



D4.3 – Periodic Topten Websites update

June 2015

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/



European
Commission

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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.

Editors

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This paper (D4.3) summarises the activities undertaken by the 16 national Topten teams concerning the updates of the product lists on their Topten websites.

An important part of the Topten project lies in the Topten websites and the information they display.

- The Topten product lists are the core basis of the Topten project: updated product lists showing the best products currently available on national markets are a key condition to attract visitors, publicise the website, and trigger partnerships.
- 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. if the use cost is displayed, the hypothesis concerning the electricity tariffs, use pattern and lifetime of the product are stated).
- The “Recommendation” pages provide advice for consumers to choose well and use well their products.
- The home pages usually provide a news section or elements showing that the website is regularly updated.

The product lists usually display information of interest to consumers, such as:

- The product type (they are presented by sub-categories according to market segments suitable for national markets)
- Dimensions
- Main functionalities
- Pictures
- Average price
- Energy (and water) costs over the life time
- Total cost (purchasing price + use costs)

The Topten teams commit to update 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). While doing this, they also update the selection criteria and the recommendation pages.

The 16 websites are visited twice a year by the coordination team who performs a quality control and produces a “webscan” (D4.1 & D4.2) that is discussed during each project meeting.

The webscan allows checking various activities relating to the Topten websites and how they display the information: generic aspects of the Topten sites (does it look updated, are the logos present, navigation and site organisation, product categories, product pages (information displayed, etc.).

The webscan does not allow to assess precisely which product list has been updated when in which country, because this would mean tracking the date of thousands of webpages across Europe. However, they allow monitoring if the websites are updated in line with the commitments.