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EURO-TOPTEN MAX

Maximising Topten Communication on Top Runner Products

Monitoring Report No. 4

Reporting period from February to December 2014

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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 February to December 2014

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 on, web frequentation, which is regarded as an indicator for the success of the dissemination activities, is analysed for the reporting period.

The main results for the reporting period in brief:

- In December 2014, 18 Euro-Topten-Max partners websites and the cross-national European Topten Max website “Best Products of Europe” were online.
- Existing websites have been updated on a regular basis enriched with new product categories and some product criteria have been tightened, showing market improvements.
- Altogether between February and December 2014 the number of overall categories on all Euro-Topten Max websites has increased from 257 to 271 while the number of subcategories changed from 568 to 602. Though criteria were tightened for some categories in many countries, the number of qualifying products and services increased from below 13 000 to 13 488. Especially tighter criteria could again be implemented for household appliances, TVs and LED lamps.
- The attraction of all 19 Topten websites is quite good. During 2014, the final year of the project, 1,7 million users visited the websites and viewed about 3.7 million webpages. Together with the Topten steering committee member Topten Switzerland, the total visitors add up to 2,11 million and the pageviews up to 5,12 million. With this, the performance indicator of 2 million visitors per year after two years of operation is more than fulfilled.

2 Development of categories, subcategories and listed appliances

Within the reporting period from February to December 2014 the number of overall categories on all Euro-Topten Max websites has increased from 257 to 271 while number of subcategories changed from 568 to 602. Though criteria again were tightened for some categories in many countries, the number of qualifying products and services increased from 12 857 to 13 488.

	February 2014			December 2014		
	Categories	Subcategories	Appliances	Categories	Subcategories	Appliances
Austria	25	57	3.007	25	58	2.342
Belgium	15	40	555	15	40	525
Croatia	9	15	181	12	28	331
Czech Republic	12	27	641	12	27	686
Finland	16	32	592	15	28	560
France	14	31	540	15	31	490
Germany Oeko	18	27	720	18	33	1.538
Greece	9	21	238	9	21	358
Italy	13	22	515	14	27	530
Lithuania	15	30	509	16	32	529
Luxemburg	15	40	1.212	17	44	1.248
Norway	6	9	120	7	11	158
Poland	17	40	621	19	44	684
Portugal	14	45	927	15	38	796
Romania	10	26	463	12	31	627
Spain	11	20	620	11	20	574
Sweden	11	20	203	11	20	243
UK	8	12	174	8	12	174
Europe	19	54	1.019	20	57	1.095
Total	257	568	12.857	271	602	13.488

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

Again the criteria for household appliances and TVs could be tightened in some countries, which is an indicator if changing markets. It could be also observed that wash-dryers obviously are experiencing a renaissance, as three more websites decided to present them.

Regarding the presentation of professional refrigeration appliances, Lithuania and Luxembourg have followed Croatia and the trans-national European website.

In the lighting sector a market transformation from CFL to LED lamps could be observed. CFLs were removed in Finland, France and on the European website whereas LED lamps are new in five countries and now presented except for Greece in all countries.

Regarding the selection criteria of the listed products, they only slightly differ from one country to another. 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. Noticeable differences still exist between countries for large household appliances.

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 February 2014 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	United Kingdom	Europe
Household Appliances																			
Fridge / Fridge Freezer	A++ / max. 40 dB noise emission	A+++	A++	A++	A+++	A++ with maximum values, not more than 400 l	A+++ plus additional criteria	A++	A+++	A++ to A+++	A+++	A+++	A+++	A+++	A+/A++	A++/A+++	A+++	A+++	A+++
Freezer	A++ / max. 45 dB noise emission	A+++	A+++	A++	A+++	A++, not more than 205 kWh and 400 l	A+++ plus additional criteria		A+++	A+++	A+++	A++/A+++	A+++	A+++	A+/A++	A++/A+++	A+++	A++	A+++
Dishwasher	A+++ / max 44 dB	A+++ / A++	A++	A++ / A, water cons. less than 2800 l/y	Same as topten.eu	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+++	A+ to A++	A+++ / A/A		A++ / A	A++ / A
Washing machine	A++/B	A+++	A++/B	A+++ / A, Average water consumption < 1760 l per kg per year	Same as topten.eu	A++ (Top), A+++ (Front), spinning A or B with maximum values	A++ / A+++	Class A+++ / A (energy / spin), water consumption (<= 12lt/kg)	A+++	A+++	A+++	A+++	A+++	A+++	A+ to A+++ / A	A+++ / B/A		A+++ / spin eff. A	A+++
Wash-Drier	AAB		AAB	AAB											AAB				AAA
Tumble Drier	A+++ / A++	A++	A++	A++	same as topten.eu	A++, Class B Condensation max 8 kg	A++			A	A++	A++	A++				A++	A++	A++
Oven									55 cm: < 0,9 kWh 60 cm: < 1 kWh										
Vacuum Cleaner	Energy efficiency class: A/B Cleaning classes hard floors: A/B Cleaning classes carpet: C/C Dust re-emission class: A/B Noise emission: <90/<90		max 1300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³	Same as in topten.eu (A/CCA)	max 1300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³	max 1300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³	max 1300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³			max 1300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³	Electricity consumption max 345 Wh, dust removal 98% from hard floor surface, dust emissions max 0.01mg/m ³		max 1300Wh, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³		max 1300 W, dust removal 98% from hard floor surface, dust emissions max 0.01mg/m ³				max 1300W, dust removal 75% from carpet, 95% from hard floor surface, dust emissions max 0.04mg/m ³

	Austria	Belgium	Croatia	Czech Republic	Finland	France	Germany	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Sweden	United Kingdom	Europe	
Household Appliances																				
Coffee Machine	same as topten.eu			same as topten.eu	same as topten.eu	same as topten.eu	Electricity consumption for ready mode: max. 35Wh (fully automatic), max. 30Wh (portioned machines) aden further 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 5kWh						severals criteria in accordance with Blue Angel
Air conditioner	Fix: A++, Mobile: EEI>2,8		A++/ A++ cooling heating					A+++/ A+++ cooling heating	A+++/A					A++/ A+ cooling heating	A to A+++	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							GWP refrigerant < 150, EEI < A,B	Natural refrigerants + additional criteria									Natural refrigerants + additional criteria
Office Equipment																				
Telephone	Mobile: SAR <0,4 W/kg, Cordless: <1,5 W in operation																			
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			same as topten.eu	Same as in topten.eu	Energy Star 5.1, TCO 6.0, EPEAT gold/ Blue Angel	Energy Star 5.1, TCO, sleep and off mode max 1W	Electricity consumption <11W-19W	On-mode < 22 - 36 W, Standby <0,5 W	On-mode < 22 - 36 W		Energy Star 5.0, TCO, sleep and off mode max 1W	Energy Star 5.1, TCO 6.0		Energy Star 5.0, TCO, sleep and off mode max 1W				Energy Star 5.0, TCO, sleep and off mode max 1W

