

- * **The best products by a simple click**
- * **Neutral and independent**
- * **Save energy costs and the environment**



Topten makes efficiency the first option throughout the market chain

What is Topten?

- ▶ Topten is a transparent consumer-oriented online search tool that enables comparison of all kind of energy consuming equipment. It presents the most energy-efficient up-to-date appliances in various categories of products, including household appliances, office equipment, consumer electronics and cars. For each product information is provided on energy performance and several other characteristics of interest for consumers are specified (i.e. brand, model, price, picture).
- ▶ Topten is independent of producers and commercial distributors, and relies on labels and standardized declarations, neutral tests and analysis of independent institutions.
- ▶ Topten websites are the basis for further initiatives with regard to promoting the uptake of energy efficient appliances. A few examples of additional initiatives within Topten are:
 - A competition on the most original & effective promotion campaign for energy efficient products will be organized (targeting large-scale buyers, incl. retailers).
 - Advice will be provided to large-scale public and private buyers, setting energy-saving at the top of their agenda.
 - Manufacturers will be involved by a product exhibition on the most energy efficient products.
 - Market evolution of targeted appliances will be monitored and communicated.

Why Topten?

- ▶ Topten aims at making energy efficient products the normal and best choice for consumers, retailers and manufacturers. It encourages consumers to choose for energy efficient products, by offering them a simple comparison and selection of the most energy efficient products. For each product Topten offers recommendations regarding energy efficient use.
- ▶ The ultimate objective is to reach a critical mass able to shift the market towards higher energy efficiency. Topten websites attract a large number of visitors, which will make manufacturers willing to cooperate in transforming the market. In addition, it will raise awareness among decision-makers to develop policies on efficient products.
- ▶ Topten also aims at establishing a constructive dialogue with multinational industry to orient manufacturers towards more energy efficient appliances. Topten also initiates dialogues with responsible governments and private sectors, including retailers.

When is Topten?

- ▶ The European IEE-project "Euro-Topten" project has started in January 2006 and will last up until October 2008 (34 months). In October 2006, nine Topten websites will be launched. After 2008 the national Topten websites are expected to continue their activities and even more countries will build up their own national Topten sites.

Who is Topten?

The Euro-Topten project is led by energy specialists, environmental NGOs and consumer associations and consists of the following partners:

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|---|---------------------------------------|
| ▶ ADEME, France (project coordinator) | ▶ Ecofys b.v., The Netherlands |
| ▶ Wuppertal Institute, Germany | ▶ Motiva Oy, Finland |
| ▶ Polish Foundation for Energy Efficiency, FEWE | ▶ Austrian Energy Agency, Austria |
| ▶ WWF European Policy Office, Belgium | ▶ SEVEn, o.p.s, Czech Republic |
| | ▶ WWF Belgium, France, Hungary, Italy |

The Topten steering committee is made up of:

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|---------------------|--------------------|----------------------------------|
| ▶ SAFE, Switzerland | ▶ ASECO, Italy | ▶ CLCV, France |
| ▶ ICLEI, Germany | ▶ DENA, Germany | ▶ Konsumentverket / STEM, Sweden |
| ▶ WWF Switzerland | ▶ WWF UK | ▶ WWF Spain |
| | ▶ Quercus Portugal | ▶ Elsparefonden, Denmark |

Where is Topten?

- ▶ The idea of Topten was launched in 2000 in Switzerland. In five years time, www.topten.ch has grown into a well-known portal presenting comparisons for 1200 products and attracting nearly 1 million visitors per year. In the past two years similar initiatives have been launched – with success – in France and Austria.
- ▶ In 2006, the Topten International Group (TIG) was founded to launch, support and coordinate national Topten projects. Each of the national Topten has its own web site, which can be reached through the common portal www.topten.info.

Contact

For more information on Topten, please visit: www.topten.info, or contact:

Therese Kreitz (Project leader)
500 Route des Lucioles
06560 Valbonne
France
+334 9395 7984
therese.kreitz@ademe.fr

Sophie Attali
6 rue de Verdun
93450 Ile-Saint-Denis
France
+331 4922 0064
sophie.attali@topten.info

Dr. Eric Bush
Rebweg 4
7012 Felsberg
Switzerland
+41 81 252 63 64
info@topten.info



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