



D4.4 – Periodic Topten Websites update

August 2018

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.eurotopten.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.

Editors

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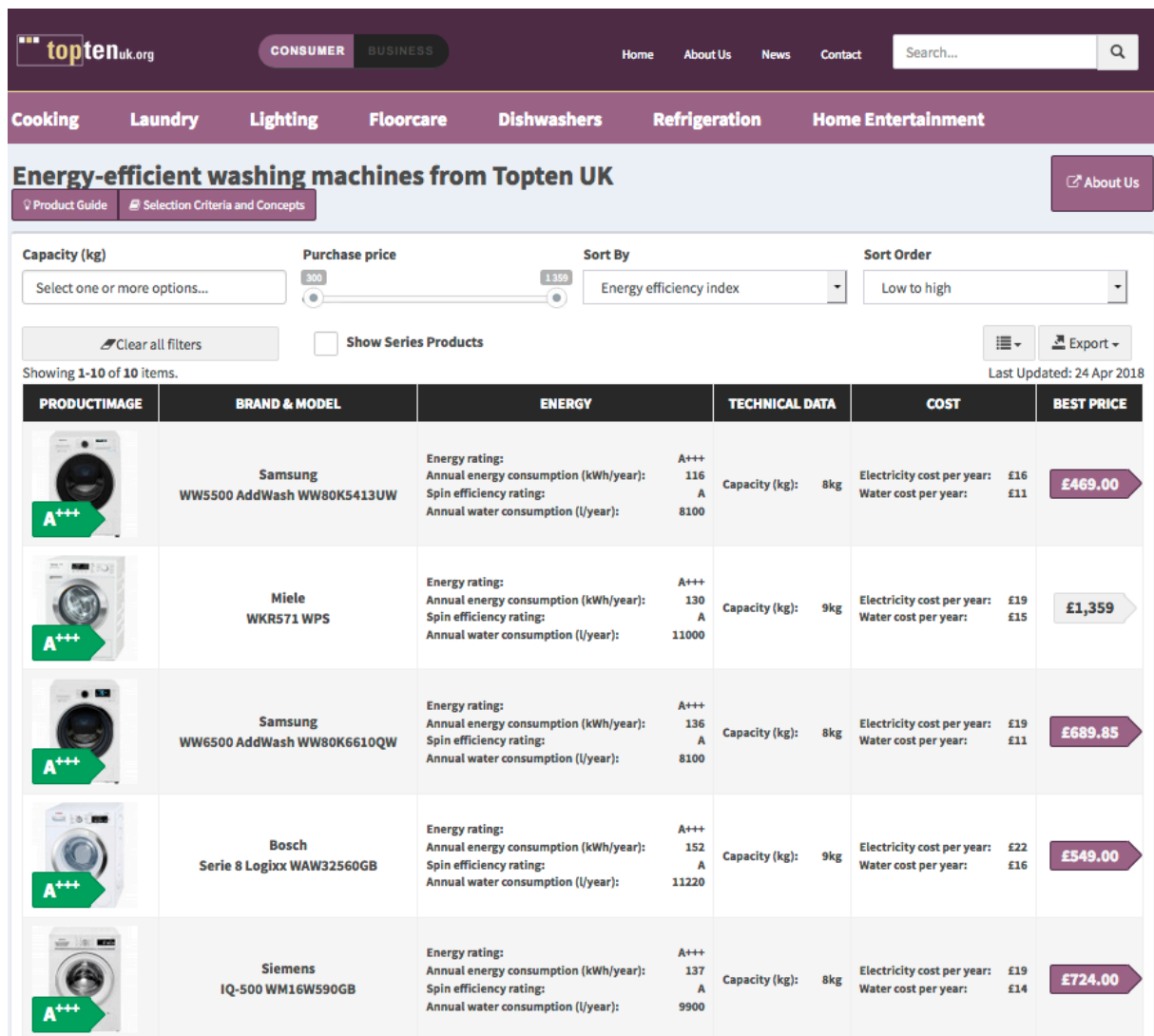


This paper (D4.4) summarises the activities undertaken by the 16 national Topten teams concerning the updates of the product lists on their Topten websites.

An important part of the Topten ACT 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 (analyse their needs, look at important factor such as the size of the appliance and the consequences it has on the energy consumption) and use well their products (e.g. where to place them, how to operate them, end of life solutions).
- The home pages usually provide a news section or elements showing that the website is regularly updated.





