

HEATING AND COOLING  
KNOWHOW AND SOLUTIONS



## ***D4.2 - 15 internet websites dedicated to HAC products and solutions***

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**HACKS coordinator: ADEME – [www.ademe.fr](http://www.ademe.fr)**

**European portal [www.topten.eu/hacks](http://www.topten.eu/hacks)**

**Project partners and websites**

Austria, AEA  
[www.topprodukte.at](http://www.topprodukte.at)

Belgium, GoodPlanet  
[www.topten.be](http://www.topten.be)

Czech Republic, SEVEn  
[www.usporiespotrebice.cz](http://www.usporiespotrebice.cz)

France, Guide Topten  
[www.guidetopten.fr](http://www.guidetopten.fr)

Germany, co2online  
[www.co2online.de](http://www.co2online.de)

Italy, Eliante  
[www.topten.it](http://www.topten.it)

Lithuania, LNCF  
[www.ecotopten.lt/](http://www.ecotopten.lt/)

Luxembourg, Oeko-Zenter  
[www.oekotopten.lu](http://www.oekotopten.lu)

Norway, Naturvernforbund  
[www.energismart.no/](http://www.energismart.no/)

Poland, FEWE  
[www.topten.info.pl](http://www.topten.info.pl)

Portugal, Quercus  
[www.topten.pt](http://www.topten.pt)

Spain, ECODES  
[www.eurotopten.es/](http://www.eurotopten.es/)

Sweden, SSNC  
[www.toptensverige.se](http://www.toptensverige.se)

Switzerland, Bush Energie  
[www.topten.ch](http://www.topten.ch)

UK, EST  
[www.toptenuk.org](http://www.toptenuk.org)

Politecnico di Milano  
[www.eerg.polimi.it](http://www.eerg.polimi.it)

## About HACKS

The objective of the Heating and Cooling Knowhow and Solutions (HACKS) project is to achieve market transformation for heating and cooling (HAC) appliances and improve comfort and health of European citizens.

Across the EU almost half of all buildings have individual boilers that were installed before 1992 with efficiency of 60% or less. The expected energy savings from a speedy replacement are immense.

To achieve this goal, 17 HACKS partners in 15 countries are working together, thanks to the financial support of the European Horizon 2020 programme.

After scanning market actors, current policies and most commonly used products in each country, starting from April 2020 the HACKS partners will implement involvement campaigns to raise awareness of the economic and environmental benefits brought by good HAC products and solutions:

HACKS will motivate households equipped with old and inefficient devices – boilers, water heaters, air conditioners, certain types of boilers and stoves, etc. – to replace them with new super-efficient equipment.

In each country, partners will set-up dedicated on-line platforms to assist consumers in their purchasing process. The platforms will propose: tools to assess households' needs and provide customised information; best product lists with technical specifications; direct links to suppliers of most efficient products; and advice on how to use and maintain equipment.

For those households who need to improve their situation because they feel too hot, too cold, or too humid but who cannot invest in new equipment or can avoid getting equipped, HACKS will propose simple and low costs solutions. It is possible to reduce energy consumption and energy bills while improving winter and summer comfort, air quality and health conditions through the installation of shading devices, thermostats, water saving taps and showerheads, etc.

Beyond households, HACKS will target all relevant stakeholders (“multipliers”) that participate in the decision-making process of consumers by setting up strategic partnerships to facilitate the purchase of energy efficient appliances. HACKS places a strong emphasis on installers but also retailers and consumer organisations because of their proximity to consumers, their capacity to involve them and bring them guidance on energy efficient equipment.

