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**EURO-TOPTEN MAX**

**Maximising Topten Communication on Top Runner Products**

Intelligent Energy – Europe (IEE)

SAVE

Key action: Energy efficient equipment and product

**Final Technical Implementation Report (FR)**

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[***1.1*** ***Objectives of the action*** 9](#_Toc418756400)

[***1.2*** ***Main activities, results and lessons learned*** 9](#_Toc418756401)

[***1.3*** ***Success stories*** 11](#_Toc418756402)

[***1.4*** ***Involvement of target groups and key actors in the action*** 16](#_Toc418756403)

[***1.5*** ***Performance indicators*** 18](#_Toc418756404)

[***1.6*** ***Important problems and deviations from Annex I*** 26](#_Toc418756405)

[**2** **Performance review by work package** 29](#_Toc418756406)

[2.1 Work package 1: Management 29](#_Toc418756407)

[2.1.1 Major activities and achievements 29](#_Toc418756408)

[2.1.2 Assessment of the performed work 29](#_Toc418756409)

[2.2 Work package 2: TOPTEN Network 30](#_Toc418756410)

[2.2.1 Major activities and achievements 30](#_Toc418756411)

[2.2.2 Assessment of the performed work 31](#_Toc418756412)

[2.3 Work package 3: Product technical and policy analysis 32](#_Toc418756413)

[**2.3.1** **Major activities and achievements** 32](#_Toc418756414)

[**2.3.2** **Assessment of the performed work** 33](#_Toc418756415)

[2.4 Work package 4: Engaging multipliers on the demand side 33](#_Toc418756416)

[**2.4.1** **Major activities and achievements** 33](#_Toc418756417)

[**2.4.2** **Assessment of the performed work** 35](#_Toc418756418)

[2.5 Work package 5: Monitoring and evaluation 35](#_Toc418756419)

[**2.5.1** **Major activities and achievements** 36](#_Toc418756420)

[**2.5.2** **Assessment of the performed work** 37](#_Toc418756421)

[2.6 Work package 6: Communication and Dissemination 37](#_Toc418756422)

[**2.6.1** **Major activities and achievements** 37](#_Toc418756423)

[**2.6.2** **Assessment of the performed work** 39](#_Toc418756424)

[2.7 Work package 7: Common dissemination activities 42](#_Toc418756425)

[**2.7.1** **Major activities and achievements** 42](#_Toc418756426)

[**2.7.2** **Assessment of the performed work** 42](#_Toc418756427)

[**3** **Individual performance review by partner** 43](#_Toc418756428)

[3.1 Coordinator: ADEME 43](#_Toc418756429)

[**3.1.1** **Role in the project** 43](#_Toc418756430)

[**3.1.2** **Main activities and achievements** 43](#_Toc418756431)

[**3.1.3** **Assessment of individual performance** 45](#_Toc418756432)

[**3.1.4** **Sustainability of the action after the end of the project** 45](#_Toc418756433)

[**3.1.5** **Review of resources** 46](#_Toc418756434)

[***3.2*** ***CB2: North-West Croatia Regional Energy Agency (REGEA)*** 48](#_Toc418756435)

[**3.2.1** **Role in the project** 48](#_Toc418756436)

[**3.2.2** **Main activities and achievements** 48](#_Toc418756437)

[**3.2.3** **Assessment of individual performance** 49](#_Toc418756438)

[**3.2.4** **Sustainability of the action after the end of the project** 50](#_Toc418756439)

[**3.2.5** **Review of resources** 50](#_Toc418756440)

[3.3 CB3: ICLEI 55](#_Toc418756441)

[**3.3.1** **Role in the project** 55](#_Toc418756442)

[**3.3.2** **Main activities and achievements** 55](#_Toc418756443)

[**3.3.3** **Assessment of individual performance** 57](#_Toc418756444)

[**3.3.4** **Sustainability of the action after the end of the project** 57](#_Toc418756445)

[**3.3.5** **Review of resources** 57](#_Toc418756446)

[3.4 CB4: AEA 59](#_Toc418756447)

[**3.4.1** **Role in the project** 59](#_Toc418756448)

[**3.4.2** **Main activities and achievements** 59](#_Toc418756449)

[**3.4.3** **Assessment of individual performance** 60](#_Toc418756450)

[**3.4.4** **Sustainability of the action after the end of the project** 61](#_Toc418756451)

[**3.4.5** **Review of resources** 61](#_Toc418756452)

[3.5 CB5: WIKUE 64](#_Toc418756453)

[**3.5.1** **Role in the project** 64](#_Toc418756454)

[**3.5.2** **Main activities and achievements** 64](#_Toc418756455)

[**3.5.3** **Assessment of individual performance** 65](#_Toc418756456)

[**3.5.4** **Sustainability of the action after the end of the project** 66](#_Toc418756457)

[**3.5.5** **Review of resources** 66](#_Toc418756458)

[3.6 CB6: MOTIVA 67](#_Toc418756459)

[**3.6.1** **Role in the project** 67](#_Toc418756460)

[**3.6.2** **Main activities and achievements** 67](#_Toc418756461)

[**3.6.3** **Assessment of individual performance** 69](#_Toc418756462)

[**3.6.4** **Sustainability of the action after the end of the project** 69](#_Toc418756463)

[**3.6.5** **Review of resources** 70](#_Toc418756464)

[3.7 CB7: SEVEn 74](#_Toc418756465)

[**3.7.1** **Role in the project** 74](#_Toc418756466)

[**3.7.2** **Main activities and achievements** 74](#_Toc418756467)

[**3.7.3** **Assessment of individual performance** 76](#_Toc418756468)

[**3.7.4** **Sustainability of the action after the end of the project** 77](#_Toc418756469)

[**3.7.5** **Review of resources** 77](#_Toc418756470)

[3.8 CB8: GUIDE TOPTEN 79](#_Toc418756471)

[**3.8.1** **Role in the project** 79](#_Toc418756472)

[**3.8.2** **Main activities and achievements** 80](#_Toc418756473)

[**3.8.3** **Assessment of individual performance** 81](#_Toc418756474)

[**3.8.4** **Sustainability of the action after the end of the project** 81](#_Toc418756475)

[**3.8.5** **Review of resources** 82](#_Toc418756476)

[3.9 CB9: BBL 84](#_Toc418756477)

[**3.9.1** **Role in the project** 84](#_Toc418756478)

[**3.9.2** **Main activities and achievements** 84](#_Toc418756479)

[**3.9.3** **Assessment of individual performance** 85](#_Toc418756480)

[**3.9.4** **Sustainability of the action after the end of the project** 85](#_Toc418756481)

[**3.9.5** **Review of resources** 86](#_Toc418756482)

[3.10 CB10: FEWE 88](#_Toc418756483)

[**3.10.1** **Role in the project** 88](#_Toc418756484)

[**3.10.2** **Main activities and achievements** 88](#_Toc418756485)

[**3.10.3** **Assessment of individual performance** 89](#_Toc418756486)

[**3.10.4** **Sustainability off the action after the end of the project** 89](#_Toc418756487)

[**3.10.5** **Review of resources** 90](#_Toc418756488)

[3.11 CB11: WWF SPAIN ADENA 93](#_Toc418756489)

[**3.11.1** **Role in the project** 93](#_Toc418756490)

[**3.11.2** **Main activities and achievements** 93](#_Toc418756491)

[**3.11.3** **Assessment of individual performance** 95](#_Toc418756492)

[**3.11.4** **Sustainability of the action after the end of the project** 95](#_Toc418756493)

[**3.11.5** **Review of resources** 95](#_Toc418756494)

[3.12 CB12: QUERCUS 98](#_Toc418756495)

[**3.12.1** **Role in the project** 99](#_Toc418756496)

[**3.12.2** **Main activities and achievements** 99](#_Toc418756497)

[**3.12.3** **Assessment of individual performance** 100](#_Toc418756498)

[**3.12.4** **Sustainability of the action after the end of the project** 101](#_Toc418756499)

[**3.12.5** **Review of resources** 101](#_Toc418756500)

[3.13 CB13: LNCF 103](#_Toc418756501)

[**3.13.1** **Role in the project** 103](#_Toc418756502)

[**3.13.2** **Main activities and achievements** 103](#_Toc418756503)

[**3.13.3** **Assessment of individual performance** 105](#_Toc418756504)

[**3.13.4** **Sustainability of the action after the end of the project** 105](#_Toc418756505)

[3.14 CB14: ICEMENERG 108](#_Toc418756506)

[**3.14.1** **Role in the project** 108](#_Toc418756507)

[**3.14.2** **Main activities and achievements** 108](#_Toc418756508)

[**3.14.3** **Assessment of individual performance** 110](#_Toc418756509)

[**3.14.4** **Sustainability of the action after the end of the project** 110](#_Toc418756510)

[**3.14.5** **Review of resources** 111](#_Toc418756511)

[3.15 CB15: OEKO ZENTER 113](#_Toc418756512)

[**3.15.1** **Role in the project** 114](#_Toc418756513)

[**3.15.2** **Main activities and achievements** 114](#_Toc418756514)

[**3.15.3** **Assessment of individual performance** 115](#_Toc418756515)

[**3.15.4** **Sustainability of the action after the end of the project** 115](#_Toc418756516)

[**3.15.5** **Review of resources** 116](#_Toc418756517)

[***3.16*** ***CB16: WWF GREECE*** 118](#_Toc418756518)

[**3.16.1** **Role in the project** 118](#_Toc418756519)

[**3.16.2** **Main activities and achievements** 118](#_Toc418756520)

[**3.16.3** **Assessment of individual performance** 120](#_Toc418756521)

[**3.16.4** **Sustainability of the action after the end of the project** 121](#_Toc418756522)

[**3.16.5** **Review of resources** 122](#_Toc418756523)

[3.17 CB17 WWF ITALY 124](#_Toc418756524)

[**3.17.1** **Role in the project** 124](#_Toc418756525)

[**3.17.2** **Main activities and achievements** 124](#_Toc418756526)

[**3.17.3** **Assessment of individual performance** 126](#_Toc418756527)

[**3.17.4** **Sustainability of the action after the end of the project** 127](#_Toc418756528)

[**3.17.5** **Review of resources** 127](#_Toc418756529)

[3.18 CB18: OEKO 129](#_Toc418756530)

[**3.18.1** **Role in the project** 129](#_Toc418756531)

[**3.18.2** **Main activities and achievements** 129](#_Toc418756532)

[**3.18.3** **Assessment of individual performance** 131](#_Toc418756533)

[**3.18.4** **Sustainability of the action after the end of the project** 131](#_Toc418756534)

[**3.18.5** **Review of resources** 132](#_Toc418756535)

[3.19 CB19: NORGES 135](#_Toc418756536)

[**3.19.1** **Role in the project** 135](#_Toc418756537)

[**3.19.2** **Main activities and achievements** 135](#_Toc418756538)

[**3.19.3** **Assessment of individual performance** 136](#_Toc418756539)

[**3.19.4** **Sustainability of the action after the end of the project** 137](#_Toc418756540)

[**3.19.5** **Review of resources** 137](#_Toc418756541)

[3.20 CB20: SSNC 138](#_Toc418756542)

[**3.20.1** **Role in the project** 138](#_Toc418756543)

[**3.20.2** **Main activities and achievements** 139](#_Toc418756544)

[**3.20.3** **Assessment of individual performance** 140](#_Toc418756545)

[**3.20.4** **Sustainability of the action after the end of the project** 140](#_Toc418756546)

[**3.20.5** **Review of resources** 140](#_Toc418756547)

[3.21 CB21: Keep Britain Tidy (Waste Watch) 143](#_Toc418756548)

[**3.21.1** **Role in the project** 143](#_Toc418756549)

[**3.21.2** **Main activities and achievements** 143](#_Toc418756550)

[**3.21.3** **Assessment of individual performance** 144](#_Toc418756551)

[**3.21.4** **Sustainability of the action after the end of the project** 144](#_Toc418756552)

[**3.21.5** **Review of resources** 144](#_Toc418756553)

[**4** **Consortium management** 149](#_Toc418756554)

[***4.1*** ***The partnership*** 149](#_Toc418756555)

[***4.2*** ***The management structure*** 149](#_Toc418756556)

[***4.3*** ***Project meetings*** 150](#_Toc418756557)

[***4.4*** ***European exchange activities*** 150](#_Toc418756558)

[***4.5*** ***Quality control*** 151](#_Toc418756559)

[***4.6*** ***Project website*** 152](#_Toc418756560)

[***4.7*** ***Contact with the EACI*** 152](#_Toc418756561)

[***4.8*** ***Amendments to the grant agreement*** 152](#_Toc418756562)

[***4.9*** ***Suggestions for improvements*** 153](#_Toc418756563)

[**5** **Overview tables** 154](#_Toc418756564)

[5.1 Table 1: Updated list of submitted deliverables of the action 154](#_Toc418756565)

[5.2 Table 2: Updated excel table of hours per partner and work package- 163](#_Toc418756566)

[5.3 Table 3: List of contact persons after end of the action 164](#_Toc418756567)

[**6** **Appendix** 165](#_Toc418756568)

[6.1 Table I - Pilot actions 165](#_Toc418756569)

[6.2 Table II - Partnerships 172](#_Toc418756570)

[6.3 Table III - Contact with manufacturers 179](#_Toc418756571)

[6.4 Table IV- Retailers 203](#_Toc418756572)

**Summary**

* 1. ***Objectives of the action***

Topten websites are designed to showcase the top runners in a number of energy using product groups. They build on independent, reliable and continuously updated market surveys. The Euro-Topten-Max project pursues three objectives, to:

* Increase consumer demand for top runner products and awareness on their benefits,
* Increase the availability of top runner products across the EU market,
* Increase the professional demand for top runner products and knowledge about their benefits.

Within the market transformation toolbox, Topten is considered as a "soft measure" which focuses on the top-end of the market, pulling the whole market towards more energy efficiency.

* 1. ***Main activities, results and lessons learned***

1. **Main activities**

With the Topten websites, consumers find the best products by a simple click. Topten websites provide a selection of the best appliances from an energy point of view. The information targets consumers, using photos, describing functions, availability, and listing prices. No complex calculations are involved. The sites are neutral in that there is no influence from manufacturers. They are rigorous and transparent: the selection methodology is explained online. The websites are promoted thanks to press relations and communication activities in order to generate a high traffic. This in turn gives strength to Topten’s dialogue with manufacturers at European level, it allows to set ambitious criteria for product selection and to advise bulk buyers in the public procurement field, as well as policy makers, on efficient products.

The project teams comprise energy specialists, environmental NGOs and consumer associations aimed to:

* Create 3 new national websites and update the 15 existing Topten websites to reach a number of 18 national Topten websites.
* Update 8 and develop 2 criteria papers and 2 technology papers helping national partners with their Topten selection criteria, develop a Life cycle costs paper and a technology paper.
* Organise the European Topten Product Competition including product testing for 3 product categories and award ceremony.
* Develop new cooperation projects with large public and private buyers, the media and other multipliers such as environmental and consumer NGOs relaying the Topten message in their daily activities.
* Develop at least 10 on-line sections dedicated to professional buyers, both public and private, to actively promote the Topten selection criteria through at least 6 pilot procurement actions in partner countries, and promote 10 guidance sheets for public procurers.
* Develop many communication activities targeting consumers and strengthening our influence on consumers' purchasing behaviour through partnerships with retailers.
* Monitor these activities, and in particular undertake a visitor feedback survey.
* Dialogue with the industry, so that it feels reassured about identified demand and interest for energy saving products in countries with an existing website.

1. **Achieved results**

* More than 270 product categories were scanned by the 19 national Topten websites plus the European portal, and presented on-line, broken down into more than 600 market segments reflecting consumers' preferences. At the end of the project nearly 13 500 products where highlighted on-line as top runners.
* 19 Topten national websites – 2.11 Mio visitors in 2014[[1]](#footnote-1) , 6 Mio over the project duration– presenting best products in a variety of fields (home appliances, office equipment, cars, etc.), selected for their energy performance – including market-monitoring activities. New countries could join any time the Topten movement.
* 95 partnerships with institutions, NGOs, and the media, acting as multipliers for the Topten messages.
* 7 partners succeeding in working with retailers, involving 81 retail shops and chains
* 12 dedicated PRO Sections on-line and advertised to a professional audience, from which procurement guidelines can be downloaded, and 6 showcased case studies.
* Extensive communication and partnership activities targeting the general media in order to reach consumers, large-scale public and private buyers and public authorities. These resulted in 126 press releases that, combined with a variety of other communications activity resulted in Topten securing over 1 600 pieces of coverage in printed media, on radio, TV and online. 273 589 500 media contacts were reported[[2]](#footnote-2).
* The web based visitor survey concluded 243 kWh final energy saved per unique visitor
* A home page www.topten.eu acting as a portal and presenting the Best Products of Europe – the only review of the most energy efficient appliances in Europe.
* A product competition organised for the most efficient TV, tumble driers and LEDs, with an award ceremony in February 2014 attended by a high level representative of the European Commission.
* A working smoothly team for a project made of 21 partners, gathering energy specialists, environmental NGO and consumer associations.

1. **Lessons learned**

* Research about most efficient products is time consuming but necessary to obtain quality information (the 19 Topten teams are in contact with all brands' Product Managers at the national level to check product information and availability). Synergies exist for homogenous products at the European level, e.g. TVs, but for white goods, product identification and markets are still very national.
* Transition phases when a new label is introduced on the market generate questions: the Topten teams are ideally placed to provide answers to manufacturers, retailers and professional buyers at that time.
* The Euro-Topten product competition can be considered as a success: it proved that manufacturers are very sensitive to any external support which stimulates them to develop new and especially energy efficient products - in this case, Euro-Topten Max proposed the institutional guarantee from the European Commission and the project partners and communication activities, which seemed to be enough even with limited communication activities. Even the case of non compliance (for the sub-category LED spot, the tests funded by Topten and then by the manufacturer itself showed a discrepancy between the declared and the measured value), Topten helped identify how a change in the production process led to a variation in product performance that the manufacturer had not identified (spraying instead of painting the reflecting coating inside the spot).
* Consumers do need impartial information on product energy performances. The next step is to provide them more information on where they can find and buy the most efficient products.
* Topten promotional activity was particularly effective when linking to seasonal activity such as Christmas and summer or key events such as the Olympic Games, when people might be purchasing new products (TVs or air conditioning units). Added value was also secured when Topten linked to other campaigns and activity focussing on energy efficiency and renewable energy. For example, by joining public awareness campaigns like Earth Hour, Topten could be promoted as an easy way in which people could take action to reduce their energy use and therefore their carbon footprint.
* Where Topten was able to offer advice and guidance on products with respect to a change in regulation, for example about lighting and LEDs, this was effective in providing a ‘hook’ for media stories. This approach was successfully used for example in Italy, with coverage in national papers and on TV.
* The economic crisis has put significant pressure on household income. As such, purchasing price has become the significant driver for many purchasing decisions and energy efficiency less of a priority for many individuals. Conversely, the fact that Topten can save money for households in the long-term, means that media focussing on saving money rather than strictly environmental issues have shown interest in Topten.
* Additional and unexpected multipliers for Topten emerged because of the robustness of the tool. For example, purchasing groups for green energy. It may be worth considering this kind of multiplier in the future.
* The use of Google Adwords, even without a grant from google showed that it is possible, depending on countries, to attract more visitors within a reasonable budget more effectively than using traditional events, articles and leaflets which take time to develop.
  1. ***Success stories***

We present below some success story as they are presented in the Final publishable report. It was impossible to paste illustrative images for each of these success stories in this technical implementation report because the file would have been too heavy to manage

**Topten Winners at the “expoEnergy Wels 2014“**

The Topten product competition enables manufacturers to publicize their innovative highly energy efficient products at European level. The Euro-Topten Competition winning models in three categories of products were awarded by Vincent Berrutto from EACI (Head of Unit Energy Efficiency in Buildings, Industry, Equipment and Transport of the European Commission) on February 28th, 2014 at “expoEnergy Wels” in Austria. It also allowed having a constructive dialogue with a LED spot manufacturers on the production processes.

Winning products:

* TVs: model Panasonic TX-L39BLW6
* LED lamps: Onlux Globolux 60R 927
* Tumble dryers: V-Zug Adora TSL WP



From left to right: Beat Sidler (V-Zug), Christoph Treczokat (Panasonic Österreich), Vincent Berrutto (European Commission), Thérèse Kreitz (ADEME, Euro-Topten), Werner Rüedi (Onlux), Stefan Kreidler (Onlux).

**Topten multiple levels results and impacts**

Several evaluation studies have been carried out in order to evaluate Topten’s multiple impacts[[3]](#footnote-3). These studies confirm that the estimate of 300 kWh per unique visitor on the Topten websites is a very reasonable and conservative one, when considering all together the impacts on manufacturers, retailers, policy markers, consumers and professional buyers.

When the European Topten websites gather 2 Mio visitors a year, it means 600 GWh final energy savings are triggered each year. For 2014, given the number of visitors, savings were as high as the residential electricity consumption of the city of Lisbon.

**Topten Criteria in Green IT Public Procurement**CIRB (Centre d’Informatique pour la Région Bruxelloise) coordinates and promotes the use of IT by Brussels’ local and regional public authorities including administrative bodies, schools, hospitals and private citizens. It acts as central purchasing body and it aims to be a leader on sustainable IT procurement. Which is why its GREEN IT programme focuses on Total Cost of Ownership (TCO), and relies on Topten criteria to:

* Reduce energy consumption,
* Reduce the noise level of the appliances
* Reduce the number of appliances
* Encourage the recycling of packaging and consumption goods

Thanks to the pre-market analysis, the integration of TCO in the tender, and the targeted internal (public administrations) and external (market) communication, 19 bids were received, and resulted in reduced costs.

**Finnish Ministry for Foreign Affairs: Topten inside!**

The Finnish Ministry for Foreign Affairs includes Topten criteria in its 2013-2014 Environmental Programme carried out throughout its network of 1 600 employees and 97 overseas offices.

One of the Finnish Government’s objectives is to be the world’s leading Clean-tech country: Environmental perspectives must be considered in all acquisitions made by Central Government. The Ministry of Foreign Affairs developed the Environmental Programme, which covers a variety of impact areas such as travel, estates, waste and procurement.

One of its overarching priority objectives, due to its high level of impact, is increasing the energy efficiency of all technical equipment: copiers, multifunctional devices (MFDs), printers, faxes, refrigerators, freezers, dishwashers and washing machines specifically refer to Topten criteria as part of the specification goals.

“The Topten Pro website has offered useful ideas about efficiency criteria to be used on tendering processes. It has considerably eased up our work.”  
Asmo kemppainen, Ministry of Foreign Affairs

**Training public procurers**

WWF **Spain** organised a seminar targeting Municipal public procurement officers at the National Environmental Congress (CONAMA). Participants came from the municipalities of Vitoria-Gasteiz, Malaga, La Coruna, Granada, etc. and from other public organisations. Topten approach and selection criteria were presented, as well as activities from ECOINSTITUT, a non-profit organization with a lot of experience in local sustainable public procurement and collaborator of ICLEI in Spain. In addition, WWF sent “thermometer cards” to 19 targeted Municipalities to be disseminated among their citizens and employees.

**Topten €co: Why Should Energy Efﬁciency Be Expensive?**

Topten €co: speciﬁcally tagging economic Topten models

Since October 2010, the French Topten team has been undertaking speciﬁc market surveys for white goods in order to spot the Topten models with a price equal or below the market average price and tag them as "Topten €co". The Topten €co initiative in France revealed that –before the new label- up to one third of Topten models were not more expensive than average energy-greedy appliances, in opposition to the common belief that energy-efﬁciency is always costly to the consumer. After introduction of the new label, it dropped nearly to zero (probably because a new marketing strategy accompanied the new best classified products), and went back nearly to 25% at the end of 2014. Topten updates of lists constitute real-time market snapshots and help assess the respective impact of marketing, introduction of new regulations and of publicity on pricing policies.

**Topten: Officially an authority on circulation pumps**

The **Swedish Competition Authority** offers support to public procurers on legislation and procedures but also on energy efficiency specifications. It publicises on its website the most energy efficient circulation pumps with a link to Topten Sweden.

**French market 10-year monitoring**

Guide Topten organised an event for its 10th anniversary and presented a market analysis on most efficient appliances of the period, which shows that:

* Even if large white goods consume far less energy than 10 years ago, the residential electricity consumption has continued to grow because of the boom of brown goods, the multiplication of energy consuming appliances in homes and user behaviour.
* The whole market has progressed towards energy efficiency: for new models, the average fridge performance in 2013 reaches the level of the best models selected by Topten in 2009. However, the savings potentials are still very important: models recommended by Topten in 2013 consume 20% energy less than the average offered on the market – for the same service.
* France could save up to 25 TWh/year if by magic all the installed appliances would reach the Topten levels of energy performance (lighting, wet and cold appliances, monitors, vacuum cleaners and printers). This represent 160 €/household/year, the electricity generated by 3.5 nuclear plants, or the annual residential electricity consumption of a 10 Mio inhabitant city.

Two nation-wide **consumers’ associations** collaborated with WWF **Greece** in order to promote energy efficient products. “EKPIZO” has promoted the [ecotopten.gr](http://ecotopten.gr/) platform through its own webpage, while “KEPKA” provided links to the ecotopten products as part of their environmental advice strategy and published an article on its bulletin ‘Consumer choices’.

Topten **Croatia** launched an **educational quiz** aiming at increasing the visibility of the Topten project, raising awareness of Croatian citizens, and promoting energy-efficient appliances. Several communication channels were used to reach out consumers: Facebook ads, personalized e-mails (most efficient channel), ads on portals for prize games, and web portal of REGEA partners such as the Society for Sustainable Development Design or the Croatian Association for Consumer protection. Consequently, 2 500 people participated in the quiz, which proved to be a very efficient way to promote TOPTEN appliances.

WWF **Spain** printed Topten postcards with the slogan “**Wake up in the Energy Efficiency**” promoting the Topten web page. 66 000 postcards were available in more than 500 public places (e.g. cinemas, theatres, bars, etc.) in Madrid, Barcelona and Bilbao. 53 600 were consumed during the two weeks of the campaign, which is a very high rate of dissemination.

**Topten.pt sticker for manufacturers**

1 sticker for all topten.pt categories + 1 in development for lamps

The sticker covers all the topten.pt categories (washing machines, dishwashers, cold appliances, monitors, printers, cars and lighting). The layout is sent in jpg format, to be used in promotional written materials or media, to be displayed on specific qualifying appliances. However they cannot be changed by the brands or used for other models.

It was formally launched in 2012, April 10th, with 16 brands participating (on the 71 brands contacted), with a good media coverage:

* A TV short report about Topten.pt sticker in "Good Morning Portugal" - RTP 1 morning news programme.
* One “Green Minute” and one “Minute for the Earth” – 2 daily programmes for the TV and the radio - were produced about the Topten sticker.
* Two press releases and one article on Quercus bimonthly newspaper were published.
* More than 12 internet articles about the launching event, published by the brands or specialized websites.

In December 2014, 46 brands have joined this initiative, using the Topten sticker to highlight their Topten products.

Two editions of a **polish** **competition for windows’ manufacturers** and retailers were organised in collaboration with the Energy and Environment Agency from Wroclaw in 2012 and 2014. The most efficient windows were listed on the Topten website and allowed to use the Topten logo in promotional material, as well as a voluntary label powered by the Agency. The number of participants rose for the second edition.

**Nearly 60 supporting retailers published on OekoTopten.lu**

Oekotopten, a label of excellence

Topten-compliant ecological, high quality products are clearly marked in shops with the distinctive Oekotopten.lu label, in 57 retail shops and chains across the country The label conveys the image of a specialised store with a clear environmental awareness, which is increasingly important to consumers.

All products listed on oekotopten.lu may wear the distinguishing label, whether physically exposed in shop windows, on shelves at exhibitions or virtually. Oekotopten provides partner stores with electromagnetic stickers and small stickers. The partner stores receive the logo in an electronic format (JPEG), free of charge, to personalise their advertising material.

In case of criteria reinforcement, the retailer gets immediate notice. Only compliant products with the new specs may remain labelled.

The Oekotopten-team regularly visits the partner stores to supply new documents and control the use of the label on site. Short staff training may be organised in store or at Oekotopten.

**Spotted in Saturn and Media Markt stores**

In Germany Oeko-Institut and [Utopia.de](http://utopia.de/), an internet platform on strategic consumption, cooperate with the **retailer** Saturn in order to highlight all products meeting the EcoTopTen criteria. Consumers are thus able to easily identify the best products on [Saturn.de](http://saturn.de/), Saturn’s e-store, and in several local Saturn shops.

Also in Austria, Media Markt on-line developed a Green Zone where efficient products are marketed. The Topten logo is shown on-line, attached to the products selected by topprodukte.at.

**AB LESTO Utility /Topten partnership**Topten **Lithuania** experts cooperated with AB LESTO in 2012 during The World Earth Day, and the European Energy Week, in the First Ecological Footprint study, and co-organised a contest for Lithuanian schools in 2014. AB LESTO found Topten as a trustworthy partner for communication with consumers. Topten’s expertise bring valuable input to their famous sustainable energy project "Tiek, kiek reikia" (“As much as you need”) communication. This partnership brought meaningful visibility to Topten energy efficiency tips, including a participation in several TV shows called “Life academy”.

**The energy-Quiz 2014 of the City of Vienna.**

Knowledge saves energy and pays off!

Participants can win a total of 20 vouchers of 500 euros each for energy-efficient electrical appliances that meet the criteria of topprodukte.at (a service of the klimaaktiv campaign). The vouchers can be used in the online shop at Media Markt / Green Zone. In addition, the team of topprodukte.at offers advice on energy efficiency in the home. The main prize is photovoltaic panels.

A third edition of the energy-Quiz of the City of Vienna will take place in 2015. The aim is to raise awareness about energy savings, motivate an economical use of energy. Prizes are expected to contribute to energy saving and support the further the expansion of renewable energies in Vienna.

**EcoTopTen in the German press: more than 4.2 million Euro worth of press coverage**

Germany was successful in gaining repeat coverage with large national and regional publications such as Frankfurter Rundschau, Hörzu (a weekly television listing magazine), Rheinische Post and Süddeutsche Zeitung. Across the 456 pieces of printed coverage secured, the total value of printed coverage about Topten in Germany was 4 233 881€. This represents a huge amount of added value to the project both in Germany and overall.

**Topten helps ‘Live Better’**

The Guardian Online is the most-read online paper in the **UK** with over with approximately three million daily visits to its website. In 2014, The Guardian Online ran a nine-month long ‘Live Better’ campaign encouraging readers to take action to improve their wellbeing and decrease their environmental impact. As part of their focus on energy in Spring 2014, Keep Britain Tidy was invited to produce a series of articles about energy using appliances. Five pieces were produced which included facts about appliances, tips on how to buy and use efficient appliances and links to the Topten website. All five articles were displayed on the homepage (part of which generated by the articles which are most-read). Articles were shared widely, commented, and there was a demonstrable increase in site visits during the period.

**Topten in the Czech Daily Newspaper**

Among dozens of articles published and media coverage in the Czech Republic, this article in the most read Czech daily non-tabloid press, informed about the new EU legislation on vacuum cleaners, gave clear guidance on the energy efficiency parameters of vacuum cleaners, and tips for the most efficient models on the market.

**The app that helps making smart decisions**

Several Euro-Topten partners are involved in the **ecoGator** Intelligent Energy Europe project.

ecoGator is a free of charge smartphone App which provides:

- A shopping guide based on the Topten products

- The unique possibility to scan the energy label in shops, obtain advice on the product’s performances and compare products

- Tips on easy, practical and profitable ways to save energy

- Quiz and challenges to test your knowledge, play, change habits and win prizes

**The Earth Hour in Italy**

WWF Italy organises every year the Earth Hour events, with the participation of about 400 cities, involving WWF’s local network and a large central event, usually located in Rome. Several initiatives are organized on the Italian territory, and Topten is promoted through various communication materials (hard or digital copy), such as the flyer for Earth Hour 2014 presenting details of Topten as a tool to help increase individual energy efficiency.

**A Postcard to Share and Make the Buzz**

In **Belgium**, Topten.be has worked together with BIM/IBGE, the department of environment of the Brussels government for the last three years. The BIM IBGE provides information and support to the Brussels’ inhabitants on how to save energy on small and large scales. Topten.be provides information on market evolution, energy labels and Ecodesign, and energy saving tips.

A postcard promoting topten.be is available on order, and meets success with already 1 500 copies sent out.

* 1. ***Involvement of target groups and key actors in the action***

The Euro-Topten Max project had 5 target groups:

**Private Consumers**: Involving consumers was a significant focus for partners. A variety of approaches were used to ensure that a wide range of private consumers visited the sites including promotion via respective partner websites, social media channels, Google Adwords and most of all a variety of press and media work.

The success of this was measured largely through the analysis of the number of visits to each of the partner sites. There were one or two countries where interest in Topten from private consumers was not as high, the suggestion being that lower economic prosperity and standards of living were discouraging consumers to be interested in buying new appliances. However, generally it can be agreed that involving private consumers was successful with Topten having reached and exceeded its target for website hits. All together, the European Topten websites, attracted 2.11 Mio visitors in 2014[[4]](#footnote-4).

**Manufacturers**: The involvement of manufacturers can be understood in two ways: their involvement in providing information to help analyse which products should be classed as Topten; and their involvement in the promotion of Topten generally.

There was a good success in securing information needed to analyse which products should be promoted as Topten. This was more challenging, for example, in countries where it was not possible to establish a relationship with the right contact persons. Additionally, some of the multinational manufacturers did not have headquarters within the respective Topten partner countries, which made the situation even more challenging. However, most partners found that they were able to regularly liaise with manufacturers to gather the information they needed about products. It is worth mentioning nonetheless, that in most cases manufacturers were not proactive about sharing product information with partners, rather the partners had to ask for the information. All together, the Euro-Topten Max teams were regularly in contact with more than 750 representatives of manufacturers (head of products, marketing department, technical and training department).

In terms of wider involvement of manufacturers in the promotion of their featured products or general promotion of and support to Topten, this was more mixed. It was noted that sometimes the launch of new products by manufacturers did not coincide with the update of product lists. Therefore, the opportunities for manufacturers to promote their products as Topten at the point of sales, where they have budget for marketing, were lost. This indicates that Topten should plan better on the upstream communication of the Topten selection criteria.

**Retailers**: Securing dialogue with and involving retailers was seen as most challenging for many of the partners. 7 partners were able to reach successes, working for example with price comparison websites or cooperating with large retail chains such as Media-Saturn. In spite of concerted effort by 16 partners and a range of approaches being taken and meetings being held, there were few significant relationships built or successful activities undertaken with retailers. The target of involving 8 retail chains was reached but we were hoping for more given the efforts undertaken.

A number of possible reasons can explain this situation. Feedback from retailers stated that there are many other quality marks being used by retailers. If Topten cannot be one of them (because not fully supported by manufacturers paying for a mark according to a given specification), then retailers do not seem to be interested by long term collaborations, but only by stand-alone operations, for a very limited time, in their shops. Additionally, some retailers wanted to be able to promote a wider range of products as energy efficient than can currently be included in Topten. For example, including products from an A+ up rating where Topten might only include A+++ products within a category. Another suggested reason was that retailers have a vested interest in retaining good relationships with the manufacturers whose products they sell and do not want to differentiate between those manufacturers or products which perform better than others.

**Public procurers and large private buyers**: Activities undertaken with public procurers and large private buyers did take place –PRO sections dedicated to professional buyers - were launched online by 12 partners – but the feedback is limited in comparison to the involvement of other target groups. Some partners were successful in raising their profile as ‘experts’ in green public procurement. For example they were invited to participate in a live online chat to present how Topten supports the procurement of more energy efficient products. There were also instances where Topten was featured and recommended in procurement information. However, the challenges in involving this stakeholder group proved significant. First partners had to understand the complexity and size of the procurement sector before focusing their efforts. In spite of numerous and persistent efforts to encourage public authorities to purchase top energy efficient products through the use of Topten procurement criteria, the success rate of finding pilot cities willing to use the criteria was lower than expected. Local governments and municipalities across Europe have been subject to considerable budget cuts, which mean that purchasing cost, rather than quality, is a key driver for purchasing decisions. Therefore the need to pay more at the outset for energy efficient products may also have influenced their interest in Topten. (This stakeholder group was however involved as multipliers – see below WP4).

**Multiplier organisations**: A wide range of multiplier organisations were involved throughout the project and 95 partnerships could take place. They included, as expected, NGOs, environmental and consumer organisations, the media and local government and institutions as well as energy agencies and utility companies.

NGOs, environmental and consumer organisations were broadly positive and happy to promote Topten. In most instances partnerships with these organisations were informal and mutually beneficial. Activities undertaken included publishing Topten material online or in newsletters; blogging; linking in with existing campaigns and initiatives such as Earth Hour, dissemination of Topten promotional materials and running joint competitions.

Some partners were extremely successful in involving the media as a multiplier and this resulted in a significant amount of coverage about Topten in the media. The vast majority of coverage about Topten was positive at 90.6%, with 9.2% neutral coverage and less than 0.2% negative coverage. In some instances media partnerships were formed which aided this.

In some areas, involvement of the media was not as successful. There are a number of possible reasons for this: no previously established relationships with journalists, partners not having sufficient profile to gain interest of media partners; or Topten items not being deemed as ‘newsworthy’ in a specific moment.

* 1. ***Performance indicators***

*Project performance indicators:*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Performance indicator** | **WP** | **Planned**  **Target** | **Actual achievement** | **Comment on performance** |
| 18 Topten websites providing detailed product information on the most efficient products available on the market, targeting a variety of target groups, generating energy savings  (*Objective: increase demand for top runner products and awareness on their benefits*) | WP2 (WP5) | 18 Topten websites | 18 Topten websites | There was a slight delay in the launch of 2 new websites but the project’s monitoring tools allow to say that:   1. The 18 websites were up (with a link from the [www.topten.eu](http://www.topten.eu) portal) 2. The 18 websites were updated regularly (see the webscan activity) 3. They have attracted a high number of visitors and generated a high number of partnerships (see below) 4. They have generated 14 236 toe energy savings/ year (see D5.4 Visitor survey report) |
| 100 Mio of media contacts (readers, viewers, listeners informed about the project)  (*Objective: increase demand for top runner products and awareness on their benefits*) | WP6 (WP5) | 100 Mio media contacts  100 press releases | More than 273 Mio media contacts, thanks to 126 press releases, 1 621 pieces of media coverage thousands of leaflets distributed, 4 videos produced, and other communication activities | This performance was monitored: each partner declared for each 6 monthly period which communication activities they have undertaken and their results in terms of media coverage and its value:  press releases 2 European press books D5.3 |
| 2 Mio visitors for all the Topten websites per year in 2015  (*Objective: increase demand for top runner products and awareness on their benefits*) | WP2, WP6,  WP5 | 2 Mio visitors for all the Topten websites per year in 2015 | 19 Topten websites – 2.11 visitors in 2014 | This performance was monitored: each partner declared for each 6 monthly period its visitors monitored with Google Analytics |
| Information provided at the point of sale in at least 8 retail chains, reaching consumers at the time of purchasing decisions, trained sales staff.  (*Objective: increase demand for top runner products and awareness on their benefits*) | WP4  WP6  (WP5) | At least 8 retail chains  Each Topten website (except new  partners) will try to work with retailers  Retailers produce their own material showing the Topten logo and information and referring to the Topten websites  Their staff is trained in order to explain the benefits of Top runner products to consumers | 16 partners working on partnerships with retailers, out of which 7 being successful (more than 80 participating shops, including large on-line retail chains)  59 Retailer agreements in 4 countries | This performance was monitored in Table IV of the final report’s Annex and in the retailer report D 4.5  Retailer and partner feedback interviews for a Topten added value report are shown in D5.2 Topten added value report and in the retailer agreement report D4.6 |
| Topten is used as an illustration of concrete actions in sustainable consumption and climate change campaigns led by NGOs, consumer organisations, utilities and institutions (at EU, national and local levels)  (*Objective: increase demand for top runner products and awareness on their benefits*) | WP4  WP6  (WP5) | At least 2 partnerships per country with a consumer organisation or consumer media, an NGO, a utility or an institutional campaign | 95 partnerships, at least 2 in each country | This performance was monitored in Table II of the final report’s Annex |
| 350 Manufacturers /importers personally contacted, informed about the Topten website and involved by checking product data, at European headquarters' level and at national level  (*Objective: increase the availability of Top runner products*) | WP2  (WP5) | 350 Manufacturers/importers personally contacted  80% of the European market is covered | 756 manufacturers’ representative regularly in contact with the Topten teams (covering nearly all the brands) | This performance was monitored in Table III of the final report’s Annex  and feed back interviews for the Topten added-value report D5.4 |
| At least 10 000 Top runner product references are publicized at national level, close to the consumer (on average 12 products categories with 5 subcategories showing 10 products x 18 countries).  (*Objective: increase demand for top runner products and awareness on their benefits*) | WP2  WP3 | 10 000 Top runner product references 80% of the European market is covered: | More than 270 product categories are scanned in the 19 countries, 13 488 products presented online at the end of 2014 | This performance was monitored in the final monitoring report D5.1 (the 4th update) |
| European product competition  (*Objective: increase demand for top runner products and awareness on their benefits*) | WP3  (WP6) | 80% of the EU market informed about the competition, 50% express interest, products tested in 3 categories, 2 events presenting the winning products | All headquarters producing the 3 product categories informed, 3 winning products awarded by the EC in February 2014 (TV, Drier, LED bulb), 5 products tested  The second event was upon the wishes of EACI which did not identify a suitable event in Brussels | Publication on line and direct dissemination of the Competition rules more information in D3.5 product testing and D3.6 assessment on barriers and opportunities to collaborate on testing |
| Partnership with retailers so that Topten products are chosen in the range offered in shops  (*Objective: increase demand for top runner products and awareness on their benefits*) | WP4  (WP5) | 12 partners (2/3 of the already running websites) manage to develop a partnership with at least one retail chain | 16 partners worked on developing partnerships, 7 succeeded, more than 80 shops showing the Topten logo | (As above) This performance was monitored in Table IV of the final report’s Annex and in the retailer experiences report D 4.5  Retailer and partner feedback interviews for a Topten added value report are shown in D5.2 Topten added value report and in the retailer agreement report D4.6 |
| Best available technologies are identified, and improve over time. As they are publicised, market transparency increases.  (*Objective: increase demand for top runner products and awareness on their benefits*) | WP2  WP6 | Best products of Europe are displayed on Topten websites, presenting the *status quo* on energy efficiency. The information is regularly updated | 13 488 products displayed online in December 2014 (broken down into 240 product categories and 600 market segments). Information regularly updated | See topten.eu  This performance was also monitored in the monitoring report D5.1 (the 4th one) |
| Public procurement officers and large-scale private buyers are informed about Top runner products and their benefits, including their life cycle cost assessment (at least 10 Topten pro sections – providing information in national language)  (*Objective: Increase the professional demand for top runner products and knowledge about their benefits*) | WP4  WP6  (WP5) | 10 product groups covered by guidance sheets  At least 10 Topten Pro sections developed on national websites  At least 6 pilot actions reporting in detail on the use of Topten specifications  Dissemination via ICLEI network (8 000 entries)  Presentation of Topten and procurement guidance during ICLEI's public procurement seminars (1 per year)  At least 2 presentations per partner with a PRO section at national Local Government Association meetings/conferences | 10 Guidance sheets for public procurers (6 updates and 4 new product groups covered  12 PRO sections on-mine, 1 under development  6 good practice case studies,  33 attempts to implement a pilot Topten procurement action, leading more or less successful activities  Dissemination via ICLEI network (more than 8 000 persons)  ICLEI Presentations (Malmö, in 2012 and Ghent 2014) during the PRIMES and GPP2020 projects  At least 37 presentations | 10 Guidance sheets on line at <http://www.topten.eu/professional.html> also used or directly translated by 12 partners on their website (D4.1). They were updated when the selection criteria changed  This performance was followed-up and monitored by ICLEI using an internal excel sheet ( see national websites )  Explanations on why the pilots were turned into case studies are in the technical report  The efforts made by partners are monitored in Table I of the final report’s Annex.  The 6 case studies (D4.3) are on line at  http://www.topten.eu/professional.html  Info sent to 8 000 entries in ICLEI’s newsletter, plus additional Topten questionnaire to look for pilots sent to 566 people interested in sustainable public procurement via the Procura+ Exchange mailing list – in French, German and English (and 1 220 via the Sustainable Procurement Update e-newsletter and various public procurers who are close contacts of ICLEI  Documented via the internal communication activities monitoring shared documents  This is a conservative number because of a contradiction in the means of following-up this performance indicator. However, launching a PRO section implies presenting it to public buyers (if not, it is a lot of work for no result). Partly documented via the internal communication activities monitoring shared documents, ICLEI internal monitoring and Table I on Pro Sections of the final report’s Annex |
| Visitors to the Topten websites can provide direct feedback through feedback surveys, e.g. pop-up, questionnaires etc.  Feedback obtained from public authorities, consumer associations, NGO's etc. which are using the Euro-Topten services through in-depth interviews.  (*Objective: Obtain consumer feed back for the constant improvement of the uptake and user-friendliness of the Euro-Topten website services*) | WP5 | Between 2 500 and 5 000 visitors participate in surveys for the first round and 1 000 and 2 000 visitors for the second round  10 interviews with interlocutors such as public authorities, manufacturers, utilities and NGOs at European level.  Each partner will use the interview guide and will make at least 5 interviews with key target groups at the national level (a total of 95 interviews) | 2 085 participants opened the survey and 1 791 of them finished the whole survey for the first round  1 043 of the first round transmitted their e-mail, 383 completed the whole 2nd questionnaire  59 persons accepted to be interviewed, less than planned but with a good representation of stakeholders. Each partner used the interview guide | Reported in D5.4 Professional buyers feed back interviews for the Topten added-value report  Reported in D5.2 – 2 Topten added-value evaluation reports |

IEE Common performance indicators:

|  |  |  |  |
| --- | --- | --- | --- |
| **Within the duration of the action** | | | |
| Common Performance indicator | Planned  target | Actual achievement | Comment on performance |
| Cumulative investment (Euro) | n.a. | n.a. | n.a. |
| Renewable Energy (toe/year) | n.a. | n.a. | n.a. |
| Primary energy savings (toe/year) | 5 172 | 14 236 | After 3 years of operation of Topten (4.721 Mio unique visitors) |
| Reduction GHG emissions (t CO2e/year) | 25 200 | 33 097 |  |

|  |  |  |  |
| --- | --- | --- | --- |
| **By 2020** | | | |
| Common Performance indicator | Planned  target | Actual achievement | Comment on performance |
| Cumulative investment (Euro) | n.a. | n.a. | n.a. |
| Renewable Energy (toe/year) | n.a. | n.a. | n.a. |
| Primary energy savings (toe/year) | 2 586 – 5 172 | 14 236 | The lifetime of the products exceeds 10 years, therefore all products will be still in use in 2020 |
| Reduction GHG emissions (t CO2e/year) | 12 600 – 25 200 | 33 097 |  |

The primary energy savings and the reduction GHG emissions were calculated as follows:

The Wuppertal Institute performed an internet-based visitor survey with two rounds to assess the influence of the Topten Websites on the buying behaviour of their visitors. The results are documented in two Survey Reports (see Deliverable 5.4). Only direct effects are taken into account; indirect effect are present but more difficult to estimate, and are neglected in the calculation.

