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# ***EURO-TOPTEN MAX***

*Maximising Topten Communication on Top Runner Products*

## **Added Value Report No. 2**

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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 different actions by 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 web pages 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 programmes.

"Multiplier" organisations using and relaying the Topten message in their daily activities to their own target groups are: 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 these target groups and key actors an added value, according to what they are looking for:

- manufacturers get support for marketing their on Topten web pages 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 and can use Topten as a basis 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 were be conducted with all kinds of stakeholders.

## 2 Added value of Topten for different stakeholders

Questionnaires for the different stakeholder groups were developed. They are documented in the Added Value Report No. 1.

Altogether 59 interviews could be held by project partners. Table 1 gives an overview of the interviewed kinds of stakeholders. Detailed lists of all interview partners can be found in chapter 3.

Kind of stakeholder	Number of interviews
Manufacturers	19
Retailers	2
Large buyers	4
Ministries/ Public Authorities	11
Utilities	2
NGOs	11
Consumer Organisation	9
Insurance Company	1
<b>Total</b>	<b>59</b>

Tab. 1 Overview of the interviewed kinds of stakeholders

### 2.1 Feedback from manufacturers and manufacturing groups

The interviewed manufacturers **support energy efficient products in general** and some committed themselves to support sustainable development with daily work also on improvement of their own production. Others say that their mission is raising consumer awareness about benefits from using energy efficiency appliances and accordingly the topic of energy efficiency is reflected in all areas of their communication towards the end consumers, distributors and cooperating partners. Some manufacturers state that energy efficiency is a key driver for product development and manufacturers are highly interested in having products in the top ranges.

One Japanese manufacturer even went one step further. He stated: Our business and our brand are based in a sustainable economic growth. Sustainability is part of our working philosophy. Our activity is based on the Japanese corporate philosophy, which means “live and work together for the common good”.

The **cooperation between manufacturers and the Topten project** mainly consists in practical issues such as providing data and additional information about the appliances. But also other aspects are important: one manufacturer appreciates the fact that he can ask Topten questions about topics of interest, another manufacturer in a partnership together with Top-

ten contributes to consumers' education campaigns related to energy efficiency. Other manufacturers use the cooperation as a tool for communication and marketing and regard it as a good channel for communications and trust for their companies.

Therefore they are **highly motivated to invest time and resources** in order to work with Topten. Manufacturers regard Topten as an excellent project for the consumers, manufacturers and distributors. The Topten project informs potential customers with all necessary information about energy efficiency appliances. At the same time it allows manufacturers and distributors to show their offer to customers. Two manufacturers stated that they wanted to avoid to be asked: Why are you not there? As one of the leading manufacturers it would have been bad not to participate in this project. For them it's important to be listed whereas the ranking is less important.

To identify the **impact of Topten on changes of the product range towards more efficient products**, manufacturers' answers are widely spread: from a clear "yes" to "indirectly influencing the composition of the product portfolio" to "not significant" and "marginal", where there is no connection to the success of the respective national Topten web page.

Similar answers are given regarding the increase of **sales numbers of your Topten products**. Most manufacturers do not explicitly track the sales numbers of Topten products, they say those are hard to measure. But some believe that e.g. the Topten sticker has been a distinctive and positive factor in their clients' choices. One manufacturer sees a hint for the positive effect in the fact that customers mentioned Topten, another one clearly states that the A+++ class washing machine sales increase of nearly 20 per cent of the total sales volume is caused by Topten.

The **specific tools of the Topten web pages which are most important for manufacturers** are the good overview of the list of the most efficient products in individual categories, defined clearly by the EU technical criteria, the energy saving calculation, the fact that Topten mentions electricity and water costs, the selection criteria and the tips for the public.

**Specific tools of the Topten web pages which could be improved** are highly influenced by the different ranges of information on the specific national web pages. So some manufacturers demand more information about other aspects than energy consumption like product quality, the useful lifetime, the quality of materials or functional differences between different models. Also criteria and recommendation pages could be simplified and made easier to read on some web pages.

