

## ***D6.7 Topten Act Success Stories Periodic Report n°2***

August 2018

**Topten Act coordinator: ADEME**

**European portal [www.topten.eu](http://www.topten.eu)**

**Project partners and websites**

Austria, AEA  
[www.topprodukte.at](http://www.topprodukte.at)

Belgium, BBL  
[www.topten.be](http://www.topten.be)

Czech Republic, SEVEn  
[www.uspornespotrebice.cz](http://www.uspornespotrebice.cz)

France, Guide Topten  
[www.guidetopten.fr](http://www.guidetopten.fr)

Germany, Oeko-Institut  
[www.ecotopten.de](http://www.ecotopten.de)

Italy, Eliante  
[www.topten.it](http://www.topten.it)

Lithuania, LNCF  
[top-10.lt](http://top-10.lt)

Luxembourg, Oeko-Zenter  
[www.oekotopten.lu](http://www.oekotopten.lu)

Norway, Naturvernforbund  
[www.besteprodukter.no](http://www.besteprodukter.no)

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

Portugal, Quercus  
[www.topten.pt](http://www.topten.pt)

Romania, Icemenerg  
[www.topten.info.ro](http://www.topten.info.ro)

Spain, WWF  
[www.topten.wwf.es](http://www.topten.wwf.es)

Sweden, SSNC  
[www.toptensverige.se](http://www.toptensverige.se)

Switzerland, Bush Energie  
[www.topten.ch](http://www.topten.ch)

UK, EST  
[www.toptenuk.org](http://www.toptenuk.org)

*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.*

***In this framework, the Topten success stories illustrate the variety of activities undertaken and the impacts generated by the Topten partners.***

Editors

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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 present quantitative evaluation (notably D6.4), the present document provides selected illustrations of the Topten's many qualitative impacts, together with D6.5 that is based on stakeholders' interviews.

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.

After having presented in August 2016 17 stories of successful activities and partnerships in a first report (D6.6), in the following pages, partner countries propose 18 stories from the second part of the Topten Act project (activities undertaken between September 2016 and August 2018).

## Table of content

<b>Austria - Topprodukte.at material for children and booths at kids events</b>	<b>5</b>
<b>Austria - KnowledgeFox – MicroLearning for Apprentices</b>	<b>7</b>
<b>Czech Republic - Topten affiliate and educational marketing campaign</b>	<b>9</b>
<b>France - Should there be a price for Topten data when commercial companies use it?</b>	<b>11</b>
<b>Germany - EcoTopTen used as a basis for consumer information on efficient appliances in the National Top Runner Initiative</b>	<b>12</b>
<b>Germany - EcoTopTen used as bases for retailer Saturn's campaign "Jetzt auf Grün schalten!" [„Go green now!“]</b>	<b>15</b>
<b>Italy - Partnerships with online retailers to ease efficient appliances purchase</b>	<b>17</b>
<b>Lithuania - E-memo for public buyers "Green public procurement"</b>	<b>19</b>

<b>Luxembroug - “Flécken a Léinen” – The online platform for repair and rental services</b>	<b>20</b>
<b>Norway - Restart-party with political debate and talks with celebrities</b>	<b>22</b>
<b>Norway - Topten Norway re-brands with a new website and a TV-commercial</b>	<b>24</b>
<b>Poland - Competition for manufacturers – be on Top, be one from Ten!</b>	<b>26</b>
<b>Portugal - Topten.pt Tutorial</b>	<b>28</b>
<b>Romania - Topten used as information and support tool for electricity consumers</b>	<b>31</b>
<b>Spain - Topten Participation at the National Environmental Congress</b>	<b>33</b>
<b>Sweden - Rebate for electrical outboard motors</b>	<b>34</b>
<b>Switzerland - Summer Heat 2018 &amp; Efficient Fans Swiss rebate programme with 30% cash-back on fans with Topten label</b>	<b>36</b>
<b>UK - Competitions with retailers of energy-efficient products</b>	<b>39</b>

## Topprodukte.at material for children and booths at kids events

March to August 2018 - Austria

**Message:** Awareness raising for sustainable energy use should start with children, who are the consumers of tomorrow.

**Target group:** children aged 6-12 years

**Training character:** interactive and illustrative experiments in the field of using energy at home

Topprodukte.at has developed information materials for children between the ages of 6 and 12, which convey the topic of "energy use in the home" in an age-appropriate and vivid way. Children are an important target group as they represent the future generation of consumers and also have some influence on decisions made in households.

Topprodukte.at has developed a children's brochure "A journey through the world of energy", which deals with topics relating to the use of energy at home in a simple and descriptive way. Based on the question of what energy is at all, the most important electricity consumers in the household are presented. Worksheets for individual discussion of the topic are included as well. This brochure is in high demand by many schools and multipliers such as energy suppliers and energy advice centers.

Topprodukte.at has also developed a concept how the topic of "sustainable energy use" can also be conveyed age-appropriate for children's events. By means of display boards and easy hands-on experiments, curiosity is awakened and an understanding of basic aspects of energy use is created.

In 2018, the topprodukte.at team looked after stations at four children's events organized by other institutions. The interest and participation of the children was great. This is taken as an opportunity to further develop and expand activities and materials for children.



Figure 1: Booth at kids event "Ferienspiel Startfest"  
Organised by the City of Vienna, 30<sup>th</sup> June – 1<sup>st</sup> July 2018



Figure 2: topprodukte.at-Team at booth for kids event “Summer kids festival” (organised by Kiddy and Co, 29<sup>th</sup> August 2018)

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# KnowledgeFox – MicroLearning for Apprentices

August 2018 - Austria

**Message:** In-depth online-training for selling energy efficient household appliances. Apprentices are important multipliers considering their assistance to customers on the shop floor.

**Target group:** Student apprentices, young people aged 15-26 years

**Training character:** Innovative learning software

Topprodukte.at developed a KnowledgeFox micro course for retail apprentices. KnowledgeFox is an innovative software. Learning content is presented via knowledge cards and in the optimal order to ensure rapid knowledge acquisition. The structure of the knowledge cards ensures a well-founded didactic approach and a good learning experience. Students can use it for free on their smartphone, tablet or laptop, or at the school workspace.

The micro course is called “Apprentices as Efficiency-Multipliers”. It consists of 25 knowledge cards surrounding the theme of “energy efficient household appliances”. The course is designed in order to support the apprentices in preparing for their final apprenticeship examination. The course is available for free as a desktop version or as an app on the Google Play-Store or on iTunes.

The development of the micro course for apprentices started already in 2017. A first test-version was implemented and tested with apprentices in June 2018. The feedback from the apprentices was consistently positive and it suited their learning approach. With the feedback of the test run the micro course was finalised over the summer months and is available for free on the different online platforms since August 2018.

## Lehrlinge als Effizienz-Multiplikatoren

Dieser Kurs besteht aus 1 Lektion(en) und 25 Karte(n).

### Lektionsübersicht

Energieeffiziente Elektrogeräte  26 %

Mit effizienten Geräten und bewusster Nutzung können etwa 30% der Stromkosten in einem durchschnittlichen Haushalt eingespart werden. Lehrlinge die als wichtige Effizienz-Multiplikatoren auf energieeffiziente Haushaltsgeräte setzen, leisten einen wichtigen Beitrag zur Energiewende.

Neues Match

Kurs fortsetzen

Figure 1 - Screenshot : Lesson Overview

Welches Geschirrspülprogramm braucht am wenigsten Energie?

- Das Programm ½. Es zeigt an, dass nur halb so viel Energie verwendet wird.
- Das Kurzspülprogramm. Je kürzer die Laufzeit, umso weniger Energie wird verwendet.
- Das Energiesparprogramm bzw. das Programm mit einer geringen Temperatureinstellung (45°C bis 55°C).
- Das 65°C-Programm.

**Lösung**

Figure 2 - Screenshot : Question : Which rinse cycle needs the least energy?

Welches Geschirrspülprogramm braucht am wenigsten Energie?

- Das Programm ½. Es zeigt an, dass nur halb so viel Energie verwendet wird.
- Das Kurzspülprogramm. Je kürzer die Laufzeit, umso weniger Energie wird verwendet.
- Das Energiesparprogramm bzw. das Programm mit einer geringen Temperatureinstellung (45°C bis 55°C).
- Das 65°C-Programm.

**Nächste**

**Erklärung**

Jeder zweite Geschirrspüler verfügt bereits über ein Energiespar-Programm. Es wird auch Eco-Programm oder Intelligent-Programm genannt. Diese Programme heizen das Geschirr auf 45°C / 50°C auf und nicht auf 65°C oder sogar 70°C. Das spart nicht nur Strom sondern schont auch das Geschirr. Um eine gute Spülleistung zu erbringen, dauern die Programme meist etwas länger. Trotz der längeren Laufzeit sind die Programme aber sparsamer als die Standard-Programme mit einer normalen Laufzeit.

Ein Spülgang mit 65 °C pro Monat beugt Fettablagerungen in der Maschine vor und kann vor einem technischen Defekt schützen.

Figure 3 - Screenshot : Answer with explanation

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# Topten affiliate and educational marketing campaign

## August 2018 – Czech Republic

Originally, the Czech Topten website used its own coded CMS. The website was fast and easy to maintain, but it was outdated. It was not possible to render mobile-friendly pages and old CMS did not allow deep linking to specific e-shops. The Czech Topten team wanted to significantly upgrade the software to overcome these obstacles. Although there were several delays in developing the new Topten software, the Czech version was successfully installed and completed in July 2018.

The key new feature of the new Topten software is the direct links from appliances displayed on the Topten website to e-shops. This deep linking to e-shops allows the user to buy an energy-efficient product immediately and to compare prices. Soon after launching the new Topten website, the Czech Topten team began implementing an affiliate marketing campaign.

Wide-ranging cooperation was launched with Zboží.cz (“zboží” means goods in Czech), a price comparison website owned by Czech search engine company Seznam, with nearly half of the local search market share. Zboží.cz is the second-biggest price comparison website in the Czech Republic, with 100,000 regular visits a day.



