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## ***EURO-TOPTEN MAX***

*Maximising Topten Communication on Top Runner Products*

# **Monitoring Report No. 2**

**(due in July 2013)**

**Reporting period from July 2012 to June 2013**

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**Prepared by  
Wuppertal Institute for Climate, Environment and  
Energy, Germany**

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## **1 Main results for the reporting period from June 2012 to June 2013**

This monitoring report describes the advancement of Euro-Topten Max partners websites. The number of categories, subcategories and appliances are summarised and developments in comparison to the previous status is documented. Further is shown how the web frequentation, which is regarded as an indicator for the success of the dissemination activities, behaved within the reporting period.

The main results for the reporting period in brief:

- In June 2013, 17 Euro-Topten-Max partners websites and the cross-national European Topten Max website “Best Products of Europe” were online. The new partner from Croatia launched its Topten website in October 2012 with 4 product categories, the United Kingdom partner is still preparing its Topten Website.
- Existing websites have been updated on a regular basis enriched with new product categories and some product criteria have been tightened, thanks to market improvements.
- Altogether between July 2012 and June 2013 the number of overall categories on all Euro-Topten Max websites has increased from 216 to 238 and of subcategories from 516 to 577. Because criteria were tightened for many categories the number of qualifying products and services changed from about 11.700 to just below 11.000. It is especially noteworthy that a lot of criteria have been adapted to the new European labels. Especially tighter criteria could be implemented for household appliances and TVs in nearly all countries.
- The attraction of all 18 Topten websites is quite good. During the period from July 2012 to June 2013 more than million 1,4 visitors visited the websites and viewed 3,34 million pages. The performance indicator of 2 million visitors per year after two years of operation will most likely be achieved.

## 2 Development of categories, subcategories and listed appliances

Within the reporting period from July 2012 to June 2013 the number of listed appliances of all 18 Euro-Topten Max websites has decreased from about 11.700 to just below 11.000, though the number of categories and subcategories slightly increased during this period.

	June 2012			June 2013		
	Categories	Subcategories	Appliances	Categories	Subcategories	Appliances
Austria	23	49	1.794	25	59	2.076
Belgium	12	29	539	15	56	519
Croatia	-	-	-	4	8	144
Czech Republic	12	24	510	12	25	635
Finland	13	24	503	11	29	409
France	15	36	626	16	39	610
Germany Oeko	15	25	1.328	18	31	720
Greece	9	22	513	10	22	220
Italy	12	29	455	13	27	478
Lithuania	7	13	158	12	22	323
Luxemburg	16	51	1.871	16	40	1.211
Norway	8	13	133	6	8	90
Poland	16	45	832	16	46	649
Portugal	11	35	557	14	43	855
Romania	8	24	369	8	23	388
Spain	11	21	433	12	23	549
Sweden	9	21	234	11	20	201
Europe	19	55	868	19	56	920
<b>Total</b>	<b>216</b>	<b>516</b>	<b>11.723</b>	<b>238</b>	<b>577</b>	<b>10.997</b>

Table 1: Development of number of covered categories, subcategories and listed appliances or products

This is due to the fact that in many cases more efficient appliances came on the market and the criteria thus had to be tightened in order to avoid displaying too many products in the lists. Especially the criteria for household appliances and TVs could be tightened and adapted to the new European regulations.

Some countries added categories, which many other countries already had, for example tumble driers and LED lamps are now presented in 12 countries. The biggest jump could be observed for vacuum cleaners. Four additional countries launched this category during the reporting period. TVs moved up to 17 countries, which is nearly as high as the coverage we see for household appliances. An emerging category is electric cars, which are now presented in 4 countries. But there are also categories that were removed. Norway removed the category fossil fuel combustion cars as they got negative feedback for this category as fuel these cars cause CO<sub>2</sub> emissions. In Finland two categories are under revision and therefore currently removed from the website. Two completely new categories are tires and electric boat engines, which were launched by Topten Sweden.

Regarding the selection criteria of the listed products, they only slightly differ from one country to another. So in most countries the same criteria are valid for the product choice. Some of the

differences still exist but they became less important as markets have harmonised and generally more efficient products are offered. Especially for household appliances still differences exist between countries. For cold appliances, washing machines, dishwashers and tumble driers, it can be observed, that the most efficient appliances according the new European label classes are not available on all national markets. For air conditioners, Greece has the tightest criteria, which require A+++ for both cooling and heating, for TV Norway is behind with its criteria, which still allow label class B for TVs with a diagonal screen below 80 cm.

This increase in efficiency reflects the success and the effectiveness of the new European labels. But also it can be seen for some appliance groups that the European label is not strong enough and in some cases too easy to achieve by manufacturers. There are for example fridge-freezers on the market, which undercut the highest label class A+++ by 20 % and up to date circulation pumps fulfil already today the Ecodesign MEPS, which will come into force in August 2015.

An overview about all current Euro-Topten Max websites with categories and qualifying criteria is given in Table 2. In that table, new categories are highlighted in green, categories with tightened criteria since July 2012 are highlighted in yellow, removed categories are marked in brown.

	Austria	Belgium	Croatia	Czech Republic	Finland	France	Germany	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Sweden	Europe
<b>Household Appliances</b>																		
Fridge / Fridge Freezer	A++	A+++	A+/A++	A+++	A+++	A++ with maximum values	A+++ plus additional criteria	A++	A++/A+++	A+ to A+++	A+++	A++/A+++	A+/A+++	A++/A+++	A+/A+++	A++/A+++	A+++	A+++
Freezer	A++/ storage time >24h	A++		A+++	A++/A+++	A++, no more than 400 l	A+++ plus additional criteria	A++	A+/A++/A+++	A++/A+++	A+++	A++/A+++	A++/A+++	A++/A+++		A++/A+++	A+++	A+++
Dishwasher	A+++ , max 46 dB	A+++/A++		A-20%/A++/A, water cons. less than 3080 l/y for 45cm and 3360 l/y for 60cm	A+ to A+++	A+ (45 cm) or A+++ (60 cm), A for drying, Max 0,92 kWh/cycle, Max 11 liters/cycle, Max noise 47 dB	A++/A+++		A+ under 12, A+++ above 12 sp		Label: A++/A+++; Water consumption: <=14 L/Cycle; Noise level: <=47dB(A)	A+++	A++	A+++ to A++   A	A/A	A+++/A/A		A++/A
Washing machine	A++/B	A+++	A+/B	A+++ , C, Average water consumption < 1760 l per kg per year	A+++	A++ (Top), A+++ (Front), spinning A	A++/A+++	Class A+++ / A (energy / spin), water consumption (<= 12lt/kg)	A++/A+++	A+++	A+++	A+++	A+/A+++	A+++ to A++   A	A+ to A+++/A	A+++/A/A	A+++/spin eff. A	A+++
Tumble Drier	A++/A+	A		A++/A-50%	currently removed due to revision	A++, Class B Condensation max 8 kg	A++/ Gas			A	A++	A++	A			A++	E. Class A, max 0,3 kWh/kg laundry	A++
Vacuum Cleaner	max 300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m <sup>3</sup>		max 300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m <sup>3</sup>	max 300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m <sup>3</sup>	max 300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m <sup>3</sup>	max 1300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m <sup>3</sup>	max 300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m <sup>3</sup>			max 300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m <sup>3</sup>	Electricity consumption max 345 Wh, dust removal 98% from hard floor surface, dust emissions max 0.01mg/m <sup>3</sup>		max 300Wh, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m <sup>3</sup>		Electricity consumption max 300 Wh, dust removal 98% from hard floor surface, dust emissions max 0.01mg/m <sup>3</sup>			max 300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m <sup>3</sup>