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	Austria	Belgium	Croatia	Czech Republic	Finland	France	Germany	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Sweden	United Kingdom	Europe	
Office Equipment																				
Inkjet/ Thermo-imaging equipment		standby <2W, off <0,5W			Same as in topten.eu	max stand-by 1,5 W, off mode 0,5 W		Energy Star plus additional criteria	Energy consumption: Off <1W, Sleep <1,5W	Sleep-Mode < 1,5 W; Off-Mode < 0,5 W	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						IEE 40-70 %, ppm min 19/max 80														
Laser Printer / Multifunctionals	max. EEI 40%-75%	max. EEI 50%-70%		Same as topten.eu	same as topten.eu	IEE 60-70 %, ppm min 19/max 100		Energy Star plus additional criteria	Printer's TEC < 50 % TEC limit, according to Energy Star	Sleep-Mode < 1,5 W; Off-Mode < 0,5 W	max. EEI 50%-75%		EEI	Energy Star 2.0	max. EEI 40%-60%	max. EEI 30%-50%, able to print on recycling paper	imp 16-30, TEC ≤ 1.8, imp 31-40, TEC ≤ 2.2		EEI < 40 % (colour) - 60 % (b/w)	
Notebooks			TCO 4.0							On mode < 5 - 12 W										TCO 4.0
Consumer Electronics																				
DVD player							Several criteria regarding standby and power on mode													
TV	EEI < 0,27 (< 76 cm), EEI < 0,18 (> 107 cm)	EEI < 0.3; On mode 30 - 70 W, standby < 0,3 W < 170 W ; Standby < 1 W	A+	A++ (>120 cm) to A (<70 cm)	Same as topten.eu	same as topten.eu except Max 60 W (and not 64 W)	A++ (>120 cm) to A+ (<70 cm)	< 40 inch: A > 40 inch: A+ max 64 W	≤ 42 inch: A+ > 42 inch: A++	active mode - 22-52 W; stand by - 0.5 W	A++ (>126 cm) to A+ (<126 cm)	A+ (>80 cm) to B (<66 cm)	A+	A+	A (<100 cm) , A+(>100 cm)	A++ (>100 cm) to A+ (<100 cm)	A++ (>100 cm) to A+ (<100 cm)	A++ (>120 cm) to A+ (<120 cm)	A++ (>120 cm) to A (<70 cm)	
TV Receiver/ Settop box										active mode - 6W; stand by - 1 W.										
Lighting																				
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	not listing anymore, concentrating on LEDs	removed	A		A - Efficiency >61 lm/W, > 20.000 h	A/>55lm/W			A/ on-off cycles	A				A, life min 15 000 h, RA min 80,min 75 000 switchcycles, max 60s to full light	A	removed
Tubes (T5 & T8)														A						

	Austria	Belgium	Croatia	Czech Republic	Finland	France	Germany	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Sweden	United Kingdom	Europe
Lighting																			
LED	A, min. 20.000 h, Ra>80	A, 12000h, 50.000 on/off-cycles, index Ra >=80	A, 15000h	A, 25000hrs, very good colour rendering (Ra>80), non-directional, luminous flux > 80lm	Same as topten.eu	only lightbulbs, many criteria	20.000h, 50.000 on/off-cycles, index Ra >=80, min 45 lum/W		EEI < 0,17, > 25.000 h	A/>48lm/W	A	A	A/ on-off cycles	A+	A+	> 34 lm/W, further criteria	A, min 300lm, max 3500K, CRI 80, life min 20 000 h	Efficiency > 45 lm/W; Life time: minimum 20,000 h	A+
Halogen																			
Office luminaries																			Minergie and Blue Angel criteria
Object luminaires	MINERGIE requirements																		
Building Equipment																			
Gasbased boilers																			
Coalbased boilers																			
Biomass boilers	Austrian Eco-Label						www.ecotopten.de/download/EcoTopTen_Kriterien_Heizung.pdf												
Electric boilers										Standby losses < 1,2 kWh/24h									
Solar collectors																			
Heat pumps	COP Value, EHPA Quality Label																		
Heat pump water heaters	standby losses																		COP > 3,0
Circulation pumps	A	EEI < 0,25									EEI < 0,2		A				EEI < 0,3		EEI < 0,23
Electric motors																			

	Austria	Belgium	Croatia	Czech Republic	Finland	France	Germany	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Sweden	United Kingdom	Europe
Building Equipment																			
Windows					A+/A++								A/B			U ≤ 3,10 W/m ² *K Air Permeability, lower than 9 m ³ /h m ² (class 3)	U < 0,9, no PVC		
Insulating material											naturePlus Label								
Mobility																			
Cars with internal combustion engine (ICE)	Eco rating	Eco rating			max CO2 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)	<90 g/km	Eco rating (based on ATE/VCS)	noise<=73 dB(A); CO2 (g/km): 110 (Mini) - 160 (van 6 or more seats); Diesel: only with particle filter		Eco rating (based on ATE/VCS)	Eco rating (based on ATE/VCS)	CO2 emsiions <120-160 g/km				Eco rating (based on ATE/VCS)
Tires																	AA		
Commercial cars	Eco rating				CO2 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		
Others																			
Green Electricity		>50% in Greenpeace ranking					100 % REG	initially, companies belonging to the Hellenic Association of PV were approached											

	Austria	Belgium	Croatia	Czech Republic	Finland	France	Germany	Greece	Italy	Lithuania	Luxembourg	Norway	Poland	Portugal	Romania	Spain	Sweden	United Kingdom	Europe
Others																			
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-Max 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 period from January to December 2014 are shown. Within this period about 142 000 visitors per month and in total about 1,7 million people visited the Euro-Topten Max websites and viewed about 3,69 million webpages. Together with the access numbers of the Topten steering committee member Topten Switzerland, the total visitors add up to 2,11 million and the pageviews up to 5,12 million.