Manufacturers also brought forward **proposals to how Topten could improve generally** in the future to increase the added value of Topten. Again the answers should be regarded as national specific, as the national Topten web pages perform different. The different answers therefore could serve as a basis for discussions for the national teams and can be summarized as follows: the web page could be made more modern looking, more frequent updates of product lists are demanded, declared values should be examined/questioned by Topten and also the products should be available on the market at the time of listing, it could be positive to develop a specific logo to ease the identification of selected Topten models at the points of sale, there could be a "Topten newsletter" and more Topten events, there could be a Topten Brand Shop at Amazon.

Regarding **additional aspects and future plans in the cooperation with Topten**, manufacturers are more or less happy to continue the existing activities. They only partly wish to expand them. Two manufacturers would welcome Topten representatives' participation in their press and media activities and more visibility at the points of sale. Data exchange could also be optimized, and one manufacturer plans to issue a newsletter together with Topten.

## 2.2 Feedback from participating retailers

The interviewed retailers **support energy efficient products in general** by an own environmental policy. They have a consumer portal with energy- and environmental advices, provided by Topten.

They have **cooperated with Topten** quite a while, they use Topten logos on products and link those to Topten. And vice versa the products on Topten have links to the retailer's web page.

Their **motivation to invest time and resources in order to work with Topten** results from the fact that they see it as part of their concept to offer more than just price and basic information concerning the products. Consumers are interested in energy efficient and environmentally friendly products and they think they should be easy to find.

**Criteria of energy efficiency are important** and they always make them available for the customers if they get the information from the manufacturers.

Retailers surely think that **Topten activities contributed to a change in their product range** towards more efficient products but can't track that with sales data.

The **price criterion** is important, but affordability is more important. Credibility of the sales company is a large factor as well.

The product category pages and the specific product pages that supply relevant and simple information for the consumers are the most important points.

Concerning **improvements of the Topten web page** the interviewed retailers are quite happy as it is.

For **future plans in the cooperation with Topten** they are interested in doing future marketing events together with Topten. And perhaps they are going to conduct a survey among the users of their web portal about what they think of energy- and environmental aspects.

## 2.3 Feedback from large buyers

One of the interviewed large buyers says that he **must apply the issued legislation on public procurement** and therefore has to favour the most energy efficient products. Generally the involved large buyers have to take into account a life cycle perspective.

There has been a very close **cooperation of Topten** with one large buyer. He has met representatives of the Topten project at a working group led by the Ministry of Environment on how to integrate energy efficiency in public procurement. The buyers were advised to regularly consult the Topten web page. The Topten pro Guidelines should also be used (for ex-

ample the luminaries guideline). Finally, Topten has also advised buyers in charge of white goods and printers directly (on the phone) so that they could better understand the market at the time of designing their technical specifications of the various products.

Other buyers have also had consultations with Topten teams. Several “Topten municipalities” have signed an agreement of cooperation with Topten and use Topten criteria.

For large buyers **the main criterion for choosing products** is price, followed by the technical values and the service quality. Energy consumption may be integrated in the technical values. Purchasing costs must always be weighed against operating costs and durability. One large buyer states that their focus is on life cycle costs and eco labelling when choosing products. This is not relevant for all buyers, but at least they state they are interested in this approach.

Regarding the **quality of products**, it seems that it is more difficult to set objective criteria that would be accepted within the public procurement rules. However, several aspects could be highlighted (and receive weight in the product evaluation) such as maintenance and the duration of components’ availability. Performance in the context of user friendliness and aesthetics is also regarded.

Some buyers already use **the procurement documents** provided on the Topten web page. Others don’t use them yet because they find them too ambitious to serve as a basis for their work.

Besides the product lists the Topten Pro Guidelines and the Topten tailor-made advice are regarded as the most important tools of the Topten web pages for large buyers.

In some countries they wish a larger range of products. The procurement guidelines should also provide more details because the beneficiaries of a public contract must above all think in terms of buyers’ needs (and not only in terms of products).

Another buyer would like to see a column that shows whether the product is eco-labelled or not.