Energy-efficient washing machines from Topten UK

Product Guide | Selection Criteria and Concepts

Capacity (kg): Select one or more options... | Purchase price: 300 - 1,359 | Sort By: Energy efficiency index | Sort Order: Low to high

Clear all filters | Show Series Products | Export

Showing 1-10 of 10 items. Last Updated: 24 Apr 2018






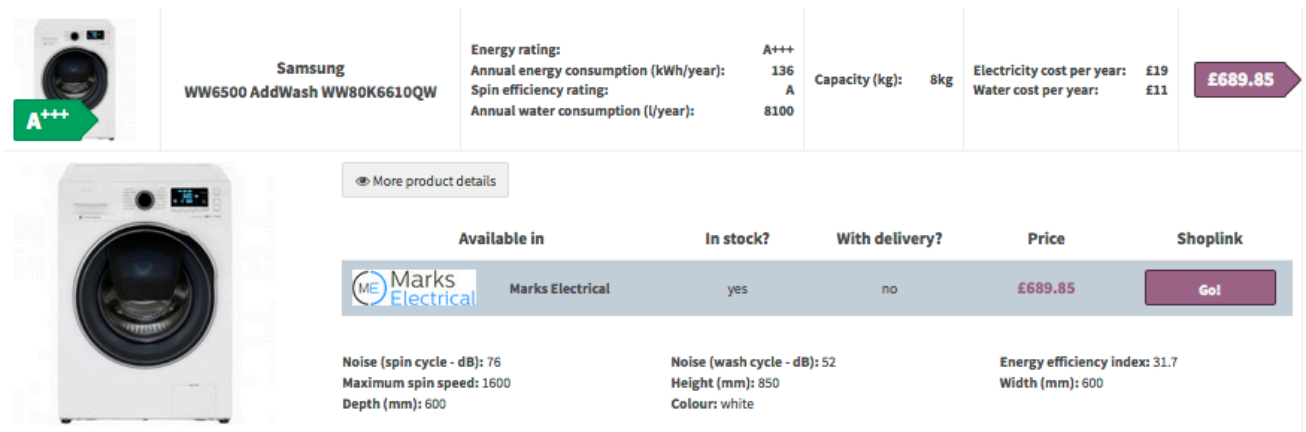

PRODUCT IMAGE	BRAND & MODEL	ENERGY	TECHNICAL DATA	COST	BEST PRICE
	Samsung WW5500 AddWash WW80K5413UW	Energy rating: A+++ Annual energy consumption (kWh/year): 116 Spin efficiency rating: A Annual water consumption (l/year): 8100	Capacity (kg): 8kg	Electricity cost per year: £16 Water cost per year: £11	£469.00
	Miele WKR571 WPS	Energy rating: A+++ Annual energy consumption (kWh/year): 130 Spin efficiency rating: A Annual water consumption (l/year): 11000	Capacity (kg): 9kg	Electricity cost per year: £19 Water cost per year: £15	£1,359
	Samsung WW6500 AddWash WW80K6610QW	Energy rating: A+++ Annual energy consumption (kWh/year): 136 Spin efficiency rating: A Annual water consumption (l/year): 8100	Capacity (kg): 8kg	Electricity cost per year: £19 Water cost per year: £11	£689.85
	Bosch Serie 8 Logixx WAW32560GB	Energy rating: A+++ Annual energy consumption (kWh/year): 152 Spin efficiency rating: A Annual water consumption (l/year): 11220	Capacity (kg): 9kg	Electricity cost per year: £22 Water cost per year: £16	£549.00
	Siemens IQ-500 WM16W590GB	Energy rating: A+++ Annual energy consumption (kWh/year): 137 Spin efficiency rating: A Annual water consumption (l/year): 9900	Capacity (kg): 8kg	Electricity cost per year: £19 Water cost per year: £14	£724.00

Figure 1 – Example of a product list from Topten UK, reached after the first click

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

- The product type: they are either presented by sub-categories according to market segments suitable for national markets or consumers may use the filters proposed (thanks to the new software platform).
- Dimensions
- Main functionalities
- Pictures
- Average price
- Energy (and water) costs over the life time
- Potential savings compared to other products (either very energy consuming, or the average, or with the lowest efficient allowed on the market)
- Total cost (purchasing price + use costs)
- According to the new software, links towards on-line shops where the specific Topten compliant products are sold



Available in	In stock?	With delivery?	Price	Shoplink
 Marks Electrical	yes	no	£689.85	Go!

