

Topten: moving with the times to continue delivering energy savings

Carlos Tanides - TOPTEN Argentina

Sophie Attali - TOPTEN International

Astrid Hanrot – TOPTEN Chile

Tan Zheng – TOPTEN China



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

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

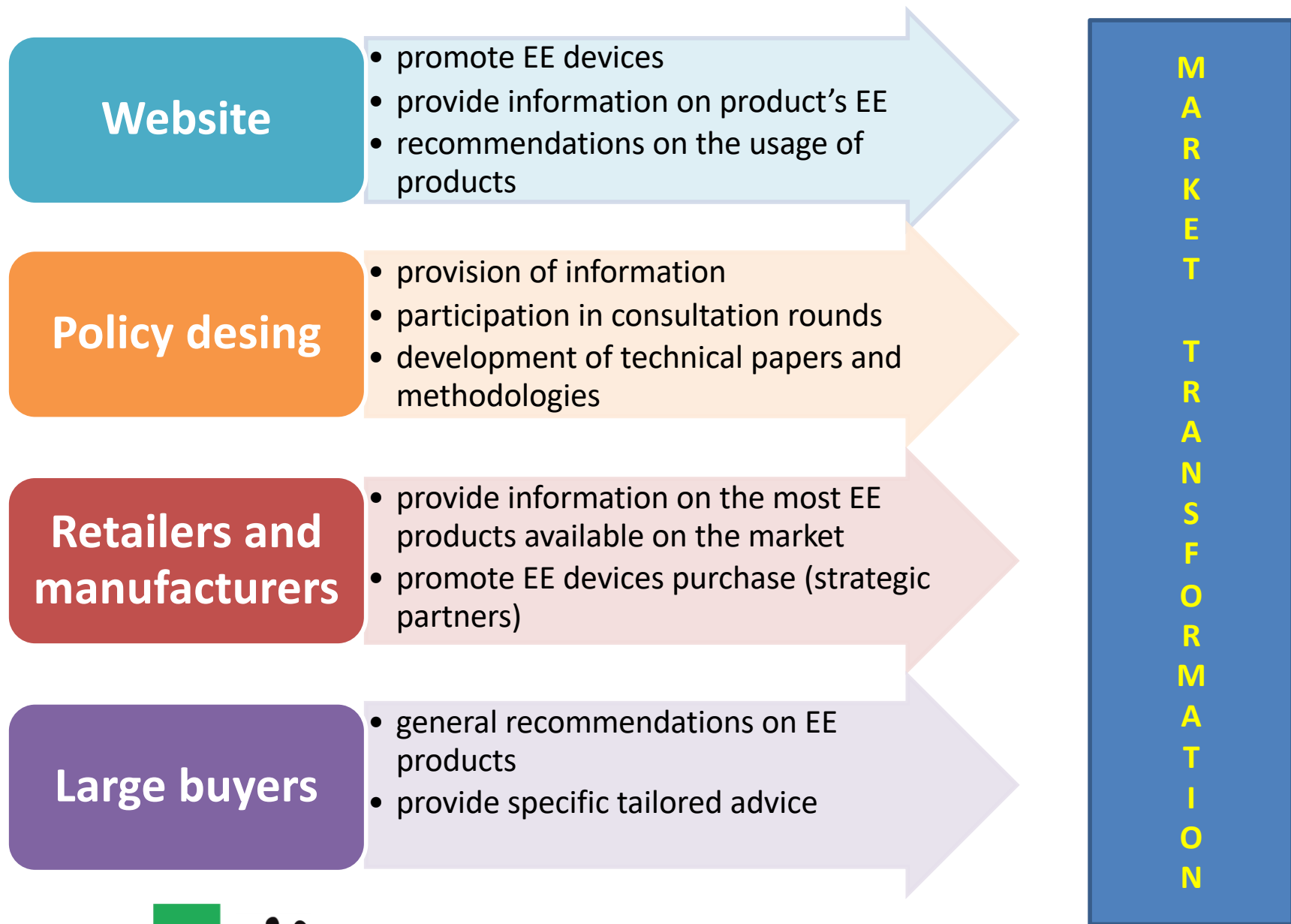
2017

- Topten in 19 countries

Next

- India and Brazil

Topten's Activities



Topten Impacts

Market
shifter

Facilitator

Education
tool

Decision-
making aid

Cumulative electricity savings and CO₂-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 CO₂-emissions: 7.5 Mio. tCO₂ to 9 Mio. t CO₂