What would also help large buyers, as one buyer mentions, is to have **more information about the market as a whole**: when a buyer defines specifications, he or she should know not only the best performance level but also how many different manufacturers are able to propose such super efficient products (which is not obvious in the Topten lists). Even more importantly, they need information about poorly performing products and average performing products and more information about standards and regulations so that they are able to justify their specifications’ level. Another buyer would like to have a **guide regarding LED light bulbs and LED lamps** because this is a difficult area that is hard to navigate for most buyers.

For the future the involved large buyers wish to **stay in regular contact with Topten**.

## 2.4 Feedback from ministries and public authorities

All interviewed ministries and public authorities are active in the field of energy efficiency and **support energy efficient products in general** with manifold activities on different political levels. They co-finance energy efficiency projects, support labels, launch programmes to

support energy efficiency or procurement programmes, provide information and advice on energy related products and are involved in the eco-design process or are even responsible for the development of implementing measures under the eco-design and energy labelling directives, as well as for the implementation of tyre labelling and the Energy Star programme in the EU.

The **cooperation with the Topten project** is characterized by different activities like common dissemination activities (campaigns for consumers, advices to use the Topten web page as a source of information) and a partnership to achieve that their consumers are better informed and encourage consumers to choose products with higher energy efficiency. One public authority is the author of one chapter about LCC in the guide “Green public procurement” of one Topten team.

The interviewed public authorities and ministries agree that **it helps them to design policy tools**, e.g. eco-design measures. They are watching Topten and think of it as a very useful added value. The life cycle costs are of specific interest to some of them. They play an important role in designing programmes for green procurement.

Topten is also regarded as very helpful in working groups of EU eco-design and energy labelling. The data coming out of the Topten project provide useful input for the development of implementing measures for certain product groups

Considering **supporting programmes** that are based on the product choice and the product criteria of Topten, a current example is the NKI (National Initiative for Climate Protection) project ‘power saving check plus’ for low-income households that are financially supported in obtaining an energy efficient refrigerator/freezer (A+++). The corresponding devices are taken from the current Topten product list in Germany. Financial incentives are usually rather difficult because of the large windfall gains. Actually Topten provides some interesting implicit “signals” that might be used to steer manufacturers to look for economic efficiency in producing appliances whose full cost per year (fixed + variable costs) or maybe better whose “Net Present Value” (NPV) is minimized.

For public authorities/ministries **the most helpful specific tools of the Topten web pages** are product lists including the life cycle costs. Beyond the tables with the most energy efficient products, the tips for proper selection of energy efficient products are significant but also the section dealing with consumer complaints is interesting.

In answer to the question which **specific tools of the Topten web pages could be improved**, several suggestions were made: One could provide links to retailers and the possibility to buy, the range of product groups covered could be expanded (e.g. textiles are on everyone's lips), furthermore a CO<sub>2</sub> calculator for food could be offered and for mobile phones information about the possibility to replace the battery, the content of recycled material, the upgradeability and the working conditions.

How could **Topten generally improve in the future**? Some public authorities/ministries demand more categories for PP and more tools and information regarding PP because they receive requests from large buyers asking how to choose energy efficient products. Some say the project has to be more advertised. The EU wishes regular updates on product data/market transformation and an enlargement of the project's scope beyond the “typical” Topten products.



For the **future cooperation with Topten** in Germany Topten might be important and interesting as a useful complement to the Blue Angel, especially in areas where the Blue Angel is not this popular. Textiles or mobile phones would be very important product groups, as well as tablets since they have a very high value of own communication. They have become a status symbol for more or less a whole generation. Therefore it is important to communicate environmental features as well.

Other public authorities/ministries plan to promote activities and would like to integrate information provided by Topten in wider low-carbon actions (e.g. calculation of carbon footprint) and other voluntary programmes promoted by public administrations.

One ministry suggests communicating more with local manufacturers and adapting criteria to have their products on specific product lists.

The EU would like to have regular contact between the commission and Topten about on-going work.

## 2.5 Feedback from utilities

The interviewed utilities **support energy efficiency in general**. In the field of household appliances, they have published several publications and points of sale materials, they offer personal and general advice, they operate a web page with energy advices, they lend free of charge electricity meters and help to analyse the measured data. They have also organised several projects and campaigns with the aim to increase awareness on energy efficiency among consumers.

