9th International Conference on Energy Efficiency in Domestic Appliances and Lighting
EEDAL'17 - September 13-15th 2017 - Irvine, CA, USA

Topten: moving with the times to continue delivering energy savings

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Introduction

Topten is an international, independent, not-for-profit network of organizations engaged in fighting climate change and promoting sustainable consumption

Topten's goal: accelerate market transformation towards more energy-efficient products

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Topten's dissemination

2000	• started in Switzerland
2006	• established at the European level
2010	• China joined the initiative
2015	• Latin-American region: Chile and Argentina
2017	• Topten in 19 countries
Next	• India and Brazil

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Topten's Activities

Website

- promote EE devices
- provide information on product's EE
- recommendations on the usage of products

Policy desing

- provision of information
- participation in consultation rounds
- development of technical papers and methodologies

Retailers and manufacturers

- provide information on the most EE products available on the market
- promote EE devices purchase (strategic partners)

Large buyers

- general recommendations on EE products
- provide specific tailored advice

MARKET TRANSFORMATION

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Topten Impacts

Market shifter | Facilitator | Education tool | Decision-making aid

Cumulative electricity savings and CO_2-emission reduction 2006-2014

- Accumulative electricity savings: 15 to 18 TWh
  - Policy-making process more than 70% of the total impact
  - The rest coming from consumer awareness
- Reduced CO_2-emissions: 7.5 Mio. tCO_2 to 9 Mio. t CO_2

Annual electricity savings at the regional scale in Europe

- 4 to 5.4 TWh
- Savings of 800 to 1 000 million Euros
