



It is important to take advantage of this type of events that intend to stimulate excessive consumption and try to use them to pass messages far more constructive to the society, such as responsible consumption and use of resources. Moreover, it provides an example on how synergies between different actors such as NGOs (WWF, Ecodes, Ecoserveis) and Administration (EU Commission) may achieve greater objectives towards overall global sustainability.

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Linking Topten to retailers: collaboration with PriceRunner

September 2016 – Sweden

Since the Topten Act project has started, the collaboration with PriceRunner has focused on improving the possibility to choose appliances and sort according to energy and environmental aspects.

TopTen in Sweden has been working with PriceRunner since 2013 and it is possible to see now several energy and environmental progresses: PriceRunner has now made it possible to filter consumer searches according to Energy class on the energy label and Energy consumption (e.g. in kWh/year).

The screenshot shows the PriceRunner website interface for searching A+++ refrigerators. The left sidebar contains filters for 'Dina val', 'Energiklass: A+++', 'Prisbevakning', 'Prisintervall' (4234-33095 kr), and 'Typ'. The main product list shows three items with their prices and 'top ten' logos. The top product is a Bosch refrigerator for 6,890 kr, the middle is a Siemens for 7,590 kr, and the bottom is a Husqvarna for 11,990 kr. Each item has a 'Jämför priser' button and a 'top ten' logo.

For the next step, Top Ten Sweden aims at the possibility for consumers to be able to filter and only show products listed on Top Ten.

It is very difficult to reach out directly to retailers and have them push for more energy efficient products. By being visible on PriceRunner, Top Ten is also coming closer to the retailers and becomes more relevant because one of their “usual” partners uses TopTen. In this field, the hope is that PriceRunner will open its retail network contacts to TopTen and advocate for more collaborations.

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Swedish Society for Nature Conservation



Heat pump tumble drier From Swiss labs to high popularity across Europe in twenty years

October 2016 - Switzerland



To evaporate water from wet laundry is a very energy intense process. Jürg Nipkow, Topten Chief Engineer, started in the late 90s to test and evaluate several drying technologies in his Zurich laboratory. It soon became evident that only a **heat pump** process could make a considerable improvement on the energy bill of a tumble laundry drier.

In 1996 the **Energy Label for tumble driers** became mandatory. Class A requirements could only be achieved with a heat pump dryer. The **first heat pump dryer** was put on the market thanks to a cooperative procurement competition for dryers organised by the IEA in the mid-nineties: The first A class dryer by AEG won the IEA DSM Award of Excellence. However at that time, the machines that could half the energy bill were complex to design and build and doubled the purchase price of conventional dryers and only two brands could benefit from this intended market pull effect (AEG and V-Zug).

In 2005 Topten.ch launched a product test for the new dryers and provided user recommendations. Topten worked jointly with manufacturers and housekeepers in order to **improve product performance** and to reduce cleaning efforts also for institutional users in multi-family houses. Topten then initiated an improved dryers' procurement programme for the housing projects in the city of Zurich. The winning product still had a 50% price premium and a market share of below 1%.

Thanks to the Topten.ch efforts, in 2006 the local electricity utility EWZ started to give a **rebate** of up to EUR 435 for the purchase of A class tumble dryers. With this amount, the price premium decreased and the sales share started to rise in 2007. Several other manufacturers started to enter the market with both single household and multi-family products. Several other Swiss electricity utilities started to copy the Zurich rebate programme.

Topten continued to show the variety of heat pump driers that was available on the Swiss, but also on European markets.

Based on analyses of sales data, Topten product lists and saving potentials, the Swiss government announced in 2010 that from 2012 **only class A driers would be allowed** on the Swiss market. Following the introduction of the new EU Energy Label with classes up to A+++, the Swiss MEPS² level was raised to A+ in 2015.

MEPS in the EU are less ambitious: since 2016, driers must meet class B requirements. This means that driers without heat pump, consuming twice as much energy, are still allowed on the EU market.