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)

Topten Main Webpage

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Topten for policy makers, researchers and procurers: find the best products of Europe, EU policy recommendations and procurement guidance on [topten.eu](#)

 **Europe**

Topten for consumers: Find the best products in your country on national Topten websites.

 **Argentina**

 **Chile**

 **China**

 **European countries**

News



Topten has been selected as finalist for the **EU Sustainable Energy Award 2017**. Go now the [EUSEW website](#) and cast your vote for Topten!



Learn more on how Topten supports a high energy-efficient market transformation in the latest [Topten Global Report](#) (May 2017)



China implements [new Energy Labels](#) that are featuring a QR code. (June 2018)



[Topten Argentina](#) has just been launched! (December 2015) » [more information](#)



[Chile](#): first Topten launched in Latin America! See [www.top-ten.cl](#) and the [WWF press release](#). (August 2015)

[News Archive](#)

Topten: global project for the most energy efficient products

Topten is an independent international program to create a dynamic benchmark for the most energy efficient products.

In 20 countries around the world, Topten presents the best products on national markets for an increasing range of electric products. Topten is neutral, rigorous and transparent in that there is no influence from manufacturers or retailers and the selection methodology is explained online. Apart from consumer information, Topten aims at providing policy recommendations based on its overview on the high efficiency product market.

» [more](#)



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Topten EU

 Best Products of Europe

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CarsHouseholdLightingOffice EquipmentConsumer ElectronicsBuilding ComponentsProfessional Refrigerators

Best products in your country



 Austria	 Norway
 Belgium	 Poland
 Czech Rep.	 Portugal
 France	 Romania
 Germany	 Spain
 Italy	 Sweden
 Lithuania	 Switzerland
 Luxemburg	 UK

 [China](#)
 [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 report](#) shows 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.



Sustainable professional refrigerators:
[Tools for buyers and suppliers](#)

Topten China



瑞士Top10节能中心

请输入关键字

搜索

中文 English

首页 大家电 办公设备 机动车 小家电 新闻 关于我们



推广超高能效产品，助力节能减排

瑞士Top10节能中心是一个致力于推动超高能效产品基准的国际公益组织。通过第三方独立调研，甄别和公布市场上的家电、办公设备、汽车和照明产品等用能产品中能效最高的前十种产品，以此帮助消费者、企业和政府选择最节能和省钱消费模式，推动节能减排、保护环境。

新闻

2017可持续周 - 绿色消费 品质生活

中国电机系统能效提升机制与政策研究项目总结

聪明购 合理用 环保又省钱

2016可持续消费周

中国电机系统能效提升机制与政策研究项目中期汇报在京召开

中国电机系统能效提升政策国际研讨会召开

最新产品更新名单

微波炉

◦ 容积≤23升

◦ 容积≥24升

电热水壶

◦ 容积≤50升

◦ 容积50-80升

◦ 容积80-120升

平板电视

◦ 屏幕大小32"-42"

◦ 屏幕大小42"-52"

◦ 屏幕大小52"-62"