- Contributes to annual reduction of total electricity consumption in 0.4%-0.54% of the annual electricity consumption of EU27 households (2015)

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Topten Main Webpage

Topten EU

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Luxemburg
Norway
Poland
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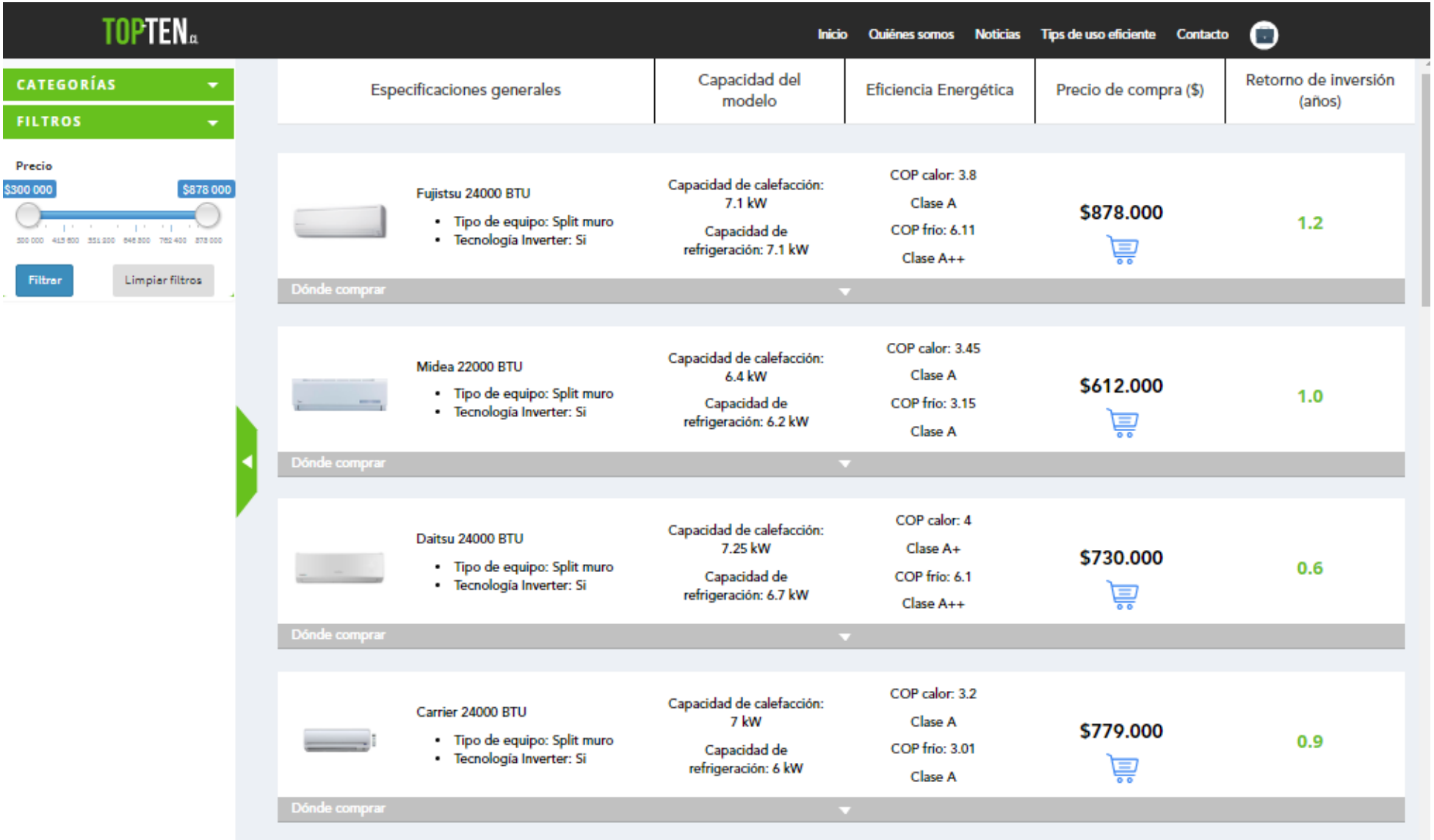
Chile
Argentina
News
The New Energy Labelling Regulation has officially entered into force. The regulation was published on July 28th in the EU Official journal. » More info (August 2017)
Topten has been selected as finalist for the EU Sustainable Energy Award 2017. (June 2017)
Superior product standards and product labelling through better product testing: Topten Report on Dishwashers (May 2017)
Topten's updated Market Monitoring reportshows efficiency trends for refrigerators, washing machines and tumble driers, based on sales data up to 2015 (March 2017)
EU institutions have agreed on new framework regulation for the Energy Label: Labels will be better understandable thanks to a clear A-G scale, and a product database will provide better market overview. » More info (March 2017)
Energy efficiency for consumers, in policy and procurement
Topten reveals the best products in Europe:
Topten is a web portal guiding consumers to the most energy efficient appliances and cars in Europe. Find the best products available in your country, with a simple click! » More about Topten in Europe
Topten documentation:
All Topten policy recommendations and other publications related to energy efficient products can be accessed here.
Professional procurement:
Topten Pro gives purchasing guidance for public procurers and other professional buyers. It provides clear guidance on tender criteria to buy the most efficient products on the market.
PRO Cold
Sustainable professional refrigerators:
Tools for buyers and suppliers

