

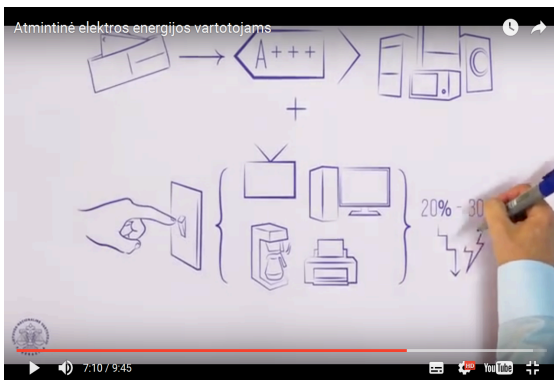
Networking with institutions and businesses to gain visibility and impact

October 2016 – Lithuania

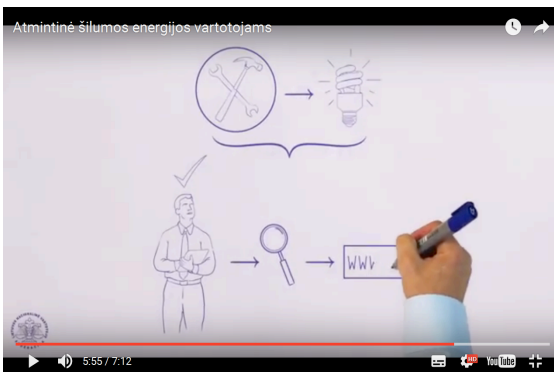
Consumers have a lot of questions about energy: How to choose an electricity supplier? How to understand the Energy Label? How to save electricity at home? How to save energy in apartment buildings? What should be known about apartment renovation?

In order to support consumers and answer these questions and many others, the Lithuanian National Consumer Federation (LNCNF) who manages Topten in Lithuania, has produced 3 short, clear and easy to understand videos¹.

How to save energy



How to save on heating

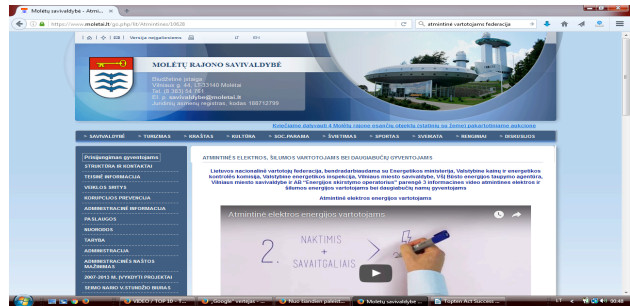
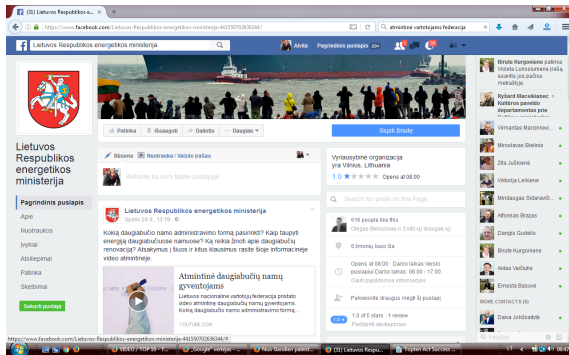


How to save energy in buildings



¹ <http://energetikosabc.lt/lt/naujienos-ir-reminiai/nuo-siandien-paleistos-informacines-videoatmintines-energijos-vartotojams/236>

LNCF has produced these videos in cooperation with experts from governmental institutions responsible for energy, including from municipalities and energy companies. Thanks to this fruitful cooperation, the videos were placed on a lot of municipalities' websites (64 websites, as the two examples show below). This voluntary use of the videos on the own websites of municipalities and institutions prove the usefulness of information provided to consumers.



LNCF also sent a link to these videos to the Topten partners, energy- and eco- related NGOs, schools and institutions (263 contacts).