变频空调

◦ 制冷量≤2800瓦

◦ 制冷量2800-4500瓦

◦ 制冷量4500-6000瓦

◦ 制冷量6000-7500瓦

大家电



办公与
电子设备



机动车



小家电



政策及报告

中国电机系统能效提升机制研究与政策分析 终期报告

【节能政府采购】Top10超节能采购手册编委

Top10节能贴标对于消费引导的研究

空调、洗衣机和平板电视的最新能效标准研究

Topmotors中国：“四步检测法”提高电机系统能效

Topten2014全球年报发布

中国主流家庭结构并不适合超大尺寸家电

专题报道

视频：节省电力小窍门

调查显示消费者对能效标识半信半疑

Top10深度解读265亿补贴

【南方周末】265亿节能新政为何难落地？

Top10-新浪：绿色新年送冰箱

节能谋发展Tmall建议4模式推广

易走欧洲：震撼的VDE电磁实验室

Top10访S.A.F.E实验室：汽车自动组

eTao家电节能专题

节能常识

电视机使用建议

电热水器使用建议

显示器使用建议

汽车使用建议

节能灯使用建议

变频空调使用建议

电风扇使用建议

微波炉使用建议

电饭锅使用建议

电冰箱使用建议

高效电机项目

topmotors.info

高效电机项目

— 有效提升电机系统整体能效

Topten China (II)



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Home Products Selection Criteria News About us



**For a low-carbon life style,
We promote only the best.**

Top10 China strives to provide independent and up-to-date information on the top energy efficient products currently available on the Chinese market.

Top10 provides a neutral, transparent selection and evaluation of products based on impartial testing and analysis.

News

China Environment News Column
Use Wisely and Save Money
2016 Sustainable Consumption Week
CCTV report on Zhenjiang Low-Carbon City

Latest Updated Lists

Microwave Ovens

- Volumes 23L
- Volumes 24L

Electrical Water Heaters

- Volume 80-120L
- Volume 50-80L
- Volumes 50L

Panel-TVs

- Screen size 32"-42"
- Screen size 42"-52"
- Screen size 52"-62"

VS Air-conditioners

- Cooling capacity 2800W
- Cooling capacity 2800-4500W
- Cooling capacity 4500-6000W
- Cooling capacity 6000-7500W



Report Download

How Green Public Procurement
Contributes to Sustainable
Development in China

Mechanism Research & Policy
Analysis on China Motor System
Energy Efficiency Improvement

Market status of household
appliances in China

Topmotors China: Improving Motor
System Efficiency with Motor-
Systems-Check in Zhenjiang

Study of Chinese New EES for
Variable-Speed Air- conditioners,
Washing Machines and Panel-TVs

Featured

Video-Energy Saving Tips

Video- Energy Saving: life we want

China's 26.5 billion Energy
Efficiency Subsidy

Top10 Global Annual Report 2011

How do you use your appliances?

Northeast Normal University: teach
energy saving knowledge

Top10-Sina Green New Year :
Energy-saving and Money-saving

Top10 collaboration with eTao

Top10 China Fact Sheets

Knowledge

Car User Guide

Refrigerator User Guide

TV User Guide

Washing Machine User Guide

Air Conditioner User Guide

Copier User Guide

Lighting User Guide

Monitor User Guide

TopMotors

topmotors.info

高效电机项目

-- Motor-Check helps to
improve motor systems --

Topten Chile



CATEGORÍAS

- AIRE ACONDICIONADO
- ELECTRODOMÉSTICOS
- ELECTRÓNICOS
- ILUMINACIÓN
- INFORMÁTICA
- VEHÍCULOS

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OPTA POR LA EFICIENCIA ENERGÉTICA A LA HORA DE ESCOGER UN PRODUCTO

ENCUENTRA DE MANERA RÁPIDA Y FÁCIL LOS PRODUCTOS MÁS EFICIENTES

INFORMACIÓN AL CONSUMIDOR

Accede a un listado de los productos y equipos de **ética** en el mercado Chileno en distintas **categorías, precios e índices de consumo**.

Opta por la eficiencia energética a la hora de escoger un producto.

[IR A LA LISTA](#)

NEUTRALES E INDEPENDIENTES

Los fabricantes, importadores y el comercio no tienen ninguna influencia en nuestra selección de productos. Haciendo entrega de información fiable y transparente al consumidor.