More information on the HACKS project can be found at [www.topten.eu/hacks](http://www.topten.eu/hacks)



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The 16 websites foreseen by the project (15 national and 1 European) are *the* crucial tool of the HACKS project. The portals, in fact, have been designed to be the basis of the national involvement campaigns, able to support the main activities designed by the project, and to be used as a useful interface to reach most of the consumer segments and other important stakeholders, increasing their awareness and their involvement. The following table shows the list of the websites by country:

*Table 1 - List of national website's URLs and their HACKS section.*

<b>Country</b>	<b>National website URL</b>	<b>HACKS page URL</b>
AT	<a href="https://www.topprodukte.at/">https://www.topprodukte.at/</a>	<a href="https://www.topprodukte.at/de/service/EU-Projekt-HACKS.html">https://www.topprodukte.at/de/service/EU-Projekt-HACKS.html</a>
BE	<a href="https://topten.be/">https://topten.be/</a>	<a href="https://topten.be/private/page/hacks-nl">https://topten.be/private/page/hacks-nl</a>
CH	<a href="https://www.topten.ch/">https://www.topten.ch/</a>	<a href="https://www.topten.ch/private/page/hacks">https://www.topten.ch/private/page/hacks</a>
CZ	<a href="http://www.uspornespotrebice.cz">http://www.uspornespotrebice.cz</a>	<a href="http://www.uspornespotrebice.cz/private/page/hacks">http://www.uspornespotrebice.cz/private/page/hacks</a>
DE	<a href="http://www.topeffizient.de">www.topeffizient.de</a>	<a href="http://www.topeffizient.de">www.topeffizient.de</a> (scheduled – whole website dedicated to HAC products)
ES	<a href="https://eurotopten.es">https://eurotopten.es</a>	<a href="https://eurotopten.es/private/page/hacks-conocimientos-y-soluciones-para-calefaccion-y-refrigeracion">https://eurotopten.es/private/page/hacks-conocimientos-y-soluciones-para-calefaccion-y-refrigeracion</a>
FR	<a href="https://www.guidetopten.fr">https://www.guidetopten.fr</a>	<a href="https://www.guidetopten.fr/chauffage-et-clim">https://www.guidetopten.fr/chauffage-et-clim</a>
IT	<a href="http://www.topten.it">www.topten.it</a>	<a href="https://topten.it/private/page/hacks">https://topten.it/private/page/hacks</a>
LT	<a href="https://ecotopten.lt/">https://ecotopten.lt/</a>	<a href="https://ecotopten.lt/private/page/hacks">https://ecotopten.lt/private/page/hacks</a>
LU	<a href="https://www.oekotopten.lu">https://www.oekotopten.lu</a>	<a href="https://www.oekotopten.lu/private/article/hacksf">https://www.oekotopten.lu/private/article/hacksf</a>
PL	<a href="http://www.topten.info.pl">www.topten.info.pl</a>	<a href="http://www.topten.info.pl/hacks">www.topten.info.pl/hacks</a>
PT	<a href="http://www.topten.pt">www.topten.pt</a>	<a href="https://topten.pt/private/page/hacks">https://topten.pt/private/page/hacks</a>
NO	<a href="http://www.energismart.no">www.energismart.no</a>	<a href="http://energismart.no/om-energismart/category884.html">energismart.no/om-energismart/category884.html</a>
SE	<a href="https://toptensverige.se">https://toptensverige.se</a>	<a href="https://www.toptensverige.se/produkter-privat/varme-kyla">https://www.toptensverige.se/produkter-privat/varme-kyla</a>
UK	<a href="http://www.toptenuk.org/">http://www.toptenuk.org/</a>	<a href="http://www.toptenuk.org/private/page/hacks">http://www.toptenuk.org/private/page/hacks</a>

The portals are thought to host important and specific information related to the main themes of the project, such as the best available technologies (BAT) for heating and cooling, tips about saving energy, specific tools to increase consumers' involvement (such as the "HACKS calculator", T 4.3.1) and to allow the development of many project tasks (e.g.: task 4.3.2 deep links to shops and installers proposing best products, task 4.3.3 prize competitions, 4.3.4 interaction with consumers, etc.). We present below some important website contents that are present on all portals when best suited:

- 1) The **product lists** are the core basis of the HACKS project: updated product lists showing the best products currently available on national markets with their precise model identifier, technical characteristics, pictures, etc. are a key condition to attract visitors, publicise the website, and trigger partnerships.

