



D6.6 Topten Act Success Stories Periodic Report n°1

October 2016

Topten Act coordinator: ADEME

European portal www.topten.eu

Project partners and websites

Austria, AEA
www.topprodukte.at

Belgium, BBL
www.topten.be

Czech Republic, SEVEN
www.usporiespotrebice.cz

France, Guide Topten
www.guidetopten.fr

Germany, Oeko-Institut
www.ecotopten.de

Italy, Eliante
www.eurotopten.it

Lithuania, LNCF
top-10.lt

Luxembourg, Oeko-Zenter
www.oekotopten.lu

Norway, Naturvernforbund
www.besteprodukter.no

Poland, FEWE
www.topten.info.pl

Portugal, Quercus
www.topten.pt

Romania, Icemenerg
www.topten.info.ro

Spain, WWF
www.topten.wwf.es

Sweden, SSNC
www.toptensverige.se

Switzerland, Bush Energie
www.topten.ch

UK, EST
www.top10energyefficiency.org.uk/

Topten Act aims at transforming the European market of energy-using products towards higher energy efficiency by addressing non-technical market barriers. Topten Act works in order to:

1. Increase consumer purchases of top energy-efficient products in Europe: Topten Act identifies the top energy-efficient products in 16 European countries, and pushes this information to consumers through tailored national websites and targeted communications activities. Topten websites are a free, accessible to all, 'public service' that helps consumers navigate the myriad of energy-using products offered to them in AT, BE, CZ, FR, DE, IT, LT, LU, NO, PL, PT, RO, ES, SE, CH and UK.

2. Increase the availability and visibility of top energy-efficient products on EU markets: Consumer demand for top energy-efficient products improves Topten Act's ability to: 1) work with manufacturers to help them steer production lines towards more energy-efficient products; 2) support retailers to display and promote energy-efficient products in their shops.

3. Increase large buyers' knowledge of and demand for top energy-efficient products in Europe (both public and private entities): Large buyers have the ability to steer the market towards more energy-efficient products. Topten Act approaches them with information on products of their interest (e.g. office equipment, vehicles) and offers direct advice in preparing calls for tenders that include energy efficiency criteria.

Editors

Sophie Attali – SOWATT sattali@sowatt.net

Therese Kreitz – ADEME therese.kreitz@ademe.fr

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Topten Act websites reach its target groups of stakeholders in 16 European countries with a combined population of 447 million citizens. The various European regions are well covered by the project: East, West, North, South / from producing-importing countries / with consumers more or less sensitive to environmental issues, with different purchasing behaviours.

Topten covers a wide range of activities, from detailed market and technical studies to dissemination to various target groups including the general public. This versatility offers many keys for evaluation. Whereas other reports will present quantitative evaluation (notably D6.3 and D6.4), the present document provides illustrations of the Topten's many qualitative impacts.

Within the market transformation toolbox, Topten is considered as a "soft measure", a measure that definitely impacts the market on crucial aspects: it is a market shifter, a facilitator, an education tool, a decision-making aid.

A city modifies its procurement policy; a utility decides on a rebate programme; policy makers favour ambitious regulations; NGOs communicate on energy savings in homes in order to link individual behaviour and climate change issues; retailers choose to adopt energy efficient positioning and revise their product range; manufacturers develop new efficient models and strongly market them; consumers' demand for efficient models grow – Though these decisions depend on the strategies stakeholders decide to adopt, Topten may weigh, more or less explicitly, in all of these decisions transforming markets.

In the following pages, partner countries have proposed stories of successful activities and partnerships undertaken in the first 18 months of the Topten Act project (between March 2015 and August 2016).

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Training of Retail Apprentices

September 2016 - Austria

Message: Saving energy can be worthwhile and is easy. Apprentices are important multipliers considering their assistance to customers on the shop floor.