The achieved primary energy savings resulted in 35,1 kWh/year per visitor. Considering a total of 4.721 Mio visitors within the duration of the project, this leads to about 165 GWh/year primary energy or 14 236 toe/year savings at the end of the project. Primary energy and the resulting GHG reductions are calculated with different factors according to electricity or fuel and result in 33 097 t CO2e/year[[5]](#footnote-5).

As the lifetime of the products exceeds 10 years and therefore all products will still be in use in 2020, the values will be the same in 2020.

The results are subject to the methodological limitations of web surveys. These methodological limitations are not unique to this survey, but are inherently connected to web surveys. Future research should deal with methods to check and correct for biases due to self-selection.

See also the description in WP5 below, where additional numbers are presented.

* 1. ***Important problems and deviations from Annex I***

ADEME encountered serious difficulties with partners delivering with important delays or not at all both deliverables and activity reports (especially when preparing reports for the EACI), particularly with WWF Italy. These difficulties were resolved together with the technical officer during a meeting organised for this purpose in Brussels.

Public procurement

As described more fully in section 1.4 on the involvement of target groups and key actors ICLEI had to engage either indirectly (through partners) or directly with public authority procurers of electrical appliances, vehicles or electricity. Although this was achieved to a greater extent by partners in Germany (Oko-Institut) and Finland (Motiva), overall the biggest challenge ICLEI faced was identifying, contacting and gaining interest and commitment from public procurers to be involved in Euro Topten Max’s pilot projects. The issues were due to the economic crisis and associated public spending cuts, the inherently short term nature of public authority budgets and consequent unwillingness to accept higher acquisition costs – even when life cycle costs are demonstrably lower, the risk averse tendency of public authorities relating to using stringent specifications – even when the Topten database of products demonstrates the market availability of such appliances – caused by the fear of restricting competition and raising prices to an unacceptable level, and the lengthy, bureaucratic and interdepartmental or devolved nature of public procurement in Europe.

The Topten “case studies” developed instead of the “pilot actions”, which are now featured on the EU Topten Max European webpage’s Pro section, do however showcase highly energy efficient product procurement in line with Topten procurement criteria, and often include additional criteria outside of the remit of Topten. In spite of the fact that this alternative approach to the deliverable was undertaken, the necessary efforts made by ICLEI to identify and develop the case studies have still been much higher than foreseen and as such a minor shift in budget from travel to personnel hours had to be made.

Staff problems

Keep Britain Tidy: Due to technical and human resources issues, the UK site was launched later than planned, and went online in September 2013. Due to only being online for 16 months of the project period, this had an impact on the total number of visitors to the site, media contacts and the addition of new product categories. However, by December 2014, the number of visitors per month to the site was over 10 000/month, and in 2014 in total the site received 80 258 visitors, in line with the objectives in Annex 1.

Also in Finland, a change in personnel made the work slow as it took a lot of time to train the new personnel to work with product lists, but also took the time from updating, as new personnel could to effectively update lists. This in a situation in which updating was a challenge all through the project, and hindered the proper marketing of the website (hence no internet marketing campaign).

Staff hours overspent

Several partners incurred high number staff hours like REGGAE, Oekozenter, AEA, KBT, and OEKO overspent staff hours foreseen. More details are available in the individual performance reviews below.

Because of institutional and organizational restructuring’ internal problems, WWF Italy has managed only partially to participate in the international group meetings and sometimes did not respect the deadlines for deliverables. Despite that, WWF Italy has concentrated its action in maintaining the Topten Italian website functionality and updating the product lists..

Technical problems

In Italy, shortly after the start of 2012 year, WWF Italy had important technical problems with the Italian web site. It has “crashed” in February and for months it has been totally blocked and so were the communication activities and website updating. After months of failures it was decided to move the website to another server and make the Topten web site totally new. All this has been incredibly time consuming. In early June 2012, Topten Italy web site concluded the migration on to a Swiss server and scheduled a very fast plan (1 month and half) for all our categories upgrading to get back on track.

Market situation

It is also to notice that in Italy there is a proliferation of initiatives similar to Topten issue (often with different information/results), meaning that, for some aspect, there is a high competition and maybe also an effect of confusion among the consumers.

Manufacturers

Due to difficulties to collect data from manufacturers Oeko had some delays concerning the updates of the product lists, as this activity was affected by the minor collaboration with manufacturers. The

# **Performance review by work package**

## Work package 1: Management

WP leader: ADEME (Sowatt)

With 21 partners, the overall project management and coordination is crucial in order to achieve the project’s goals. The tasks under WP1 cover all coordination and management responsibilities (administrative and animation). ADEME is WP1 leader. It has ensured continuity with the previous Euro-Topten-Plus project, and all partners have participated in meetings and reporting activities. ADEME has also overseen the relationships between project partners and Steering Committee members.

### Major activities and achievements

The work undertaken in WP1 is in accordance to the planned activities. ADEME as the project and WP leader has ensured the development of the planned reports and other contractual issues.

* Together with Sowatt, 6 project meetings were organised in a good collaboration with the co-beneficiaries.
* A common working methodology has been developed and shared so that partners could use it at the national level. Knowledge was shared with all co-beneficiaries’ staff members.
* An internal website was developed and structured by ADEME, and hosted by AEA. All important documents were uploaded in their most updated version.
* The most important daily tasks were ensuring a hotline (answering rapidly any question from the co-beneficiaries) and undertaking a quality control of all deliverables (upstream preparation and review of intermediate and final versions).

A more detailed description of the work with the Steering Committee can be found in WP2’s section below, and of management details in Chapter 4: Consortium Management.

### Assessment of the performed work

Most partners were active in making the project alive and report on their activities. Even though working with partners coming from very different institutions is sometimes a challenge (because of different backgrounds: national agencies, NGOs, consumer associations, research institutes, etc.), it has led to very rewarding discussions. The coordination team succeeded to install a relationship of trust and enthusiasm between partners.

The meetings were built to act as working sessions (all important documents were circulated beforehand), inviting all partners to be pro-active, mixing consortium and sub group sessions in order to keep the level of attention and creativity as high as possible.

One of the most challenging tasks was to organise the reporting activities with such a large consortium (21 partners with, for each of them, the necessity to check their contributions) within a set timeframe (that is identical for all consortiums, no matter their size). We have sometimes chosen to delay the delivery of reports in order to deliver reports of good quality – our priority – however delays should have been avoided, including by being stricter in the notifications to partners and when following-up deliverables.

On the practical side, the internal website was hosted by a partner and not hosted at the coordinator’s server. This made the access to the internal website sometimes complex for technical reasons. In order to keep a better control of this tool, this task should remain with the coordinator.

## Work package 2: TOPTEN Network

WP leader: ADEME (Sowatt)

Main partner: SEVEn Task 2.1.1, Task 2.3.1, Task 2.3.2, Task 2.3.3

WP 2 (Topten Network) focused on the creation and/or maintenance of the 18 national Topten websites. This is the core activity of the Topten projects. Know-how transfer activities providing specific support to the new partners setting up new national websites in Eastern and Nordic European Member States were also part of this WP.

### Major activities and achievements

The work in this WP involved mainly the co-beneficiaries regarding the operation of their respective website. The Euro-Topten Max network has developed well (see WP5) and all the websites were updated. The state of the art of 95 partnerships with consumer organisations, environmental NGOs, media, utilities and institutions and relationships with more than 750 manufacturers across Europe is summarized in the tables in Annex I (see Table II and Table III). A more detailed description of the content of the websites can be found in the monitoring notes (D 5.1) and in some conclusions and policy recommendations from the interaction with manufacturers/ importers in Europe (updated D 2.2) and with various multipliers (D5.2). The Sustainability plans (long term funding) D2.6 give an overview of sustainable funding plans for the future of the Topten websites' operation.

The major task leaders’ activities are summarised below:

* The Hotline has been designed to instruct new partners and individuals on how to deal with specific technical and organisational Topten issues. The two new project partners from UK and Croatia have been in regular contact with the coordinator, discussing in full detail the Topten methodologies, related to product selection criteria, identification and contacts with national stakeholders, planning dissemination activities, etc. The coordination team undertook a specific and thorough review and comments of their website before they would be put on-line. Also other project partners have discussed on an individual basis by email and phone their own organisational issues, related to product selection, criteria updates or new products to be put on-line, promotional activities, etc.
* Four Steering Committee members signed-in (SAFE and WWF CH from CH, Denkstatt from BG and dena from DE). While SAFE and WWF CH were very active; Denkstatt, though very enthusiastic when it joined the project meeting in Zagreb, had to postpone its project of developing a Bulgarian website due to financial difficulties; dena participated in the 4th and 5th meeting (dena runs "Topten-like" website, and though it could not be a formal partner (for internal reasons) it regularly exchanged information and new ideas with the Euro-Topten group).
* The Topten manuals were completed ahead of the schedule as the group felt the earlier these documents were made, the more useful it would be, especially for new comers. The goal was gather Topten methodological and organisational issues in a long version for partners and a short version for interested external partners and stakeholders, including outside the EU. The manuals showed to be an effective tool to educate project partners about the basics of Topten’s principles and to enable a wider promotion of the project.
* The 3 planned seminars for newcomers have taken place as planned within the first three project meetings. The first one lasted a full day and enabled the (new and existing) project partners to discuss, learn and understand all details of the Topten organisation on a national level. Detailed presentations have been elaborated, both by the project coordinators (first meeting, France), and the respective partners (at the second meeting in Zagreb, Croatia), followed by detailed discussions, where all organisational and methodological issues have been clarified and enabled the new partners to start intensively with their own preparations. The third seminar was organised in Wuppertal, Germany, involving the EACI project officer.

### Assessment of the performed work

On the positive side, the Technical hotline, the Topten Manual (D 2.4) and the input from Steering committee members were appreciated. It enabled the team to define the Topten philosophy, methodology and best practice, and to refer to this document throughout the project, internally among partners, and also externally, with other similar organisations.

Newcomers’ seminars (D2.5) enabled the new team members to be fully instructed on the project rules and mechanisms, concerning the selection and promotion of truly efficient products on the market.

On the less positive side, the following difficulties were noted regarding the field wrok at the national level:

* Updating the website is very time consuming and some countries dramatically overspent their staff hours (DE, HR, LU, NO, UK). If data collection from manufacturers could be bundled more – at least for the most suitable and “internationalised” product categories, such as brown goods - with the other Topten partners, this would probably lead to a better efficiency in updating the product lists. This is one of the tasks of Topten’s future working plan.
* Working on a good referencing (Search Engine Optimization) is key so that the Topten webpages can attract a large number of visitors. This activity has been already planned for the next period of the Topten project.
* The work with the webpage has worked as planned but one issue to deal with is the growth of the website. The more categories on-line, the more interest from stakeholders (hence the will to go on, and there are a lot of possibilities) but the more work to keep all these categories updated.
* Several countries have noted that, although the project visibility has increased over the years, fundraising to maintain growing activities (more product categories, opportunities for new partnerships, Topten Pro, etc.) has not been very successful (possible explanations are provided in D2.6)
* The decision to create a website based on a new Content Management System can provide several challenges. It is recommended to either use the common Topten CMS or to contract a company with previous similar development experience.
* The advantages of using GfK database for product data did not justify the cost of purchasing it in all countries. In many cases, there were a lot of product duplication, missing and in some cases inaccurate information, meaning that the information needed to be verified in any case.

## Work package 3: Product technical and policy analysis

WP leader: AEA

Task leader OEKO (3.1 & 3.2)

The focus of this WP was the provision of product information, covering regulatory developments and technical specifications and aiming at supporting the national Topten teams to better understand the Best Available Technologies (BAT) they publicise on their respective websites, and the organisation of a European Topten Product Competition to stimulate manufacturers and offer product differentiation arguments.

* + 1. **Major activities and achievements**

**Task 3.1 Life Cycle Cost information (OEKO)**

Resource-efficient products with low power consumption tend to have a higher purchase price than the equivalent conventional products but their operating costs for energy and other resources during the use phase, are lower than for conventional products. Hence, life cycle costs (LCC) of innovative products are often equal or even lower than those of conventional products. At the consumer level, LCC should play an important role for the comparison of products. A framework paper for LCC calculation was written as a guidance to have a consistent approach for calculating life cycle costs within the Euro-Topten Max project.

**Task 3.2 Technical specifications (AEA, OEKO)**

Appropriate selection criteria and respective technical specifications are a crucial precondition for meaningful and well-accepted Topten websites. 8 already existing criteria papers were updated for product categories subject to adoptions and revisions of regulations: LEDs directional, LEDs non directional, TVs, tumble dryers, household coffee machines, imaging equipment (inkjet printers & multifunctional), room air conditioners and monitors. 2 new criteria papers were developed for water heaters and vacuum cleaners.

Furthermore, 2 technology papers were produced on “efficient servers and data storage equipment“ and “photovoltaics” because, even if Topten product lists are not possible to elaborate for these systems which need to take into consideration the consumer’s situation (i.e. they can’t be fully standardised), these technologies were of interest to our stakeholders (i.e. large buyers).

**Task 3.3 European Topten Product Competition (AEA)**

AEA carried out the product competition. The competition gave manufacturers the opportunity to present themselves at European level and showcase their innovative and highly energy efficient products. The product categories were selected based on the developments in the ErP Directive, their attractiveness for end-consumers and an estimate of the costs for the tests of the products. Three product categories were found to be representative:

* TVs, for their popularity and potential for technical development
* LED lamps, for their potential synergies with the PremiumLight project.
* Tumble dryers, for which a new label was mandatory since May 2013.

After agreement from the EACI technical officer, AEA finalised the announcement and competition rules and received quotations from laboratories for product testing. The publication of the Euro-Topten Product Competition rules was finalised in March of 2013 and was largely sent out to manufacturers. The manufacturer's information for each winning product of the competition was verified by VDE (Association for Electrical, Electronic & Information Technologies), an independent and accredited testing laboratory.

On February 28th, 2014, AEA together with Topten.eu, announced the winners of the Euro-Topten Product Competition at the international trade fair “expoEnergy Wels” in Austria. The manufacturers and their winning products (V-Zug tumble dryer Adora TSL WP, Panasonic TV TX L39BLW6 and the Onlog LED-lamp GloboLux 60 R 927) were awarded by a European Commission representative, Vincent Berrutto (Head of Unit Energy Efficiency in Buildings, Industry, Equipment and Transport). Therese Kreitz, Euro-Topten project coordinator, presented Topten.eu and the product competition during the event.

* + 1. **Assessment of the performed work**
* Time schedule for the criteria papers: The proposed deadlines for the update of the criteria papers could often not be met because of the underestimated workload needed to analyse the preparatory studies of the Ecodesign Directive and additional market research regarding prices, product types and market information. Another reason was the delays of European regulation developments (ErP directive, Blauer Engel label) and a too short time period foreseen for the revision of the papers by the project consortium. Additional time was needed to incorporate the remarks given by the project partners. However, the proposed working schedule was adapted properly so that all criteria papers could be finalized and used within the project duration.
* Product testing: Due to the non-compliance of the winner of the LED spot product segment additional tests had to be conducted. The organisation of the tests within the planned time schedule was difficult and time consuming. The fact that the results of the additional test also showed non-compliance led to further activities: a statement was prepared in cooperation with the manufacturer, and further checks were made to ensure that the product information was corrected.

## Work package 4: Engaging multipliers on the demand side

WP leader: ICLEI

Task Leader: Oeko-Zenter (Task 4.2)

This work package focused on large public and private purchasers and retailers because of their influence on the whole market: they act as shining examples; they levy on the market by their specifications; they chose products that will be sold and influence consumers decisions. At least 10 of the Topten websites were to propose tailored support to public procurers, implementing a ‘PRO section’ on their websites and 8 partners were to develop a partnership with at least one retail chain.

* + 1. **Major activities and achievements**

**Task 4.1 Public procurement**

Several activities were undertaken under this task focusing on public procurement:

* ICLEI developed (and updated when needed afterwards) a series of procurement guidelines for ten product categories for use by professional procurers. These guidelines were designed to give procurers a clear idea of the Topten specifications they could use and how much money and energy they could save per unit over the lifetime of the product. The procurement guidelines were used in many of the ‘PRO’ sections, often translated into the national language, meaning that the impact was amplified through increased dissemination. One factor that became apparent when updating the procurement guidelines, although difficult to attribute directly to the project, is nonetheless a major overall achievement – the consistent improvement of energy efficient products on the European market across product categories.
* Encouraged by ICLEI, eventually 12 national PRO sections (the target was 10) have been set up and one is in process of being developed (Norway). The constantly updated PRO section on the topten.eu website served as basis for the national sections. The various components (Procurement guidelines, sample tender documents, good practice examples, relevant initiatives etc.) were explained at partner meetings and through individual follow-up talks. Some countries such as Finland, France, Germany and Lithuania developed a very dedicated and visible PRO section which mostly reproduced the content from the EU project website in the national language together with relevant material such as publications and guidelines. Other PRO section took on some of the content of the EU project website and linked it up with relevant material at national level.
* Despite the setbacks described below, ICLEI successfully developed 6 Topten case studies, which are now online on <http://www.topten.eu/professional.html>. Acknowledging the difficulty of the national Topten partners to identify buyers that would tender for products conforming to Topten procurement criteria, ICLEI developed a questionnaire with exploratory and prompting questions, advertised to more than 1 800 people interested in sustainable public procurement via the Procura+ Exchange mailing list – in FR, DE and EN and via the Sustainable Procurement Update e-newsletter, and directly to public procurers who are close contacts of ICLEI. The questionnaire (translated into DE, FR, ES, IT and PL) was originally used to help identify potential candidates to undertake Topten ‘pilot actions’ i.e. large scale procurers incorporating all Topten criteria associated with a certain product group write at the beginning of the procurement process. It became apparent that it was simply not possible to find such willing candidates and therefore the questionnaire served as a means to help identify good practice that had already taken place in terms of tendering of highly energy efficient products, and of which the criteria was at least partially of a Topten standard. Cases could also include official national and regional guidance that recommends the use of Topten criteria. Eventually, ICLEI with the help of the national partners, managed to identify 6 such Topten case studies to replace the pilot actions.
* The LCC tool developed under the SMART SPP project was made available on http://www.topten.eu/professional.html for professional procurers to calculate the true cost of energy using appliances – including total CO2 and monetary costs. This provided an opportunity for those procurers visiting the website with an interest in cost and energy savings to see how much of an environmental and economic difference buying Topten products could make. A webinar, which was openly available for registration (and which was recorded for later use for those who could not attend) was organised by ICLEI as part of the Euro Topten project to present the LCC tool and its use to interested parties.

**Task 4.2 Working with retailers**

OekoZenter has lots of experience in working with retailers thanks to its specific situation. It could therefore share its experience in cooperating with shops with project partners, and continue developing its own partnership strategy.

At the European level, 7 partners have established partnerships with retailers in their country: Austria, Croatia, Germany, Lithuania, Luxembourg, Romania and Sweden. Retailer agreements are uploaded on the internal webpage. Other countries have put a lot of efforts to reach such partnerships, without success at the moment (CZ, FI, FR, GR, IT, NO, PL, PT and the UK).

In Luxembourg, the15 partnerships in 2012 which grew to 57 partnerships with 80 partner shops all over the country at the end of the project. Germany managed to engage cooperation with Saturn and Mediamarkt. In Croatia, REGEA has been present with an information booth in several shopping malls and organised a competition to attract many participants. In Romania ICEMENERG has also been present in shopping malls (DOMO and R’ART Giurgiu). By deploying rollups and distributing flyers, they made a direct contact with consumers and informed them about the project. Furthermore ICEMENERG organised training sessions for salesmen. There has also been cooperation between retailers and a local municipalities with the goal of raising public awareness on energy saving. Topten Sweden has since last year a logo for online branding. Furthermore it developed leaflets and training material for retailers on how to use and collaborate with Topten in order to reward energy efficient products in their product lines. Other countries having a logo for online branding are: Germany, Lithuania and Austria (and PT to a lesser degree since they have a well working Topten stickers for manufacturers who may chose to display it in shops).

Oekozenter supported partners’ activities targeting retailers by developing a number of tools translating them and making them available for use and adaptation at the national level according to the various situations:

* Consumer information at the point of sale such as leaflets including general information about the project
* Stickers which allow co-branding of Topten products in partner shops
* A city map where the participating shops are easily identifiable
* A free newsletter aiming at partner shops with information about changes in the products’ selection criteria.
* A retailer template agreement (English, French and German).
* Guideline for salesmen (English, French and German).
  + 1. **Assessment of the performed work**

Regarding public procurement, eventually, all tasks assigned to ICLEI were achieved, however, the expectations in finding pilots tendering for highly energy efficient products by using Topten procurement criteria turned out to be too ambitious. Due to the difficulty of finding pilots who would manage to complete a tendering procedure within the 3-year project period, the focus went on good practice examples of the use of Topten criteria and official recommendations of the use of Topten criteria. In fact, it was eventually acknowledged that three years is not a long time when considering a sustainable procurement procedure starting with the promotion of energy efficient procurement of a specific product, to decision taking, pre-tender market engagement, tendering procedure, awarding etc. In hindsight, it would have been more effective to have identified willing cities at the project proposal stage, who would commit to undertaking such pilots for a specific product category as part of the project, such is the case with the GPP2020 project, for example.

Regarding retailers, the breakthrough for most of the organisations signing partnerships with retailers in their countries came in third year of the project, except for Austria where the Topten website is old enough and its “brand” recognised enough to attract partnerships and Luxembourg where the small size of the country made it easier to form partnerships. Staff members of Oekozenter can physically be in every point of sales in less than 1 hour, so a direct contact with partners has been quite easy to handle and it is key to control that the Topten mark is correctly used in shops. Luxembourg organises a monthly visit in partner shops and this strategy cannot be applied in large countries. But this does not mean that the large size of a country makes it impossible to form any partnership. These large countries have to focus on forming partnerships with big retail chains, like for example Saturn or Mediamarkt in Germany. Even if it is difficult to convince the marketing director of a retail chain of the benefit of a partnership in the beginning, it is easier to deal with and control the correct use of the Topten mark in one centralised marketing department which controls dozens of shops and possibly a whole e-shop than to deal with dozens of individual shops spread through the whole country.

## Work package 5: Monitoring and evaluation

WP leader: WIKUE

Main WP participants: ADEME (Sowatt) Task 5.1

WP5 was designed to provide a robust framework to monitor and evaluate the impact of all activities related to the Topten projects at national level: the quality of the websites, the number of visitors, the media coverage and its value (at national and European levels, see results in WP6) and the added value brought by the Euro-Topten-Max projects to its target groups and the energy savings expected.

* + 1. **Major activities and achievements**

At the end of the project, 18 Euro-Topten-Max partners websites and the cross-national European Topten Max website “Best Products of Europe” were online. During the project duration, the new partners from Croatia and United Kingdom launched their Topten Website.

Regarding the number of overall product categories on all Euro-Topten Max websites, it has increased from 214 to 271. Though many product criteria were tightened for many categories (indicating a market improvement), the number of qualifying products and services increased from about 11 000 to more than 13 400. Especially tighter criteria could be implemented for household appliances, TVs and lamps in nearly all countries.

To monitor the web frequentation all national teams have installed Google Analytics or a comparable tool. During the three years of the project duration in total 4.72 Mio unique visitors visited the Topten websites - 6 Mio including CH; In the year 2014 alone 1.70 Mio unique visitors visited the Topten websites – 2.11 Mio including CH.

To assess the value of Topten for market operators, 59 interviews in all participating markets were undertaken with manufacturers, retailers, ministries, public authorities, large buyers, utilities, NGOs and consumer organisations. Especially manufacturers, the European Commission, NGOs and consumer organisations regard the Topten websites as a very important helpful tool whereas they do not seem so important for retailers, public authorities and utilities. Large buyers are in principle interested but would wish more adapted tools for procurement. All stakeholders underlined the need for the websites to be kept updated.

To get feed-back from visitors, a web based survey was undertaken. The first round was online on all active Euro-Topten partner websites from October to December 2012. Overall, 1 791 participants answered simple questions about the websites, its usefulness and user friendliness. This equals approximately 0.5% of the users that visited the website over this period. For the second round of the survey in May and June 2013, 1 043 participants of the first sample were asked by e-mail for further aspects of their buying behaviour. 383 Topten visitors responded to this second round survey. The results are encouraging:

* 71 % of them found the information on the Topten-websites important for the purchase of a product and 59 % of them orientated themselves on product lists or criteria of Topten
* All together, they bought 399 Topten-listed products, saving a total of 2 432 kWh final energy per survey respondent over the lifetime of products (12.85 years on average). Each product purchased by respondents was compared to an average model in its category to derive these figures.

This information allowed estimating the savings per unique visitor - taking into account bounce rate and self-selection bias of the group of participants. If one out of ten visitors of the Topten websites would behave as the respondents, the average saving per visitor would be 1/10 of the savings per respondent, i.e. 243 kWh final energy, or 451 kWh primary energy corresponding to 90.1 kg CO2 (distributed over the lifetime of products) [[6]](#footnote-6) [[7]](#footnote-7).

So we conclude that the savings achieved (over the life time of products) amount to:

* For the 3 years of the Euro-Topten Max project (nearly 6 Mio visitors including Switzerland): 2 698 GWh primary energy, 1 454 GWh final energy and 538 822 t CO2.
* For the year 2014 alone (2.11 Mio visitors): 952 GWh primary energy, 513 kWh final energy and 190 100 t CO2.
* If we exclude Switzerland to strictly consider only the co-beneficiaries’ websites during the project duration: 2 128 GWh primary energy, 1 147 GWh final energy and 425 338 t CO2.
  + 1. **Assessment of the performed work**

It seemed that all tasks with participation of external persons or institutions must be planned very carefully. For example, it was challenging to get the online survey translated and simultaneously online on all websites.

Another critical point was the organization of interviews with stakeholders for assessing the added value brought by Topten to them. Though about 100 interviews were foreseen, in the end 56 manufacturers, retailers, ministries, public authorities, large buyers, utilities, NGOs and consumer organisations could be interviewed. However, the mix of different stakeholders point of view is still balanced so the conclusions could take different aspects of all kinds of stakeholders into consideration.

## Work package 6: Communication and Dissemination

WP leader: Keep Britain Tidy

Task leader AEA (Task 6.2) European communication activities

The aim of this WP was to increase public awareness of the national and the European Topten websites, to generate increased use of the websites and, ultimately, to influence the purchasing behaviour of consumers buying energy-using products. Qualitative and quantitative data about communications has been collected and analysed throughout the project.

* + 1. **Major activities and achievements**

**Task 6.1 national communication activities**

In order to achieve the goals, partners planned and delivered a wide range of communications activity to generate public interest in their respective Topten websites and Topten overall. Partners were encouraged to plan their communications in advance in six-monthly periods, identifying target audiences and target outputs. Communications activity undertaken by partners included working with journalists and producing press releases to secure coverage in printed media and in online publications; securing slots on TV and radio; utilising a range of social and viral media; attending public and trade events and using paid and free advertising. At the end of each six-monthly period partners were also asked to review their communications activity undertaken to assess effectiveness.

One of the main ways in which partners used to secure coverage and interest in Topten was through producing press releases for journalists. At the end of December 2014, a total of 126 press releases had been produced. This combined with other communications activity resulted in a total of 1 621 pieces of coverage about Topten being secured including in a range of leading national newspapers and magazines. The partners who had the most success in securing coverage were Germany, Italy and Portugal.

Printed and online media pieces accounted for 94% of the overall coverage of Topten with radio coverage making up 4% and TV the remaining 2%. The vast majority of coverage about Topten was positive at 90,6%, with 9,2% neutral coverage and less than 0.2% negative coverage. Through this coverage, a total of 273 589 499 media contacts were made over the course of the project, significantly exceeding the target of 100 000 000.

Generating increased traffic to the Topten sites was a main objective for the project. The total number of visits to Topten websites over the course of the project was 5 079 235 from 4 721 285 individuals. It is likely that the total number of actual visits to Topten sites was in fact higher, as some partners were only able to measure the number of unique visitors to their sites, meaning that visits from consumers who returned to the sites were not captured. If the visitors from the Euro-Topten Max steering Committee Member Topten.ch are included, the numbers reach 2.11 Mio unique visitors for 2014 and 6 Mio unique visitors for the project duration.

In addition to looking at the total number of visits, it is useful for us to look at both the number of visits in comparison to the population and at the rate of visits per year. Austria, Luxembourg and the Czech Republic gained the highest number of visits per million of population per year with an average of 91 900, 15 384 and 4 945 respectively. Other countries performing well in terms of rates per million population were Belgium, Denmark, Lithuania and Portugal who all achieved over 3 000 visits per million population on average over the project. The average rate of visits per million of population per year at an EU-level was 3 719 over the course of the project.

Topten requires a rate of 2 000 000 hits per year to be achieved by 2015. Taking a projection from the total website visits in the month of December 2014 and considering only the project partners, the rate is 190 356 visits per month or a projected 2 284 272 visits in 2015.

In 2014, Keep Britain Tidy conducted interviews with all but four of the partners to discuss, advise and assess communications best practice. Recommendations resulting from this analysis were fed back to partners at the last EU meeting in September 2014 to inform future plans and are reflected in the fuller WP6 Report.

**Task 6.2 European communication activities**

**6.21. Promoting the project and the www. Topten.eu portal**[www.topten.eu](http://www.topten.eu) was continuously updated to present the Best product of Europe, an updated news section, and all the relevant information of the PRO Section. This URL is regularly publicised and quoted by all partners in their presentations, even at the national level (also partners without a website, such as WIKUE and ICLEI have promoted the portal, using their own channels of communication under WP4 and during the interviews performed under WP5).   
In addition, the Euro-Topten Max project was mentioned and presented in several papers / presentations selected to be presented in several international forums[[8]](#footnote-8):

* At the BEHAVE conference in September 2012 in Helsinki.
* At the eceee 2013 summer study: Finding the most energy efficient TV in China and in Europe: not such an easy job... (Michel, Bush, Hu Bo, Attali), Can Europe continue deciding on product policies (MEPS, labels, etc.) without monitoring the market? (Attali, Bush, Michel, Toulouse), Market transformation for clothes dryers: lessons learned from the European experience (Granda, Wold, Bush).
* At the EEDAL 2013 conference: What is an energy efficient TV? Trying to find the best TV in China and in Europe (A. Michel), Systematic market monitoring: a pilot project on TVs demonstrates the value for policy design (A. Michel), Cold wash - Do prejudices impede high energy saving potentials? (B. Josephy), Heat Pump Tumble Driers: New EU Energy Label and Ecodesign requirements in Europe, MEPS in Switzerland, Initiatives in North America (E. Bush and C. Granda), Best available technology of plug-in refrigerated cabinets, beverage coolers and ice cream freezers and the challenges of measuring and comparing energy efficiency (E. Geilinger), Office Luminaires: Voluntary labels can pave the way to the next level in energy saving (E. Geilinger).
* At the United Nation Environment Programme in Paris in April 2014
* At the IPEEC secretariat in April 2014
* At an EU-China expert meeting in Brussels in July 2014

European activities were also presented in the Topten Global reports of 2012, 2013 and 2014.

**6.2.2 Publicising the winners of the Euro-Topten Max product competition** It was intended to present the winning products at two events: at an international fair in Austria and at an event hosted by the European Commission in Brussels. The former was chosen by EACI with the purpose of generating synergy effects and because of the timing of the event. The presentation was carried out by organising and operating a Topten booth. Additionally, posters displaying the main outcomes of the project were placed according to the event and the available space. On February 28th, 2014, the AEA together with the project coordinator and a high level representative of EACI, announced the winners of the Euro-Topten Product Competition at the international trade fair “expoEnergy Wels” in Austria. The “expoEnergy – Wels” is one of Europe’s most popular trade fairs for green energy and energy efficiency. It represents Austria‘s leading exhibition for innovative building, efficient energy use and generation. The manufacturers and their winning products were awarded by Vincent Berrutto a representative of the European Commission (Head of Unit Energy Efficiency in Buildings, Industry, Equipment and Transport). Therese Kreitz, the Euro-Topten project coordinator since 2006, presented Topten.eu and the product competition during the event. A specific Topten logo was produced for winning products and all partners were invited to communicate at the national level about the winners (including the preparation of a press release).

The coordination team contacted EASME to check on the possibilities to exhibit winning products or at least a poster on the Euro-Topten Max competition in Brussels, for example during the EUSEW 2014, but unfortunately, the building where the policy conference was held was under works, reducing the space to exhibit the Topten competition results. No other opportunity was identified by EASME.

* + 1. **Assessment of the performed work**

Partners were generally good at completing their communications planning and reporting on activity and outputs. Google analytics proved a useful and economical way of gathering consistent data on use of websites. Calculating the value of coverage was challenging in some areas because of the volume and diversity of coverage received and the availability of data on which to assess value. This was particularly the case for online coverage, the value of which is harder to calculate than traditional printed press. In future it may be useful to do more training on how to do this to gain more consistency.

Good communications need to be consistent, use a variety of channels and be targeted appropriately for the audience. Across Topten we have seen an excellent range of communications channels and activities used. Traditional methods including printed media and promotional materials such as leaflets and brochures were used alongside more innovative methods such as creating video content, guides and social media to raise the profile of Topten and drive traffic to the websites. Partners were asked to regularly reflect and assess what had worked well. Partner meetings and the communications meetings which Keep Britain Tidy carried out were useful in terms of gathering and disseminating best practice.

Coverage through printed media, online, TV and Radio was useful for raising the overall profile of Topten, consumer awareness of energy efficiency and in generating short-term spikes in the number of visitors to the sites. The spikes in traffic to the sites were demonstrably linked to coverage in many cases, although the uplift in traffic was not usually maintained at the same level. Some partners had greater success in securing coverage, with Germany, Italy and Portugal having most success overall. Seeking to secure coverage in printed media, online and TV and radio can continue to be seen as important for Topten as a key way to raise profile amongst the general public.

Some partners with charitable status were successful in gaining a Google Adword Grant which entitled them to access up to $10 000 of free Google advertising for their respective Topten sites. This was useful in driving significant additional traffic to the sites. Social media including paid advertising was also used in creative ways to drive traffic to sites. Some partners used their existing social media accounts to promote Topten which meant that there was an existing audience to promote to. In other instances, new accounts were set up allowing partners to talk more specifically about domestic energy efficiency and promote their sites. Given the growth of social media even within the lifetime of the Topten project, and the fact that it is relatively economical to use, it will continue to be a useful channel with which to promote Topten across the EU.

Events: A total of 118 events were attended to promote Topten throughout the course of the project. Events included a mixture of trade and professional events alongside public facing events and fairs. Some events were stand-alone Topten events and in other cases partners attending pre-existing events to promote Topten. The approach used at events depending on the type of event it was – formal presentations were given as professional conferences and seminars and a more informal Topten information stands were used at events like home shows to give information to the general public. The outputs achieved were as follows:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Outputs achieved | Jan –  Jun 12 | Jul –  Dec 12 | Jan –  Jun 13 | Jul –  Dec 13 | Jan –  Jun 14 | Jul –  Dec 14 | Total |
| Events attended | 26 | 21 | 27 | 15 | 16 | 13 | 118 |
| People visiting stands | 1 220 | 740 | 6 328 | 736 | 5 577 | 3 195 | 17 796 |
| Presentations given | 35 | 27 | 64 | 25 | 23 | 42 | 216 |

Brochures and Publications: Belgium, the Czech Republic, Germany, Greece, Spain, France, Croatia, Italy, Lithuania, Norway, Portugal, Romania and Sweden all produced printed leaflets to support promotion of Topten. The distribution was as follows:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Outputs achieved | Jan –  Jun 12 | Jul –  Dec 12 | Jan –  Jun 13 | Jul –  Dec 13 | Jan –  Jun 14 | Jul –  Dec 14 | Total |
| Leaflets distributed | 34 550 | 3 250 | 6 300 | 4 410 | 3 740 | 72 520 | 124 770 |

Through the communications meetings, partners reported that they had found printed materials such as leaflets to be least effective in generating visits to Topten sites.

Contributions and articles to journalists, magazines, media: Partners were successful in gaining a total of 1 621 pieces of coverage about Topten. Some of the coverage was attributable to press releases generated by partners and some partners were particularly successful in gaining coverage using this approach. In other cases, relationships were built with journalists or partners approached directly to contribute articles about Topten. The coverage results in a significant number of media contacts being made and Topten being featured in some leading newspapers and magazines across the EU.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Outputs achieved | Jan –  Jun 12 | Jul –  Dec 12 | Jan –  Jun 13 | Jul –  Dec 13 | Jan –  Jun 14 | Jul –  Dec 14 | TOTAL |
| Press releases | 32 | 26 | 18 | 18 | 16 | 16 | 126 |
| Pieces of Coverage | 298 | 311 | 263 | 305 | 156 | 288 | 1,621 |
| Media contacts | 22 613 470 | 57 906 581 | 30 035 662 | 27 741 918 | 90 231 094 | 45 060 773 | 273 589 499 |

Website Usage: Some issues affected the volume of traffic to Topten websites. For example, the UK site launched sixteen months into the project and the re-launch of the German site meant there was a temporary reduction in site visits. The total number of website visitors is also likely to be under-reported here as some partners only had the ability to record unique visitors to their sites and therefore did not capture the number of returning visitors:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| Outputs achieved | Jan –  Jun 12 | Jul –  Dec 12 | Jan –  Jun 13 | Jul –  Dec 13 | Jan –  Jun 14 | Jul - Dec 14 | TOTAL |
| Unique website visitors (excl. CH) | 704 578 | 717 729 | 713 184 | 881 386 | 840 241 | 864 167 | 4 721 285 |
| Total website visitors | 764 593 | 742 743 | 762 480 | 966 463 | 920 016 | 922 940 | 5 079 235 |

In spite of this, overall, the majority of partners had an upward trend in visits and year on year there has been a good upward trend in the number of visits to the sites at an EU level:

|  |  |  |  |
| --- | --- | --- | --- |
| Outputs achieved | 2012 | 2013 | 2014 |
| Unique website visitors | 1 422 307 | 1 594 570 | 1 704 408 |
| % increase on previous year | n/a | +12.1% | +6.9% |
| Total website visitors | 1 507 336 | 1 728 943 | 1 842 956 |
| % increase on previous year | n/a | +14.6% | +6.5% |
| Visits per million population per year at  EU Level | 3 311 | 3 797 | 4 048 |
| % increase on previous year | n/a | +14.7% | +6.6% |

Overall, communications activity has been undertaken well, with a good mixture of new and more traditional methods used. Challenges and successes varied from partner to partner and depending on a diversity of factors including capacity, technical issues and relative profiles meaning that coverage was easier or more difficult to secure.

## Work package 7: Common dissemination activities

WP leader: ADEME

The work package covers resources to contribute, upon request by the EACI, to common dissemination activities to increase synergies between, and the visibility of IEE-supported projects

* + 1. **Major activities and achievements**

The project Fact sheet and Slide presentation have been delivered to the IEE website and regularly updated. The Project poster which was presented at the BEHAVE conference was transmitted to 12 partners after the event. The electronic version was translated into French. The publishable report will be professionally edited and printed in order to be a good business card to present the projects outcome and justify and look for future funding. (At the time of this report delivery, the publishable report is being stuck at the graphic designers’. Final but yet untreated text is being delivered with this report and will of course be professionally edited by a graphic designer, include many illustrations, etc.).

7.2 Participation and/or contribution, upon request by the EACI, to information, training and dissemination events such as contractors’ workshops, conferences, briefing days, exhibitions, etc.) related to IEE or other relevant EU programmes.

Euro-Topten max was asked to contribute to a report in the framework of a EASME contract on the development of an Energy Efficiency Products Facility (EEPF) website. The objective is to provide information to different stakeholders (including consumers, retailers, manufacturers, etc.) regarding Product Policy / energy efficiency. Other outputs to be included in the EEPF will be e.g. user guides for EE products, technical implementation guides for Ecodesign/energy labelling regulations, Energy Efficiency tips, etc.

**Cooperation with related IEE projects**

*See point 4.4 below*

* + 1. **Assessment of the performed work**

The work under WP7 is difficult to plan because it is upon request of the EACI. The change of technical officer occurred unfortunately at a crucial moment for the promotion of the project results that we had foreseen in Brussels. It would be highly beneficial if the technical officer would remain for the duration of the project.

It is also a pity that no coordinators’ meeting took place (as it used to previously happen, at least every second year). These meetings are always a good opportunity to get in contact with other project leaders and learn more about the various activities of the projects and how interaction would be possible. Fortunately, thanks to the large size of the Euro-Topten Max consortium synergies between the projects could be found because many partners were directly or indirectly involved in other interesting and related projects.

1. **Individual performance review by partner**

## Coordinator: ADEME

Author(s): Therese Kreitz

* + 1. **Role in the project**

ADEME, as the Project coordinator, was the single contact point for the interaction between partners of the project and the European Commission. Leader of WP1, project management, WP2 Topten Network and WP7 EACI dissemination activities, and of Task 5.1 (Quality control of Topten websites). ADEME subcontracted a part of the coordination work as foreseen to Sowatt.

* + 1. **Main activities and achievements**

**WP1 -** ADEME ensured the effective management of the project through a day-to-day management (including the administration of internal communication) and by monitoring all project activities.

ADEME and Sowatt also coordinated the work of the task leaders (SEVEn for WP2, AEA and OEKO for WP3, ICLEI and OKOZENTER for WP4, WIKUE for WP5 and KBT for WP6) giving orientations for the start, follow-up of the work and proofreading of all draft documents. Reviewing the reports to the EACI and all the deliverables was also part of the work as well as keeping updated the project contact list and maintaining a dialogue with Steering Committee Members. A notable effort was required for the preparation of technical and financial reports (progress, interim and final reports), not only with regards to the drafting and revision of the content, but also in the organization of the work and deadlines for a consortium of this size (21 partners). Problems occurred with some partners. A meeting in Brussels together with the most difficult partner and the EASME technical officer successfully treated this case.

Finally ADEME and Sowatt prepared the Project meetings (a total of 6 meetings) and participated in the final competition in Wels. Detailed minutes of each of these events were produced and uploaded in the internal website along with all the presentations.

ADEME established a good dialogue with the Commission in the name of the partners or the consortium whenever it was necessary. The internal communication between partners was insured by email and phone, and regarding the exchange and collection of documents, by the internal website hosted by AEA and managed by ADEME, and other communication tools like Google shared documents. There is room for improvement so that uploading documents becomes an automatism for partners. A common working methodology has been developed and shared so that partners could use it at the national level. Knowledge was shared with all co-beneficiaries’ staff members

The main final problem was the deviation from the work plan concerning the final report due to an overlapping of the time consuming finalisation of two H2020 follow-up projects coordinated by ADEME, and the organisation of the 2 related kick-off meetings during the reporting time

The Coordinator also faced internal problems, due to the announcement made by ADEME’s President on January 21st, 2015, of a plan to close ADEME’s offices in Valbonne. Mobilisations against this plan disturbed the work and were very time consuming.

For this final technical report, despite the coordinators’ effort to communicate a long time in advance and in the details of the changes in the template, the national input received was very disappointing and almost never following the EASME’s instructions which generated delay because of the necessity to go back and forth with partners, working on several versions.

**WP2** The coordination team under the leadership of ADEME set-up a technical hotline supported by SEVEn, maintained good relationships with the Steering Committee members and contracted the update of the current central software. In order to benefit from economy of scale, ADEME organised the buying of GFK market data (GFK and car data, not covered by GFK). Bringing support to the national teams on how to best manage their website (choice of product category, how to approach potential partners, etc.) was also a key part of the work, as well as leading and steering discussions with work package and task leaders. The biggest success is the number of Websites on line also thanks to the remarkable work of the Steering Committee members Topten Switzerland and WWF CH.

**WP3.** The main role of ADEME in this work package was of supervising, including the review and preparation of deliverables like the criteria and technology papers. Thanks to its wide spread expertise, several ADEME‘s experts could be involved in these papers without charging time to the project. ADEME and Sowatt also took part in the elaboration of the Euro-Topten Max product competition lead by AEA: they provided advice on the product categories, the rules, how to contact manufacturers, testing issues, conclusions, exhibition of winning products.

**WP4 & WP5** ADEME and Sowatt proofread the deliverables: the 10 procurement guidelines, working with ICLEI to organise the workshop on the LCC calculation tool, the communications about Topten at Ecoprocura conferences, the templates for agreements with retailers, regular monitoring note, the visitor survey (upstream planning, questions and translation issues, implementation, conclusion reports), various questionnaires for stakeholders interviews, etc. ADEME oversaw the good interaction between WP5 and WP6 in terms of monitoring, especially regarding the number of web visitors, which was a challenge to monitor. ADEME (Sowatt) scanned all the Topten websites on-line before every project meeting underlining improvement potentials, positive ideas, actions to take, etc.

**WP6.** ADEME and Sowatt ensured communication at European and International levels. ADEME participated in the Euro-Topten Max Product Competition Award Ceremony in Austria together with Vincent Berrutto from EASME. ADEME asked the EACI project officer about the Commission’s needs in terms of a possible second event in Brussels after March 2014 to present the winning products. However, it was not possible to exhibit the products during the sustainable energy week because of some works in the main building, reducing the usually available space.

ADEME presented the Project poster at the BEHAVE conference. Several Topten papers were presented by the coordination team at the eceee summer study and EEDAL conference in 2013. ADEME presented several times the project at the Club EnR meetings and had face to face discussions with stakeholders at the Ecoprocura conference in 2014; ADEME talked about the project whenever it was suitable in European events at the European Commission or in its daily work with stakeholders like Ministries, manufacturers’ associations, etc.

At the national level, ADEME promotes the French Topten website on its own website and in different publications on paper and online. It also spread available Topten leaflets at fairs and conferences whenever suitable.

**WP 7** The project Fact sheet and Slide presentation have been delivered to the IEE website and regularly updated in September 2012 and in June 2013 and in 2015 by ADEME (Sowatt). The electronic version was translated into French. The publishable report will be professionally edited and printed in order to be a good business card to present the project’s outcome and justify and look for future funding . Unfortunately, though the final text was submitted with the Technical Implementation Report, the digital and printed versions could be submitted to EASME only after the submission of this report.

When contacted by the consultant in charge, Euro-Topten Max contributed to a report in the framework of an EASME contract on the development of an Energy Efficiency Products Facility (EEPF) website. The objective is to provide information to different stakeholders (including consumers, retailers, manufacturers, etc.) regarding Product Policy / energy efficiency. Other outputs to be included in the EEPF will be e.g. user guides for EE products, technical implementation guides for Ecodesign/energy labelling regulations, Energy Efficiency tips, etc.

* + 1. **Assessment of individual performance**

As mentioned above, coordination of such a large consortium coming from different horizons is challenging. It is a big success that the Topten Act proposal was accepted, showing the interest of the European Commission in TOPTEN; the number of websites online shows that the project works well. One of the biggest lessons learnt is that the coordination team will have to be a little stricter with partners in case of difficulties and not hesitate to involve the EASME early in the process. As mentioned above, the meeting with the Commission was very successful and next time in case of difficulties with a partner ADEME will ask for a meeting earlier. Sending emails with the Commission in copy is less successful.

ADEME, as a public organisation, has facilities to add some budget or advance it when needed which is an advantage.

* + 1. **Sustainability of the action after the end of the project**

ADEME is a public entity that does not have to look for funding on the same level as most of the partners. In addition, the role of ADEME as a “coordinator“ is specific in terms of sustainability. Energy efficient products in an important topic for the French ministries governing ADEME and they see positively the fact that the Agency coordinates the Topten project, which has acquired along the years a very positive global reputation, and support its national partner as well. ADEME invested in the preparation of two H2020 proposals, again as coordinator, which were selected and have started early 2015.