	Austria	Belgium	Croatia	Czech Republic	Finland	France	Germany	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Sweden	Europe	
Oven / Cooker / Steamer						Catalyse cleaning only, A classe in the two cooking modes, for induction hobs: Standby mode < 0,5 W					removed								
Coffee Machine	previous topten.eu criteria			previous topten.eu criteria		Same as in topten.eu	previous topten.eu criteria				70 kWh / year --- min. 15 bar --- Standby max. 1W --- off-timer max 5hours (30 min. auto) ---		previous topten.eu criteria	Power on consumption max 35W; Standby max 1W; annual consumption max 70kWh					severals criteria in accordance with Blue Angel
Air conditioner	Fix: A++/A+, Mobile: EEI>2,9							A+++ / A+++ cooling heating	A+++ / A					A+++ / A+ cooling heating		Fix split < 4000 W cooling capacity: EER ≥ 5 Fix split > 4000 W :EER ≥ 4,0; Mobile: EER ≥ 3,5		A/A	
Professional Appliances																			
Professional Refrigerators																			Natural refrigerants + additional criteria
Office Equipment																			
Telephone	Mobile: SAR <0,4 W/kg, Cordless: <1,5 W in operation																		

	Austria	Belgium	Croatia	Czech Republic	Finland	France	Germany	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Sweden	Europe	
Monitors - Flat screens	Energy Star 5.0, TCO, sleep and off mode max 1W	Energy Star 5.0, TCO, sleep and off mode max 1W, max. energy use			currently removed due to revision	Same as in topten.eu	Energy Star 5.1, TCO 6.0, EPEAT gold/ Blue Angel	Energy Star 5.0, TCO, sleep and off mode max 1W	Electricity consumption <11W-18W		On-mode < 22 - 36 W		Energy Star 5.0, TCO, sleep and off mode max 1W	Energy Star 5.0, TCO, sleep and off mode max 1W		Energy Star 5.0, TCO, sleep and off mode max 1W			Energy Star 5.0, TCO, sleep and off mode max 1W
Inkjet/ Thermo-imaging equipment		standby <2W, off <0,5W				max standby 1,5 W, off mode 0,5 W		Energy Star plus additional criteria	Energy consumption: Off <1W, Sleep <1,5W		Sleep-Mode < 2 W; Off-Mode < 1 W		Off mode < 0,5 W, Sleep Mode < 1,5 W	Sleep-Mode < 2 W; Off-Mode < 1 W	Off Mode < 1W, Sleep Mode < 2W	Off Mode < 1W, Sleep Mode < 2W			Energy Star, Off mode < 0,5 W, Sleep Mode < 1,5 W
Copier						same as topten.eu (EEI acc. TEC)													
Laser Printer / Multifunctionals	max. EEI 40%-75%	max. EEI 50%-50%		same as topten.eu (EEI acc. TEC)		same as topten.eu (EEI acc. TEC)		Energy Star plus additional criteria	Printer's TEC < TEC limit, according to Energy Star		max. EEI 50%-75%		EEI	EEI	max. EEI 40%-60%	max. EEI 30%-50%, able to print on recycling paper			EEI < 40 % (colour) 60 % (b/w)
Notebooks										On mode < 5 - 12 W									
Consumer Electronics																			
Game consoles												removed							
DVD player							Several criteria regarding standby and power on mode												
TV	< 110 cm: A >111 cm: A+	EEI < 0,3; On mode 30 - 70 W, standby < 0,3 W < 170 W ; Standby < 1 W	A+ (>100 cm) to A (<100 cm)	A++ (>120 cm) to A (<70 cm)	A+ (>100 cm) to A (<100 cm)	A+ (>70 cm) to A (<70 cm), max power ON = 60 watts, max stand by= 1 Watt	A++ (>120 cm) to A (<70 cm)	< 40 inch: A > 40 inch: A+ max 110 W	A or higher - ON consumption < 80W	active mode - 22-52 W; stand by - 0.5 W	A+	A (>80 cm) to B (<80 cm)		A+	A (<100 cm) , A+(>100 cm)	A+ (>100 cm) to A (<100 cm)	A++ (>120 cm) to A (<75 cm)	A++ (>120 cm) to A (<70 cm)	
TV Receiver/ Settop box										active mode - 6W; stand by - 1 W.									



