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EURO-TOPTEN MAX

Maximising Topten Communication on Top Runner Products

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1 Objectives

Topten involves several target groups and key actors as there are private consumers, manufacturers and manufacturing groups, participating retailers, large buyers, local governments and public authorities, policy makers and Ministries, utilities, NGOs and Consumer organisations.

The objective is that the different actions by the different stakeholders of the Topten project reinforce one another, transforming the market towards highly energy efficient products.

Manufacturers and retailers dictate the technical attributes of products and the product range available to consumers. Topten will help them build trust in the demand of top runner products so that they can engage in market transformation. Manufacturers and retailers will be reached through direct contacts (manufacturers) and cooperation projects (retailers).

Large buyers like large private buyers, local governments and other public authorities have two main roles in market transformation: they invest significantly in energy using products and often play the role of "trend setter" providing shining examples. They will be reached by the websites and their "Pro sections" delivering tailored information (from simple and clear information feeding-in their specifications for call for tenders, to more complex LCC analysis) and by direct contacts from the consortium members (who are either specialised in procurement issues or working with networks of local authorities).

Policy makers can use the information to design policy tools to transform the market towards more efficient products and services and to launch supporting programs.

"Multiplier" organisations using and relaying the Topten message in their daily activities to their own target groups: NGOs, mainly environmental and consumer organisations, local governments and institutions who can use Topten for their own procurement activities and to convey a message to their population, innovative manufacturers and large retailers (like Metro, King Fisher or Darty) promoting Topten.

In summary, Topten intends to bring to all of them target groups and key actors an added value, according to what they are looking for:

- Manufacturers get support for marketing their on Topten websites listed products,
- retailers benefit from the sales of Topten products, as they increase their mark-up and reinforce their image,
- large buyers, public authorities and procurement officers get support for their specifications , can reduce their operating costs and ensure the best use of public funds,
- policy makers benefit from real time market data on the most efficient products and can take informed decisions on policy tools,
- utilities can continuously identify the best products an can use Topten as a bas for their rebate programmes and for informing their clients and
- NGOs and consumer organisations can use the information provided by Topten in their own campaigns on sustainable consumption and climate change.

To verify in how far these objectives are achieved, short interviews in all participating countries, 5 interviews in each country, and 10 interviews on the European level are planned with all kinds of stakeholders.

2 Questionnaires for different stakeholders

Questionnaires for the different stakeholders will be developed, which shall be used by project partners in the interviews. They questions are documented here.

2.1 Questions for manufacturers and manufacturing groups

- How does your organisation support energy efficient products in general?
- Can you describe your cooperation with the Topten project in brief?
- What is your motivation to invest time and resources in order to work with Topten?
- How important is the criteria of energy efficiency when you decide on features of new models for the market?
- Do you think that Topten activities contributed to a change in your product range towards more efficient products?
- Could you observe an increase of sales numbers of your Topten products?
- How important is it for you to be listed/to be number one on the Topten website?
- Which specific tools of the Topten websites are most important for you?
- Which specific tools of the Topten websites could be improved?
- How could Topten improve generally in the future to increase the added value of Topten for you?
- Additional aspects/ future plans in the cooperation with Topten?

2.2 Questions for participating retailers

- How does your organisation support energy efficient products in general?
- Can you describe your cooperation with the Topten project in brief?
- What is your motivation invest time and resources in order to work with in Topten?
- How important is the criteria of energy efficiency when you decide on new models in your portfolio?
- Do you think that Topten activities contributed to a change in your product range towards more efficient products?
- How critical is the price criterion in your opinion/in the opinion of your customers?
- Could you observe an increase of sales numbers of Topten products (in%, in absolute numbers)?
- Which specific tools of the Topten websites are most important for you?
- Which specific tools of the Topten websites could be improved?
- How could Topten improve generally in the future to increase the added value of Topten for you?

- Additional aspects/ future plans in the cooperation with Topten?

2.3 Questions for large buyers, local governments and public authorities

- How does your organisation support energy efficient products in general?
- Can you describe your cooperation with the Topten project in brief?
- In your purchasing decision what are your main criteria for the selection of brands/technologies/product models?
- What is the relative importance of performance, quality (e.g., reliability, durability) and costs?
- Do you use life cycle costs (LCC) aspects in your procurement rules? If yes, since when?
- Did you use the procurement documents, which are provided on the Topten website? If yes, do you regards them as helpful?
- Did you carry out successful procurement activities based on the Topten documents?
- Which specific tools of the Topten websites are most important for you?
- Which specific tools of the Topten websites could be improved?
- How could Topten improve generally in the future to increase the added value of Topten for you?
- Additional aspects/ future plans in the cooperation with Topten?