Looking at visitors per inhabitants in the different countries, big differences can be observed. The Austrian Topten Website is already established and well known in Austria for a long time. More than 10 visitors per 100 inhabitants went on the website during the year 2014. All other countries are below 1 % but the attraction of all of them have increased as well due to dissemination activities.

	Jan. - Dec. 14		Inhabitants	Visitors/Inhabitants	Ranking
	Visitors	Pageviews			
Austria	896.610	1.065.519	8.462.000	10,60%	1
Luxembourg	3.710	24.330	531.441	0,70%	2
Czech Republic	52.609	276.095	10.526.685	0,50%	3
Lithuania	11.723	44.791	2.986.000	0,39%	4
Portugal	36.186	135.959	10.530.000	0,34%	5
Norway	16.036	48.108	5.019.000	0,32%	6
Belgium	30.075	108.418	11.035.948	0,27%	7
Germany	206.793	645.741	81.890.000	0,25%	8
France	149.860	404.613	65.700.000	0,23%	9
Greece	21.313	47.624	11.280.000	0,19%	10
Croatia	7.960	40.991	4.267.000	0,19%	11
Sweden	16.274	52.240	9.517.000	0,17%	12
Romania	35.784	72.560	21.330.000	0,17%	13
Finland	8.391	41.861	5.414.000	0,15%	14
United Kingdom	81.544	320.891	63.705.000	0,13%	15
Italy	50.251	170.743	60.626.442	0,08%	16
Spain	27.862	37.354	46.704.314	0,06%	17
Poland	4.823	14.856	38.540.000	0,01%	18
Europe	46.604	137.105			
Total	1.704.408	3.689.798	458.064.830	0,37%	

Table 3: Visitors and pageviews on the Euro-Topten Max partners' websites from January to December 2014

As can be seen in the figures below, the total visitor figures became higher in autumn and winter and lower during the summer. This confirms earlier observations and could be a hint that starting the year in a new place and even more Christmas season play an important role for consumers when thinking 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.

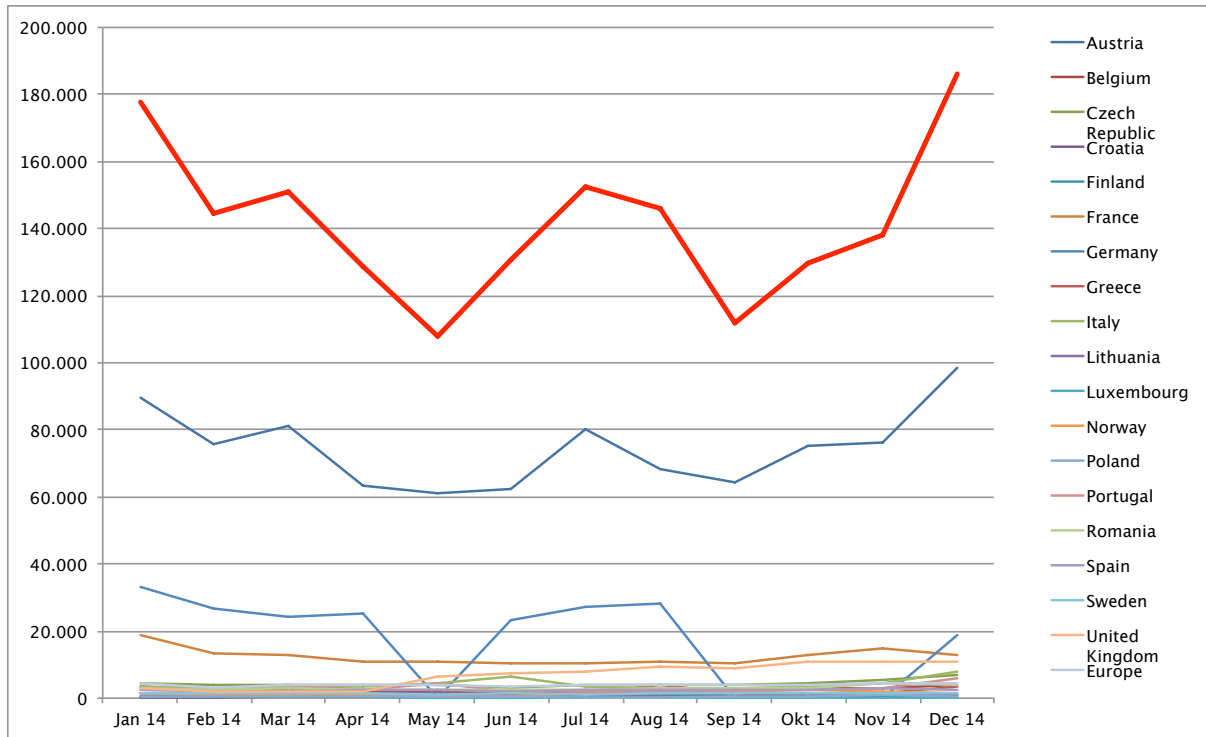


Figure 1: Visitors per month on the Euro-Topten Max partners websites from January to December 2014