The cooperation with Zboží.cz does not focus only on affiliate deep links, but takes several forms. For example, the Czech Topten (branded as *Úsporné spotřebiče*) provided Zbozi.cz with recommendation guidelines for eight product categories:

- washing machines
- refrigerating appliances
- dishwashers
- range hoods
- households lamps
- TVs
- coffee machines
- vacuum cleaners

Velikost bubny určuje, kolik prádla najednou můžete vyprat. Pro jedno- či dvoučlennou domácnost obvykle postačí menší **buben s kapacitou 5–6 kg**. Pokud vybíráte pračku pro rodinu, volte raději **7 kg a více**.

**Energetická třída**

Prodejci při prodeji pračky (v obchodě i na internetu) musí vystavit energetický štítek. Z něj zjistíte:

- energetickou třídu – **A+++** je nevyšší a **D** nejnižší,
- kapacita náplně v kg,
- roční spotřebu elektrické energie v kWh (je uvažováno 220 pracích cyklů za rok),
- roční spotřeba vody v litrech,
- hluk při praní a při odstředování v dB,
- třída účinnosti odstředování,

Údaje na energetickém štítku jsou nicméně uvedené pro průměrný prací program na bavlnu. Vždy tedy bude záviset, jak často perete a jaký program využíváte.

**Výběr úsporné pračky**

Pokud nechceme platit zbytečné náklady na elektřinu a vodu, vyplatí se při výběru pračky dodržovat několik jednoduchých pravidel:

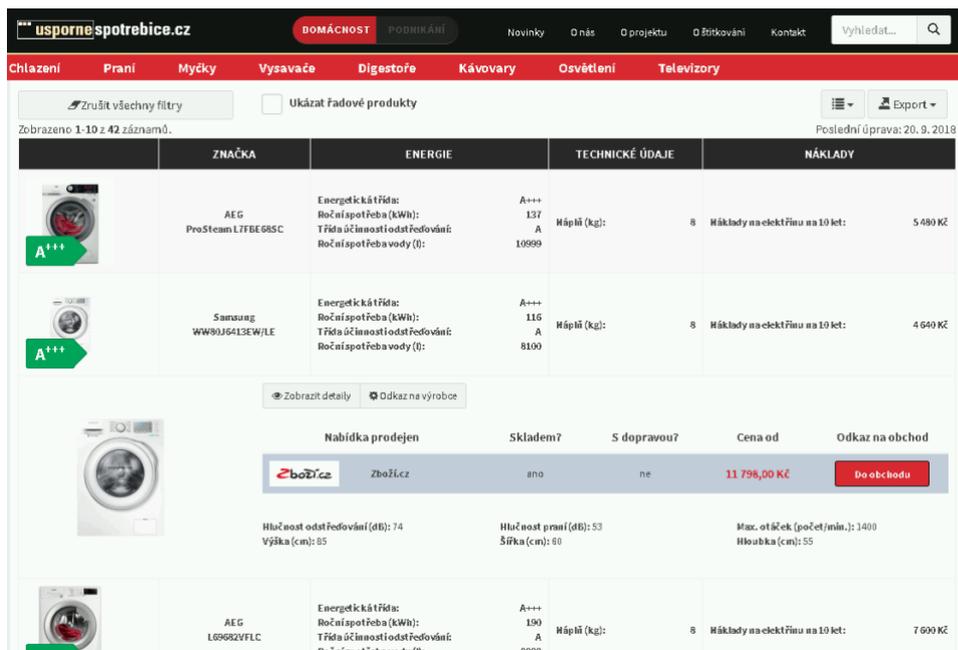
- Nekupujte si zbytečně pračku s velkou kapacitou, pokud ji nevyužijete. Pračka pracuje neúčinněji, pokud je zcela naplněná.
- Vyberte energetickou třídu A+++ . Kvůli neustále zvyšující se účinnosti praček je nyní nejhorší dostupná energetická třída na trhu A+ . Takže pokud si koupíte pračku A+ , je to ta nejméně účinná pračka na trhu. Brzy se ale dočkáme aktualizaci energetických štítků.
- Spotřeba vody by měla být přibližně pod 1800 litrů za rok na jeden kg náplně.
- Třída účinnosti odstředování by měla být u klasických praček A, u slim praček alespoň B.
- Pokud nechcete uvedené sledovat, vybírejte pračku ze seznamu nejúspornějších spotřebičů na internetové stránce [www.uspornsportebice.cz](http://www.uspornsportebice.cz).

**Otázky**

Kvůli neustále zvyšující se účinnosti praček je nyní nejhorší dostupná energetická třída na trhu A+ . Takže pokud si koupíte pračku A+ , je to ta nejméně účinná pračka na trhu. Brzy se ale dočkáme aktualizaci energetických štítků.

The recommendation guidelines are displayed at the bottom of the search page for the relevant product category. In addition, recommendation guidelines have their own section of energy efficiency and recommended selection criteria. The criteria were adapted to the Czech Topten project and a link to the Czech Topten website is provided ([www.uspornsportebice.cz](http://www.uspornsportebice.cz)).

*Screenshot with recommendation guidelines for washing machines on Zboží.cz with a link to Czech Topten*



An first cooperation in deep linking (affiliate marketing) has been established for washing machines. All white goods are currently in the process of adaption as well (refrigeration appliances, dishwashers and dryers).

Screenshot of Czech Topten website with deep link to Zboží.cz

The cooperation with the Zboží.cz comparison website will likely continue. Future cooperation will likely introduce labelling of Topten appliances in the displayed lists of appliances on the Zbozi.cz website, giving further visibility to the most efficient appliances.

There are several outputs and lessons learnt:

- the appropriate website software is crucial for future cooperation in the field of affiliate marketing;
- a lot of technical details and features are key for success collaboration, i.e. website optimised for search engines, possibility of automatic XML updates, website speed, modular website with possibility to regroup web items and regular technical support;
- access to EANs required as a unique identifier of appliances;
- assumption for the future: more e-shops deep-linked from the Czech Topten website will require either quality technical support or a modular tool for various XML inputs (for automatic deep-link uploading).

More information:

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

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uspornsportrebice.cz



# Should there be a price for Topten data when commercial companies use it?

November 2017 – France

Guide Topten was contacted by a French start-up called Deepki proposing to its clients to accelerate the digital and energy transition of their property assets thanks to big data. The start-up employs 35 people, has won several prizes in the field of green technology and has prestigious clients.

Deepki analyses the data from their clients' buildings, notably their energy invoices and building characteristics and activities. By analysing this data, and comparing with that of similar buildings, they are able to spot anomalies and propose measures in order to save money (contract optimization with utilities) and energy (demand reduction).

Deepki used the Topten data to assess the economic impact and demonstrate to their clients in a concrete way the related savings. For example, as shown in the picture on the side, they used Topten to make explicit the savings attached to a lamp retrofit measure proposed to one of their clients.

The screenshot shows the 'guidetopten.fr' website interface. At the top, it says 'Find the best equivalent to this lighting'. Below this is a table comparing different lighting products from brands like Philips, Osram, and Eclairage. The table includes columns for 'Marque', 'Modèle', 'Puissance', 'Efficacité lumineuse', and 'Efficacité énergétique'. A callout box on the right highlights an 'energy saving of 350 € / year / agency' and a total saving of '11 000 € energy savings' for the whole park. The interface also shows a search bar, navigation tabs, and a sidebar with product details.

This use of Topten data happened without notification – and this may happen often as the Topten data is public and no permission is requested for consultation. Deepki contacted Guide Topten in order to clarify the situation and investigate on cooperation opportunities in which they could promote Topten towards their clients that come from a wide variety of sectors, and Topten could help with the accuracy of benchmarks and calculations, warn about regulatory changes, etc. In addition, setting-up an API would allow a more automatic exchange of information – this should be possible with the new Topten software and getting involved with serious and competent start-up companies such as Deepki is becoming a must for whoever is producing data.

A founding principle of Topten is to bring transparency on the market and hence have all its data accessible, free of charge, on the Internet. A lot of stakeholders use Topten, but it is rather new that the Topten data is used with a commercial purpose and helps someone else in making money - when at the same time Topten struggles to fund its own activities. A key question for the future is thus to be able to set a price for this Topten service – which undoubtedly has a value – even if the Topten data remains accessible to all.

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

August 2018 – Germany (update)

On 14<sup>th</sup> of June 2016 the German Federal Ministry of Economic Affairs and Energy launched the National Top Runner Initiative (NTRI) which 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 Product finder<sup>1</sup> was established that helps consumers to find energy efficient appliances. Like the entire NTRI, the Product Finder is located under the umbrella campaign "Deutschlands macht's effizient" (Germany makes it efficient) and - as a practical tool for consumers - represents added value for the website as a whole. With its interface, the Product finder aims to make it easy for consumers to find the most suitable product for their needs. The objectives of EcoTopTen and NTRI are exactly the same: to increase the market penetration of particularly energy-efficient equipment and to make it more environmentally friendly.

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 Product finder now refers to EcoTopTen for its recommendations on energy efficient products.