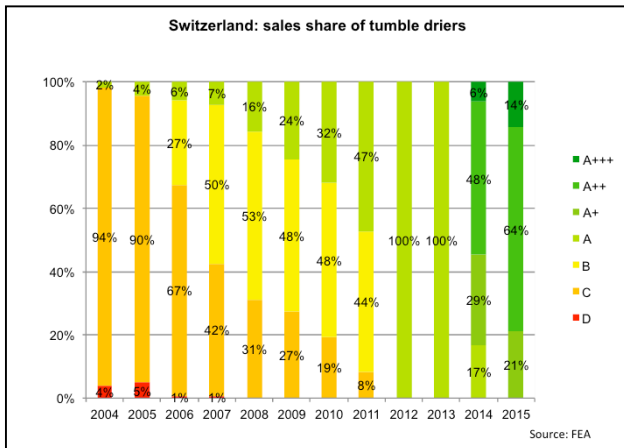
New market data from a Topten study funded by ADEME³ shows that heat pump driers have also become highly popular on the EU market: in 2015, 47% of all tumble driers sold in the EU had a heat pump (classes A to A+++). In some countries the sales share is even a lot

² Minimum Energy Performance Standard

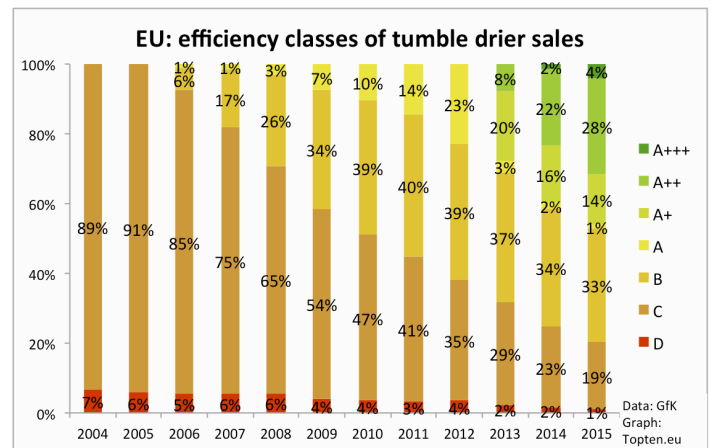
³ This market monitoring study will be published in autumn 2016 by Topten and ADEME.

higher: in Germany heat pump driers reached a sales share of 75% in 2015, in Italy even 93%.

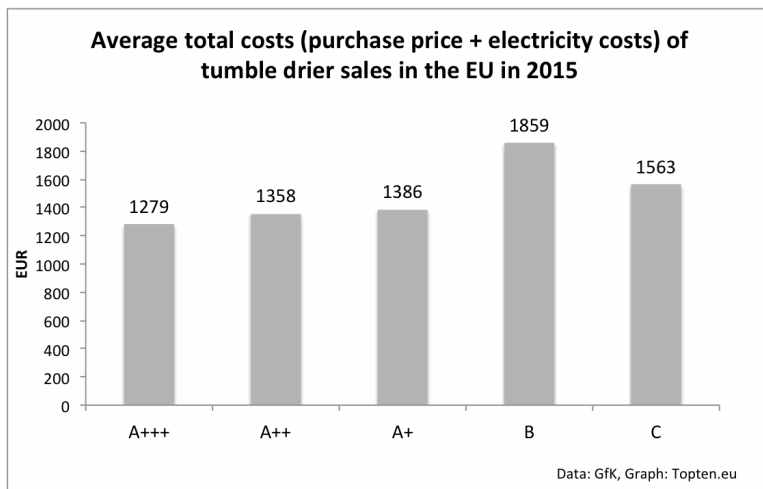
This brand new data also shows that heat pump driers save consumers around EUR 500 and more over their lifetime. This implies that the Eco-design requirement should to be raised to an ambitious level in the next revision (due 2017), since it should aim at the least lifecycle cost (LCC) point. If all driers sold in 2015 had been in class A+, these would have saved 5.8 TWh over their lifetime of 15 years compared to what was sold.