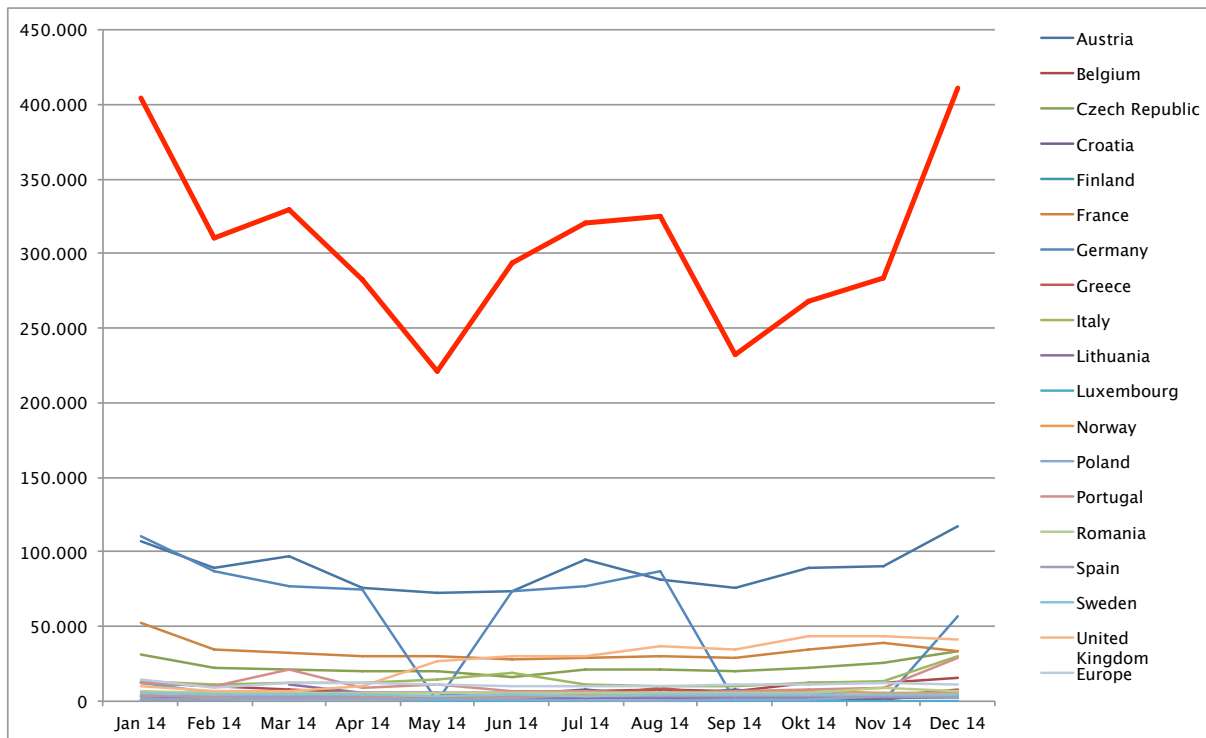


Figure 2: Pageviews per month on the Euro-Topten Max partners websites from January to December 2014

Regarding visited pages, in many countries the most visited pages are the household appliances pages, product lists and recommendations. For example, in Italy the air conditioners pages generate most interest whereas in Lithuania laser multifunctionals generate the highest interest.

It is remarkable that many countries report falling prices for efficient products as for household appliances and LED lamps.

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

Categories, criteria and market

In general the Austrian website is fully developed with 25 product categories in total. Therefore only one new product category, vacuum cleaners, have been introduced in September 2014, following the introduction of the new energy efficiency level for vacuum cleaners at this time.

Energy efficiency levels are adapted dependent on market development with every product update. Among others criteria have been revised for example for all white good categories, TVs, lighting, cars, professional lighting, etc. The Austrian website runs a two level approach including topprodukte-Gold (classic toplist) and topprodukte-Silber (extended list) for many product categories. Products are updated 2-3 times per year depending on product group. Additional smaller updates are done according to specific needs.

The availability of most efficient washing machines, tumble dryer and refrigerators has increased. The same was observed for TVs (more A+ and A++ models available). The availability of more efficient LEDs has strongly increased (many A+ LEDs currently available).

Obvious price reductions appeared for LED lighting and for TVs. Prices for LED lamps and TVs have dropped in general. Therefore also prices for most efficient products decreased

Feedback

Companies from the LED lighting sector and from the heat pumps sector asked to be listed on the website (respectively their products to be listed).

Most visited pages

Main category	Category	Share	Share subtotal
Lighting	CFL	7,9%	19,6%
	LED	9,9%	
	Professional Luminaires	1,8%	
Office	Computer monitors	2,6%	8,7%
	Laser printer	6,2%	
Household appliances	Coffee machines	2,1%	25,0%
	Dishwasher	3,8%	
	Freezer	4,2%	
	Fridge	3,1%	
	Combined fridge freezer	5,8%	

	Tumble dryer	1,3%	
	Vacuum cleaner	0,9%	
	Washer drier	0,4%	
	Washing machine	3,5%	
Heating / hot water / air-condition	Biomass boiler	5,9%	25,6%
	Circulation pumps	1,7%	
	Electric boiler	5,7%	
	Heat pumps	9,3%	
	Room air conditioner	3,0%	
Mobility	Diesel commercial vehicles	0,3%	14,2%
	Electric commercial vehicle	0,3%	
	Electric vehicles	6,0%	
	Gasoline/diesel cars	6,1%	
	Natural gas vehicles	0,6%	
	Pedelecs	0,8%	
Consumer electronics / communication	TV	5,1%	6,9%
	Cordless phones	0,4%	
	Mobile Phones	1,4%	
Total		100,0%	100,0%

National supporting programme linked to the products on the Topten Website

A local utility in lower Austria runs an incentive scheme which is based on topprodukte.at. The national website is mainly supported and operated within the national **klimaaktiv** programme.

Next steps

No new categories are planned for the moment, beyond the implementation of Topten lists for the categories ovens and domestic range hoods in January 2015, based on the newly introduced energy labels for these specific categories. Criteria are revised based on market development for every product update. Thus suitability of the criteria is checked at every update.

The focus of dissemination is currently on co-operations with the retail sector, with utilities and with public authorities of provinces. A second focus is put on social media (Facebook) and promotion via a specific App for consumers “ecoGator”, launched in October 2014.

4.2 Belgium

Categories, criteria and market

No new category was launched during the reporting period. Due to the ecoGator launch new categories have been postponed to 2015.

For most of the product categories Topten Belgium follows the European selection criteria. These are adapted if necessary for the Belgian market. BBL works with Ecoconso and Vito to adapt the European lists and criteria for the national situation.

For cars Topten Belgium uses the selection criteria developed by VITO, i.e. the ecoscore. This is an environmental score for vehicles. In other words, this score provides an indication of the overall environmental friendliness of a vehicle. Therefore, various damage categories are taken into account: global warming, air quality (health effects and effects on ecosystems) and noise. The applied environmental review allows combining these different effects into one single indicator. The method used in this perspective is the well-to-wheel approach. This takes into account both tank-to-wheel (exhaust emissions caused by driving a vehicle) and well-to-tank emissions (emissions from production and distribution of the fuel (petrol, diesel, LPG, electricity, etc.) will be charged). This calculation method was updated in 2013. A certain shift towards more hybrid and electrical cars was observed in Belgium, also towards more affordable models.