One utility **cooperates with Topten** and uses the information in their advisory activities and in elaborating publications, mainly the ones related to energy labelling. One utility together with Topten actively mentioned "The World Earth Day" in 2013 and has created an educational video about the rational use of energy.

The utilities affirm that they could think of **supporting programmes** that are based on the product choice and the product criteria of Topten, mainly within the advisory activities.

The **most important specific tools** of the Topten web pages are well-designed tables of products, the possibility to compare with average/non-efficient products in individual categories, the product categories themselves, recommendations and articles.

One of the **specific tools of the Topten web pages that could be improved** is the opportunity of automatically receiving information about what's new. Also it should be made clearly visible that the site is independent and not a PR project of any specific brand.

One utility states that **Topten could generally improve** in the future by involving producers more actively to present information about green products.

## 2.6 Feedback from NGOs

The interviewed NGOs actively support environmental issues and therefore promote energy efficient products in many ways. Their mission is to promote sustainable development. They carry out educational programmes and workshops, raise consumer awareness about energy

efficiency, encourage citizen participation in the decision, monitoring and evaluation of public policies, publish expert and PR articles about energy efficiency and savings by the replacement of products, promote energy saving behaviour and purchasing decisions and provide technical input and expertise for the development of ambitious and forward looking product policies.

The **cooperation with the Topten project** is filled with life by many activities:

Many NGOs are using Topten as a source of information for expert commentaries and notes for their articles, replies to readers, and PR concerning efficient appliances topics. They also actively promote Topten through their social media channels and one NGO has circulated a Topten leaflet in one of their magazines in the past.

The cooperation with another NGO applies to specific product groups, particularly TV sets and tumble dryers, but also the joint press work (e.g. joint press releases). In the past, there has already existed a cooperation on the occasion of the fair IFA in Germany.

One NGO has participated as speaker in a seminar and a conference that have been organized by Topten. In these conferences Topten was presented as a tool for sustainable public procurement and the NGO presented their ideas and their experiences with municipal authorities on sustainable public procurement.

Another NGO struck up a partnership concerning LED lighting in particular, focusing on their joint activities in this market.

A special role belongs to WWF as they have a global strategic partnership with Topten. They support Topten because Topten helps them as a sparring partner and for strategic development of international Topten offices.

The **NGOs promote Topten** because they think of it as a very important project for the consumers, producers and distributors. They are working on the same topic and can be stronger when working together. Some NGOs note that Topten delivers reliable information from a strong and independent partner, which is very helpful for them for their own communication. Topten presents important information in a clear, helpful format that makes it easy to take action. This makes it a really valuable resource for anyone looking to save energy or cut his or her carbon footprint. It identifies front-runners in the various product categories that give a long-term signal of where the market could and should head towards. There is also hope that Topten activities influence the eco-design process.

The BUND in Germany considers the front-runner approach to be an important policy measure. The EcoTopTen product lists are fantastic examples on product group level in order to identify the front-runner products. EcoTopTen is used by BUND as a monitoring tool and beyond that for the consumer advice.

**NGOs promote Topten** by manifold measures: They support Topten through regular joint public relations and cooperation at the product level. The main communication channels are the web page, social networks, press releases, the membership magazine and meetings.

One NGO is mentioning the **use of the procurement documents**, which are provided on the Topten web page.

For the interviewed NGOs the **most important specific tools of the Topten web pages** are the information about the appliances with the highest energy efficiency available on the mar-

ket, also professional appliances, news section, the information section (how to save energy, how to purchase products, efficient lighting...) and the filtering options that allow you to narrow the listings to your specific needs. The product guides are also incredibly useful, providing important context beyond the energy ratings themselves.

Several recommendations were given for the question which **specific tools of the Topten web pages could be improved**:

One NGO suggests including social networks (Facebook), organizing public events, increasing promotion in the media, organizing knowledge quizzes etc. Some NGOs in those countries where Ecogator isn't active would like to see a mobile application. In the same direction goes the suggestion to use Topten's potential to continue addressing consumers by adapting its communications strategy and become much stronger on and in social media.