The example shown in the next page is translated into English:

*The top runners for refrigerators and freezers - Introductory remarks*

*The refrigerators and freezers shown in the product finder meet the current criteria of EcoTopTen, the platform for top ecological products.*

*All refrigerators and freezers meet the following criteria:*

- *Best energy efficiency class A+++ and low power consumption (maximum 200 kilowatt hours per year)*
- *Audible or visual warning signal when temperature is too high or door is open*
- *No organohalogen substances in cooling fluids or insulation materials.*

*Refrigerators and freezers are in continuous operation in most households - 24 hours a day, 365 days a year. Inefficient appliances can therefore lead to very high electricity consumption. Top devices of the energy efficiency class A+++ can save up to 30 percent electricity compared to an A++ device.*

*About EcoTopTen*

*EcoTopTen is an Internet platform of the Öko-Institut on which consumers and purchasers can obtain an overview of efficient products in many categories. The equipment is selected on a manufacturer-neutral basis and in accordance with transparent criteria. EcoTopTen is funded by the Federal Ministry for the Environment, Nature Conservation, Construction and Nuclear Safety as part of the National Climate Protection Initiative. EcoTopTen is also supported within the framework of the "ToptenAct" project by the Horizon 2020 programme of the EU.*

*This might also be of interest to you:*

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<sup>1</sup> <https://www.deutschland-machts-effizient.de/KAENEFF/Redaktion/DE/NTRI/Standardartikel/produktfinder.html>

- *Learn more about the EcoTopTen criteria for refrigerators and freezers*
- *More info on EcoTopTen.de*
- *More about refrigerators and freezers*
- *Infographics for refrigerators and freezers*
- *Checklist for the purchase of the right refrigerator and freezer*

The screenshot shows the website header with the logo 'DEUTSCHLAND MACHT'S EFFIZIENT.' and navigation links like 'Im Alltag', 'Eigenheim', 'Unternehmen', 'Kommunen'. The main content area is titled 'Die Top-Runner bei Kühl- und Gefriergeräten' and includes a list of criteria for energy-efficient appliances. A sidebar on the right contains a 'Nationale TOP-RUNNER-INITIATIVE' logo and a search bar. Below the main text, there is a section titled 'Das könnte Sie auch interessieren' with several links to related content.

**DEUTSCHLAND MACHT'S EFFIZIENT.**

HOTLINE 0800 - 0115 000 INFOTHEK FAQ KONTAKT

Bundesministerium für Wirtschaft und Energie

Im Alltag Eigenheim Unternehmen Kommunen Förderprogramme Service Suchen

## Die Top-Runner bei Kühl- und Gefriergeräten

Die im Produktfinder gezeigten Kühl- und Gefriergeräte erfüllen die aktuellen Kriterien von EcoTopTen, der Plattform für ökologische Spitzenprodukte.

Alle Kühl- und Gefriergeräte entsprechen folgenden Kriterien:

- Beste Energieeffizienzklasse A+++ und geringer Stromverbrauch (maximal 200 Kilowattstunden pro Jahr)
- Akustisches oder visuelles Warnsignal bei zu hoher Temperatur oder geöffneter Tür
- Keine halogenorganischen Stoffe in Kühlmitteln oder Isolationsmaterialien.

Kühl- und Gefriergeräte sind in den allermeisten Haushalten im Dauerbetrieb – 24 Stunden am Tag und 365 Tage im Jahr. Ineffiziente Geräte können daher zu einem sehr hohen Stromverbrauch führen. Spitzengeräte der Energieeffizienzklasse A+++ können gegenüber einem A++ Gerät bis zu 30 Prozent Strom einsparen.

**Über EcoTopTen**

EcoTopTen ist 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 hersteller-neutral und gemäß transparenter Kriterien. EcoTopTen wird im Rahmen der Nationalen Klimaschutzinitiative vom Bundesministerium für Umwelt, Naturschutz, Bau und Reaktorsicherheit gefördert. EcoTopTen wird darüber hinaus im Rahmen des Projekts „ToptenAct“ durch das Horizon 2020 Programm der EU gefördert.

**Das könnte Sie auch interessieren**

- Erfahren Sie mehr über die [EcoTopTen-Kriterien für Kühl- und Gefriergeräte](#)
- Mehr Infos auf [EcoTopTen.de](#)
- Mehr zu [Kühl- und Gefriergeräten](#)
- [Infografik zu Kühl- und Gefriergeräten](#)
- [Checkliste für den Kauf des passenden Kühl- und Gefriergeräts](#)

### *Example for cooling appliances underlining the cooperation with EcoTopTen<sup>2</sup>*

The action was launched on 14<sup>th</sup> of June 2016 and the broad promotion of the website has started with a significant time lag in October 2016. The latest website statistics show that approx. 15,500 users clicked on the Product finder between 10/2016 and 3/2018 on the website of the NTRI. These clicks can be considered as impact of [www.ecotopten.de](http://www.ecotopten.de) due to the database established within EcoTopTen.

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.

<sup>2</sup> <https://www.deutschland-machts-effizient.de/KAENEF/Redaktion/DE/NTRI/EcoTopTen/Kontextkriterien/kontextkriterien-kuehlgeraete.html>

## 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.ecotopen.de](http://www.ecotopen.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.

Source: <http://www.deutschland-machts-effizient.de/KAENEF/Redaktion/DE/NTRI/EcoTopTen/datengrundlage/datengrundlage.html>

## Translation into English of the main text of the above website:

### Note on data base EcoTopTen

#### Introduction

*The product finder 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.ecotopen.de](http://www.ecotopen.de) for numerous other product groups.*

#### More information:

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[www.ecotopen.de](http://www.ecotopen.de)



# EcoTopTen used as bases for retailer Saturn's campaign "Jetzt auf Grün schalten!" ["Go green now!"]

August 2018, Germany

In 2017 the retail chain Saturn has established the campaign "Jetzt auf Grün schalten!" ["Go green now!"] in Germany<sup>3</sup>. Within this campaign Saturn focuses on energy efficient best products basing its recommendations on the ambitious product criteria of EcoTopTen and the EcoTopTen product lists.

The following product groups are considered within the campaign: cooling appliances, washing machines, tumble dryers, dish washers, vacuum cleaners, coffee machines, televisions.

We expect a twofold impact: on the one hand the highlighting of efficient products should lead to an increase in the share of efficient products sold by Saturn in Germany. On the other hand it can be expected that Saturn changes its product range increasing the share of more efficient EcoTopTen products in order to offer a reasonable choice to its customers. Unfortunately no figures are available.

We consider this a win-win situation: Saturn profits from the independent and neutral EcoTopTen product lists that base on ambitious environmental criteria in order to be credible towards their customers. EcoTopTen profits from the presence at Saturn: it becomes better known by consumers. Additionally the initial aim of EcoTopTen – the increase of market share of energy efficient products – is fulfilled with this type of cooperation.

**SATURN** Suchbegriff eingeben  Mein Konto  Zum Warenkorb

## JETZT AUF GRÜN SCHALTEN

MEHR RESSOURCENSCHONENDE TECHNIK IN UNSEREM SORTIMENT

Auf den ersten Blick erkennen, welche Produkte besonders nachhaltig sind – das können SATURN-Kunden ab sofort in unserem Online-Shop anhand des grünen Labels „Jetzt auf grün schalten“. Mit dem neuen Label zeichnen wir in 10 Warengruppen Produkte aus, die besonders energieeffizient, umweltschonend und betriebskostensparend sind. Grundlage für die Auszeichnung der Produkte sind die anspruchsvollen EcoTopTen-Kriterien des Freiburger Öko-Instituts e.V.

Unser Ziel: Wir möchten es Ihnen so leicht wie möglich machen, eine nachhaltige Kaufentscheidung zu treffen.

Lassen Sie sich in unserem Shop inspirieren.

Washing machines & Tumble dryers  
Vacuum cleaners  
Refrigerators & Freezers  
Televisions  
Dishwashers  
Coffee machines

MEHR RESSOURCENSCHONENDE TECHNIK IN UNSEREM SORTIMENT

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Unser Ziel: Wir möchten es Ihnen so leicht wie möglich machen, eine nachhaltige Kaufentscheidung zu treffen.

Lassen Sie sich in unserem Shop inspirieren.

<sup>3</sup> <https://www.saturn.de/de/shop/nachhaltigkeit-produktempfehlungen.html>

**Translation into English of the main text on the above website<sup>4</sup>:**

**„Go green now!“**

More resource-efficient technology in our product range

Identify at a glance which products are particularly sustainable - SATURN customers can now do this in our online shop using the green label "Switch to green now". With the new label, we are awarding products in 10 product groups that are particularly energy-efficient, environmentally friendly and save operating costs. The products are awarded on the basis of the ambitious EcoTopTen criteria of the Freiburg Öko-Institut e.V. (Institute for Applied Ecology).

Our goal: We want to make it as easy as possible for you to make a sustainable purchase decision.

Let us inspire you in our shop.

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More information:

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[www.ecotopten.de](http://www.ecotopten.de)



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<sup>4</sup> <https://www.saturn.de/de/shop/nachhaltigkeit-produktempfehlungen.html>

## Partnerships with online retailers to ease efficient appliances purchase June 2018 – Italy

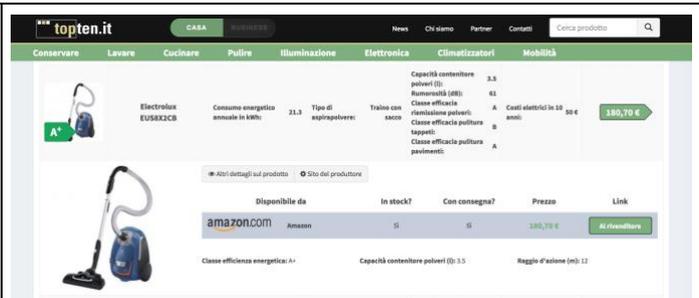
Thanks to the new functionalities characterizing the new software, Topten Italy's team was able to start 3 partnerships with online retailers in order to help consumers in their search for efficient appliances. The retailers involved are:

- **Amazon**, the most famous online retailer in the world

Amazon offers an affiliate programme allowing to link specific products to their online shop automatically.

What has been done is to integrate Topten's lists inside Amazon's to show to visitors the opportunity to buy a Topten product on Amazon (screenshot n°1).

This is a "passive" partnership because it does not include any logo exchange.



Screenshot n°1

- **Idealo.it**, a price-comparison portal visited by 1,3 M people per day

Idealo offers an affiliate programme as well; unlike Amazon, the use of its database is dependent on their approval, which was obtained. So, to date Topten's visitor can buy efficient products on Idealo (screenshot n°2). The partnership goes beyond a mere exchange of links, it includes a logo exchange and some joint communication activity.

[idealo.it](http://idealo.it) visitors can understand which are the most efficient products in the market by spotting Topten logo on product pages (screenshot n°3). Moreover, articles on Idealo's blog about energy efficiency of products, such as TV sets, have been disseminated. Topten Italy's staff participated in the redaction of these articles.