Thanks to this large promotion of the videos, the Topten's logos and website address have reached more consumers, retailers and policy makers – as, in total, more than 320 organisations received the video by August 2016.

This activity showed that:

- Joint actions (producing the videos together with partners) are more successful and effective to place Topten logo on almost all websites of Municipalities, than if Topten would have tried on its own.
- It actually leads to the development of Topten: thanks to the videos, it was possible to convince the national energy utility “ESO” to sign of Cooperation Agreement by which the utility will support LNCF activities related to energy-efficiency. Joint activities targeting business companies are being planned for 2017.

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Analysis and listing of municipal subsidies in the Grand Duchy of Luxembourg

October 2016 - Luxembourg

Luxembourg cities offer a variety of subsidies to their citizens for energy efficient products and other environment-related activities.

Luxembourgish can now check a first list of municipal subsidies on Oekotopten.lu. Priority is given to subsidies targeting energy efficient household appliances, which precise commercial are also displayed on Oekotopten.lu. This subsidy list allows an easy access to the web page of the desired municipality, and when available, offers a direct link to the municipal forms provided online.

The list does not only offer useful information to buyers and the retailers. It can also be a practical tool for municipal administrations and "Klimapakt / Pacte climat" advisers to create their own subsidies or update their existing subsidy programme.

The Topten subsidy list also covers information on ecological construction & building renovation. Specific details concerning construction or renovation are not directly shown in the list but are easily accessible through web links to the respective municipalities' websites.

Item	Saul	Sartweiser	Sansum	Schenen	Schieren	Schiffange	Schiffange	Schëtter	Serfontaines	Stathremling	Staufort	Stelze	Strassen	Tandel
Waschmaschine ***	A+++ → 100€	A+++ → 70€	A+++ → 80€	A+++ → 40€ A+++ → 80€	A+++ → 100€	A+++ → 50€	A+++ → 100€	nein	A++ → 40€ A+++ → 80€	A++ → 25€ A+++ → 50€	nein	nein	nein	A+++ → 100€
Waschetrockner ***	A+++ → 100€	nein	nein	A → (****) 80€	A → (****) 100€	nein	A+++ → 100€	nein	A → (****) 80€	A+++ → 50€	nein	nein	nein	A+++ → 100€
Spülmaschine ***	A+++ → 100€	A+++ → 70€	A+++ → 80€	A+++ → 40€ A+++ → 80€	A+++ → 100€	A+++ → 50€	A+++ → 100€	nein	A++ → 40€ A+++ → 80€	A+++ → 25€ A+++ → 50€	nein	nein	nein	A+++ → 100€
Gefrierschrank oder Gefriertruhe * / ***	A+++ → 100€	A+++ → 70€	A+++ → 80€	A+++ → 40€ A+++ → 80€	A++ → 50€	A+++ → 100€	A+++ → 100€	nein	A++ → 40€ A+++ → 80€	A+++ → 25€ A+++ → 50€	nein	nein	nein	A+++ → 100€
Kühlschrank ***	A+++ → 100€	A+++ → 70€	A+++ → 80€	A+++ → 40€ A+++ → 80€	A++ → 50€	A+++ → 100€	A+++ → 100€	nein	A+++ → 40€ A+++ → 80€	A+++ → 25€ A+++ → 50€	nein	nein	nein	A+++ → 100€
Kühl-Gefrierkombination ** / ***	A+++ → 100€	A+++ → 70€	A+++ → 80€	A+++ → 40€ A+++ → 80€	A+++ → 100€	A+++ → 50€	A+++ → 100€	nein	A+++ → 40€ A+++ → 80€	A+++ → 25€ A+++ → 50€	nein	nein	nein	A+++ → 100€
Heizungspumpe ***	A → 50€	nein	nein	A → 80€	nein	nein	A → 50€ bei Auswechslung eines alten netzfesten Modells	nein	A → 80€	+100kWh/Jan 25€ +750kWh/Jan 50€ +500kWh/Jan 75€	nein	nein	nein	nein
Pelletec ***	nein	Ja 10% vom Einkaufspreis, maximal 200 €	nein	nein	nein	nein	A → 50€ bei Auswechslung eines alten netzfesten Modells	nein	nein	nein	nein	nein	nein	nein
Weitere energieeffiziente Produkte ***	nein	andere Geräte A+++ → und mehr ***	nein	nein	nein	nein	nein	nein	nein	nein	nein	nein	nein	nein
Andere Produkte wie z.B. erneuerbare Energie, Ökolog. Bauen, Regenwassernutzung, ...	JA ***	JA ***	JA ***	JA ***	keine Angaben ***	JA ***	JA ***	nein	JA ***	JA ***	JA ***	JA ***	JA ***	JA ***