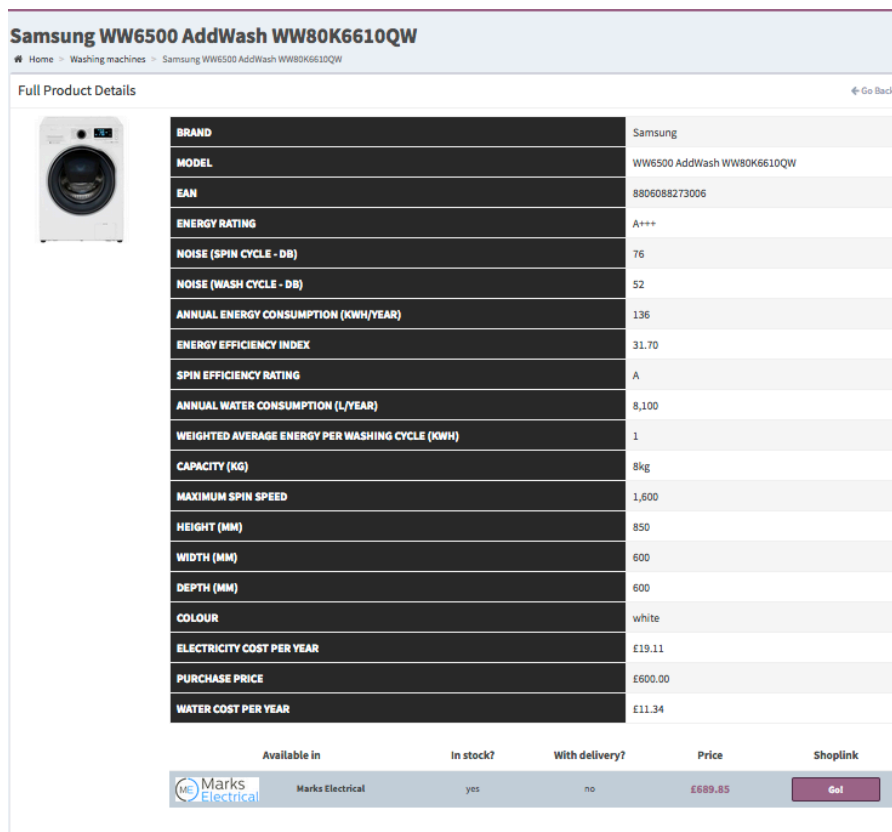
Energy rating: A+++
Annual energy consumption (kWh/year): 136
Spin efficiency rating: A
Annual water consumption (l/year): 8100

Capacity (kg): 8kg
Electricity cost per year: £19
Water cost per year: £11

Price: £689.85

Technical Specifications:
 Noise (spin cycle - dB): 76
 Maximum spin speed: 1600
 Depth (mm): 600
 Noise (wash cycle - dB): 52
 Height (mm): 850
 Colour: white
 Energy efficiency index: 31.7
 Width (mm): 600

Figure 2 – Example of a product detail from Topten UK, reached after one more click, without leaving the full list, and proposing deep link to on-line shops



Samsung WW6500 AddWash WW80K6610QW
 Home > Washing machines > Samsung WW6500 AddWash WW80K6610QW

Full Product Details [Go Back](#)

BRAND	Samsung
MODEL	WW6500 AddWash WW80K6610QW
EAN	8806088273006
ENERGY RATING	A+++
NOISE (SPIN CYCLE - DB)	76
NOISE (WASH CYCLE - DB)	52
ANNUAL ENERGY CONSUMPTION (KWH/YEAR)	136
ENERGY EFFICIENCY INDEX	31.70
SPIN EFFICIENCY RATING	A
ANNUAL WATER CONSUMPTION (L/YEAR)	8,100
WEIGHTED AVERAGE ENERGY PER WASHING CYCLE (KWH)	1
CAPACITY (KG)	8kg
MAXIMUM SPIN SPEED	1,600
HEIGHT (MM)	850
WIDTH (MM)	600
DEPTH (MM)	600
COLOUR	white
ELECTRICITY COST PER YEAR	£19.11
PURCHASE PRICE	£600.00
WATER COST PER YEAR	£11.34


Available in	In stock?	With delivery?	Price	Shoplink
 Marks Electrical	yes	no	£689.85	Go!

Figure 3 – Example of product technical information from Topten UK, reached with the third click

The Topten teams commit to update the product lists at least twice a year, for some product categories more often (depending on the technology, on the relationship with specific manufacturers, on the seasonality of the products). While doing this, they also update the selection criteria and the recommendation pages (D6.6).

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.). In the second period of the project, the webscans also focused on the implementation of the new software, which meant a revamp of many of the Topten websites (see D4.7).

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 (at the end of the project, there were circa 21 000 products references displayed on the 16 websites). However, they allow monitoring if the websites are updated in line with the commitments.