Screenshot n°2



Screenshot n°3

- **Qualescegliere.it**, an online portal providing consumers with products' reviews, comparisons and offers.

[qualescegliere.it](http://qualescegliere.it) does not offer an affiliate programme. For this reason, the exchange of links is manual. A mutual dissemination of our logos and portals is included in the partnership. Screenshot n°4 shows [qualescegliere.it](http://qualescegliere.it)'s logo on [topten.it](http://topten.it), whereas screenshot n° 5 shows how [qualescegliere.it](http://qualescegliere.it) is promoting our website to their visitors.



Screenshot n°4



Screenshot n°5

Providing Topten visitors with price comparisons (as in screenshot n°6) is key to allow them to buy top-range products at reasonable prices.



Screenshot n°6

### Lesson learnt

Price comparison portals are more willing to collaborate with us than “classic” retailers, maybe because they are less dependent on manufacturers product policies and pressures. For such an activity to be as effective as possible and to increase the purchase of efficient appliances, spending resources for marketing and advertising activities is key. Data exchange should be as automatic as possible (e.g. through the use of APIs) which implies a continuous software programming: for instance, Amazon and Ebay databases can be searched quickly and effectively only through the use of specific codes. Otherwise, the exchange of shop links becomes very time consuming.

More information: [www.topten.it](http://www.topten.it)

Riccardo Nigro [nigro@eliante.it](mailto:nigro@eliante.it) - general information

Marina Trentin [trentin@eliante.it](mailto:trentin@eliante.it) - specific information about the partnership



## E-memo for public buyers “Green public procurement”

August 2018 - Lithuania

E-memo “Green public procurement” is one of Topten Act project’s a publications targeting public procurers which was prepared the Lithuanian National Consumer Federation. This tool is dedicated to one target group of Topten Act - the professional buyers (private and public enterprises, institutions and organizations, which purchase goods and services for their own use, most often in large quantities).

This informational e-memo is aimed at motivating professional buyers to consider additional public procurement criteria, in particular energy efficiency, when creating public procurement tenders and implementing public procurements within the organisation. This comprehensive resource includes simplified information on green public procurement regulation, practices and actualities in Lithuania and EU, therefore this publication is a handy tool for any public procurement specialist organising public procurement in various organisations, institutions or business entities. Additionally, the publication serves as a source of practical information helping to prepare public procurement tenders: useful links, examples of ready to use tools, such as life cycle costs calculators, Topten Act product lists, labelling systems and similar, success stories, product comparisons and advices – all can be found in one publication. National Lithuanian market actualities were taken into account when preparing e-memo in order to equip the reader the most actual information. The E-memo supplements the Topten Pro section’s information.

The sustainability and the impact of this Topten Act activity in Lithuania reveals in several ways – firstly, collaboration with number of stakeholders were strengthen, secondly, the idea of energy efficiency was promoted in the field of public procurement. Thanks to the Topten Act project, the Lithuanian National Consumer Confederation has developed close collaboration with public institutions at the highest level (ministries, policy-makers, price regulators) as these stakeholders have contributed closely to the creation of the tool as well as disseminating the publication via their official channels (on official websites of ministries, public bodies, utilities) which ensured wider reach of the target group of the project – public buyers. Number public institutions having a policy decision power were involved actively into the process of the preparation and dissemination of the tool, specifically, The Ministry of Energy of the Republic of Lithuania, the Ministry of Environment of the Republic of Lithuania, the State Consumer Rights Protection Authority, the Public Procurement Office and largest Energy Utility service in Lithuania – AB “ESO”. E-memo is now available on official websites, social media of these mentioned institutions which also ensures the wider visibility of Topten Act in general.

### More information:

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## **“Flécken a Léinen” – The online platform for repair and rental services**

### **August 2018 – Luxembourg**

Oekotopten.lu is taking part in a new initiative called “Repair and Rent” since this year. This initiative provides the consumer with an alternative to procuring new consumer goods and is designed to conserve resources and thus the environment.

The original title of the initiative is "Flécken a léinen" which means “Repair and Rent” in Luxembourgish. Oekotopten.lu thus supports this project that offers consumers the opportunity to use a resource-saving repair or rental in order to avoid a new acquisition. We see this in addition to our product lists on Oekotopten.lu as a complementary offer in order to deal in a responsible way with resources and energy. This partnership also meets a field of activity in which we are increasingly called upon.

Initiator of the initiative is the Luxembourgish waste management company "SuperdrecksKëscht, a long-time partner of Oekotopten.lu. Other partners and promoters of the project are the Ministry of Sustainable Development and Infrastructure, the Chamber of Labor, the Chamber of Commerce, ECOTREL - an association of 43 Luxembourgish importers of electrical appliances who have set up this unincorporated association which is in charge for the collection and the disposal of these equipment throughout the Luxembourgish territory. With "INDR" (Institut national pour le développement durable) the project has another important partner in the field of sustainability management for companies.

"Flécken a léinen" is an Internet portal<sup>5</sup> that addresses the end consumer who - as already mentioned - likes to have items repaired or wants to borrow something he does not necessarily own. In both cases he can see the companies participating in the project on the website.

In Luxembourg too, the electronic waste is increasing from year to year. We are convinced that with this project a part of the electronic waste can be avoided. It also complements our efforts to bring consumers closer to resource conservation with our guides.

The project was therefore immediately accepted by Oekotopten.lu, as more and more consumers are reporting to us looking for "repair cafés". Since Oekotopten.lu is not a portal for consumption but among other things informs about the avoidance of unnecessary electrical appliances as well as about the care of electrical products, the initiative fits our philosophy. This new partnership also fits into the government's future plans to promote the so-called Circle Economy in Luxembourg.

With "Flecken a Léinen" Oekotopten also has another instrument in hand which can be used in workshops, in schools or information desks.

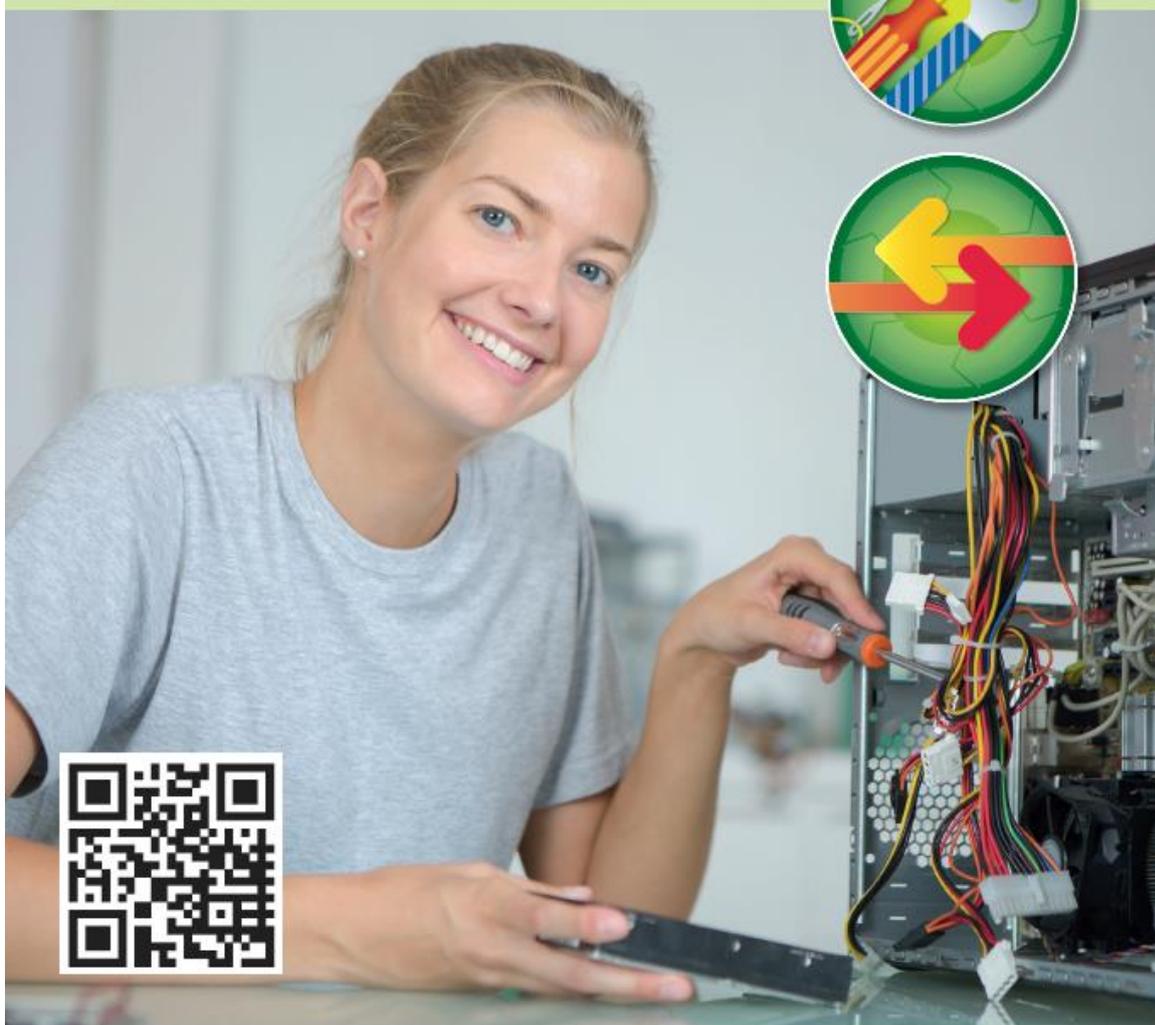
Another interesting point is, that some Oekotopten.lu-partners affiliated to the electronic sector are participating in this project. With the recommendation of "Flécken a léinen", Oekotopten will offer another service in the near future. The risk exists that consumers would want to repair a particularly energy-hungry device which could produce more CO<sub>2</sub> than replacing the old device. We will implement a tool on our homepage that will help consumers to better calculate whether the repair is worthwhile or not. A similar calculator is already available at Topprodukte.at.