The idea of making a list of municipal subsidies came from the Oekotopten.lu retail partners. Due to the small municipal areas, a store's clientele may come from different municipalities and retailers have difficulties to keep-up with the various local subsidy programmes.

Though difficulties were expected to set up such a subsidy list on Oekotopten.lu – as it is a new concept involving new stakeholders, 70% of the 105 first surveyed municipalities responded immediately and positively. Several municipal administrations have complimented on this initiative and have asked to be informed as soon as the list would be online; a few municipalities use this list to create or update their own subsidy programme.

A first positive side effect is that during the review of the 105 websites, it was noticed that several municipalities based their subsidy programme on obsolete criteria (allowing for



example a subsidy to old A-class driers). Other municipalities have discovered that the information on their website was not fully up-to-date and that out-dated documents were online.

A second positive effect is that the interaction with the municipalities drew a lot of attention to Oekotopten.lu.

The list was published in the framework of the Oekofoire, the biggest ecological trade fair in Luxembourg: Oekotopten.lu was invited by the Ministry of Sustainable Development to present the subsidy list as part of its own campaign of national State subsidies. Thanks to this "networking", the initiative quickly found interest among other actors, such as climate advisers, municipal officials, climate initiatives (myEnergy), etc.

Despite the non-interest of the press, a mailing and social networks' post campaign together with the communication with the 105 municipalities have boosted the visits on Oekotopten.lu. With the start of the campaign, from the 4th to the 10th September, the number of sessions had doubled from 193 to 539 sessions per week.

In addition, the fact that municipalities inform automatically about their changes demonstrates their interest in the initiative.

Some municipalities and the Ministry now propose to extend the list by filling out the details on subsidies allocated to ecological building construction and renovation. The subsidy list has thus not exhausted its potential.

There are many ways to make Topten more notorious. A variety of fields of interest - not directly related to energy efficient products - can be connected to the Topten websites, thanks to such supplement tools.

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Topten Norway puts electronics' life cycle on politicians' agenda

October 2016 - Norway

Within one of Norway's largest political festivals, "Arendalsuka", Topten Norway (managed by Norges Naturvernforbund) and the Norwegian Consumer Council arranged a discussion panel with several politicians to talk about various topics. Electronics' life cycles, warranty on products, waste management and consumer behaviours were among the topics discussed.

Four politicians from the largest political parties in Norway attended the panel discussion:

- Torhild Aarbergsbotten, Member of Parliament, Høyre (Conservative Party of Norway)
- Rasmus Hansson, Member of Parliament, Miljøpartiet De Grønne (The Green Party)
- Ketil Kjenseth, Member of Parliament, Venstre (The Liberal Party of Norway)
- Hege Liadal, Member of Parliament, Arbeiderpartiet (The Norwegian Labour Party)

Also, several introduction statements were made from different organizations:

- Why we must change our consumption behavior, Lars Haltbrekken, leader of NNV (Norwegian Society for the Conservation of Nature).
- Our consumption and the green future, Gunnar Vittersø, scientist at SIFO (National Institute for consumer Research).
- How much waste do we actually throw away? Nancy Strand, CEO Avfall Norge (Norwegian Waste Management and Recycling Association).
- What can we expect from the consumers? Randi Flesland, CEO Forbrukerrådet (Norwegian Consumer Council).

In the first part of the programme, the introduction provided a broad perspective on the topic of consumption and consumer behaviour. In the questions from the audience, electronics were one of the hottest topics.

The second part, the political discussion, disappointingly revealed how little the Norwegian government has worked on this topic so far. The main topics that were discussed were; 1) facilitating for reparability, 2) planned obsolescence of electronics, 3) challenges regarding multinational manufacturers 4) circular economy.

Example of questions raised:

- Can we remove taxes on repairs for certain product categories?
After a lot of discussion, two of the parties said it would be too difficult to implement this, while the other two were pro implementation.
- How can we avoid planned obsolescence?
This raised an interesting and fundamental discussion on whether planned obsolescence is actually happening or not. Most politicians agreed this is a problem, but didn't have solutions. One of the parties wanted to raise the warranty level for the most affected products, but this did not meet a large consensus.
- How can the Norwegian government work for better consumer rights and improvements of different products when facing large multinational companies?
This was one of the hottest topics where the parties disagreed fundamentally about their role and influence towards large multinational companies. One party insisted that it is up to the consumers to make these large companies change and that the

consumer voice is the only one they will listen to. Another party said it was their duty to help consumers by taking their case to parliament and use national laws to guide these companies towards more sustainable and consumer-friendly business.

In conclusion, strong signals came from most parties to say that these topics would be prioritized in the future.

The arena where the discussion panel was hosted was filled up and hosted an audience of around 100 people. Even though there were a lot of competitive events, the seminar got attention on the social media (especially Twitter), directly challenging politicians and policy makers.



Politicians debating on electronics' life cycle.

Topten Norway aims at organising similar events in the future – for example during a climate festival in January 2017- and studies the possibility to web-stream the discussion to get more attention in the media. We will also follow-up on the policy makers' statement to make sure the electronics' life cycle topic is really included in the short-term political agenda.

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 Naturvernforbundet

Competition for manufacturers – be on Top, be one from Ten!

September 2016 – Poland

Topten Polska organized a third edition of the competition “The Topten list of energy efficient windows” addressing windows’ and doors’ manufacturers (09.03.-30.04.2015). Thanks to this competition, Topten Polska raises interest from manufacturers in the Topten initiative and collects data on the most effective windows and doors on the home market.

Competitions were organized in cooperation with the Energy and Environment Agency from Wrocław.

- Participants were manufacturers and distributors of windows available on the domestic market.
- Condition for participation in the competition was to send a product sheet for the product.
- Comparison criterion for windows were the indicators described in the Polish Standard PN-EN 14351-1+A1:2010.
- Awards were to have the product displayed on the Topten website, a diploma, the opportunity to use the Topten Polska logo (which is registered as a trademark), an official announcement of the competition results during the Polish Woodwork Congress, on 20th May 2015. All the best windows and doors received the energy label issued by the Energy and Environment Agency. (This label is not a requirement by law - yet).



The next competition will address solid fuel boilers’ manufacturers. This competition is organized in collaboration with the Polish Chamber of Ecology and it will last until 23rd of September 2016. Two product lists will be created – the best boilers on the Polish market and a list of class V boilers according to PN EN 303-5:2012.

Awards will be to have the product displayed on the Topten website, a diploma, the opportunity to use the Topten Polska logo, and the official announcement of the competition results during the EcoLaurels Ceremony on 26th October 2016.

These Topten product lists will be very helpful for the government and local authorities for green public procurement purposes. The list of class V boilers can help fighting air pollution (this list can be used for example in subsidy schemes, Regional Operational Programme...).

Manufacturers of specific products such as windows and boilers are interested in this type of initiatives. They can show that these energy-using products can be more effective and ecological. The Topten lists are an attractive form of promotion and so far 10 agreements on the use of the Topten Polska logo have been signed