When it comes to the question how **Topten could generally improve**, product lists for all products with the EU energy label are proposed. Also aspects like resource efficiency, durability and the possibility of exchanging batteries could be taken into account because power consumption is not always the most important criterion (e.g. for mobile devices, computers).

Expansion into new product areas that are currently not tackled, including professional products, is also demanded. There is plenty of scope under the 40 or so product groups investigated under the Ecodesign policy process.

And finally more should be done regarding large buyers – i.e. public and private procurement.

When it comes to **future plans in the cooperation with Topten**, the interviewed NGOs would like to continue the successful work on the project with more activities, more product categories, increasing popularity in the public, run expert Q&As, where people can submit questions on a particular topic

Some NGOs would welcome a more frequent journalistic cooperation, possibly also placing the logos on their portals.

WWF cooperates with Topten especially in fundraising to maintain existing Topten initiatives and initiate new ones. WWF is also cooperating with Topten regarding communications (mainly in Switzerland) and policy issues (in Switzerland, the EU and China). Here WWF CH is focusing on the WWF Ratgeber App, which includes Topten information, and will continue this cooperation.

## **2.7 Feedback from consumer organisations**

The interviewed consumer organisations **support energy efficient products in general** by energy efficiency programmes, in the context of consulting and public relations, with press information, such as for specific products, and advisory recommendations. Some consumer organisations are involved in projects to raise consumer awareness about energy efficiency or through a smart phone application called Ecogator, which is financed by Intelligent Energy Europe.

One consumer has developed an energy efficiency course that addresses cooperative housing organisations, another one provides technical assistance for the Blue Angel or the Stiftung Warentest.

As already mentioned for NGOs, consumer organisations also **cooperate with the Topten project** in manifold measures.

They actively promote Topten in the press, they set links from their web page to Topten web pages, they publish fact sheets for energy-efficient products, respectively products that fall under the EU energy label, Topten product lists are included in the physical folders for energy consultancy and in presentations and discussions they refer to Topten product lists.

Through the Topten project they can create synergies that enable the development of tools that help consumers make responsible decisions when buying and using the energy using products.

One consumer organisation uses Topten databases as a source in order to develop the Ecogator database. These two projects complete each other and the collaboration is crucial.

Consumer organisations **promote Topten** because they regard the project Topten as an excellent project for the consumers. The project gives the consumers all necessary information about energy efficient appliances. One consumer organisation promotes Topten just because they like it. For consumer organisations it is also important that Topten is an independent platform, which provides transparency for consumers.

They also promote Topten in general because consumers often have a hard time knowing what to look for when choosing a product to buy. A lot of people know about energy labelling, but not all make use of it while shopping. Since a lot of stores don't promote energy efficient products, this site is an invaluable tool for every consumer.

Consumer organisations promote Topten in their main communication channels: web page, social network, press releases, meetings and workshops.

The **most important specific tools of the Topten web pages** are the product lists, the selection criteria, the background information, the criteria papers and the link to Ecogator.

For consumer organisations it is important that in the product lists one can find not only the recommended products but also the "not recommended"/"typical" products. Additionally the indication of the costs is very important (purchase price and follow-up costs for energy etc.). The background studies that are available for download are very helpful for consumer advice and political work. They are regarded as a reliable database that cannot be found elsewhere. Altogether the web pages are an important knowledge base for consumers.

Being asked **which specific tools of the Topten web pages could be improved** the consumer organisations only proposed slight changes. Sometimes it was mentioned that the web page could be made more modern looking. Also the possibility to download Topten product lists in pdf format (currently only Excel) was demanded pointing out the following advantage: Consumers could take a print-out to the store and consumer organisations could hand out the print-out in their information centres or put them into folders and use them to give advice.

Some consumer organisations express their wish that the databases be updated more often because there are many goods that are in a constant change.