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<sup>5</sup> <http://www.flecken-a-leinen.lu/?lang=en>

# Plateforme en ligne pour des services de réparation et d'emprunt au Luxembourg

[www.flecken-a-leinen.lu](http://www.flecken-a-leinen.lu)



Mat der Ënnerstëtzung vun:



LE GOUVERNEMENT  
DU GRAND-DUCHÉ DE LUXEMBOURG  
MINISTÈRE DE L'ÉCONOMIQUE GÉNÉRAL  
ET DES INFRASTRUCTURES



CHAMBRE  
DES METIERS  
LUXEMBOURG



CHAMBRE DE  
COMMERCE  
LUXEMBOURG



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[www.oekotopten.lu](http://www.oekotopten.lu)



**oekozenner**  
**pafendall**



# Restart-party with political debate and talks with celebrities

January 2017 - Norway



In January 2017 we co-hosted a "restart-party" for electronics, combined with several talks highlighting energy efficiency, electronic waste, circular economy and planned obsolescence, as well as a political debate regarding

these themes. The event was hosted by Norwegian TV-personality, Andreas Wahl, that hosts several TV-shows in Norway, amongst them "Folkeopplysningen" (Public information) on the national TV-channel NRK.

The event was organized by us (Naturvernforbundet), The Norwegian Consumer Agency, Restarters Oslo and Deichmanske library. The event was also streamed on social media. Audience size: approx. 450 people

A **Restart-party** is an event where anyone can get their electronic equipment fixed for free - everything from mobile phones to household appliances (if it can be carried to the venue). Participants write their issue on a board, and then get matched with a Restarter/fixer. They are then guided through the process of troubleshooting and repairing their device.

The **first talk** was a session regarding electronic waste, environmental impacts and consumer behaviour. Our general secretary presented TopTen during this talk. The speakers for this talk were Avfall Norge (Norwegian Waste Management and Recycling Association) Naturvernforbundet and SIFO (Consumption Research Norway).



Vi inviterer til fiksefest for elektronikk på Deichmanske hovedbibliotek den 28.januar.

Naturvernforbundet  
energismart



The **second talk** was a session where a freezer was repaired on stage while the host simultaneously interviewed an electro engineer and a retailer about the reparability, energy efficiency and planned obsolescence regarding electronic products.



The **third talk** was a session about the future, mainly focusing on the consumption of electronics and on who is responsible for a sustainable development going forward. Speakers for this talk were The Norwegian Consumer Agency, Elkjøp Nordic (one of the largest retailers in Norway), Elektronikkbransjen (The Consumer Electronics Trade Foundation) and TechFix (a company that specializes in electronic reparability).

For the **political debate**, we had a panel consisting of politicians from Arbeiderpartiet (Labour party – largest in Norway and opposition party to the government), Kristelig Folkeparti (Christian party – support party for the government), Høyre (Right wing party – sits in government) and Miljøpartiet De Grønne (The green party – opposition party to the government).

The political debate touched on issues regarding the political responsibility for a sustainable consumption in the future, what political tools can be used (taxes, prohibition/bans, subsidies etc.) and what political goals each party had regarding electronics, consumption, energy and high-grade resources.

Even though it was not an ambitious debate from the politicians' side, we did highlight the problems of high energy use, electronic waste and planned obsolescence. Most agreed that these were important topics, but very few could show any concrete political goals from their own party programme regarding the issues.

We also had an **information stand** where we promoted Naturvernforbundet's projects "Energismart" (Topten) and Ta vare på det du har ("Care and repair). Here we showed the websites and handed out flyers, amongst them the national fact-sheet for Topten.

More information:

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# Topten Norway re-brands with a new website and a TV-commercial

October 2017 - Norway



To create a complete portal for energy efficiency and energy saving in buildings and households we decided to expand/improve energismart.no by partially merging it with one of our other national projects, Oljefri (oljefri.no).

## Our goals:

- Create a complete portal for energy efficiency and energy saving:
  - In buildings; heating-systems and other building specific energy measures (Oljefri)
  - In everyday life; product lists, energy saving advice and campaign activities (Topten)
- Provide a dynamic and updated site with news and objective information
- Be a relevant resource for the totality of energy efficient measures for private households.
- Provide added relevance and a more traffic to the website
- Implement more functions and updates

## Why are we doing this?

The recent Norwegian Topten-website (energismart.no) was not reaching its potential and made little impact on the Norwegian market. The feedback received from both consumers and retailers was that the project needed a more holistic approach.

We have recently been part of a research project with NTNU (a leading university in Norway) where the study has been looking at consumer conception and willingness/understanding of their own consumption. Here we have learned that it is challenging for consumers in Norway to choose energy efficient products over other measures (the study's results are not yet published). We saw that Norwegian consumers regard their national electricity as green and eco-friendly, thus prioritize other criteria such as price and functionality first. There is also the issue of solid private economy and low electricity prices in the country that makes it difficult to convey information of the importance of energy conservation.

Also, the feedback from several retailers has been that they seldom get questions about energy efficiency. Price is still the main criteria for consumers. Therefore, we wanted to make the portal also about heating and energy saving in buildings in general, since that's where the main cost for energy comes from. And when consumers visit the website they will also get input on household devices since they most likely will be in a refurbishment mode while looking up the information.

## Making a commercial for social media and TV

In the autumn of 2017 we produced a commercial film that was financed by both Topten and Husbanken (The Norwegian State Housing Bank). The goal was to show what the Norwegian TopTen website has to offer.

A professional advertisement company (Overdrive) was given the task, as we had struggled to convey this information in a fun and creative way.



**The theme:** All the smart measures that can be done in your house; e.g. energy efficient products, energy efficient heating, insulation of the attic and insulated windows.



The main actor is our own energy counsellor, Dag Arne Høystad.

**Main focus:** getting the audience to visit the web site while proposing a film that is also both fun and educational to watch.

We also launched Energismart on social media through a new Facebook page where we used this commercial to gain attraction.

**Uses:** Mainly on the social media. We also applied for the commercial-free day on national Norwegian TV. It takes place during Easter time and allows NGOs and other non-commercial applicants to get their commercials shown for free. We were not selected this time because there were so many applicants, but we are hopeful for next year's edition.

We do not use YouTube to promote our videos, but the film can be seen from the link below if one wants to see it with English subtitles:

<https://www.youtube.com/watch?v=sttCR6NOdak>

More information:

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[www.energismart.no](http://www.energismart.no)

energismart

 Naturvernforbundet

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

June 2018 – Poland (update)

FEWE with its partners have been organizing competitions for manufacturers since a number of years. This was a perfect way to establish sustainable cooperation with manufacturers as it was shown during consecutive editions of these competitions. This was also a good opportunity to promote the best energy efficient products available in the Polish market.

## Competition for windows manufacturers

Within the Topten Project, four editions of such competitions have been organized so far. Two of them ran under auspices of the Topten Act project (in the 2015 and 2017, respectively). The competitions were organized in cooperation with the Lower Silesian Agency for Energy and Environment, who has developed the methodology of labeling windows (so far, energy labels for windows are not obligatory in the EU). Manufacturers participated in the competitions by submitting the best products they can offer which were evaluated by the jury. Overview of the windows and doors market was also done in order to award the companies that produce the actually best windows and doors in terms of energy efficiency. Each competition is finalized with a grand celebration attended by the invited winners. Film documentation from both events can be watched on <http://topten.info.pl/private/competition/iii-edycja-konkursu-topten-okna-2015> (2015 edition) and <http://topten.info.pl/private/competition/iv-edycja-konkursu-topten-okna-2017> (2017 edition). The results have also been widely published by the professional press. After the 4<sup>th</sup> edition in the year 2017, a catalogue of windows and doors has been issued (available at: [http://storage.topten.info.pl/source/pliki/konkurs\\_okna/Topten%20Okna\\_2017\\_katalog.pdf](http://storage.topten.info.pl/source/pliki/konkurs_okna/Topten%20Okna_2017_katalog.pdf)), used by designers and installers. Additionally, manufacturers are authorized to place the Topten Polska logo (a protected trade mark) on all products awarded in the competitions.

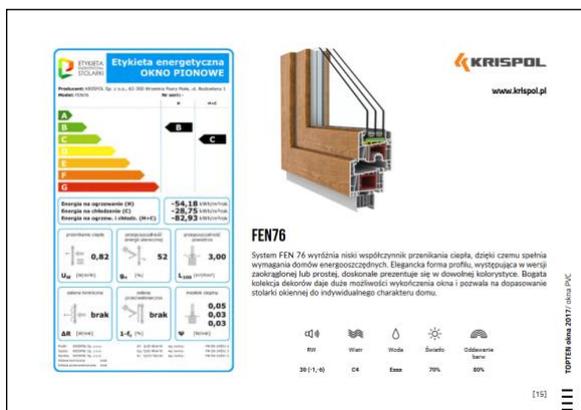


Fig. Catalogue for windows and doors, Topten 2017



## Competition for boiler manufacturers

Poland faces a severe problem with air quality. Therefore the State should put a special attention on the quality of heating equipment installed in households. Within the Topten Act project, three competitions have been organized (2016, 2017 and 2018) for manufacturers of boilers fueled with solid fuels (coal, biomass), in cooperation with the Polish Chamber of Ecology. The Topten list includes equipment and devices that meet the provisions set under the Regulation EC 2015/1189. In addition to that, the website [www.kotlyna5.pl](http://www.kotlyna5.pl) presents boilers meeting requirements for the 5<sup>th</sup> class.

All boilers have been evaluated by a Competition Commission in terms of energy efficiency and emissions. The best units were listed into the Topten lists. Each edition of this competition was finalized with a grand celebration and the best manufacturers were awarded with a special diploma. They were also authorized to place the Topten logo on the awarded equipment.