Topten China

Topten China (II)

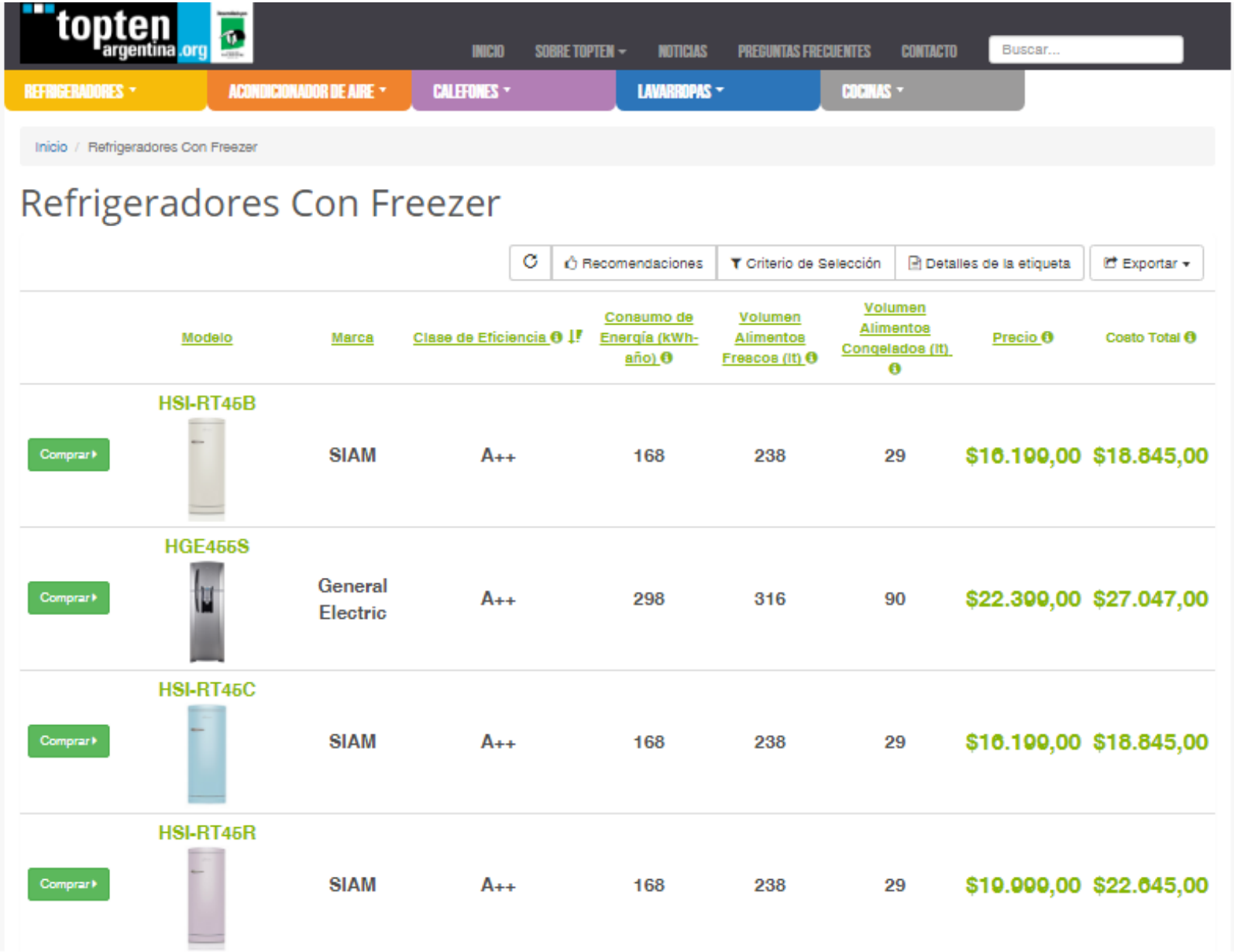
Topten Chile

Topten Chile (II)



Topten Argentina

Topten Argentina (II)



topten argentina.org

INICIO | SOBRE TOPTEN | NOTICIAS | PREGUNTAS FRECUENTES | CONTACTO | Buscar...

REFRIGERADORES | ACONDICIONADOR DE AIRE | CALEFONES | LAVARROPAS | COCINAS

Inicio / Refrigeradores Con Freezer

Refrigeradores Con Freezer

Recomendaciones | Criterio de Selección | Detalles de la etiqueta | Exportar

	Modelo	Marca	Clase de Eficiencia	Consumo de Energía (kWh-año)	Volumen Alimentos Frescos (lt)	Volumen Alimentos Congelados (lt)	Precio	Costo Total
Comprar	HSI-RT46B	SIAM	A++	168	238	29	$16.199,00	$18.845,00
Comprar	HGE466S	General Electric	A++	298	316	90	$22.399,00	$27.047,00
Comprar	HSI-RT46C	SIAM	A++	168	238	29	$16.199,00	$18.845,00
Comprar	HSI-RT46R	SIAM	A++	168	238	29	$19.999,00	$22.645,00

Particular new developments

Europe

- Topten Europe maintains and develops its activities

China

- Top10 label paved the way to the digitalization of the mandatory label

Chile

- Online shopping and software development
- Establishing partnerships with cities

Argentina

- Media campaign, social media and strategic partners
- Topten Argentina's sticker

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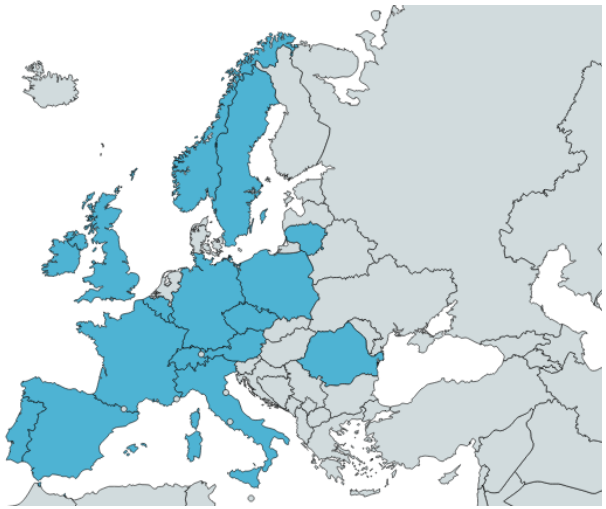
On the old continent: Topten Europe maintains and develops its activities



to stimulate the market for efficient professional and commercial refrigerators using green refrigerants