	Austria	Belgium	Croatia	Czech Republic	Finland	France	Germany	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Sweden	Europe
<b>Lighting</b>																		
Energy saving lamps (CFL)	A, average lamp life min. 10.000h	A, 15000h, 75.000 on/off-cycles, index Ra >=80		A, 15000hrs (20 000 hrs for E27 standard), min 50 000 on-off cycles for E27 standard, Ra>80	A	A class, 10 000 hours, 20 000 on/off cycles, max 1,9 mg mercury	A		A - Efficiency >60 lm/W	A/>55lm/W	A except Candle lamps & Globes -> B; Life time : 10000 h; except Standard -> Life time: 15000 h		A/ on-off cycles	A		> 34 lm/W, A	A, life min 15 000 h, RA min 80,min 75 000 switchcycles, max 60s to full light	A, lamp life 15.000 h, Ra >= 80
LED	A, min. 20.000 h, Ra>80	A, 12000h, 50.000 on/off-cycles, index Ra >=80		A, 25000hrs, very good colour rendering (Ra>80), non-directional, luminous flux > 80lm	lm/W min 45		20.000h, 50.000 on/off-cycles, index Ra >=80, min 45 lum/W		Efficiency: >55 lm/W, 25.000 h	A/>48lm/W	A			A		> 34 lm/W, A	A, min 300lm, max 3500K, CRI 80, life min 15 000 h	> 34 lm/W, lamp life 20.000 h, Ra >= 80
Halogen	B (Spots)			B-D, 2000 hrs														
Office luminaries																		Minergie and Blue Angel criteria
Object luminaires	MINERGIE requirements																	
<b>Building Equipment</b>																		
Gasbased boilers													energy& ecology index					
Coalbased boilers													energy& ecology index					
Biomass boilers	Austrian Eco-Label						www.ecotop ten.de/download/EcoTopTen_Kriterien_Heizung.pdf						energy& ecology index					
Electric boilers										Standby losses < 1,2 kWh/24h								
Solar collectors													different efficiency criteria					

	Austria	Belgium	Croatia	Czech Republic	Finland	France	Germany	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Sweden	Europe
Heat pumps	COP Value, EHPA Quality Label																	
Heat pump water heaters	standby losses																	COP > 3,0
Circulation pumps	A	EEI < 0,25											A				EEI < 0,3	EEI < 0,23
Electric motors													efficiency index					
Windows					A+/A++											U ≤ 3,10 W/m <sup>2</sup> •K Air Permeability, lower than 9 m <sup>3</sup> /h m <sup>2</sup> (class 3)	U < 0,9, no PVC	
Insulating material											naturePlus Label							
Mobility																		
Cars with internal combustion engine (ICE)	Eco rating	Eco rating			max CO <sub>2</sub> g/km 95 (Mini) - 200 (Van over 7 seats)	Eco rating (based on ATE/VCS)	Eco rating (based on ATE/VCS)	Eco rating (based on ATE/VCS)	<100 g/km	Eco rating (based on ATE/VCS)	noise ≤ 73 dB(A); CO <sub>2</sub> (g/km): 110 (Mini) - 160 (van 6 or more seats); Diesel: only with particle filter	removed	Eco rating (based on ATE/VCS)	Eco rating (based on ATE/VCS)	Eco rating (based on ATE/VCS)			Eco rating (based on ATE/VCS)
Tires																	AA	
Commercial cars	Eco rating				CO <sub>2</sub> g/km < 225	Eco rating (based on ATE/VCS)												
Electric cars	no special criteria	eco rating							no special criteria					no special criteria				
Electric motorcycle	no special criteria																	
EBikes	ExtraEnergy.org						Several criteria				Only Lithium-ion technology admitted							
Electric boat engines																	no special criteria	

	Austria	Belgium	Croatia	Czech Republic	Finland	France	Germany	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Sweden	Europe
Others																		
Green Electricity		>50% in Greenpeace ranking					100 % REG	initially, companies belonging to the Hellenic Association of PV were approached										
Textils							textiles made from raw material, generated in ecological agriculture.											
Auto-Off Power Stripes and Socket Adapters							max. power cons. 0,7-0,9 W											

Table 2: Overview about categories and criteria of all current Euro-Topten-Plus partners websites (new categories are highlighted in green, categories with tightened criteria are highlighted in yellow, removed categories are marked in brown)

### 3 Visitors and pageviews of the Euro-Topten Max partners websites

An important indicator to assess the success and the attraction of the Euro-Topten Max partners' dissemination activities is the number of visitors and pageviews of the different websites.

For this purpose, analytic tools to count the visitors and pageviews of the websites are implemented in all TOPTEN websites. To receive comparable numbers, the project team agreed to implement Google Analytics to all websites when possible. Austria and Germany use a statistic tool, which is integrated in their CMS, Poland uses Webalizer.

In the following table 3 and figures 1 and 2, the visitors and pageviews for the reporting period from July 2012 to June 2013 are shown. Within this period about 120.000 visitors per month and in total about 1,4 million people visited the Euro-Topten Max websites and viewed about 3,34 million webpages.

	<b>July 12 - June 13</b>	
	Visitors	Pageviews
Austria	661.900	916.706
Belgium	36.465	132.604
Czech Republic	40.283	206.561
Croatia	617	1.851
Finland	8.971	23.869
France	125.259	369.435
Germany	320.246	846.170
Greece	22.533	70.163
Italy	34.335	103.005
Lithuania	8.103	31.527
Luxemburg	11.440	85.487
Norway	8.162	24.486
Poland	5.547	21.714
Portugal	47.463	216.860
Romania	12.218	33.710
Spain	30.025	43.893
Sweden	23.800	117.800
Europe	30.422	93.886
<b>Total</b>	<b>1.427.789</b>	<b>3.339.727</b>

Table 3: Visitors and pageviews on the Euro-Topten Max partners websites from July 2012 to June 2013

As can be seen in the figures below the total is high in autumn and winter and decreases towards spring and summer. This could be a hint that Christmas season plays an important role for consumers to think about new products.

Furthermore the number of visitors and pageviews still reflects the various national situations and therefore remains very uneven between the different countries, the countries with the most visitors are Austria, Germany and France.