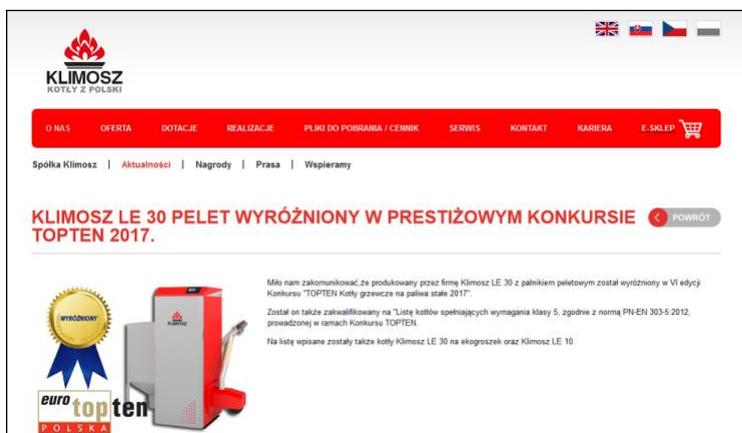


Fig. Boilers manufacturers' website with the information on the Topten competition (<http://www.klimosz.pl/aktualnosci/klimosz-le-30-pelet-wyrozniiony-w-prestizowym-konkursie-topten-2017->)

Results of the competition have been published on the Topten website and in the professional press and have also been presented during the meeting held at the Ministry of Environment (February 10<sup>th</sup>, 2017) and during the meeting of the Silesian Senate Association (February 21<sup>st</sup>, 2017).

In addition, the competition created the opportunity to meet with representatives of the Polish Centre for Accreditation, the Ministry of Energy and the Ministry of Environment, in November 2017. During this meeting, it was possible to discuss issues related to improper marking by the manufacturers, regarding parameters of products subject to the European regulations and insufficient market surveillance by the responsible institutions.

These Topten product lists will be very helpful for the government and local authorities for green public procurement purposes. The list of class 5 boilers can help fighting air pollution (this list can be used for example in subsidy schemes, Regional Operational Programme...).

### More information:

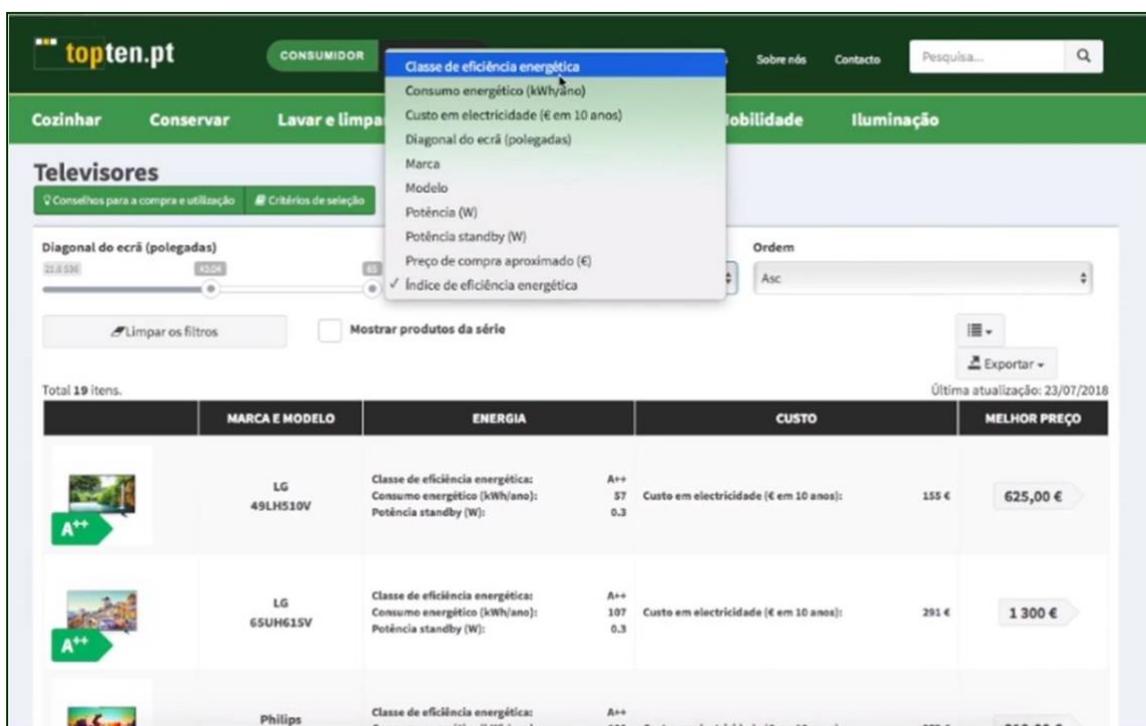
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## Topten.pt Tutorial July 2018 – Portugal

After launching the new website in July 2018, Quercus produced a [tutorial video](https://vimeo.com/285545516) (<https://vimeo.com/285545516>) to explain how the visitors could potentiate their experience when using the new Topten.pt portal.

For 2 minutes and 27 seconds the viewer is guided through all the specific sections of consumer and business areas, and among other useful indications, taught how to search for a product model that fulfils his needs, how to use the filters (Picture 1), access the recommendations and selection criteria for each product category, explore the documentation and support information.



Picture 1 - Tutorial video showing TV category filters

Apart from the portal, the video was disseminated on Facebook (sponsored post), Twitter (Picture 2), Instagram and on Quercus weekly newsletter sent to about 30.000 subscribers.

In addition, to evaluate the usefulness of the tutorial, Quercus has developed a simple online survey to be answered after watching the tutorial. The survey was disseminated along with the tutorial, in order to boost the number of responses and enhance its purpose (Picture 3). Besides age and sex of responder, the survey had six questions (Picture 4). The responder was first asked about his loyalty to Topten.pt, and his opinion about the content, duration, explanations, images and value of the tutorial.

Secondly, the responder is inquired about the most interesting and the less interesting explained sections. At the end there was an open question where responders could write their comments and suggestions about the tutorial or the website.



Picture 2 - Twitter (44 likes)  
Facebook (78 likes, 28 shares, 29.239 views)



Picture 3 - Website homepage (carousel image and news)

There was a wide dissemination on Quercus online channels (sponsored post on Facebook and newsletter), that reached almost 30.000 persons each and the tutorial benefited also from the impact of Topten.pt website launching press release and dissemination on media, that resulted in over 4.000 in July and 3.000 website visits in August. However, even with this raise in visitors, the number of responses to the survey was quite low and limited to 24. This is not fully surprising since, in addition to the fact that these surveys are rarely complemented by short tutorial viewers (who want to dedicate a short time to the topic), the survey was available online for less than a month (during the summer holidays). Though the answers make the following ideas not representatives, they anyway provide a feedback and the data collected from the survey enable the following considerations:

- more than 2/3 of the responders hadn't visited the website before and almost all of them were not frequent visitors. This is in line with the visitors' statistics and is well explained by the fact that people – hopefully – do not need to buy a product everyday (the "loyalty" indicator is not to be understood as for other websites);
- between 79% and 92% agreed about the tutorial content usefulness, duration, clear and perceptible explanation, highlighted the website potentialities and cleared any doubts;
- the most interesting aspects of the website, expressed by at least 50% of the responders, were the product categories, consumer area, selection criteria and support information;
- on the other side they have individuated selection criteria, recommendations and project documentation as the aspects that should be better explained in the video;
- on the opened questions, responders asked for slower explanations, more information on the filter options and, if possible, additional information on the product production, not related to energy but to social responsibility (such as place of product and labour conditions);
- responders were mainly women (79%) and the age ranged mostly between 36 and 50 years old (41%).

Though the real impact of the tutorial is difficult to assess, especially in the short-term, this tool seems useful for visitors, because in less than three minutes they have an overview of the website, become more skilled to maximise their experience, and more easily spread the word about the website.

From the responses given, this tutorial is an added value for the project. Its duration seems adequate and it would be a good idea to prepare shorter and more detailed tutorials on specific themes, such as categories filters.

After this experience Quercus will develop similar tutorials for other projects.

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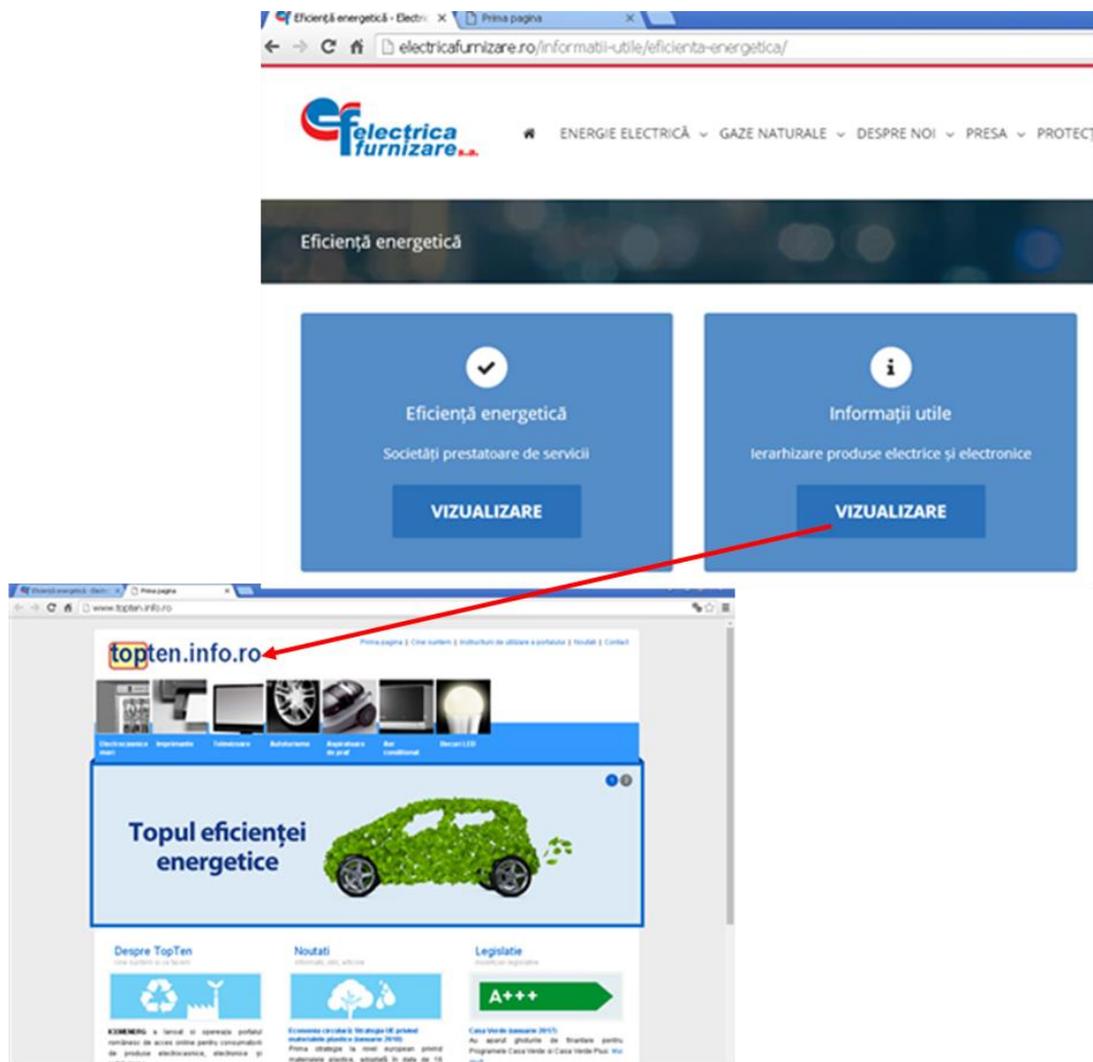


