



D4.5 – Periodic Topten Selection Criteria and Recommendations

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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.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 (D4.5) summarises the activities undertaken by the 16 national Topten teams concerning the updates of specific pages on their Topten websites: the selection criteria pages and the recommendations pages.

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.

For each product category, **the selection criteria page** publishes in a fully transparent way the methodology used to select the Topten products and a definition of each of the fields in the product tables. This information may vary from country to country, as the objective is to follow, as closely as possible, national markets formed by the products offered by suppliers in a given country.

When the product lists are updated, the market is assessed and if the number of complying products has grown, reflecting an improvement in energy efficiency, and if there are too many products fulfilling the Topten selection criteria (i.e. a too large selection that does not allow anymore the distinction of the few best products), these criteria are tightened in order to always select the best models available on the market. When the market progresses, Topten progresses with it.

The selection criteria pages usually present:

- A product definition
- The various sub-categories presented and their definitions
- The selection criteria for each of these subcategories (e.g. “energy class A++ or better and a maximum of x kWh/year”)
- A call for manufacturers to submit their more efficient appliances complying with these selection criteria
- A definition for each information provided in the product list:
 - e.g. if a running cost in Euro is provided, the hypothesis are explained regarding the use pattern and kWh price
 - e.g. if an energy label is quoted, its image is shown, explaining its icons and providing the relative regulation identification number

- Useful links for more information
- Date of the last update of the page: in general, the date is changed whenever a new product list is uploaded, even if the selection criteria have not evolved, in order to show to visitors that the selection criteria are regularly assessed and so that the page does not appear to be obsolete.

For each product category, the **Recommendation page** provides advice to visitors usually on the following topics:

- How to choose the good appliance: evaluating the household needs and taking into consideration energy efficiency and other environmental aspects
- How to use one's appliance: advice and tips on what makes the energy consumption of a device go up or go down
- Potential energy savings at the level of the consumer
- Potential energy savings at the level of the community (e.g. a few euros saved over 5 years thanks to the use of an efficient monitor may seem derisory to a single consumer. But the same consumer may however realise that his/her actions count when being aware that millions of monitors are on-mode in Europe and large amounts of savings could be achieved if they were all energy efficient).
- Useful links for more information
- Date of the last update of the page: in general, the date is changed whenever a new product list is uploaded, even if the recommendations have not evolved, in order to show to visitors that the page is not obsolete.

Not all the Topten teams strictly follow this approach (there may be some slight differences between countries), but the Topten teams commit to update the selection criteria and recommendation / advice information at least twice a year.

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.), possible tightening of selection criteria, possible improvement of the recommendations...

The webscan does not allow to assess precisely which pages has been updated when in which country, because this would mean tracking the date of thousands of webpages across Europe. However, it allows monitoring if the websites, including the text pages on selection criteria and recommendations, are updated in line with the commitments.