TOME LA MEJOR DECISIÓN DE COMPRA

A

B

C

D

E

F

G

MÁS EFICIENTE

MEJOS EFICIENTE



¿SABÍAS QUÉ?

¡Existe hasta 50% de diferencia en consumo energético entre 2 ampolletas LED del mercado!

Con las ampolletas LED Top-Ten, considerando el ahorro de energía y el no reemplazo de las ampolletas (vida útil mayor), si cambias las 20 ampolletas de tu casa, ahorrarás \$420.000 respecto a comprar LFC.

AMPOLLETA E27

(E27 clásicas) 800 lúmenes

Modelo LED Top-Ten

Potencia 10,5 W

Vida útil

Modelo LFC estándar

Potencia 20 W

Vida útil



Topten Chile (II)

TOPTEN.cl

Inicio

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CATEGORÍAS

FILTROS

Precio

\$300.000

\$878.000

300.000

415.000

531.000









646.000

762.000

878.000

Filtrar

Limpiar filtros

Especificaciones generales	Capacidad del modelo	Eficiencia Energética	Precio de compra (\$)	Retorno de inversión (años)
<div><div></div><div><div>Fujitsu 24000 BTU</div><div><div>Tipo de equipo: Split muro</div><div>Tecnología Inverter: Si</div></div></div></div>	<div><div>Capacidad de calefacción: 7.1 kW</div><div>Capacidad de refrigeración: 7.1 kW</div></div>	<div><div>COP calor: 3.8</div><div>Clase A</div><div>COP frío: 6.11</div><div>Clase A++</div></div>	<div><div>\$878.000</div><div></div></div>	<div>1.2</div>
Dónde comprar				
<div><div></div><div><div>Midea 22000 BTU</div><div><div>Tipo de equipo: Split muro</div><div>Tecnología Inverter: Si</div></div></div></div>	<div><div>Capacidad de calefacción: 6.4 kW</div><div>Capacidad de refrigeración: 6.2 kW</div></div>	<div><div>COP calor: 3.45</div><div>Clase A</div><div>COP frío: 3.15</div><div>Clase A</div></div>	<div><div>\$612.000</div><div></div></div>	<div>1.0</div>
Dónde comprar				
<div><div></div><div><div>Daitsu 24000 BTU</div><div><div>Tipo de equipo: Split muro</div><div>Tecnología Inverter: Si</div></div></div></div>	<div><div>Capacidad de calefacción: 7.25 kW</div><div>Capacidad de refrigeración: 6.7 kW</div></div>	<div><div>COP calor: 4</div><div>Clase A+</div><div>COP frío: 6.1</div><div>Clase A++</div></div>	<div><div>\$730.000</div><div></div></div>	<div>0.6</div>
Dónde comprar				
<div><div></div><div><div>Carrier 24000 BTU</div><div><div>Tipo de equipo: Split muro</div><div>Tecnología Inverter: Si</div></div></div></div>	<div><div>Capacidad de calefacción: 7 kW</div><div>Capacidad de refrigeración: 6 kW</div></div>	<div><div>COP calor: 3.2</div><div>Clase A</div><div>COP frío: 3.01</div><div>Clase A</div></div>	<div><div>\$779.000</div><div></div></div>	<div>0.9</div>
Dónde comprar				

Topten Argentina

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REFRIGERADORES

ACONDICIONADORES DE AIRE

CALEFONES

LAVARROPAS

COCINAS



¿CONOCES CUÁLES SON LOS PRODUCTOS MÁS EFICIENTES DEL MERCADO?

NOTICIAS



Argentina da un paso adelante en la certificación de la eficiencia energética de inmuebles

Durante la mañana del 27 de octubre de 2016, en la Sede de Gobernación en Rosario, Santa Fe, se llevó

[Seguir Leyendo](#)



Conicet distribuye manual para la construcción de calefones solares

Pueden construirse en una mañana y cuestan un tercio de un calefón tradicional. Ayudan a resolver la problemática del agua

[Seguir Leyendo](#)

¿SABÍAS QUÉ?