## Topten used as information and support tool for electricity consumers

July 2018 - Romania

Link from the main electricity distribution company in Romania – «Electrica Furnizare» website to the Topten website.

ELECTRICA Furnizare S.A.<sup>6</sup> has as main activity the commercialization of electricity. The company operates in 18 counties of the country, with the right to supply all over the country, through the Bucharest Work Point and three branches of electricity supply with six agencies each. Also, ELECTRICA Furnizare S.A. obtained the Natural Gas Supply License for carrying out natural gas supply activities throughout the country.



Discussions with the representatives of this electricity supplier have been carried out since the previous stages of the Topten project. Initially, the idea was for electricity suppliers to introduce the "Topten" logo accompanied by a small explanation, on the electricity bill, thus making it possible to popularize the ideas promoted by the project.

<sup>6</sup> <http://electricafurnizare.ro/informatii-utile/eficienta-energetica/>

Meanwhile, for reasons of environmental protection, ELECTRICA has started a campaign to switch to electronic invoice, with no advertisements, and our message would no longer reach consumers. Thus, they chose to include in their website, at the chapter "Energy efficiency" a link to the Topten site with the title "Hierarchy of energy efficient products".

Thanks to the cooperation between ICEMENERG and ELECTRICA, the electricity provider included a link on their website pointing to **topten.info.ro**.

We mention that the cooperation between the two institutions is wider, including research and engineering services offered by our institute to the electricity supplier.

Thanks to this reference, we received consumer feedback, via email messages, phone or direct discussion on various exhibitions and fairs, underlining their appreciation of the website, the possibility to find useful information regarding new ways of saving energy and lowering their electricity bill. In addition to this positive feedback, the number of visitors on the website steadily increased, as well as the number of "likes" on the project's Facebook page (a total increase of 24% during the last 6 months), all coming from consumers.

The most significant aspect of this type of cooperation is that the use of high-energy efficiency and environmentally friendly products was promoted, as a step toward to market transformation.

Being present on the electricity supplier's portal (with over 3 million registered consumption points), **Topten** became more known to consumers, the direct beneficiaries of the information presented in the website, and so they could **act** to reduce their electricity bill by choosing energy-efficient equipment.

For more information:

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

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 square. To the right of "topten" is ".info.ro" in a smaller, blue, lowercase, sans-serif font.

The ICEMENERG logo consists of the word "ICEMENERG" in a bold, blue, uppercase, sans-serif font. A blue circular line is drawn around the letters "E" and "N", partially overlapping them.

INCDE-ICEMENERG Bucharest

[www.icemenerg.ro](http://www.icemenerg.ro)

Nicolae Simion

Adina Stănculea

## Topten Participation at the National Environmental Congress

December 2016 - Spain



The National Environmental Congress (CONAMA) is one of the most important events, as far as environmental issues are concerned. It takes place every second year and attracts more than 5000 participants in each edition; among them cities, companies, civil society organizations, scientists, politicians, consumers or Universities. In this 13<sup>th</sup> edition and in the light of Paris Agreement signed just the year before and an accelerating

concern over climate change, CONAMA gathered more than 7000 visitors and 400 entities breaking all the previous records. Moreover, more than 100 events took place during the 4 days of the Congress, while the Spanish Minister of Environment, Isabel Garcia Tejerina, opened formally its sessions.

Topten participated formally with a booth, where WWF volunteers presented the new modernized Spanish Topten website as a tool for everyday energy efficient decisions either at home or at the office. 413 persons visited the stand and were informed on energy efficient purchases, energy savings, the Topten project and our responsibility as citizens to reduce our CO<sub>2</sub> emissions and our carbon footprint. Among the visitors we had the pleasure to welcome the president of the CONAMA, Alicia Torrego, and the R&D Director of the Association of companies related to electronics, information technologies, telecommunications and digital contents, Carlota Gonzalez.

Before the event we performed two training sessions for the volunteers that would participate in it, where we presented to them the functionalities of the Topten web and provided arguments on why we need to save energy and perform energy efficient purchases, what is the situation in Europe and in Spain, as far as the household energy consumption is concerned; and easy tips on how to save energy in our daily life. 13 WWF volunteers participated in these sessions and were our voice at the event.

Such large events are what Topten needs in order to get the visibility that may place it in the map of important energy efficiency and market shift tools. During these events, many activities can be undertaken: lobbying, speed meetings with representatives of the public authorities, manufacturers or other possible collaborators and dissemination of face to face information to the consumers.

### More information:

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## Rebate for electrical outboard motors

August 2018 – Sweden

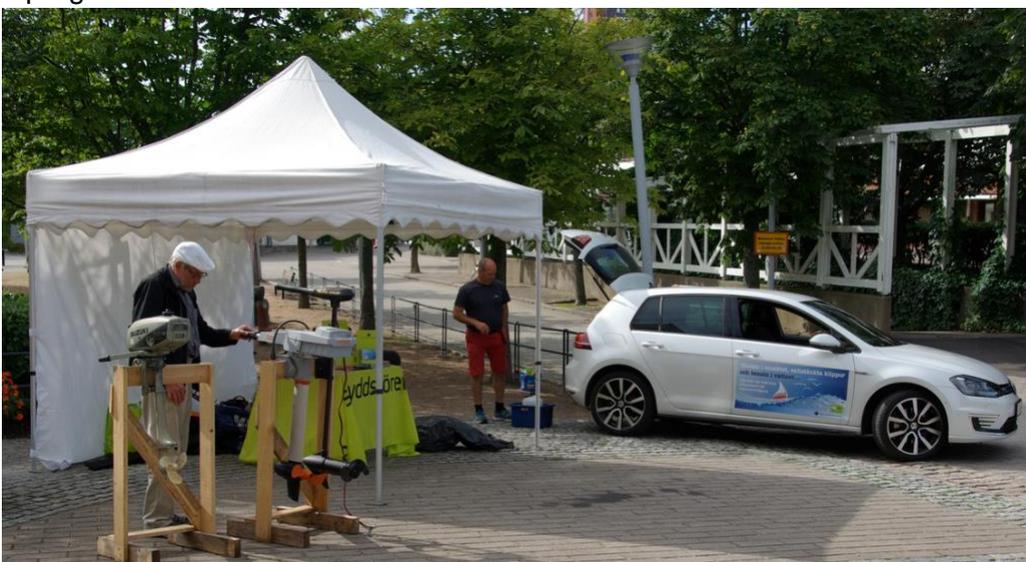
Since February 2018, a rebate scheme is in place for Swedish consumers buying electrical bicycles, mopeds and motorbikes. Since the public interest turned out to be huge and the rebate scheme proved very successful, the Swedish government wanted to expand the programme by adding electrical boat engines (outboard motors) to the list. Thus, in the spring budget, a proposal was launched stating that electrical outboard motors should be subsidised. They also wanted to add 45 million SEK (about 4,3M€) to the yearly electrical subsidies pool.

The boat engine rebate was implemented during the summer of 2018 and turned out to be another success. According to Naturvårdsverket, the Swedish Environmental Protection Agency, all of the budgeted money will be disbursed by the end of October. There are plans, however, to keep the programme running throughout the year, even though the budget has been exceeded.

Sweden has among the highest number of boats per capita in the world, with around 600 000 outboard motors, and the government is determined to speed up the transition from dirty petrol engines to efficient and clean electrical engines. The proposal states that the buyer receives up to 25% discount (maximum 10 000 SEK, equal to about 960€) when buying an electrical outboard motor with a power rating corresponding to a 5 horsepower or larger petrol engine.



Since toptensverige.se is the only official site in Sweden gathering and analysing information about specific electrical boat engines, Topten has been referred to in many articles in Swedish media. We also believe that the fact that electrical outboard motors were listed on Topten, highlighting their benefits, has contributed to spreading knowledge and awareness on multiple levels, ultimately acting as a seed for the governmental proposal for this rebate programme.



Measurable impact: dissemination of the action, Market data (e.g. share of best appliances if covering a specific product, sales data if covering a partnership with retailers)

Following the media exposure, we noticed a significant increase in visitors on the Topten website, also thanks to links from the boat website "pakryss.se", as seen in the graph below.