* + 1. **Review of resources**

Staff resources

ADEME is public and has thus a certain freedom of decisions regarding its expenses. We overspent in the subcontracting (technical assistance for the coordination) and also in the staff hours, because the quality of the delivered work is very important to us. We have experienced that such a large consortium needs more staff hours than what was foreseen in the contract and due to additional national work, this additional work foreseen was partly subcontracted.

**Break-down of hours by task and staff members**

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| Task 1.1 Contractual and administrative management | Therese Kreitz | 110 | Contract with the European Commission: communication and payments to partners, financial cost statements. |
| Frederique Bienvenu | 35,3 | Management of contracts for "central expenses” and all partners’ contracts mandatory for ADEME |
| Johan Ransquin | 4 | Validation of all expenses and the project itself, |
| Task 1.2: Project internal communication | Therese Kreitz | 70 | Contact lists, dialogue with Steering Committee members, supervision of the internal website |
| Task 1.3: Organisation of project meetings | Therese Kreitz | 130 | Venue, agenda, steering discussions, reviewing the minutes – and participating in the meetings |
| Frederique Bienvenu | 4 | Organisation of the kick of meeting (financing) |
| Johan Ransquin | 2 | Kick off meeting participation |
| Task 1.4: Reporting | Therese Kreitz | 178,7 | Establishing templates, writing and reviewing of the 4 reports to the EACI ; Reviewing of all the deliverables |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Subcontracting | Support to project management  Support to new partners | 15 000  7 000 ( summed up in one item in the contract) | 19 828,12 | Due to the big consortium and due to additional national work this task was overspent |
|  |  |  |  |  |
| OSC | Posters and final publishable report | 3 000 | 3 462,42 | Poster slightly more expensive because of the quality and the electronic version foreseen for translation |
| OSC | Steering committee (4 persons attending 2 meetings, i.e. 8 travels and accommodation costs; lump sum) | 8000 | 2 742,75 | Underspent, less money requested than foreseen  dena never requested funding and denkstatt only once. |
| OSC | Kick off meeting organisation | Not foreseen | 3 061,50 | ADEME hosted the kick of meeting and spent gathering cost for more than 30 project partners present at this meeting |

Concerning other costs for central data expenses and the central software, and costs for subcontracting “Support to the Topten Network” and “Support to product competition” the amounts spent were according to the budget foreseen.

The activities of the subcontractor are described in the table above. Sowatt was chosen according to the internal rules of ADEME, a public body. Sowatt could be chosen this time without a call for tender because Sowatt was mentioned in Annexe II of the proposal and, more importantly, because of its experience in the Topten EU projects since 2006. A new comer would have lost a lot of time and therefore money to understand the project and to be able to advise Topten newcomers and assist ADEME. ADEME is convinced to have chosen best value for money and the procedure was approved by its legal service.

The author hereby confirms that the selection of subcontractor complied with rules laid down in the grant agreement.

Travel costs

Only project meeting travels were foreseen. Therefore ADEME overspent in travel costs due to extra travels needed to promote the project, such as traveling to the Behave conference and to the Euro-Topten Max Product Competition ceremony in Wels.

Report on budget shifts

As mentioned under point 3.1.5.4 ADEME spent more costs for travelling and underspent in “Other costs” due to lower costs for the travels of Steering Committee members. Therefore we shifted budget **from “**other costs” to travel costs.

* 1. ***CB2: North-West Croatia Regional Energy Agency (REGEA)***

Author(s): Vesna Kolega, Mihaela Mehadžić, Velimir Šegon

* + 1. **Role in the project**

As a newcomer to the TOPTEN project that has been already running for 6 years, Regea's main objective was the development of TOPTEN Croatia web site. Furthermore, REGEA was responsible for uploading and continuous updating of 12 groups of products on Croatia TOPTEN web site according to TOPTEN criteria, promotion of TOPTEN appliances and establishment of good cooperation with target groups and key actors.

In order to realize the project successfully, REGEA established good communication channels and cooperation with all target groups, and has made a lot of efforts in communication and dissemination activities.

* + 1. **Main activities and achievements**

The main activities and achievements per WP are the following:

**WP 1: MANAGEMENT**

* Attendance to kick-off meeting in Valbonne - France
* Organization and attendance to project meeting in Zagreb - Croatia
* Attendance to project meeting in Wuppertal - Germany
* Attendance to project meeting in London – UK
* Attendance to the final project meeting in Brussels – Belgium

**WP2: TOPTEN NETWORK**

* Market data collection and analysis – 12 product categories
* Cooperation with manufacturers, retailers and importers – market research
* TOPTEN Croatia web site – establishment and update of 12 product categories with usage recommendations and selection criteria:
  + Calculation of energy efficiency indexes (EEI) – white goods
  + Worst product for every category
  + Average price
* Conclusions and policy recommendations from interaction with manufacturers/importers in Europe
* Update of 12 product categories every 6 month
* News on the TOPTEN Croatia web site
* Sustainability plans (long term funding)

**WP 3: PRODUCT TEHNICAL AND POLICY ANALYSIS**

* Calculation of life cycle cost at consumer level
* Definition of technical criteria on national level
* Comparison of the lifetime cost for energy efficient and inefficient products
* Discussion about technical criteria, incorporating the information on the Croatian national website

**WP4: ENGAGING WITH MULTIPLIERS ON THE DEMAND-SIDE**

* Partnership agreements with Lipapromet, Mark 2 and E PLUS Ltd (cooperation during organization - Prize game and CROENERGY 2013)
* Continuous cooperation with retailers– market research

**WP5: MONITORING AND EVALUATION**

* Reports on visitor feedback survey
* Partnership agreements with Croatian Association for Consumer Protection and Society for Sustainable Development Design - DOOR (NGO)
* Interviews with key target groups
* Discussion on the web scan

**WP6: COMMUNICATION**

* Establishment of good communication channels with all key target groups
* Organization of TOPTEN CROATIA web site launching event in cooperation with Croatian association for consumer protection
* TOPTEN public consultation and exhibition, organized in cooperation with BOSCH, LIPAPROMET and E Plus as a part of Sustainable Energy Finance and Investment Summit: CROENERGY 2013
* TOPTEN Croatia as part of the permanent exhibition in Technical museum in Zagreb, one of the biggest and most famous in South-east Europe
* Distribution of TOPTEN leaflets during a public consultation on Sustainable energy action plans of the City of Belišće and City of Donji Miholjac
* Promotion of a TOPTEN project during Zagreb Energy Week 2014 - PPT presentation about project, leaflets distribution to more than 1000 participants
* Distribution of TOPTEN leaflets during International conference for SEE countries as a part of South-east Europe project RE-SEEties
* Preparation of TOPTEN introductory video
* Preparation and continuous distribution of TOPTEN brochures
* Organization of promotional quiz – Lipapromet Ltd and Mark 2 Lt
* Electronic publications – Newsletters
* Communication and dissemination at national level
  + 1. **Assessment of individual performance**

REGEA has successfully implemented all project activities as planned per Annex I and is fully satisfied with the realization and achieved results of the whole project. REGEA is particularly satisfied with establishment and running of TOPTEN Croatia web site that gives Croatian citizens an opportunity to compare energy performances and learn about the best products on the market. Furthermore, due to successful cooperation in TOPTEN project realization, Croatian national fund for environmental protection and energy efficiency, has announced for the first time the public call for cof-unding purchases of energy efficient HA for physical persons in the maximal amount of 500 kn (65,28 Euros). It can be said that according to public responses, TOPTEN project has been recognized at national, regional and local levels in Croatia.

As for difficulties, the main problem was how to involve target groups and key actors (particularly manufacturers) in the action during the whole project. Cooperation with manufacturers/importers was difficult because their headquarters are outside Croatia, and to make the whole situation even harder, frequent changes of managing staff in Croatia was more the rule than the exception. Furthermore*,* harmonization with relevant EU legislation is still in process and at the moment only 4 product categories have new EU energy labels. It can be mentioned that REGEA could not afford to subcontract market surveys agencies and have worked on all appliance data on its own, which consequently significantly rose actual spent working hours.[[9]](#footnote-9)

One of the most important achievements of TOPTEN project in Croatia was overcoming the above-mentioned barriers and establishing a successfully running TOPTEN Croatia web site, portal that gains importance and visibility every day.

* + 1. **Sustainability of the action after the end of the project**

REGEA has undertaken activities that have a direct impact on the sustainability of the action after the end of the project. One of the most important sustainability actions is the successful cooperation with the Technical museum in Zagreb (one of the biggest and most famous in South-east Europe) that resulted in having TOPTEN information materials part of the permanent exhibition of the Technical museum in Zagreb.

As already mentioned in the Chapter above, one of the most important achievements of TOPTEN is the establishment and successful progress of the TOPTEN Croatia web site that will not be stopped after the end of the project. REGEA will do its best to make TOPTEN Croatia web site “very alive”, visible and attractive. Furthermore, REGEA will remain a Google Ad Grantee under described conditions for the whole year 2015.

It can be concluded that co-funding purchases of energy efficient HA for physical persons by Croatian national fund for environmental protection and energy efficiency (that, according to Fund's official timetable[[10]](#footnote-10) will start in May 2015) is also one of the very important achievements of TOPTEN that, hopefully, will last years after the official end of the project.

REGEA, as the national coordinator of TOPTEN project, will continue running TOPTEN Croatia web as best as it can. During the project REGEA tried very hard to disseminate and promote its results, and seriously plan to do it in the future.

* + 1. **Review of resources**

Staff resources

The following table provides a break-down of hours by WPs and staff members.

| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| --- | --- | --- | --- |
| Task 1.2 Project internal communication | Vesna Kolega | 2,75 | Project internal communication |
| Task 1.3 Project meeting organisation/participation | Vesna Kolega | 14 | Attendance of project meetings,  organization of 2nd project meeting in Zagreb |
| Task 1. 4 Reporting | Vesna Kolega | 56 | Project reporting |
| Task 1.2 Project internal communication | Tina Opalić | 26 | Project internal communication |
| Task 1.3 Project meeting organisation/participation | Tina Opalić | 26,5 | Attendance of project meetings,  organization of 2nd project meeting in Zagreb |
| Task 1. 4 Reporting | Tina Opalić | 24 | Project reporting |
| Task 1.2 Project internal communication | Ivana Horvat | 67,5 | Project internal communication |
| Task 1.3 Project meeting organisation/participation | Ivana Horvat | 20 | Attendance of project meetings,  organization of 2nd project meeting in Zagreb |
| Task 1.2 Project internal communication | Mihaela Mehadžić | 38,75 | Project internal communication |
| Task 1.3 Project meeting organisation/participation | Mihaela Mehadžić | 41 | Organization of 2nd project meeting in Zagreb |
| Task 1.3 Project meeting organisation/participation | Julije Domac | 16 | Organization of 2nd project meeting in Zagreb |
| Task 1. 4 Reporting | Velimir Šegon | 25,5 | Project reporting |
| Task 2.2.1. Maintaining and developing Topten websites | Vesna Kolega | 88 | Market data collection and analysis |
| Task 2.2.2. Tasks in order to develop and strengthen Topten projects | Vesna Kolega | 108 | Meetings with stakeholders |
| Task 2.3.1. Topten Manual | Vesna Kolega | 87 | Data collection |
| Task 2.2.1. Maintaining and developing Topten websites | Tina Opalić | 73 | Market data collection and analysis |
| Task 2.2.2. Tasks in order to develop and strengthen Topten projects | Tina Opalić | 81,5 | Meetings with stakeholders |
| Task 2.3.2. Internal Topten seminars | Tina Opalić | 33 | Internal Topten seminars |
| Task 2.2.1. Maintaining and developing Topten websites | Ivana Horvat | 82 | Market data collection and analysis |
| Task 2.2.2. Tasks in order to develop and strengthen Topten projects | Ivana Horvat | 66 | Market data collection and analysis |
| Task 2.2.1. Maintaining and developing Topten websites | Mihaela Mehadžić | 356 | Market data collection and analysis |
| Task 2.2.2. Tasks in order to develop and strengthen Topten projects | Mihaela Mehadžić | 398,25 | Product categories, selection criteria, usage recommendations, communications with target groups (manufacturers, importers retailers and GFK), Croatia market monitoring, exchange of experiences |
| Task 2.3.2. Internal Topten seminars | Mihaela Mehadžić | 29 | Internal Topten seminars |
| Task 2.2.2. Tasks in order to develop and strengthen Topten projects | Ivana Todorić | 29,25 | Communications with target groups |
| Task 2.2.1. Maintaining and developing Topten websites | Koraljka Sabadin | 68 | Communications with target groups |
| Task 2.2.2. Tasks in order to develop and strengthen Topten projects | Julije Domac | 142 | Meetings with stakeholders |
| Task 4.2 Working with retailers | Vesna Kolega | 54,75 | Meetings with LIPAPROMET, ELIPSO, Mark 2 and TP Vision |
| Task 4.2 Working with retailers | Tina Opalić | 61,25 | Cooperation with retailers, partnership agreements with LIPAPROMET Ltd, MARK 2 Ltd and TP VISION, interviews with retailers, cooperation on promotional activities |
| Task 4.2 Working with retailers | Ivana Horvat | 43,75 | Organizing a prize game |
| Task 4.2 Working with retailers | Mihaela Mehadžić | 10 | Communication with LIPAPROMET |
| Task 4.2 Working with retailers | Koraljka Sabadin | 45,5 | Communication with MARK 2 Ltd |
| Task 4.2 Working with retailers | Julije Domac | 56 | Organizing a prize game |
| Task 4.2 Working with retailers | Luka Šafar | 28,5 | Organizing a prize game |
| Task 6.1 National communication activities | Tina Opalić | 21 | In-puts for Promotional video, organisation of TOPTEN corner during Croenergy conference |
| Task 6.1 National communication activities | Mihaela Mehadžić | 135,75 | In-puts for Promotional video, organisation of TOPTEN corner during Croenergy conference, organization of permanent exhibition in Technical museum |
| Task 6.2 European communication activities | Mihaela Mehadžić | 82 | Transposition of European best practices |
| Task 6.1 National communication activities | Luka Šafar | 22,5 | In-puts for Promotional video, organisation of TOPTEN corner during Croenergy conference, organization of permanent exhibition in Technical museum |
| Task 6.1 National communication activities | Dražen Balić | 69,5 | In-puts for Promotional video, organisation of TOPTEN corner during Croenergy conference, organization of permanent exhibition in Technical museum |

Working hours spent in WP1 is significantly higher than predicted because of the hours for preparing the Final report which was pretty complex.

Actually spent working hours in WP2 are significantly higher than predicted hours. The main reason for this is that REGEA staff prepared all 12 groups of products on its own because GfK Croatia was not subcontracted for technical support in appliance data management according to Grant Agreement.

Actually spent working hours in WP3 are higher than predicted because the planned 14 hours showed an underestimation for the activities that had to be performed: calculation on products life cycle costs, comparison of the life cycle cost of energy efficient and inefficient products, technical specifications on European Topten website, national technical specifications, monitoring of legislation, etc.

Hours spent in WP5 are slightly higher than planned because arranging interviews with key target groups showed pretty complex and time consuming task.

**Subcontracting and other specific costs**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Subcontracting | WEB designer for establishment and continues up-date of TOPTEN Croatia web site | 5.000 | 4.101,54 | Slightly under-spending due to reduced fees of Croatian web designers. |
| Subcontracting | Technical support for appliance data management | 6.000 | 0 | Not-spending due to fact that, there were no company in Croatia capable to well do the default actions according to Annex I in the limits of planed budget. GfK Croatia was not familiar with TOPTEN project and really expensive. Furthermore, all other firms for market surveys were even more expensive (their offers as proof) so REGEA staff prepared all 12 groups of products for Croatia TOPTEN web site on its own. |
| Subcontracting | Translation of info materials in Croatian language | 2.000 | 0 | Not-spending because REGEA staff translated all info materials on its own. |
| Other specific cost | Printing brochures, leaflets, short introductory video | 5.000 | 4.472,70 | Slightly under-spending due to reduced fees of Croatian graphic and printing firms. |
| Other specific cost | Organization of workshop in cooperation with Croatian association for consumer protection | 3.500 | 526,83 | Planned costs were grossly overestimated and due to good relationships of Croatian association for consumer protection facility for TOPTEN Croatia launching event (shopping mall Arena) was obtained free of charge. |

Authors confirm that the selection of subcontractors complied with rules laid down in the Grant agreement.

Travel costs

The only deviation in travel costs compared to the CPF is caused by the local travel that was not spent. According to the CPF, 300 Euro were allocated for local travel, but although this travel took place, due to Croatian rules for official Travel, order preparation could have not been extricated and consequently claimed as local travel cost on TOPTEN project.

Report on budget shifts

Although the number of planned working hours is 1 834, 2 855,25 working hours were actually spent. The main reason for this is that REGEA staff prepared all the 12 groups of products for the Croatia TOPTEN web site on its own because we did not subcontract GfK Croatia for technical support in appliance data management according to Grant Agreement. As it was already mentioned in the Interim report, GfK Croatia was not familiar with the TOPTEN project and really expensive. Furthermore, all other firms for market surveys were even more expensive (we can submit their offers as proof) so we preformed all requested appliance data management activities on our own..

## CB3: ICLEI

Author(s): Peter Defranceschi, Natalie Evans

* + 1. **Role in the project**

ICLEI’s overall role was to bring in its sustainable public procurement experience and support to the national Topten partners with everything related to the public or large-scale purchasing of highly energy efficient products. The main tasks consisted of 1) developing and updating procurement guidelines for 10 product groups, 2) Encouraging the development of 10 PRO sections, 3) Supporting the identification of at least 6 pilot actions (case studies), and 4) Link up the project (website) with SMART SPP LCC/CO2 calculation tool. In addition, ICLEI committed to promote Topten across Europe through its many EU-projects, events and dissemination channels.

* + 1. **Main activities and achievements**

WP1 Project Management: ICLEI actively supported the project organisation and management (as work package leader and European partner). The organization was actively present at all project meetings and duly submitted all the required information for the various reporting tasks.

WP4 Engaging with multipliers on the demand-side:

**4.1 Development of procurement guidelines and sample tender documents:**

Over the project lifetime, ICLEI developed and updated procurement guidelines for computer monitors, laser printers, laser MFDs, inkjet printers and MFDs, LED classic lamps, LED reflectors, cars and vans, office luminaires, dishwashers and compact fluorescent lamps (CFLs). The latter were later removed as they were no longer deemed to be an energy efficient option. ICLEI also worked on procurement guidelines for professional refrigerators, tumble driers, washing machines and researched into developing guidelines for air conditioners, circulation pumps and electric water heaters. In total six sets of sample tender documents were developed to accompany the procurement guidelines.

**4.2 Development of national website PRO sections:**

Despite the initial difficulty in familiarising all partners with sustainable public procurement issues ICLEI is pleased to have supported and contributed to more than the envisaged 10 national websites featuring so called PRO sections dedicated to public procurers. Though not all of the 12 PRO sections (and one additional currently being developed) are of the same length and detail, they still included very useful information for private and public purchasers on product criteria, national guidance and relevant initiatives. ICLEI produced a comprehensive excel table allowing for regular monitoring of the progress of the national PRO sections.

**4.3 Pilot procurement actions:**

Identifying at least six pilot actions applying the Topten PRO criteria in partner countries turned out to be the most challenging and ambitious task that ICLEI was required to support. However, through specific questionnaires in several languages and interviews, as well as extended communication, ICLEI successfully developed six Topten case studies, which are now online on the ‘PRO’ section of the EU Topten Max website.

**4.4 Life Cycle Costing (LCC) tool:**

A tool that was originally developed under the SMART SPP project – the LCC CO2 tool - was made available on the ‘PRO’ section of the EU Topten Max European website for professional procurers to use to calculate the true cost of energy using appliances – including total CO2 and monetary costs. A webinar, which was openly available for registration (and which was recorded for later use for those who could not attend) was organised by ICLEI as part of the Euro Topten project to present the LCC tool and its use to interested parties.

**WP5 Monitoring and evaluation:**

Tasks within this work package were crucial to achieve the results envisaged in the project proposal. Constant exchange with partners on their energy-efficient procurement-related activities in general, and their national PRO Section in particular, as well as specifically developed (and translated) questionnaires for procurers that were also sent periodically through ICLEI’s extensive communication channels, helped to top the expectations in terms of PRO Sections set up and to meet the ones related to the good practice studies.

**WP6 Communication:** ICLEI has been promoting Topten outputs in many ways: Firstly, this has taken place in the context of several specific EU projects dealing with low-carbon procurement such as [GPP2020](http://www.gpp2020.eu/low-carbon-tenders/measuring-savings/), [PRIMES](http://primes-eu.net/) and [Clean Fleets](http://www.clean-fleets.eu), where trainings on energy-efficient procurement were required. Secondly, ICLEI carried out trainings on sustainable public procurement. Thirdly, whenever possible, ICLEI representatives included Topten and its procurement-relevant content in presentations on various occasions during the project period (most of them documented). In addition, the ICLEI-run European Campaign on Sustainable Procurement called Procura+, and in particular the biennial European Conference [EcoProcura](http://www.ecoprocura.eu/), which was organised twice during the project duration [Malmö, Sweden (2012) and Ghent, Belgium (2014)] were used to have targeted Topten sessions for promotion, dissemination and networking. Lastly, several of ICLEI’s own European channels such as the [Procurement Forum](https://procurement-forum.eu/), [Procura+ Exchange](http://www.sustainable-procurement.org/network-exchange/procura-plus-exchange/), and others, reaching out to thousands of public procurers, helped to effectively promote the Topten content and work.

* + 1. **Assessment of individual performance**

Eventually, all deliverables were either met as such out in the description of work, or were replaced by other outputs of equal value, as described in more detail above. Some deliverables were even exceeded i.e. the development of 12 rather than 10 PRO sections. Although these were developed by the national partners, it was ICLEI’s responsibility to see that these were developed and as such, provided support on an individual basis and during partner meetings and ensured that the documents featured on many of the national ‘PRO’ sites were updated and available on the European Topten site. Additional outputs from ICLEI’s side also included a webinar for partners on the LCC/CO2 tool and more product criteria updates than was originally envisaged. A challenge from the beginning was the fact that ICLEI was the sole organisation with a strong procurement experience and longstanding contacts with European procurers. This made it difficult for many partners to engage with public authorities on specific procurement issues. Budget cuts in many municipalities and the hesitance to fully support energy efficient procurement at national level added to the challenge. Notwithstanding, several partners developed very visible and useful PRO sections and spent considerable efforts in convincing public and private buyers at national, regional and local level to engage in the purchase of Topten products by using Topten procurement criteria. Identifying good practice examples turned out to be a very difficult task, and therefore lots of creativity and significant efforts were needed to achieve a satisfying result. ICLEI spent a lot more time than foreseen in contacting and following up with procurers in partner countries. Many apparently good examples were not ambitious enough to analyse further or could have been described as ambitious in the first but not in the third project year with energy efficient products and criteria progressing constantly. Nevertheless, this difficulty was not foreseen at project proposal stage but will be taken into account by ICLEI in future project acquisitions.

* + 1. **Sustainability of the action after the end of the project**

During the project ICLEI happily agreed to participate in two follow-up projects as associate partner (PROCOLD, TOPTEN ACT). Although the procurement guidelines featured on the Euro Topten Max ‘PRO’ site will soon be out of date after the project comes to an end, ICLEI will continue to refer to the Topten selection criteria developed by European and national Topten partners if these websites are able to continue, as they serve as an ambitious basis for public procurers to use in their tendering procedures. With energy efficiency high on the political agenda due to its carbon reduction potential, ICLEI will certainly continue to refer to the case studies, criteria and searchable Topten databases in the field of its work on sustainable public procurement across Europe and beyond. Several current EU projects, such as the IEE-funded [GPP2020](http://www.gpp2020.eu/low-carbon-tenders/measuring-savings/) and [PRIMES](http://primes-eu.net/) projects are dealing with energy efficient procurement and Topten presents an important source for the realisation of the planned work. Furthermore, energy efficiency in public procurement, as well as European exchange with producers and manufacturers of highly energy efficient products will be key parts of the biennial European [EcoProcura](http://www.ecoprocura.eu/) conference series on sustainable public procurement.

* + 1. **Review of resources**

Staff resources

Break-down of hours by task and staff members

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| 4.1.1 Expansion of product group (WP4) | Peter Defranceschi, Natalie Evans | 260h | Research into appropriate categories for public procurers; cost and energy savings calculations; development of procurement guidelines and sample tenders; regular checks and updates |
| 4.1.2 Development of national website PRO sections (WP4) | Peter Defranceschi | 160h | Public procurement support;  Encouraging development of PRO section;  Regular progress monitoring (Excel sheet);  Follow-up with partners; |
| 4.1.3 Pilot procurement actions (WP4) | Peter Defranceschi, Natalie Evans | 296h | Questionnaire for purchasers (It, de, sp, pl, en, fr);  Development of six case studies;  Research and follow-up with partners and many procurers; |
| 4.1.3 Engaging with LCC/CO2 methodology (WP4) | Natalie Evans | 55h | Assessment of tool in the context of the Topten project; preparation of webinar; dissemination activities |

Subcontracting and other specific costs

No subcontracting took place.

Travel costs

None

Report on budget shifts

We had to invest considerably more effort and time than expected into identifying the required number of pilot actions, which in the end were developed as good practice Topten case studies - mostly without the envisaged help of the partners who did not have such good contacts to procurers in their own countries. In addition, and apart from cost-effective planning, one partner meeting took place in Brussels where the ICLEI European Secretariat has a second office (and where Peter Defranceschi is located) so we could attend without using any travel and per diem costs as planned. We therefore carried out a small budget shift of approximately 800EUR from "travel" to "staff costs". (After deducting the 60% overhead the net sum was approximately 500EUR).

## CB4: AEA

Author(s): Hofmann Marcus, Burgholzer Alban

* + 1. **Role in the project**

AEA was WP leader of WP3 and heavily involved in WP6, especially by conducting Task 6.2 “European communication activities”. In this task, the award ceremony presenting the winners of the product competition was organised and conducted. AEA is also a very longstanding members of topten.eu and has established its website almost 9 years ago. Therefore AEA has gained a lot of experience in establishing a product website and maintaining up-to-date information.

* + 1. **Main activities and achievements**

**WP 1 – Management:**

AEA has been intensively contributing to these tasks, including the participation in project meetings, development of two progress reports, the interim report and this end report. The work progress on this work package is finalized.

**WP2 Topten Network**

The Austrian Topten-website www.topprodukte.at had already been launched shortly before the official start of the Euro-Topten project (late November 2005). Currently 29 product categories with more than 2 300 products are available. Criteria of different products according to the new EU standards and regulations have been adjusted on a regular basis. Depending on the category, products have been updated 2-4 times during the year (e.g. twice per year for white goods, four times per year for consumer electronics). The site has been technically enhanced regularly. Amongst other developments a revision of web design according to the ka-design requirements has been established. Also the internal search function has been optimized.

**WP 3 - Product technical and policy analysis**

8 out of 16 criteria papers which were drafted within the Euro Topten-Plus project were updated. The criteria papers must be user friendly for end consumers. For the updates, product categories have been chosen according to expected adoptions and revisions of regulations: AEA updated the criteria paper for LEDs (directional, LEDs non directional) and drafted a new criteria paper for water heaters. OEKO updated the criteria papers on Room Air conditioners, TV sets, Tumble driers, Imaging Equipment, coffee machines, computer monitors and prepared a new criteria paper on vacuum cleaners. Furthermore, the development of two technology papers was scheduled within this task. The technology papers have been completed and revised. The server paper was finalized in March 2013 (month 14) and the photovoltaic paper in November 2014 (month 35).

Another task of this work package was to carry out a European Topten Product Competition (AEA).

Three product categories were fixed: TVs, LED, Tumble dryers. The deadline to register qualifying products was December 4th, 2013, by sending the requested product information per email. At the end of the registration deadline the winners in each product category for the Euro-Topten Product Competition were: Tumble Driers V-Zug, TV’s Panasonic, LED Lamps Onlux. After the approval of the participating manufacturers the product declarations were verified by an internationally recognised testing laboratory,, VDE.

**WP 4 – Engaging with multipliers on the demand-side:** AEA has been contributing to this task. The work in this work package is finalized.

**WP 5 – Monitoring and Evaluation:**

AEA has been contributing to this task. The work in this work package is finalized.

**WP 6 – Communication:**

AEA was task leader in task 6.2 “European communication activities”. The task consisted the promotion of the project and the web portal www.topten.eu which was mainly carried out by the project coordinator and the Topten International Group.

The second sub task was publicising the winners of the European Topten Product Competition which was carried out under WP3.

**WP 7 – EACI dissemination activities:**

AEA has been contributing to this task. The work in this work package is finalized.

* + 1. **Assessment of individual performance**

The organisation of the product competition and the awarding ceremony can be referred to as a success story. The time schedule for the competition was well defined. ADEME submitted the proposal to the technical officer on the 22nd of October 2012. After the approval from the technical officer, AEA finalised the announcement and rules (including selection of the product categories) for the product competition and received quotations from laboratories for product testing. The announcement of the Euro-Topten Product Competition rules was finalized in March of 2013 and was sent to the associated organisations and manufacturers. The deadline to register qualifying products was December 4th 2013 by sending the requested product information per email. On February 28th , 2014, the Austrian Energy agency, together with Topten.eu, announced the winners of the Euro-Topten Product Competition. After the approval of the participating manufacturers the product declarations were verified by an internationally recognised testing laboratory. The manufacturers were able to receive the "Topten Energy Award Logo" by Vincent Berrutto as part of the award ceremony carried out at the media stage of the fair. As a special highlight the opportunity for a short meeting with the Austrian Federal Minister for Agriculture, Forestry, Environment and Water Andrä Rupprechter occurred before the award ceremony.

There were several delays concerning the time schedule for finalisation of the criteria papers. This was caused be external factors such as the delay of the EU Ecodesign process and internal factors such as periods of vocational adjustment for new project staff. In some cases the amount of work was underestimated for analysing the preparatory study of the Ecodesign directive and for additional market research for prices, product types and market information. In the future the time schedule should be adapted properly.

The none-compliance of the product winner for LED spot caused additional work for an additional testing cycle of the products. The organisation of the tests within the planned time schedule was difficulty and time consuming. The fact that the results of the additional test also showed a non-compliance led to further activities. A statement and explanation was prepared in cooperation with the manufacturer and an adoption of the product declarations by the manufacturer was forced.

* + 1. **Sustainability of the action after the end of the project**

Topprodukte.at is part of the governmental program klima:aktiv and continuous funding is secured on a multiannual basis. Additional fund raising activities are also undertaken. Being part of Euro-Topten Max project and having the support of the European Commission allows dedicating resources to activities that may otherwise be neglected and is a powerful and convincing message for partners at the national level.

* + 1. **Review of resources**

#### Staff resources

The planned resources were exceeded primarily due to an underestimation of workload for updating the criteria papers and organizing the attendance at the fair Messe Wels. In some cases additional market research for prices, product types and market information was necessary to finalize the criteria papers.

The none-compliance of the product winner for LED spots caused additional work for an additional testing cycle of the products. The organisation of the tests within the planned time schedule was difficult and time consuming.

* Deviations took place in the following WPs:

|  |  |  |  |
| --- | --- | --- | --- |
| WP N° | Planned hours | Actual hours | Justification |
| WP3 | 295 | 431 | * Underestimated work load for updating the criteria papers. * Additional product tests. |
| WP6 | 485 | 623 | * Underestimated work load for organizing the attendance at the fair “Messe Wels”. * Change of personal involved - period of vocational adjustment * Additional product tests – communication proved time consuming. |

More than 200h per WP break-down of hours by task and staff members

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| 3.2 Technical specifications | Polster | 85 | Mainly involved in updating the criteria papers for the product categories LEDs and developing the new criteria paper for water heaters and developing the technology paper for servers. Also in charge of the quality management for 6 criteria paper updates |
| 3.2 Technical specifications | Hofmann | 45 | Mainly involved in developing the new criteria paper for water heaters. Also in charge of the quality management for 2 criteria paper updates, and the technology paper for photovoltaic systems by Öko Institut. |
| 3.2 Technical specifications | Schäppi | 27 | Mainly involved in updating the criteria papers for the product categories and developing the technology paper. |
| 3.3 European product competition | Hofmann | 125 | Mainly involved in the organisation of the European Topten Product Competition, Participated at choosing the testing laboratory. Also involved at organising the additional test for the LED Spots. |
| 3.3 European product competition | Polster | 75 | Involved in the organisation of the European Topten Product Competition and the organisation of product testing. Participated in defining the competition rules |
| 3.3 European product competition | Luggauer | 17 | Mainly involved in the support for organisation for the product competition. |
| 6.2 European communication activities | Hofmann | 270 | Mainly involved in the attendance at the national fair “Energiesparmesse Wels” and organising the award ceremony at the fair. Developing the media material (Press releases, Award logo, banners, posters, newsletters etc.). |
| 6.2 European communication activities | Polster | 185 | Involved in the attendance at the national fair “Energiesparmesse Wels” and organising the award ceremony at the fair. Participated in designing the booth size and equipment. Organizing the transport of the winning products to the booth. |
| 6.2 European communication activities | Burgholzer | 80 | Support on organizing the transport of the winning products to the customers (winners of the fair raffle). Support on developing the media material (Press releases, Award logo, banners, posters, newsletters etc.). |
| 6.2 European communication activities | Luggauer | 53 | Support on developing the media material (Press releases, Award logo, banners, posters, newsletters etc.). |
| 6.2 European communication activities | Schäppi | 35 | Developing the media material (Press releases, Award logo, banners, posters, newsletters etc.).  Preparing the briefing for the schedule of the award ceremony |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Cost category (subcontracting or other specific costs)** | **Foreseen item according to CPF** | **Estimated costs [EUR]** | **Actual incurred costs [EUR]** | **Reason for over-, under- or not spending** |
| Other specific costs | attendance at a national fair | 15.000 | 11.031 | Costs for attending at a fair can vary from year to year. The estimate at the beginning of the project was based on experience in the past for a standard booth space and equipment. It turned out that the expenses were lower than expected. |
| Other specific costs | Organisation of Topten product competition (inc. Product testing) | 20.000 | 10.116 | At the beginning of the project the product categories were not defined. The costs for product test according to standards can vary strongly based on the testing procedure. It turned out that for the defined product categories the expenses for testing were lower than expected. |

Travel costs

No major deviations in travel costs

Report on budget shifts

A budget shift of 4% of the Austrian project budget was carried out from other specific costs to staff costs. The additional needed resources resulted from the multiple change of personal involved in the project. The national project leader changed twice during the project. Also three new employees were involved during the project period. This caused additional resources for the period of vocational adjustment. Due to unforeseen non-compliance of the test results of the product category LED Spots within the product competition, additional product tests were necessary. The organisation of the additional product tests and the communication with the affected manufacturer proved time consuming.

## CB5: WIKUE

Author(s): Claus Barthel

* + 1. **Role in the project**

The role of the Wuppertal Institute was to assess and monitor the impact of the project on visitors, stakeholders and mitigation of resources. To address these goals, different measures were implemented: the development of the products on the websites, that is the development of criteria and the number of qualifying products, was monitored, interviews addressing stakeholders were developed and an online visitor feedback was carried out to evaluate the perception and the impact of the Topten activities.

* + 1. **Main activities and achievements**

**WP 1:**

To discuss the intended course of action and agree further proceedings for the different measures of WP 5 and to present the results, Wuppertal Institute participated with at least one persons in all six project meetings. The third meeting was hosted by Wuppertal Institute.

**WP 2, WP 3, WP 4 and WP6:**

Wuppertal was involved into general discussions regarding project issues.

**WP 5:**

The main activity of the Wuppertal Institute was to monitor and evaluate the developments and impacts of the project (WP 5). For this issue several measures were undertaken.

* Monitoring of products development and web frequentation: The development of product categories, criteria and overall number of qualifying products was monitored for all national Topten websites and the transnational website www.topten.eu. Furthermore the number of visitors of all websites was monitored. The results are documented in four Monitoring Reports. Regarding the number of overall categories on all Euro-Topten Max websites, it has increased from 214 to 271. Though during the project many product criteria were tightened for many categories the number of qualifying products and services increased from below 13 000 to more than 13 488. Especially tighter criteria could be implemented for household appliances, TVs and lamps in nearly all countries. To monitor the web frequentation all national teams have installed Google Analytics or a comparable tool. During the three years of the project duration in total 4.721 Mio. unique visitors visited the Topten websites, in the year 2014 alone 1.7 Mio. unique visitors visited the Topten websites.
* Added value for stakeholders: To assess the value of Topten for market operators, they were interviewed in all participating markets. Overall 59 manufacturers, retailers, ministries, public authorities, large buyers, utilities, NGOs and consumer organisations were interviewed. Overall all stakeholders state an added value. Manufacturers get support for marketing their on Topten web pages listed products, retailers benefit from the sales of Topten products, as they increase their mark-up and reinforce their image, large buyers, public authorities and procurement officers get support for their specifications, policy makers benefit from real time market data on the most efficient products and can take informed decisions on policy tools, e. g. in measures connected to the Ecodesign process, utilities can continuously identify the best products an can use Topten as a basis for their rebate programmes and for informing their clients, NGOs and consumer organisations can use the information provided by Topten in their own campaigns on sustainable consumption and climate change and often cooperate with national Topten partners.
* Visitor survey: To receive direct feedback from users of the website a web based online survey was undertaken on all national Topten websites in two consecutive rounds. The results are documented in two Added-Value Reports. The first round was online on all active Euro-Topten partner websites from October to December 2012. Overall, 1 791 participants assessed the websites . This equals approximately 0.5% of the users, that visited the website over this period. For the second round of the survey in May and June 2013, 1 043 participants of the first sample were asked by e-mail for further aspects of their buying behaviour. The result was rather encouraging: 71 % of the participants find the information on the Topten-websites important for the purchase of a product and 59 % of participants orientate themselves on product lists or criteria of Topten. The information provided allowed to assess the savings per visitor - taking into account bounce rate and self-selection bias of the group of participants - to 234 kWh end energy, 451 kWh primary energy and 90.1 kg CO2. Altogether for three year of operation of Euro-Topten Max, over the lifetime of products 1 147 GWh end energy, 2 128 GWh primary energy and 425 338 t CO2 could be saved.
  + 1. **Assessment of individual performance**

Generally many tasks turned out to need longer than expected. This is due to the fact that project partners have to deliver input which is hard to achieve in time with 18 partners. Additionally for some tasks even external partners are involved, such as webmasters for the visitor survey. It was challenging to get the online survey translated and simultaneously online on all websites. One lesson learnt is therefore to plan all tasks with participation of external persons or institutions very carefully and upstream.

Another critical point was the organization of interviews with stakeholders for assessing the added value for them. Though about 100 interviews where foreseen in the end only 59 manufacturers, retailers, ministries, public authorities, large buyers, utilities, NGOs and consumer organisations could be interviewed. It was good luck that the mixture is balanced so that the conclusions should take different aspects of all kinds of stakeholders into consideration.

* + 1. **Sustainability of the action after the end of the project**

The Wuppertal Institute does not run a Topten Website, therefore activities to ensure the sustainability regards dissemination activities to underline the importance of the existing Topten websites.

One concrete supporting measure concerns the Climate Protection Plan of North Rhine Westphalia. Within this plan Wuppertal Institute proposed to finance and establish a permanent Topten web page in North Rhine Westphalia. As it stands now, this activity has been successful.

* + 1. **Review of resources**

Staff resources

Break-down of hours by task and staff members

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| Task 5. Monitoring and Evaluation | Claus Barthel | 571 | Monitoring products, Added value, visitor survey |
|  | Thomas Madry | 348 | Visitor survey |
|  | Sebastian Schröder | 52 | Visitor survey |
|  | Julia Tenbergen | 24 | Visitor survey |
|  | Jan Kaselovsky | 13 | Visitor survey |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Other specific costs | Not foreseen | - | 692,86 | Costs for hosting a project meeting in the Wuppertal Institute, which was not foreseen in the CPF.  Instead of these costs, no travel costs for this meeting occurred. |

Travel costs

Wuppertal Institute hosted one project meeting, which was not originally planned. Instead of the costs for hosting no travel costs for this meeting incurred.

Report on budget shifts

During the course of the action, more work than foreseen has been necessary to fulfil the Wuppertal Institute’s tasks, in particular for work package 5, the Monitoring an Evaluation of Topten websites. The Topten websites have been very dynamic and present now more products than expected, which has led to an increase of work for monitoring.

The additional staff and indirect costs caused by the additional work and the other costs can be covered by a shift from the travels and subsistence category. The actual costs incurred in that category are lower than the budget originally planned.

## CB6: MOTIVA

Author(s): Kirsi-Maaria Forssell

* + 1. **Role in the project**

Motiva has been a EURO TOPTEN MAX project partner and responsible for the updating, maintenance and development of the Topten-website in Finland. As part of the project’s work packages, Motiva has worked especially with public procurers.

For the development and maintenance of the Finnish Topten website, Motiva engaged a subcontractor to handle the technical development and maintenance duties (during the project the major development of the site was conducted by Druid Oy and maintenance duties by StoneCrew).

* + 1. **Main activities and achievements**

**Work package 1: Management**

As a project partner, Motiva has attend the project meetings held during the course of the project and has reported on developments on the project through technical progress reports and the interim and final reports.

**Work package 2: Topten Network**

Updating and developing the Finnish Topten-website: [www.topten-suomi.fi](http://www.topten-suomi.fi) and working with manufacturers and importers on product data.

Best success in gathering product data was achieved with car importers, as Motiva gained access to their mutual database. This ensured a steady update cycle concerning cars and vans.

The main problems were encountered with changing personnel at the importer/manufacturer companies/organisations, and gathering and checking national product information was slow. As market changes for example in the household and consumer electronics made the use of Topten Europe product lists possible, it helped the updating along. The English criteria offered on Topten.eu were most helpful when dealing with manufacturers/importers as many head offices of companies operating the Finnish market are located in either Sweden or Denmark and the companies operate fully in English. Having lists and materials that are catered to the importer needs gave much needed help in the process of checking product information and ensured support for Topten Finland.

Changing personnel in Motiva caused delays as new personnel had to be briefed to work with product data.

The development of the Finnish Topten-website was very tasking and took more resources than anticipated but was deemed necessary as the original site experienced major technical problems in 2012. The relaunch of the site was done in late 2013.

**Work package 3: Product analysis**

As a project partner Motiva has taken part in the commenting of produced product criteria papers.

**Work package 4: Engaging with multipliers**

As project partner Motiva worked mainly with public procurers in cooperation with the national public procurement advice service (Motivan Hankintapalvelu). On the website, information for public procurers was given through a Topten PRO section, with procurement guides and sample tender documents. Topten was promoted to public procurers in for example at EcoProcura 2012 in Malmö with Motiva’s procurement expert giving a short presentation on the Topten Approach. One case study on Topten approach in public procurement was concluded (Ministry for Foreign Affairs).

Retailers proved to be a very difficult group: they were interested but not enough to commit to a Topten partnership. Changing retail market also made cooperation difficult as some major appliance retail chains went out of business and the share of internet sales increased. Point-of-sale materials were produced for the retailers to use in cooperation with the national information campaign for Ecodesign and energy labelling.

**Work package 5: Monitoring and Evaluation**

As a project partner, Motiva contributed to the monitoring and evaluation of the project with input to the monitoring reports as well as conducting the consumer feedback survey in Finland. As Motiva’s main co-financer changed in the beginning of 2014, it was decided that the interviews with the key target groups would be concluded during the last part of the project to ensure that the main co-financers personnel would be available. The interviews were designed to be done as a questionnaire, which was to be sent to the selected recipients. Unfortunately no answers were received in time.

**Work package 6: Communication**

As the main target groups of Topten in Finland were consumers and public procurers, the website and communications work were linked to national programmes such as National Energy Awareness Week and National Consumer Energy Advice Programme. Communications activities linked also with the national information campaign for Ecodesign and Enegy Labelling. Activities were also linked with another IEE project “PremiumLight” with good results in generating media hits on lamps and lighting issues.

Topten was promoted to consumers at yearly major consumer events held in March/April (Own Home Fair 2012, 2013 as well as 2014) and in July-August (Housing Fair 2012). In March 2013 Topten was promoted linked with the press conference on heat pump clothes driers organised by TTS research, development and training institute as well at a press conference organised by a local utility on televisions. In 2013 Motiva also presented Topten as a consumer information source at an Ecodesign forum organised by the national market surveillance authority.

Promotional materials were produced using a working base by adding information on Topten to materials helping consumers understand energy labelling. This also cut down the costs for promotional materials to a fraction of the planned costs.

Press releases were in many cases done in cooperation with the linked campaigns and programmes that gave good results that were unfortunately difficult to quantify as the theme itself was promoted but with no visible link to Topten.

As the updating of product lists as well as the development of the website took more resources than estimated, the planned internet promotion campaign was not activated.

* + 1. **Assessment of individual performance**

Linking the work with national campaigns and other product related projects (National Energy Awareness Week, Consumer energy advice programme, IEE PremiumLight, Ecodesign and Energy Labelling communications in Finland) gave opportunities to talk about Topten to a wider audience. The good connection with the car importers guild ensured steady flow of product data.

**What did not go so well?**

Updating was a challenge throughout the project even though the use of Topten product information gave a good boost. Staff changes within Motiva as well as in the importer and manufacturer organisations slowed updating.

**What turned out easier than expected?**

As market changes began to harmonize the Finnish market with the European, very efficient products came available also in Finland. This made it possible to use Topten European product lists which gave some help to the updating process.

**What more difficult?**

Even if product information was easier to come by, getting the information checked by the national importers was time consuming.

**What would you do differently next time?**

Regular contacts with the importer/manufacturer personnel is a key to steady updating, but dedicated staff for updating is need through out the work.

* + 1. **Sustainability of the action after the end of the project**

During the project the Topten-website was linked to major Finnish campaigns on consumer energy awareness (National energy awareness week as well as national consumer energy advice programme). The website is also closely linked with consumer communications on Ecodesign and Energy labelling, where Topten can be used as an example on how to choose better appliances. As all three campaigns, programmes and activities are continuous work in Finland, it was deemed reasonable to plan to develop Topten Finland as a part of those activities in the future.

As the major cofinancer for Topten Finland changed in the beginning of 2014, the discussion with the new Energy Authority of Finland pertaining to the sustainability of Topten Finland is on going. Motiva is also active in a project proposal on developing a market research database of appliances in Finland. This project proposal has been developed with TTS (a Finnish research and training organisation) and should the project proceed in 2015, it would provide Topten Finland with needed product data for regular updates. The work is on going.

* + 1. **Review of resources**

Staff resources

Overall the use of staff resources reflects the work done in the work packages. Even if updating the product information was slow in work package 2, the need to brief new personnel took more resources than planned. As working with retailers proved difficult, the resources set aside for those tasks were not spent. Resources set aside for completing the key target group interviews as well as the resources for more communications activities were also not used.