Working with the EU

- Revision of the Energy Label framework Directive. Many important aspects that Topten has been supporting will be included
- Product regulation: Topten has recently provided input to the Electronic displays Ecodesign

EU - Procold

topten.eu Best Products of Europe

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Recommendations Refrigerated Display Cabinets | Selection Criteria Beverage Coolers | XLS Download

compare							
Brand	Vestfrost	Liebherr	Liebherr	Liebherr	Liebherr	Liebherr	Liebherr
Model	CC45	FK 3642	FKU 1805 (solid door)	FKDPv 4503	FKv(sl) 3613	FKv(sl) 2613	FKDv 4213
Other models		FKv 3643, FK 3640 (solid door), FKBv(sl) 3640 (solid door), FK 5440 (solid door)	FKU 1800 (solid door)		FKv(sl) 3610, FKv(sl) 5410 Premium (solid door), FKv(sl) 5413 Premium	FKv(sl) 2610 (solid door)	FKD 4203, FKDv 4211
Electricity costs (€ in 8 years)	131	533	408	718	715	602	910
Net volume (liters)	45	325	160	327	320	229	385
Storage temperature (°C)	+2 ... +10	+1...+15	+1...+15		+1...+15	+2...+12	+2...+12
Temperature class	K4	M2	M2	K1	M2	M2	M2
Draft energy index	14.2	17.5	22.7	23.4	23.7	25.9	26.0
Energy (kWh/year)	82	333	255	449	447	376	569
Refrigerant	R600a	R600a	R600a	R600a	R600a	R600a	R600a

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China: Top10 label paved the way to the digitalization of the mandatory label

Why creating a new label?

- Great number of consumers that weren't aware of the energy label or didn't understand it
- As a complement of the Energy Label, easy to read, focused on best-efficient products, and covering life-cycle costs

The Top10 sticker

- Updated along with market changes, every 6 months
- 5 products categories included, in around 20 models of each

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Scan the QR code and be directed to the Top10 website to check more details and tips

First Top10 energy saving sticker (2013)

3rd Topt10 sticker with a QR code (2014)

China Energy Label showing a QR code (2015)

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Chile: Online shopping and software development

Top-Ten Chile

- 6 products categories, including cars
- 19 subcategories

What's new? "Where to buy" button

- Shows the actual prices of each product in the different online stores where it is being sold
- Redirects the user to their web pages
- Uses an external database
- Updated automatically every 24 hours

Where to buy?

Midea MFV-1510G186F • Sistema de deshielo : Manual	Capacidad Congelador **144 Lts**	Clase de eficiencia energética **A+**	**$139.990**	**$173.000**	Ver menos

Dónde comprar

paris	**Paris**	Último precio online:	**$139.990**	Comprar
SODIMAC	**Sodimac**	Último precio online:	**$149.990**	Comprar
falabella	**Falabella**	Último precio online:	**$159.990**	Comprar
easy	**Easy**	Último precio online:	**$159.990**	Comprar
Lider	**Lider (Walmart)**	Último precio online:	**$199.990**	Comprar
CORONA	**Corona**	Último precio online:	**$199.990**	Comprar
RIPLEY	**Ripley**	Último precio online:	**$199.990**	Comprar

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Chile: Establishing partnerships with cities

Barriers for energy efficiency promotion

- lack of public awareness
- high initial investment costs of efficient products
- lack of information channels about available technologies and suppliers

Collaboration with *Comuna energética*

- A management tool and an accreditation process for municipalities in Chile
- To implement a financial incentive program for EE products
- Defines an energy management programme with goals and objectives to improve energy management in the municipality.