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[www.toptensverige.se](http://www.toptensverige.se)



 Swedish Society for Nature Conservation

## Summer Heat 2018 & Efficient Fans Swiss rebate programme with 30% cash-back on fans with Topten label

August 2018 – Switzerland



Extreme weather situations in Europe have increased over the last decades, especially severe heat waves during the summer. This leads to unbearable temperatures in the office or during the night at home. Consumers and employers are looking to purchase immediate cooling solutions, often from one day to the next. However, the decision about the type of cooling device has long-term consequences with regards to energy consumption: **ventilators** consume significantly less energy, running on only 50 watts as **opposed to (mobile) air conditioners** that run on about 1'000 watts. Ventilators are able to achieve a pleasant cooling effect even during extreme heat-waves – and unlike (mobile) air conditioners, there is no need for a complex installation or leaving a window partially open all day (thus letting hot air back in).

Topten communicates this difference in energy consumption between ventilators and air conditioners to the public **using easy-to-understand infographics** that can be understood at a single glance (cf. Image 1).

As significant differences between ventilators exist not only with regards to energy consumption but also type and noise level, Topten has put together a list of 5 ventilator types that fulfill strict energy efficiency criteria and can be filtered by type as well as sorted by noise level. This list was created for the summer 2018 and contains 115 products in the following **five categories**:

- Table
- Stand
- Tower
- Ceiling
- Floor

In addition, Topten provides tips on additional measures that can be taken to help achieve a comfortable room temperature despite hot outside temperatures.

The measurement standard IEC 60879 “Performance and construction of electric circulating fans and regulators” makes it possible to compile standardized product data that can be used for directly comparing fans. According to the EU commission regulation 206/2012 all fans need to include information in their technical product fiche based on IEC 60879. This includes the maximum flow rate, fan power input, service value, standby power consumption and maximum power noise level of the fans.

The noise level of fans is not always indicated correctly by retailers - most declare the noise level at minimum setting. The Topten product lists declare the noise level according to IEC60879 which helps consumers to compare on a realistic basis.

The value used as selection criteria by Topten is the efficiency index since it sets the output (flow rate of the fan) in relation to the power input. All these values can help consumers to choose an efficient fan.

Image 1 Infographic produced by Topten Switzerland comparing energy use of fans versus mobile aircons



## Rebate programme and communication

A **rebate programme** was organized and implemented by Topten Switzerland in which the utility company of the canton Zurich (EKZ) gave 30% cash-back to their customers for the purchase of all fans with Topten logo. This programme ran for

*Image 2 Topten display in an outlet informing about the rebate programme. Small leaflets are included for customers as take-aways.*

three months from June to August 2018.

Information about the rebate programme was provided on Topten, along with **direct shoplins and daily prices** from each product to various online shops offering the product. In order to reach consumers in regular stores, promotional POS (point-of-selling) material was developed by Topten and set up by different retailers for three months in their stores. Altogether 12 outlets put up the displays and labelled energy-efficient products at the store with the Topten label:

- Risch Lufttechnik AG: 1 outlet
- Meletronics: 4 outlets
- Do it + Garden: 7 outlets

On peak days, the energy efficient ventilators in the outlets were sold-out.



## Print articles

Five print magazines (Electrosuisse, Hausmagazin, Mieten & Wohnen, Panissimo) published an article with simple tips about how to cope with the excessive heat and reminding readers how much energy air conditioners use. Infoboxes were included about the Topten list with energy-efficient fans and the rebate programme with 30% cashback.

## WWF press release

WWF Switzerland published a series of four posts about tips for cooling down during heat waves on Facebook, including the Topten infographic and information about the Topten list (<https://www.facebook.com/WWFSchweiz/posts/2096657827042761>). On the main WWF Switzerland website, an article referring to Topten and explaining the difference between fans and air conditioners was published (<https://www.wwf.ch/de/medien/hitzetage-klimageraete-heizen-dem-klima-ein>).

## Competitions and sponsoring



Topten Switzerland publishes a competition each month, offering website visitors the opportunity to win a sponsored energy efficient appliance if they correctly answer a question related to the energy consumption of correct utilization of the appliance. This summer, two manufacturers (Stadler Form & Koenig) sponsored two fans which could be won in two competitions for Topten web users.

### Web figures

Topten monitors the visitor numbers of the Topten websites. On [www.topten.ch](http://www.topten.ch) the effects of the rebate programme and different communication campaigns were clearly visible. The image below reflects the significant increase in page views starting at the same time as the rebate programme. Different communication activities (newsletter, infoboxes in printed articles) provided further peaks. The most significant push for the Topten fans product list was caused by the infographic & WWF press release (26.7.18).

Overall, the rebate programme, communications and competitions lead to 17'000 page views within 3 months on the product lists for fans.

This shows that Topten has managed to put public focus on fans as the more energy-efficient alternative to air conditioners through various channels in Switzerland with the rebate programme serving as inducement.

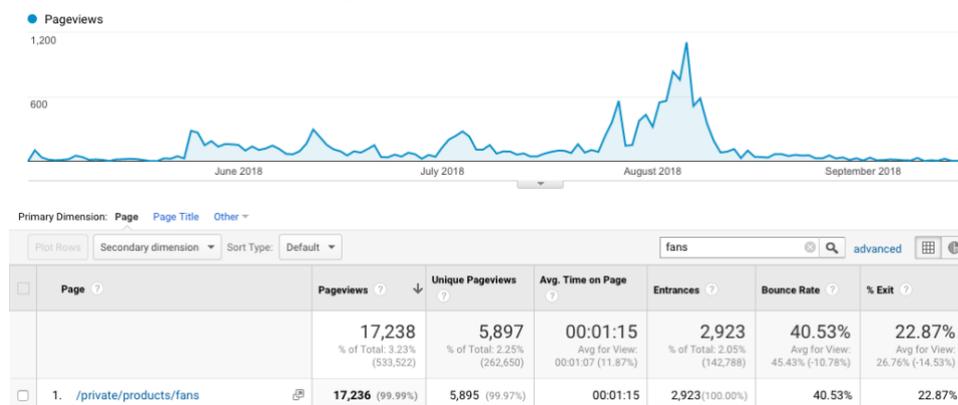


Figure 3 Rebate program for fans with Topten label (1.6- 31.8. 18) boosted pageview for this product category

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## Competitions with retailers of energy-efficient products

January 2018 - UK

For dissemination activities, Topten UK had the remit to engage journalists, issue press releases and conduct social media to promote the project. Following October 2016 as the second period of the project commenced, EST were looking to increase web hits to Topten UK, which had been averaging around 2,200 per month in 2016. At the time Topten UK was using quite an old website interface, and following the 'mobilegeddon' algorithm change, there was concern that this could negatively impact web hits until EST were able to upgrade to the new website.

Therefore, EST decided to also conduct a competition, which was not one of the originally assigned dissemination strategies, but had been seen to work well for other partners. At the time, EST had begun to engage partner retailers to link to for purchasing products on Topten lists. Topten UK had already partnered with several retailers of appliances, as well as some lighting retailers. One such retailer was Ecotopia, an arm of the UK green electricity supplier [Ecotricity](#) that sold eco-products, including LED lightbulbs.

EST conducted a competition in January and February 2017 to give away an [Owl Energy Monitor](#), and promoted Topten and the co-operation with Ecotricity. This action significantly boosted web visitor numbers, as detailed below.

Following this, EST decided to repeat the activity later in the year with another partner retailer of lighting products, [SaveMoneyCutCarbon](#). This competition was run in December 2017, with prizes of 2 LED filament bulbs and a voucher to spend on eco-products on the SaveMoneyCutCarbon website. Topten UK had recently added LED filament bulbs as a listing category, and the competition was launched with a 'seasonal' theme, due to it being winter.

In both cases, the retailers provided prizes free of charge and jointly promoted the competition.

As a result of promoting the competition with Ecotopia, Topten UK saw a huge spike in web visitors from competition entrants, achieving 5,740 sessions in February 2017 (there were 2,553 sessions the previous month).



*Ecotopia competition, and the effect on visitor numbers in February 2017*

The competition with SaveMoneyCutCarbon did not quite produce the same visitor numbers as was seen with Ecotopia, but was a very important piece of promotion for the project. Topten UK had just switched to the new website, and had initially seen web hits drop as a result of temporarily losing Google search ranking – only 672 sessions were recorded in November 2017. The competition was essential in helping web session numbers recover,

and in December 2017 numbers doubled with 1,302 sessions. The full reach of the competition was calculated as 261,900, and there were 70 entrants.

EST also put out a series of blogs on efficient lighting at the same time, and promoted the competition through its social channels.

- Low energy lighting now dominates the market
- Many types of fittings available
- Our guide helps you make an informed choice

Energy efficient lighting is now pretty much the norm.

Vast improvements in product performance, as low-energy options have become mainstream, mean that these days there are very few voices of dissent when older types of lighting are taken off sale.

2016 was the latest leg of the EU's light bulb phase-out, and it meant the end for halogen spotlights. Next year, non-directional halogens will be phased out.



*WIN with Topten UK and SaveMoneyCutCarbon in their Christmas Giveaway*

*Head to ToptenUK's new look website to find out how you could win 2 Philips LED filament bulbs and a £20 voucher each to use on SaveMoneyCutCarbon.com. Competition closes Wednesday 20 December 2017. T&Cs apply.*

LEDs lead the way

*EST's blog linking to the competition with SaveMoneyCutCarbon*

Retailers fed back positively, reporting that the competition was a good way of promoting their partnership and the credibility of working with Topten UK. As Topten has been running in the UK for less time than in other countries, building awareness of it is still taking place, and it was necessary to find alternative ways to increase its exposure. Competitions were found to be one of the best strategies for boosting web visitors when needed, for a very low cost – all activity was done online. It was necessary to select prizes that would be desirable, but sufficiently low cost that retailers would provide these for free.

Additionally, the competition enabled the opportunity for better engagement with the audience. The competition question asked what the measurement unit of light was (watts or lumens), providing insight into the knowledge of the general public on the topic. Running the competition alongside blogs enabled Topten UK to educate consumers on efficient lighting in general.

Topten UK would recommend competitions to be used widely in similar projects in future, both as a driver of web traffic, but also to accompany educational pieces to raise awareness on energy efficiency. Additionally, the activity helped strengthen relationships with retailers.

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