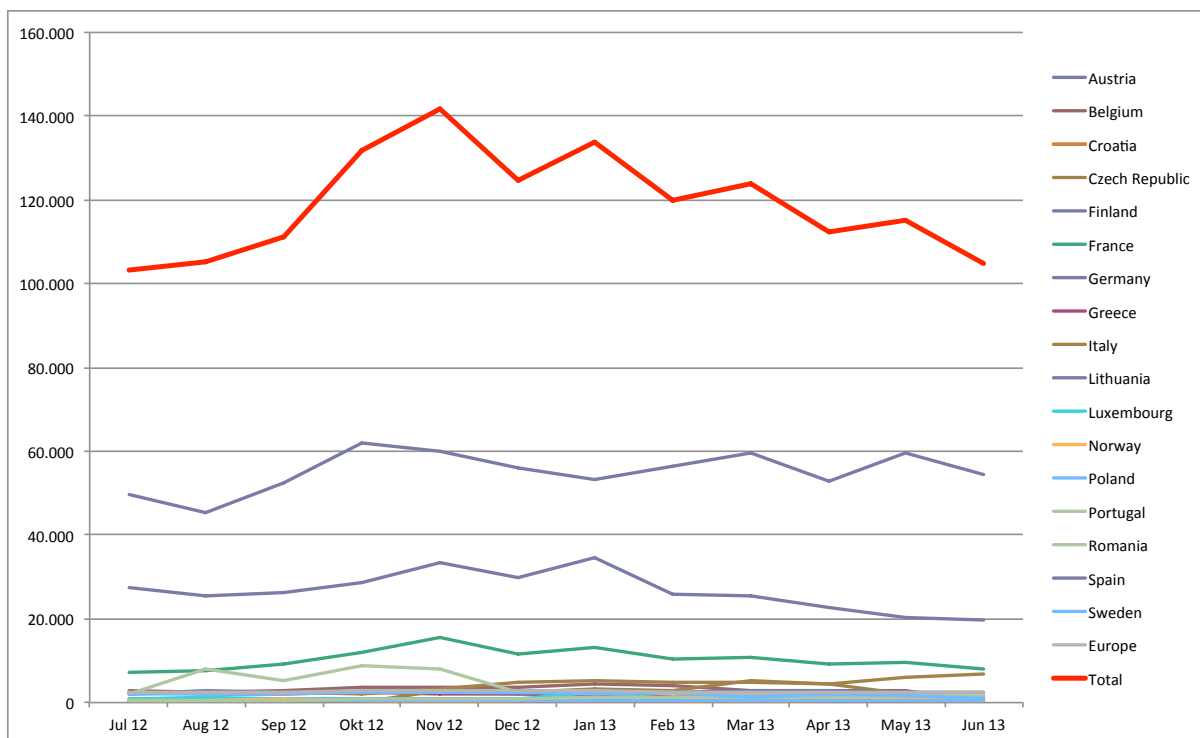


Figure 1: Visitors per month on the Euro-Topten Max partners websites from July 2012 to June 2013

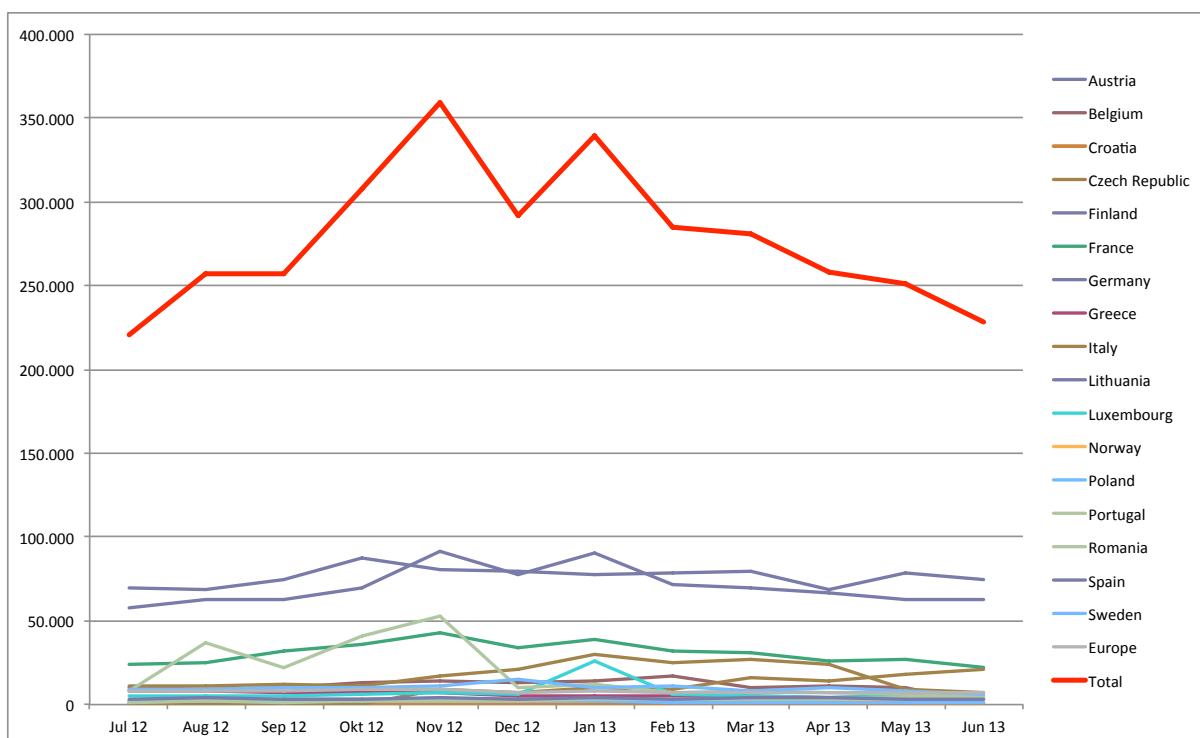


Figure 2: Pageviews per month on the Euro-Topten Max partners websites from July 2012 to June 2013

In many countries the most visited pages are the white goods pages, product lists and recommendations. It is different for Luxembourg and Portugal, where the car related pages are most visited, in Lithuania they come in second, in Finland and Italy in third place. The high

interest in Luxembourg maybe caused by a rebate program of the Ministry of Sustainability, which is linked to the Topten website. In Italy the air conditioners pages generate most interest. The following places are taken in Finland by windows, in France by standby recommendations, in Greece by air conditioners, in Italy and Portugal by lighting products, in Lithuania by consumer electronics, and in Luxembourg the News section and coffee machines are of high interest. More details can be found in the following chapter.

## **4 Improvements and impact of the different Euro-Topten Max partners websites**

Besides regular updates of the various selections, the following remarkable changes have occurred on the different national Euro-Topten Max websites.

### **4.1 Austria**

Though in Austria already a lot of efficient appliances are presented, two additional categories have been launched: Electric motor cycles and object luminaires. Luminaires with the subcategories “Floor standing”, “Downlights” and “Wall-mounted” have been already on topten.eu and the Austrian partner thought that there is a demand for that category also in Austria.

For other appliances like tumble driers, air conditioners and laser printer criteria could be tightened due to market development of these categories towards more efficient products.

Based on a (small) market survey, an increase of TVs and monitors fulfilling the criteria could be observed. There are now a lot of energy efficient monitors that are well-priced.

Most feedback (number of inquiries, requests, interviews etc.) for the different categories could be observed for the categories TV sets, LED-lamps and white goods.

Planned next steps:

- Besides tightening criteria as an integrated element of list updates there are negotiations at the moment with Grünspar (retailer) about cooperation.