Target group: Student apprentices, young people aged 16-26 years

Training character: Educational with practical and interactive parts

Topprodukte carried out workshop which contained theory parts on domestic energy consumption and its impact on climate as well as the positive effects of energy saving and energy efficient household appliances for society, but also for personal use. To make it an interactive session, students were divided into groups to do different tasks in the so-called "Energy Circle" exercise (selection):

- **Topprodukte.at best performing products lists:** apprentices made comparisons of products in the white goods categories to learn about the differences in terms of running costs over the expected lifetime for best performing models and the anonym inefficient product.
- **Lamp Laboratory:** A comparison of LED, CFLs and ordinary light bulbs are demonstrated in regard to efficiency and lumen rating. In addition, the terms and their relevance on the packaging are explained, as well as important information on quality and efficiency of LEDs.
- **EU Energy label matching game:** students had to interpret various EU Energy labels for household appliances.
- **ecoGator App Energy Label Scan:** The myEcoNavigator campaign developed a free of charge smartphone app for consumers interested in saving costs and electricity at home covering energy efficient household appliances. The participants had to use the ecoGator App and test the integrated energy label scan for household appliances as well as the integrated benchmarking feature (traffic light) based on Austrian Topten criteria. Energy labels were prepared and provided in advance.



Since 2015 6 apprentices' workshops were staged all over Austria, teaching about 150 students in total. The workshops were promoted and shared via social media posts on respective AEA social media channels. The main lessons learnt are that:

- Every group is different from the group before. It is very important to be able to react to the interest of the various students. Sometimes this means changing the order of the agenda or skipping a topic and introducing a new one. In order to do this, one has to be well prepared and also be able to listen and adapt to the needs of the students. This gets easier the more often one has done a workshop.
- Practical activities are very important and are usually enjoyed by the students. What also helps is to nominate winner teams for activities. They should receive small prizes for this.
- Be realistic, you can never get all students to participate. Some are rather unmotivated. It is important to focus on the majority, which is usually very active.

More information

Kerstin Schilcher, Thomas Bogner
AEA

kerstin.schilcher@energyagency.at

www.topprodukte.at

topprodukte.at
ein Service von **klimaaktiv**
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AUSTRIAN ENERGY AGENCY



Being part of the eco-consumption network

October 2016 - Belgium

In order to update the Topten product list according to the Belgian market, Topten.be works with two national partners, écoconso and VITO.

écoconso is responsible for all white goods and lightning products, while VITO is the national expert on sustainable cars that deliver every two months an updated list of the most eco-friendly cars on the Belgian market.



écoconso is *the* expert on sustainable consuming and energy efficient products in the French speaking part of Belgium. Next to their tasks regarding the product identification and listing, they engage strongly in the Topten project by promoting it through all their communication channels, free of charge. They also provide content for the newsletters and Topten website.

The collaboration with écoconso also ensures the presence of Topten in the French speaking part of Belgium. On the basis of Google analytics data, 19% of the visitors are French speaking. This is largely due to the collaboration with écoconso.

By collaborating with VITO, Topten.be is supported by a well-known research institute that underlines the strong scientific basis on which the best products are selected. The impact is not directly measurable, but it allows Topten.be to approach other stakeholders more easily and more convincingly.



Collaborating with recognised and strategic experts and being at the heart of the Belgian eco-consumption network are crucial to the success of the Topten initiative, as the Topten message has to be relayed using all positive channels.



More information:

Benjamin Clarysse: benjamin.clarysse@bblv.be
www.topten.be



Social media campaign – Educational infographics for Czech consumers

September 2016 – Czech Republic

Energy efficiency, energy and money savings are very important purchasing decision factors for a significant part of consumers. This part of consumers is one of Topten's main target groups. Using social media is one of the most targeted ways for communicating directly with this target group.

SEVEN started to build social media channels in 2011. While the process of building a regular audience for the narrow topic of energy efficient household appliances is rather slow and requires a very proactive approach, results show that a growing community is interested to learn about energy savings at home.