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Ovaskainen Elina | 223,7 | Website updates, updating and managing products lists, main contact to manufacturers 2013-2014 |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Nieminen Mari | 162,1 | Website updates, updating and managing products lists, main contact to manufacturers 2012-2013 |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Forssell Kirsi-Maaria | 155,89 | Website technical development with subcontractor, website updates, overseeing product list updates, promotional activities |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Suur-Uski Päivi | 69,85 | Expert in charge of updating product lists for lamps, contacts to manufacturers, consulting expert for product updates for household goods. |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Heinaro Harri | 60,34 | Updating and managing products lists for all household goods in 2014 |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Peltola Vesa | 59,25 | Expert in charge of products lists for cars and vans, main contact to manufacturers/importers of vehicles, updating product lists |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Haapanen Liisa | 37,5 | Responsible for updating product lists for office equipment and TV’s in 2014 |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Niemi Annika | 33,7 | assisting with product updates and product lists |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Mikkonen Maija | 16,75 | assisting project manager with promotional activities and website updates |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Lukkarinen Sara | 15,6 | assisting expert with updating product lists for cars and vans |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Vaasvainio Nina | 4,5 | promotional activities |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Timonen Leila | 0,3 | promotional activities |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Aalto Jari | 0,3 | website consulting (Motiva webmaster) |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Subcontracting | WP2  Technical development and maintenance of topten-website | 6500 | 18736,38 | The Finnish Topten-website ([www.topten-suomi.fi](http://www.topten-suomi.fi)) was completely relaunched in 2013 as the base platform was not functioning anymore. The work proved more expensive than it was estimated in the beginning of the project, and more funds were needed. |
| Subcontracting | WP2 National data gathering | 5556 | 0 | As the cost for the development of the new website was higher than estimated in the beginning or the project, it was decided to move subcontracting funds from other activities to the development work. Since the Topten.eu product lists were used as a starting point for updating the larger household and office categories, the national data gathering was not needed |
| Other specific costs | WP4 Printing and distribution costs for point of sale material | 2000 | 387 | As Motiva was able to use ready bases for the point-of-sale materials, the incurred costs were much lower than the estimated costs in the beginning of the project. |
| Other specific costs | WP6  Translation costs, printing and distribution costs of promotional materials, costs for internet promotional campaign. | 9000 | 165 | A part of the costs were transferred to subcontracting in WP2, the remainder (5000 euros) was reserved for translation costs and the production of the promotional materials. As Motiva was able to use ready bases for the promotional materials, the incurred costs were only for printing and distribution.  As the website was not up to bar in 2014 (the updates were done very late in the year), the internet campaign was not activated to not promote a website with older information. |

Nemein Oy acted as the technical maintenance and development subcontractor for the old Finnish Topten-website, operational from 1.1.2012-31.10.2013. The contract had been tendered before the project started.

Druid Oy acted as the main technical website development and technical maintenance subcontractor from May 2013 to March 2014. The contract was tendered in 2013.

Stonecrew acted as the website technical maintenance subcontractor from April 2014 till the end of the project 31.12.2014. The contract was tendered in 2014.

The author hereby confirms that the selection of subcontractor(s) complied with rules laid down in the grant agreement.

Travel costs

Travel costs were estimated at 7800 euros, as there are no low-rate flight operators operating widely from Finland to Europe. However, during the project, more cost-effective flights were available and the travel costs came down by nearly 2000 euros.

Report on budget shifts

Budget was shifted during Interim report to have sufficient funds for the technical development of the Topten website ([www.topten-suomi.fi](http://www.topten-suomi.fi)). Subcontracting funds were reallocated in WP2 and moved from WP6 to WP2 to cover the costs. Other costs reserved for internet campaigning in WP6 were transferred to subcontracting in WP2 to cover the website maintenance subcontracting costs, resulting in a 3.72% shift in the budget.

## CB7: SEVEn

Author(s): Juraj Krivošík

* + 1. **Role in the project**

The main role of SEVEn in the project was to ensure the national implementation and promotion of Topten in the Czech Republic, and also to work with the coordination team within WP2 – creating the Manuals and organising the newcomer seminars. SEVEn elaborated the long and short versions of Manuals and circulated these, and delivered presentations and facilitated discussions within the newcomers’ seminars at the first project meetings.

There have been no national subcontractors.

* + 1. **Main activities and achievements**

**WP1 Project Management:** SEVEn took active part to the project organisation and management (as a Task leader and national partner). It participated actively to all project meetings except of the last one (due to last minute health problems) and contributed fully to the reporting requirements.

**WP2 Topten Network:** This has been the main WP where SEVEn contributed to the central level project activities. SEVEn organised three specific sessions for new project partners and new individuals, which took place ahead of the first three project meetings. These sessions explained the new partners the exact rules and expected outcomes of their activities and provided a platform for discussing the involvement of individual organisations. SEVEn was in charge of preparing the content, structure and moderation of discussions for these partners. Each of these sessions has been attended not only by representatives of the three new partners, but also by other co-beneficiaries.

Secondly, SEVEn has drafted, written, designed and distributed the Topten Manual – both in a long and short version (Long version for internal purposes and short version also being publicly available). The manual defines and explains the Topten rules, procedures and common activities. SEVEn has been in charge of drafting the structure of the document, discussing its content with the full coordination team, delivering the full text and ensuring its English language verification, professional graphic design, and its circulation among the project members, publishing and sharing with other interested partners. The manuals have been delivered ahead of the original schedule, so that they could serve partners as long as possible, and still remain the reference resource for the partners, but also for other interested experts and stakeholders in the EU and beyond.

Within WP2, SEVEn has been also active in the other tasks, such as the technical hot line, where it participated to selected discussions and communications with the new partners or new individuals, sharing experience about the proper organisation of the Topten project on national level, or sharing experience and best practice among other EU related activities.

On national level, SEVEn has of course ensured the full project implementation in the Czech Republic. This includes the running and updating the project website. Throughout the project, SEVEn staff have updated the list of products published on the website – by their energy efficiency criteria, and their market availability. Supplier and retailer catalogue searches, communication with suppliers, and SEVEn’s own market search have taken the most of the time in this task, in the effort to keep the website fully updated. Throughout the project, SEVEn has been working to establish relevant partnerships (energy utility, government institutes, consumer and non-profit associations, etc.), updating the criteria and the website, etc., in order to enable an effective promotion of energy efficient products on the Czech market. The website has been updated by the content, layout and structure, as well as internal IT system, to make sure it would be attractive to consumers and visitors. The website has also been renovated for the “web optimisation” purposes, making sure that it would be well “visible” to the search engines and visited more frequently by users.

**WP3 Product analysis:** SEVEn has actively followed and contributed to the product analysis work developed by the WP leader and the coordination team, using mainly its own product and expert knowledge, gather in other international projects. This experience has been shared with the respective document authors. SEVEn has also organised and ensured that the document on lighting (March 2013) has been issued as a common paper of the Euro Topten MAX, Come On Labels, and the PremiumLight projects.

**WP4 Stimulating multipliers:** Within the WP4, SEVEn attempted to promote the most energy efficient products and the product selection criteria within the green procurement activities. It networked with the national corporate social responsibility association, published a guideline on green procurement procedures, and promoted the Topten product selection criteria within national green procurement activities, events, institutions. It also attempted to work with the retailers and even reached an agreement with a major national chain to display Topten products with the project’s logo, however a change in the retailer ownership has halted this activity. Other retailers have been actively invited as well, but their commercial preferences favoured a marketing of wider then Topten range of products.

**WP5 Monitoring and evaluation**: SEVEn has delivered the monitoring and evaluation outcomes throughout the project to the WP leader and the coordination team. Due to the monitoring activities we are able to confirm that the number of products listed on the Czech Topten site increased by 25% from 527 in June 2012 to 686 in December 2014, while strengthening criteria in seven subcategories and removing one category (halogen light bulbs). It also elaborated and provided the interview with national stakeholders, receiving a positive feedback about the Topten activities and impact.

**WP6 Communication:** National communication activities have been at the centre of SEVEn’s attention within the Topten activities. It released a number of press releases (8, featuring e.g. new product criteria, or a 10 year’s anniversary of the Czech Topten website), negotiated numerous individual articles (printed and online), printed and circulated a leaflet, introducing the Topten criteria for specific categories, and delivered the Topten information throughout all of its energy efficiency related relevant activities. In addition, SEVEn has engaged online marketing features, such as AdWords, attracting visitors to specific product categories. This has resulted in a steady growth of the website visitors.

* + 1. **Assessment of individual performance**

Broadly speaking, the main achievement partly attributable to Topten, is that the Czech Republic is considered among the EU countries with the high penetration of energy efficient products on the market. While of course it is not possible to quantify the share of Topten contribution, we believe that the multiplication effect (e.g. Educating consumers that A+ products are the least effective category on the market for some products) has played a significant role.

The monitoring of Topten product criteria and number of products has also declared a steady growth in the number of most effective products on the market, while making the product selection criteria ever stringent. This demonstrates the on going market transformation towards more efficient products.

For most product categories, such as white goods, SEVEn has been adapting and updating its own product selection criteria, while for some others (e.g. product categories without an energy label – coffee machines, printers, and for product categories with models being available in more countries – light sources, vacuum cleaners), it has followed and updated with the Topten.eu product selection criteria developments.

The development of the Topten Manuals, elaborated by SEVEn, have also served to ensure and increase the quality of Topten services throughout the consortium and contribute to the market transformation internationally.

In terms of dissemination activities, web optimisation and online marketing tools have proved to be an effective way of attracting ever more website visitors, as well as social media followers.

The activities that have proven to require substantial time for development but did not bring the required effect are as follows:

* Printed leaflets: SEVEn printed and disseminated 20 thousands printed leaflets in 2012, being circulated mainly with a magazine on home, lifestyle and living. This has resulted in no visible effect on the number of the website visitors.
* Retailers: SEVEn invested considerable amount of time to negotiate a cooperation with a major national retailer, agreeing that Topten products would be specifically highlighted on their shelves and website. Due to a change in their ownership and marketing strategies, this has never materialised, however.
* Government: In 2012, a separate programme for the promotion of the most energy efficient products has been run by the Ministry of environment and the State environment fund. Topten product criteria have been followed. After the end of the programme, it was not possible to negotiate on a continuation of the programme.
  + 1. **Sustainability of the action after the end of the project**

SEVEn is a member of the Euro Topten ACT project, which in large part determines its Topten related activities for the next months and years.

SEVEn will naturally continue with the national promotion activities, in its effort to contribute to the market transformation towards ever more effective products.

In addition to this, SEVEn will be also leading a task on the calculation of energy efficiency indexes of the selected Topten products, contributing to the market surveillance efforts – making sure that only products which do deserve it will obtain Topten promotion services.

* + 1. **Review of resources**

Staff resources

SEVEn has planned to spend 1690 hours on the project organisation, but finally spent 1851 hours – 9,5% more (in term of costs, this is only less than one per cent overspent).

The main areas where more hours have been needed included the elaboration of the two Topten Manuals (short for public purposes and long for internal guidance), and the elaboration of the national dissemination activities, including the update of the product lists online, which was necessary on a product specific basis more than twice a year, due to frequent update of product catalogues by suppliers and retailers.

SEVEn has been also active in the involvement of newcomers to the project (new partners and new individuals) which mainly consisted of preparation of specific presentations at the first three project meetings, and some individual consultations throughout the project.

Other activities included e.g. website updates and maintenance in terms of content and structure, in order to reflect to the changing needs of the modern website and to ensure that the website would appear as high as possible in the search engines’ rankings.

Other activities, such as preparation and participation to project meetings, general dissemination with national stakeholders, etc. were in line with the time demands expected.

Break-down of hours by task and staff members

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| WP2, Task 2.1 European network coordination activities  Task 2.1.1. Technical HotLine | Juraj Krivošík  Michaela Valentová  Michal Staša | 190 | Communication with the coordination team and individual partners on specific technical and organisational issues. |
| Task 2.2 National core activities for the maintenance and development ... | Juraj Krivošík  Michaela Valentová  Michal Staša  Bohuslav Málek  Jaroslav Maroušek  Zuzana Šestáková | 290 | Website maintenance, updating and development – content, graphic design, content management system. |
| Task 2.3. Know How transfer to new Topten countries and staff  Task 2.3.1 Topten Manual  Task 2.3.2 Internal Topten seminars | Juraj Krivošík  Bohuslav Málek  Jaroslav Maroušek | 488 | Development of the Topten Manuals – structure, content, writing, language correction, graphic design, distribution  Organisation, moderation and delivery of the newcomer seminars ahead of the first three project meetings. |
| WP6, Task 6.1 National communication activities | Juraj Krivošík  Michaela Valentová  Michal Staša  Bohuslav Málek  Jaroslav Maroušek  Zuzana Šestáková | 240 | Organisation of the national promotion activities – drafting and circulating press releases, printed leaflet, negotiating individual articles and media outcomes, ensuring website and social media content updates, etc. |
| Task 6.2, European communication activities | Juraj Krivošík  Bohuslav Málek  Jaroslav Maroušek | 60 | Cooperation within the EU IEE projects and other related initiatives, sharing experience, promoting Topten on events and conferences even outside EU (costs for that not claimed). |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Other specific cost | English translations and graphic design of CZ Topten website and ENG materials | 1 000 | 784,98 | Includes the elaboration of the Topten Manuals – graphic design. |
| Promotion leaflet and printed or electronic materials graphic design, printing and dissemination | 9 000 | 7692.39 | Includes all graphic design and distribution costs of the Topten, leaflet, and press releases, website amendments, online marketing and website registration services. |
| English proofreading for the Manual for Topten newcomers | 1 000 | 247,94 | An overestimation of the costs that would be needed purely for the proofreading, in part also delivered internally. |
| Web implementation of the on-line visitor survey | 250 | 0 | Not delivered externally but internally within the content management system |

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Travel costs

The travel costs included in the Cost statement include the participation of the SEVEn representative to the project meetings (Nice, France; Zagreb, Croatia; Wuppertal, Germany; Lisbon, Portugal; London, UK). The costs were not spent in full, due to favourable travel connections to the meeting locations and due to missing one event for last minute health problems.

Report on budget shifts

No budget shift requested by SEVEn.

## CB8: GUIDE TOPTEN

Author(s): Sophie Attali

* + 1. **Role in the project**

Guide Topten’s role in the project, as a co-beneficiary is to manage the Topten project in France on a daily basis. This activity is twofold and the tasks are iterative:

* The website must be as much as possible in “top form”, i.e. present updated information. This means – on an on-going basis – studying the market for more than 15 products categories, understanding the regulations, having contacts with the main market stakeholders and multipliers, determining what is an appropriate level for the most efficient products on the French market, and publishing relevant information on-line.
* This information must be disseminated as much as possible. In order to raise the number of visitors, even if quantity is aimed for, quality actions are required (targeting multipliers that can spread the word about the Topten project).
  + 1. **Main activities and achievements**
* WP1. Guide Topten actively participated in the meetings and reporting activities.
* WP2. Guide Topten undertook the necessary tasks to present an up-to-date website, proposing consumer-oriented information: market analysis, establishing lists of products including for new categories, checking data with manufacturers, write consumer-oriented texts, look for product pictures, prepare the documents to upload… and promote this information.
* WP3. Guide Topten integrated all relevant technical information in its national product selection criteria and used the content of the documents produced by the Task leaders to improve its knowhow, improve the texts on-line and the quality of the dialogue with manufacturers.
* WP4. Guide Topten focused on public procurers and launched a Topten Pro section. We translated and adapted the Guidance documents produced by the task leader and organised several meetings and presentations with key stakeholders. We also approached some retailers, a time consuming activity, without success.
* WP5. Guide Topten actively participated in monitoring activities: we filled-in all the documents requested by the task leaders in order to monitor web visits and products evolution, we implemented the visitor survey at the national level, and performed the requested interviews of stakeholders.
* WP6. Guide Topten targeted the written press, coordinating with a press agency (press releases and their monitoring in terms of media clippings and their value); coordinating the production of a portable booth, a leaflet, an infographic; participating in professional buyers’ fairs (where the project leaflets and documents were distributed); improving the website’s visibility for search engines and the website’s readability; and organising an event towards the end of the project.
* **Main technical achievements**: A website kept updated with very few exceptions (delays in the office equipment section because of the changes in the Energy Star specifications); New product categories and advice pages for LED lamps, cooking and air conditioning. In total, 15 product categories, presented in 31 segments to ease consumer understanding, and 490 products are highlighted at the end of the project.
* **Main partnerships and reaching out for stakeholders’ achievements**: Launch of the Topten Pro section with a presentation at a national conference (Assises de l’Energie); Several meetings with and presentations to the State’s professional buyers (at fairs, at the Ministry of Economy, Ministry of environment, UGAP – the central buying agency); Partnerships with WWF France (distribution of the Topten leaflets at their own events, participation in Earth Hour 2012 and 2014, communication about Topten on their social networks, support to establish first contacts between Topten and Carrefour retailer chain), with the consumer organisation CLCV (regular publication of the Topten selection in their magazine), with ADEME (presence of Guide Topten in their documents, in their own App, promotion of the ecoGator app, distribution of the Topten leaflet), with the EIE network (250 energy advice offices for the general public); with the renewable energy utility ENERCOOP (Topten presence on their webpage and in their newsletter), with the Paris Climate Agency (Topten promoted in their newsletter, promotion of the ecoGator App, Topten support for the competition for the most energy efficient family).
* **Main communication achievements**: 150 000 visitors and 405 000 page views in 2014 (the trend is growing), thanks to 5 press releases, 37 written press articles and 32 web articles (these are more difficult to monitor), with a total of 31 288 470 media contacts; Organisation of an event for the Topten 10th Anniversary – 5 speakers and 40 participants, in Paris, in the evening where a feed back on most efficient appliances in the last 10 years was presented. Topten information was also promoted in the framework of the Efficiency 2.1 IEE project which produced the ecoGator App (launched in October 2014).

There was no important deviation in the implementation compared to the work programme.

* + 1. **Assessment of individual performance**

The Topten project success lies in the good collaboration between technical work and communication work. In the French case, the staff comes from the technical background so it is no problem to be aware of new regulations, understand product information, deal with manufacturers, feel responsible for the product list updating, etc. On the contrary, it is very difficult to imagine communication activities that would be a success at a given time. We have done our best in selecting subcontractors that could also understand the technical aspects of Topten, but products’ electricity savings is a very specific topic and we found it very difficult to trigger “average” consumers’ interest in it (the first trial with Facebook confirms this, even if Twitter seems to react more positively). This is because consumers do not buy appliances everyday (fortunately) and in the future we have to broader the scope of the information provided.

Even if the achievements are good, given the time and resources invested, we expected more media clippings and more visitors. This shows that communication activities should be continuous and led by communication staff, if possible within the Topten staff (so that someone really feels responsible on the long run, whereas we coordinated subcontractors to implement a suite of stand alone communication actions) at least until a certain notoriety threshold is reached.

* + 1. **Sustainability of the action after the end of the project**

Guide Topten will continue its activities after the end of the project. It is a partner of the H2020 proposal that has been selected (and has worked a lot on the proposal preparation), but it has implemented several activities during the project to insure sustainable operation by securing different kinds of free of charge support. Guide Topten:

* Investigated on grant applications at the national level. Unfortunately, the fact that Guide Topten is not a non-for profit association closes the door to participating in call for projects.
* Tried to approach energy utilities, but the saving obligations and related white certificate trading schemes are not well framed for Topten (though it may evolve, the current framework makes it more profitable for utilities to work almost exclusively on building insulation).
* Organised many meetings in order to obtain support in communication after the end of the Euro-Topten Max project: a large Green NGO agreed to regularly speak about Guide Topten in its social network and, more importantly, several public authorities (at the national and local levels) quote Topten in their documents and promote it to the general public (on-line, printed, network of advice offices), strengthening its position.
* Organised meetings to present the many Topten’s activities: public authorities must be regularly reminded that Topten can be used in different ways (in 2015 Guide Topten will for example be part of the programme “Positive Energy Families” and quoted in the activities taken into account for a city to be labelled with the “Citergie” label, in the public procurement activities – the equivalent of the Energy Cities label).
* Organised several meetings with retailers and a price comparison website (first with the support of the Ministry, then with the support of WWF), but it was not possible to plan for a project in 2015. Our own analysis is that Guide Topten first needs to acquire the same professional tools as retailers to be able to work with them (e.g. same king of software to allow for automatic exchange of information, EAN codes for each products). We will work on these tools in 2015/2016.
  + 1. **Review of resources**

Staff resources

We worked a little more hours of work than expected (1166 undertaken compared to 1100 planned) mostly because of the technical work (WP2) to launch a new category of product, LED light bulbs which requested more time than foreseen given the multitude of manufacturers and products to be analysed, and because communication activities (WP6): an event was organised for the 10th anniversary of Guide Topten. The event took time to organise, as well as the coordination for the production of content and graphic elements.

Break-down of hours by task and staff members

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| WP2: Task 2.2.1  National core activities for the maintenance of Topten websites | Sowatt  (Sophie Attali) | 440 | Continuous update and management of the Topten website in France (data collection, cross check with manufacturers, development of web content for each product category, development of new product categories) |
| WP2: Task 2.2.2 development and strengthen Topten projects | Sowatt  (Sophie Attali) | 200 | Activities to develop and strengthen the Topten project and be more visible (Development of partnerships, presentations to various stakeholders, contact the media, develop tool such as guidelines, etc.). |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Other specific costs | Production of a portable booth | 2 800 | 3 500 | The structure was more expensive than planned, but we will be able to use it again, and produce only new designs to clip on the structure |
| Other specific costs | Production of leaflets | 3 000 | 2 014 | The printing was less expensive than planned (we found a printer equipped with an adapted folding machine) |
| Subcontracting | Public relations | 17 600 | 13 036 | We have produced one less press release because we thought it would be more appropriate to organise an event (see below) |
| Other specific costs |  |  | 2 473 | We decided to invest in a communication opportunity: we organised an event for Topten’s anniversary and produced an infographic for this event |

Subcontracting Web mastering tasks: we had to select different subcontractors because of the different tasks that were necessary:

* One technical webmaster for the maintenance of the French website specifically
* One technical webmaster to install the common CMS update on the French software
* One technical/communication Webmaster for the revamp of the homepage and adding’s on all pages of the website.

For each of these tasks, we have selected the subcontractors that would provide the best value for money because they proposed good prices and knew already the tools and the project in France.

Subcontracting public relations tasks: we have selected one PR agency (managing the Press releases with us, sending to and phoning targeted journalists, managing the media clipping service), 1 expert in written communication to review our texts, and 2 individual consultants to support us for the event in December 2014 (one for the organisation, one for the content). We have selected the subcontractors that would provide the best value for money because they proposed good prices and knew already the tools and the project in France.

Subcontracting web promotion tasks: we had less experience in this field and selected a consultant that made the clearest offer on his services to improve the number of visitors by working on search engine optimization.

The author hereby confirms that the selection of subcontractors complied with the rules laid down in the grant agreement.

Travel costs

We have spent less on travel costs than expected (2 868 € instead of the planned 5 400 € because we were able to book travels early enough in advance to benefit from good rates).

Report on budget shifts

The limited budget shifts are motivated by the will to implement the project in the most suitable way, taking advantage of the communication opportunities around the 10th anniversary of the launch of Topten in France.

Related to communication activities, the other costs were a bit higher than planned (7 988 € spent compared to the planned 5 800 €) as the event opportunity was sized to produce not only a leaflet but also an “infographics” presenting our product performance and energy saving potential analysis over the last 10 years of Topten activities. On the other hand, Guide Topten has spent a bit less than expected in travel expenses and in subcontracting.

## CB9: BBL

Author(s): Bernard Govaert

* + 1. **Role in the project**

BBL was responsible for the management of Topten Belgium. BBL was responsible for all communication, final updates and contacts with third parties. To execute the updates BBL has two national subcontractors, Ecoconso and VITO. Ecoconso is responsible for the updates of all white goods and lighting. VITO is the national expert on sustainable cars. They deliver BBL every second month an updated list of the most eco friendly cars on the Belgian market.

* + 1. **Main activities and achievements**

**WP 1 Management**: BBL was present at all European project meetings and contributed to the exchange of ideas on how to promote a national website given the limited budget and time, how to communicate, etc. BBL also provided the necessary documents and proof for each reporting procedure.

**WP 2 Topten network**: BBL provided the necessary communication and made sure the website was up to date. BBL linked the Topten website strongly to the ecoGator campaign in the second half of 2014. The Topten website was integrated in the global communication about ecoGator (Facebook, twitter, website, press contacts, the info on the app itself,…). This has proven to be a good strategy. The link with the ecoGator campaign is an answer to the demand of the mobile consumer for easy accessible on-site information. It puts Topten once again in the spotlight in a new and innovative way.

**WP3: Product analysis**: BBL gathered the information provided by the European consortium and integrated this where possible in the national communication and website. This information was also used in our own policy work.

**WP4: Engaging with multipliers**: as BBL has already a structural collaboration with multipliers via the Milieukoopwijzer project (a regional project providing local authorities the necessary information for sustainable purchases) all contact were made by this project and not Topten. The Topten information was consulted where possible. Topten.be was also present on the meetings of Milieukoopwijzer with several stakeholders to provide extra information and insights gathered in the Topten project that could be useful for the milieukoopwijzer project.

**WP5: Monitoring and evaluation**: BBL provided all statistics concerning web visitors and communication activities. BBL also provided the necessary information for each progress report, technical reports and financial reports. BBL also interviewed some specific partners and stakeholders on their thoughts about the Topten website. A summary of these interviews was send to the consortium.

**WP6: Communication:** BBL collaborated with Ecoconso to communicate about the Topten website on a national level. BBL communicated by a newsletter and press releases. BBL made sure Topten was mentioned in all its relevant energy campaigns (such as [www.energiejacht.be](http://www.energiejacht.be)). We also tried to make collaborations with organisations to help us communicate about the Topten website (such as Eandis, De Gezinsbond, several local authorities, …).

With the start of the ecoGator campaign, BBL integrated the Topten communication in the global communication plan of the latter. Due to the link with ecoGator we can see an increase of visitors to the Topten website since the launch of the ecoGator app ([www.ecogator.be](http://www.ecogator.be)). In all communication we refer specifically to the Topten website. The used communication channels are facebook, twitter, press release and the news section in the app itself.

* + 1. **Assessment of individual performance**

A very regular communication was needed to maintain a steady number of visitors to the website. BBL tried to collaborate as much as possible with a number of partners (Ecoconso, Vito, Fee, VEA) to maximise our communication channels. Peaks in visitors were noticed after each mass-communication, such as mentioning of the website on television or radio, or a large mailing and newsletter. Overall it was difficult to keep the number of visitors increasing, despite all the efforts and communication. However, last months we can see a significant increase of visitors. This can be the effect of the integration of the Topten website in the communication campaign for the app ecoGator. In all communication we refer specifically to the Topten website. The used communication channels are facebook, twitter, press release and the news section in the app itself.

This new form (the app ecoGator) providing he information that is gathered on topten.be gives a new boost to the website and is an answer to the demand of the mobile consumer for easy accessible on-site information. In the future we will link the two projects (Topten and ecogator) even further). They complement each other and they make each other stronger.

The limited budgeted time/hours to support the website still were the main concern. Therefore we were constantly looking for commercial partners and local governments to support the website. We succeeded to find extra financing with the regional environmental office of Brussels. Commercial partners and retailers were not keen to start a partnership. BBL exceeded the number of hours for WP2. The same with the number of hours foreseen for WP6.

* + 1. **Sustainability of the action after the end of the project**

BBL has engaged to work further on the Topten website. To fund the Topten project BBL is looking in the direction of local and regional authorities next to commercial partners. For data we have a long running collaboration with VITO and Ecoconso. These collaborations have been renewed in the second half of 2014 for the duration of another three years.

BBL also has become a member of Topten International Group and is a project partner in the new Horizon 2020 Topten Act project. Within this new Horizon 2020 BBL will focus (next to the management of the national website and increasing the product categories) on the collaboration and relation with manufacturers and retailers.

Further integration with the ecoGator app and communication is planned. The ecoGator project is funded until October 2015. BBL will look for possibilities to continue this project after this period and extend the communication.

* + 1. **Review of resources**

Staff resources

In WP 2 more than 200 hours are claimed per work package, please find a break-down of hours by task and staff members according to the table below.

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| 2.2.1. Maintaining and developing  Topten website | Bernard Govaert | 420 | Updates product categories and news messages, data collection, selection criteria, content |
| 2.2.1 Maintaining and developing website | Bernard Govaert | 90 | Project monitoring work, monitoring visitors, press (WP 1 an WP5) |
| 2.2.1. Maintaining and developing  Topten website | Jurgen Naets | 74 | Updates product categories and news messages, data collection, selection criteria, content |
| 2.2.2. dissemination activities | Bernard Govaert | 123 | Newsletter, content for new updates, contact with press and partners, new partnerships |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Subcontracting | Data collection ERM | 26200 | 0 | As consultancy agency stopped its activities with the start of the project, we subcontracted two partners, VITO and Ecoconso for the collection of white goods and the information about cars on the Belgian market. |
| Subcontracting Ecoconso | Data collection | 0 | 17.685.95 | Next to their contractual tasks they engage strongly in the Topten project by promoting it through all their channels, free of charge. The also provide content for the newsletters and website. |
| Subcontracting Vito | Data collection | 0 | 3000 | VITO developed the ecoscore. The parameter which is used in Belgium to benchmark all cars on the market. They deliver BBL two monthly an updated list of the most eco friendly cars on the Belgian market.  As a favour to BBL Vito did not charge any costs for 2012 and 2014, thus the total budget for subcontracting was not spent. |
| Subcontracting Coworks | Server costs | 0 | 406.25 | As we moved the website to our own servers, some costs were made to transfer and host the website. |

The author hereby confirms that the selection of subcontractors complied with rules laid down in the grant agreement.

Travel costs

All travel costs were under 4 days and linked to the project.

Report on budget shifts

During the project it became clear that the costs budgeted for "other costs" were overestimated. Due to good and efficient outsourcing BBL managed to pay less for printing of communication materials and website hosting than initially estimated.

The subcontractor Vito also decided not to bill some of its updates as a favour to BBL. Therefore the estimated budget for subcontracting was not entirely spent.

The number of staff hours was slightly underestimated. At the start of a three year running project is hard to predict the exact number of hours that will be spent on a campaign as Topten. As we tried to keep a steady, up to date website, these hours were necessary for the success of the campaign.

## CB10: FEWE

Author(s): Anna Bogusz, Grażyna Michalik

* + 1. **Role in the project**

FEWE is responsible for Topten activities in Poland. We built database for energy efficiency products in Polish market and supported national organisations and institutions to increase influence on energy efficiency standards.

* + 1. **Main activities and achievements**

**WP1:** We participated in six project meetings and reporting activities.

**WP2:** Topten website ([www.topten.info.pl](http://www.topten.info.pl)) was updated - product lists, criteria, recommendations, new product categories.

**WP3.** We updated the technical specification on the national website, implemented the LCC calculator.

**WP4:** We created a “Topten Pro” section, which is recommended by Economy Ministry on its Public Information Bulletin. We were invited to be an expert during on-line life chat about GPP on 19.12.2014. We cooperated with windows’ manufacturers during two editions of a competition on “the best windows” and signed 8 agreements to use Topten Polska logo.

**WP5.** We controlled the Topten website statistic and made market monitoring (evolution of efficient products in Poland). We participated in on-line visitor survey and interviewed national stakeholders.

**WP6:** Topten project received a honorary patronage from: Ministry of Economy, Energy Regulatory Office, Silesian Marshall Office and a media patronage from: local televisions – TVP3 Katowice and Silesia TV. We promoted the project by: electronic publication on other website (46), press releases (3), quarterly bulletin (12), e-learning platform, competitions for school and window’s manufacturers, press publications (7), press conferences (2), cooperation with other campaigns (Efficiency 2.1., MarketWatch), presentations at conferences and seminars (9), description of three editions Topten project in summarizing report “Intelligent Energy Europe projects in Poland”.

**Main achievements (successes):**

1. Competition for windows’ manufacturers – two editions (2012, 2014).This way we collected data on the most effective windows on the internal market. Competitions were organized in cooperation with the Energy and Environment Agency. Prize: diploma, using Topten Polska logo, official results publication at the “IX Energy Saving Days” on 14-15 November 2012 (1st edition) and “X Energy Saving Days” on 21-22 October 2014 (2nd edition, relation on YouTube: <https://www.youtube.com/watch?v=bcTfnaI5oVM&index=6&list=PL8B7qfPt0ELQoH3V1iuVx2CgkmFBGCxuj>), voluntary label from the agency
2. Cooperation with Tauron (energy utility) regarding a “National study of electricity bills”. Duration: 21.08.2013 – 30.09.2013. The main aim of this study was to get knowledge about Poles’ energy behaviour. We have given some tips and prepared questions, a link to the Topten website was present on the questionnaire. 30 400 persons filled-in the questionnaire.
3. Competition for pupils (medium school, teenagers 13-16 years old).For this competition pupils had to draw comics to promote or to present issues on the protection of the Earth climate through sustainable use of energy. It lasted until the 10th December 2014.78 persons took part in the competition sending graphic works from 37 schools. Winners received a diploma and a award.
4. Cooperation in framework other IEE project – Efficiency 2.1. The engine of app ecoGator is the Topten lists.

**Main problems:** We have tried to arrange cooperation with retailers but it showed to be very difficult in Poland.

* + 1. **Assessment of individual performance**

We are very glad of the cooperation with utilities (Tauron). This way we acquired knowledge about Poles’ energy behaviour (results of survey) and consumers got information about the Topten project. In the framework the Topten Max project, we organized two editions of a competition for window’s manufacturers. One of award was the possibility to use the Topten Polska logo. Manufacturers received a voluntary label for their windows. Another very interesting initiative is the cooperation with the Efficiency 2.1. project, which main product is the smartphone app ecoGator, which is based on the Topten lists.

On the other hand we noticed that retailers / manufacturers are not interested in projects like Topten. Probably they are afraid to cooperate with us because Topten compares manufacturers with each other. They don't want to risk that their products will not be at the "top". Anyway we would like to put more emphasis on cooperation with them as they are very close to consumers. We consider trainings, advice and other information actions. We are developing also cooperation with the MSAs in Poland and consumer NGOs to assist us in these actions.

* + 1. **Sustainability off the action after the end of the project**

FEWE will be continuing the actions within the framework of the Topten Act (for 36 months) project. We are planning next editions of the competition for manufacturers – windows, boilers, collectors and wide information campaigns.

During project implementation FEWE tried to gain a grant from the National Fund of Environmental Protection and Water Management (NFOŚiGW). We submitted an application in 2012, but it was rejected. We attended series of meetings with:

* EBRD an NFOŚiGW
* European Climate Foundation

to discuss about development of Topten Poland.

We arranged cooperation with: utilities, NGOs, national contact point IEE in Poland, institutions (Ministry of Economy, Energy Regulatory Office, Public Procurement Office, Silesian Marshall Office), local televisions – TVP3 Katowice and Silesia TV, windows’ manufacturers and their associations, POLSEFF (LEME list - The List of Eligible Materials and Equipment – which assembles the most up-to-date energy efficient technologies available on the Polish market).

Proposition of cooperation on project development comprises:

* Possibility of recommendations on Topten, like a tool useful in green public procurement
* Topten as tool for local information campaign developed in frame of Local low carbon economy plans
* Offer LEME list for awarded windows manufacturer, Topten logo on the list.
  + 1. **Review of resources**

Staff resources

The total number of hours of FEWE staff reached 2115 (120% of previously planned budget hours). The increase number was mainly due to the large number of categories and subcategories (85) and the engagement to organize two more competitions for windows’ manufacturers that were not planned but necessary to establish the best top ten window manufacturers present on the Polish market.

Please find below detailed information on the hours spent for the project performance by FEWE staff where 200 and more hours are claimed per work package (WP2, WP6).

Break-down of hours by task and staff members per task for more than 200h

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| **Task** **2.2.National core activities for maintenance of the websites and development of Topten projects** | Anna Bogusz | 392 | Updating Topten website, market data collection and analysis, creating 3 new categories (windows, LED, TVs),Develop a sustainably plan, cooperation with manufacturers, e-learning course |
| **Task** **2.2.1. Maintaining and developing Topten websites** | Michał Wawer | 176 | market data collection and analysis |
| **Task** **2.2.1. Maintaining and developing Topten websites** | Łukasz Rajek | 40 | market data collection and analysis |
| **Task** **2.2.1. Maintaining and developing Topten websites** | Szymon Liszka | 46 | market data collection and analysis |
| **Task** **2.2.1. Maintaining and developing Topten websites** | Małgorzata Kocoń | 8 | market data collection and analysis |
| **Task** **2.2.1. Maintaining and developing Topten websites** | Łukasz Polakowski | 56 | market data collection and analysis |
| **Task** **2.2.1. Maintaining and developing Topten websites** | Piotr Kukla | 338 | market data collection and analysis |
| **6.1 National communication activities** | Anna Bogusz | 248 | Communications: contact with media, electronic publication on other website, press releases, quarterly bulletin, competitions for school and window’s manufacturers, press publications, press conferences, cooperation with other campaigns (Efficiency 2.1., MarketWatch), presentations at conferences and seminars |
| **6.1 National communication activities** | Szymon Liszka | 124 | Competition for windows’ manufacturers (two editions), press conferences (2), competition for pupils (jury) |
| **6.1 National communication activities** | Łukasz Polakowski | 32 | Competition for pupils (jury), presentation at conferences and seminars |
| **6.1 National communication activities** | Piotr Kukla | 64 | Competition for windows’ manufacturers (two editions) |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Subcontracting  Other specific costs  Other specific costs  Other specific costs  Other specific costs  Other specific costs  Other specific costs  Other specific costs | IT & graphic modification of website & brochure  Printing of brochures  Mass mailing to schools  Awards in the competition for schools & physical persons  Participation fees in conferences/seminars/workshops  Topten dedicated server  Survey of product categories not covered by central purchase of data  Technical literature & magazines | 3000  900  3150  3000  2000  3500  3000  500 | 312,27  228,24  19,59  450,31  55,45  1557,54  0  0 | A lot of IT & graphic modification was elaborated by FEWE staff within project hours  Brochure about Topten project was printed in FEWE office, as required  Purchase of school addresses database, mass mailing to schools was on-line (reduced cost of sending)  Reduced cost of awards  Roll-up was presented, participation on meetings was free  The service provider reduced the price twice during the project implementation period  Data were collected for free, for example through competition for manufacturers  No purchase |

Only minor subcontracting was implemented.

The author confirms that the selection of subcontractors complied with rules laid down in the grant agreement.

Travel costs

According to estimations

Report on budget shifts

No budget shifts.

## CB11: WWF SPAIN ADENA

Author(s): Georgios Tragopoulos. Energy efficiency officer

* + 1. **Role in the project**

The main role of WWF Spain in the project was the management Topten Spain and the realization of dissemination activities in order to make wider the impact of the project among the Spanish society and the local authorities. Within this context, WWF Spain has regularly updated the Topten database through the entire period of the project, has maintained a good relations with the Spanish manufacturers and distributors and has performed various dissemination and communication activities, such as the production of a video the elaboration of genuine printed material and the organization of a seminar on sustainable public procurement, with energy efficiency criteria that took place during one of the most important congresses, the National Environmental Congress (CONAMA with its initials in Spanish). As it was mentioned in the Grant Agreement, WWF subcontracted a consultant in order to perform the technical work related to the research and update of the product categories and be able to focus more its efforts in the communication and dissemination of the Topten project.

* + 1. **Main activities and achievements**

**WP 1:** WWF Spain participated actively in every meeting of the Topten European group and has exchanged experiences and ideas with its European partners concerning the improvement of the overall impact of the project. Moreover, WWF Spain has participated in the elaboration and the delivery of the 2 progress reports and the interim report, contributing with the adequate documents requested from the Project Coordinator (ADEME), in this respect.

**WP2:** WWF Spain has regularly, twice a year, updated the Spanish Topten database ([www.eurotopten.es](http://www.eurotopten.es)) and has kept updated the public procurement section, which is dedicated to local authorities, as well as the news section. In order to facilitate its job, WWF subcontracted part of the technical work related to the update of the product categories and has focus more its efforts on the communication and dissemination of the project, always checking the quality before the upload of the new product lists. During the 3 years of the project, the webpage had an average of 28.743 users annually (source: Google analytics), 3 times more than the average users that used Topten annually during the period 2009-2011 (9520 users annually).

**WP3**: WWF Spain has collaborated closely with task leaders in order to facilitate the completion of the criteria papers, providing information on the Spanish electric and electronic equipment market and participating in the discussion on technologies and policy development. Moreover, WWF has incorporated in the Spanish Topten website, as far as possible (taking into account the circumstantial situation of the Spanish market) the updated criteria concerning the energy efficiency of the energy consuming products, contributing to the effort of harmonization of the criteria set by the Topten websites around Europe.

**WP4:** WWF created and managed a sustainable public procurement section within the Spanish Topten webpage. This section has as target audience the municipal authorities, facilitating information and selection criteria about 6 product categories that the municipal procurement officers could download and introduce in their bidding documents, aiming to products of better energy efficiency performance. Moreover, WWF organized a seminar concerning sustainable public procurement, in the context of the National Environmental Congress (CONAMA), and directed to the Municipal public procurement officers. The seminar had 20 participants from 8 municipalities, among which the municipality of Vitoria-Gasteiz, Malaga, La Coruna and Granada and from other public organizations and institutions. Besides the presentation on Topten and public procurement with energy efficiency criteria, WWF invited as a speaker ECOINSTITUT, which is a non-profit Spanish organization with a lot of experience in local sustainable public procurement and collaborator of ICLEI in Spain. After the presentations a long debate was held on public procurement with the municipal procurement officers.

**WP5**: WWF has contributed with inputs in every report that has been asked for, from the work package leader. Moreover, it translated and performed the questionnaire concerning the key target groups using Topten in their daily work and European visitor feedback survey.

**WP6**: WWF Spain has produced an animated video concerning Topten. The video introduced a new Super-hero, Super Topten, who is trying to help people to be more energy efficient in their daily lives. The message of the video is that you don’t need to be a super-hero in order to change habits. The video was circulated in the social networks received 4.305 views in YouTube (<https://www.youtube.com/watch?v=9xfMa1e2yhE>).

WWF produced printed 10.000 cards (credit card format) that incorporate a thermometer and follow the concept of the Super-Topten, inviting the citizens to change habits and giving the ideal indoor thermostat temperatures during the winter and the summer in order to save energy. These cards were sent to 19 selected Municipalities, including those that participated in the public procurement seminar in November of 2014.

In addition, WWF printed postcards concerning the energy efficiency of the energy consuming devices, using the slogan “Wake up in the Energy Efficiency” and promoting the Topten web page. These postcards were disseminated in 505 points (e.g. cinemas, theatres, bars, etc.) of 3 major Spanish cities: Madrid, Barcelona and Bilbao. There were 66.000 postcards printed in total, from which were consumed 53.600 (88% of the total), during the two weeks of the campaign, which is a very high rate of consumption.

Finally, WWF has released 6 Press releases during the 3 years of the project and has circulated issues to its social networks, while the trimestral magazine of WWF Spain, named Panda, has published 2 articles during the same time. Moreover, references to Topten have been made in press releases of other WWF´s projects related to the energy efficiency in residential buildings.

* + 1. **Assessment of individual performance**

In general terms, the Spanish section of the Topten Max project can be considered as a successful one, as in three years it had the capacity to triplicate the average number of visitors that visit the web page, while facing difficulties such as the economic crisis that stroke Spain during the last years and consequently drove to the reduction of the consumption of goods The energy efficient goods that many times had a higher purchase price than other less efficient ones, were, due to this reason not preferred by consumers. So, it can be said that the penetration of Topten in the Spanish market was a difficult task and a lot of communication effort was needed in order to improve the visits to the website. Nevertheless, there is now a core of users that trust Topten and what it is needed to be done is to intensify even more the communication efforts in order to make visible the project to an even greater public. To fulfil this objective an ad-words campaign and the modernization of the webpage in order to be more user friendly will be very useful and has already been planned for the new period of the project.

* + 1. **Sustainability of the action after the end of the project**

For WWF, the enhancement of energy efficiency is a very important pillar in order to reduce the energy use and consequently the CO2 emissions, mitigating in this way the climate change. In this context WWF Spain will participate in the new Topten project, called Topten ACT, which has already been approved by Horizon 2020 and will start as soon as of March 2015. Its duration will be of 3 years and will count with the participation of 16 partners from equal number European countries.

* + 1. **Review of resources**

Staff resources

WWF Spain: In general terms, the use of resources was implemented as planned. Nevertheless there were 2 cases in which time deviations from the initial programme occurred.

The first one was in WP2, where the maintenance of the Spanish Topten page was performed in house, instead of hiring an external contractor. This had as a result the necessity for a wider implication of the WWF´s web master, mainly, who had been in charge of the maintenance of the web page, assisted by the project coordinator. Moreover, 6 additional hours in total where necessary from the publications editor, who in coordination with the webmaster and the project coordinator was editing the texts of the Spanish Topten web, trying to insert appropriate keywords so that the Topten texts appeared in more web searches on energy efficiency.

The second “major” deviation was observed in WP4, where in the context of the task 4.1.3, Pilot Procurement Actions, a high level seminar was organized concerning sustainable public procurement in Spanish Municipalities. The seminar was organized in the context of the National Environmental Summit of Spain (CONAMA), which is the largest environmental event that takes place in Spain, which was attended by more than 7.000 persons, from sectors related to environmental issues (not only from Spain, but also from Latin America and the rest of the world). The participation in such an important event needed an extensive management effort in order to guarantee high quality level that corresponds to the participation in an event like this. Thus the project coordinator needed to dedicate some more hours (15h) than planned in the organization of this event.

Finally, there was a minor deviation from the work programme concerning WP , where the project coordinator and the press officer needed to dedicate a few more hours of their time (5 hours in total) for the overall promotion of the Topten project.

A break-down of hours by task and staff members

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| Task 2.2. National core activities for the maintenance of Topten websites and development of Topten projects | Giorgos Tragopoulos (Project Coordinator) | 609hours | Selection Criteria, Selection of products, Energy efficiency indexes, website maintenance & improvement, Development of website content, update of product lists, pictures, web visitors monitoring, training and supervision of skilled staff, |
| Cristina Martín(Press Officer) | 80hours |
| Itziar Badia (Webmaster) | 195hours |
| Amaya Asiain (Publication Officer) | 66hour |
| Mar Asunción (Head of Programme) | 94hours |
|  | Total hours WP2: 1044 (79 hours more than planned) |
| Task 6.1: National Communication Activities | Giorgios Tragopoulos (Project Coordinator) | 164hours | Press Releases, video recording, Communication campaigns, Earth Hour, Thermometer credit card, Topten post cards, Media contacts, Public Awareness, presentations. |
| Cristina Martin (Press Officer) | 41hours |
| Amaya Asiain (Publications Officer, editor) | 40hours |
|  | Total hoursWP6: 245 (5 more than planned |  |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Subcontracting | Database assistance/translations/logistics | 7.074 | 7.213 | There is a difference of 139€ between the estimated and the actual costs, because of the VAT tax increase from the 1st of September of 2012 |
| Other Specific Costs | Training course for the public procurers | 2.500 | 211,08 | WWF spent 2288,92€ less than it was foreseen because we decided to make the public procurers training course under the context of the National Congress for the Environment (CONAMA). Thus, we contacted the organization committee, which in the end offered us the conference room for free. So we only paid the expenses for one speaker from Ecoinstitut in order to travel from Barcelona to Madrid and make his presentation. |
| Other specific costs | Printing materials | 13.865 | 13.679,14 | WWF spent 300,86€ less for this action, because we did part of the design of the thermometer cards in house. |
| Other specific costs | Website maintenance and improvement | 2.950 | 493,96 | The maintenance and the improvement of the website were performed majorly in-house. Thus, the only expense that finally was assigned to this part was the server´s hosting and the annual cost of the domain. |

WWF subcontracted a consultant and assigned her the task of performing research on new energy efficient products that come up in the Spanish market, when the manufacturers update their product lists. The consultant had to contact the manufacturers, perform internet research and use the GfK databases available, in order to develop tables concerning the aforementioned products and then deliver them to WWF for their further process and final update of the Topten database. WWF is very satisfied by the quality of work and the results of this consultancy, in correlation with the quantity of money that has been paid during the three years of the contract.