2.4 Questions for policy makers/ Ministries

- How does your organisation support energy efficient products in general?
- Can you describe your cooperation with the Topten project in brief?
- Does it help you to design policy tools, e.g. Eco-Design measures?
- Could you think of supporting programmes that are based on the product choice and the product criteria of Topten?
- Which specific tools of the Topten websites are most important for you?
- Which specific tools of the Topten websites could be improved?
- How could Topten improve generally in the future to increase the added value of Topten for you?
- Additional aspects/ future plans in the cooperation with Topten?

2.5 Questions for utilities

- How does your organisation support energy efficient products in general?

- Can you describe your cooperation with the Topten project in brief?
- Is Topten part of your strategy to build customer's loyalty - via information to save energy?
- Could you think of supporting programmes that are based on the product choice and the product criteria of Topten?
- Which specific tools of the Topten websites are most important for you?
- Which specific tools of the Topten websites could be improved?
- How could Topten improve generally in the future to increase the added value of Topten for you?
- Additional aspects/ future plans in the cooperation with Topten?

2.6 Questions for NGOs and consumer organisations

- How does your organisation support energy efficient products in general?
- Can you describe your cooperation with the Topten project in brief?
- Why do you promote Topten?
- By which measures do you promote Topten?
- Optional questions: Did you use the procurement documents, which are provided on the Topten website for your own procurement of efficient products or to promote Topten to cities or other possible users? If yes, do you regard them as helpful?
- Which specific tools of the Topten websites are most important for you?
- Which specific tools of the Topten websites could be improved?
- How could Topten improve generally in the future to increase the added value of Topten for you?
- Additional aspects/ future plans in the cooperation with Topten?

3 Preliminary lists of possible interview partners

Short interviews in all participating countries and on the European level are planned with all kinds of stakeholders. Preliminary lists of possible interview partners are provided here.

3.1 Austria

Organisation	Type of organisation
LEDON Lamp GmbH	Manufacturer
MIELE Gesellschaft m.b.H	Manufacturer
MSB Ges.m.b.H. Österreich	Participating retailer
EXPERT	Participating retailer
Lebensministerium	Ministry
Vorarlberger Kraftwerke AG	Utility
WWF Österreich	NGO
Verein für Konsumenteninformation (VKI)	Consumer organisation

3.2 Belgium

Organisation	Type of organisation
FEEbel	Manufacturing group
Brussels Capital Region	Local government
Greenbazaar	NGO
Vlaamse Overheid - Duurzame ontwikkeling	NGO
WWF	NGO
Greenpeace	NGO
BBL	NGO
Mobimix	NGO
Belgische Federale Overheid	NGO
De stadswinkel	NGO
Netwerk bewust verbruiken	Consumer organisation
Ecoconso	Consumer organisation
Testaankoop	Consumer organisation

3.3 Croatia

Organisation	Type of organisation
Ministry of Regional Development and European funds	National authority
Ministry of Environmental and Nature Protection	National authority
Croatian Fund for Environmental Protection and Energy Efficiency	National authority
DOOR – Association for Sustainable Development of Society	NGO
Croatian Association for Consumer protection	Consumer organisation

3.4 Czech Republic

Organisation	Type of organisation
CECED CZ	Manufacturing group
BSH CZ	Manufacturer
Datart Czech Republic	Participating retailer
Ministry of Environment	Ministry
Prague energy utility	Utility

3.5 Finland

Organisation	Type of organisation
Energy Authority	Public authority, cofunder
Competition and Consumer Authority	Public authority, consumer issues
The Ministry for Foreign Affairs	Public authority
Helsingin Energia	Utility company
Rautakesko, Kesko	Retail company
Philips Suomi Oy or Oy Osram Ab	Manufacturer/importer (both involved in a national lighting campaign, sources for Topten Finland lamp data)

Automaahantuoja ry	Importer/Car importers guild, source for car data for Topten Finland
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3.6 France

Organisation	Type of organisation
BSH	Manufacturer (we try also a less well represented brand)
UGAP	Central buying agency (may be also a Local government)
ENERCOOP	Utility
WWF	NGO
CLCV	Consumer organisation

3.7 Germany

Organisation	Type of organisation	Contact person
Miele	Manufacturer	Christoph Wendker
BSH	Manufacturer	Dr. Peter Böhm
Saturn	Participating retailer	Guido Jungwirth
Federal environmental ministry	Ministry	Claudi Koll
BUND	NGO	Robert Pörschmann
VZ NRW	Consumer organisation	Ulrike Schell

3.8 Greece

Organisation	Type of organisation
Tsokaktis Solar	Manufacturer
GEDSA SA (exclusive TOYOTOMI aircon dealer)	Participating retailer
CRES, Center for Renewable Energy Sources	Public authority
KEPKA	Consumer organisation
EKPIZO	Consumer organisation