General hints for **improvements of Topten in future** concern the promotion of the project (via social and print media). One consumer organisation would welcome showing innovative products and highlighting their innovative character, e.g. storage batteries for photovoltaic, to increase the attractiveness of the web page. Likewise, innovations within the existing product categories should also be pointed out, e.g. new developments in washing machines, refrigerators, etc. Others set out that a comparison with old appliances/appliances in use should be added to the web page, along with recommendations when consumers should replace an old appliance.

In the future the interviewed **consumer organisations want to intensify their Topten promotion** to their possibilities of increasing the level of awareness.

Also they are quite open for intensification of exchange, collaboration and joint public relations with Topten.

## **2.8 Feedback from the insurance company**

The interviewed insurance company **supports energy efficient products** in general by working with environmental-smart legal claims. They help with advice and guidance for customers who have experienced damages linked to energy efficient products. Their goal is to help the customers buy eco-friendly products and prioritize energy efficient solutions when reinvesting.

This insurance company is one of Friends of the Earth Norway's largest contributors. It supports their work with various projects, including the Norwegian Topten based web page.

Topten is part of their **strategy to build customer's loyalty** because saving energy is part of their brand and concept. They always recommend the Topten web page to their customers.

The insurance company likes the web page's overview of different energy efficient products but would like to see a more elaborate plan for the objectives and future plans for profiling, branding and how to create more visibility for the web page.

For the future they think energismart.no is a very important web page for consumers and they would like to see it profiled even more in the future.

### 3 Conclusions

The feedback of the different stakeholder groups has been generally rather positive, which is not surprising concerning that all interviewed stakeholders work together with the Topten project.

But the importance of and the added value to the Topten project are still different for the involved stakeholder groups.

For **manufacturers** it's important to take part in the Topten project so that they won't be asked why their appliances are not presented on the Topten web pages; but they only partly use Topten in their own communication. They seem to be reluctant to participate more actively, at least in those countries where the Topten web page isn't yet well known. Even quite active manufacturers negate an influence of Topten on their product portfolio.

Also **participating retailers** are not very actively promoting Topten. They seem to look at it as a supplement to their own activities and are willing to use the Topten logos etc.; they even think that Topten activities contribute to a change in their product range towards more efficient products but can't track that down with sales data.

**Large buyers** seem not to have recognized yet the large potential offered to them by Topten. Only few of them have already used the procurement documents of Topten though many regard them as important and helpful and would like to use them in future.

**Ministries and public authorities** on the other hand clearly state that Topten yields an added value. It supports them in the eco-design process and in many other activities concerning energy efficiency.

Also **utilities** see Topten having an added value for their own activities but their activities are still in the early stages. Only few utilities are involved in Topten activities so far and use the Topten web page or other documents.

The most active stakeholder groups in supporting and cooperating with Topten are **NGOs** and **consumer organisations**. They very actively use the lists and background information provided by Topten. All of them state that the added value of Topten is really very high.

## 4 Lists of interview partners

Interviews in nearly all participating countries and on the European level are conducted with all kinds of stakeholders.

### 4.1 Belgium

Organisation	Type of organisation	Contact person
FEEbel	Manufacturing group	
Ecoconso	Consumer organisation	Jonas Moermans

### 4.2 Croatia

Organisation	Type of organisation	Contact person
Gorenje llc	Manufacturer	Department of marketing
Electrolux Group	Manufacturer	Anamarija Rogić, Trade Marketing Specialist
Croatian Fund for Environmental Protection and Energy Efficiency	National authority	Dr.sc. Vesna Bukarica, Head of Unit for Energy Efficiency
DOOR – Association for Sustainable Development of Society	NGO	Maja Božićević Vrhovčak, Executive director
Croatian Association for Consumer protection	Consumer organisation	Ilija Rkman, Vice president

### 4.3 Czech Republic

Organisation	Type of organisation	Contact person
BSH CZ	Manufacturer	
Prague energy utility	Utility	Head of Marketing Department
Ecolist.cz	NGO	Journalist
TZBInfo.cz	NGO	Director
NetPressMedia	NGO	Journalist