The author hereby confirms that the selection of subcontractor complied with the rules laid down in the grant agreement.

Travel costs

WWF Spain: national travels were foreseen in order to cover possible meetings between the WWF staff, the external research consultant and the manufacturers. Moreover, it was thought in the beginning that the seminar on public procurement could take place outside Madrid, something that would involve WWF´s staff travelling. However, the event was in Madrid and the regarding costs were avoided. The amount of the funds foreseen for this part was 2.000€.

Relating VAT we wanted to comment that WWF Spain is included in a pro rata system, which implies that every calendar year we have to calculate the percentage of VAT that we cannot claim back. It depends on the annual accounts and this has to be declared on January 30th of the next year: on January 30th 2015, the pro rata for 2014 is calculated and before that date the rule is to use the percentage of the previous year. The percentages for the years of the project were:

2012= 3% (we only can claim back this percentage and we cannot claim the remaining 97% so it is an expense for us)

2013= 4% (see explanations for 2012)

2014=3%

Report on budget shifts

WWF Spain: The hourly rates grew, as it can be seen on the financial statement, in 2012 and 2013 and this cannot be predicted in the budget. Furthermore the project coordinator and the webmaster had to work more hours than planned due to fact that most of the work on website maintenance and improvement were conducted in house. Also, the training course for public procurers was included in a big event, CONAMA (National Environment Spanish Convention), which implied more work than planned.

## CB12: QUERCUS

Author(s): Laura Carvalho, Ana Rita Antunes

* + 1. **Role in the project**

Quercus is the Portuguese partner responsible for the management of [www.topten.pt](http://www.topten.pt) website. We are in charge of the product tables updates, the methodology national adaptation, the categories advices and all the news and information displayed online. We also developed and manage the Pro Section webpage, recently launched. The communication materials production and the project dissemination activities at the national level are undertaken by us, as well as the contacts and interaction with the national stakeholders. The activities and their outputs are regularly reported and shared in the project meetings, in the reports to the project’s coordinators or turned into case studies or special news, if worthy.

* + 1. **Main activities and achievements**

In WP1 we attended 6 project meetings and gave our national input and contribution for the Progress, Interim and Final project reports.

In WP2 we managed to enlarge our manufacturers’ network, which are now willing to regularly provide and check technical data, for the updates, in exchange of the Topten.pt sticker recognition. This brings benefits to the project in two different ways: it eases the update process and promotes the project among consumers and other stakeholders, who came across the stickers disseminated by the manufacturers. At the beginning it was time consuming, but now and even if we have to personalize the stickers at every new update and send them to each manufacturer, the process is quicker. In March 2014 we received an invitation to write an article for the 8th Edition of Energuia. This annual publication about energy efficiency in buildings is part of a bimonthly scientific and technical magazine and website and allowed the dissemination of the project to different target groups: technicians and experts. Quercus’ radio programme “One Minute for the Earth” was used in a national 9th Grade Portuguese exam, held in February 2014: Topten.pt was introduced as a website where consumers can select and learn how to use printers and multifunctionals more efficiently. After hearing the programme the students had to answer a group of questions where the reference “Topten.pt” appeared once again. This episode demonstrates the effectiveness of our communication and information channels and their usefulness also for students and teachers. The number of categories available online were increased to 11. We have launched 3 new categories: TV, coffee machines and air conditioners, and expanded the number of lamps subcategories to follow the LED technological development and help the consumers retrofit their light bulbs. Before starting the category of air conditioners and since we did not have enough technical knowledge about this product, we asked a manufacturer for training. Besides the useful information received, this event enabled the establishment of a new collaboration and helped the creation of the online category, offering more complete information and serving as a reference to other Topten websites. The same procedure was implemented with two light bulbs manufacturers.

In WP3 we discussed and updated the technical information on our national website.

In WP4 we launched the Topten PRO section and since we could not engage the National Public Procurement Agency, we are involving SME offices that are working in a Quercus project.

In WP5 we monitored, evaluated and reported our activities.

In WP6, taking advantage of our organization’s media channels in national TV (RTP1) and national Radio (Antena 1), we have produced 5 “Green Minute” and 7 “One Minute for the Earth”. The effect in the website number of visits is clear, as they at least doubled, on the day the programme was broadcasted. The 2 internet spots produced under Topten Plus, about a man and women latest crush (washing machine and refrigerator) were recovered and put on Topten.pt and in 3 online newspapers (one was a sport newspaper), this year. The timing was chosen carefully, in May before the European elections and in June before the World Cup. In December, these spots were once again displayed online in a big newspaper. The repercussion on the website number of visits was visible but not as significant as other communication strategies. We produced various and catchier types of materials: postcards, bookmarks, guides about air conditioners, fortune teller games and others to distribute in schools, workshops, seminaries, exhibitions and fairs. The Swiss leaflet about office equipment was translated and printed to be disseminated in our events and activities. Taking into account that Topten is trying to expand to South America and we have been involved in its early preparation activities in Brazil.

* + 1. **Assessment of individual performance**

If on one hand the Topten.pt stickers had a good enrolment, helped the categories’ updates and brought visibility to the project, on the other hand they are free of charge for the manufacturer but not for Topten, since we have to produce them at every update and send them to the manufacturers. However, it does not seem plausible to charge for the sticker usage, because the majority of manufacturers have no possibility to pay.

Although the project visibility increased over the years, fundraising has not been very successful regardless several attempts.

The contact with some brands is practically impossible because there are no depots in Portugal or only marketing offices and they have to ask the head office for the technical details. This process makes some updates more difficult.

As planned, the Topten PRO section was launched over a year ago, and although we managed to meet and exchange information with the National Agency for Public Procurement, due to the change of the person in charge, the collaboration finished. In order to pursuit the collaboration with public procurers and large buyers with more suitable documents and information, we are assessing the applicability and usefulness of the section and its contents, by involving small and medium offices enterprises working in a project Quercus is participating in. We also translated and adapted the Swiss leaflet about office equipment to disseminate the Topten PRO section in our events and activities.

In general our communication activities and dissemination materials are well accepted. The programmes in radio and TV have a huge impact in the website visitors. Press releases also seem to work especially if the national news agency is contacted beforehand.

The spots displayed online in the newspapers websites turned out to be less significant than other communication options, especially considering the financial investment. In the future we plan to adapt these spots and broadcast them on the national TV.

The distribution of postcards, in a two weeks Postalfree campaign, in a circuit that includes, theatres, restaurants and cultural centres, was not very successful as the impact on the website visits was not clear.

* + 1. **Sustainability of the action after the end of the project**

The development of the Topten.pt sticker and the enrolment of manufacturers allowed us to be independent from GfK data which is expensive information and made the updates quicker and less time demanding. However the use of the Topten.pt sticker is free of charge and for the near future we do not believe manufacturers would be willing to pay for it.

Several attempts were made to raise funding for the project. The biggest Portuguese utility (EDP) financed Topten in 2007 and 2008, before Topten Plus, and although the reaction to our proposal was good they have not assured the financing. The same for the Portuguese energy company (GALP) whose project seemed very interesting but due to some budget reduction has not compromised it. Our national energy agency (ADENE) has co-funded other IEE Projects and as far as we know they are willing to support the project, but not fully.

* + 1. **Review of resources**

Staff resources

The major deviations in planned staff hours were in WP2 and WP6, due to:

* WP2: Some new categories took more time to update than expected due to lack of information. This fact increased the staff hours to get this information.
* WP6: The diversity of dissemination materials, not foreseen initially, demanded extra working staff hours.

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| 2.2. National core activities for the maintenance of Topten websites and developments of Topten projects | Laura Carvalho | 876 | National implementation, Contribution to content |
| Sara Ramos | 210 |
| Ana Rita Antunes | 10 |
| 6.1 National communication activities | Laura Carvalho | 20 | Contribution to content |
| Sara Campos | 410 |
| Ana Rita Antunes | 20 |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Other specific cost | Printing flyers / guides (WP 6) | 5000 | 7176 | Overspent. Quercus is present in many fairs, exhibitions and schools all over the country, so it was important to have printed material and we printed more than estimated. |
| Other specific cost | Participation in seminaries and workshops (WP 6) | 3000 | 588 | Underspent. Quercus is asked to participate in seminaries and workshops in schools all over the country, mostly ensured by in-house staff. |
| Other specific cost | Press releases / Press conferences (WP 6) | 1500 | 0 | Underspend, ensured by in-house staff |
| Other specific cost | Participation in Exhibitions and fairs (fees, posters, etc.) (WP 6) | 4000 |  | Underspent Quercus as a NGO got free fees to be in exhibitions and fairs |
| Other specific cost | Media dissemination  (WP 6) | 5000 | 7035 | Overspent. Topten spots in three online newspapers, more expensive than the budget that we had on the proposal. |
| Other specific cost | Design banner, flyers and other promotion material (WP 6) | 3100 | 1873 | Underspend, partially ensured by in-house staff. |
| Other specific cost | Website maintenance  (WP 2) | 1500 | 2484 | Overspent. Creation of Topten pro section webpage and extra help needed to handle the back office problems |

Printing flyers. Quercus ensured the best value for the money, asking for quotations to 3 different printer shops and choosing the lowest one.

Topten spots. The online newspapers were not selected by the price, but by the audience rate and the Topten target public. Nevertheless we tried to have a discount in these campaigns. We tried 3 different online newspapers in June 2014 and in December 2014 we repeated the one with the best results (more links to Topten.pt website).

Ana Rita Antunes confirms that the selection of subcontractor(s) complied with rules laid down in the grant agreement'.

Travel costs

Under spending. 1.515 Eur. Quercus managed to underspend in travel expenses for the project meetings and added a value to public money.

Report on budget shifts

Quercus has prepared 2 budget transfers between categories: moving 1.515 EUR from Travel Costs and 3.203 EUR from Other Specific Costs (under-spending), to reflect the higher number (quantity/length) of deliverables under WP2 and WP6. The budget transferred represents 5.77% of Quercus’ total budget

## CB13: LNCF

Author(s): Edita Petrauskaitė

* + 1. **Role in the project**

The Lithuanian National Consumer Federation is a partner of the Topten network since year 2008, member of TIG since 2014. LNCF is a national level NGO consumer organization in Lithuania working in a field of sustainable energy and having direct connections to an extensive group of Lithuanian consumers. LNCF brings in experts of energy efficiency, sustainable consumption, environment protection fields, communicates with consumers, government, media and other interest groups, provides consultations, educates and informs society, makes remarks and proposals by preparing legal acts. The Webpage [www.top-10.lt](http://www.top-10.lt) was launched in 2008. Consumers are now able to find 16 categories of energy efficient products on the Lithuanian version of the Topten platform. LNCF actively observes national market and tries to present the most actual product groups also for public procurers. Different product groups are available: domestic appliances, cold appliances, consumer electronics, cars, lamps, office equipment.

* + 1. **Main activities and achievements**

The objectives and results were set and reached as follows:

1. Regarding WP1: Management. Project coordinator Edita Petrauskaitė has been coordinating the Topten Max project on national level during the whole Project period. Project coordination activities included actions such as Project internal management, communication with partners and coordinator, internal planning, monitoring and reporting activities.
2. Regarding WP2: Topten Network. Maintenance of [www.top-10.lt](http://www.top-10.lt) website is the most time consuming action. Trying to develop and improve a concept of the Lithuanian Topten model and to adjust it to Lithuanian environment is a long-term task. LNCF has focused on timely and comprehensive implementation and update of product lists. Since the beginning of Topten Max,10 new product categories were launched, 5 of them were particularly dedicated to large procurers. LNCF aimed to create better a known, attractive and useful tool for consumers and public procurers. During the period of Topten Max, the Lithuanian Top-10 website attracted twice as more visitors as in the years 2008-2012.

In order to be in line with new internet technologies, LNCF started technical development of [www.top-10.lt](http://www.top-10.lt). LNCF has started to improve SEO system of website, adapt the functions of responsive design (mobile version), more functions on the platform (interchange of information between retailers; top-10 mark certificate’s conception and adaption; attractive logo creation).

Main problem: The number of visitors did not grow as fast as we planned. We perceive that obstacles for this are low purchasing power of Lithuanian consumers, deficient consciousness about rational use and environment issues. Lithuanians are minded to choose cheaper appliances, deny their negative input on the environment and call this “commercial trick”.

1. Regarding WP3: Product technical and policy analysis. The provided technical and policy analysis was adapted and implemented on the national level when creating product criteria or recommendation pages, educating consumers and stakeholders.
2. Regarding WP4: Multipliers on the demand side. LNCF seeks to establish sustainable working contacts with retailers, media and other partners. LNCF has built up a good database of retailers’ chains contacts. Lithuania is one of the exceptions of the Topten consortium – we mainly work with retailers, as for small market it is more efficient. Top-10 also have contacts with representatives of large manufacturers in Lithuania (e.g. Siemens, Samsung, Bosch, Philips, Whirlpool, national ones – *Snaigė*, *Tauras*), which help with data cross-checking if needed. Top-10 project has created partnerships with all the biggest market chains in Lithuania (Topocentras, Ermitazas, Elektromarktas, Avitela, Senukai). Retailers help with collecting product information or in other promotional activities (e.g. common dissemination activities for Sustainable Energy week events, The World Earth Day events etc.).

[www.top-10.lt](http://www.top-10.lt) has a public procurement (PP) section, which has been presented during various working groups, meetings with large buyers, also in seminars within a scope of public procurement. LNCF has started several negotiations regarding further dissemination of Topten PP guidelines with the Ministry of Energy, and several other large buyers.

1. Regarding WP5: Monitoring and evaluation. LNCF has been providing project activities related data using various tools: communication and monitoring workbook, internal website, directly to the coordinator or related WP’s leaders. Provided data concerned national website quality items, number of visitors, media activities and coverage, technical details of the products, national market information, etc.
2. Regarding WP6: Communication. Throughout the 3 years of Topten Max, LNCF has tried various measures of dissemination: radio, TV programs, booklets, videos, conferences, banners, press releases. However, some of them did not go as well as we expected. The TV program did not bring more visitors than usual numbers, which was a disappointing surprise for LNCF. Cheaper solutions, such as banners on the biggest e-mail provider webpage, Google Adwords campaigns brought great numbers of visitors, who spent also more time on the website and returned repeatedly. During the period of the project, LNCF has launched a number of videos to consumers, which were also an attractive tool to reach visitors.

Governmental institutions and national funds support Top-10 ideas and activities in various ways. A number of governmental institutions helps to spread information (banners, press releases, videos etc.) or contributes in kind by providing expertise. We have strong partnerships with Ministries of Energy, Economics, the Energy Agency, and the State Non Food Products Inspectorate. Other governmental institutions or national funds co-finance some of our dissemination activities.

The Energy Utility “LESTO” is a valuable partner. It either co-finances some of our dissemination activities or supports by providing necessary information, sharing contacts, inviting us to essential events.

* + 1. **Assessment of individual performance**

LNCF has succeeded to maintain its consumer friendly website providing energy efficiency related information. Lithuanian consumers lack knowledge about energy efficiency, therefore the top-10 website helped to provide practical important information about products as well as other related information on how to read energy labels, how to use products, how to save energy and other resources. Top-10 as a platform became a tool for consumer education and information. LNCF’s experts are invited to share energy efficiency ideas on national TV, radio, press, which we regard as valuable performance indicator.

However it is not always easy to compete with business when spreading non-commercial saving conceptions. With the help of national governmental institutions and funds, LNCF is able to speak in to broader scope and reach greater number of consumers.

We found out that energy efficiency as a topic has to be closely attached to environmental ideas, consumer rights and interests context. In order to expand Topten ideas we have implemented several joint project activities with other market stakeholders: schools, energy utilities, media, and retailers, which we regard as effective co-funding of our project.

* + 1. **Sustainability of the action after the end of the project**

Partnerships with State institutions, energy utility and retailers are based on communication opportunities. To be more precise: energy utility is a dissemination partner in different events - Sustainable energy week, The Earth day, Consumer's day etc. They provide professional information, share expenses, enlarge audience; retailers mostly help with collecting data, State institutions are also partners when it comes to dissemination activities. Moreover, some of the State institutions fund our activities on the basis of specific projects. They also help with experts when adapting product criteria or preparing advice for consumers. Horizon 2020 will be also a great contribution to our activities for the next 3 years period.

**Review of resources**

Staff resources

The largest part of staff resources was allocated to manage the top-10 internet platform: updating product lists, communicating with stakeholders. The rest of the resources were mainly used for communication activities. We have chosen innovative dissemination tools to promote Topten Max ideas via internet, such as online conferences, video and animated movies, etc.

Total number of allocated staff hours has increased from 1470 to 1518.80, which is a variation of a bit more than 3.2%. The number of hours was increased taking into account and respecting work functions of the employees. More working hours were allocated to the project coordinator Edita Petrauskaite who deals with new categories implementation and recounting webpage data, related to euro currency implementation in Lithuania in 2014.

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| Task2.2 national core activities | Edita Petrauskaitė (620 hours)  Stasys Kuskevičius (320 hours) | 940 | 10 new product categories launched; number product lists – 54. Timely updating – at least once per 5-6 months.  Expert Stasys Kuskevicius mainly was involved in EEI calculation, new product lists, product analysis.  Edita Petrauskaitė was updating the product lists, recommendation pages, criteria pages, collecting  product data, observing a  market and launching a new  categories, PP issues. |
| Task 6.1 National communication activities | Edita Petrauskaitė | 324 | Promotional tools and campaigns (media activities, creation of dissemination material); Seeking and forming of partnerships. Communication with retailers, fundraising. |

Subcontracting and other specific costs

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| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Other specific costs Eligible direct costs. Website development | 4000 | 4400 | 4411.77 | Overspending Technical implementation and development of new function is crucial in order to adjust to consumer need and new technologies (mobiles, tablets). |
| Other specific costs Eligible direct costs. Brochures | 3200 | 1600 | 1588.51 | Under-spending Other measures of dissemination were chosen (videos, Google Adwords, radio, video conferences, media plans etc.) |
| Other specific costs. Leaflets | 4000 | 0 | 0 | Under-spending Other measures of dissemination were chosen (videos, Google Adwords, radio, video conferences, media plans etc.) |
| Other specific costs. Additional links | 1000 | 6000 | 6021.41 | Overspending Other measures of dissemination were chosen (videos, Google Adwords, radio, video conferences, media plans etc.). More attractive and interactive tools were created in order to engage greater number visitors of different age and interests. |
| Other costs. Seminar organisation | 1920 | 2000 | 1668.31 | Number of events or seminars was organised by our partners, therefore in order to participate in more of them it is essential to contribute with some resources (photo service, other expenditures). This allows participate in more events with lower costs instead of organising one event for specific amount. |

Travel costs

LNCF has not spent all the travel costs budget line, as there was only one person travelling to project meetings, except for the first one. LNCF regarded necessary for expert and project coordinator to attend first project meeting. The reason for minimising number of travelling persons was also the high prices of plane tickets from Lithuania (most of the flights are not available for direct connection). Therefore the rest of travel costs budget was spent on the maintenance of the Topten website during the period of euro currency implementation in Lithuania. Project coordinator Edita Petrauskaitė has been preparing national project meeting reports to Lithuanian team.

Report on budget shifts

A budget shift of 2.46% was made. Not all travel budget was used, also a small part of other direct eligible costs were shifted to “Staff costs” taking into account and respecting work functions of the employees. More working hours were allocated to the project coordinator Edita Petrauskaite who deals new categories implementation and recounting webpage data, related to euro currency implementation in Lithuania.

## CB14: ICEMENERG

Author(s): Nicolae SIMION and Adina STANCULEA

* + 1. **Role in the project**

ICEMENERG is a National Institute for Energy Research and Development in Romania, a state owned institution under the Ministry of Education and Scientific Research subordination. The overall role in the project of ICEMENERG Bucharest (partner CB14 in Consortium) was the management of Topten Romania, the creation and maintenance of the national Topten website “topten.info.ro”, the core activity of the Topten project. Only one subcontractor participated in this project, SC HERALD studio SRL, a web design company, for the successful implementation of a new website “topten.info.ro” with a new design, a new CMS and hosted on an external server, at the beginning of the project, in 2012. This unplanned action was imposed by interruptions and viruses’ attacks on the website and server ICEMENERG, taking into account the follow-up of the project.

* + 1. **Main activities and achievements**

**WP1 – Management**: ICEMENERG has participated in the project meetings and reporting activities, giving timely input and delivery of project progress reports to the coordinator and timely input for continuous monitoring and evaluation of project progress.

**WP2 – Topten Network**: The main task of ICEMENERG, as the manager of Topten Romania, was the creation, development, updating and maintenance of the national Topten website “topten.info.ro”, the core activity of the Topten project.

At the beginning of the project, in 2012, the new website “topten.info.ro” was launched with a new design, a new CMS and hosted on an external server. This unplanned action was imposed by interruptions and viruses attacks on the website and server ICEMENERG, taking into account the follow up of the project. After the development of the website, ICEMENERG has increased the dissemination activities in order to promote it. Due to that, the web traffic and the number of visitors increased.

The website links to other web pages, mainly to supporting partners in order to build networks with multipliers. Also there are links to main events in the field of energy, to legislation (European and national level), Public procurement section, Competitions, etc.

There are 12 categories of products on “topen.info.ro. The technical criteria and recommendations to better use the products were adapted at the national level. Products have been updated every six months and whenever it was needed. A “Pro section” was developed with two sections, Guide Topten for public Procurement, including selection criteria, recommendations and legislation, and News on Public Procurement, to facilitate the dissemination of information relevant to public procurers and to aid efforts to identify potential candidates for the pilot actions. We also developed a section “Facebook” and a “News” section.

**WP3 – Product technical and policy analysis**. ICEMENERG incorporated on the national website all information provided, adapted the technical specifications, announced European Topten Product Competition, participated in discussions on product technologies and policy development and on the competition working plan and rules.

**WP4 – Engaging with multipliers on the demand-side**. Public procurement - ICEMENERG has developed a dedicated section on topten.info.ro, giving purchasing guidance for 6 product categories for professional buyers. The “Pro section” provides guidance on tender criteria to enable professional purchasers to buy the most efficient products on the market. ICEMENERG identified potential candidates for 2 pilot actions (LED lighting), together with the Romanian producer Electromagnetica: the municipalities of Smardan and Ramnicu Valcea. Due to lack of funding, pilot projects were not completed before the end of the project.

Retailers - ICEMENERG had a good collaboration with retailers, key operators in the promotion of the most energy efficient products: signed partnership agreements, dissemination activities online and at the point of sale (leaflets distribution, poster, project presentation), training for retailers, “topten.info.ro” logo on products in retailer’s website, etc. ICEMENERG also developed partnerships with other multipliers such as consumer organisations, like the “National Association for Consumers’ Protection and Promotion of Programs and Strategies from Romania – ANPCPPS”, an NGO that protects consumers' rights in Romania.

**WP5 – Monitoring and Evaluation**. ICEMENERG participated in all monitoring and evaluation activities. We used Google Analytics to count visitors on “topten.info.ro” and participated in market monitoring (evolution of efficient products), by filling in excel files with product categories and data evolution for the Topten selected products to check on improvements, and completed the questionnaire for market monitoring prepared by Wuppertal Institute. Topten brings an added value to its target groups, market operators and ICEMENERG intended to subcontract NGO’s for developing activities to better reach consumers through different channels and for support to public authorities, but this was not possible for budget reasons

**WP6 – Communication**/ ICEMENERG has actively promoted “topten.info.ro” and Topten in general using all possible communications means: printed media, online, TV and radio and have been reported in the communications activities on Google Docs. All information with respect to communication monitoring are online and may be checked. A lot of specific communication means were used to reach specific target groups: articles in media, in “Energy Technologies - generation, transmission and distribution of electric and thermal energy” magazine, leaflets, poster, rollup, project promotion on ICEMENERG’s website and in its own presentation materials, project promotion on partners websites, training materials, competitions for schools and kindergartens, presentations at workshops, conferences and seminars - articles presented in international conferences: “FOREN 2014 - 12th WEC Central & Eastern Europe Regional Energy Forum” (Bucharest, 22-26.06.2014) and “CIEM-The International Conference on Energy and Environment” (Bucharest, 07-08.11.2013), presentations at Politehnica University of Bucharest for graduated students, at a master programme in energy, presence at exhibitions and fairs - project promotion and leaflet distribution at 6 important expositions and fairs energy efficiency and environment related organised in Bucharest. A study and measurements campaign with ROREC and Electrolux was carried out, comparing results (consumptions, LCC, payback period) for 4 old obsolete refrigerators with a new efficient one, communicating on the results.

As for WP5, ICEMENERG intended to subcontract an NGO for the development of communication activities but this was not possible for budget reasons.

* + 1. **Assessment of individual performance**

Communication activities went particularly well: presentations, media coverage, press releases / articles, links from other websites. ICEMENERG has been actively promoting “topten.info.ro” and Topten in general using all possible communications means. There was also a good cooperation between ICEMENERG and the Ministry of the Environment, the Romanian Authority for Energy Regulation, local authorities, Environmental NGOs, universities (Politehnica University of Bucharest) in order to promote and spread the information about the project. ICEMENERG had a good collaboration with retailers, key operators in the promotion of the most energy efficient products. The main achievement was the increased interest of consumers for top runner products, to reduce operation costs by reducing the energy consumption of the home appliances.

What did not go so well at the beginning of the project was the site “topten.info.ro” hosted on ICEMENERG’s server (subject of interruptions and viruses’ attacks). The problem was solved by the successful implementation of a new website with a new design, a new CMS and hosted on an external server. Also, due to technical issues, when new products were introduced to the website, it was necessary to revert to an older version to avoid having any downtime. The new products were then reintroduced on the website, but these issues led to delays compared to the initial schedule.

There have been difficulties and delays in gathering some project tasks and objectives due to the inconsistencies in the structure of the staff involved in the project (the Project Manager and one person of the team project left ICEMENERG at the end of April 2013; the senior expert, has been changed two times during the project due to the departure from ICEMENERG of the responsible persons). This problem regarding the lack of continuity of staff involved was emphasized by the fact that they occurred just before the interim reporting phase. However, two people present in the new team had experience in the project and succeeded to overcome these drawbacks in order to achieve the project objectives as well and accurately as possible.

* + 1. **Sustainability of the action after the end of the project**

Before the new proposal Topten ACT was awarded by the H2020 programme, three were considered for the period after 2014 during the meetings on project and TIG (Topten International Group) Assembly:

* Option 1 - Many Topten projects could have stopped at the end of the Euro-Topten-Max project.
* Options 2 - 50% of the countries involved would continue their Topten Project with national funding.
* Option 3 - The project would continue with the full team. National and European public or private funders support the idea of a "Topten public service" continuously informing on BAT, steering consumers awareness, and helping the elaboration and enforcement of product regulations

ICEMENERG chose to continue and sustain the project activities after the end of Euro-Topten Max at least 2 years. An opportunity for ICEMENERG to obtain national funding was the reorganisation in 2014 as a National Institute for Energy Research and Development within the Romanian Ministry of Education and Scientific Research. This opened the possibility to have access to research funds from various programmes launched by the Ministry, in order to maintain “topten.info.ro” portal after the EU project completion. Fortunately Topten ACT was accepted by H2020 and the project will continue 3 years with European funding.

* + 1. **Review of resources**

Staff resources

Planned hours on this project were carried out. More hours needed to be done, but were not charged on this project, limiting the number of overtime charged to 20%. However the staff costs incurred and claimed from the IEE programme are only 17 624 EURO, 48,59% of the budgeted staff costs (36 272 EURO), due to hourly labor rates being very low during the project. WPs for which more than 200 hours are claimed are WP2 (1 144 actual hours vs 956 planned) and WP6 (288 actual hours vs 240 planned). Only for WP6 the number of hours worked exceed with 20% the number of planned hours.

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| WP6: Communication  Task 6.1: National communication activities  Task 6.2.2: Publicising the winners of the European Topten Product Competition | Mariana Barbuta (PM) | 60 | Production of national communication plans and result summaries  Communication and dissemination at national level |
| Nicolae Simion (PM) | 84 |
| Mircea Ghitulescu (SE) | 44 |
| Ion Ionescu (SE) | 3 |
| Dan Zlatanovici (SE) | 13 |
| Anca Badea (JE) | 33 |
| Adina Stanculea (JE) | 51 |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Subcontracting | Develop qualitative analysis, interviews in order to better reach consumers through different channels and support to public authorities | 4000 | 0 | It was not possible to subcontract NGOs (WP5 and WP6), but no impact, objectives were accomplished by the work of project team members through unpaid overtime. From the amounts budgeted for subcontracting, some have been spent however to implement the new website "topten.info.ro" (WP2). |
| Subcontracting | Develop communication activities | 4000 | 0 | ICEMENERG did not used external support for promotion and dissemination activities but conducted this work exclusively by using its resources. |
| Subcontracting | Website programming and graphic design (including interventions, changes and updates topten.info.ro | 0 | 2918,79 | Not foreseen before. This activity, implementation of a new website “topten.info.ro” with a new design - new CMS and hosted on an external server at the beginning of the project, in 2012, was imposed by often interruptions and viruses attacks, taking into account the follow up project. |
| Other specific costs | Printing informational brochure (leaflets), pictures of logos (topten.info, topten.info.ro, IEE) in shops, postage costs for disseminating brochure (leaflets) | 2000 | 1336,7 | Lower costs than estimated |
| Other specific costs | Translations, promotion events, fees for events | 2500 | 264,82 | Lower costs than estimated |
| Other specific costs | Postal services for reporting |  | 80,77 | ICEMENERG did not support from indirect costs fees for international mail services for delivering the materials on project reporting to coordinator. |
| Total | | 12500 | 4601,08 |  |

The authors hereby confirm that the selection of subcontractor complied with rules laid down in the grant agreement.

Travel costs

There were 5200 EUR budgeted for travel costs. At the end of the project 7890 EUR were spent.

The expenses under “travel costs” have been higher than estimated for several reasons: high prices of plane tickets from Bucharest to major European cities (incapacity to make a card booking made flights and accommodation to be acquired quite late, only after obtaining the necessary approvals from the organization’s management).

Report on budget shifts

Budget shift: 2691 EUR from “subcontracting” to “travel costs”. It was not possible to subcontract NGOs as planned for WP5 and WP6, but it had no impact on the objectives, which were accomplished by the team members. ICEMENERG did not used external support for promotion and dissemination activities but conducted this work exclusively by using its resources.

In the “staff costs” a total of 320 additional hours were spent, under 20%, but due to lower hourly labor rates than those provided there are important unspent amounts in this chapter.

Explanation for under-spending at Staff Costs: Although for the successful completion of all project objectives, it was necessary to work more hours than those foreseen, the amount provided for Staff Costs cannot be achieved due to the significant decrease of the hourly rates in comparison with those stipulated in "Contract preparation forms."

This is due to the general socio-political and economic context of Romania and in particular of ICEMENERG, which was reorganized in 2014 as a National Research Institute for Energy under the current "Minister for Higher Education, Scientific Research and Technological Development" (through a government decision dating from 2010). In this context, the former management of the institute has decreased the salaries, contrarily to the provisions in force (the Collective Labor Agreement, Individual Employment Contracts of the team members and the provisions of the contract on this project). Following these decisions, there were changes in the composition of the team working on the project, all the original members left this team or even ICEMENERG at the end of 2012 and beginning of 2013. Legal actions were taken by some of the former and current members of the team, for the recovery of wages not paid.  These legal proceedings are pending at the Bucharest Court of Law. As a result, the amounts unpaid under the contract cannot be settled in "Staff Costs". The PCOW (Person in Charge of the Work / Project manager) had difficulty in managing the project in these conditions, being hampered by the former ICEMENERG management to conduct in good conditions the financial management of the project, instead of being helped. Actually PCOW cannot make decisions in the financial management of the project, only ICEMENERG management can. It should be noted that the new team working on this project has taken this project in addition to its normal work, overburdening members of the laboratory, and this was done only to solve the crisis situation caused by the departure of the former members of the team. The whole team changed just before the interim report in 2013. However, the project was completed, despite these difficulties.

## CB15: OEKO ZENTER

Author(s): Thierry Lagoda

* + 1. **Role in the project**

Oekozenter has played an exemplary role in the work with retailers and communication activities. Unfortunately an implantation of successful partnerships like it has been the case in Luxembourg can’t be transposed one-to-one in other European countries. This is mainly due to the fact that an exchange with partner shops is easier to realize in smaller countries. With 50 partners in different fields, Oekotopten shows that Topten can reach besides the consumers another important key actor: retailers. Cooperation with retailers is in many ways valuable for Topten organisations: direct exchange of up-to-date information with salesmen; reaching consumers who don’t use the internet as a source of information; the project is more visible thanks to the logo on products.

* + 1. **Main activities and achievements**

WP1: In order to prepare the two progress reports, the interim and final report, Oekozenter invested a lot of working hours to deliver all requested information.

WP2: The main goal of our project is to inform consumers about the most efficient products on the market. This goal is reached by using different tools as for example the webpage, the labelling of products in shops, press articles, direct contacts with consumers with information booth in shopping malls or exhibitions.

For Oekozenter it is not only important to offer a complete list of efficient products, more important is to give advice on how to use the product in a correct manner in order to save energy. In this perspective the webpage Oekotopten.lu can’t be seen as web portal which encourages consumers to buy every now and then the newest model of a product. Not only efficiency but also sufficiency plays an important part in the philosophy of Oekotopten.lu.

WP3: Oekozenter adapted the criteria for some product groups on the basis of the criteria papers.

WP4: As close partner of the Topten project, retailers as an important key actor of the project are invited to inform consumers about the Topten and about energy efficient products in general. Staff members of Oekozenter give the latest information about criteria for the different categories during training sessions. In these training sessions, staff members of Oekozenter remind the salesmen that it is important to attract the consumer’s attention not only on the sales price but also on the lifetime costs which are in most of the cases more important.

Oekozenter has a close contact with the Ministry of Sustainability. This contact is frequently used to initiate rebate programmes as it was the case for the CAR-e programme for environmental friendly cars or the PRIMe Cool programme for efficient cooling products. Thanks to these rebate programmes Oekozenter had a strong argument in order to convince retailers to label energy efficient products, and thus to form a partnership with Oekotopten.

WP5: Oekozenter spent some hours in adjusting the account for Google Analytics in order to deliver information for the web frequentation monitoring.

WP6: Press agencies are another important ally of Oekotopten. The media often publishes our press articles in newspapers, radio stations or even TV stations.

* + 1. **Assessment of individual performance**

An important objective Oekozenter has reached in the last years is its notoriety. Besides the presence on the internet, the logo of Oekotopten can be seen in more than 80 partner shops.

Oekozenter is often contacted by the press to give interviews concerning energy efficiency or savings. A lot of local municipalities, car federations, consumer unions or other NGO have put our URL as a link on their homepage. Furthermore we are often contacted by consumers by mail or phone in order to help them in their purchasing decision. In cooperation with the local car federation Oekozenter has elaborated a label to mark environmental friendly cars in their show rooms. This label is intensely used during the car festival.

Besides the positive experience we made so far, we also registered several problems:

* In large retail chains, the regular change of staff is a problem. Knowledge of the project is lost every time a salesman leaves the retail chain. Members of our staff have to offer regularly new training session to the same retail chain, which costs money and time.
* Another typical Luxembourgish problem we have encountered since the beginning of the project is the different specification indication of a same model in various shops. Luxembourg has no manufacturing industry in its country. So it is possible that we get a same type of washing machine from Germany, Belgium or France and every time the specifications are different depending from its country of origin. To cover all products on the Luxembourgish market, we have to analyse several markets which demands a huge number of hours.
* Another typical problem for Luxembourg is its [multilingualism](http://dict.leo.org/ende/index_en.html#/search=multilingualism&searchLoc=0&resultOrder=basic&multiwordShowSingle=on). Due to this, the content of the webpage and every press article have to be translated from German to French. This means supplementary costs and working hours for translation.
  + 1. **Sustainability of the action after the end of the project**

Oekozenter will go on with Oekotopten even after the end of the project duration of Euro-Topten Max. A financial coverage of the project is guaranteed through the Ministry of Sustainability for the next 3 years. The European Commission through the European framework programme Horizon 2020 will provide a supplementary financial support.

The webpage Oekotopten.lu has extended its offer of product categories for end consumers to a high level in the last years. Adding new categories which could be interesting for consumers like for example smartphones or notebooks gets more and more complicated due to the quick change of new models on the market.

Therefore Oekozenter will focus on products for professional procurers like local municipalities or big companies. With our new category “professional cooling devices” Oekozenter launched a first attempt to reach the above-mentioned new target group last year. Oekozenter will continue to offer a wider range of new products for professional procurers. A next category will be delivery vehicles.

Local municipalities will use more intensively our services in the future due to the climate pact they have signed with the Luxembourgish government. The climate pact is the Luxembourgish version of the European Energy Award which exists in many other European Countries. In the climate pact, public procurement plays an important role. So, local municipalities need help in order to make the right choice for products with low CO2-emissions. This help can be delivered by Oekozenter through its long lasting experience in analysis of energy efficient products.

Last year the new office building of Oekozenter has been finished. We now have several seminar rooms which will be used for trainings sessions. So, the idea is to extend our offer on training sessions for salesmen or even offer special conferences for professionals like for example a conference about lighting for the service department of local municipalities.

* + 1. **Review of resources**

Staff resources

Oekozenter had high deviations for the work packages 1, 2, 4 and 6 of more than 20%, and the total is higher than 200h.

Work package 1: As for the last European project, Euro-Topten Plus, the number of hours for administrative hours was underestimated. Compared to the project Euro-Topten Plus, the administrative work demanded from the European Commission for the project Euro-Topten Max was more intensive.

Work package 2: Due to the high number of categories and the regular updates of our product lists, which ensure a high quality of our data, Oekozenter was not able to fulfil its work with the number of hours indicated in the agreement. This is the reason why we have a supplementary financial support of the Ministry of Sustainability which covers every extra hour we work on our product lists and which is not paid by the European Commission.

Work package 4: In the planning phase of the project Euro-Topten Max, Oekozenter didn’t have a lot of experience in working with retailers. A lot of time had been planned to form partnerships with new retail shops. During the implementation phase of the project, it turned out that the effort to gain new partners had been lower than predicted. Thus, the number of planned hours is higher than the actual hours for this work package.

Work package 6: The strength of our project Oekotopten in Luxembourg is our visibility in the media. A high presence in newspapers, radio and TV stations requires the publishing of up-to-date articles on a regular basis. This is time consuming work but gives us the possibility to be a high demanded actor for energy related questions in Luxembourg. Again every spent hour which is not paid by the European commission for this work is covered by the Luxembourgish Ministry of Sustainability.

Break-down of hours by task and staff members

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| 2.1.3 Update and further development of the current Topten software | Thierry Lagoda | 40 | Development of an interactive map for partner shops |
| 2.2.1 Maintaining and developing Topten websites | Camille Muller and Thierry Lagoda | 931 | Update information and elaboration of new product groups |
| 2.2.2 Tasks in order to develop and strengthen Topten projects | Camille Muller | 40 | Advice for consumers, develop partnerships with other NGO’s, Sustainability plan |
| 4.2 Working with retailers | Camille Muller and Thierry Lagoda | 267 | Establishing partnerships and sharing information with other partners |
| 6.1 National communication activities | Camille Muller and Thierry Lagoda | 465 | Carrying out communication activities |

Subcontracting and other specific costs

Costs for subcontracting and other specific cost has been higher than indicated in the Contract Preparation Form. This is due to the fact that the real costs for the renewal of our homepage realised by the Swiss advertising agency nCode in 2012, has been higher than presumed. A budget shift for subcontracting and other specific costs has been submitted.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Subcontracting | Renewal of the webpage | 7.750 | 8.013 | Overspent Underestimated prediction of the real costs |

Oekozenter charged nCode to realise the technical implementation of the new design of our webpage. They created a new menu box with pictures of the product groups on the first page of the website. Furthermore, they included a slideshow of logos of our partner shops on the first page.

After having analysed the work performed by nCode and the number of hours spent for the technical implementation of the new design, Oekozenter estimated that the value for money was acceptable.

The author hereby confirms that the selection of subcontractor complied with rules laid down in the grant agreement.

Travel costs

Our estimation for the necessary costs for travel & subsistence did not correlate to the real costs. Especially the subsistence costs had been estimated too high. Furthermore it has not been known in the planning phase of the project where the meeting would take place. A dinner in Luxembourg is for example far more expensive than in Lisbon. So, for the budget Oekozenter used the worst case scenario. Oekozenter has spent 2.852€ for travel costs. In the Contract Preparation Form, 5.400 € had been indicated.

Report on budget shifts

Concerning the costs for subcontracting we’d like to increase the amount of 7.750,00 € according to the grant agreement to 8.013,00 €. The proposed increase of this budgetary item is due to the fact that the real costs for the renewal of our homepage realised by the Swiss advertising agency nCode in 2012, have been higher than presumed.

On the other hand, we propose to lower the amount for travel & subsistence from 5.400,00 € according to the grant agreement to 2.852,00 €. As for the above-mentioned under estimated amount for subcontracting costs, our estimate for the necessary costs for travel & subsistence did not correlate to the real costs. Especially the subsistence costs have been estimated too high.

Considering the two budgetary items subcontracting and travel & subsistence, the variance of the new proposal for the cost breakdown in comparison to the cost breakdown to the Grant Agreement presents a positive difference of 2.285,00 €. We would like to add the variance of 2.285,00 € to the amount of 16.750,00 € of the budgetary item “other costs” which would lead to the proposed amount of 19.035,00 €.

The real costs for the budgetary item “other costs” have been higher than planned. This is mainly due to our efforts done in communication work. The real costs for the translation of our articles from German to French have been quite important because the number of published articles has been higher than predicted.

* 1. ***CB16: WWF GREECE***

Author(s): Prodromou Michalis and Mantzaris Nikos

* + 1. **Role in the project**

WWF Greece’s main role has been to manage the Greek platform of Topten ([www.ecotopten.gr](http://www.ecotopten.gr)), and fulfil the accompanying tasks- updating the site, adapting selection criteria to national circumstances, establishing and maintaining contacts with manufacturers, communicating the results of the project, taking care of administrative issues, participating in all project meetings etc.

* + 1. **Main activities and achievements**

**Work package 1**: WWF Greece has fulfilled all tasks included in WP1 by contributing to 2 progress and 1 interim report and taking part at all partners’ meetings with a presentation on successes/failures and plans for the future. WWF Greece was not physically present at the September 2014 meeting, due to unforeseen circumstances. However it sent its presentation related to its Facebook and Google Ads campaigns.

**Work package 2**: Product selection criteria were defined and adapted to national circumstances, in case those applied at EU level were used. We found that in some occasions the consultancy of manufacturers/importers was helpful, as was the case when launching the new TV category, or for the category of PV packages, where national-market-specific products and conditions exist. The assistance of project partners was also sought; for instance, for adapting to the new label for air conditioning systems, for which purpose a discussion with the Portuguese and Spanish platforms was held. Also, selection criteria for cars were those that caused most ‘friction’ with importers due to their complexity and the fact that they were based upon a platform outside Topten (Swiss association for traffic and environment).

In order to select the products themselves, data was gathered through contacts with importers. When this was not possible (e.g. difficulty in finding the person in charge on the company’s behalf), data from the EU platform was used. In this respect, market data offered by the GfK company was most of the times not helpful- lack of basic information, out of date products etc. Data supplied from companies had to be verified and corrected on several occasions, especially for figures used for further calculations (e.g. energy consumption, purchase price per Watt installed etc.). A common issue was, also, to track the right purchase price of specific products, as importers were not always willing to share such information. In such cases, average data from retailers and e-shops were used.

In total, the Greek Topten site currently presents 358 products/appliances at the end of the project.

**Work package 3**: All respective information on product technologies and policies’ development, affecting products presented on [www.ecotopten.gr](http://www.ecotopten.gr) have been translated and incorporated in the platform and are available to visitors.

**Work package 4**: On June 2013 we launched the PRO section (<http://www.ecotopten.gr/index.php?page=prosection>) dedicated to professional buyers, based on the European respective section. Material was produced for monitors, laser printers and laser multifunctionals, while general guidance on all products was made available. Further links were provided redirecting to the EU GPP toolkit and support pages hosted by ICLEI. In order to inform about the possibilities provided by the PRO section, WWF Greece approached several public procurers and interested parties (“Green Procurement Department” of the Ministry for the Environment, the National Center for Renewable Energy, the Prefecture of Attica (Athens) and the Union of Municipalities of Greece) but with no fruitful outcome.

As for partnerships with e-retailers, we approached two major Greek on-line shops. ‘Skroutz.gr’ was approached in order to establish a Topten labelling for their products but, after several discussions, we were informed that handling the information necessary to effectively label products was too time-consuming. ‘Apothema.gr’ though as initial partner, decided to end the partnership as they needed space on their site for their own promotional purposes. The involvement of conventional retailers was not as good as hoped, in spite of several attempts to approach them (e.g. ILEKTRONIKI retail shop for setting up information stands, labelling products etc.).

**Work package 5**: We participated actively in the interviews that had to be undertaken with target groups. The National Centre for Renewable Energy gave us positive feedback as they considered Topten as a reference point for policy making organizations, the consumer association KEPKA stated that they present Topten at every workshop related with energy labelling and energy efficiency, electronics company Miele considers Topten an ideal promotional tool for their products but have not noticed any increase in sales of Topten products while, last, car manufacturer OPEL asked for more clarity in car selection criteria.

During the online visitor feed-back survey, a very limited number of visitors agreed to take part in the second round which demanded their email address.

Finally, with regards to the market evolution assessment, we have noted an impressive drop of prices for PV modules, while throughout the project major efficiency improvements took place for TV appliances, monitors and 2-door-fridges freezers.

**Work package 6**: As part of its communication plan, WWF Greece has distributed 10,000 energy saving guides (synergy with WWF’s IEE funded project European Citizens Climate Cup), published one press release (distributed to approx. 650 media contacts), was present at 3 energy fora (leaflets, articles on forum’s website), and published one article in its members’ magazine (spring 2013).

The use of new media and the launch of effective internet advertising campaigns has been one of the success stories of the project. The first campaign, through facebook, took place during November 2013 and resulted in a two-fold increase in the number of visitors. Most of them were unique visitors (120 per day, compared to 53 the previous month) who, however, paid less time navigating the site (1 minute, 12 secs) and visited fewer pages (approx. 2 per visit). Google ads were the next step, and took place during August 2014. This resulted in an increase of visitors, during a normally less active period (due to summer vacations), by a factor of 4,5 compared to the usual numbers. A consecutive campaign, again through facebook, was launched during mid September to end of October 2014, augmenting the visits per day by a factor of 1,5. The effectiveness of the Google promoting platform was proven once again during the last month of the project, during which 3 times more people visited the ecotopten.gr pages, 92,5% of which were newcomers. It is worth noting that all campaigns increased the number of visitors even when they were over, however only for a period of approx. one week. After that, visitor’s numbers went back to normal.

WWF Greece also incorporated Topten successfully in its own campaigns. Topten was promoted through the European Citizens Climate Cup (IEE funded project), the ECO2NOMY campaign (nation-wide campaign promoting energy efficiency as means of fighting against climate change, http://climate.wwf.gr/), the Better Life programme which aims at spurring citizens’ direct mobilization and ameliorating every day practices. Last, the kids education team of WWF used Topten material in order to set up an online game for young kids, who were asked to respond to a series of simple questions (e.g. “how many efficient fridges does Topten present?” http://oikoskopio.gr/oikoskopio-kids/). WWF Greece’s campaigns, through a range of tools (newsletters, social media, printed material etc.), reach a wide section of the population (e.g. 180.000 facebook followers, 120.000 recipients of newsletters etc.).