### **4.2 Belgium**

Three new categories have been added since June 2012: Tumble drier, LED lamps and electric cars. For others like Fridges and freezers, inkjet equipment, laser printers, TVs and circulation pumps the criteria could be tightened. This shows a rapid change in efficiency for some products where new labels were implemented recently.

The criteria for cars were tightened using the ecoscore developed by VITO. It could be noticed a significant change towards electrical cars in the smaller segments, scoring the highest ecoscore on the Belgian market.

Most feedback (number requests, interviews etc.) for the different categories was about lightning.

Planned next steps:

- Considered next steps are a new category “boiler” and a tighter structural collaboration with the retail sector.

### 4.3 Croatia

The TOPTEN Croatia web site was established in October 2012, and it started with categories with the greatest share in Croatian households (90% or more) to attract attention to web site. The following 4 products are present at the TOPTEN Croatia web site in June 2013: refrigerators, washing machines, televisions and vacuum cleaners.

Planned next steps:

- Soon new categories dishwashers and tumble driers will be launched followed by lighting devices and cars. During July 2013 it is planned to add price information.

### 4.4 Czech Republic

No new categories were put on line during the reporting period but the criteria for many product categories could be tightened due an increase of qualifying and affordable products: 1door refrigerators from A++ to A+++, build in 60cm dishwashers from A++ to A+++, front load washing machines to A+++ and tumble dryers to A++ / A-50%. In spite of stronger criteria, the number of products for washing machines, dishwashers and refrigerators increased.

Most feedback (number of requests, interviews etc.) was received for white goods, light sources and TVs, most visited product categories are washing machines, refrigerators and dishwashers.

Planned next steps:

- Topten CZ started a cooperation with a main retailer chain (32 shops), which has its own Eco/logical Eco/nomical logo. They will use Topten CZ criteria for their logo.

### 4.5 Finland

No new categories were launched since summer 2012. More subcategories were added to televisions as requested by the coordination team.

Criteria have been tightened in nearly all updated product groups, but especially in cold appliances as more and more A+++ -products became available in the Finnish market. More information on market evolution will be available in September when results of a retailer survey (done by Motiva) will be released.

Comparing product lists, the number of products on the list has decreased when the selection criteria were tightened, but at the same time an increase in the numbers of very efficient products increased. Motiva surveys the market through a retailer survey, where in selected categories all products shown on the floor are surveyed: product and its energy efficiency class are evaluated. Through this survey a clear change in the market supply could be observed: more and more products are in the top two efficiency classes.

Overall view is that the price is higher with higher energy efficiency. In dishwashers the trend was different as the average price was lower (A class product from 2010 compared to A+++ product from 2013).



Most viewed pages are all household appliances, windows, different selection criteria and recommendations.

<b>Content breakdown, 1.1.2012 - 20.6.2013</b>				
Top 25 most used pages		Unique page views	Unique page views	
	Page	(30 281)	(30 281)	Page (translation)
1.	/	4 803	15,86 %	Home page
2.	/index.php?page=koti	3 565	11,77 %	Home page
3.	/index.php?page=kodinkoneet_tuotelistat	1 186	3,92 %	Home appliances -product lists (contains all pdf-lists of home appliances)
4.	/index.php?page=avattavat	755	2,49 %	Windows (openable)
5.	/index.php?page=valintakriteerit_astianpesukoneet&fromid=160	700	2,31 %	Dishwashers selection criteria
6.	/index.php?page=kuvaus_toptensuomi	664	2,19 %	What is Topten Finland
7.	/index.php?page=suosituksset_kylmalaitteet	644	2,13 %	Recommendations Cold Appliances
8.	/index.php?page=valintakriteerit_kylmalaitteet	521	1,72 %	Selection Criteria Cold Appliances
9.	/index.php?page=pienet_autot	518	1,71 %	Small cars
10.	/index.php?page=yleisledi-lamput	443	1,46 %	LEDs
11.	/index.php?page=suosituksset_-_kiertovesipumput	402	1,33 %	Recommendations Circulation pumps
12.	/index.php?page=televisiot_32	370	1,22 %	Televisions 32"
13.	/index.php?page=viihde-elektronikka_tuotelistat	364	1,20 %	Home Electronics -product lists (contains all pdf-lists of home electronics)
14.	/index.php?page=pieni_keskiluokka	358	1,18 %	Cars small medium class
15.	/index.php?page=sailiopakastimet_yli_200_litraa	349	1,15 %	Container freezers over 200 litres
16.	/index.php?page=autot_tuotelistat	339	1,12 %	Cars -product lists (contains all cars product lists)
17.	/index.php?page=suuri_keskiluokka	329	1,09 %	Cars large middle class
18.	/index.php?page=kohdeledilamput_230-420_lm	322	1,06 %	LED spot 230-420 lm
19.	/index.php?page=toptenpro-hankintaohjeet_ja_suosituksset	318	1,05 %	Topten PRO procurement guides and recommendations

20.	/index.php?page=kuivausrummut	306	1,01 %	Clothes driers
21.	/index.php?page=topten_valinta	291	0,96 %	Topten Selection
22.	/index.php?page=kohdeledi-lamput	273	0,90 %	LED spot
23.	/index.php?page=valaistus_tuotelist at	265	0,88 %	Lighting -product lists (contains all pdf-lists of lighting products)
24.	/index.php?page=alle_300_litraa	262	0,87 %	Fridges under 300 litres
25.	/index.php?page=711-960_lm	240	0,79 %	ESL's 711-960 lm

#### Negative and positive feedback:

- Problems arise when manufacturers/importers do not disclose all information, and the information needs to be checked and rechecked.
- Comments have been mostly positive, only negative comments have come in from companies operating in English when checklists and criteria information have been sent in Finnish.

#### Planned next steps:

- New categories will be planned with Sweden and Norway, as markets are similar and can result in sharing product info and product checking. Next category will be the air-to-air heat pump category, where criteria will be linked with Topten.eu but needed to be adapted to the climate.

## 4.6 France

Topten France has launched the cooking section (ovens and induction cooking) upon ADEME's request. It also made sense because these categories were asked in several mails from visitors. However, these are very difficult categories and it is unsure whether they can be maintained on the long run because:

- For induction cooking nearly all products on the market comply with the selection criteria (based on stand-by power which is now obsolete thanks to the Directive on stand-by consumption so the main idea is to tell consumers to choose induction as a technology and assess the total power which may be not compatible with their electricity contract)
- For ovens, data is very difficult to obtain (energy class in the two cooking modes and energy value per cycle, whereas manufacturers are not only obliged to declare all this) and when it is, nearly all the market comply. Desperately a new label is needed because there are no other criteria to discriminate products.