Mientras no usamos los calefones, las llamas del piloto desperdician la misma cantidad de gas que se consume en 800.000 hogares argentinos en un año.

Si tu calefón funciona con un piloto permanente, apagá el artefacto cuando no se lo utiliza.

CON EL APOYO DE:



Ministerio de Energía y Minería
Presidencia de la Nación



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Particular new developments

Europe

- Topten Europe maintains and develops its activities

China

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

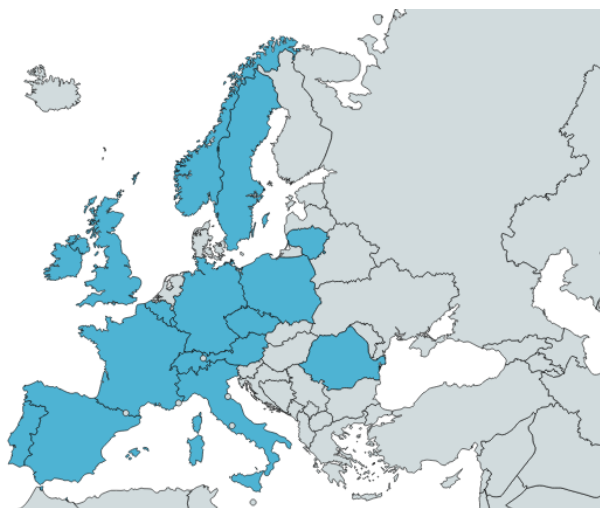
Chile

- Online shopping and software development
- Establishing partnerships with cities

Argentina

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

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



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compare



Brand

[Vestfrost](#)

[Liebherr](#)

[Liebherr](#)

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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

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

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)

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 <ul style="list-style-type: none"> Sistema de deshielo : Manual 	Capacidad Congelador 144 Lts	Clase de eficiencia energética A+	\$139.990	\$173.000	Ver menos ▼
▼ Dónde comprar						
	Paris	Último precio online:		\$139.990	Comprar	
	Sodimac	Último precio online:		\$149.990	Comprar	
	Falabella	Último precio online:		\$159.990	Comprar	
	Easy	Último precio online:		\$159.990	Comprar	
	Lider (Walmart)	Último precio online:		\$199.990	Comprar	
	Corona	Último precio online:		\$199.990	Comprar	
	Ripley	Último precio online:		\$199.990	Comprar	

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.

Argentina: Media campaign, social media and strategic partners



F

Brands and manufacturers

- Shared which of their products were Topten

R

Celebrities

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

E

Retail and stores

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

E

Press

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

Online ads




- Facebook and Google ads help maintain 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




Online sticker: working with retail and shops

Walmart  Buscá tus productos  Hola. Ingresar \$0,00  Mi Cuenta

Agregar

+ Heladera Frío Directo



\$ 20.999,00

Heladera Siam Hsi-Nt41xd 450 Lts

★★★★★

Agregar


+ Heladera No Frost

Agregar

+ Heladera Frío Directo

Este producto es eficiente en su consumo de energía

topten Argentina



\$ 31.999,00 **-20%**

Precio Regular \$ 39.999,00

Heladera Peabody Pe-Hs55d 633 Lts


★★★★★

Agregar

+ Heladera Side By Side

Agregar

+ Heladera Frío Directo



\$ 30.999,00 **-22%**

Precio Regular \$ 39.999,00

Heladera Whirlpool Wrrw52d1 439 Lts

★★★★★

Agregar


+ Heladera No Frost

Agregar

+ Heladera Frío Directo

Este producto es eficiente en su consumo de energía

topten Argentina



\$ 10.199,00

Heladera Whirlpool Wra09r1 Retro Roja

★★★★★

Agregar

+ Heladera No Frost

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

Thank you!

Carlos Tanides

Carlos.Tanides@vidasilvestre.org.ar