The screenshot shows the Tipten.be website interface. At the top, there's a navigation bar with links for 'Nouvelles', 'A propos', 'FAQ', and 'Contact', along with a search bar and a language selector. Below this, a green header bar contains 'Maison' and 'Appareils ménagers'. The main section is titled 'Pompes à chaleur' (Heat pumps). It features a filter section with dropdowns for 'Fournisseur' (Supplier), 'Type', and 'COP A2/W35', and a 'Trier sur' (Sort by) dropdown set to 'COP A2/W35'. There's also an 'Ordre d'interclassement' (Interclassification order) dropdown set to 'Descendant'. A button 'Supprimer tous les filtres' (Remove all filters) is present. Below the filters, it says 'Affichage de 1-10 sur 106 éléments.' (Displaying 1-10 of 106 items). The table below has columns: 'Marque & Modèle', 'Énergie', 'Type', 'Données techniques', and 'Prix meilleur'. The first row shows a product from 'Vaillant GmbH' with model 'Série: aroTHERM plus VWL 125/6'. The table also includes energy efficiency classes and COP values. At the bottom, a cookie notice states: 'Tipten uses cookies to ensure you get the best experience on our website. [Learn more](#)'. A 'Dismiss' button is also visible.

Figure 1 - Heat pumps product list page on the Belgian Tipten website

- 2) The **selection criteria pages** display in a fully transparent way the methodology used to select the HACKS products and explain all fields of information shown in the product lists. This information may vary from country to country, as the objective is to follow, as closely as possible, national markets formed by the products offered by suppliers in a given country.

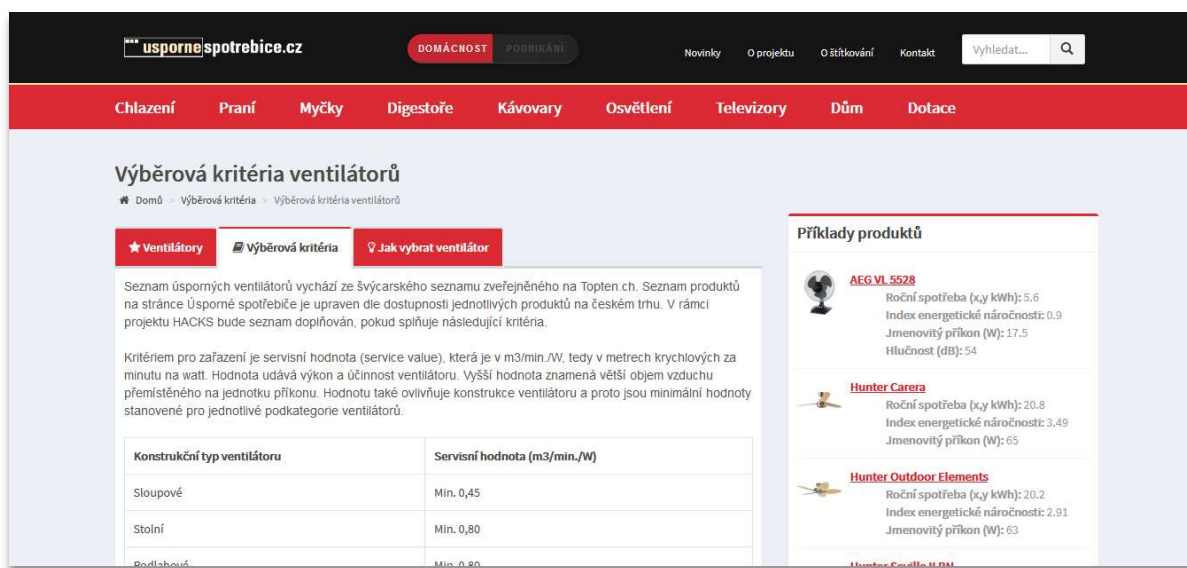


Figure 2 - Selection criteria about comfort fans on the Czech Tipten website

- 3) The **recommendation** pages provide advices for consumers to choose well and use well their products: how to choose the good appliances, advice and tips on what makes the energy consumption of a device go up or go down, useful links for more information, etc. Moreover, the recommendation is aimed to the promotion of alternative solutions (for instance, an advice page for air conditioners will first list ways to minimize the heat with proper ventilations and shading measures that may deter users from buying an appliance).