SEVEN uses two main social media channels – a Facebook page and a Twitter channel – and two less important networks in order to reach a large follower number: LinkedIn and Google+ Business.

In addition to a regular information about the project news, information on the Topten models' updates or website product sections, SEVEN has also prepared special "infographics" featuring 19 saving tips for several product categories such as lighting, washing machines, dishwashers, consumer electronics, cooking, etc. Some tips are very common and widely known, other tips link to less known energy saving opportunities. All tips are presented in one picture with a link to the Topten website.



The most efficient drying is the drying rack. But if using a dryer you should dry similar fabrics together. Synthetic fabrics will dry fast and natural fabrics will dry slower.

(On Facebook) Set the appropriate temperature in your fridge. It is of -18°C for the freezer compartment and $+6-7^{\circ}\text{C}$ for the refrigerator compartment. You can check the temperature by using a thermometer. Do not let the doors open too long.



Always use the full capacity of your washing machine.

The first 6 tips have been published between June-August 2016 as an initial phase of the campaign and results are promising.

Facebook: The organic reach with no budget reached about 400 individual people, the boosted post reached 3000-6000 people. The overall budget for the initial campaign phase was about 50 € and the results are:

- 30 shares (voluntarily shared the infographics among their social media contacts)
- 16 055 people reached
- 123 likes

Twitter: The organic reach on Twitter has lower numbers but they are especially important for journalists and other influencers:

- 1725 people reached
- 10 retweets

LinkedIn:

- 646 views.

The total number of people reached: 18.426.



Continuous organic growth of Czech Topten Facebook page.

There are several outputs and lessons learnt from the initial social media campaign:

- the message featured should be relevant, simple and entertaining
- the minimal budget for Facebook's post boost is useful, Facebook is keeping its organic reach quite low
- number of shares seems important (and the message successful) as people are sharing it freely
- the picture type of post is far more successful for social media than only text posts
- it is of course always key to link the picture with the Topten site.

The campaign will continue in the second half of the project. SEVEN's plan is to try other social media too, for example the first test run started on Instagram network.

More information:

<https://www.facebook.com/uspornespotebice/>

<https://twitter.com/usporspotebice>

Michal Staša michal.stasa@svn.cz

www.uspornespotebice.cz

usporne spotrebice.cz

SEVEN



Partnership with on-line media - Providing expert content / Gaining visibility

October 2016 – France

Guide Topten initiated in December 2015 a media partnership with ConsoGlobe, one of the largest francophone web-platform on sustainable consumption – gathering 2,5 million visitors per month. Its motto is “consumer better, live better”.

ConsoGlobe offers visibility against content elaborated by various experts according to topics; Guide Topten was selected as *the* expert concerning energy efficient products.

An editorial programme was elaborated to produce one or two articles per month on:

- Selected products and recommendations to choose and use them in an energy-efficient way; For example, “how to chose a coffee machine”.
- “How much does it cost to use for one hour...” For example, one hour of air-cooling, one hour of refrigerator, of washing machine, etc.
- Topical themes, for example, at the moment of the Volkswagen case, an article entitled “Can the energy label be trusted?” explaining the situation and underlining the different situation for electrical products.

Guide Topten author's page on consoglobe.com from which visitors can access all the articles published, link to www.guidetopten.fr website and to its social media channels



Altogether, 13 articles have generated nearly 74 500 readers until September 2016 - because webpages continue to be visited so the number will continue increasing. If Guide Topten had to pay for the same media exposure, it would have spent 6 500 euros.

The most successful articles were:

- What are the most electricity consuming devices at home?
- The cost of an air conditioner for an hour (published during the heat wave)
- The cost of a washing machine for an hour
- LEDs: the best choice for lighting

The objectives are to install Guide Topten in the media on the medium and long term and to reach more readers than if the articles were published only on the guidetopten.fr website (which has a blog section): the number of readers is increased by 85% on average for the articles published also on ConsoGlobe.com.