For green electricity Topten Belgium uses the ranking provided by the rapports of Greenpeace. These are reviewed on an annual basis. They only show the top of the ranking. Where there used to be just one or two electricity producers who scored well, there are now several companies present in the list.

Prices dropped for electrical vehicles, LED's and green electricity.

Feedback

The only negative feedback comes from an organisation that is very sceptic about energy saving lamps and LED lamps. They state these lamps are a hazard for your health and the environment. For example, they say there are more eye diseases caused by the increased use of fluorescent lightning. (<https://spaarlampramp.wordpress.com/>).

Topten Belgium has gotten 72 direct inquiries, mostly regarding white goods and conducted one interview concerning the whole site.

Most visited pages

Most visited pages on Topten Belgium in 2014:

Homepage: 16% 63816 views

Cars – compacts: 4.91% 19301 views

Recommendations tumble driers: 2.7% 8159 views

Family cars: 1.94% 7644 views

Small family cars: 1.84% 7222 views

Recommendations cars: 1.66% 6538 views

Washing machines: 1.61% 6325 views

National supporting programme linked to the products on the Topten Website

The ecoGator campaign is strongly linked to the Topten website www.ecogator.be

Next steps

Planned: New categories for vehicles (according to the European classes), vacuum cleaners and coffee machines, Topten Belgium will work further on the link with the ecoGator app and the communication on social media platforms. In 2015 they will engage in the Topten Act project to ensure a sustainable and profitable relation with national retailers and manufacturers.

4.3 Croatia

Categories, criteria and market

REGEA has launched the new categories wash-dryers, notebooks and LED-lamps in order to increase public interest about the Croatian Topten website. It should be concluded that public interest significantly rose with every new category.

REGEA had tightened criteria according to the market developments.

According to updates of prices every 6 months, there are generally pretty much the same.

Feedback

The number of inquiries depends on the season. For example, customers are more interested in air-conditioners in the summer season.

Most visited pages

Most visited pages are the main page and the pages about LED lamps and air conditioners.

National supporting programme linked to the products on the Topten Website

One of the very important achievements of the TOPTEN project, that hopefully will last for years after the official end of the project, is a national subsidy programme for energy efficient household appliances by the Croatian national fund for environmental protection and energy efficiency. According to the Fund's official timetable¹ it will start in May 2015.

Success stories

The results of market research (every 6 months) have shown the increase of more energy-efficient appliances. As result, every 6 months REGEA had tightened the selection criteria.

Next steps

REGEA has undertaken activities, which have a direct impact on the sustainability of the action after the end of the project.

One of the most important sustainability actions is a successful cooperation with the Technical museum in Zagreb (one of the biggest and most famous in South-east Europe) that

¹ More information on www.fzoeu.hr

resulted in the fact that TOPTEN info materials are a part of the permanent exhibition in the Technical museum in Zagreb.

Furthermore, one of the most important achievements of TOPTEN project is the establishment and successful progress of the Croatian TOPTEN web site that will not be stopped after the end of the project. REGEA will do its best to make the Croatian TOPTEN web site “very alive”, visible and attractive.

4.4 Czech Republic

Categories, criteria and market

No brand new category was launched but vacuum cleaners have been reformatted reflecting the new label legislation.

Last criteria change in 12/2013 for refrigerators and dishwashers, due to market changes, some other categories have been adapted following Topten.eu criteria.

Prices are not centrally monitored within Topten but a price reduction trend could be observed in general for many appliances.

Feedback

The Swiss Topten cooperation with the insurance company resulted in some specific requests for products being monitored and listed.

Most visited pages

Most popular being washing machines, fridges, dishwashers, TVs and light bulbs, but it seems to be that the most popular product groups are in part “manipulated” by the Google Adwords, which promotes some product categories more than others (more expensive categories have less advertisement), so it may not fully reflect on the pure consumer preferences.

Success stories

Vacuum cleaners – already a number of models on the market.

Good availability of LEDs in lower wattage range.

Next steps

Partner off the follow-up project Topten ACT.

4.5 Finland

Categories, criteria and market

Only one new category opened since February 2014. Vacuum cleaner category was started as the new EU regulation came into force and the data was available from Topten.eu, CFL lamps have been removed.

Criteria have been tightened for freezers, dishwashers, washing machines, tumble driers, monitors, TVs and LED lamps.

4.6 France

Categories, criteria and market

Topten France has introduced a new category of LED light bulbs (Dec 2014) and taken out the CFLs light bulbs because of the discussions with the Euro-Topten Max coordination team (i.e. Topten should display best technologies, and not the past generations).

They will add the LED spots at a later stage (they wanted to test their methodology first).

They have tightened the cold appliances selection criteria (kWh/year, though they still cannot select only A+++ contrarily to Topten.eu or Topten.ch) and the inkjet copier selection criteria (to be aligned on topten.eu because of the change in Energy Star version).

Regarding prices as in April 2014 nothing striking has changed in most categories. It can be seen that prices relate to Brands (some being always positioned on the very high and expensive segment), but also for some subcategories, e.g. table top refrigerators or freezers, A++ models would be relatively cheap but A+++ models are so expensive that it is impossible to recuperate the purchasing investment through electricity savings (since the models are small).

Feedback

There was no direct feedback by consumers on that topic, but Topten France found problematic to make sure the LED selection was truly helpful to consumers concerning the availability of products on the market (there are too many manufacturers for this kind of products so they introduced the fact that the bulbs have to be sold in large retail shops).

Topten France had good contacts with manufacturers (because they organised an event for their 10th anniversary and invited them – they did not come but most of them wished a happy anniversary).

Topten France had as usual contradictory inquiries / comments from visitors on the car section (from very critical about promoting diesel models, to very positive and asking for further advice) and several angry comments on the duration of the washing machines cycles for efficient models.

Most visited pages

Most visited pages for the year 2014 have been:

- Recommendations washing machines
- Recommendations driers
- Recommendations dish-washers
- Criteria for dish-washers
- Washing machines selections

- Advice page on stand-by
- Washing machines selections
- Criteria for cars

Next steps

Topten France is planning to develop LED Spots (and on the longer-term ovens, depending on how the market reacts to the new label).

Stricter criteria are not foreseen (but surprises could happen).

4.7 Germany

Categories, criteria and market

Topten Germany launched the new product group thermostatic valves (programmable) because they think this product group is a relevant for consumers in order to save thermal energy. They got several proposals for new product groups (e.g. smartphones, kitchen hoods) from authorities, consumer and environmental organisations.