Topten France also wanted to develop air conditioners but data were available only for plug-in products, which are the less efficient so Topten FR chose to put on line a generic information page, as well as for stand-by consumption.

As market transformation took place in many categories a lot of criteria had to be tightened to avoid too many qualifying products per category.

For cold appliances, tightening criteria had the objective to ease the product distribution between sub-categories. For washing machines the market has finally made its transition to the new label, including for top loading machines. For tumble driers, the change is linked to the introduction of the new label. For coffee machines, the tightening of criteria is linked to the tightening on Topten.eu (and the French lists are based on the European lists). The same phenomena can be seen for inkjet printers and TVs.

Most visited pages are the white goods product pages and recommendations about standby and household appliances.

Most feedback was rather positive, negative feedback only encountered from manufacturers regards ovens. They claimed that only catalyse models were selected whereas in France pyrolysis ovens have 70% market shares (pyrolysis function is very energy consuming).

Two good examples for successful manufacturers cooperation regarding the market development towards more efficient products:

- Manufacturers of vacuum cleaners are more collaborative and even contacting Topten France spontaneously (e.g. Vorwerk). There should be a positive efficiency evolution for these products conforming with the new European regulation.
- In January 2013 Topten France had a meeting with BSH group (at their request) to discuss selection criteria, access to their "Trade Place" database, i.e. a database used by several manufacturers that retailers can access and find all the product's information (this did not prove its added value yet). BSH also shows interest in a potential label such as the one developed by the Portuguese Topten team, and in the idea of communicating the electricity cost that would include the expected electricity price rise.

Planned next steps:

- Planned activities are the further development of the Topten Pro activities; especially it is planned to try to reach a pilot project with the buying service of the State.

## 4.7 Germany

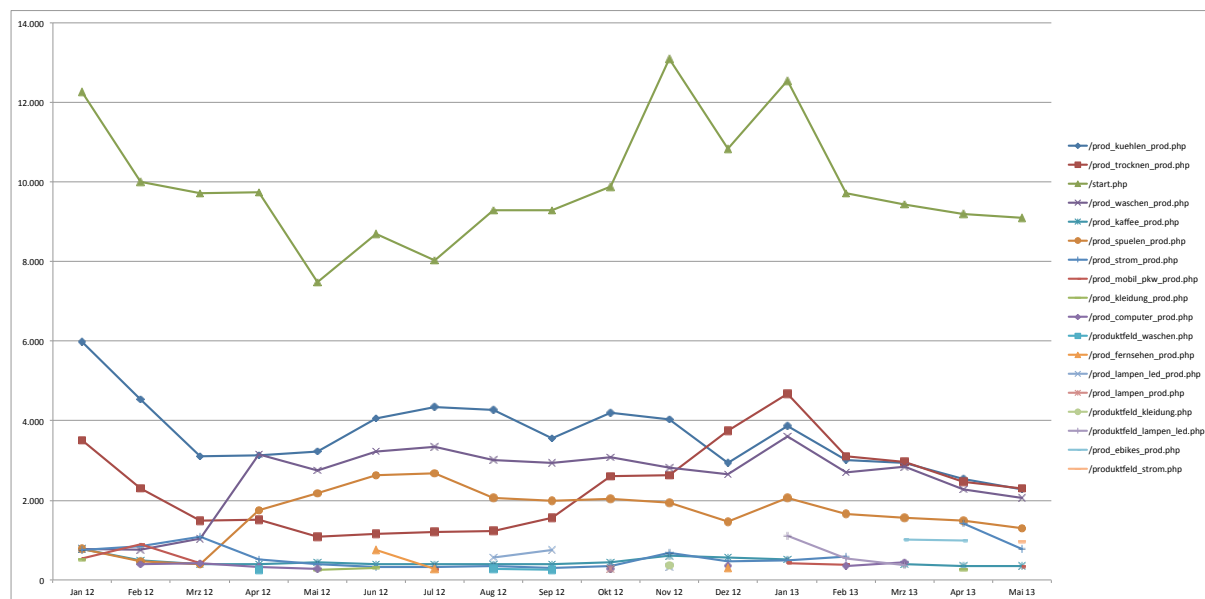
Topten Germany has launched five new product groups since June 2012: LED lamps, DVD player, multiple socket outlets, vacuum cleaners and E-Bikes. The reasons were different: Vacuum cleaners are a product group consumers often asked for. Additionally a retailer Topten Germany cooperates with, strongly supported the idea to add vacuum cleaners. For E-Bikes it is well known that they are becoming increasingly popular for consumers and their presence would make the website more popular. The same is true for LED lamps. The multiple socket outlets were added for two reasons: on the one hand they fit very well in the current campaign "Save 1000 Euro electricity" that is running within EcoTopTen and on the other hand a cooperating retailers asked for the product group.

Due to changes on the market, criteria could be tightened for the following product groups:

- Cold appliances from A++ to A+++,

- For TV sets it is amazing how the TV sets improved their energy efficiency. Now even A++ models are on the market. The number of bad models (B and C) seems to decrease substantially. Therefore the max power input allowed could be lowered from 110 Watt to 90 Watt. Additionally energy efficiency requirements could be changed to energy efficiency class A <70 cm; A+ between 70 cm and below 120 cm; A++ ≥120 cm.
- For tumble driers the criteria changed from A (old label) to A++ (new label)

Most visited websites besides the start page all household categories (kuehlen, trocknen waschen, spülen), cf. figure below.



General feedback (number of requests, interviews etc.) for the different categories

- Cold appliances, washing machines and coffee machines often are subject of questions. E-Bikes had a very good media response. Interview requests came for coffee machines and textiles.

Negative feedback on product choice, criteria etc.

- Some consumers complain that capsule machines (category coffee machines) are included as the use of coffee capsules produces a lot of waste.

National supporting programmes linked to the products on Topten Germany:

- The Website [www.die-stromsparinitiative.de](http://www.die-stromsparinitiative.de) on electricity saving from the federal environmental ministry links to EcoTopTen: <http://www.die-stromsparinitiative.de/stromsparinitiative/partnerprojekte/oeko-institut-ecotopten-uebersicht/index.html>

Planned next steps:

- In the future, two new product categories are planned: water saving shower heads and thermostatic valves for radiators.