#### 4.4 France

Organisation	Type of organisation	Contact person
BSH	Manufacturer	Head of products for wet appliances
Miele	Manufacturer	Florence Jouanneau, head of products (washing machines)
UGAP	Central buying agency (Large buyer)	Ms. Alice Piednoir, In charge of Sustainable Development and responsible purchases

#### 4.5 Germany

Organisation	Type of organisation	Contact person
Miele	Manufacturer	Dr. Torsten Clausen
Federal environmental ministry	Ministry	Ulf Dietmar Jäckel
BUND	NGO	Robert Pörschmann
VZ NRW	Consumer organisation	Ulrike Schell
VZ Rheinland-Pfalz	Consumer organisation	Elke Dünnhoff

#### 4.6 Greece

Organisation	Type of organisation	Contact person
Miele	Manufacturer	
Opel	Manufacturer	
CRES, Center for Renewable Energy Sources	Public authority	
KEPKA	Consumer organisation	

#### 4.7 Italy

Organisation	Type of organisation	Contact person
EUROPEAN ACADEMY OF BOLZANO – Eurac / Italian Ministry for the Environment	Public authority	Luca Cetara, Sr researcher EURAC



Land and Sea		
Adiconsum	Consumer organisation	Renato Cali, National Secretary

#### 4.8 Lithuania

Organisation	Type of organisation	Contact person
UAB (Ltd) Topo Grup	Manufacturing Group	Lina Mažeikienė, representative
Ministry of Energy	Ministry	Mindaugas Stonkus, Renewable energy and en- ergy efficiency division
State non food protection authority	Public authority	Aleksas Žalpis. Chief State Inspector of Product Control Division
AB LESTO utility service	Utility	Paulius Stonis, Social responsibility projects' leader, Corporate Communi- cation Department

#### 4.9 Norway

Organisation	Type of organisation	Contact person
The Swan (Svanemarket)	Large buyer	
WaterCircles	Insurance company	
Grønn Hverdag	Consumer organisation	

#### 4.10 Poland

Organisation	Type of organisation	Contact person
NEXBAU	Manufacturer	Karpicko
Urząd Zamówień Pub- licznych (Public Procurement Office)	Public authority	
Gmina Bralin	Large Buyer	
Gmina Koronowo	Large Buyer	
Federacja Konsumentów (Consumers Federation)	Consumer organisation	

#### 4.11 Portugal

Organisation	Type of organisation	Contact person
Miele Portugal	Manufacturer	
Canon Portugal	Manufacturer	

#### 4.12 Romania

Organisation	Type of organisation	Contact person
R'Art Giurgiu	Participating retailer	Cristian Pasarica
Primaria Giurgiu	Public authority	Afrodita Gradinaru
Primaria Smardan	Public authority	Costica Stroe

#### 4.13 Spain

Organisation	Type of organisation	Contact person
Miele	Manufacturer	Christian May, Marketing Department
Ecoinstitut	NGO	Aure Adell
ECOSERVEIS	Consumer organisation	Marta Garcia

#### 4.14 Sweden

Organisation	Type of organisation	Contact person
Knycer AB	Manufacturer	Monica Hallworth. CEO
Star Trading AB	Manufacturer	David Johansson, Marketing Coordinator
Price runner	Participating retailer	William Heap, Client Support Specialist
Swedish Environmental Council	Public authority	Karin Lundquist, expert procurement support

#### 4.15 United Kingdom

Organisation	Type of organisation	Contact person
Toshiba	Manufacturer	Tom Nickson,

		EU Product Manager
Energy Saving Trust	NGO	Tom Lock, Certification Manager
10:10	NGO	Malachi Chadwick, Communications Manager

#### 4.16 Europe

Organisation	Type of organisation	Contact person
Onlog AG / Onlux LED	Manufacturer	Stefan Kreidler, President
Panasonic	Manufacturer	Christoph Treczokat, Product Manager
EU Commission DG Energy	Ministry	Robert Nuij, Head of Sector for Energy Efficient Products
ECOS	NGO	Stamatis Sivitos, Senior Policy Officer
WWF	NGO	Bella Roscher, Manager Climate & Energy
WWF	NGO	Annemarie Nazarek, Manager Business & Climate