

Topten is an on-line search tool to find the most energy efficient products with a simple click

[www.topten.eu](http://www.topten.eu)

Technical analysis and product criteria

Selections of Topten products

Information publicly available on the web

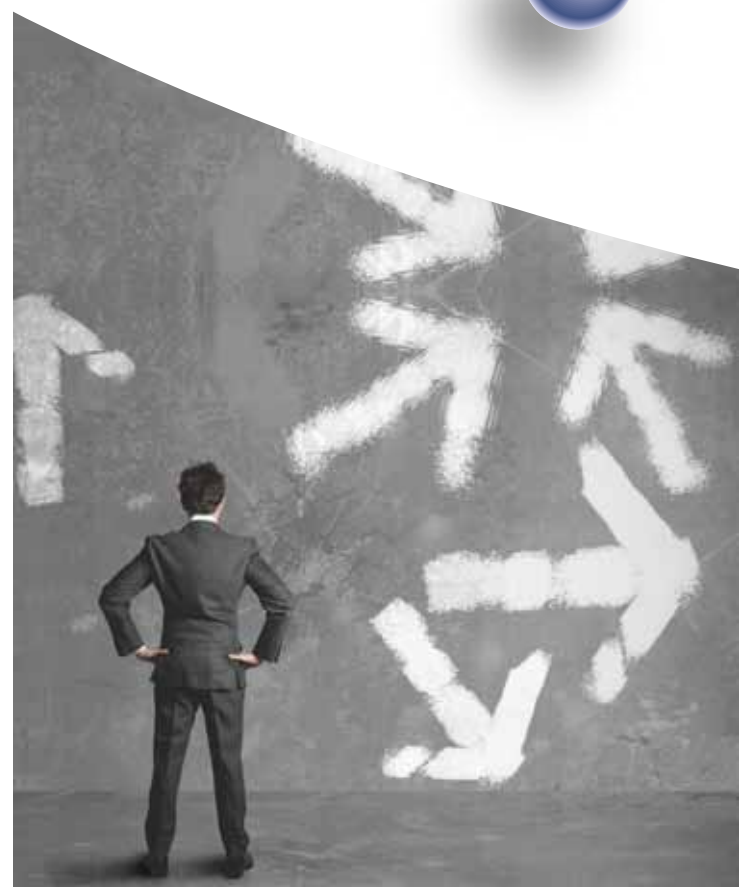
Recommendations for users

Procurement programmes

Support to retailers and manufacturers

Communication (printed and electronic)

Basis for policy measures and instruments



Thousands of refrigerators, TVs, cars and other energy-consuming equipment are available on the market. Consumers – whether individuals or professionals – cannot compare and choose judiciously: **no information available, no time, too difficult to analyse the market, etc.**



**Topten is an online search tool for the most energy efficient products on the market.** It started in Switzerland in 2000; Since then, Topten has expanded into 19 European countries plus China and the United States. Topten is neutral, rigorous and transparent in that there is no influence from manufacturers or retailers. **The selection methodology is based on international measurement standards and labels and is explained online for each product category.**



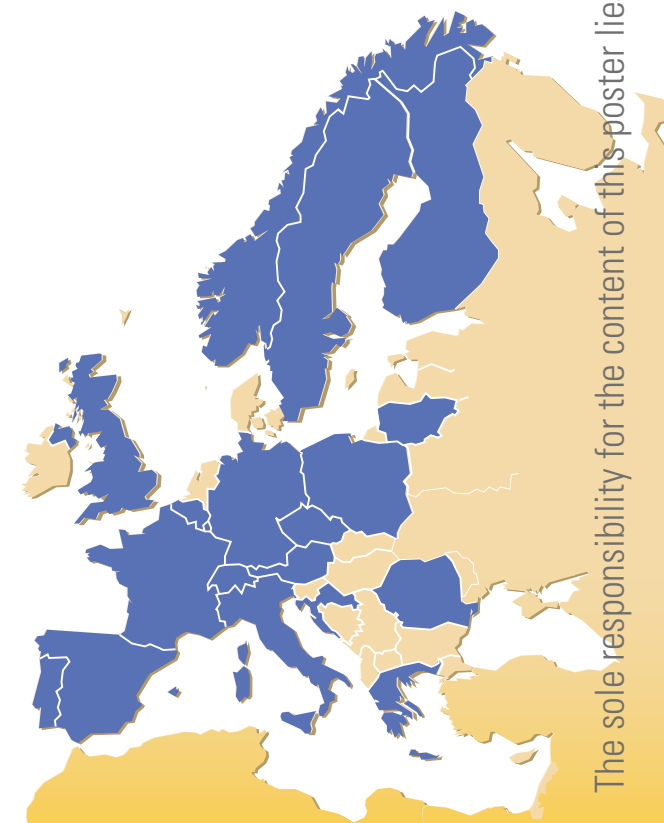
**The purpose of Topten is to provide consumers, professional buyers and energy managers with credible, up-to-date information** on the most efficient products available on their local markets. Information on **specific product categories is displayed on the national Topten websites** in a consumer-oriented way. The best products can be accessed with one click, including pictures and information on electricity consumption and total costs.



Topten aims at increasing consumer and professional demand for **high efficiency products and awareness of their benefits, increasing the availability of high efficiency products across the market** (more products from more manufacturers), and increasing market transparency so that decision makers can decide on ambitious yet achievable goals for their product policies.



Once the product selections are technically sound, the Euro-Topten-Max project teams face the challenge of making the websites known to consumers and **generate partnerships with multipliers**: retailers, public & private procurers, utilities, NGOs, institutions and the media, who are well placed to pass on the Topten message in the course of their regular activities.



## Products

Household appliances • Office equipments • Consumer electronics • Lamps • Cars • More than 85 product categories are scanned and presented on-line, according to consumers' preferences.

## Objectives

Make efficient products the normal and best choice for consumers, retailers and manufacturers.

## Benefits

Up-to-date and targeted information, easily available for European consumers, European review of Best Available Technologies.

## Highlights

21 partners /19 Topten websites in Europe • 15 languages • More than 2 million visitors per year.