In addition, we collaborated successfully with two nation-wide consumers’ associations. “KEPKA” provided links to the ecotopten products as part of their environmental advice strategy, while published a respective article on their bulletin ‘Consumer choices’. “KEPKA” also made use of the Topten appliances’ databases and selection criteria for the purpose of building the ‘Ecogator’ smart phone application. The latter, developed in the context of the EU-funded initiative ‘Efficiency 2.1’, allows consumers to compare products they wish to buy, with the most efficient ones, presented on Topten. The second consumers’ association, “EKPIZO”, agreed to promote the site through its own webpage. While ‘”EKPIZO” offered us some space on their site for linking directly to Topten, they later asked to exchange it with articles on Topten promoting their work which was, however, irrelevant to Topten’s theme. We, therefore, refused to continue our partnership.

For the purpose of presenting the benefits of purchasing appliances, WWF has also developed two tools accompanying Topten; the HELIOS tool (https://ratgeber.co2online.de/index.php?berater=solardachcheck&portal\_id=wwf\_gr ) provides an easy way to calculate gains from installing solar modules, while the “footprint” tool gives an estimate of a household’s electricity CO2 footprint based on the efficiency level of the appliances used (<http://www.wwf.gr/footprint/>).

In total, 84.332 people have visited the site, spending on average 2 minutes on the site and visiting 2,5 pages per visit. Approximately 15% of visitors were returning ones, and the rest new ones.

* + 1. **Assessment of individual performance**
* ***What went particularly well?***

We have found that using the so-called ‘new media’ is far more effective than trying to approach traditional media. The latter, especially during the current financial crisis in Greece, have shown little interest in environment-related campaigns.

The collaboration with NGOs was also a success. Two nation-wide consumers’ associations agreed to collaborate with WWF Greece in order to promote energy efficient products, and one of them went a step further by building the ‘Ecogator’ smartphone application based on the Topten databases.

The incorporation of Topten in WWF Greece’s campaigns was one of the strong aspects of the project. It ensured the visibility of Topten through the means and tools utilized by a nation-wide and well reputed organization.

With regards to market developments towards more efficient products, most significant ones throughout the project duration was noticed for TV models, diesel cars, monitors and 2-door-fridges freezers. Important price reductions was noticed for PV modules (in 2012 an average package would cost 2,18€/W, whereas in 2014 1,15€/W).

* ***What did not go so well?***

The PRO section though developed in time has not met the responsiveness we had hoped for. Major obstacle has been the financial incapability of large public buyers to proceed to purchase expensive items, such as those presented by Topten. Possibly, a discussion/consultation with public buyers could have taken place prior to selecting the product categories, in order to focus on those that are of real interest to them. In any case, it proved to be an unknown area to us.

* ***What turned out easier than expected? What more difficult?***

As mentioned already, the difficulty to attract the interest of ‘traditional’ media (print press, TV, radio) was more difficult than expected. We responded to this challenge by making use of the web based solutions (social media, Google ads etc.).

* ***What would you do differently next time?***

Our experience from our regular contacts with manufacturers/companies has shown that there is very little knowledge with regards to the fundamentals of product labelling, which has hindered the smooth process of updating product lists. It could have been worthwhile to place more focus on this issue, from the very first steps of the project. For instance, by preparing information leaflets, or contacting the parent companies in order to ensure that the Greek branches have all necessary information etc.

* + 1. **Sustainability of the action after the end of the project**

WWF Greece has approached two of its major donators in order to request funding support to further expand the Topten project and to prolong its existence. First, the banking group EUROBANK was asked to fund Topten’s actions, at least partly. This was as part of the ECO2NOMY campaign (http://www.wwf.gr/economy/), held by WWF Greece during the 2011-2013 period. The campaign included a range of tools for promoting household energy efficiency practises, such as an energy efficiency guide, competitions between households, a footprint calculator etc. EUROBANK refused to sponsor Topten, mainly due to the fact that it presents commercial products, brands etc. and the group feared this would interfere with its commercial policies.

On a later instance, WWF Greece approached the S. Niarchos Foundation, in order to ask sponsorship for Topten, as part of the current campaign “Better Life”. The proposal was rejected without any specific explanation.

* + 1. **Review of resources** 
       1. **Staff resources**

Break-down of hours by task and staff members

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| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| Task 2.2.1 Maintaining and developing Topten websites | Michalis Prodromou | 529 | Market data collection and analysis, selection criteria, selection of products, cross checking data with consumers, development of additional web content, update information |
| Task 2.2.1 Maintaining and developing Topten websites | Nikos Mantzaris | 520 | Market data collection and analysis, selection criteria, selection of products, cross checking data with consumers, development of additional web content, update information |
| Task 2.2.1 Maintaining and developing Topten websites | Achilleas Plitharas | 82 | Market data collection and analysis, selection criteria, selection of products, cross checking data with consumers, development of additional web content, update information |
| Task 2.2.2 Develop and strengthen Topten projects | George Vellidis | 29 | Dissemination activities |
| Task 6.1 National Communication Activities | Iason Kantas | 9 | Media contacts, press releases |
| Task 6.1 National Communication Activities | George Vellidis | 50 | Links to existing communication campaigns |
| Task 6.1 National Communication Activities | Michalis Prodromou | 151 | Electronic publications, training material, specific brochures for given target groups |
| Task 6.1 National Communication Activities | Nikos Mantzaris | 128 | Electronic publications, Specific brochures for given target groups |

* + - 1. **Subcontracting and other specific costs**

Deviations have occurred between items in the “Other costs” category of the budget. In specific, we decided to put forward the use of new media instead of conventional promotion material. Web applications, web banners, Google ads and promotion through facebook was implemented in place of university and exhibition material and printed leaflets. The reason for this choice was that university and exhibition material was not deemed effective in WWF Greece’s dissemination activities, while printed material cost has proven –during past attempts- to be disproportionate to its actual impact. WWF Greece also has a strict policy regarding the use of paper, which is considered as a ‘last resort’ option, when it comes to communication activities. Instead, we decided that it makes much better sense to promote a website through web applications. Indeed, the latter proved to be a cost effective choice, resulting in significant unique visitor number increases- even by a factor of 4,5 (August 2014 campaign).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Other specific costs | Web applications | 5 500 | 8.531,28 | Overspent  We decided that it makes much better sense to promote a website through web applications. Indeed, the latter proved to be a cost effective choice, resulting in significant unique visitor number increases- even by a factor of 4,5 (August 2014 campaign). We have selected a specific company for all our ad campaigns after careful market search, which resulted in better prices. |
|  | Material for universities | 2 000 | 0 | University material was not deemed effective in other WWF Greece’s dissemination activities. |
|  | Banner | 500 | 0 | We developed web banners included in the cost of web applications |
|  | Exhibition panels | 1 200 | 0 | Exhibition material was not deemed effective in other WWF Greece’s dissemination activities. |
|  | Printed leaflet and brochures | 2 400 | 0 | WWF Greece has a strict policy regarding the use of paper, which is considered as a ‘last resort’ option, when it comes to communication activities |

No subcontracting

* + - 1. **Travel costs**

WWF Greece was not physically present at the last (September 2014) meeting, due to unforeseen circumstances. As a result, the actual travel costs were lower than budgeted. Moreover, throughout the course of this project, we planned ahead for our trips, which resulted in lower fares.

* + - 1. **Report on budget shifts**

No budget shift.

## CB17 WWF ITALY

Author(s): Chiara Pirovano and Ennio Merlini, based on information and monitoring report from Eva Alessi, Head of Sustainability Office - and Riccardo Nigro – WWFRP, Cristina Maceroni, Monica Muti, Fernanda Pica – Communication Office, Paola Silva, Giuliana Improta – B&I Office) – WWF Italy.

* + 1. **Role in the project**

Role in Consortium: Management and promotion of Topten Italy, as responsible for the implementation at national level of the national platform; support WP leaders in their work and report to them. The WPs that mostly involved the WWF Italy contribution in the project have been WP2 (Topten Network), WP5 (Monitoring and reporting), WP6 (Communication). The role of subcontractor WWFRP has been within WP2 and has been in charge of maintaining and updating the Topten Italian website.

* + 1. **Main activities and achievements**

**WP1: Management**

1. Activities: Contractual and administrative management; Project internal communication; Project meeting participation; Reporting.
2. Achievements: Contractual and administrative project management; link with international project group (by e-mail exchange and meeting participation); 2 PR, 1 IR, 1 FR.
3. Problems: Because of institutional and organizational restructuring some internal problems hindered the full participation of WWF Italy in the international group’ meetings in the last two years and made sometimes hard to meet the deadlines for deliverables. In the project’s life spam, in addition, there were changes in project’s staff, due to the reorganization and the coordinator herself went off on maternity leave.

**WP2: TOPTEN Network**

1. Activities: Topten Italian website maintained and updated every 6 months (in coordination with the international group) with selected products adapted to national market (based on market data collection and analysis) and promoted in average every 2 months (by communication on recommendations for users and articles linked to energy efficiency’ actuality also inside the website).
2. Achievements: 14 appliances categories and 530 products listed. 16 Manufacturers’ contacts for validation and updated products’ data. About 20 articles/news on actuality published on the Topten website. Topten Italian website’ total outcomes: 128.405 unique visitors, 145.608 visits, 20.794 page views (during 3 years). Air conditioners’ category webpages recorded the greatest number of visits.
3. Problems: The Italian website suffered a major setback at the beginning of 2012 (02/2012), when it went offline due to technical problems. WWF Italy came back on track by migrating the website on a Swiss server and, then, by updating all the categories that hadn’t been updated because of those problems. WWF Italy spent the amount of 60 000 € to subcontract the technical consultancy on product selection (i.e. the management of Topten Italy from a technical point of view) as foreseen, and the amount of 3 521 € for web development more than planned because of the problems occurred to the website.

**WP3: Product technical and policy analysis**

1. Activities: Discussion on product technologies and policy development within the international group, WWF Italy’s staff and with stakeholders like consumers association, manufacturers and retailers (during market data collection and meetings).

**WP4: Engaging with multipliers on the demand-side**

1. Activities: Effort to develop partnerships with retailers; many presentations and meetings with the biggest retailers realized by WWF Italy’ B&I Office (e.g. appliances retailers like Trony and MediaWorld (see power point documents uploaded on internal website). Test involvement also with public procurement agency private procurement (I-faber platform).
2. Achievements: 4 partnerships developed: 3 collaborations (Ecoradio, ClassTV, Rinnovabili.it), 1 with Adiconsum (consumers association, see one of the monitoring questionnaire for NGO/multipliers), 1 with the I-faber platform (national procurement) and 1 with Unicredit who was unfortunately not further developed after the launch (see press releases uploaded, 07/06/2012).
3. Problems/Deviations from Annex I: WWF Italy had several difficulties with retailers to advertise a project, as Topten, which provides expressly brand advertising. According to the retailers, it is in conflict with their own promotions (that are usually based on price, market trends, dumping, and not at all on energy efficiency, due also to strong effects of the national crisis) and are not willing to favour one brand over another. It also often happened that retailers hadn’t in stock the more efficient model or that retailers didn’t even dispose of the brands mentioned on Topten. These problems which have affected the results of the WWF Italy with regards to WP4 outputs have been communicated during the course of the project and, while continuing to pursue the objectives of the WP4, the WWF Italy work has focused primarily on media-partnerships and dissemination with multipliers.

**WP5: Monitoring and Evaluation**

1. Activities: Discussions on the webscan and WP’s responsible on the Topten Italian website monitoring results; collection of data on web visitors (Google analytics) and Topten presence in the media (press, web, etc.) and corresponding people reached (readers, listeners, web unique visitors) and value (where available); few interviews with key target groups using Topten; implementation of the European visitor feedback survey (translation of the survey into Italian, implementation of the survey on the Italian website).
2. Achievements: 6 Questionnaire for Market Monitoring; 6 excel documents on monitoring Etop products improvements; data for the European feedback survey; 1 media monitoring excel on Google drive (457 records filled in with details about data, titles, readers/visitors, etc.); 132 documents uploaded on the project internal website (linked to media monitoring); 2 stakeholders/users questionnaire: 1 of Policy Maker (Luca Cetara, European Academy of Bolzano – Eurac / Consultant in international environmental policies for Italian National Ministry for the Environment Land and Sea/) and 1 of NGO (Renato Calì/ National Secretary, Adiconsum, national consumers association).
3. Problems: Because of the reorganizational of WWF Italy (see above), media monitoring input data has been realized mostly during last 2 months. Few stakeholders’ interviews were organized (2) even if WWF Italy asked to about 15 stakeholders.

**WP6: Communication**

1. Activities: Press releases, contacts with journalists and press agencies, promotion through all WWF Italy communication tools (national and regional websites, facebook, twitter, Linkedin, Panda magazines), campaigns on energy efficiency (as “Seize your power” and leaflets linked) media-partnership, TV and radio interviews, contact with multipliers (as NGOs’, consumers’ associations, etc., presence at exhibitions, presentations within congresses or public meetings and dissemination activities in general). National communication plans (see monitoring activities excel).
2. Achievements: Topten has been seen in the Italian media: 15 press releases, 5 events (3 Earth Hour, 1 National Fair trade participation, 1 National Assembly of Virtuous Municipalities Association), 332 pieces of media coverage (of which 22 press and 293 web press), estimated about 71 millions of contacts (directly and by media) received the information about Topten and energy efficiency (awareness results).
3. Problems: In the last two years, delays in sending communication plan activities due to the reorganizational of WWF Italy but communication activities were continuous and effective, as it can be seen from the numerical results.
   * 1. **Assessment of individual performance**

The organisation performance was better as regards of Topten Italian website managing and promoting, above all considering the communication and dissemination activities results (see above).

We think that now the Topten Italian website is a recognised tool among national stakeholders, above all grassroots activists, citizens, universities and experts. The public that is interested in environmental issues and responsible saving energy is spreading more and more in Italy, resulting in individual and / or group activations confronted to the lack of institutional answers and solutions (also because of the crisis facing Italy). Other indicator of Topten performance is also represented by the different support letters for the Topten Act project.

Thanks to multipliers, we also reached advocacy outcomes: for example, the promotion of the use of the Topten tool in the application rules for regional funding (Lombardy Region, see technical documents uploaded on project internal website).

WWF Italy had difficulties to involve retailers because, according to them, the Topten promotion is in conflict with their own promotions whereas they are not willing to favour one brand over another. Other problems that affected our performance was the WWF Italy reorganization (that is ending in these months) and its effect on the staff work and on the realization of some activities.

A critical issue due to the general context is the fact that there is a proliferation in Italy of similar initiatives (often with different information/results), meaning that, for some aspect, there is a high competition.

* + 1. **Sustainability of the action after the end of the project**

During the last months of the project, WWF Italy has facilitated the process of transferring the Topten project management to the cooperative Eliante where Riccardo Nigro currently works (he directly managed the project and the website for 9 years). WWF Italy will support the transfer of contacts (for example, we are preparing a list of people interested in the topic and blogs / groups that could enhance the visibility) and management procedures of the website; WWF Italy however will maintain a link with Topten, also for the event Earth Hour in March 2015. By the end of January the cooperative Eliante will have full access to all features of the website and assume its ownership.

* + 1. **Review of resources**

Staff resources

The overall amount of hours claimed is almost equal to that foreseen in the CPF with a total of 17 extra hours accounted in WP 6.

Break-down of hours by task and staff members

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| WP2 task 2.2 | Project Coordinator | 80 | Updating and managing the Topten website. Strengthening and promoting the project. |
| WP2 task 2.2 | Senior Expert | 130 | Updating and managing the Topten website. Strengthening and promoting the project. |
| WP6 task 6.1 | Press and media officer | 147 | Communication plan, media relations, social media management, press releases |
| WP6 task 6.1 | Project Coordinator | 150 | Contents assessment, interviews and other media activities |
| WP6 task 6.1 | Senior Expert | 70 | Contents providing, coordination with internal offices and staff, time and cost control, interviews and other media activities |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Subcontracting | Web development | 2000 | 3521.10 | When planning the project a complete review of the website was not foreseen but it actually happened |
| Subcontracting | NA | 0 | 585.60 | The production of a postcard to promote Topten at the Rimini Energy Fair was agreed on late October 2014 |

The major subcontractor of WWF Italy for this project has been WWF Ricerche e Progetti. This contract has been anticipated and duly justified when the proposal has been submitted. WWF Ricerche e Progetti hired the consultant (Riccardo Nigro) who used to be the market specialist dealing with producers and updating the Topten website since the very beginning of WWF Italy commitment in the project. In order to secure the continuity of the capacities built in six and more years of work, WWF Italy decided to subcontract the whole web and producers related activities to WWF Ricerche e Progetti to grant the participation of Riccardo Nigro.

The authors hereby confirm that the selection of subcontractor(s) complied with rules laid down in the grant agreement'.

Travel costs

The actual costs for travels have been 2.982 Euros when the budget foreseen was 5.850 Euros. The difference is due to a minor extent of participation of WWF Italy staff at partnership meetings.

Report on budget shifts

Non expected expenditure has been affected under subcontracting costs which has resulted in a minor budget shift. In order to enhance the communication about Topten at the end of the project and to boost to a some extent the attention on the website in order to facilitate the next phase of implementation, WWF Italy decided to take part at the most relevant event on renewable energy in Italy and thus produce postcards to be handed to visitors. The related costs of 585 Euros were made available thanks to some savings in other budged lines. This was discussed with the coordinator and the EC in a meeting in Brussels in October 2014 and informally agreed.

Moreover the unexpected need to rearrange the website with a different system required extra costs for web development also under subcontracting costs (3.521 Euros). The two expenditures could only partially be covered by savings reported under subcontracting costs, therefore a minor budget shift was needed.

Since a total of 2.337 Euros were reported as not spent under the budget line Travel & subsistence and this sum was exactly the one needed for the extra budget of the subcontracting line, this change was asked with the submission of the “budget transfer” form.

## CB18: OEKO

Author(s): Dietlinde Quack

* + 1. **Role in the project**

OEKO is responsible for [www.ecotopten.de](http://www.ecotopten.de), the German Topten-website. This website also includes a PRO section. Beyond that OEKO is also leader for two tasks in work package 3 (overall Lead: AEA): the task 3.1 Life Cycle cost information which includes the development of guidelines for the project partners for the calculation of Life Cycle costs and the task 3.2 Technical specifications which includes the development of two new criteria paper and two technology papers as well as the updating of at least 8 out of 16 existing criteria papers.

* + 1. **Main activities and achievements**

**WP1**: OEKO took part in all project meetings and contributed as agreed with the coordinator to the project meetings with presentations etc. OEKO delivered its contributions to the reporting.

**WP2**: Activities: OEKO runs a national website ([www.ecotopten.de](http://www.ecotopten.de)) and updated regularly the EcoTopTen products on the website. It was engaged in the maintaining and establishing of partnerships and in communication activities.

Achievements: The updates for most of the product groups were done on basis of data collected from manufacturers. All criteria paper were revised and part of the criteria were adapted to the new EU energy label (e.g. for washing machines, dish washers, cooling appliances, tumble dryers). New product groups were published: LED lamps, E-Bikes, vacuum cleaners, thermostatic valves, shower heads. The website includes now 23 different product groups. Stable partnerships were maintained with consumer organisations and environmental NGOs. New partnerships were established with idealo.de an important price comparison website in Germany, with testberichte.de an important website for test reports and Saturn.de a German retailer. Communication activities included press releases, cooperation with media, newsletters and – after the relaunch of the website in September 2014 - the start on twitter (@ecotopten).

Problems & Deviations: Due to difficulties in getting the data, the updates got delayed for a few product groups (e.g. cars).

**WP3**: Activities: Development of a framework that gives general guidelines for the calculation of Life Cycle costs. Development and updating of product technical specifications for the project partners.

Achievements: A guideline paper on the calculation of Life Cycle Costs was developed. A new criteria paper on vacuum cleaners and a new technology paper on photovoltaic were prepared. The following criteria papers were updated: imaging equipment, television sets, tumble dryers, air conditioners, coffee machines, computer monitors.

Problems & Deviations: Due to staff restrictions, the papers were delivered with delay.

**WP4** Activities: actions to establish, to improve and to promote the PRO section of [www.ecotopten.de](http://www.ecotopten.de) and to establish partnerships with retailers.

Achievements: The PRO section of [www.ecotopten.de](http://www.ecotopten.de) was put online in March 2013 and promoted in the EcoTopTen newsletter in the same month. Together with the relaunch of the website in September 2014 the PRO section was improved and updated. The content covers general guidelines on green public procurement and specific guidelines for the green procurement of a broad range of product groups. In December 2013 a presentation was given on Life Cycle Costs in public procurement and EcoTopTen. The following partnerships were established concerning retailers: The retailer Saturn highlights the EcoTopTen products on [www.saturn.de](http://www.saturn.de), there are plans to do the same in the shops. The price comparison website [www.idealo.de](http://www.idealo.de) also highlights the EcoTopTen products. Tchibo displayed the EcoTopTen and the Euro-Topten-Logo on the packaging of a coffee machine that was listed on EcoTopTen.

Problems & Deviations: The activities of ICLEI and OEKO together to find a public authority that wants to cooperate in order to use the EcoTopTen criteria was unfortunately not successful. But research showed that several public authorities and private organisations use EcoTopTen criteria for their procurement. Concerning major other specific costs the foreseen sum was not spent as the specific product guidelines were already available in German (no translation necessary) and no interested partner could be identified for the planned leaflet.

**WP5** Activities: Regular delivering of data on EcoTopTen for the monitoring tasks.

Achievements: Input was given to the task leader concerning the Webscan, market evolution, media coverage and value, as well as on interviews with relevant stakeholders. The visitor feedback survey was implemented on www.ecotopten.de.

Problems & Deviations: OEKO uses the tool webalizer (since 12/2014 Piwik) instead of Google analytics because of own rules. Concerning the visitors on the website, due to technical problems with the change of the analysing tool the number of visitors were not collected for September to November 2014.

**WP6** Activities: a number of promotion actions were taken in order to increase the media coverage and the visibility of [www.ecotopten.de](http://www.ecotopten.de): regular press releases that were partly joint with other stakeholders, interviews with journalists were done regularly and newsletters were published. Several presentations were given on EcoTopTen. In September 2014 – with the relaunch of the new website - @ecotopten started to tweet daily (during the week) in order to reach new target groups and multipliers. EcoTopTen was linked to [www.die-stromsparinitiative.de](http://www.die-stromsparinitiative.de) and the “Stromspiegel” (electricity table), which are both national promoted governmental campaigns resp. activities.

Achievements: With the undertaken actions the number of media contacts was high and a good media coverage was achieved (for the data see monitoring files). The number of visitors on the website was increased (with variations).

Problems & Deviations: contrarily to the plan no training material was generated because similar material was already developed in a parallel project in connection with EcoTopTen for the action “Save 1000 Euro electricity”. Additionally the idea of a flashmob was abandoned because it turned out to be too difficult to promote and realise this activity with EcoTopTen not being present in the Social media (e.g. facebook). Only towards the end of the project @ecotopten started to tweet at least.

* + 1. **Assessment of individual performance**

Well

Networking went well and provided benefits: Collaboration with consumer organisations, environmental NGOs promoting EcoTopTen. Integration of EcoTopTen in platforms like idealo.de, testberichte.de or [www.die-stromsparinitiative.de](http://www.die-stromsparinitiative.de). Classical PR activities like press releases still work very well.

Not so well

Restricted staff due to fluctuation and illness led to delays in part of the work.

Easy

Collaboration within the whole Topten project team proved to be pleasant.

Not so easy

Collaboration with manufacturers in order to get product data proved to be more difficult than expected which made the updates partly challenging.

Different next time

More data exchange with the European Topten partners concerning the product data.

* + 1. **Sustainability of the action after the end of the project**

During the project Euro-Topten Max, financing was searched in order to secure the continuation of EcoTopTen beyond 2014. In September 2013 an application was made to the National Initiative for Climate Protection in Germany (Nationale Klimaschutz Initiative, NKI) for a follow-up project (SEK Stromsparen). The application was successful and on this basis a large part of the funds necessary for the continuation of EcoTopTen for the next three years (2015-2017) were achieved. In 2014 OEKO participated in the application of the Topten partners for funds within the EU programme Horizon 2020 (Topten Act). The application was also successful and will contribute to the financing of the continuation of EcoTopTen for the next three years (3/2015–3/2018).

Future activities to secure continuation beyond 2017 will include the following elements:

Cooperation with retailers, e.g. direct links to retailers from the product lists on [www.ecotopten.de](http://www.ecotopten.de) (e.g. affiliate programs)., Development of new business models including e.g. electricity suppliers, Crowd funding will be tested as a way to collect financial means at least for well-defined elements of EcoTopTen (e.g. the introduction of a new product group), Foundations will be addressed for funding.

* + 1. **Review of resources**

Staff resources

OEKO has spent 1.755 hours overall instead of the originally planned 1.340 hours. In total the staff costs claimed by OEKO are only slightly higher than in the original budget, despite the 31% overrun in hours. This is due to the fact that both the senior staff and the junior staff working on the project showed lower hourly rates than originally anticipated.

The deviations occur mainly in two work packages:

**Work package 2**: OEKO has spent 290 hours more than planned in the contract. This was mainly due to the massive effort that had to be made to collect the data from producers and manufacturers in order to generate up-to-date product lists. OEKO collects the great majority of product data on national level at producers in order to be able to reproduce the German market. Only for coffee machines and due to difficulties in data collecting (see below) for televisions the data of topten.eu are used. It could not be foreseen that the data gathering would be time consuming to this extent. Different reasons were identified: as the number of product groups was increased also the number of different producers to be contacted, data to be handled and quality controlled increased significantly. Staff changed quite regularly at the side of producers, which also led to an increased effort, to newly establish the relationship with the next contact person. Also there were specific difficulties in product groups like TV sets for which producers where rather uncooperative and many telephone calls and emails were necessary in order to get data. In general OEKO had the impression that it was increasingly more difficult to get producers to cooperate – not because they disliked EcoTopTen or the idea of it but because they had less time themselves. Additionally the relaunch of [www.ecotopten.de](http://www.ecotopten.de) led to a higher effort than planned for the restructuring and updating of website content and criteria papers.

**Work package 5:** OEKO has spent 120 hours more than planned in the contract. This was mainly due to the monitoring of the media responses. As OEKO had available very detailed media analyses and the media responses was quite good for EcoTopTen, the time and effort to transfer and analyse the data of these media analyses was significantly higher over the three years of the project than planned.

For Work package 2 the following table shows the breakdown of hours by task and staff members:

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| Task 2.2 national core activities for the maintenance of the Topten websites and development of Topten websites | | | |
| Task 2.2.1 Maintaining and developing Topten websites | Dietlinde Quack | 35 | Definition of selection criteria adapted to national market.  Overall coordination and quality management of the development of additional web content on “selection criteria” and “recommendations” on how to best use products.  Exchange experiences on technical specifications. |
| Task 2.2.1 Maintaining and developing Topten websites | Birte Lüders | 551 | Market data collection and analysis – for almost all product groups the data were collected at the national producers and not via topten.eu. EcoTopTen comprises more than 23 product groups including electricity tariffs and lists of retailers for textiles.  Selection of products: checking data and quality management.  Cross checking data with producers’ websites including clarification of queries with contact persons at producers.  Update information through repeating of the above tasks continuously including preparation of tables and content for uploading. Uploading of website content (product data, texts). |
| Task 2.2.1 Maintaining and developing Topten websites | Eva Brommer | 85 | Development of additional web content on “selection criteria” and “recommendations” on how to best use products. |
| Task 2.2.1 Maintaining and developing Topten websites | Britta Stratmann | 70 | Selection of products: checking data and quality management.  Cross checking data with producers websites including clarification of queries with contact persons at producers.  Market data collection and analysis – for most product groups the data were collected at the national producers. |
| Task 2.2.2 Tasks in order to develop and strengthen Topten projects | Dietlinde Quack | 65 | Dissemination activities including networking activities in order to get more organisations to promote EcoTopTen.  Development of sustainability plan (including meetings with potential financiers and co-operation partners, elaboration of first drafts of proposals etc.) |
| Task 2.2.2 Tasks in order to develop and strengthen Topten projects | Eva Brommer | 61 | Contact and collaboration with retailers. Increase the presence of of EcoTopTen at retailer websites.  Provision of input for last scale byers. |
| Task 2.2.2 Tasks in order to develop and strengthen Topten projects | Britta Stratmann | 28 | Increase the presence of EcoTopTen at Websites of manufacturers.  Support of the development of a sustainability plan. |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting and other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Other specific costs | Software & website | 3.000 Euro | 3.634 Euro | Main reason is that a complex security update had to be done that was not foreseen. |
| Other specific costs | Translation costs | 2.000 Euro | 0 | The content was already available in German so no translation was necessary – which was not expected. |
| Other specific costs | Design and printing of specific leaflets | 3.000 Euro | 0 | There was similar material already developed in a parallel project at OEKO. In order to avoid duplication we abstained from the printing of leaflets in this project. |
| Other specific costs | Design and printing of generic and specific leaflets, training material | 5.000 Euro | 0 |
| Other specific costs | Congress fees | 1.200 | About 570 Euro | There was only one congress participation instead of two that were originally planned. |

No subcontracting.

Travel costs

The travel costs were significantly lower than originally planned – 3.134 Euro instead of 6.240 Euro - for the following reasons: The travel costs foreseen for the project meetings were slightly lower because of slightly lower costs per travel and one meeting in Wuppertal (Germany) and one in Brussels that were connected with significantly lower costs (relatively short travel distance and accommodation only necessary for one night). The planned meetings with retailers, large byers and external cooperating partners were by far lower because most of the meetings could be done back-to-back with other meetings and therefore no extra travels were necessary. At last, only one international conference was attended instead of two as originally planned and the travel costs connected with this conference were very low because it was held in Basel (Switzerland) which is not far from Freiburg.

Report on budget shifts

There is a shift of 3.634 Euro from the cost category other specific costs to the cost categories staff costs and indirect costs because of the time and effort that was to be put into work package 2 and which resulted in a higher number of hours than planned. For the detailed explanation see chapter 3.18.5.1 above. The overall project was not affected by this.

## CB19: NORGES

Author(s): Johanne Houge, Martin Leander Brandtzæg

* + 1. **Role in the project**

Norges Naturvernforbund’s role has been to manage Topten Norway. The organization has been responsible for maintenance and updates for the national Topten webpage, [www.energismart.no](http://www.energismart.no) (formerly [www.besteprodukter.no](http://www.besteprodukter.no)). Norges Naturvernforbund has also worked with different organizations, retailers and manufacturers in Norway to successfully develop the Topten-webpage and to ensure that energy-efficiency is a vital part of the market-uptake and political commitment in Norway.

* + 1. **Main activities and achievements**

**WP1:**

*Activities:* Norges Naturvernforbund’s role in WP1 has been to support the WP leader with the administrative management of the project. This has been achieved mainly through reporting of national indicators, finding additional financing and participation in project meetings.

*Achievements.* For WP1 one of the main successes has been the achievement of external funding for Topten Norway from other contributors.

*Main problems.* The organization has faced some challenges regarding numerous changes in key staff members during the project. This has resulted in a lot more work than expected to reach the predetermined goals.

**WP2:**

*Activities:* In WP2, Norges Naturvernforbund has created, managed and updated the Norwegian national Topten website. The first website ([www.besteprodukter.no](http://www.besteprodukter.no)) was created with the Topten-platform, but was later upgraded to the platform being used by Norges Naturvernforbund’s other projects and webpages. This resulted in both a change of domain (to [www.energismart.no](http://www.energismart.no)) and a make-over for both name and profile.

*Achievements:* One of the most prominent successes has been the increased activity and use of the Norwegian Topten-site through the project period. There has been a clear goal to safely choose the expansion of categories to both maintain the quality of the updates and to take into account the organizations democratic views.

*Main problems:* As described earlier, Topten Norway has had a lot of changes in personnel. This has led to an increased challenge in maintaining the required commitments to the project and at the same time consumed a lot of time and resources to train new employees.

**WP3:**

*Activities:* Norges Naturvernforbund has been in dialogue with several academically relevant actors regarding product technologies and policy development. A lot of these developments are closely linked with the organization’s overall work with energy and climate, thus Norges Naturvernforbund already has a good network of reliable collaborators on this field.

*Achievements:.* As one of Norway’s largest environmental NGO’s, Norges Naturvernforbund has initiated some debates with different actors (municipalities, NGOs and manufacturers) concerning new development of products and focused on which criteria should be prioritized when procuring different products, like energy-consumption and life-cycle costs.

*Main problems .* We have had some challenge in getting enough information from the Norwegian actors on the field. Thus we have not felt that we should publish any findings because of missing information and a lot of uncertainties regarding product development.

**WP4:**

*Activities:* The organization has been in contact with several municipalities and NGOs to inquire around the needs and wishes for a Norwegian Topten Pro Section. We have presented both the concept and the categories that we would be likely to implement.

*Achievements.* We have been able to get meetings with some of the largest actors regarding the use of a Pro section.

*Main problems.* The largest challenge has been to get the green light for a pilot project with a municipality. We have also failed to get any assurances that this kind of procurement-site would be used by any relevant actors. Because of the difficult economical situations for many of Norway’s municipalities, there has been a clear opinion that they are solely driven by the economical factor while procuring most products.

**WP5:**

*Activities:* The organization has worked on improving the site’s relevance and visits by both monitoring with Google tools and implementing visibility of the project on other well-visited sites that the organization runs.

*Achievements.* We have achieved an increase in visits to the page and a heightened referral rate from external actors.

*Main problems.* The organization has worked hard on complying with the feedbacks from the webscans, but have been somewhat limited by some technical and graphical issues on the site to meet them all.

**WP6:**

*Activities:* We have firstly worked on marketing the site to our own members and then steadily worked onwards with marketing to the broader consumer base through media.

*Achievements:* We have gotten some nationwide media attention throughout the project and are now being recognized as a useful tool for consumers in a larger scale around the nation. We have also been able to market the project through a lot of our other projects, meetings, seminars and brochures.

*Main problems.* We have also failed to get some of our press-releases recognized and published because of the site’s limited size in comparison to a lot of other consumer relevant actors on the Norwegian market.

* + 1. **Assessment of individual performance**

The main challenge for our organization has been to maintain stable manpower in key areas of the project. This has resulted in a lot of extra work in training new people to work within the project. Another challenge has been the rebuilding of the Topten-site. This has resulted in a lot of work to get the new site operational and to market the page to the public.

We are very pleased to see the feedback for the new site and an increase in visits to the webpage. We have also noted that several municipalities have chosen to refer to the page when talking about energy efficiency on their own pages.

Some of the challenges regarding updating of the categories have been that the Norwegian market tends to differ from other parts of Europe. Luckily we have had a good cooperation with our Swedish sister-organization and thus we’ve been able to work together on some of the categories that have similarities in our two markets.

* + 1. **Sustainability of the action after the end of the project**

We want to keep being a part of the Topten-network. We will continue to use the expertise of our partners there, and together work for continued sustainability for the project.

The site that we have been able to create because of this project has already gathered an even base of users and we are now looking into expanding the functionality of the site and implement some of our other existing and relevant projects into the site to make it even more relevant for the consumers in the years to come. This will mainly be projects that are focused on energy conservation, energy efficiency and life cycle costs. We hope to start implementing some of these ideas into the site already in 2015, also in the framework of the Topten Act project which was selected by H2020.

* + 1. **Review of resources**

Staff resources

Our largest challenge has been the loss of old staff and training of new staff, and also working on the new Topten page. This has caused us to use most of our resources on the design and implementation of the new site and less on broadcasting the site in the media. This will hopefully come to fruition in 2015.

We used 430 more hours on WP2 than planned. The reason for this was that we created a whole new webpage for the national Topten site, with both new design and a new platform. This used a lot of our resources, but we felt it was advantageous for the national project as a whole. This way we can easily communicate and merge project within our NGO with the Topten-site. These 430 hours has been financed by our partner- Watercirles, an insurance company.

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| Task 2.2 national core activity for maintenance of Topten websites and development of Topten projects | Une Bastholm | 680 | Main developer for the new Topten site in Norway – mostly financed by other donor |
|  | Johanne Houge | 290 | Coordinating the upgrade of the website |
| Task 2.2 national core activity for maintenance of Topten websites | Andreas Haakonsen | 60 | Responsible for finalizing the product update pages |
| Task 2.2 national core activity for maintenance of Topten websites | Martin Brandtzæg | 230 | Working on integrating new modules in the web platform |

Subcontracting and other specific costs

We overspent on “other specific costs” with 163 euros. This was because of unforeseen costs with developing a new website. This cost will be covered by another donor, Watercircles insurance company.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| osc | Brochures leaflets | 4000 | 1624,76 | We saw that printed material weren’t that effective so we only spend money on a competition. |
| OSc | Monitoring through google1556 | 1556 | 0 | We used experts within our organization, no need to help outside. |
| OSc | Web technical issue | 4920 | 7132,10 | The launching of a new wepage cost more than expected. |
|  | Not foreseen | 1500 | 1555,31 | Updates on Topten-site fall 2014 and admin cost such as stamps. |

No subcontractor.

Travel costs

We have had more change in staff than expected. Therefore we have had overlapping Topten meeting on several occasions. We sent two people to one meeting.

Report on budget shifts

No budget shift

## CB20: SSNC

Author(s):Jesper Peterson & Magnus Jonsson

* + 1. **Role in the project**

Our role has been as a co-beneficiary which means we have implemented our commitments on a national level and reported to coordinators and work package leaders. We have used major subcontractors as follows:

* Adore You AB has developed toptensverige.se and performed expansions of the site as well as search word analysis and implementation of it.
* Maria Lycke Form has worked with design of leaflets and training materials.
* Enviroplanning AB has made a product analysis of water faucets.
  + 1. **Main activities and achievements**

**WP1**: Taking part and preparing for project meetings. Reporting to coordinator and work package leaders.

**WP2**: Toptensverige.se has been developed and expanded with better design and more categories. We have also added more sections containing environmental information and information on electronic waste management. It´s challenging to keep the site clean and simple and at the same time fit in much needed information to make it relevant and usable. We have had a product assessment report produced on water faucets regarding both energy efficiency and chemical precipitation. Continuous work has been done on collecting market data and selecting products for Topten. This work can be kind of straggly and it´s difficult to have manufacturers and retailers provide data on their product lines without actively asking them. But gladly we have managed to gather a wide base of contacts in the relevant product categories.

**WP3**: To keep the number of products on toptensverige.se at a relevant number, we tighten our selection criteria when needed. A good sign for the need for looking at harder criteria is when the number of products reaches around ten. Our goal is to expand the number of categories with at least one new category every year, which we also managed to do. One positive thing is that we managed to start a collaboration with TCO Development for the work with launching computer monitors as a new product category. We have also removed washing machines as a category since the difference in energy efficiency between products has been largely reduced.

**WP4**: We have created a combined information and training brochure, which is spread to public procurers in Sweden. Both the Swedish Environmental Council and the Swedish Competition Authority refers to Topten when it comes to procurement guidelines for some of their product categories. SSNC has been invited to take part in a expert group when the Swedish Competition Authority was developing new environmental guidelines for public procurement regarding tires.

We have formed a partnership with PriceRunner and provided them with environmental information that is presented on their website. They also have a Topten logo on the products in their selection, which are listed on Topten.

**WP5**: Until now we have seen pretty nice spikes regarding visitors on toptensverige.se when we present information on our organisations SSNC facebook site. While our collaborations with partners like Pricerunner makes up the everyday base of visitors. It is difficult to track the effect of information material and other information spread by hard copy.

**WP6**: We have created leaflets with Topten information and a communication package with banners, logos etc. It is not very difficult to have this kind of information spread to relevant targets, but it is difficult to measure its breakthrough. However, when we posted information about Topten, sometimes taken from the information material we created, in our social media channels, it has had a big impact on visitors on toptensverige.se. Even though the results from creating leaflets and brochures might be hard to measure and therefore be questionable they can work as a basis for digital campaigns.

Our logo is successfully used by Pricerunner in Sweden to mark the products on their site which are listed on toptensverige.se.

* + 1. **Assessment of individual performance**

It has been a little harder to reach out with the website/project than we expected, even though we are a large organisation and even though we receive good feedback from those who visited the page. Perhaps we should work even more with social media to get the word out since it has been quite successful whenever we had the possibility to do it.

We also feel that, as an environmental NGO, it is quite hard to reach public authorities, compared to those who operate the Topten project within a public authority. It as not been impossible for us, but we feel there is more potential in closer cooperation and support from public authorities.

The deviation in reachability and will to submit updated product lists varies a lot between different product categories. Regarding for example tires and lighting products, we feel that larger companies are more restrictive in their will to supply us with data. As in opposition to cooling products where all companies are almost eager to supply information. In Sweden there is a trade association called Elektronikbranschen which has updated information on available televisions on the Swedish market. This creates the possibility for retrieving market information without involving manufacturers and producers. So far it feels like a trustable way to get market information to our Topten lists and would be desirable to have in more categories.

* + 1. **Sustainability of the action after the end of the project**

SSNC is part of the H2020 proposals Top Ten Act and Pro Cold in order to keep Topten as an actuator towards more energy efficient products in Sweden and in Europe.

We have our Topten website built up which is a core instrument to keep the project running. Topten is also implemented as a part of our organisations work against climate change. In addition we have our circle of contacts like manufacturers created during Euro-Topten Max project, which is necessary to keep the site running. During the past three years we been able to cooperate with national agencies and are also known at local energy offices and by energy advisors which is a key factor for a continuous work with Topten on a national level.

* + 1. **Review of resources**

Staff resources

We worked more hours on Topten than planned but on activities outside of this project; in those cases we received funding from other sources and partners.

|  |  |  |  |
| --- | --- | --- | --- |
| Task n° + name | Involved staff member | Hours spent | Keywords on undertaken activities |
| Task 2.2 national core activities for the maintenance of TOPTEN websites | Jesper Peterson | 120 | Criteria selection, Technical specification, manage product assessment report, communication |
| Task 2.2 national core activities for the maintenance of TOPTEN websites | Jenni Lehto | 140 | Market data collection, communication with manufacturers etc., Updates, Criteria selection, |
| Task 2.2 national core activities for the maintenance of TOPTEN websites | Magnus Jonsson | 80 | Market data collection, communication with manufacturers etc., Updates, Criteria selection, |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Sub | Web design etc | 8000 | 12 085 | Overspent. Also includes search word analysis that wasn´t foreseen (from post below) and search word optimisation in order to increase visitors on the project webpage. |
| Sub | Translation | 4500 | 0 | Used on subcontracting for search word analysis and optimisation. See above. |
| Sub | Web,database | 12 500 | 14 512 | The ongoing development and updates to the website in order to create a good site made costs exceed estimated budget. Since we have created a brand new website it was hard to foresee the exact costs. The site is built on our own CMS in order to integrate with the design of our main organisation, this will also and hopefully make it less costly over time. |
| Sub | Prod. Assessment | 10 000 | 11 874 | The product assessment was more costly than calculated. We wanted to test both new and old products which made the test a bit more expensive but gave us a better result. |
| Other spec | Prod. and printing of brochures | 14 500 | 20 765 | The development of a brand new Top Ten concept and graphical profile including graphic materials were more costly than expected. |

* Adore You AB is a digital agency that developed the brand new webpage for toptensverige.se and also the possibility to integrate environmental values connected to the different categories. They have also developed the webpage through out the project whenever necessary. Their performance has been very successful.
* Sverige AB is a Web- and advertising agency who created the digital profile and concept of Topten Sverige. Along to a lot of graphic material like banners, logo, leaflets etc. Their performance was successful.
* Enviroplanning AB are environmental consultants who performed the product assessment of water faucets, which is a possible new category for Topten Sweden. Both their testing and reporting was thorough and led to interesting results. Their performance has been very successful.

Magnus Jonsson and Jesper Peterson hereby confirm that the selection of subcontractors complied with rules laid down in the grant agreement'

Travel costs

Only minor deviations. No travels exceeding 4 days.

Report on budget shifts

We made a transfer of budget and transferred 2000€ from staff cost to other costs. The changes in staff costs are due to a change in staff during the project (Jenni Lehto has left 2014-01-01 and Magnus Jonsson has begun). Magnus Jonsson has lower cost than what Jenni Lehto would have had in 2014. The higher sum of other cost is due to increased cost sof consultants (more than expected).

## CB21: Keep Britain Tidy (Waste Watch)

Author(s): Lizzie Kenyon and Oliver Wright

* + 1. **Role in the project**

**Keep Britain Tidy:** Keep Britain Tidy (formerly Waste Watch) was a new partner for this stage of the Topten project. As a result, KBT developed and established the Topten UK site over the course of the project. Keep Britain Tidy was the leader for Work Package 6, monitoring each partner’s communications activities, providing best practice advice throughout the project and reporting. Keep Britain Tidy hosted the fifth partner meeting in London in March 2014.

* + 1. **Main activities and achievements**

**Work package 1**. Keep Britain Tidy attended all six partner meetings with at least one member of staff present at each. This included hosting the fifth meeting in London. KBT also completed all reporting requirements throughout the project. There were no major achievements or problems related to this work package.

**Work package 2.** The Topten UK was designed and built new from January 2012. It was felt by KBT that a new site would be able to better mirror the retail and price comparison sites that consumers are used to using, with appropriate sort fields and filters and a “top-down” rather than “side-to-side” presentation of the lists. This was ultimately successful as the look and performance of the site is satisfactory; however it did result in a delay to the launch of the site. Six product categories with 14 subcategories were present at launch in September 2013. This was expanded to eight with 22 subcategories in February 2014. A ‘News’ section was added in late 2013, and social media buttons to link to the Facebook and Twitter pages were added in 2014.

**Work package 3**. Keep Britain Tidy had a small role in work package three. In addition to feeding into general discussions, some analysis of products on the UK market (mainly kettles) was carried out by KBT staff independently while researching future UK-specific product categories. This work has not been formally published.

**Work Package 4.** As the UK website was rather young, we felt it did not have enough recognition to approach yet retailers and large public and private buyers. However, through the German colleagues, we had the chance to be approached by Idealo, a price comparison website. We hope this will develop into a partnership in the near future.

**Work package 5.** Keep Britain Tidy contributed to the overall monitoring and evaluation of the project by monitoring improvements in featured and ‘average performing’ models and conducting interviews with associated organisations such as manufacturers and NGOs. The main difficulty arose with the site having been live for only 16 months, as there was less data to present from product updates and fewer partnerships related to the project to use for interviews.

**Work Package 6**

Keep Britain Tidy was the work package leader for work package 6. Keep Britain Tidy developed the online communications monitoring workbooks at the beginning of the project. These have been monitored and maintained. Periodic communications reports were produced in line with Annex 1. In addition, Keep Britain Tidy carried out individual communications meetings with partners in 2014, to gauge the resources, main successes and failures related to promotion of the Topten sites.

* + 1. **Assessment of individual performance**

The design and build of the Topten UK site took longer than planned, resulting in a delayed launch of the site. This was partly due to development issues and partly due to internal issues at Keep Britain Tidy. However the final site works well, looks good and is satisfactory.

Contact with manufacturers was broadly positive, with most pleased to be featured and happy to provide information. More could have been done to work with manufacturers on publicity, perhaps by tying-in with product launches by obtaining information on new products prior to launch.

