



# Product Exhibition

*of the most energy efficient Topten products in  
Europe*

## Announcement and Rules

**20 March 2008**

**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 France (World Wide Fund for Nature); **Finland** – Motiva, Energy Information Centre for Energy Efficiency and Renewable Energy Sources; **Germany** – Wuppertal Institute for Climate, Environment and Energy; dena, German Energy Agency; Öko-Institut e.V.; **The Netherlands** – Ecofys; **Austria** – A.E.A., Austrian Energy Agency; **Belgium** – WWF Belgium, – WWF European Policy Office; **Czech Republic** – SEVEn; **Italy** – WWF Italy; **Poland** – FEWE, Polish Foundation for Energy Efficiency; **Hungary** – WWF Hungary, and the following steering committee members: **Switzerland** – SAFE, – WWF Switzerland; **Germany** – ICLEI, – Öko-Institut, – DENA; **Italy** – ASECO; **UK** – WWF UK; **Portugal** – Quercus; **France** – CLCV; **Sweden** – Konsumentverket / STEM; **Spain** – WWF Spain; **Denmark** – Elsparefonden; **Luxemburg** – Oeko Zenter.

## Introduction

Thousands of refrigerators, TVs, cars and all kind of energy consuming products are available on the market. Consumers cannot compare and chose judiciously: no information available, no time, too difficult. The Euro-Topten Project aims to overcome this missing transparency to the consumer with the development and maintainance of the Topten websites: an online product database that helps consumers to find the best products by a simple click. The Euro-Topten teams are composed of energy specialists, environmental NGOs and consumer associations<sup>1</sup>.

Today (March 2008) thirteen national Topten websites are online, each of them providing a selection of best appliances from the energy point of view. The information targets consumers (pictures, functions, price, no complex calculation, availability in their country), is neutral (no influence from manufacturers nor retailers), rigorous and transparent (the selection methodology is explained online).

The websites are promoted thanks to comunication activities towards the media in order to attract numerous visitors, which in turn give the Topten teams strength to organise a dialogue with manufacturers at European level, set ambitious criteria for product selection and advise large buyers (public procurement) and authorities developing policies on efficient products.

As a further communication activity the Euro-Topten Project organises in September 2008 the Euro-Topten Product Exhibition at the international trade fair "Klagenfurter Herbstmesse" in Austria<sup>2</sup>.

The websites and the product exhibition enable manufacturers to present themselves on the European level as innovative companies thanks to their highly energy efficient products. The different national Topten websites already experience wide media awareness and the exhibition will be one highlight of the promotion activities.

## Which product categories will be covered?

Products visible on the different national Topten websites and on [www.topten.info](http://www.topten.info) which presents a selection of "Best of Europe" products are too numerous to be presented at the Euro-Topten exhibition due to space limitations. As the aim is to cover a wide range of end-use products, approximately 5 different product categories will be presented<sup>3</sup>.

- **Lamps:** *As the exhibition has to be lighted anyway several lamps of all manufacturers that are listed at "Best of Europe" will be used for this purpose.*
- **Office equipment:** *The exhibition will present two 19" monitors. These monitors could be additionally used for direct access to the Topten websites for the visitors during the exhibition.*
- **Household appliances:** *one upright freezer (200-300 Litre), one free-standing two-door refrigerator-freezer and one tumble-drier for residential use.*

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<sup>1</sup> For more information on the Euro-Topten project, visit [www.topten.info](http://www.topten.info)

<sup>2</sup> With nearly 100.000 visitors the Klagenfurter Herbstmesse is one of the biggest consumer fairs in Austria. About 500 exhibitors of different branches (building construction, living, furniture, household appliances, health, agriculture, eating, dressing) from all over Europe will present their products and services.

<sup>3</sup> The Euro-Topten group is free to update criteria and/or add or remove categories if appropriate.

- **Small household appliance:** *one coffee machine.*
- **Mobility:** *one car.*

When a product is too large to be displayed in the booth, it could be presented via poster or video.

## **Join the exhibition: increase the chances to see your products exhibited!**

Single products from the above listed categories to be exhibited will be chosen according to the following guidelines. As a general rule, all products to be exhibited should be listed as “Best of Europe” on [www.topten.info](http://www.topten.info). Out of these “Best of Europe” products, the best one according to their selection criteria will be invited for the exhibition. Due to space limitation, only one model can be exhibited. Should there exist identical products sold under different brands and/or in different countries, Euro-Topten will favour the product with the widest distribution across Europe and /or easily available in Austria where the exhibition will be held. However, all brands will be mentioned in communication material.

## **Guidelines**

**Lamps:** It is difficult to compare lamps due to their different construction and the importance of the context in which they are used. The final choice will be done by the Euro-Topten project team according to practical illumination issues of the exhibition's site. All lamp manufacturers present at [www.topten.info](http://www.topten.info) will be regarded in a balanced way.

**Monitors:** Selection criteria - kWh per year with the following use-pattern: three hours per day in the On mode, three hours in the sleep mode and 18 hours in the Off mode (but not disconnected).

**Cold appliances:** should the energy efficiency index of two or more products score identically, the model with the lowest energy consumption (in kWh /year) will be invited in priority. In addition, non retailer-brand products will be invited in priority – because of their potentially wider distribution across Europe.

**Tumble-driers for residential use:** should the energy consumption (kWh/kg of laundry) of two or more products score identically, non retailer-brand products will be invited in priority – because of their potentially wider distribution across Europe.

**Coffee machines:** Selection criteria: kWh per year according to [www.topten.info](http://www.topten.info) (from April 2<sup>nd</sup>, 2008).

**Cars:** should two or more cars present the same Eco-rating, all models will be invited to provide a short computer presentation.

For all products exhibited, Euro-Topten is entitled to verify producers' declarations. Should it be requested by Euro-Topten, producers will deliver detailed test reports.

## Euro-Topten product Exhibition – Agenda

- **March 2008**

Announcement of the Euro-Topten exhibition rules: invitation sent to European headquarters of manufacturers and publication of the rules on [www.topten.info](http://www.topten.info).

- **15 May 2008**

Dead-line to register qualifying products; Please send product information to Andrea Berger [andrea.berger@bush-energie.ch](mailto:andrea.berger@bush-energie.ch)

Doublecheck with manufacturers about data and availability;

If necessary Euro-Topten will ask manufacturers for supplementary information.

- **2 June 2008**

Manufacturers will be informed about the exhibition of their product. Manufacturers will be asked to provide (transport and insure) display equipment for the exhibition.

- **13 - 21 September 2008**

Euro-Topten product exhibition at the trade fair “Klagenfurter Herbstmesse” in Austria. A representative of the European Commission will open the exhibition<sup>4</sup>.

## Contact information

For any questions and comments you may have concerning the Euro-Topten product exhibition turn to the central Euro-Topten contact person:

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You may also contact your national Topten contact by email or phone. Your national contact can be found on the Topten national website or at [www.topten.info](http://www.topten.info).

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<sup>4</sup> To be confirmed