Due to the new EU energy label Topten Germany changed the criteria for vacuum cleaners. They observed an increase in qualifying tumble dryers, also a slow increase in qualifying cooling appliances.

Feedback

Topten Germany observed that the “white appliances” always have the highest numbers of inquiries, especially when connected to interviews and articles about changes of the EU energy label or of ecodesign measures (e.g. coffee machines, vacuum cleaners).

Most visited pages

Most visited pages have been tumble driers, cold appliances, washing machines dishwashers, LED lamps and TV sets.

National supporting programme linked to the products on the Topten Website

As before, EcoTopTen is present on the website of “die Stromsparinitiative”, www.die-stromsparinitiative.de

Success stories

Due to ecodesign Topten Germany observed a significant reduction of energy consumption of vacuum cleaners. However cleaning performance is not yet convincing in a broad range of models.

Next steps

New categories: no precise plans but they will check if they will add part of the new product groups that were proposed by different stakeholders like e.g. smartphones and kitchen hoods.

Topten Germany is planning to check the criteria for the white appliances in the first half of 2015. Depending on the result they will eventually strengthen them, the same for TV sets.

They are going to improve the exchange of product data with different stakeholders.

Within the framework of a national follow up project for EcoTopTen they will start a campaign with the aim to reduce surplus cooling appliances in households.

4.8 Greece

Categories, criteria and market

No new category has been added during the reporting period.

In order to increase the number of air conditioners, Topten Greece made the criteria more flexible (A+++ to A++ for cooling and freezing, and A+ for the bigger than 4kW appliances). Topten now presents 40 products (before only 2).

Regarding prices an impressive drop has been noticed for PV modules. This development is in accordance with prior price reductions during the past 4 years.

Feedback

No problems were encountered. However, PV installers have asked for PV+battery systems to be included in Topten, while car companies have expressed their will to present their electric car models in Topten.

Most visited pages

Most visited pages are listed the table below.

	Section	Number of visits (April-December 2014)
1	Advice page for fridges/freezers	3.133
2	Selection criteria Washing machines	2.954
3	Selection criteria Fridges	2.881
4	News section for air conditions' update	1.920
5	Selection criteria for air conditions	1.716
6	Advice section for TVs	866
7	Product page: washing machines <8kg	733
8	Product page: washing machines >8kg	718
9	Selection criteria : cars	681
10	Products page: fridge freezers	542

Success stories

The most impressive increase could be observed for TVs, in which category now appear 93 appliances instead of 20, in spite of strengthening the criteria (acceptable max power is now 64W instead of 100W).

A major improvement was noticed for the monitors' category, where the number of products has doubled.

A significant improvement for the 2-door-fridges freezers as well took place, as now Topten Greece presents 37 products instead of 22 (with no alteration of criteria). However, refrigerator/freezers had no improvement at all.

Next steps

Topten Greece is figuring ways in order to keep the page online or instead promote and provide links to the European portal.

4.9 Italy

Categories, criteria and market

Topten Italy has launched the oven category in order to make a communication drive about food and energy efficiency, being food one of the hot topics WWF Italy is working on.

LED lamps are becoming more and more efficient and more affordable, even though not enough. Cold appliances criteria have been tightened in order to list only A+++ products but, at the moment, only few products are available.

Feedback

Topten Italy can be regarded as a recognised tool among national stakeholders, since they managed to get different letters of support for the Topten Act project.

Most visited pages

Most visited pages in 2014 were:

- Air conditioners: 12.425 visits (23,8%)
- Air conditioners, selection criteria: 2.195 visits (4,2%)
- Washing machines, selection criteria: 1.809 visits (3,5 %)
- Washing machines, suggestion page: 1.775 visits (3,3%)
- Dishwashers, suggestion page: 1.587 visits (3%)

Next steps

Topten Pro section will be created on the Italian Topten website.

4.10 Lithuania

Categories, criteria and market

During the last period Topten Lithuania has launched a group of office equipment products (all printers, multifunctionals and monitors) and now they are planning to launch dishwashers.

Main reasons:

- Regarding office equipment. It is an easy category and all what is needed in order to develop PP section is already there. All criteria can be taken from TOPTEN.EU. In order to offer more to public procurers, more such categories are needed. This was also the reason to start the category of professional cold appliances.
- Regarding dishwashers. Topten Lithuania has noticed that these products have become more interesting for Lithuanian consumers. Some debates and public discussions on topics how to save at home and what appliances are regarded as luxury goods, inspired them to finally start this category. They saw the need to have more information on dishwashers.
- Regarding criteria they try to reach Topten.eu criteria. They noticed an intense jump for cold appliances and TVs probably because of the high demand of these products.
- Regarding prizes, it could be observed that they slowly go down for high efficient products. E.g. TVs prices went down to few per cents only. Also notebooks (but the reason is probably not energy efficiency)
- Obviously the prices of the products of middle efficiency, also ones of minimal efficiency go down faster. Retailers offer discounts for these products advertising them as “efficient ones, because they have A or A+”, this is also a problem of misleading advertising.

Feedback

For some products which are made in Lithuania, Topten Lithuania received criticism. If products do not comply with criteria - they are not on the list, therefore they are “accused” not to support national producers etc.

Feedback is very dependent on new regulations coming into force. This year vacuum cleaners were a topic. Also media are interested if EU will start to regulate small domestic appliances (kettles, hair dryers etc.). This seems to be a good topic to “threaten” consumers by saying that they will no more have rights to choose what we want to buy and everything will become more expensive.

Most visited pages

The most visited pages between July-December 2014 are listed in the table below.

	Page views	Unique page views	Bounce rate	Average time on page
Vacuum cleaners	297	330	87.69	2.41
Cars	214	388	42.86	0:18
Consumer electronics (Notebooks)	150	263	28.70	0:38
Domestic appliances	183	307	60.0	0:21

Lamps (LED E27)	150	221	57.60	1.26
Washing machines	171	302	10.96	0:25
Refrigerators (side by side)	195	287	50.0	1:20

National supporting programme linked to the products on the Topten Website

There are several supporting programmes of some ministries and other funds (related to environment protection).

Most of the support comes from private funds, media and energy suppliers. For the year 2015 a new initiative in a partnership with a building and renovation company is planned, which tries to start a new educational campaign for consumers.