Tumble drier sales in Switzerland⁴



Tumble drier sales in the EU²



EU: average total costs⁵ (purchase price and electricity costs) of 2015 tumble drier sales



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⁴ All graphs are from the to-be-published market monitoring study

⁵ Total costs include purchase price and electricity costs over the product lifetime. Assumed drier lifetime is 15 years, electricity price 0.2 Euro/kWh.



Test of LED filament lamps - Large differences in lifetime for this promising technology

October 2016 - Switzerland

Filament LED lamps are available on the European market since 2015. They look like incandescent lamps and provide a similar light.

Filament LED lamps have very high-declared luminous efficacy: up to 135 lumens per Watt (lm/W). This compares with efficacies of 11-21 lm/W for halogen lamps and 50-70 lm/W for compact fluorescent lamps (CFLs).

Declared lifetime of filament LED lamps is also outstanding: 15 000 – 35 000 hours, compared to 2 000-3 000 for halogens, and 6 000-15 000 for CFLs.

In October 2016, there are more than 40 different filament LED models identified and listed on Topten.ch.

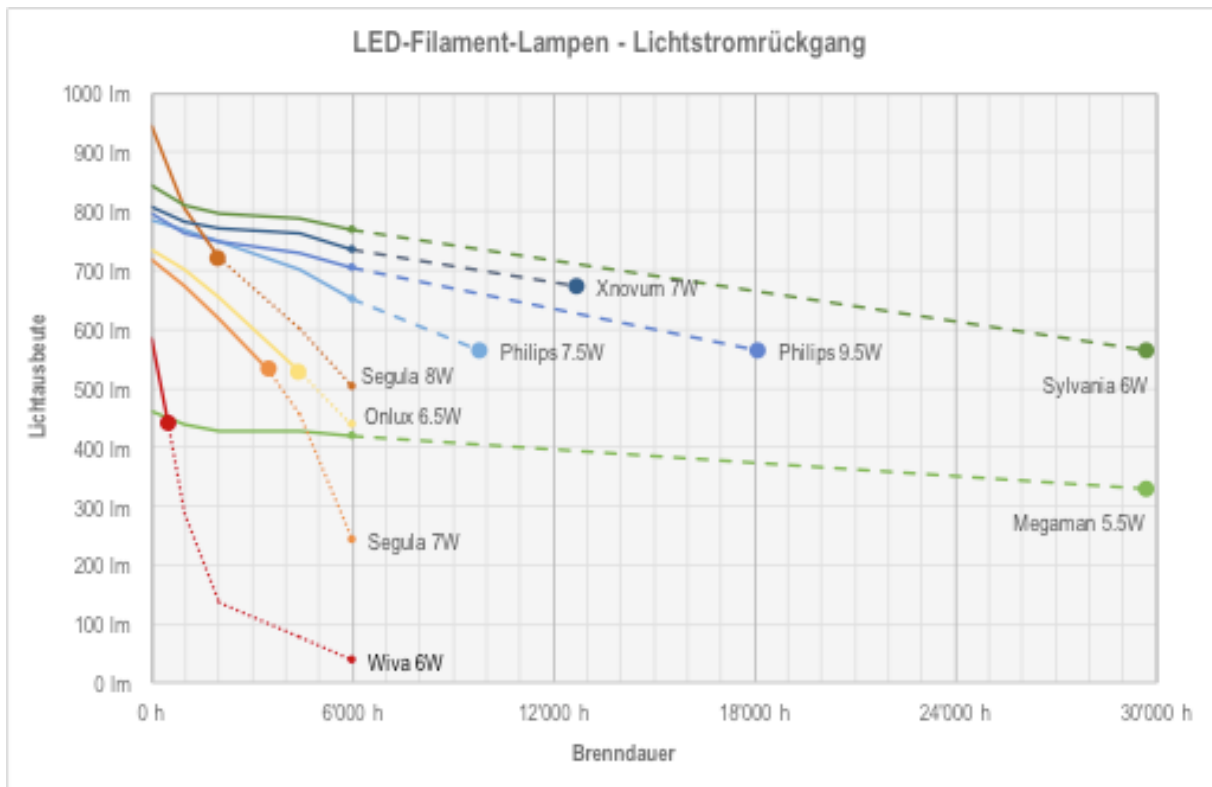


Topten.ch organised a test of nine filament LED lamps available on the Swiss market. The test was funded by the utility of the Canton of Zurich (EKZ), the Swiss Federal Office of Energy (SFOE), and, the consumer show 'Kassensturz' of the Swiss National Radio and TV agency. The project was managed by the Topten lighting expert, Stefan Gasser, and the test performed at the VDE testing institute in Offenbach, Germany.

