effort, which would have been disregarded once the final product selection is accomplished including a tightening of new selection criteria.

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

The actually selected sources were 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 were often used as most relevant source. For TVs the main source was 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 were assembled according to a predefined set of product



attributes including product images. As an output product lists were maintained as upload files for the backend of the Topten websites for every sub category. This step included 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 were prepared.

- Status update for manufacturers

All partners were 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 according to the project plan in June and July 2016 for the first time and in January 2018 for the second time and was reported as Deliverable 3.3 resp. Deliverable 3.4. The assessment provided evidenced that all partners follow a similar approach for setting selection criteria to a great extent.

Within Task 3.1 it was aimed to align selection criteria within the teams to arrive at a best possible unification of criteria applied on national level. Bush Energie and AEA supported the continuous alignment process by organizing web conferences to discuss (slightly) different approaches for certain categories and identify potential for further alignments as well as shared comments and inputs by email with the consortium. In general it was evidenced that the criteria applied on national levels were unified to a great extent, however allowing different levels of ambition according to specific market characteristics. The overall benefit was seen in 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.