Next steps

A new category, dishwashers, is planned and to eliminate the category of tv setop boxes – which is it not so actual anymore.

Most of the plans for next period involve creating new partnerships with companies providing services to consumers (house administration companies, building companies, public procurers etc.).

Top-10 becomes more interesting for media, which helps to disseminate the ideas easier. However, media always look for provocative topics, so sometimes Topten Lithuania has to raise such questions as mentioned above (asking consumers if they really need luxury products, presenting new regulation and “caution” retailers).

4.11 Luxembourg

Categories, criteria and market

Topten Luxembourg launched professional cold appliances.

They follow the needs of the market and choose according to ecological sense a new category. At first they analyse the market. Then they set the criteria. The real balancing-act is to make the criteria sophisticated and to reflect the offer on the market.

Feedback

- Sometimes it is a problem that the newest products are not available. Especially bigger retailers have a great stock of old appliances, which they want to sell first.
- Main interest seems in mobility (cars) followed by household appliances. For these topics Topten Luxembourg receives the most inquiries from consumers and from journalists.

Next steps

The main issue is to keep the information on the Topten website always updated.

4.12 Norway

Categories, criteria and market

Topten Norway received some inquiries about LED-lamps from consumers and felt it was a category that is highly relevant for the Norwegian market. However the manufacturers told this market is changing extremely fast, and might be hard to monitor. Topten Norway has spent a lot of resources to check their lists both in shops and on different web pages.

They have tightened the criteria for freezers and refrigerators. So for refrigerators they increased the energy class to A+++ only. And they have seen a shift in this market so products that are more energy efficient are becoming more affordable.

That same goes for washing machines and tumble driers. For tumble driers they have increased to A++ and for washing machines (all 3 sub-categories) to above A+++.

Feedback

Topten Norway gets some mails every now and then from costumers. But Norwegian media seem little interested in writing about energy effective products. Perhaps it's because of the cheap energy prices in Norway. Topten had an interview in one of the largest news page in Norway: http://www.nrk.no/livsstil/_-komplisert-a-velge-miljoennlig-1.11079025

Most visited pages

The categories listed after % of total visits to www.energismart.no between July 2013 and Dec 2014.

1. Dryer 64%
2. Refrigerator and freezer 5,8%
3. Dishwasher 4,9%
4. Washing machines 4%
5. TV 1,8%
6. LED-lamps 1,3%

Success stories

Vil du vinne Europas beste* fryseboks?

Det eneste du trenger å gjøre er å sende en sms med kodeord **NATUR ENERGI til 2077**.

Energiklasse: **A+++**
Energiforbruk: **117 kwh/år**

*Frysere med lavest årlig energiforbruk, ifølge Euro-Topten Plus sine data fra mai 2011.
Les mer på besteprodukter.no

Send sms med kodeord NATUR ENERGI til 2077
Ingen skjulte kostnader / vanlig sms-takst.

Konkurranseregler:
• Det er bare mulig å delta én gang.
• Ansatte i Naturvernforbundet kan ikke delta.
• Vinnerens navn kan offentliggjøres i Naturvernforbundets kanaler.

besteprodukter.no **Testvinner i EU**

Topten Norway had a campaign “Win Europe’s best freezer” in 2011/12 where they tried to ask the freezer manufacturers why it was so hard to get the most energy effective products in the Norwegian market. (All EU top Ten freezer products were not able to find in the Norwegian market.) They launched a competition where people could win the most energy efficient freezer that they got shipped from the Netherlands. Topten Norway had a number of media reports. In the end of 2014 this campaign resulted in a big shift in the Norwegian cold appliances market.

Next steps

In Norway not all retailers are showcasing clearly the energy label so Topten Norway working together with the government in order to increase the control of the retailers.

4.13 Poland

Categories, criteria and market

Two categories (windows, boilers) have been launched in cooperation with manufacturers. They sent applications to Topten Poland and the best products were published on the Topten website.

Regarding prices they weren't monitored. But not representative observations in shops show downward trend. Most efficient appliances are better available for average consumers (high technology, lower prices and increasing awareness by buyers).

Feedback

Sometimes journalist search information about energy efficiency devices.

Most visited pages

Most visited pages on Topten Poland are:

- washing machines front loaded to 6 kg;
- home page;
- dishwasher built in;
- gas based boilers;
- gas based condensing boilers;
- coal based boiler automatically loaded fuel;
- LCC;
- washing machines, front loaded above 6 kg;
- results of competition

National supporting programme linked to the products on the Topten Website

IEE project: Efficiency 2.1. <http://www.ecogator.fewe.pl/energooszczedne-produkty/topten-polska/>. The main objective is to support consumers in their purchasing decisions by providing up-to-date information about the most energy efficient products on the market and by supporting consumers in leading energy efficient and eco-conscious lifestyle. The initiative's main output is a free of charge smartphone app ecoGator. The engine of app ecoGator is Topten lists. ecoGator is the first app which can read and process data from the EU energy label by using your smartphone's built in camera. The app is available in GooglePlay and iTunes.

Topten Poland cooperates with PoISEFF2 (<http://www.polseff2.org/pl/lista-leme>), which is a credit line. The banks offer loans to SMEs for financing energy efficiency investments. In the

framework PoISEFF2 the “List of Eligible Materials and Equipment (LEME)” is carried out, which assembles the most up-to-date energy efficient technologies available on the Polish market and enables SME’s to find the right and most energy efficient product easily.

When the product is available in LEME and on the Topten list, the user gets information about it (+ link to Topten website and logo). This functionality is implemented now and it will be ready soon.

Next steps

Participation in Topten Act.

4.14 Portugal

Categories, criteria and market

Under Topten Max Topten, Portugal launched three new categories (televisions in November 2012, coffee machines in December 2012 and air conditioners in June 2013). These categories were not requested by anyone but were chosen because LED televisions are a popular category among consumers and were labelled under EU regulation; coffee machines, although not labelled, had a huge sales growth in Portugal; air conditioners, labelled under EU new regulation are becoming more common in Portuguese households. The training held by an air conditioner manufacturer was very useful for the category launch.

In general Topten Portugal does not have requests from manufacturers although sometimes they send information about products whose categories are not in Topten.pt.

