



*For the best promotion campaign on energy
efficient Topten products*

Invitation

6 October 2006

Intelligent Energy Europe

The Euro-Topten project is being conducted under the auspices of the Intelligent Energy-Europe programme of the **European Commission** and consists of the following partners: **France** – Ademe, French Agency for the Environment and Energy Management (project coordinator), – WWF (World Wide Fund for Nature); **Finland** – Motiva, Energy Information Centre for Energy Efficiency and Renewable Energy Sources; **Germany** – Wuppertal Institute; **The Netherlands** – Ecofys; **Austria** – A.E.A., Austrian Energy Agency; **Belgium** – WWF, – WWF European Policy Office; **Czech Republic** – SEVEN; **Italy** – WWF; **Poland** – FEWE, Polish Foundation for Energy Efficiency; **Hungary** – WWF, and the following steering committee members: **Switzerland** – SAFE, – WWF; **Germany** – ICLEI, Öko-Institut – DENA; **Italy** – ASECO; **UK** – WWF; **Portugal** – Quercus; **France** – CLCV; **Sweden** – Konsumentverket / STEM; **Spain** – WWF; **Denmark** – Elsparefonden.

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Introduction

The Euro-Topten project aims at shifting the market towards higher energy efficiency by encouraging consumers to choose for energy efficient products through national Topten websites. It promotes the most energy efficient products available on the market today, and is led by energy specialists, environmental NGOs and consumer associations.

The Euro-Topten competition is meant to stimulate creative promotional activities that aim at reducing the energy consumption in domestic and office sectors. With this competition the most actively promoting participant around the theme of energy efficient Topten appliances will be distinguished and awarded with the Euro-Topten award.

This is an invitation for participation in the Euro-Topten competition.

Join the competition and benefit from international recognition

The winner of the Euro-Topten competition benefits from international-wide publicity for its energy conscious policy during the Euro-Topten awarding ceremony, which will be held at an international fair trade in 2008 (the exact date will be announced in a later stage). The awarding ceremony will be led by a European official. Moreover, the winner of the Euro-Topten competition will also be presented on 10 national Topten websites. Therefore, the competition can be a powerful communication and promotion tool in the marketing strategy of companies, organisations and retailers.

Promotion campaign on energy efficient Topten products

The promotional activity should:

- aim at reducing the energy consumption in domestic and office sectors;
- be in line with the Topten initiative and have a positive promotional character;
- concern Topten products such as household appliances, office equipment, consumer electronics, cars, etc., which are published by Topten in the participants' country;
- be conducted by large scale buyers (companies, private and governmental organisations), retailers or NGO's, who support the Topten initiative and are situated in Europe¹;
- start between the launch of the Topten websites at national level and the international fair trade in 2008. A description of the promotional activity should be submitted to the Euro-Topten competition committee well before the international fair trade in 2008;
- demonstrate specific impact in terms of creativity, innovation, cost-effectiveness, scale, duplication, etc.

¹ The following operators can not participate in the Euro-Topten competition: individuals, manufacturers, Euro-Topten partners and steering committee members, Topten International Group members. Manufacturers are invited to contact us regarding the Euro-Topten product exhibition

Euro-Topten award

There will be one Euro-Topten award winner for the best promotional activity around the theme of energy efficient Topten appliances that aims at reducing the energy consumption in domestic and office sectors. The winner will be decided by an international jury consisting of the Euro-Topten members from 16 countries. The jury will decide on the winner based on the information provided by the candidates.

The award ceremony will take place at a professional trade fair in 2008, where both awarded participants and products will be officially presented.

Minimum information required

In order to participate in this Award competition, some information is required. A simple entry form is available in English from your national Topten website and from www.topten.info. The following information serves as a participation declaration in the Euro-Topten competition and must arrive at the Euro-Topten contact well before the international fair trade in 2008:

- Name of the applicant: company, organization, contact person (name, address, phone and fax numbers, e-mail address) ;
- Participant category (retailer, institutional buyer, supporter, ...), including a brief description of the participant (general activity, if applicable number of dwellings, outlets, supplied consumers, members);
- A clear description of the promotion campaign that has started between the launch of the national Topten websites and the international fair trade in 2008, competing for the Euro-Topten award: activities, focus (which efficient product is focussed on) targets, planning, organization, effects, country where the activity took place.

Supplementary information

Besides the minimum required information for participation in the Euro-Topten competition, supplementary information will be welcome and will greatly help the jury in better understanding the scope of the promotion campaigns undertaken. Therefore, extra credits can be obtained when information is provided on for example:

- The targeted and (roughly) estimated achieved results of saved energy (in kWh) in the domestic and office sector ;
- The targeted and reached amount of people;
- The visibility of the promotional campaign for citizens and the contribution of the promotional campaign to citizens' awareness for energy saving;
- The feasibility of implementation of the promotional campaign in other countries;
- The costs involved;
- The continuation of the promotional activity in the future.

Furthermore applicants are free – and encouraged – to provide for as much *relevant* material to help the jury better understand the scope and the positive effects of the promotion campaign undertaken. Don't hesitate to ask support to your national Topten contact to compile the best application! The following items are examples of information that the jury will judge very positively:

- Staff training and education on the theme of energy efficiency and Topten products (training courses, training manuals, development of tools for salesmen, or procurement officers, etc.).
- Information activities on the theme of energy efficiency and Topten products targeting consumers, tenants or the general public (explanation in leaflets, posters, catalogues, etc.).
- Sales and purchase figures: figures will be used for the award competition only and will not be made public. They will help the jury to assess the tangible effects of the promotion campaign – especially if a comparison with total sales or purchases can be made.
- Photographs and other visual supports produced (leaflets, posters, catalogues, etc.)
- Information on dissemination activities (number of copies, targeted public, etc.)
- Others

Competition agenda

- October 2006: Announcement Euro-Topten competition rules and invitation on Euro-Topten website and national Topten websites;
- 2 months before international fair trade in 2008 (the exact date will be announced in a later stage): dead-line for submitting final entries in English*;
- 2008: Euro-Topten award ceremony presenting the winner(s) at an international professional trade fair. The exact date will be announced in a later stage.

* Please note that it may take some time before an application is finalized and translated in English. Don't hesitate to contact your national Topten contact and find help for your application.

Contact information

If you have a comment, a question, or if you wish to participate in the Euro-Topten competition, please inform your national Topten contact by email or phone. He or she can help you with formulating the application. Your national Topten contact can be found on the national website or at www.topten.info.

The final application (in English) should be send to the central Euro-Topten contact person:

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