3.9 Lithuania

Organisation	Type of organisation	Contact person
Retail chain Topo centras	Participating retailer	Eglė Žemaitienė
Retail chain Ermitazas	Participating retailer	Eglė Bojarskaitė
Ministry of Energy	Ministry	Mindaugas Stonkus
Energy agency	Public authority	Vytautas Abrutis,
State non food protection authority	Public authority	Aleksas Žalpys
AB LESTO utility service	Utility	Renata Gaudinskaitė

3.10 Luxembourg

Organisation	Type of organisation
Electro Center, Maison Theisen & Schmitz, Electro Ferreira Sarl, Électricité F. Wagner, Electro Jacoby, Electro Binz Ehlerange, Electroschop, Electro Bruna; N. Folschette, Rucken, Bauer, Electro-Nord, rogerglodt, ep, elctricite Frisch, Electricite Guy Jahn, Kirpach Nico, Steffes, Sony Center Luxembourg, Electro Hauser, Cactus, Auchan, Saturn, Knauf center, Décor Cuisines, G. Scheur, G. Pelect	Participating retailer
Municipal administration of Beckerich	Local government
Enovos	Utility
SuperDrecksKescht	NGO
ULC	Consumer organisation

3.11 Norway

Organisation	Type of organisation
The Swan (Svanemerket)	Public authority
CICERO (Center for International Climate and Environment Research)	Public authority
WaterCircles	Insurance company
Grønn Hverdag	Consumer organisation

3.12 Poland

Organisation	Type of organisation	Contact person
CECED Polska	Manufacturing group	Włodarzewska
Związek Polskie Okna i Drzwi	Manufacturing group	Modlińska
P.P.U.H. „RODEX” Sp. z o.o.	Participating retailer	E. Orzeszkowej
NEXBAU	Participating retailer	Karpicko
EKO-OKNA Sp. z o.o	Participating retailer	Kornice
Ministerstwo Gospodarki	Ministry	
Urząd Zamówień Publicznych	Ministry	
Urząd Regulacji Energetyki	Utility	Chłodna
TAURON Polska Energia S.A	Utility	
Koalicja Klimatyczna	NGO	
WWF	NGO	
SAPE	NGO	

3.13 Portugal

Organisation	Type of organisation
Miele Portugal	Manufacturer
Redfox 24	Participating retailer
Câmara Municipal de Oeiras	Local Government
ADENE – Energy Agency	Public authority

APA – Portuguese Environmental Agency	Public authority
EDP	Utility
DECO	Consumer organisation

3.14 Romania

Organisation	Type of organisation	Contact person
BSH	Manufacturer	Daniel VOICILA
CANDY	Manufacturer	Virgiliu DICEA
GORENJE	Manufacturer	Sorin DOROBANTU
MARELVI - LIEBHERR	Manufacturer	Iulian MILITARU
DOMO	Participating retailer	Iuliana GEORGESCU
Ministry of Environment	Public authority	Daniela TOMA
National Authority for Energy Regulation - ANRE	Public authority	Ticuta HRISOV
Terra Mileniul III	NGO	Lavinia ANDREI
RO-REC Romanian Association for recycling	Non-profit association	Andreea IDRICEANU CALEV

3.15 Spain

Organisation	Type of organisation
BSH	Manufacturer
ANFEL	Manufacturers Group
ECODES	NGO
OCU	Consumer organisation
CECU	Consumer organisation

3.16 Sweden

Organisation	Type of organisation	Contact person
Price runner	Participating retailer	
Energy Agency	Public authority	Mia Abramsson

3.17 Switzerland and Europe

Organisation	Type of organisation	Contact person
BSH headquarter	Manufacturer	
Europump	Manufacturing group	Guy van Doorslaer
Fachverband Elektroapparate für Haushalt und Gewerbe Schweiz	Manufacturing group	Jürg Berner
Migros Genossenschaftsbund	Participating retailer	Sandro Glanzmann
Coop	Participating retailer	Bruno Cabernard
European Commission	Ministry	Ismo Gronroos-Saikkala
EU Commission DG Energy	Ministry	
City of Zuerich	Local government	Gugerli Heinrich
EKZ	Utility	Evelyn Rubli
WWF EPO	NGO	Arianna Vitali
ECOS	NGO	Stamatis Sivos
WWF Switzerland	NGO	Carole Tornay Bella Roscher

3.18 United Kingdom

Organisation	Type of organisation	Contact person
AMDEA (Association of Manufacturers of Domestic Electrical Appliances)	Manufacturing group	Sian Lewis (Association Executive)
Energy Saving Trust	NGO	Tom Lock (Certification Manager)
Toshiba	Manufacturer	Tom Nickson (EU Product Manager)
10:10	NGO	
Good Energy	Utility	Matt Allen (Commercial Director)
John Lewis	Retailer	