Within an organisation with a broad environmental remit such as Keep Britain Tidy, it can be easy for domestic energy use from appliances to get ‘lost’ amongst the many campaigns and issues the organisation works on. In the future it would be beneficial to have dedicated communications support for Topten within the organisation, or for the project to be hosted by an organisation that has domestic energy efficiency as its core focus and therefore with more national profile with the media.

* + 1. **Sustainability of the action after the end of the project**

Due to the successful application for Horizon 2020 funding, Topten UK will continue from 2015-17. Throughout the project, some attempts were made to secure external and ongoing funding. It was deemed that Topten did not have enough social impact (especially with regard to deprived communities) to obtain grant funding which is under significant pressure in the UK; as such the focus was on corporate sponsorship. Keep Britain Tidy was extremely mindful in discussions about sponsorship about the need for Topten UK to remain a trusted independent guide. While sponsorship was not successfully obtained during the project span, numerous productive conversations with potential funders took place that will inform further funding attempts in the next phase of the project.

During the relatively short period that Topten UK was online, numerous partnerships were discussed or initiated that can be carried out in the next phase. These include:

* Idealo: the price comparison site would highlight Topten featured products on its site, while Topten would use price information and provide a link to Idealo.
* Blog swapping: discussed with Good Energy (a utility company) and 10:10 (an environmental NGO)
* Joint competitions: discussed with the Energy Saving Trust to link their PremiumLight project to Topten through a competition to win energy efficient light bulbs featured on both sites.
  + 1. **Review of resources**

Staff resources

Overall, Keep Britain Tidy spent longer delivering Topten UK than anticipated. The majority of additional hours were spent on Work Package 2.

**Work Package 1:** A number of additional hours were spent on Work Package 1. Two members of staff from Keep Britain Tidy attended the first two EU partner meetings. Overall more time was spent liaising with EU partners than anticipated.

**Work Package 2:** Keep Britain Tidy used a significant number of extra hours delivering Work Package 2. Extra hours were spent on delivering work package 2 because of the decision to build and manage a new site for Topten in the UK. More staff time was spent on ongoing site management, product updates and data analysis including the development and update of six product categories with 14 sub-categories, later expanding to eight product categories with 22 sub-categories to create a more useful site for consumers. However, this number of product categories created a larger programme of work for ongoing product updates. Additional developments to the site included the addition of a news section in 2013 and social media buttons to link with newly established Topten UK social media accounts and enable further promotion of the site by users.

**Work package 3:** Keep Britain Tidy spent fewer hours than expected working on Work Package 3. Keep Britain Tidy had a smaller role than initially expected. In addition to feeding into general discussions, some analysis of products on the UK market (mainly kettles) was carried out by KBT staff independently while researching future UK-specific product categories. This work has not been formally published.

**Work package 5:** Keep Britain Tidy spent about the same amount of time working on Work Package 5 as anticipated.

**Work package 6:** Keep Britain Tidy spent around the same number of hours delivering Work Package 6 as anticipated.

|  |  |  |  |
| --- | --- | --- | --- |
| **Task n° + name** | **Involved staff member** | **Hours spent** | **Keywords on undertaken activities** |
| WP1: Management | Claudia Kuss-Tenzer | 196 | Overall project management, project set-up, attendance at partner meetings, reporting. |
| Oliver Wright | 55 | Attendance at meetings and reporting. |
| Richard McIlwain | 20 | Preparation and attendance at partners EU meeting in Brussels, Belgium, September 2014. |
| WP2: | Claudia Kuss-Tenzer | 276 | Management of new website development at project outset including liaison with. |
| Peter Berrecloth | 49 | Design of website pages. |
| Oliver Wright | 1624 | Website management including troubleshooting, designing and uploading new product categories; data management and rolling updates of product categories, ongoing liaison with manufacturers about new and existing products; answering website queries from consumers. |
|  | Lizzie Kenyon (replacing Claudia Kuss-Tenzer) | 14 | Overseeing the website and answering enquiries after Oliver Wright left Keep Britain Tidy. |
| WP6: | Claudia Kuss-Tenzer | 72 | Communications monitoring and evaluation and reporting. |
| Tracey Whittingham (replaced Sam Jarvis September 2011) | 60 | Communications activities and WP6 leadership. |
| Oliver Wright | 177.5 | Communications activities including producing press releases, news pieces for the website, producing specific guides and publications, working on social media and Google Ad Words campaign.  WP6 leadership including undertaking communications meetings with partners to ascertain best practice in communications, analysing work books. |
| Lizzie Kenyon (replaced Claudia Kuss-Tenzer June 2013) | 92 | Communications activities including Google Ad Words campaign, social media activity, and communications reporting. |

Subcontracting and other specific costs

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Cost category (subcontracting or other specific costs) | Foreseen item according to CPF | Estimated costs [EUR] | Actual incurred costs [EUR] | Reason for over-, under- or not spending |
| Subcontracting | Developing website design  Developing additional website content | 8,750 | 12,429 | Unexpected complexity of building the new website |
| Subcontracting | Search engine optimisation | 5,650 | 0 | Additional spend on search engine optimisation not needed as site technically built to be search engine optimised and advice taken on creating search engine ‘friendly' |
| Subcontracting | Internet (online) PR activities | 6,780 | 0 | Following Waste Watch merger with Keep Britain Tidy we had use of in-house staff to undertake PR activity so did not need to sub-contract. |
| Subcontracting | Press/Media PR activities | 6,780 | 0 | Following Waste Watch merger with Keep Britain Tidy we had use of in-house staff to undertaken Press/Media PR activity so did not need to sub-contract. |
| Other specific costs | Purchase of mailing lists for email marketing | 283 | 0 | Following Waste Watch merger with Keep Britain Tidy we had use of contact and distribution lists for email marketing so did not need to purchase these. |
|  | Website launch event costs (e.g. Venue hire, catering) | 5,650 | 0 | Due to delay in developing and launching the site, website launched virtually with press and social media work undertaken instead. |
|  | Production of display banner for exhibition stand | 565 | 0 | Limited need for separate display banner |
|  | Production of promotional leaflets | 1,130 | 0 | Limited need for promotional leaflets. |
|  | Website hosting fees | 1,356 | 3171 | Underestimation of costs. |
| Other specific costs | Product data purchase from GfK | - | 3888 | Not foreseen. |

The advantages of using a GfK database for products did not justify the cost of purchasing the units. In the UK, the databases featured a lot of duplication, missing and in some cases inaccurate information, meaning that the information would have to be verified by the manufacturer in any case.

Fat Beehive is a web design agency located in London. They previously developed the Waste Watch website. They developed the Topten site based on a collaborative design. Despite over-spend on website development the site works well and still represents good value for money. Savings were made on other expected areas of spend including search optimisation which was not as critical due to the way in which the site was built.

The author hereby confirms that the selection of subcontractor complied with rules laid down in the grant agreement.

Travel costs

The budget for travel costs was exceeded by approximately **45%**. This was due to two members of staff attending the first and second meetings (due to the necessity of the project) and a slight underestimate of travel and subsistence costs throughout.

Report on budget shifts

Keep Britain Tidy spent longer delivering Topten UK than anticipated. The majority of additional hours were spent on Work Package Two. Extra hours were spent on delivering work package two because of the decision to build and manage a new site for Topten in the UK. More staff time was spent on ongoing site management, product updates and data analysis including the development and update of six product categories with 14 sub-categories, later expanding to eight product categories with 22 sub-categories to create a more useful site for consumers. However, this number of product categories created a significantly larger programme of work for ongoing product updates which took more time. Additional developments to the site included the addition of a news section in 2013 and social media buttons to link with newly established Topten UK social media accounts and enable further promotion of the site by users. Again, these created more work to be delivered.

Overall, Keep Britain Tidy spent less on sub-contracting and direct costs that anticipated and would like to shift this to travel cost and staff cost budgets.

# **Consortium management**

* 1. ***The partnership***

Despite the size of the consortium, which was very large, the partnership went very well. The team gathers very different profiles in terms of background: energy experts, communication experts, public institutions, NGOs, consultants… but for most of them they had been working together for more than 6 years. The coordination team was led by the same persons, working well together, and used to welcoming new staff members and forestalling questions. Euro-Topten grew steadily since 2006, starting with 12 national websites, 16 websites in 2009 and 19 in 2012. Future developments also indicate that more suitable teams were found (in the H2020 projects, the UK and the Italian partner will be different but more adapted to working on energy efficient products – the transition between partners went very smoothly, with the help of the coordinator). If 3 countries did not join the H2020 proposal, it is not related to the partnership but rather to external factors (the economic crisis in the case of GR and a bad timing with the need to secure national funding before joining a European proposal for FI and HR).

The challenges rather lied in avoiding the routines that can arise in groups that are used to working together for a long time in order to maintain creativity and the dynamism required to develop new innovative approaches. So far, this feared routine weighted more on the reporting activity than on the implementation of the work itself. Probably this is thanks to synergies with target groups and stakeholders that are regularly cooperating with Topten at the national level, bringing in new ideas.

* 1. ***The management structure***

The management structure was organised by a small coordination team (3 persons) gathering and answering questions, and organising the work (putting partners in relation when needed, steering discussions, watching the schedule, etc.). This “light” and non-invasive structure was adapted to the Topten project. On the one hand project partners are not overflown with emails from each other that may not always concern them, and on the other hand, partners trust that the coordination team will make an honest synthesis of exchanges between partners and reach good compromises when needed. In addition, Topten kind of projects need enough flexibility for the national teams to size opportunities coming from their markets and stakeholders at the national level.

The Euro-Topten Max Steering Committee is of particular importance (the project cannot afford to pay for their time but the fact that their travel was reimbursed was a very good incentive for them to participate in the Steering Committee):

* In the past it allowed to welcome new organisations that eventually became project partners, such as Portugal, Luxembourg and Sweden which created their own Topten project, or ICLEI which joined the Committee because of its interest in efficient product and eventually became a partner in charge of helping the Topten teams to structure their activity around public procurement at the national level.
* More importantly, the Steering Committee allowed to include in all developments 2 crucial organisations from Switzerland: the inventors of the Topten concept, [www.topten.ch](http://www.topten.ch), which shared all of its experiences and best practices with the European network, and WWF CH which supported many WWF offices to join the Euro-Topten project and which supported additional related projects, such as an evaluation of the Topten project, the production of the Topten Global reports, etc.

Next time we plan to involve more external experts and invite them to provide input to the Topten network, for example experts in digital communication and in digital marketing (to check on the solutions we want to adopt to increase professionalism in cooperating with retailers), from manufacturer unions (to check on new ideas), etc.

* 1. ***Project meetings***

6 project meetings have been held in 6 different partner countries. Due to the different levels in knowledge between partners, 3 internal Topten seminars were organised linked to the first 3 project meetings for new staff and new partners, introducing the Topten concept and concrete work linked to selecting best appliances and promoting the project at the national level.. This was necessary and very helpful in order to increase the knowledge of newcomers. The all over presence at project meetings was very good. All partners except one (WWF Italy) were present at all meetings, except very few cases of force majeure, because of sickness in the very last moment.

Euro-Topten Max is a project for which the exchange of experience is very important for its success. Therefore the meetings were organised to act as a platform.

* The backbone of the work programme – each WP and administrative and contractual issues – was discussed at each meeting, in order to identify difficulties upstream in the process and find solutions together.
* Important documents to be discussed and framework of decisions to be taken were circulated before the meeting so that work and decisions could be made (for example at the time of selection the product categories for the competition, tentative categories were discussed first in a small group, then with the technical officer, then a list was circulated before a project meeting so that the final decision could be taken, involving all partners).
* The coordination team (ADEME/Sowatt) went through a “webscan” before each meeting, visiting all Topten websites and monitoring crucial issues influencing visitors (number of products covered, number of products presented, access to product in one click, presence of recommendation and selection criteria pages, etc.). The overall results were presented at each project meeting, just before information on daily activities was shared between partners. The “webscan Excel file” is used as a quality control tool to check, from one webscan to the other, if identified problems have been corrected.
* Including Steering Committee members, 19 partners have a Topten website. Sharing feedback from the different countries about national activities is time consuming. Therefore it was decided, from the third meeting hosted by the Wuppertal Institute, to work in subgroups on the following themes: Communication, funding and project sustainability and working with retailers / or / public procurers. This way of organising the meeting was very successful and was kept for the following meetings. The only difficulty concerns logistics because bigger or several rooms are then needed to host the various subgroups.
  1. ***European exchange activities***

Several links were made to other IEE projects with a more or less strong collaboration:

* Come On Labels: Circulating Topten documents to the Come On Labels partners, and publishing selected Topten documents on the Come On Label projects´ library section on its website. Circulating the Come On Labels results to Topten partners, such as the results of the shop visits, and the comparison of the label/Eco-design requirements.
* ATLETE II (ISIS - on testing of washing machines at EU level): Testing methodologies and results sharing.
* PrimeEnergyIT: (AEA – on servers and procurement criteria) and PremiumLight (AEA - on efficient lighting): Sharing of the CMS to present the results from the testing (Topten has granted access to AEA free of charge), exchanges on methodologies and content (conference calls between technical experts), exchanges regarding the tests of the Euro-Topten Max Competition winning LED products
* Efficiency 2.1 (AEA - on the use of social networks and development of an application for smartphones on energy efficient products and appliances). Many of the Euro-Topten Max partners are either direct partners of Efficiency 2.1 or they collaborate with the national partner. The Topten product lists was integrated in the smartphone application ecoGator in July 2014 and several Topten websites were promoted on the social networks. The application is available for free from GooglePlay and iTunes stores.
* Many of the sustainable public procurement (SPP) training sessions undertaken by ICLEI, including train-the-trainer workshops, are organised as part of other European projects such as GPP2020 and PRIMES. These and all other training sessions on general SPP, energy efficiency and life cycle costing (LCC) undertaken by ICLEI’s Sustainable Economy and Procurement (SEP) team feature an overview of the aims and outputs of the Topten project that are most relevant to public procurers. ICLEI initiatives such as the Procura+ Sustainable Procurement Campaign and events such as the EcoProcura conference series also consistently feature EU funded projects that the SEP team are involved in, including Euro Topten Max.
* Market Watch (Energy Saving Trust –increase the involvement of society in market surveillance activities related to Ecodesign and energy labelling, with the ultimate goal of increasing the level of compliance in the EU). The Euro-Topten Max project has provided the Market Watch project with its ready-made tools to recalculate the various Energy Efficiency Indexes. It has also sent examples from various countries of discrepancies between product declaration and desk calculations.
  1. ***Quality control***

The coordination team tried as much as possible to implement a quality control on all activities and deliverables:

* The “webscan” (a thorough visit of each Topten website twice a year) is explained in 4.3. This is intended to make sure that the Topten websites are updated and consumer friendly so that the main project target group is reached.
* Each deliverable was reviewed by the coordination team: first if necessary by discussing the very idea of its planned content, then its upstream template, then its draft before they were circulated to the whole consortium.
* When necessary, conference calls were organised on a given topic (e.g. the competition organisation, or the CMS development).

Beyond slight delays in the production of some deliverables (which did not affect the implementation of the work programme), the most difficult activities in terms of quality control lied in WP4 in which WP leaders were responsible for the implementation of complex actions undertaken by other partners: At least 10 partners were to develop a Pro Section on their national website for professional buyers, 6 pilot actions were to be reached in terms of integrating the Topten selection criteria in public procurement, and 8 partners were to develop a partnership with retailers – but these partners were not identified beforehand in the work programme. It was therefore difficult for ICLEI and OekoZenter to motivate partners to look for these partnerships involving two particularly difficult target groups, even if the performance indicators were met in the end, and if all partners, sometimes not reaching a partnership, did a lot of work.   
If we were to write a proposal now, on the one hand we would probably try to name the partners willing to develop these partnerships from the start, but on the other hand the fact that it was “open” has been an incitation for some partners to work in a direction which was not necessarily planned and which brought more success and visibility to their Topten website.

* 1. ***Project website***

The internal project website was hosted by AEA. It was an existing Browser based website which structure had already been implemented within another project. The basic structure was therefore ready to use from the project’s start. Additional work was necessary to provide the folder structure requested by the project coordinator. The design is similar to the Microsoft windows explorer (folder structure) and therefore the usage was more or less self-explanatory. Nevertheless an email with a link to the website, the information for access (user name and password) and a short explanation of how the website should be used was sent to each project partner individually. Project partners were also invited to ask questions or support at any time during the project. AEA will maintain this internal website over the next two years.

For the design of the website structure, 5h of work were needed. For the implementation of all users (names and passwords) 8h of work were needed. For the preparation of the automated email (contend explained above) 2h were needed. For additional support during the project concerning question on usage or access errors approx. 16h were needed.

* 1. ***Contact with the EACI***

There was a good interaction with the first technical officer, who was specialising in energy efficient products and had natural interest in the content of the work. Unfortunately he left towards the end of the project at a crucial moment, when the results of the Euro-Topten Max product competition were announced in April 2014. Fortunately, the head of unit B1 Energy, of the Executive Agency for Small and Medium-sized Enterprises (EASME) was present at the competition ceremony in Wels (AT) to represent the Agency at this event. The second project officer, Francesca Harris, was of a great help to solve a problem with a partner thanks to the organisation of a successful meeting in Brussels. The financial officer was also replaced temporally. Nevertheless there was always an open ear for questions and advice.

* 1. ***Amendments to the grant agreement***

Amendment 1: Partner Waste watch, company name changed to Keep Britain Tidy

Amendment 2: Partner Icemenerg company name slightly changed to Icemenerg Buccaresti and Coordinator ADEME changed the name of its President

* 1. ***Suggestions for improvements***

One of the most challenging tasks was reporting with such a large consortium (21 partners). The timeframe given to prepare the reports could may be take into account the size of the consortium (the amount of work and time needed to check on the information is not the same if the information comes from 5 or from 21 partners).

The fact that the reporting format has changed for the last report was also a difficulty because partners were used to a given organisation of the work. It would have been better to keep the format for the entire duration of a project. (For the previous reports, content would be discussed at the meetings, the coordinator would send out “activity tables” to fill-in by each partner, analyse the answers, ask for complementary information, write a large share of the report and circulate a draft version for comments before finalising the report. With this final technical report, despite the coordinators’ effort to communicate a long time in advance and in the details of the changes in the template, the national input received was very disappointing and almost never following the EASME’s instruction).

For the next H2020 project, Topten Act, we will develop a matrix (XLS file) in order to follow more precisely, per Task and per partner, the deliverables and their timing. The matrix will also serve the preparation of meeting – which content should be discussed in priority and who are the main partners involved that should prepare this discussion.

One of the biggest lessons learnt is that the coordination team will have to be a little stricter with partners in case of difficulties and not hesitate to involve the EASME early in the process. As mentioned above, the meeting with the Commission was very successful and next time in case of difficulties with a partner ADEME will ask for a meeting earlier. Sending emails with the Commission in copy is less successful

# **Overview tables**

## Table 1: Updated list of submitted deliverables of the action

| Del. N° 1 | WP N° 1 | Deliverable name1 | Available format(s) | Available language(s) | Initial submission with:2 (PR1, IR, PR2) | Actual month of completion | Available on project website?3 (yes, no) | Hard copy with FR (yes/no) | Information on deviation to Annex I4 |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| D2.1 | WP2 | 18 national Topten websites (each presenting 12 product groups at the end of the project), i.e.   * 3 websites newly created and launched * 15 regularly updated websites | Websites presenting in a consumer-oriented way top runner product tables  (10 000 products), methodology and advice (with many downloadable documents) | - New websites: English Swedish Croatian  - Established websites:  German Finnish Czech French Polish Spanish Portuguese Lithuanian Romanian Greek Italian Norwegian | Available on Topten.eu | HR Month 11  UK Month 21 | See links on www.topten.eu | Not Applicable | UK was late because the co-beneficiary Waste Watch was absorbed by a new entity (Keep Britain Tidy). This resulted in a total staff re-organisation |
| D2.2 |  | Conclusions and policy recommendations from the interaction with manufacturers/ importers in Europe | Electronic, 5- 10 p. | English | IR, FR | 17,24, 36 | No , confidential | yes the latest update |  |
| D2.3 |  | Upgraded CMS software for the Topten websites | Electronic | English | PR1, IR | 9 | indirectly | Not Applicable | Only 1 update was necessary |
| D2.4 |  | Euro-Topten Max manual  Long version  Short version | Printed and Electronic, 20 p.  Printed and Electronic, 5 p.  (download from portal) | English  English | IR | Ahead of schedule. Month 9 | yes | yes | Ahead of schedule. |
| D2.5 |  | 3 Topten newcomers seminars | Electronic | English | Not relevant | 1, 7, 14  (short one) | Not Applicable | Not Applicable |  |
| D2.6 |  | Sustainability plans (long term funding) | Electronic | English | PR2,FR | 26, 36 | Confidential | Yes the update | Minor deviation 26 in stead of 24) |
| D2.7 |  | Steering committee activity report | Electronic | English | PR2, FR | 31, 36 | yes | no |  |
| D3.1 | WP3 | Life cycle cost at consumer level paper | Electronic, 15 p.  (download from portal) | English | PR1 | 10 | yes | yes | Due to staff restrictions a delay occurred on finalizing the life cycle cost paper |
| D3.2 |  | 8 criteria papers (updates) | Electronic, 25 p.  (download from portal) | English | 4, then ca. every 3 months  PR1, IR, PR2, FR | From month 11 (drafted) to month 36 – 8 papers | yes | Yes 1 coffee machines | Various deviations, Caused by updates of the ERP directive, revision and incorporation of new information and remarks by project consortium, change in personal staff |
| D3.3 |  | 2 New criteria papers | Electronic, 25 p.  (download from portal) | English | IR, FR | Month 19, month 31 | yes | Yes 1 PV | Deviation for the second criteria paper for water heaters. draft month 18 completion month 31, Caused by revision and incorporation of comments by project consortium |
| D3.4 |  | 2 Technology papers | Electronic, 25 p.  (download from portal) | English | PR1, IR | 14, 35 | yes | yes | As there were no questions from stakeholders at the beginning of the project, we agreed with the project officer at the beginning of the project to postpone this task |
| D3.5 |  | Product testing for 3 categories of products (white, brown, grey) | Paper report | English | FR | 30 | Confidential | no | Due to non-compliance in the lighting segment extra tests being done |
| D3.6 |  | Assessment on barriers and opportunities to collaborate on product testing | Electronic | English | FR | 35 | yes | no |  |
| D4.1 | WP4 | 10 Guidance sheets for public procurers (6 updates and 4 new product groups covered) | Electronic, 2-4 p.  (download from portal Pro section) | English | PR1, IR | New groups developed month 20  Updates of all in months 7, 10, 19, 29 and 35 | yes | no |  |
| D4.2 |  | Creation of a dedicated "Pro section" at least 10 Topten websites (targeted information in national language) | Electronic (with documents to download) | Swedish  German Finnish  Czech French  Polish Spanish, Portuguese Lithuanian Romanian Greek | PR1  Regular updates | by month 8 (7 PRO Sections), 22 (12 PRO sections), 34 (13 - 1 under development) | No, but directly accessible on partners' websites (apart from Norway – under development) | Not Applicable |  |
| D4.3 |  | Case studies on 6 pilot actions with public procurers using Topten specs. | Electronic | English + partner languages | FR | 36 | yes | oui | Strictly speaking, rather than pilot actions it would be good practice cases |
| D4.4 |  | LCC/CO2 calculation tool adapted on the Topten.eu portal | Electronic | English | IR | 22 | Accessible from www.topten.eu/professional.html | no | Too complex to adapt the existing LCC/CO2 calculation tool ICLEI and the coordination team decided to create a link together with multi-lingual guidance to the Smart SPP tool (LCC/CO2 calculation tool) and organise a training seminar |
| D4.5 |  | Report on Topten experience with working with retailers (comprising signed agreements, training courses analysis, and retailer advertisement material) | Electronic (gathering samples, pictures) | English | FR | 36 | no | no | Training courses haven’t been offered by any Topten partner, except for Luxembourg. In Luxembourg, training sessions have been held without any PPT presentation or other presentation material |
| D4.6 |  | Report analysing agreements with retailers (even their confidential parts) | Electronic | English | FR | Completed in month 36 | Yes | no |  |
| D5.1 | WP5 | 4 monitoring reports (web frequentation and market monitoring, quality control) | Electronic, 10 p. | English | Each report PR1,IR,PR2, FR | 7, 19, 28,36 | yes | yes the 4th | These reports were delayed as they were dependent on data input from partners. This deviation had not impact on other activities within the project as preliminary results could be presented to the group before. |
| D5.2 |  | 2 Topten added-value reports (impact on retailers, procurers, political authorities, utilities, NGOs, consumer organisations and manufacturers) | Electronic, 15 p. | English | PR2,FR  Regular updates | 26, 36 | Yes | Yes, the 2nd one | The second report was delayed as it was dependent on interview input from partners. This deviation had not impact on other activities within the project as preliminary results could be presented to the group before. |
| D5.3 |  | 2 European Press books | Some hundreds of pages and CD | English Swedish Croatian  German Finnish Czech French Polish Spanish Portuguese Lithuanian Romanian Greek Italian Norwegian | IR,FR | 19,36 | no | CD, and some paper versions | No deviation occurred |
| D5.4 |  | 2 reports on visitor feed-back survey (one on the methodology and progresses, one on results) | Electronic | English | IR, PR2 | 18, 27 | yes | Yes, the 2nd one | It showed that more time than expected is needed to develop the questionnaires for the interviews with stakeholders. This deviation has no impact on other activities planned |
| D6.1 | WP6 | Updated [www.Topten.eu](http://www.topten.info) portal | Electronics | English | 1  Monthly updates |  | Directly accessible on-line | Not Applicable |  |
| D6.2 |  | Report on communication and dissemination activities comprising media contacts, press releases, electronic publications, web linking policy, leaflets and brochures, presentations, participation at exhibitions, viral marketing campaigns, etc. | Electronic | English (but can comprise text from TopTen countries, i.e. Swedish Croatian  German Finnish Czech French Polish Spanish Portuguese Lithuanian Romanian Greek Italian Norwegian) | Continuously | 1st report month 10  2nd report on month 18  3rd report month 28  4th report month 36 | yes | Yes final one |  |
| D6.3 |  | Training material in at least 5 countries |  | Polish and other partners' languages | Open | PL, ICLEI( online)AT,LU, RO |  |  |  |
| D6.4 |  | Promotional video recording | 1 – 5 minutes | Portuguese Spanish, Croatian | Open | SP 12, PT 28, HR 35 | No |  |  |
| D6.5 |  | 2 Events presenting the winners of the European Topten Product Competition |  | English and German | FR | AT fair “Energiesparmesse Wels” month 26, | Not appropriated | Not Applicable | 2nd event in Brussels planned but no opportunity occurred |
| D6.6 |  | 6 monthly reports on national communication plans | Electronic | English | EACH report  Before each project meeting | every 6 month Presentations given at EU Project Meetings about progress with communications plans:  6, 13, 21, 27, 33see Google docs online integrated in 6.2 ( see above ) | Not appropriated | Not appropriated |  |
| D7.1 | WP7 | Final Publishable Report | Printed and electronic (downloadable) | English | FR | 37 | yes | yes |  |
| D7.2 |  | A set of updated IEE Common Performance indicators including their baseline and assumptions for extrapolation to be agreed specifically at the time of the request. | Electronic | English | On request FR |  |  |  | No request of the EASME submitted to ADEME |

1 This information must be identical with your List of Deliverables in Annex I of your grant agreement. If additional deliverables were produced indicate "new" next to the deliverable name. If a deliverable was renamed, please indicate the old and the final title in this overview to facilitate its identification.

2 Indicate the relevant report (PR1, IR or PR2). Note that deliverables indicated as CO (= confidential) must also be submitted to the EACI in order to be able to assess the effort related to the activities/deliverable(s).

3 All key deliverables with public dissemination level (PU) should be available for public download in all available language versions. Deliverables uploaded at an internal website area are not considered as being uploaded for public download. As general rule deliverables should be available for download without requiring registration or similar actions.

4 Explain any kind of deviation, e.g. format, length, language(s) etc.

## Table 2: Updated excel table of hours per partner and work package-

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| WP | Actual/ Planned Achieve- ment | Total Partners | Partner 1 | Partner 2 | Partner 3 | Partner 4 | Partner 5 | Partner 6 | Partner 7 | Partner 8 | Partner 9 | Partner 10 | Partner 11 | Partner 12 | Partner 13 | Partner 14 | Partner 15 | Partner 16 | Partner 17 | Partner 18 | Partner 19 | Partner 20 | Partner 21 |
| ADEME | REGEA | ICLEI | AEA | WIKUE | Motiva | SEVEn | Guide-Topten | BBL | FEWE | WWF Spain | Quercus | LNCF | icemenerg | Oeko-Zenter | WWf Greece | WWF Italy | Oeko | Norges | SSNC | KBT |
| WP 1: Management | Actual | 3 716 | 534 | 358 | 148 | 142 | 130 | 91 | 126 | 105 | 102 | 216 | 120 | 190 | 100 | 144 | 411 | 167 | 80 | 112 | 90 | 100 | 251 |
| Planned | 2 576 | 470 | 100 | 136 | 120 | 130 | 100 | 110 | 100 | 100 | 120 | 120 | 100 | 100 | 120 | 50 | 140 | 80 | 100 | 80 | 100 | 100 |
| WP 2: Topten Network | Actual | 17 546 | 100 | 1704 | 18 | 337 | 13 | 841 | 1072 | 640 | 707 | 1056 | 1044 | 1096 | 940 | 1144 | 1011 | 1160 | 210 | 890 | 1260 | 340 | 1963 |
| Planned | 13 685 | 95 | 980 | 16 | 281 | 16 | 860 | 968 | 630 | 635 | 914 | 965 | 990 | 890 | 956 | 695 | 1000 | 210 | 600 | 830 | 340 | 814 |
| WP 3: Product analysis | Actual | 1 414 | 41 | 42 |  | 431 | 8 | 53 | 72 | 29 | 41 | 126 | 40 | 40 | 40 | 50 | 6 | 58 | 30 | 198 | 60 | 40 | 10 |
| Planned | 1 186 | 35 | 14 |  | 295 | 8 | 40 | 60 | 30 | 38 | 96 | 40 | 40 | 50 | 40 | 40 | 40 | 30 | 185 | 40 | 40 | 25 |
| WP4: Engaging with multipliers | Actual | 3 261 | 39 | 300 | 771 | 119 | 8 | 84 | 138 | 152 | 151 | 129 | 115 | 150 | 25 | 180 | 267 | 195 | 140 | 173 | 75 | 50 | 0 |
| Planned | 3 188 | 35 | 300 | 680 | 100 | 8 | 100 | 130 | 150 | 180 | 110 | 100 | 150 | 40 | 150 | 340 | 160 | 140 | 200 | 65 | 50 | 0 |
| WP 5: Monitoring & Evaluation | Actual | 2 965 | 36 | 121 | 17 | 92 | 1010 | 64 | 103 | 110 | 112 | 120 | 110 | 110 | 90 | 120 | 9 | 160 | 82 | 195 | 120 | 76 | 109 |
| Planned | 2 811 | 35 | 110 | 16 | 79 | 990 | 72 | 122 | 100 | 110 | 120 | 110 | 110 | 90 | 100 | 91 | 113 | 82 | 75 | 100 | 76 | 110 |
| WP 6: Communication | Actual | 5 727 | 55 | 331 | 28 | 623 | 20 | 168 | 340 | 130 | 139 | 468 | 245 | 450 | 324 | 288 | 465 | 338 | 367 | 187 | 180 | 180 | 401 |
| Planned | 5 115 | 40 | 330 | 24 | 485 | 30 | 190 | 300 | 100 | 125 | 400 | 240 | 400 | 300 | 240 | 250 | 320 | 350 | 180 | 160 | 180 | 471 |
| WP 7: EACI dissemination | Actual | 70 | 70 | 0 |  |  |  |  |  |  |  |  |  |  |  |  |  | 0 |  | 0 |  |  | 0 |
| Planned | 80 | 80 | 0 |  |  |  |  | 0 |  |  |  |  |  |  |  |  | 0 |  | 0 |  |  | 0 |
| Total Project | Actual | 34698 | 875 | 2855 | 982 | 1744 | 1189 | 1300 | 1851 | 1166 | 1252 | 2115 | 1674 | 2036 | 1519 | 1926 | 2168 | 2078 | 909 | 1755 | 1785 | 786 | 2734 |
| Planned | 28641 | 790 | 1834 | 872 | 1360 | 1182 | 1362 | 1690 | 1110 | 1188 | 1760 | 1575 | 1790 | 1470 | 1606 | 1466 | 1773 | 892 | 1340 | 1275 | 786 | 1520 |

## Table 3: List of contact persons after end of the action

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Participant N°** | **Participant Short name** | **Family name, first name of contact person** | **Telephone N°** | **E-mail** | **Updated since last report (yes/no)** |
| **CO 1** | ADEME | Kreitz, Therese | +33493957984 | thereseKkreitz@ademe.fr | no |
| **CB 2** | REGEA | Domac, Julije  Kolega, Vesna | +385(0)3098315  +38591/3885-307 | [jdomac@regea.org](mailto:jdomac@regea.org)  [vkolega@regea.org](mailto:vkolega@regea.org) | no |
| **CB 3** | ICLEI | Defranceschi, Peter | +3227352850 | Peter.defranceschi@iclei.org | no |
| **CB 4** | A.E.A. | Hofmann, Marcus | +43-1-586 15 24-143 | Marcus.hofmann@energyagency.at | yes |
| **CB 5** | WIKUE | Barthel, Claus | +49-202-2472-166 | Claus.barthel@wupperinst.org | no |
| **CB 6** | Motiva | Forssell, Kirsi-Maaria | +358 9 6122 5506 | [Kirsi-maaria.forssell@motiva.fi](mailto:Kirsi-maaria.forssell@motiva.fi) | yes (telephone number) |
| **CB 7** | SEVEn | Krivošík, Juraj | +420 242 252 115 | Juraj.krivosik@svn.cz | no |
| **CB 8** | Guide Topten | Sophie Attali | +33 1 8394 8209 | sattali@guidetopten.fr | no |
| **CB 9** | BBL | Bernard Govaert | +32(0)2 282.17.42 | Bernard.govaertmail.com | no |
| **CB 10** | FEWE | Bogusz, Anna | +48322035114 | a.bogusz@fewe.pl | no |
| **CB 11** | WWF Spain | Giorgos Tragopoulos | +34 913540578 | gtragopoulos@wwf.es | no |
| **CB 12** | Quercus | Ana Rita Antunes  Laura Carvalho  Sara Campos | +351 213462210 | [ritaantunes@quercus.pt](mailto:ritaantunes@quercus.pt),  [lauracarvalho@quercus.pt](mailto:lauracarvalho@quercus.pt)  [saracampos@quercus.pt](mailto:saracampos@quercus.pt) | No  No  No |
| **CB 13** | LNCF | Edita Petrauskaite | +37067107711 | edita@vartotojai.eu | no |
| **CB 14** | ICEMENERG | Nicolae Simion  Adina Standculea | +40 213 46 45 98 | [nicolae.simion@icemenerg.ro](mailto:nicolae.simion@icemenerg.ro),nic.simionahoo.com,adina.stanculea@icemenerg.ro;adina.stanculea@yahoo.com | no |
| **CB 15** | Oeko-Zenter | Muller, Camille | +35243903023 | Camille.muller@oeko.lu | no |
| **CB 16** | WWF Greece | Nikos Mantzaris | +30 210 3314893 | n.mantzaris@wwf.gr | no |
| **CB 17** | WWF Italia | Ennio Merlini | +390684497272 +360684497352 | e.merlini@wwf.it | no |
| **CB 18** | OEKO | Deitlinde Quack | +49-761-452 95-48 | d.quack@oeko.de | no |
| **CB 19** | Norges Naturvernforbund | [mb@naturvernforbundet.no](mailto:mb@naturvernforbundet.no)  jsh@naturvernforbundet.no | +47 92429744 | mb@naturvernforbundet.no  jsh@naturvernforbundet.no | yes |
| **CB 20** | SSNC | Jesper Peterson | +46702401722 | jesper.peterson@naturskyddsforeningen.se | no |
| **CB 21** | Waste Watch | McIwaine, Richard | +44 1942 612 640 | richard.mcilwain@keepbritaintidy.org | yes |

# **Appendix**

## Table I - Pilot actions

The work programme planned for 6 pilot actions in which public procurers would use the Topten selection criteria in a tendering process. However, it was complex to identify procurers and to fit into already planned procurement operations. Therefore, ICLEI and partners undertook many activities to publicise the Topten project and the Topten selection criteria. Partners have then identified cooperation they were working on, and good practices that had already taken place in terms of tendering of highly energy efficient products, and of which the criteria was at least partially of a Topten standard. ICLEI with the help of the national partners, managed to identify and develop six Topten case studies to replace the pilot actions (on-line at <http://www.topten.eu/professional.html>). The table below summarises the *other* activities undertaken by the partners when working with large public and private buyers under WP4.

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Country** | **Name of the Website** | **Public procurement activities short description** | **Status**  **Pilot actions** | **Supports  (No. of presentations, reports)** |
| Austria | http://www.topprodukte.at/de/service/nutzung/gewerblich.html | Information dedicated to large-scale procurers is available on the website and the PRO site is currently being improved. Austrian municipalities interested in using Topten criteria are able to seek advice from ICLEI on using these criteria within a tendering process.  Awareness raising activities with the city of Vienna | Info on national Topten website |  |
| Belgium |  | BBL has worked via other channels to local municipalities, such as http://www.milieukoopwijzer.be/ | Info on national Topten website | Case study in cooperation with ICLEI |
| Croatia |  | Topten in Croatia was a new activity that had to be developed first, but the professional cold appliances were put on-line and publicised |  |  |
| Czech Republic | http://www.uspornespotrebice.cz/informace/professional/ | Information dedicated to large-scale procurers is available on the website and any Czech municipalities interested in using Topten criteria are able to seek advice from ICLEI on using these criteria within a tendering process. | Info on national Topten website  No feedback received |  |
|  | http://www.buy-smart.info/novinky/rubrik794/seminar-zelene-nakupovani-pro-platformu-byznys-prop-spolecnost | A targeted presentation on green procurement to companies organised within the BuySmart+ project, delivering Topten product selection criteria and category samples. Participants included Telefonica O2, Skanska, Siemens, Johnson and Johnson, IBM, GSK, PwC. | Event | Presentation delivered |
|  | International | Throughout the project duration, CZ Topten organisers have attended several non-EU events (no hours and costs charged to the project), where the Topten principles, criteria and category examples and dissemination samples were presented. Including Belarus, Brazil, Moldova, Kyrgyzstan, Ukraine, where participants included national authorities, ministries, manufacturer associations, consumer NGOs, etc. | Events | Presentations delivered featuring Topten |
| Finland | http://www.topten-suomi.fi/topten-pro | A PRO section for the Finnish Topten website has been developed during the project, and it contains translated procurement guidelines for 8 product categories and sample tender documents for 5 product categories. The product lists are the same for both consumers and public procurers. Motiva works closely with public procurers through the Motiva procurement service (Motivan Hankintapalvelu) and has linked the ToptenPro information and the Topten website to the main service (www.motivanhankintapalvelu.fi). Contacts made through the main service have stated that the Topten criteria are applied. | Yes  Info on national Topten website | Case study  The Finnish Foreign Ministry and Foreign Services have listed Topten Criteria in their Environmental Programme (Case Study in 2014). |
| France | http://www.guidetopten.fr/home/topten\_pro.html | Since the launched of Topten Pro in January 2013, regular contacts have been established with the State Buying Service (buying for example 100 000 monitors per year or 60 000 copiers per year). Topten has been presented several times and to specific buyers. We have provided targeted advice (for example on vending machines after a first technical research), sometimes explaining the basics of the energy labels and relating norms., We also know that the Topten Guides have been read and appreciated. However, no feedback was received on the specifications actually used.  Information dedicated to large-scale procurers is available on the website and any French municipalities interested in using Topten criteria are able to seek advice from Guide Topten or ICLEI on using these criteria within a tendering process. | Info on national Topten website  No feedback received | 1 presentation at the inter-ministerial working group on energy efficient public procurement, 1 presentation at the State Buying agency (UGAP), 3 presentations at the Buying Service of the State (SAE)  1 presentation at a professional fair (Pollutec) |
|  | International | Throughout the project duration, Guide Topten has attended several Chinese events (no hours and costs charged to the project), where the Topten principles, criteria and category examples and dissemination samples were presented (several meetings in China with Chinese Authorities, at the European Commission with Chinese authorities and in France where official have received a Chinese delegation on public procurement) | Events | Presentations delivered featuring Topten and the EU GPP policy framework |
| Germany  (Öko-institut) | http://www.ecotopten.de/professioneller-einkauf | The procurement section of [www.ecotopten.de](http://www.ecotopten.de/) was published in March 2013. Background materials can be downloaded including support on legal questions and life cycle costing, short guides/check-lists for a range of product groups. In summer 2014 the procurement section was updated with the relaunch of the new website www.ecotopten.de.  The EcoTopTen-Newsletter (about 2.500 subscriber of which a certain share procurers) focused on this new section and [www.topten.eu/pro](http://www.topten.eu/pro).  Unfortunately no direct pilot action resulted from this.  Additionally ICLEI were directly –contacting public procurers in Germany to try and identify pilot cities. | Info on national Topten website | 3 Case studies: green power supply for the Consumer Assistance Centre of NRW and the district of Goettingen, Topten selection criteria used by many organisations  1 presentation at expert conference „Nachhaltige Beschaffung in der öffentlichen Verwaltung“ (sustainable procurement in public authorities“, Augsburg, 11.12.2013  1 Article on office equipment in book publication on “Nachhaltigkeit in Deutschlands Büros” (Sustainability in German offices) |
| Greece | <http://www.ecotopten.gr/index.php?page=prosection> | The Greek PRO section was developed on June 2013. Delay was due to the absence of a lighting product list, but it was finally decided to move on with the existing categories (monitors, laser printers and laser multifunctionals are now being covered by the section). In addition, general guidance on all products is available. | Info on national Topten website  No feedback received | Contacts with the “Green Procurement Department” of the Ministry for the Environment, the National Center for Renewable Energy, the Prefecture of Attica (Athens) and the Union of Municipalities of Greece |
| Italy | <http://humusweb.it> | i-Faber (a large private buyer platform) and WWF teamed up in 2012 to develop and implement Humus, a new vendor management tool. It includes awareness-raising training programs and provides through screening assessments of service providers, detailed product selection sheets and a “green” ratings system that can influence purchasing decision. It is an important link between sustainability and procurement, ensuring effective implementation of “green” procurement policies, compliance with the TOPTEN project strategic guidelines (see the attach Humus declaration and Press release, Attachment 1). In addition, ICLEI's Italian Municipality contacts are being targeted for phone interviews on WWF Italy's behalf, for involvement on City Challenge campaign and using a questionnaire designed to identify potential pilot cities. This work has not been continued because, after the press releases launch, the partnership didn’t manage to organise the vendor management tool. | On action finalised (but not anymore in use at the partner’s) | Many presentations for the website launch.  Also in Unicredit reporting. |
|  | http://en.ecomondo.com/ (Ecomondo 2014) | Ecomondo Exposition, the biggest Trade fair of material & energy recovery and sustainable development in Italy that in 2014 held the Green General States, which were attended by WWF Italy Climate& Energy Director and Scientific Director (Rimini, Emilia Romagna, 4-8 November, 2014) | Realised | Post-cards on Topten;  WWF stand during the national fair;  Dissemination activities |
| Lithuania | http://top-10.lt/TopTen-Pro | No concrete agreements have been made as yet but communication with following actors is ongoing following the launch of the Topten PRO section:  **Ministry of Economy** is planning to launch PP section in official webpage <http://www.ukmin.lt/en/>. The form of section has not yet been decided. Possible options: banner to [www.top-10.lt](http://www.top-10.lt); available PP guidelines or other information prepared by Top-10.lt  **Public Procurement Office** is also contacted in order to consider the possibility to disseminate our material. Next meeting will be arranged during the period of 2015 first half.  **Ministry of Energy** is willing to spread the information on <http://www.enmin.lt/en/>  **Company “Mano Būstas”** is an administrating company for multifamily houses (supplies joint services for flats). They are interested in PP guidelines, however have not yet used any of them. They are planning to consult them then arranging specific PP (e.g. lamps), which is planned for period 2015. | Info on national Topten website  No feedback received | Presentations at each actor mentioned |
| Norway |  | Norway was going to start working on a dedicated PRO section in September 2014, but through several meetings with municipalities and NGOs we got the impression that this was not an attractive tool that would be used. We therefore decided that we would reconsider how to build a Pro-section customized for the Norwegian market. We are still in talks with different actors regarding what they would want from such a tool to start making use of it, and hopefully we can find a way to implement a pro-section in the near future. |  |  |
| Poland | [www.topten.info.pl/index.php?page=zielone\_zamowienia\_publiczne](http://www.topten.info.pl/index.php?page=zielone_zamowienia_publiczne#_blank) | Elaboration for local authorities about benefits of LCC + practical examples (1 chapter in guidebook “Green Public Procurement, 2012) for Public Procurement Office in Poland.  Public procurement contacts of the Polish Foundation for Energy Efficiency (FEWE) have been sent a questionnaire prepared by ICLEI and translated by FEWE. The questionnaire has been designed to identify the relevant procurer of electrical items and looks at what specifications are currently being used to purchase electrical equipment. | Info on national Topten website  Not much feedback received | Results were presented during conference in Warsaw (07.12.2012), organized by Public Procurement Office. During lecture “Life cycle cost - practical examples” we presented information about LCC and Topten Max project. |
|  | <http://bip.mg.gov.pl/node/17622/diff/49300/> | Recommendation of Topten Pro (section GPP) on Public Information Bulletin of Economy Ministry |  | Web section “Energy efficiency - guidelines for the public sector” |
|  | <http://www.koalicjaklimatyczna.org/theme/UploadFiles/przewodnik_eed_net.pdf> | November 2013. Report “Efficiently about efficiency – how is the best to implement the Energy Efficiency Directive in Poland” was elaborated in collaboration with WWF Poland and Climate Coalition. |  | Book: One of chapter is about green public procurement. On page 57, section Topten Pro on Polish and EU websites are recommended |
|  | http://www.darr.pl/pl/home/763-konsultacje-on-line-z-ekspertem-na-temat-zielone-zamowienia-publiczne.html | We were invited by The Lower Silesian Regional Development Agency (Dolnośląska Agencja Rozwoju Regionalnego S.A.) as expert of “green public procurement” during live chat. It was on 19th December 2014 and lasted 2 hours. Expert was Anna Bogusz. In information about expert was presented info about Topten project. During the chat she promoted Topten Pro section (mainly guides) and Topten website as source of information. About 20 persons took part in chat (rotation). | Event | Live chat |
| Portugal |  | Contact with ADENE – National Energy Agency to introduce Topten guidelines in their purchase of equipment. ADENE have indicated that they plan to use Topten procurement criteria in their upcoming purchasing activities.  Contact with LNEG (N national Laboratory for Energy and Geology) to establish a partnership; LNEG has been working in Public Procurement and is the coordinator of the Building SPP project (<http://building-spp.eu/>). The PRO section of the Portuguese website was launched in September 2013. | Info on national Topten website  Positive reaction, in both cases, but no concrete actions | Case study: working with professional buyers in SMEs |
| Romania | topten.info.ro | Romania has a PRO Section split into 2 sections: Guide Topten for public Procurement, including selection criteria, recommendations and legislation, along with News for Public Procurement. This facilitated the dissemination of information relevant to public procurers and therefore aided to identify potential candidates for potential pilot actions (which are still under negotiation with several municipalities). | Info on national Topten website  A pilot project to be implemented in Smardan that consists of LED lighting in collaboration with Romanian producer Electromagnetica | **9** presentations at local authorities (Mayoralty Topoloveni, Timisoara, Giurgiu, Roman, Cordun, Targoviste, Titu, Smardan, Ramnicu Valcea Mayoralties);  **1** presentation at Chamber of Trade, Industry and Agriculture of Calarasi county and  **2** presentations at Turceni Power Plant and TMUCB Craiova describing EUROTOPTEN MAX project, it’s PRO section and the importance of including the green criteria in tender documents. |
| Spain | http://www.eurotopten.es/index.php?page=compra\_y\_contratacion\_publica | A PRO page has been developed for the Spanish Topten website, with procurement guidelines for 5 product categories translated into Spanish. Also, numerous municipalities that have already demonstrated an interest in Sustainable Procurement through various projects have been identified by ICLEI and are being called on behalf of WWF Spain in order to find candidates for pilots. The telephone questionnaire, which has been translated into Spanish, has been designed to identify the relevant procurer of electrical items and looks at what specifications are currently being used to purchase electrical equipment. Interviewees are informed about Topten criteria, told of the benefits in terms of energy and cost savings and are asked whether they would consider using Topten criteria as part of a pilot tender to demonstrate these benefits. A seminar on sustainable public procurement, dedicated to municipal procurers has been performed in the context of the National Environmental Summit in Spain. 20 persons from 8 Spanish Municipalities have participated, including large Municipalities such as Vitoria Gasteiz, Malaga, La Coruna and Granada. Good practices have been highlighted and interest for the energy efficiency criteria was shown by various municipalities. | Info on national Topten website | Presentation and seminar at theNational Environmental Summit |
| Sweden | [www.msr.se/en](http://www.msr.se/en)  http://www.toptensverige.se/ | MSR The Swedish Environmental Management Council – SEMCo or “MSR” in Swedish) develops criteria for sustainable public procurement in Sweden. It also helps to develop European Green Public Procurement (GPP) criteria on behalf of the European Commission. MSR is informed about Topten and uses it to see number of products in a certain energy class. MSR informs about Topten on their website and made a link our site. | Info provided directly to the contact point | Information on Topten as a resource on where to find most efficient appliances on the Competition Authority website |