## 4.8 Greece

Besides updating the existing categories freezers could be added as a new category.

Most categories' criteria have been adapted to the ones of the topten.eu platform. Even stricter ones have been applied for the air conditioning products, where as a result only one model was found to meet them (A+++ for cooling and heating mode). For the other categories, due to tighter criteria, sharp decreases in complying models were seen for refrigerators, washing machines, and laser multifunctionals. Especially for cars, after the criteria were made stricter, diesel cars complied much better compared to petrol ones.

Most visited sections are:

- Fridge selection criteria, washing machines selection criteria, air conditioner selection criteria, advice for fridges, News: new models on the fridge category, washing machines < 8kg, News: new models on the washing machines category, Refrigerators and washing machines > 8 kg.

Negative feedback on product choice, criteria etc.

- Biggest problems concerned the air conditioning list, as companies still have criticism regarding the requirements for compliance with the new regulation especially due to lack of respective data.

Next steps:

- Creating and disseminating the Topten pro section will be the priority for the next months. Lighting was also planned for this semester, however very low feedback from companies obliged Topten Greece to delay the launching.

## 4.9 Italy

Topten Italy has newly launched Electric cars as there are much more electric cars on the market in Italy at affordable prices.

Criteria could be tightened for air conditioners, monitors, inkjet equipment, CFL and LED lamps. Criteria are always tightened whenever there are too many products within one sub-category. Especially a steep improvement could be noticed for LED lamps, in terms of quantity of efficient products and efficiency.

Most visited pages are the air conditioning section (33 %), the homepage (21 %), the lighting section (8%) and the cars section (6%).

## 4.10 Lithuania

The Lithuanian Topten Website experienced many changes: five new categories were launched and the criteria of all existing categories could be tightened as more efficient products were introduced to the market, especially white goods.

New categories are tumble driers, vacuum cleaners, TV receiver, electric boilers and cars. The launch of new categories is decided mostly according to the market tendencies (e.g. TV receiver).

Remarkable is the positive feedback from manufacturers. They are asking to have their appliances on the lists, but mostly do not comply with stricter criteria.

Regarding prices it could be observed that more efficient products (tumble driers, freezers, refrigerators, washing machines) became more expensive compared to the period of 2012.

Most visited pages during the reporting period were white goods, followed by cars, consumer electronics, notebooks, lamps, washing machines, set top boxes and vacuum cleaners.

For the next period no new categories are planned.

#### **4.11 Luxembourg**

Topten Luxembourg has launched the new category coffee machines and could tighten the criteria for cold appliances, tumble driers and TVs. This was done on request of visitors (fair or website visitors) and due to the launch of a new energy label for a specific category (i.e. televisions). The criteria have been adjusted according to the number of models in the lists in order to avoid long lists.

Negative feedback on product choice, criteria etc. was received regarding the issue that A+++ freezing and cooling systems are still too expensive for consumers.

On the other side price reduction could be observed for A+++ washing machines.

National supporting programmes linked to the products on Topten Luxembourg:

- <http://www.car-e.lu/> – Rebate program of the Ministry of Sustainability for efficient cars.

The most visited pages are in contrast to the other Topten country websites the car related pages. Maybe the reason is the above mentioned rebate program of the Ministry of Sustainability. Among the 20 most visited pages only the homepage (on 1,3 4), the LED section (on 7) the news section (on 17) and coffee machines are not related to mobility issues, cf. table below.

Page Title	Pageviews
	<b>125,027</b> % of Total: 100.00% (125,027)
1. <a href="#">Oekotopten.lu - per Klick zu den ökologisch besten Produkten</a>	<b>12,994</b>
2. <a href="#">OekoTopten.lu :: per Klick zu den ökologisch besten Produkten</a>	<b>11,875</b>
3. <a href="#">Oekotopten.lu :: Mobile</a>	<b>7,930</b>
4. <a href="#">OekoTopten.lu :: le guide online des produits les plus écologiques</a>	<b>6,535</b>
5. <a href="#">Oekotopten.lu - le guide online des produits les plus écologiques</a>	<b>4,855</b>
6. <a href="#">Oekotopten.lu - Auto</a>	<b>3,113</b>
7. <a href="#">Oekotopten.lu - Voiture</a>	<b>1,739</b>
8. <a href="#">Oekotopten.lu - LED</a>	<b>1,437</b>
9. <a href="#">Oekotopten.lu - Kleinwagen</a>	<b>1,280</b>
10. <a href="#">Oekotopten.lu - Untere Mittelklasse</a>	<b>1,199</b>
11. <a href="#">OekoTopten.lu :: Kleinwagen</a>	<b>1,177</b>
12. <a href="#">Oekotopten.lu - Stadtwagen</a>	<b>1,150</b>
13. <a href="#">Oekotopten.lu - Pedelec</a>	<b>1,126</b>
14. <a href="#">Oekotopten.lu - Mittelklasse</a>	<b>1,125</b>
15. <a href="#">OekoTopten.lu :: Ratgeber: Auto</a>	<b>1,109</b>
16. <a href="#">Oekotopten.lu - Ratgeber: Auto</a>	<b>1,089</b>
17. <a href="#">Oekotopten.lu - News</a>	<b>1,054</b>
18. <a href="#">Oekotopten.lu - Kaffeemaschine</a>	<b>1,026</b>
19. <a href="#">OekoTopten.lu :: Untere Mittelklasse</a>	<b>901</b>
20. <a href="#">OekoTopten.lu :: Pedelec - City</a>	<b>850</b>

Planned next steps:

- As new category car tires is going to be launched and the criteria for coffee machines and light bulbs will be tightened.

#### 4.12 Norway

Topten Norway wants to display products that are the most relevant, and would like the selection of categories to be coherent with the profile of their organization in general, with focus on energy efficient buildings and homes.

Tumble driers were launched as new category, whereas the car category and the games consoles were removed. Topten Norway has removed cars as category, as they received negative feed-back from members and other organisations about rating fossil fuelled cars.

There has been an increase of new products in all categories as there have been big changes in the appliance market in Norway since a new, web based retailer entered a year ago or so. They do not have any shops in Norway, but are based in Denmark with a Norwegian office, and customers can only buy online. They have a far better range of energy efficient models, as they offer brands that were not available in Norway before. Customers can search for products on their web pages based on preferred energy performance, which is also not normal for the other few, big appliance retailers in Norway. This has resulted also in a price reduction of top products.