Ten units of the nine selected models were purchased from different Swiss retailers, and shipped to the VDE laboratory.

Each model was tested regarding light distribution, energy, colour rendering, lifetime and on/off switching cycles. Lifetime was defined as the hours of operation, after which the luminous flux fell below 70% of the declared value. The luminous flux was measured after 1 000, 2 000 and 6 000 hours of operation. The lifetime of the lamps still bright enough after 6 000 hours was interpolated from these measurements.

Test results confirmed the high-declared luminous efficacy for seven of the nine lamp models. All lamps survived over 200 000 switching cycles. However, the declared lifetime showed to be more problematic: only two models reached the declared lifetime. Four models failed to reach the minimum Eco-design requirement of 6 000 hours, one of them failing after only 500 hours of operation.



Interpolated lifetime results for the nine tested filament LED lamps.

The results were presented twice on the Swiss TV. Following this, retailers decided not to sell anymore the four insufficient models.

On the other hand, the good results for the best models show that reaching very high quality is possible for filament LED lamps: the best model reached 140 lumens/Watt and survived more than 29 000 hours.

Thanks to this test, Topten has a sound basis for its recommendations on filament LED lamps. The test results are also a hint for Market Surveillance Authorities - and manufacturers! – to pay special attention to lifetime of filament LED lamps.



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Engagement with Retailers

October 2016 – United-Kingdom

EST has engaged with Marks Electrical and Hughes, two of the largest retailers in the UK. This began in August 2016, with co-operation agreements signed going forward, under which these retailers will supply product information and links, enable the UK Topten website to link to the retailer product pages for purchasing and provide web data.

Marks Electrical have signed up with intention of reviewing the arrangement in 6 months, Hughes for the remainder of the project.

It is hoped that by having referral arrangements with these retailers, others may be encouraged to come on board.

The link was initially made through a previous project (MarketWatch) that looked at how retailers displayed the energy label, but both retailers were keen to work with Topten to ease the customer journey in finding efficient appliances.

A formal co-operation agreement is now in place and Topten currently has the facility to link from product listings to both retailers' websites to enable a direct purchase. Marks Electrical get around 200 000 web visitors a year.

Top 10 energy efficient Washing machines (9kg or over) ← Back



A+++

Bosch WAW32560GB

£616.00 average price

Manufacturer's description

A washing machine with new design and EcoSilence Drive: enjoy supremely quiet operation and excellent durability.
EcoSilence Drive: extremely energy-efficient and quiet in operation with a 10-year warranty.
Energy efficiency class A+++ -30%: 30% more efficient than the best efficiency class.
Consumption indication: easy operation and indication of energy and water consumption.
DrumClean with reminder function: programme for cleaning and maintaining the drum.
AutoStain: removes the four most common stains.

[View this product on the manufacturer's website](#)
[Buy this product on Google Shopping](#)
Buy this product from Topten partner retailers





(Above) Referral link to partner retailers

EST is looking to develop these relationships further to conduct joint PR and increase the exposure of the project. Having two high profile retailers on board also puts the project in a good position for approaching other retailers.



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EST has also made a positive relationship with the UK Independent Retailers Association, RETRA, who have promoted the project in their trade magazine. It is hoped this will be a useful channel to recruit more partner retailers, especially when EST launches their updated Topten website.

From the most recent update, over half the white goods featured on Topten are sold by Marks Electrical. Hughes sold around one-third of the white goods in the most recent listings.

Under the co-operation agreement, both retailers will also provide data on referrals received and are a good source of information on any products that are no longer current.

Having a system in place to monitor effectiveness was most key to setting up this link. EST will report data to both retailers to monitor the process going forward.



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