Topten Portugal has tightened the criteria according to the market evolution and EU legislation. In these three years the major changes were observed in washing machines & dishwashers, refrigerating appliances and LED lamps. The latter category undergone an important technological evolution and criteria were tightened in order to display online only the really best models.

Price reductions could be observed for cold and wet appliances.

Feedback

The most disseminated press releases in the media are related to the cars and the website traffic increased considerably. On the other hand the office equipment manufacturers’ communication teams published news and newsletters mentioning the number of Topten.pt stickers and its models.

Most visited pages

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

Success stories

The number of appliances classified A+++ has been increasing over the last updates and the price is decreasing, in particular for cold appliances. The LED lamps are rapidly evolving over the last years.

Next steps

The new category should be the vacuum cleaners. At every new update the criteria are revised and tightened according to the market evolution and EU legislation. The dissemination activities will include the broadcast of Green Minutes in national television, the distribution of recent printed materials and perhaps the broadcast of two online spots in national television.

4.15 Romania

Categories, criteria and market

In the last 9 months Topten Romania has launched two new categories: tumble dryers and LED lighting.

Although tumble dryers are not very common in Romania, they were requested from consumers, particularly from those who are interested in low energy consumption, which justified their introduction on the website.

LED lamps have been also a subject of discussion with interested producers and with consumers. So Topten Romania decided to launch this new category.

When updating criteria in accordance with the latest regulations, they use often the criteria used for topten.eu.

Prices were monitored during updates, and for many products they decreased especially for online selling. Especially TV sets and office equipment are concerned (they are subject of various promotional offers).

Feedback

Usually, the consumers were interested in washing machines, cooling products, TV sets and lately in LED backlight computer monitors. The questions were received via e-mail or face-to-face during different presentations.

Most visited pages

The Top 3 of the required sections of the www.topten.info.ro website were:

1. Recommendations on washing machines
2. Criteria for washing machines
3. Recommendations for refrigerators

National supporting programme linked to the products on the Topten Website

Linked to the project, ANRE (Romanian Authority for Energy Regulation) uses the information from the project in order to develop methodologies and reports for NEEAP and disseminate EE actions. Also the Ministry for Environment and Climate Change supports the project's activities.

Success stories

The Euro-Topten Max project presentations and trainings about buying energy efficient products have increased the number of visitors. Topten Romania received a lot of positive feedback from the participants and great insight about reducing the annual electricity costs when buying a very energy efficient household appliance. This will lead to a shift towards more energy efficient products, influencing the growth of market demand for energy efficient products.

Next steps

Further activities will be developed under the TOPTEN ACT project.

4.16 Spain

Categories, criteria and market

Topten Spain hasn't launched a new category since the last report.

They have tightened criteria according to the European legislation, the international energy efficiency labels and the indications of the topten.eu. They have noticed an increase of qualifying affordable products in air-conditioners, television sets, computer monitors and inkjet printers mainly. Additionally, the A++ refrigerator models can be found at very good prices.

Also they have noticed reductions on the prices of the top products of the following categories: 1 door refrigerators with freezer, 1 door refrigerators without freezer, 2 doors refrigerators, multisplit air-conditioners, washing machines up to 7kg, laser multifunctionals 1-20ppm and 41-100ppm and inkjet multifunctionals.

Most visited pages

In the table below the most visited pages are shown.

2014		
Page	Hits	Parent Name
Topten	26550	
Fridges	8853	Fridge freezers
Fridges	8948	Fridge freezers
Fridges	7341	1 door fridges with freezer
Fridges	7573	1 door without freezer
Fridges	7367	2 door fridges
Washing machines	14636	Washing machines up to 7kg
Washing machines	7971	Washing machines more than 7kg
Dishwashers	7115	Dishwashers Integrated
airconditioners	9893	Fix split with no more than 4000 W cooling capacity
Televisions	9436	19" a 26"
Televisions	9927	37" a 42"
Televisions	8848	46" a 49"
Computer monitors	7978	20"-21,5"

2014		
Page	Hits	Parent Name
Computer monitors	8479	22"
Advice	21153	Advice Fridge & Freezers

Next steps

WWF Spain will participate in the European project Topten ACT under the funding of Horizon 2020.

4.17 Sweden

Categories, criteria and market

Topten Sweden has launched computer monitors as a new category to have more categories in office categories and also because they received interest from consumers through TCO development. The sales number of monitors is also quite high. They also have a wide base of potential consumers (private, company public offices etc.), which makes it a relevant product category.

Regarding prices Topten Sweden noticed the LED lamps are getting cheaper.

Most visited pages

Most page views by category, not counting the start page.

- | | |
|---------------------|---|
| 1. TV | 43 656 (17,75 %) |
| 2. Refrigerators | 28 599 (11,63 %) |
| 3. Lighting | 24 282 (9,87 %) |
| 4. Tumble dryers | 17 235 (7,01 %) |
| 5. Washing Machines | 14 315 (5,82 %) (category removed 28/11/2013) |

Most page views by individual page, not counting the start page.

- | | |
|--|---------------|
| 1. TV (main page) | 7224 (2,94 %) |
| 2. Refrigerators (main page) | 5023 (2,04 %) |
| 3. 10 energy tips | 4917 (2,00%) |
| 4. Freezers Standing | 4459 (1,81 %) |
| 5. Lighting products / lamps (main page) | 3749 (1,52 %) |

Most page views by a specific product

- | | |
|--|------------|
| 1. Torqeedo Travel 1003, Electrical boat engine | 1097 views |
| 2. Bridgestone Ecopia EP001S, Car Tire | 1085 views |
| 3. Siemens KG49EAI40, Refrigerator/Freezer >320L | 1065 views |
| 4. Philips 46PFL6806T, TV | 1043 views |

5. Sony KDL55HX75G, TV

1021 views

National supporting programme linked to the products on the Topten Website

The Swedish Topten is partly sponsored by the national Energy Agency and the national Traffic Authority. They cooperate with Pricerunner where the products are linked to.

Success stories

The most efficient standing Freezer (230-260Liters) on Toptensverige.se has seen a 28% reduction in energy usage since 2012, from 194 kW/year 2012 to 141 kW/year in 2014.

Next steps

Topten Sweden is thinking about the possibility to demand frost-free freezers in order for them to live up to their energy classification. This needs to be discussed within the project group though.

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 two new category were launched, wash-driers and notebooks, CFL lamps were removed and the criteria for LED lamps became stricter.