Also for TVs, almost the whole range of Topten TVs had to be replaced in June 2013 because of developments in the market.

Planned next steps:

- The launch of two new categories this summer/autumn: Windows and circulation pumps.
- Increasing dialogue with a big retailer about possible partnership, and also start a closer cooperation with other NGOs and consumer organisations now.

#### **4.13 Poland**

During the reporting period no new category has been launched on Topten Poland. But due market transformation towards more efficient products, the criteria for freezers, household washing machines and solar collectors could be tightened.

National supporting programmes linked to the products on your Topten Website

- URE (Energy Regulatory Office) gives information about topten project on their website:  
[http://www.ure.gov.pl/portal/pl/394/4565/Euro\\_Topten\\_Max\\_\\_maximizing\\_TopTen\\_communication\\_on\\_top\\_runner\\_production.html](http://www.ure.gov.pl/portal/pl/394/4565/Euro_Topten_Max__maximizing_TopTen_communication_on_top_runner_production.html)

Planned next steps:

- New category – tires;
- Update categories: white goods, lamps, office equipment;
- Intensify the collaboration with producers and retailers.

#### **4.14 Portugal**

During the reporting period, Topten Portugal launched three new categories: coffee machines, air conditioners and TVs.



Towards Topten Portugal, manufacturers generally do not request for new categories, but thanks to their close collaboration in the framework of the Topten.pt sticker, they send information and ask for inclusion in the next update whenever they release new products.

Consumers indeed sometimes request, by email or through the online questionnaires, for new categories. Apart these spontaneous requests, Topten PT also takes into account products with high energy consumption or high market penetration, when considering a new category.

Criteria could be tightened for the household appliances fridges, freezers, dishwashers and washing machines. It is important that criteria to rank the models are easy to understand, like energy labelling or energy star criteria. The criteria of cold appliances could be tightened as the number of models and brands with energy efficiency class A+++ has increased. The number of fridge-freezers more than doubled and the number of freezers almost doubled compared to last year whereas the prices decreased. Also the number of brands increased, in both categories there are now two more brands with A+++ models present.

Most visited pages during the reporting period are related to cars, light bulbs, washing machines and cold appliances.

#### **4.15 Romania**

During the reporting time, besides regular updating of appliances, the criteria for fridges and for washing machines could be tightened.

Prices were monitored during updates, and for many products, including TVs and office equipment, they decreased, especially for online selling.

Problems and negative feedback on product choice, criteria etc. were encountered from the same companies as last time: Arctic, LG, Samsung and Indesit Hotpoint-Ariston.

Most feedback (number of requests, interviews etc.) for the different categories was received for refrigerators and washing machines. The questions were sent by mail or asked directly in case of conferences in which Topten Romania participated. Some requests affect irons as they consume a lot of electricity.

National supporting programmes linked to the products on Topten Romania:

- ANRE (Romanian Authority for Energy Regulation) uses the information from the project in order to develop methodologies and reports for the National EE Action Plan.

Planned next steps:

- Launch of a new category: coffee machines or air-conditioners

#### **4.16 Spain**

Topten Spain newly launched the product categories tumble driers and windows. The launch of tumble driers was motivated by the other Topten websites as most of them already have this category. A different situation was found for wooden frame energy efficient windows. In this case Topten Spain could build upon an internal work within WWF Spain, which aims at

energy efficiency and rehabilitation issues in the Spanish building stock and promotes energy efficient and ecological solutions in order to enhance energy efficiency and reduce the CO<sub>2</sub> emissions of the Spanish building stock.

Criteria could be tightened for laser printer and TV. For cold appliances it could be noticed that the A++ appliances have grown significantly, while their prices have gone down. Also for washing machines, built-in dishwashers, split air-conditioners and laser printers price reductions could be observed.

Problems, negative feedback on product choice, criteria etc.:

- BSH told Topten Spain that asking for an A category in washing machines spinning performance does not have anything to do with the energy efficiency of the device, and therefore they claim, that devices that are cheaper but equally energy efficient after their interpretation should also be included in the Topten list.

Planned next steps:

- For next steps Topten Spain plans to raise the energy efficiency criteria, as they are raised in the Topten.eu web in order to achieve homogeneity and contribute to the overall European market's efficiency increase.

#### **4.17 Sweden**

During 2012 Topten Sweden launched the tyres category to draw attention on the new labeling of tyres. This was quite successful because one of the few manufacturers with tyres complying with the Topten criteria was very proud and wrote to the press about it. Another new category, which is only present on Swedish Topten, is electric boat engines. This is due to the fact that many Swedish people own boats and therefore boat engines are widespread in Sweden.

Criteria could be tightened for freezers, TVs and for heat pump water heaters. There has been a big increase in efficient televisions and also in LED lighting where the prices are also getting a bit lower.

Negative feedback on product choice, criteria etc.:

- Some negative feedback on listing tyres, mostly from manufacturers who do not like the criteria for Topten tyres. They are difficult to cooperate with.

Observation about the success of new labels:

- The best development has been for TV, for this category Topten Sweden had to tighten the criteria several times since its start 2 years ago. There are already many tumble driers in energy class A++, especially among the ones with capacity for more than 8 kg and there are a few A+++ models on Topten already.

Planned next steps:

- Further development of the cooperation with manufacturers: They can use the Topten logo with their products (the ones on the Topten website), they are also given material like flyers, info and web banners to show their Topten products. For the material

they pay a small fee/ year and sign an agreement with Topten Sweden for cooperation.

- Launch of printers in November 2013.
- The criteria for fridge/freezers (standing)/ washing machines will probably be tightened during 2013.

#### **4.18 Best of Europe (topten.eu)**

The European Euro-Topten Max website topten.eu serves as a trans-national reference website for the national Topten teams and presents a choice of the most efficient products and services all over Europe.

During the reporting period no new category was launched but criteria for tumble driers were adapted to the new regulation and criteria for coffee machines, TVs and circulation pumps could be tightened due to market developments towards more efficient products. This increase in efficiency reflects the success and the effectiveness of the new European labels. But also it can be seen for some appliance groups that the European label is not strong enough and in some cases too easy to achieve by manufacturers. There are for example fridge-freezers on the market, which undercut the highest label class A+++ by 20 % and up to date circulation pumps fulfil already today the Ecodesign MEPS, which will come into force in August 2015.