More information:
Sophie Attali – sattali@guidetopten.fr
www.guidetopten.fr

guidetopten.fr



EcoTopTen used as a basis for consumer information on efficient appliances in the National Top Runner Initiative

September 2016 - Germany

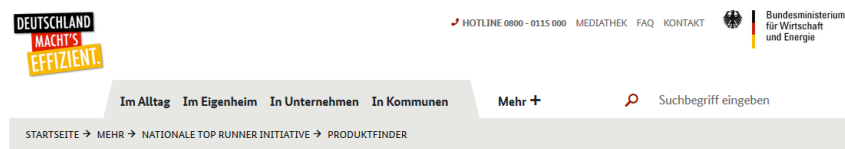
On 14th of June 2016, the German Federal Ministry of Economic Affairs and Energy launched the National Top Runner Initiative (NTRI) that is part of the National Action Plan on Energy Efficiency (NAPE).

The NTRI targets manufacturers, retailers and consumers. Its aim is to communicate the benefits of energy-efficient products and encourage companies and individuals to develop, market and use energy-efficient and energy-saving products.

Within the NTRI a so-called “Productfinder” was established that helps consumers to find energy efficient appliances. EcoTopTen was identified by the Federal Ministry to be the most suitable database on energy efficient appliances in Germany. Against this background, EcoTopTen was asked to cooperate with NTRI. As a result of this cooperation, the [Productfinder](#) now refers to EcoTopTen for its recommendations on energy efficient products.

The action was launched in June 2016 and the broad promotion of the website is still to start. Therefore figures on the impacts of the action – e.g. number of visitors of this new website nor increase of visits of www.ecotopten.de - are not yet available.

In order to reach the energy efficiency goals for private households in Germany it makes sense to base new initiatives – like the NTRI - on existing, successful approaches – like Topten / EcoTopTen – instead of starting from scratch. The success of NTRI will partly depend on its ability to bundle already existing actions on energy efficiency that address consumers in their variety.



Hinweis zur Datengrundlage EcoTopTen

Seite empfehlen

Der Produktfinder präsentiert ökologische Spitzenprodukte der Hersteller-unabhängigen Plattform EcoTopTen: eine Internetplattform des Öko-Instituts, auf der Verbraucher und Beschaffer sich einen Überblick über effiziente Produkte in vielen Kategorien verschaffen können. Die Auswahl der Geräte erfolgt nach transparenten Kriterien. Für 23 Produktgruppen werden aktuelle Bestproduktlisten bereitgestellt, die auf anspruchsvollen Mindestkriterien basieren. Darüber hinaus werden auf www.ecotopten.de für zahlreiche weitere Produktgruppen Empfehlungen zum Kauf und zur umweltfreundlichen Anwendung gegeben.



Öko-Institut

Das Öko-Institut ist eines der europaweit führenden, unabhängigen Forschungs- und Beratungsinstitute für ökologische Nachhaltigkeit. Seit der Gründung im Jahr 1977 erarbeitet das Institut Grundlagen und Strategien, wie die Vision einer nachhaltigen Entwicklung global, national und lokal umgesetzt werden kann. Es ist an den Standorten Freiburg, Darmstadt und Berlin vertreten.

Finanzierung von EcoTopTen

Seit Januar 2015 wird EcoTopTen im Rahmen des Projekts „Die Produktauszeichnung EcoTopTen - Schwerpunkt SEK Stromsparen“ der Nationalen Klimaschutzinitiative vom Bundesministerium für Umwelt, Naturschutz, Bau und Reaktorsicherheit gefördert. Außerdem wird EcoTopTen seit März 2015 im Rahmen des Projekts „ToptenAct“ durch das Horizon 2020 Programm der EU gefördert.



Translation of the main text on the above [website](#):

Note on the EcoTopTen database

Introduction

The productfinder presents environmental friendly top products from the manufacturer-independent platform EcoTopTen: an internet platform of the Öko-Institut, which allows consumers and purchasers to get an overview of efficient products in many categories. The devices are selected according to transparent criteria. For 23 product groups, up-to-date best product lists are provided, which are based on demanding minimum criteria. In addition, recommendations for purchasing and an environmentally friendly use are provided at www.ecopten.de for numerous other product groups.