33 tentative were made to make pilot actions

37 presentations made to stakeholders, either to initiate collaboration (either buying according to Topten guidance or disseminating about Topten Pro sections) BE 1, AT 1, CZ 1, FI 1, FR 4, DE 5, IT 3, LT 4, PL 2, PT 1, RO 12, ES 1, SE 1

## Table II - Partnerships

**Number of partnerships with consumer organisations, environmental NGO, media, utilities, institutions (at EU, national and local levels)**

|  |  |  |  |
| --- | --- | --- | --- |
| **Country** | **Name of partner** | **Organisation type** | **Description of the partnership activities** |
| Austria | WWF Austria | Environmental NGO | Development of an app for smartphones including product lists and recommendations for household appliances, office equipment, TVs and mobile phones |
| Vorarlberger Kraftwerke (VKW) AG | Utility | Support and promotion of http://www.topprodukte.at/vlbg. The website is part of topprodukte.at with special contents for VKW (for example articles about electric vehicles). |
| EVN | Utility | Discount offer from EVN based on topprodukte criteria. |
| Stadt Wien |  | In cooperation with the City of Vienna, a raffle was conducted. Topprodukte contributed by giving information to consumers in shops about energy efficient products. |
| Belgium | Ecoconso | NGO | Ecoconso and BBL are communicating together on Topten.be. In collaboration with Ecoconso, BBL has found additional funding by the Brussels region. The partners keep searching for extra funding. On a regular basis technical information is shared. Ecoconso helps BBL with updating certain product categories and promoting the website in the frenchspeaking part of Belgium. |
| Vito | Research institute | Support and promotion of the topten.be website. They also deliver the data for the product category “cars” every three months. Topten and Vito are croslinke to each other via the ecoscore website ([www.ecoscore.be](http://www.ecoscore.be) ) |
| BBL | NGO | The topten.be website is integrated in all energy related websites and documents of BBL. It will be strongly promoted via the new Ecogator App. Topten is mentioned in all communication, when possible. |
| Croatia | Croatian Association for Consumer Protection | Consumer organisation | Common organisation of promotional campaign for official launching of Topten Croatia web site at the Arena centre in Zagreb on 9 November 2012.Planned Partnership Agreement in September 2013. Common organisation of workshop in November 2013. Continuous preparation and distribution of Topten Croatia promotional materials (leaflets, posters, videos, etc.). REGEA organized a TOPTEN meeting with Mr. Ilija Rkman, the vice president of the Croatian Association for Consumer Protection on 2 April 2014. On 27 May 2014 REGEA signed the Partnership Agreement with the Croatian Association for Consumer Protection. The main goal of the partnership is the support and promotion of the project. The Croatian Association for Consumer Protection promotes Topten activities through their web portal and social Networks. |
| DOOR – Association for design of sustainable development | NGO | Planned signed Partnership Agreement in July 2013. REGEA had a meeting with Mrs Maja Božičević Vrhovčak, the president of the Association for design of sustainable development (DOOR) on 6 March 2014 and the Partnership Agreement was signed on 26 May 2014. The goal of the Partnership Agreement was the support and promotion of the project activities. The Association for design of sustainable development promotes Topten activities through their web portal and social networks. |
| Czech republic | Pražská energetika, a.s. – Prague energy utility | Energy utility | Supporting Topten promotion activities |
| Elektrowin | Appliance recycling system company | Supporting Topten promotion activities |
| Energeticky úsporné bydlení – Energy efficient living | Publishing house | Regularly Promoting Topten and energy efficient products related activities |
| dTest | Consumer NGO and magazine | Exchange of information on product performance and energy efficiency features for the sake of informing consumers, information on Topten selection criteria and on awareness materials on new energy labels |
| Byznys pro společnost / Busienss for Society | Corporate Social Responsibility NGO | Information exchange on energy efficiency aspects of products, negotiating possibilities to share energy efficiency information to corporate consumers. |
| Ministry of environment / State environmental fund | Ministry / central government | Cooperation on the organisation of national promotion scheme, featuring most efficient products on the market, following the Topten rules and criteria. Active in 2012. |
| Finland | National Energy Awareness Week in Finland | Institutional Campaign | National Energy Awareness Week (yearly campaign), Regular communications activities during the week (41), aimed at both consumers and public procurers as well as companies and organisations participating in the campaign (close to 1000 participants) |
| Consumer Energy Advice Programme in Finland | Several consumer energy advice organisations (in 17 areas) in FI | Topten is promoted via several regional and local consumer energy advice organisations operating in 17 areas in Finland: communication activities as well as using the Topten website as an information channel and advice tool working with consumers. Topten is prominently linked to the programme website: www.eneuvonta.fi |
| France | WWF France | Environmental NGO (initiator of the Topten website in FR) | Guide Topten is authorised to bear the Panda logo (though WWF France is not anymore involved in the website management). Guide Topten was integrated in the "Earth Hour" campaign, having a prominent place on the dedicated website (in 2012 – in 2013, WWF had less activities for this operation but still mentioned Guide Topten). WWF disseminated the Guide Topten leaflet at several events where it had its own booth. WWF was also active for the launch of the Ecogator app, relaying and multiplying communication activities signed by Topten. |
| CLCV | Consumer organisation (co-initiator of the Topten website in France) | Guide Topten is authorised to bear the CLCV logo (though CLCV is not anymore involved in the website management). CLCV's publication, cadre de Vie, regularly publishes the Guide Topten sections.(a full page twice a year).. |
| ENERCOOP | Electricity utility (distributing only green electricity and based on cooperative rules) | Guide Topten was integrated in 2 of its newsletters, disseminated to 30 000 clients. It is also publicised on the website of the utility. |
| ADEME | French Environment and Energy management Agency | Guide Topten is integrated in a lot of documents on-line and guides to be downloaded from the ADEME's website. Guide Topten is also inserted in ADEME's App for smartphone (since November 2012). ADEME was also active for the launch of the Ecogator app, relaying and multiplying communication activities signed by Topten. |
| Espaces Info Energie (EIE) | Network of energy advice organisation (more than 250 in France) | Topten is promoted via the network of EIEs: Guide Topten is used as an advice tool to answer questions from consumers. They also distribute the Topten leaflets. Sometimes, the Topten expert answers questions from the EIE experts more technical / detailed questions. |
| APC – Agence Parisienne du Climat | City of Paris climate Agency | Several meetings were held and several activities were decided: Topten was promoted in APC’s newsletter (4500 professional contacts); APC was active for the launch of the Ecogator app, relaying and multiplying communication activities signed by Topten; Topten became one of the referent organisation in the framework of the programme “Famille à Energie Positives” (a competition between citizens on energy savings at home). |
| Germany (Öko) | BUND, Bund für Umwelt- und Naturschutz | Environmental NGO | Collaboration in general and specifically on the market survey on TV sets („Productfinder“), joint press activities |
| Gesellschaft für Energie und Klimaschutz Schleswig-Holstein (EKSH) | Organisation financed by the state and energy utilities in the state of Schlewig Holstein | General support & collaboration |
| Verbraucherzentrale Nordrhein Westfalen | Consumer organisation | General support & collaboration. Integration of and reference to EcoTopTen material in consumer counselling |
| Verbraucherzentrale Rheinland Pfalz | Consumer organisation | General support & collaboration. Integration of and reference to EcoTopTen material in consumer counselling |
| badenova | Energy Utility | General support & collaboration, promotional activities |
| City of Denzlingen | Municipality | General support & collaboration, promotional activities |
| BMU (Federal Ministry for Environment) | Federal Ministry | EcoTopTen is part of www.die-stromsparinitiative.de and provides links to the EcoTopTten site, promotional activities |
| Non-profit co2online gGmbH, co-funded by the German Federal Ministry for the Environment | Non profit organization with funding of Federal Ministry | The campaign „Klima sucht Schutz“ / (“Climate seeks protection) regularly refers and links to the EcoTopTen Website. The "Climate Seeks Protection" campaign provides information on climate protection and motivate private households, trade and commerce to become actively involved in climate protection – and to save money at the same time.http://www.klima-sucht-schutz.de/english.html Cooperation, providing links to the EcoTopten site, Co2 Online refer to EcoTopTen product lists, e.g. in their “KühlCheck” (=Cold Appliances Check) |
| Wirtschaftswoche Online | Media | Support of EcoTopTen, esp. the campaign “Save 1000 Euro Electricity” |
| Schrot und Korn | Media (Print) | Support of EcoTopTen, esp. the campaign “Save 1000 Euro Electricity” |
| Greece | KEPKA | Consumers’ Protection Centre - NGO | “KEPKA” provided links to the ecotopten products as part of their environmental advice strategy, while published a respective article on their bulletin ‘Consumer choices’. “KEPKA” also made use of the ecotopten appliances’ databases and selection criteria for the purpose of building the ‘Ecogator’ application. The latter, developed in the context of the EU-funded initiative ‘Efficiency 2.1’, allows consumers to compare products they wish to buy, with the most efficient ones, presented on Topten. |
| EKPOIZO | Consumers’ Protection Association - NGO | Agreed to promote the site through its own webpage. While ‘”EKPIZO” offered us some space on their site for linking directly to Topten, they later asked to exchange it with articles on Topten promoting their work which was, however, irrelevant to Topten’s theme. We, therefore, refused to continue our partnership. |
| Italy | Ecoradio (2012-2013) – Media-partnership | Media (National Radio) | PandaTime- 10-minute program broadcast on green news, every time there are Topten news, they promote Topten giving advices to increase energy efficiency |
| Adiconsum – Informal collaboration | Consumer organisation | Informal collaboration regarding a reciprocal promotion via website or other channels (see web articles and evaluation questionnaire) |
| Class TV - Prometeo (Channel27 DTT) (2013-mid 2014) – Media-partnership | Italian channel all-news (eg on underground’ TV) | Each Friday Prometeo dedicates a 10-minute programme to WWF Italy activities, including Topten news when available. |
| Rinnovabili.it – Media-partnership | Specialized website (renewables energy) | Topten banner in homepage during 2-3 months (with link to the website and promotion of press releases on Topten) |
| Earth Hour national and territorial network campaign | WWF Int. campaign | The Earth Hour and City Challenge campaigns and all the activities that usually have been developed before and after the event were very important to drive the communication, the promotion and the dissemination. Earth Hour can be considered as an institutional campaign as it involves hundreds of Italians Municipalities and is a way to reach a lot of NGO and network (like the National Association of Agenda 21 Municipalities, our partner for many years and that have organised an institutions’ technical group on green procurement) |
| Blog Lapotenzadihelios.eu  Gruppo Elettrogeno (green energy purchase group)  Politecnico di Milano  University Insubria  Eurac (European Academy of Bolzano – Eurac) | Associations, blog groups, experts, research centre | Contacts and exchanges with some new interested persons of association, blog, groups, experts and research centre that can pursue the objective of promotion of Topten in the future (listed and to transfer to Cooperative Eliante that will be in charge of the prosecution of the project) |
| Lithuania | Utility service “LESTO” program on rational use of electricity | Institutional campaign (program) | Common dissemination activities (informational campaigns on World Earth day and Sustainable Energy Week, World Consumer day etc.). Official partnership agreement signed since 2012. |
| Energy consumers association | NGO | Planned exchange of information; Banner exchange. |
| Media channel “Balsas.lt” | News Media portal | Free dissemination of press releases (during the year 2014 – 2 PR). For the period 2015: exclusive conditions for advertising of top-10.lt project. |
| Biggest media channel “Delfi.lt” | Consumer (environmental) media | Dissemination activities during the year 2014. Different articles were published, information spread (for free). Supportive promotion activities. |
| National Consumer Confederation | Consumer NGO | Dissemination of press releases, banner exchange (<http://vartotojai.eu/>) |
| Luxembourg | ULC | Consumer organization | Exchange of information. They publish our articles in their monthly magazine. |
| Superdreckskëscht | Waste management organization | Exchange of information. They support us with information about the waste management of products. Publication of a common list (lumen values in comparison of new and old light bulbs and their wattage) |
| ILNAS | Public Institute for Standardization, Accreditation, Safety and quality of products and services | Exchange of information.  We plan a common media campaign for 2015 |
| Norway | Svanemerket | Public utility, the official Nordic ecolabel | We have regular contact in order to mutually strengthen our positions in the Norwegian market. They gave feedback to the new, Norwegian Topten pages. |
| Grønn Hverdag | Environmental NGO focussing on sustainable consumption. | We link to each other’s web pages and share updates and knowledge. |
| Water Circles | Insurance company | They inform consumers about Topten, spread relevant information to their own employees and advice about Topten products in relation to purchases after insurance claims. |
| Framtiden i våre hender | Environmental NGO | We cooperate on spreading each others fields of expertise. They refer to us when consumers make contact regarding, energy efficiency, energy conservation and they usually introduce them to our Topten site. |
| Poland | TVP Katowice | Local television | Media patronage, information about Topten project on website (a media patronage is one way of building a positive image of the project, being part of the PR strategy, through exchange of reciprocal links) |
| TVP Silesia | Local television | Media patronage (sponsorship for free from the Media) |
| Energy Regulatory Office | Supervision under energy market in Poland | Information about project on website. Honorary patronage (sponsorship for free from the institution - Ministry, local authorities, etc.) |
| Silesian Marshall Office | Local authorities | Honorary patronage |
| Ministry of Economy | Government institution | Honorary patronage |
| Polish Consumer Federation | Consumer organisation | Information about Topten Max project on their website in chapter “Cooperation” http://www.federacja-konsumentow.org.pl/n,100,891,49,1,euro-topten-polska.html |
| Tauron | Energy utilities | Cooperation with Tauron in “National study of electricity bills”. |
| KAPE - National Contact Point for Programme Intelligent Energy Europe | Energy agencies | KAPE has published summarizing report “Intelligent Energy Europe projects in Poland”. We delivered them information about Topten projects – three editions. |
| DAEiŚ - The Lower Silesian Agency of Energy and Environment | Energy agencies | Cooperation in the framework of competitions for windows’ manufacturers (two editions – 2012, 2014). |
| Portugal | RTP 1 | Media (National TV) | Quercus’ 1-minute programme broadcast, on national TV (Green Minute), 3 times a day. It promotes Topten.pt website and energy efficient home appliances, giving advices to increase energy efficiency |
| Antena 1 | Media (National Radio) | Quercus weekly programme broadcast, on national Radio (One Minute for the Earth). It promotes Topten.pt website and energy efficient home appliances, giving advices to increase energy efficiency |
| Metro | Media (Newspaper) | Quercus weekly chronicle (EcoRadar) where Topten is promoted as well as energy efficient home appliances and advices to increase energy efficiency |
| PER | Web Portal about renewable energies | Promotion of Topten.pt site, news, updates and events |
| Verdadeiro Olhar | Online newspaper with news from several northern counties | Promotion of Topten.pt site, news, updates and events |
| Visão Verde | Online newspaper with “green” news | Promotion of Topten.pt site, news, updates and events |
| Romania | National Association for Consumers’ Protection and Promotion of Programs and Strategies from Romania – ANPCPPS | NGO that protects consumers' rights | Joint programmes. Support for local centres of information, consultancy and education for consumers and develop activities for this purpose. Carry out studies, researches and comparative tests within TOPTEN project.  The goals of these activities are: Raise consumers' awareness about their rights, inform and raise consumers’ awareness with respect to the most energy efficient appliances and cars in Romania and also in Europe. Articles regarding activities, results with respect to [www.topten.eu](http://www.topten.eu) and [www.topten.info.ro](http://www.topten.info.ro) |
| CNR-CME | NGO - member of World Energy Council | Dissemination activities and articles writing. |
| APER Romania - The Romanian Energy Policy Association | NGO | Promotion of Topten within related events organised by them |
| Terra Mileniul III | Environmental NGO | Press release on Topten and web link on [www.achizitiiverzi.ro](http://www.achizitiiverzi.ro)  Common dissemination activities targeting the whole Environment NGOs network in Romania, green public procurement. Promotion in media, distribution of info flyers |
| ALMA RO | Environmental NGO | Common dissemination measures to target groups such as schools, universities, churches, local authorities |
| RAC-RO | Environmental NGO | Common dissemination measures to target groups such as schools, universities, churches, local authorities |
| Radio Romania Cultural/Pro Natura | Media organisation | Promotion activities |
| Fabrica de Bani | NGO | Dissemination of articles and communication activities |
| Green Revolution | Environmental NGO | Dissemination of articles and communication activities |
| Local papers (Adevarul, Timisoara, Adevarul Calarasi, Topoloveni News) | Media organisations | Dissemination of articles and communication activities |
| Chamber of Trade, Industry and Agriculture Calarasi County Association) | Local Institution | Promotion of Topten within related events organised by them |
| ROREC (**Ro**manian **Rec**ycling Association) | Environmental NGO | Activities support and promotion of [www.topten.eu](http://www.topten.eu) and [www.topten.info.ro](http://www.topten.info.ro) (promotion of Topten within related events organised by them)  Sponsor for the competition by producers who founded ROREC (“Ro-Rec” is a not-for-profit organization, founded by ten of the best known European manufacturers of household appliances, presently acting in Romania : Amica, Arctic, Bosch Siemens Electrocasnice, Candy Hoover, Electrolux, Gorenje, Indesit, Philips, Groupe SEB and Whirlpool). |
| Spain | ECODES (FundaciónEcología y Desarrollo) | Environmental NGO | Exchange of information and cooperation in campaigns |
| Asociación para la promoción de la educación ambiental en Arajuenz y en la comunidad de Madrid | Environmental Education NGO | They have placed the link towards Topten on their web page |
| Ecoinstitut | Non-profit Cooperative that enhances the local sustainable public procurement | Participation in the seminar organized by WWF, concerning sustainable public procurement in November of 2014. |
| Ecoserveis | Ecoserveis is a non-profit organisation specialized in energy management issues | Ecoserveis is responsible for the Spanish section of the European project Ecogator, a smart phones application which helps consumers to find the most energy efficient products at the point of sale. Thus, there is a direct and continuous collaboration with the form of information and data exchange between the two projects. |
| Sweden | Water Circles | Insurance company | Information to consumers about Topten, information to employees at Water Circles, advice on top projects in relation to damage control. |
| Pricerunner | Consumers info, prices and product info | Topten logo and info on price runners’ website for all products on Topten. Information about energy efficient products. |
| Utilities, GodEl ([www.godel.se](http://www.godel.se)), Mölndal Energi (www.molndalenergi.se) | Utilities | Information to consumers on how to save energy by buying the most efficient products available |
| Elektronikåtervinning Sverige | Organisation for information about recycling | We cooperate to inform visitors on toptensverige.se about how to recycle their products in a correct way. |
| The Swedish Environmental Management Council “MSR” | National Institution | “MSR” (in Swedish) develops criteria for sustainable public procurement in Sweden. Had links to toptensverige.se for some product categories. |
| United Kingdom | The Gardian on line | Media (most read newspaper on-line – approx. 3 Mio. daily visits) | In 2014, The Guardian Online ran a nine-month long ‘Live Better’ campaign encouraging readers to take action to improve their wellbeing and decrease their environmental impact. As part of their focus on energy in Spring 2014, Keep Britain Tidy was invited to produce a series of articles about energy using appliances. Five pieces were produced which included facts about appliances, tips on how to buy and use efficient appliances and links to the Topten website. All five articles were viewed enough by readers to be displayed on the homepage (part of which are generated by the articles which are most-read. Articles were shared widely and many comments were made on the articles and there was a demonstrable increase in site visits during the period. |
|  | Energy Saving Trust | Independent charity (former government agency) | A reciprocal promotional arrangement with a particular focus on light bulbs, due to EST’s involvement in the PremiumLight programme. |

95 partnerships, more than 2 partnerships per country.

## Table III - Contact with manufacturers

|  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **partner country** | Name of the contact person | | **Name of the organisation** | **Description of activities** | | Comments | | | | | | |
| Austria | Josef Asböck | | Miele | Data support | |  | |  | |  | |  |
| Evelin Johann | | Liebherr | Data support | |  | |  | |  | |  |
| Alexandra Pichler | | Data support | |  | |  | |  | |  |
| Walter Bennersdorfer | | AEG-Electrolux | Data support | |  | |  | |  | |  |
| Erich Kreiner | | BSH | Data support | |  | |  | |  | |  |
| Thomas Walchhofer | | Data support | |  | |  | |  | |  |
| Yvonne Feyerl | | Indesit | Data support | |  | |  | |  | |  |
| Markus Beck | | Elektra Bregenz | Data support | |  | |  | |  | |  |
| Hans-Peter Seiß | | Sharp | Data support | |  | |  | |  | |  |
| Julia Rebhandl | | Xerox | Data support | |  | |  | |  | |  |
| Julia Pichler | | Canon | Data support | |  | |  | |  | |  |
| Goran Lubej | | Gorenje | Data support | |  | |  | |  | |  |
| Melanie Röhrl | | Ledon (Lighting) | Data support | |  | |  | |  | |  |
| Christina Ortner | | Windhager | Data support | |  | |  | |  | |  |
| Karoline Obitzhofer | | Heliotherm | Data support | |  | |  | |  | |  |
| Roger Koplenig | | Wieder | Data support | |  | |  | |  | |  |
| Peter Wouk | | Waterkotte | Data support | |  | |  | |  | |  |
| Lukas Jesacher | | IDM | Data support | |  | |  | |  | |  |
| Carmen Hafner | | Solarfocus | Data support | |  | |  | |  | |  |
| Gerald Lutz | | Ochsner | Data support | |  | |  | |  | |  |
| Gregor Schneitler | | Ökofen | Data support | |  | |  | |  | |  |
| Karl Hofer | | Vaillant | Data support | |  | |  | |  | |  |
| Michael Wieflecker | | Neura | Data support | |  | |  | |  | |  |
| Thomas Teuschler | | KNV | Data support | |  | |  | |  | |  |
| Herbert Geyerhofer, | | Hoval | Data support | |  | |  | |  | |  |
| Charles Forstinger | |  | |  | |  | |  |
| Georg Bayer | |  | |  | |  | |  |
| Harald Petutschnig | | Grundfos | Data support | |  | |  | |  | |  |
| Andreas Zahrhuber | | Fröling | Data support | |  | |  | |  | |  |
| Nicole König | | EIZO Austria GmbH | Data support | |  | |  | |  | |  |
| Klaus Guttmann | | Electrolux Hausgeräte GmbH | Data support | |  | |  | |  | |  |
| Belgium | **Name of the contact person** | | **Name of the organisation** | **Description of activities** | |  | |  | |  | |  |
| Hans Michiels | | VITO NV | check updates cars by their own ecoscore system | |  | |  | |  | |  |
| Peter Binnemans | | FEEBEL | check criteria white goods | | Feebel is the ubralla organisation for most of the White Good manufacturers in Belgium. Trough them BBL can contact them all. Most communication is done trough the Feebel contact. They also represent certain retailers and importers | | | | | | |
| Hannelore Schorpion | | EU Ecolabel | data support | |  | |  | |  | |  |
| Paul Vantichelen | | VITO NV | data support | |  | |  | |  | |  |
| Mark Veldjesgraaf | | Techcomlight | data support | |  | |  | |  | |  |
| Yves de Coorebyter | | FEEBEL | data support | |  | |  | |  | |  |
| Rob Esveldt | | Philips | data support | |  | |  | |  | |  |
| Catherine Lootens | | Groenlicht Vlaanderen | data support | |  | |  | |  | |  |
| Roland Goeman | | Cleantech Solutions Benelux | data support | |  | |  | |  | |  |
| Patrick Van Campenhout | | Osram Benelux | data support | |  | |  | |  | |  |
| Annemie Andries | | OVAM | data support | |  | |  | |  | |  |
| Czech republic | Lucie Kysela | | Miele | Displaying energy efficiency classes of Topten models | |  | |  | |  | |  |
| Stanislav Vyjdak | | Whirlpool | Displaying energy efficiency classes of Topten models | |  | |  | |  | |  |
| Miroslav Vesely | | BSHG | udpating of databases by manufacturer catalogues | |  | |  | |  | |  |
| Martin Kocourek | | Osram | udpating of databases by manufacturer catalogues | |  | |  | |  | |  |
| Josef Kunický | | Fagor | udpating of databases by manufacturer catalogues | |  | |  | |  | |  |
| Krystína Šuláková | | Philips | udpating of databases by manufacturer catalogues | |  | |  | |  | |  |
| Martin Sailer | | CECED CZ | energy efficiency label specifications, market updates | |  | |  | |  | |  |
| Radek Hacaperka | | CECED CZ | new label legislation, retailer trainings and education, outreach to Ceced national members | |  | |  | |  | |  |
| Michal Mazal | | ASE Association of consumer electornics | new label legislation, retailer trainings and education, outreach to ASE national members | |  | |  | |  | |  |
| Ondrej Orvisky | | Candy Hoover | udpating of databases by manufacturer catalogues | |  | |  | |  | |  |
| Jaromír Šiska | | Fagor | udpating of databases by manufacturer catalogues | |  | |  | |  | |  |
| Tomáš Barčík | | BSHG | udpating of databases by manufacturer catalogues, negotiation on Topten logo usage | |  | |  | |  | |  |
| Adéla Shejbalová | | Whirlpool | Displaying energy efficiency classes of Topten models | |  | |  | |  | |  |
| Michal Biem | | BSHG | negotiations specific to vacuum cleaners | |  | |  | |  | |  |
| Germany | Willi Wild | | Novitronic AG | personally contacted, input and check of product data | | LED | |  | |  | |  |
| Florian Werner | | IKEA Deutschland GmbH & Co. KG | personally contacted, input and check of product data | | LED/CFL | |  | |  | |  |
| Erik Nielsen | | LEDON Lamp GmbH | personally contacted, input and check of product data | | LED | |  | |  | |  |
| Stephanie Durand | | OSRAM AG | personally contacted, input and check of product data | | LED | |  | |  | |  |
| Veronika Weichelt | | OSRAM AG | personally contacted, input and check of product data | | CFL | |  | |  | |  |
| Olga Smolnik | | Panasonic Deutschland | personally contacted, input and check of product data | | LED/CFL | |  | |  | |  |
| Astrid Müller | | Philips GmbH, Unternehmensbereich Lighting | personally contacted, input and check of product data | | LED | |  | |  | |  |
| Daniel Grabasch | | Radium Lampenwerk GmbH | personally contacted, input and check of product data | | LED/CFL | |  | |  | |  |
| Alexander Romanschtschak | | Toshiba Europe GmbH | personally contacted, input and check of product data | | LED | |  | |  | |  |
| Felix Häring | | BLV Licht- und Vakuumtechnik GmbH | personally contacted, asked for input of product data | | LED/CFL | |  | |  | |  |
| D. Wedekind | | IDV GmbH (Megaman) | personally contacted, asked for input of product data | | LED/CFL | |  | |  | |  |
| A. Schönherr | | NARVA Lichtquellen GmbH + Co. KG | personally contacted, asked for input of product data | | LED/CFL | |  | |  | |  |
| Uwe Janke | | RelcoGroup | personally contacted, asked for input of product data | | LED | |  | |  | |  |
| Günther Gelber | | Merida & Centurion Germany GmbH | personally contacted, asked for input of product data | | E-Bikes | |  | |  | |  |
| Sandra Neumann | | SCOTT SPORTS AG | personally contacted, asked for input of product data | | E-Bikes | |  | |  | |  |
| Annika Zenker | | riese und müller GmbH | personally contacted, input and check of product data | | E-Bikes | |  | |  | |  |
| Sören Mühle | | ZEG Zweirad-Einkaufs-Genossenschaft eG | personally contacted, input and check of product data | | E-Bikes | |  | |  | |  |
| Christian Wagner | | Feldmeier Bike GmbH | personally contacted, asked for input of product data | | E-Bikes | |  | |  | |  |
| Thomas Hummel | | Biketec AG | personally contacted, asked for input of product data | | E-Bikes | |  | |  | |  |
| Anke Namendorf | | KOGA B.V. | personally contacted, asked for input of product data | | E-Bikes | |  | |  | |  |
| Marina Weßling | | Maxcycles | personally contacted, asked for input of product data | | E-Bikes | |  | |  | |  |
| Patric Gores | | BEKO Deutschland GmbH | personally contacted, input and check of product data | | Cooling appliances / Dish washers / washing machines | |  | |  | |  |
| Lisa Maehl | | Küppersbusch Hausgeräte GmbH | personally contacted, input and check of product data | | Cooling appliances / Dish washers | |  | |  | |  |
| Torsten Clausen | | Miele & Cie. KG, Vertriebsgesellschaft Deutschland | personally contacted, input and check of product data | | Cooling appliances | |  | |  | |  |
| JAROSLAW BARTNIK | | Bauknecht Hausgeräte GmbH | personally contacted, input and check of product data | | Cooling appliances | |  | |  | |  |
| Christian Baumgartner | | Liebherr-Hausgeräte Ochsenhausen GmbH | personally contacted, input and check of product data | | Cooling appliances | |  | |  | |  |
| Burkhard Rethmann | | BSH Bosch und Siemens Hausgeräte GmbH (Marken: Bosch, Siemens, Neff) | personally contacted, input and check of product data | | Cooling appliances / Dish washers | |  | |  | |  |
| Dragoslav Ružić | | Bauknecht Hausgeräte GmbH | personally contacted, input and check of product data | | Dish washers / Tumble dryer / washing machines | |  | |  | |  |
| Christian Unger | | Candy Hoover GmbH | personally contacted, input and check of product data | | Tumble dryer | |  | |  | |  |
| Angela Quint | | BEKO Deutschland GmbH | personally contacted, input and check of product data | | Tumble dryer | |  | |  | |  |
| Marek Dietze | | Gorenje Vertriebs GmbH | personally contacted, input and check of product data | | Tumble dryer | |  | |  | |  |
| Johann Toews | | BSH Bosch und Siemens Hausgeräte GmbH (Marken: Bosch, Siemens, Neff) | personally contacted, input and check of product data | | Tumble dryer | |  | |  | |  |
| Hubertus Jakob | | Miele & Cie. KG, Vertriebsgesellschaft Deutschland | personally contacted, input and check of product data | | Tumble dryer | |  | |  | |  |
| Nina Sender | | Blomberg Vertriebsgesellschaft mbH | personally contacted, input and check of product data | | Tumble dryer / Cooling appliances | |  | |  | |  |
| Johanna Schlegel | | Crosslee - AZ Gastechnik GmbH | personally contacted, input and check of product data | | Tumble dryer | |  | |  | |  |
| Roland Siedentopf | | AEG Hausgeräte GmbH | personally contacted, input and check of product data | | Tumble dryer | |  | |  | |  |
| Martin Eskericic | | Samsung Electronics GmbH | personally contacted, input and check of product data | | Tumble dryer | |  | |  | |  |
| Nina Gustmann | | Panasonic Deutschland | personally contacted, input and check of product data | | Washing machines | |  | |  | |  |
| Udo Fischbeck | | Metz-Werke GmbH & Co KG | personally contacted, input and check of product data | | TV sets | |  | |  | |  |
| Tassilo Kugel | | Philips GmbH, Unternehmensbereich Consumer Lifestyle | personally contacted, input and check of product data | | TV sets | |  | |  | |  |
| Philipp Striegel | | Samsung Electronics GmbH | personally contacted, input and check of product data | | TV sets | |  | |  | |  |
| Lutz Harder | | Schmid Electronics GmbH | personally contacted, input and check of product data | | TV sets | |  | |  | |  |
| Sharon Heymann | | Sharp Electronics (Europe) GmbH | personally contacted, input and check of product data | | TV sets | |  | |  | |  |
| Gerrit Gericke | | Sony Europe Limited, Zweigniederlassung Deutschland | personally contacted, input and check of product data | | TV sets | |  | |  | |  |
| Frank Eschholz | | Toshiba Europe GmbH | personally contacted, input and check of product data | | TV sets | |  | |  | |  |
| Jürgen Pfannenmüller | | Loewe | personally contacted, input and check of product data | | TV sets | |  | |  | |  |
| Lutz Vormelker | | BayWa AG | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Olaf Bothe | | BS|ENERGY, Braunschweiger Versorgungs-AG & Co. KG | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Sylwia Laß | | EnergieGUT | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Michael Zöller | | HEAG Südhessische Energie AG (HSE) | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Ursula Sladek | | Netzkauf EWS eG | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Uwe Aufschläger | | Geno Energie | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Rainer Weishaar | | Greenpeace Energy eG | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Patrick Glenz | | GrünHausEnergie GmbH | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Jens Wagner | | jeda energie GmbH | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Florian Müller | | lekker Energie GmbH | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Ralph Kampwirth | | LichtBlick AG | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Hans-Jürgen Kronenberg | | Mainova AG | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Harald Reuter | | Naturstrom Rheinland-Pfalz GmbH | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Simon Drees | | naturstrom | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Heike Oltmanns | | NaturWatt GmbH | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Florian Henle | | Polarstern GmbH | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Katharina Malzer | | REWAG Regensburger Energie- und Wasserversorgung AG & Co KG | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Christian Witzke | | RheinEnergie Express GmbH | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Anja Gräser | | Tchibo GmbH | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Alexander Jöckel | | ÜBERLANDWERK FULDA AKTIENGESELLSCHAFT | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Jens Wagner | | Vattenfall Europe Sales GmbH | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Sebastian Kosog | | WEMAG AG | personally contacted, input and check of product data | | Green Electricity | |  | |  | |  |
| Christian Linden | | Kompernaß Handelsgesellschaft mbH | personally contacted, input and check of product data | | Vacuum cleaners | |  | |  | |  |
| Robert Schwarz | | Royal Appliance International GmbH www.dirtdevil.de | personally contacted, input and check of product data | | Vacuum cleaners | |  | |  | |  |
| Timo Brautlacht | | Dyson | personally contacted, input and check of product data | | Vacuum cleaners | |  | |  | |  |
| Dagmar Buttner | | AEG-Electrolux | personally contacted, input and check of product data | | Vacuum cleaners and other product groups | |  | |  | |  |
| Alexandra Paff | | AEG-Electrolux | personally contacted, input and check of product data | | Vacuum cleaners | |  | |  | |  |
| Grassinger | | PROAIR GmbH, | personally contacted, input and check of product data | | Vacuum cleaners | |  | |  | |  |
| Paul van Wolferen | | Philips Consumer Lifestyle | personally contacted, input and check of product data | | Vacuum cleaners | |  | |  | |  |
| Dorothee Scheidtweiler | | BSH Bosch und Siemens Hausgeräte GmbH | personally contacted, input and check of product data | | Vacuum cleaners | |  | |  | |  |
| Tina Früh | | BSH Bosch und Siemens Hausgeräte GmbH | personally contacted, input and check of product data | | Vacuum cleaners | |  | |  | |  |
| Michael Markmann | | Miele | personally contacted, input and check of product data | | Vacuum cleaners | |  | |  | |  |
| Bernhard Scheuren | | Vorwerk | personally contacted, input and check of product data | | Vacuum cleaners | |  | |  | |  |
| Werner Heinzelmann | | Hansgrohe Deutschland Vertriebs GmbH | personally contacted, input and check of product data | | shower heads | |  | |  | |  |
| Philip Obermaier | | Ilisin & Sohn GmbH Duschsysteme - Montagetechnik | personally contacted, input and check of product data | | shower heads | |  | |  | |  |
| Hartmut Wolf | | WOLF Umwelttechnologie GmbH | personally contacted, input and check of product data | | shower heads | |  | |  | |  |
| Ulrich Seidel | | wodtke GmbH | personally contacted, input and check of product data | | wood pellet stoves | |  | |  | |  |
| Raimund Gerlinger | | Biokompakt® Heiztechnik GmbH. | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Jürgen Busch | | WESTFEUER GmbH & Co. KG | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Christian Malecz | | ETA Heiztechnik GmbH | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Andreas Zahrhuber | | Fröling Heizkessel- undBehälterbau Ges.m.b.H. | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Herbert Schwarz | | HARGASSNER GmbH | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Nicole Brunner | | HERZ Energietechnik GmbH | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Thomas Uhle | | Hoval GmbH | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Barbara Kugelmann | | ÖkoFEN Heiztechnik GmbH | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Stefanie Klampfer | | SHT Heiztechnik aus Salzburg GmbH | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Andreas Simetzberger | | SOLARFOCUS GmbH | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Janine Heiser | | Köb Holzheizsysteme GmbH | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Christof Geiger | | Wagner & Co Solartechnik GmbH | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Frank Geißer | | Windhager zentralheizung GmbH | personally contacted, input and check of product data | | wood pellet stoves and wood pellet boilers | |  | |  | |  |
| Spain | Paula Sanchez | | Philips | Data support and review, cross-checking data, collaboration on technical issues, new products information before their launch, answer questions and doubts about Topten ranking and selection criteria | |  | |  | |  | |  |
| Javier Morago | | Toshiba |  | |  | |  | |  |
| Edurne Salvador | | Sony |  | |  | |  | |  |
| Estela Ramirez | | E- Beko |  | |  | |  | |  |
| Arturo Hernández Marcos | | Samsung |  | |  | |  | |  |
| Manuel Galván | | Olimpia Splendid |  | |  | |  | |  |
| Paula Sanchez | | Saunier Duval |  | |  | |  | |  |
| Simon Shining | | Shanghai Shining |  | |  | |  | |  |
| Luis Andrés Paris | | Natrus |  | |  | |  | |  |
| Montse Biosca | | Ikea |  | |  | |  | |  |
| Alfonso Aguilar | | Carrefour Home |  | |  | |  | |  |
| Desiré Murillo | | Daikin |  | |  | |  | |  |
| Laura Pujadas | | Eurofred distribidores de: Daitsu, Fuji, Elecric Fujitsu |  | |  | |  | |  | |  |
| Ariadna Cruz | | Delonghi |  | |  | |  | |  | |  |
| Roberto Mirandona | | Ecron (eroski) |  | |  | |  | |  | |  |
| Enrique Martin | | Equation |  | |  | |  | |  | |  |
| Gabriela Barrutia | | Fagor |  | |  | |  | |  | |  |
| Carlos Aragones | | Haier |  | |  | |  | |  | |  |
| Alison Longdale | | Hitachi |  | |  | |  | |  | |  |
| Marisa Franco | | HJM |  | |  | |  | |  | |  |
| Salome Robert | | Kaysun Frigicoll |  | |  | |  | |  | |  |
| Natalia Illera | | LG |  | |  | |  | |  | |  |
| Marti Gomez | | Mitsubishi electric |  | |  | |  | |  | |  |
| Laura Salcedo | | Mitsubishi Heavy Industries Lumelco Distribuidor |  | |  | |  | |  | |  |
| Jose Manuel Sanz | | BHS |  | |  | |  | |  | |  |
| Ines Alvarez | | Candy Hoover |  | |  | |  | |  | |  |
| Gorka Martinez | | Grupo Electrolux |  | |  | |  | |  | |  |
| Jordi Madroñero | | Liebherr – Amana – Scholtès- Maytag - Admiral |  | |  | |  | |  | |  |
| Ana García | | Smeg |  | |  | |  | |  | |  |
| Ana Isabel Moreno | | LG Electronics España |  | |  | |  | |  | |  |
| Enrique Andres | | LG Aire Acondicionado |  | |  | |  | |  | |  |
| Irene Lopez- Sven Luce | | Miele |  | |  | |  | |  | |  |
| Marta Atsiras | | Smeg |  | |  | |  | |  | |  |
| Laura Rovira | | Tensai |  | |  | |  | |  | |  |
| Pedro Pablo Rodriguez | | Teka |  | |  | |  | |  | |  |
| Esther Anies | | Whirlpool |  | |  | |  | |  | |  |
| Belen Sanchez | | PANASONIC |  | |  | |  | |  | |  |
| JUAN Diederichs | | Megaman Eléctrica S.A |  | |  | |  | |  | |  |
| Isabel Varela | | Osram |  | |  | |  | |  | |  |
| Alexandra Vidal | | Ledon |  | |  | |  | |  | |  |
| Inés Lopez Gonzalez | | Toshiba lighting |  | |  | |  | |  | |  |
| Cristina López | | Easy Led |  | |  | |  | |  | |  |
| Christian Perez | | GE LIGHTING, S.A |  | |  | |  | |  | |  |
| Andreu Hernandez | | HAVELLS SYLVANIA SPAIN, S.A. |  | |  | |  | |  | |  |
| Mariacarmen Brea | | Laes |  | |  | |  | |  | |  |
| Santiago Florez | | Fusteria Font S.A. |  | |  | |  | |  | |  |
| Christian May | | Miele | Questionnaire of evaluation of the Topten web | |  | |  | |  | |  |
| José Palacios | | Wooden frame windows manufacturers association | Facilitation of manufacturers contacts, Information on wooden frame windows properties and advantages. | |  | |  | |  | |  |
| Carlos Subías Clavero | | Carpinteria industrial Binefar S.A. | Data support and review, cross-checking data, collaboration on technical issues, new products information before their launch, answer questions and doubts about Topten ranking and selection criteria | |  | |  | |  | |  |
| Finland | **Cold appliances** | |  |  | |  | |  | |  | |  |
| Siivonen Veikko | | BSH Kodinkoneet Oy | Product checks, info on topten | |  | |  | |  | |  |
| Sarjosalo Marika | | BSH Kodinkoneet Oy | Product checks, info on topten | |  | |  | |  | |  |
| Louhelo Jaana | | Candy Hoover Oy | Product checks, info on topten | |  | |  | |  | |  |
| Kiviharju Juha | | Electrolux | Product checks, info on topten | |  | |  | |  | |  |
| Lehtimäki Katja | | Electrolux | Product checks, info on topten | |  | |  | |  | |  |
| Huovinen Ari | | Elektroskandia Oy | Product checks, info on topten | |  | |  | |  | |  |
| Roivas Mikko | | Gram Finland Oy | Product checks, info on topten | |  | |  | |  | |  |
| Vesterinen Kimmo | | Gram Finland Oy | Product checks, info on topten | |  | |  | |  | |  |
| Myllymäki Mikko | | LG Electronics Finland | Product checks, info on topten | |  | |  | |  | |  |
| Hannula Tero | | Miele Oy | Product checks, info on topten | |  | |  | |  | |  |
| Vihervuori Mika | | Smeg Oy | Product checks, info on topten | |  | |  | |  | |  |
| Jarva Seppo | | Suomen Kodinkonetukku Oy | Product checks, info on topten | |  | |  | |  | |  |
| Lönnroth Linus | | Verkkokauppa.com | Product checks, info on topten | |  | |  | |  | |  |
| Sami Hyvönen | | Upo Kodinkoneet /Gorenje Group | Product checks, info on topten | |  | |  | |  | |  |
| Törönen Satu | | Whirlpool Finland Oy | Product checks, info on topten | |  | |  | |  | |  |
| **Washing machines:** | |  |  | |  | |  | |  | |  |
| Sami Hyvönen | | Upo Kodinkoneet /Gorenje group | Product checks, info on topten | |  | |  | |  | |  |
| Kiviharju Juha | | Electrolux | Product checks, info on topten | |  | |  | |  | |  |
| Lindqvist Raine | | Samsung Electronics Nordic | Product checks, info on topten | |  | |  | |  | |  |
| Tiina Hiltunen | | Candy Hoover Oy | Product checks, info on topten | |  | |  | |  | |  |
| Myllymäki Mikko | | LG Electronics Finland | Product checks, info on topten | |  | |  | |  | |  |
| Sarjasalo Marika | | BSH Kodinkoneet Oy | Product checks, info on topten | |  | |  | |  | |  |
| Hannula Tero | | Miele Oy | Product checks, info on topten | |  | |  | |  | |  |
|  | |  |  | |  | |  | |  | |  |
| **Dishwashers:** | |  |  | |  | |  | |  | |  |
| Hannula Tero | | Miele Oy | Product checks, info on topten | |  | |  | |  | |  |
| Sami Hyvönen | | Upo Kodinkoneet / Gorenje Group | Product checks, info on topten | |  | |  | |  | |  |
| Ingerslev Jacob | | Gram Finland Oy | Product checks, info on topten | |  | |  | |  | |  |
| Kiviharju Juha | | Electrolux | Product checks, info on topten | |  | |  | |  | |  |
| Lindqvist Raine | | Samsung Electronics Nordic | Product checks, info on topten | |  | |  | |  | |  |
| Myllymäki Mikko | | LG Electronics Finland | Product checks, info on topten | |  | |  | |  | |  |
| Sarjosalo Marika | | BSH Kodinkoneet Oy | Product checks, info on topten | |  | |  | |  | |  |
| **Espressomachines:** | |  |  | |  | |  | |  | |  |
| Eerola Katja | | Electrolux | Product checks, info on topten | |  | |  | |  | |  |
| Helenius Jaakko | | Monilaite-Thomeko | Product checks, info on topten | |  | |  | |  | |  |
| Sarjosalo Marika | | BSH Kodinkoneet Oy | Product checks, info on topten | |  | |  | |  | |  |
| Pesonen Outi-Leena | | Philips Kulutuselektroniikka | Product checks, info on topten | |  | |  | |  | |  |
| **Televisions:** | |  |  | |  | |  | |  | |  |
| Santala Mikael | | Hedengren Kodintekniikka | Product checks, info on topten | |  | |  | |  | |  |
| Kytölä Henry | | LG Electronics Finland | