

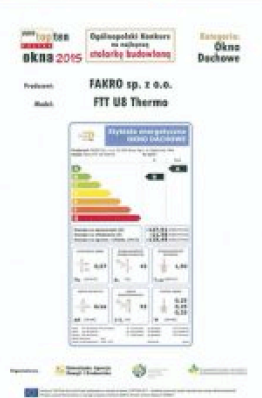
## Examples of manufacturers' website displaying the Topten Polska logo and diplomas:

Podczas Gali konkursu **TOPTEN Okna 2015** ogłoszono wyniki trzeciej edycji konkursu na najlepszą stolarkę budowlaną. Celem konkursu było wskazanie inwestorom, projektantom, firmom budowlanym najlepszej pod względem oszczędności energii i kosztów dostępnej na rynku polskim stolarki budowlanej.

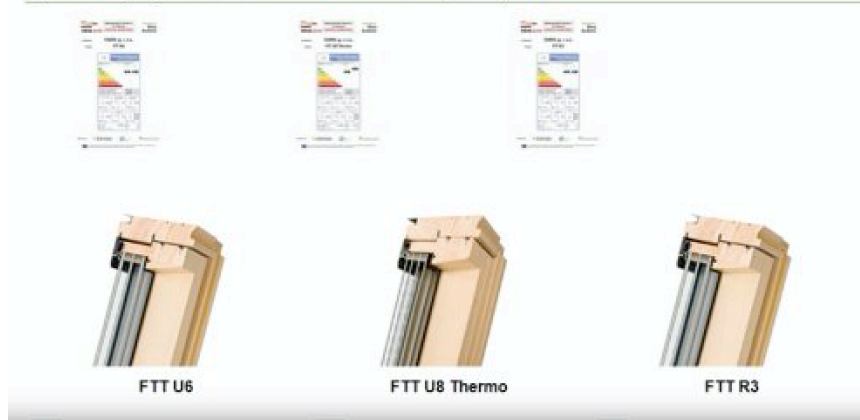
Produkty oceniano w oparciu o deklarację cech potwierdzonych przez badania certyfikowanych jednostek, obiektywne testy i analizy opracowane przez niezależne instytucje. W ramach konkursu przeanalizowano łącznie 246 producentów stolarki.

Otrzymane w konkursie TOPTEN nagrody, potwierdzają że oferowane przez nas produkty są **innowacyjne, energooszczędne i najwyższej jakości**.

Wśród nagrodzonych w konkursie TOPTEN Okna 2015 z oferty produktów FAKRO znalazły się następujące okna: **FTT R3, FTT U8 Thermo, FTT U6, FTP-V U3, FTP-V L3 oraz FTP-V U5**.



### Etykieta energetyczna Okno Dachowe: FTT U8 Thermo, FTT U6, FTT R3



The screenshot shows the website for Rodline HFL thermo windows. The page features a navigation menu on the left, a main content area with a product image, and a sidebar with technical details. The main text highlights that the window is a 'rodline HFL thermo' window made of PCV, based on the Rehau GENEVO profile. It mentions the 'euro topten POLSKA' award and provides technical specifications for the 6-chamber profile (86 mm depth, Uf=0.99 W/m²K) and the standard double-glazed unit (4E/18A/4L or 4L/18A/4E, Ug=0.5 W/m²K). It also notes the possibility of achieving a sound insulation (Rw) of 47 dB with a 50 dB glass and the use of RAU FIPRO composite glazing.

More information:

Anna Bogusz: [a.bogusz@fewe.pl](mailto:a.bogusz@fewe.pl)

[www.topten.info.pl](http://www.topten.info.pl)



## Topten.pt in reaching consumers in a retailer flyer

September 2016 – Portugal

In May 2016 Quercus was approached by Worten, one of the largest national retailers - 146 physical electronic superstores and one online shop, - to provide input for their campaign called "Eco Mode". This campaign aimed to promote energy efficient refrigerating appliances, washing machines and dishwashers by offering a 20% discount on A++ models and 30% discount on A+++ models.

To advertise the campaign, besides other promotional materials, Worten wanted to produce an appealing flyer on energy efficiency and asked Quercus technical input in terms of contents and calculations. Topten.pt's contribution covered writing specific recommendations regarding buying and using those three product categories and two general articles about energy efficiency. One of these articles fills the flyer first page and promotes Topten.pt. Additionally, we have also determined money and energy + water (for wet appliances) savings by comparing some of the promoted efficient models with equivalent but inefficient ones, over the products lifetime.

Apart from the technical input, as there seemed to be some confusion regarding the energy labels and the energy classes allowed on the market, for those specific product categories, we cleared some wrong concepts that the marketing personnel had on these issues.

The campaign was held, at national level, between June 16<sup>th</sup> and July 6<sup>th</sup>, 2016.

In June 2016 our website statistics showed an increase of visitors compared to previous months and this month was among the best five, since the beginning of Topten Act, for the highest number of visitors, loyalty rate, average pages viewed per session and lowest bounce rate.



Flyer cover  
**"Eco Mode"**

*Choose appliances to  
save every day*



Flyer index  
**Know how to  
choose today so  
you can save  
tomorrow**

*Up to 30% discount  
on models with  
energy class equal  
or above A++*



Topten article:  
**Investing in long term saving**



(on the left) Recommendation for dishwashers  
 (on the right) Comparison between that efficient model (A+++)  
 and an equivalent but inefficient one (A+) over the product lifetime, in energy and money savings

Generally retailers are not keen on favouring specific manufacturers and, since Topten ranks the manufacturers, there have been difficulties to establish collaboration with retailers. On the other hand, retailers want to sell the most expensive appliances, which usually include A+++ appliances but they are not energy experts.

From our experience, information regarding energy labelling is given by "proactive" manufacturers, which if not accurate, might mislead both retailers and their customers.

In this collaboration the key factor was the ability to provide technical information, using everyday language, and help to reach consumers with useful data, in order to achieve the retailer's goals in a specific and targeted campaign.

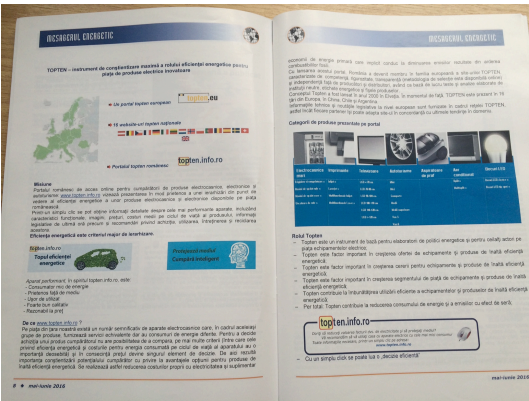
More information:  
 Laura Carvalho: [lauracarvalho@quercus.pt](mailto:lauracarvalho@quercus.pt)  
[www.topten.pt](http://www.topten.pt)



# Topten cooperation with institutions: promoting sustainable development and efficient use of energy

September 2016 – Romania

In order to promote the Topten concept and the topten.info.ro website, a link was established with the Romanian Committee Member of the World Energy Council (WEC) for Sustainable Energy - promoting sustainable energy development in Romania and efficient use of energy resources. The specific actions were to present the Topten ACT project, provide information and pictures about Topten’s main goals, such as an article entitled “TOPTEN – An instrument for awareness raising on the role of energy efficiency on the market of innovative electrical products” published in the May 2016 edition of the monthly on-line and paper publication “Mesagerul Energetic”.



“Mesagerul Energetic” is the flagship publication of the Romanian Member Committee of the WEC and also a reference from Romanian experts from the energy community. The publication appears monthly, full colour, in an edition of 900 copies and is distributed to WEC members, government authorities, academia, institutes of higher education, research institutes, media organizations.

As part of this cooperation, specialists from ICEMENERG managing the Topten Romania website were present at the 13<sup>th</sup> WEC Central & Eastern Europe Regional Energy Forum - FOREN 2016 dealing with the theme: “Safe and Sustainable Energy for the Region”, held in Costinesti, Romania, from 12 to 16 June 2016. The project Topten ACT was presented at the conference and in one Workshop at Forum level: “Energy efficiency, energy conservation, converting potential into reality”.



The actions developed in common led to increased numbers of visitors to the website: the number of visitors of the website has doubled during the conference.

The most significant aspect of this type of cooperation is that the use of high energy-efficient and environmental-friendly products was promoted, as a step towards market transformation. This type of actions allows a better dissemination of information about the "Topten" concept among several groups interested in energy efficiency: public institutions, policy makers, companies both public and private that use energy-consuming products.

For more information:

[www.topten.info.ro](http://www.topten.info.ro)  
[topten.romania@gmail.com](mailto:topten.romania@gmail.com)

INCDE-ICEMENERG Bucharest  
[www.icemenerg.ro](http://www.icemenerg.ro)  
Nicolae Simion  
Adina Stănculea

The logo for topten.info.ro features the word "topten" in a blue, lowercase, sans-serif font, with the "o" and "p" enclosed in a red and orange square border. To the right of "topten" is ".info.ro" in a blue, lowercase, sans-serif font.

The logo for ICEMENERG features the word "ICEMENERG" in a blue, uppercase, sans-serif font. A blue circular line is drawn around the letters "E" and "N", with the line extending above and below them.



## Green Friday Campaign

### September 2016 - Spain

On Thursday 26<sup>th</sup> of November 2015, on the eve of the commercial “Black Friday”, a day of record sales in Spain, three Spanish environmental and Social NGOs - WWF, Ecoserveis and Ecodes - organised a press conference in the headquarters of the European Commission in Madrid and with its support, in order to present the environmental version of Black Friday, that was named “Green Friday”.

This campaign aimed at urging the society on the impacts of excessive energy consumption and raise public awareness about the great importance of issues such as the reduction of consumption, the recycling and reutilization of goods in order to contribute to the minimization of the almost 50 million tonnes of electronic waste that are produced annually around the world.



During the press conference, the three organizations presented three projects that are funded by the European Commission, constituting the base of the “Green Friday” campaign and presenting important elements for the way towards to energy efficiency and responsible consumption. WWF presented Eurotopten.es (developed within Topten Act), Ecoserveis presented ecoGator (an app advising on efficient) and Ecodes Marketwatch (focusing on market surveillance). 8 representatives of the press, national radio and television attended the press conference.

The press conference was followed by a social media campaign under the slogan “Green Friday- We don’t reduce prices, we reduce costs”, targeting consumers and urging them to think before buying, and to buy efficient products, when it comes to products that consume energy. This social media campaign lasted during the entire Black Friday and the weekend after that, during which the shops continue with their sales policy in order to attract more customers.

Excellent results came from tweeter where the campaign tweets generated a lot of tweet impressions (33 500) and interaction (375).