Figure 3 - Recommendations on air conditioners on the French Tipten website

- 4) The home pages usually provide a **news section** or other elements showing that the website is regularly updated.



Figure 4 - News on the Italian Topten website, related to new incentives for the HACKS technologies.

- 5) The **rebate page** provides information about national incentives related to the HACKS products – when they exist.

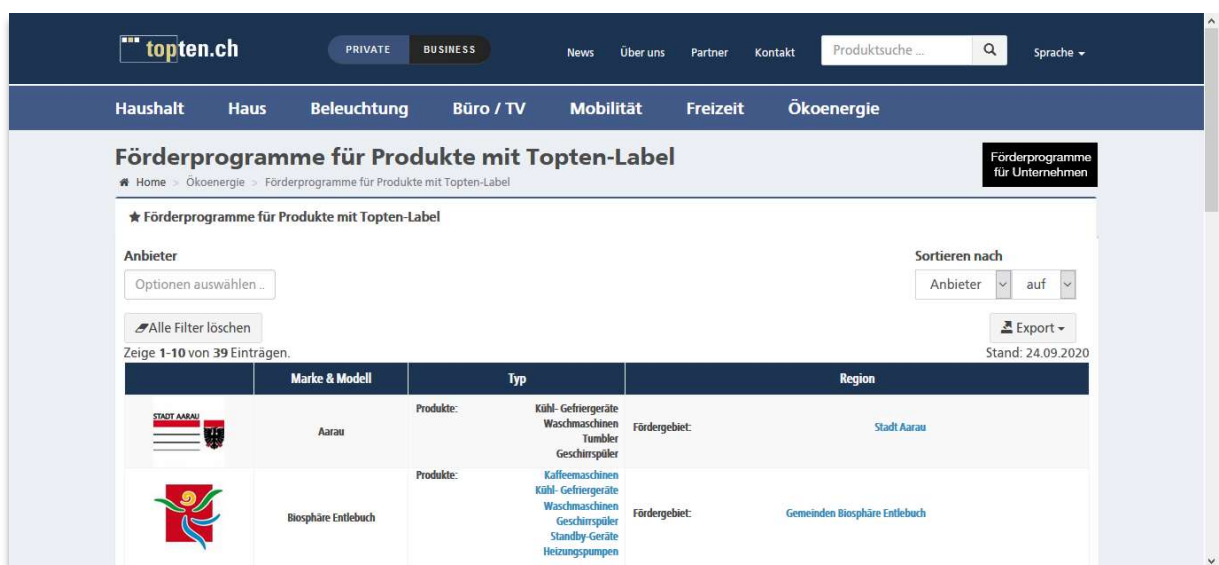


Figure 5 - Rebate section about financial incentives on the Swiss Topten website

- 6) Other activities and tasks, such as the **competitions**.

Not all the HACKS teams strictly follow the above approach (there may be some slight differences between countries), but the Topten teams commit to update the selection criteria and recommendation/advice information at least twice a year.

The 16 websites will be visited once a year by the project coordinator who will perform a quality control and produce a “webscan” (D4.8, D4.9 & D4.10) that will be discussed during project meetings.

The webscans allow checking various activities relating to the Topen websites and how they display the information: generic aspects of the websites (does it look updated, are the logos present, navigation and site organisation, product categories, product pages, information displayed, etc.), possible tightening of selection criteria, possible improvement of the recommendations, etc.

The webscans do not allow to assess precisely which pages has been updated when in which country, because this would mean tracking the date of thousands of webpages across Europe. However, it allows monitoring if the websites, including the text pages on selection criteria and recommendations, are updated in line with the commitments.