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Argentina: Media campaign, social media and strategic partners

FREE

Brands and manufacters

- Shared whichs of their products were Topten

Celebrities

- 24 shared Topten's launching on Twitter: 8 million people reached

Retail and stores

- Event at one of the biggest retails store (Carrefour)
- Radio spot playing in 99 stores for one month

Press

- Most-bought newspaper had a Topten publicity for two days

Online ads

- Facebook and Google ads help mantain traffic to the web when there's no campaigns

Argentina: Topten Argentina's sticker

- On displayed products that comply with Topten's selection criteria
- Started with LG Electronics being interested in promoting their EE
- The competitiveness of the market makes this an excellent strategy

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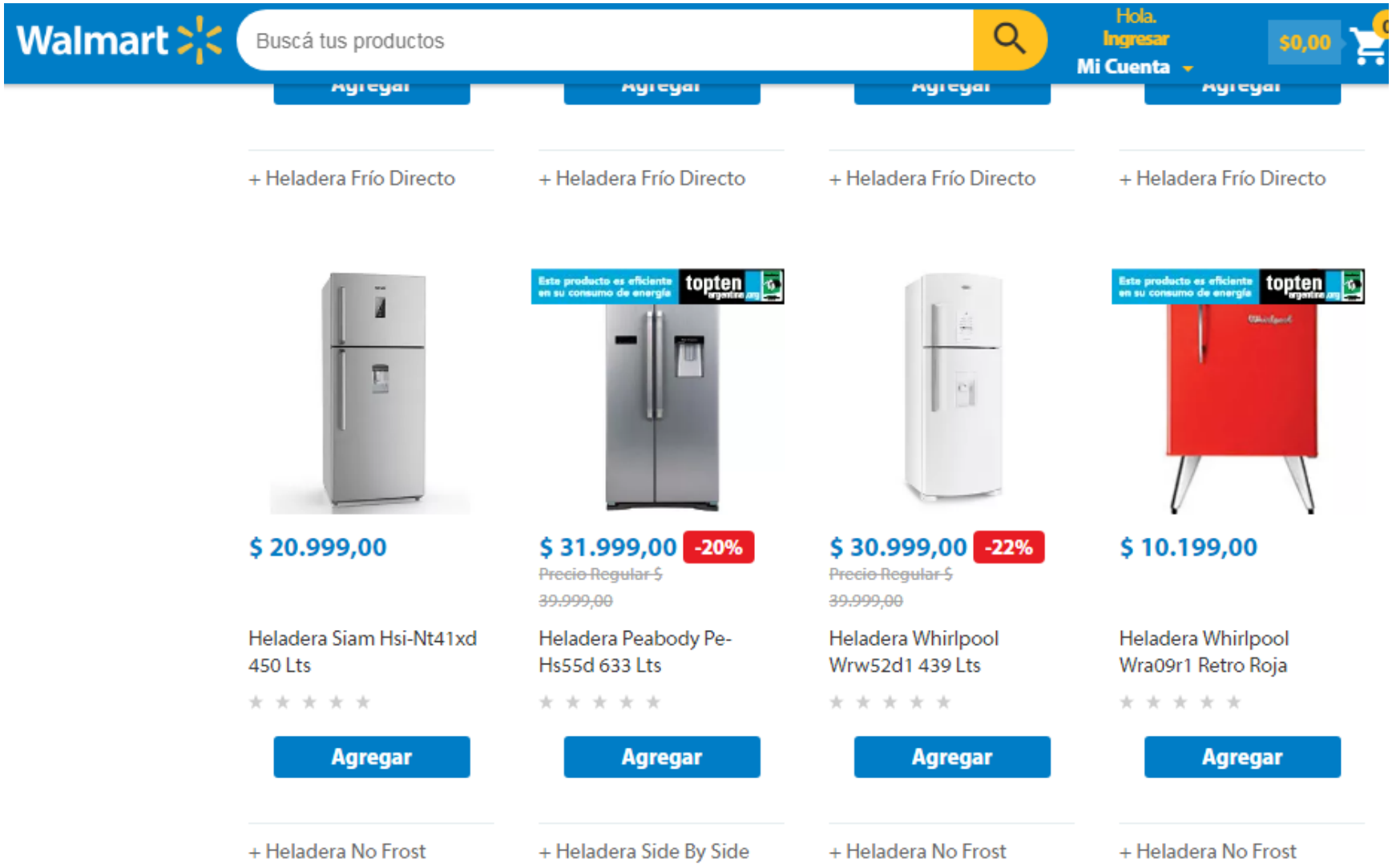
Online sticker: working with retail and shops



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Topten's conclusions

- Its up-to-date information gives the opportunity to follow the dynamic of the market, selecting and showing the most efficient products rapidly, while energy labelling processes take several years to adapt
- Has capacity to deal with all stakeholders in an independent way (Very often stakeholders do not speak to each other, or they do it with other objectives than energy efficiency).
- Its connectivity between countries and regions allows Topten to share different experiences, helping the program to evolve faster.
- Increase competition between manufacturers

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Thank you!

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