Öko-Institut

Öko-Institut is a leading independent European research and consultancy institute working for a sustainable future. Founded in 1977, the institute develops principles and strategies for realising the vision of sustainable development globally, nationally and locally. It has locations in Freiburg, Darmstadt and Berlin.

EcoTopTen's funding

Since January 2015, the Federal Ministry for the Environment, Nature Conservation, Building and Reactor Safety has funded EcoTopTen as part of the project "The EcoTopTen Product Award - Focus on SEK Electricity Savings" of the National Climate Protection Initiative. In addition, the EU Horizon 2020 programme is supporting EcoTopTen since March 2015 as part of the "Topten Act" project.

More information:

Dietlinde Quack: d.quack@oeko.de
www.ecopten.de



New legislative tools to ease the implementation of ambitious energy efficiency criteria in the procurement of small municipalities in Lombardy region

September 2016 – Italy

ANCI Lombardia is the regional branch of the National Association of Italian Municipalities. Their main mission is to represent the needs of municipalities within national and regional institutions and support municipalities in a number of different topics, among which renewable energy and energy efficiency.



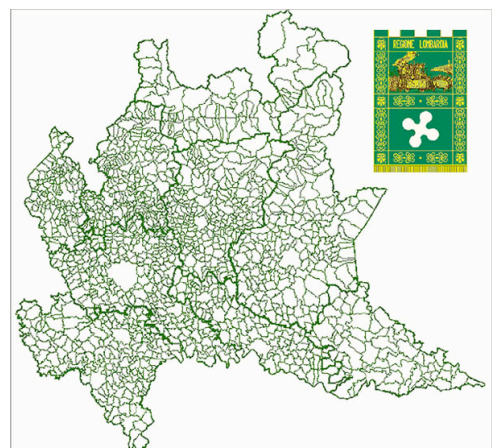
Eliante and ANCI Lombardia have found a common interest in promoting towards the small municipalities innovative legislative tools helping local administrators in implementing ambitious procurement criteria. To make this agreement official, a Memorandum of Understanding between Eliante and ANCI Lombardia has been signed in March 2016.

In the face of the increasing relevance of Green Public Procurement, ANCI Lombardia has acknowledged a lack of information among local administrators about the technical aspects of energy-efficient office equipment, mostly in the small municipalities, where a reduced and generic administrative staff cannot manage all technical matters by itself. This gap usually leads to difficulties in updating the procurement criteria in municipalities' bids and, as a consequence, to a slow turnover of inefficient products.

Topten Italia has drafted a template of "Delibera di indirizzo" (a "guideline resolution") containing ambitious procurement criteria. Once approved by the City Council of each municipality, this document forces procurers, usually municipal officers, to purchase products accordingly. The "Delibera di indirizzo" can be easily adapted to the needs of each municipality, since the criteria are presented as attachments that can be followed separately.

The use of the guideline will be implemented in November 2016, when Topten will organise a workshop aimed at local administrators during which the tool will be presented.

ANCI Lombardia covers about 1 400 municipalities, which will be involved thanks to the use of ANCI Lombardia's communication and dissemination channels.



Regione Lombardia municipalities

Attention should be paid to the invisible barriers preventing municipalities to implement ambitious procurement criteria: energy efficiency is a technical topic, and local administrators are usually people who deal with very different topics, most of which are more important than energy efficiency.

For these reasons, Green Public Procurement should be made as easy as possible by, firstly, studying the most immediate help needed by local administrators and, then, by designing ready-to-use tools capable of overcoming all those barriers created by lack of time and lack of knowledge.

More information:

Riccardo Nigro nigro@eliante.it - general information

Marina Trentin trentin@eliante.it - specific information about the partnership

www.eurotop10ten.it

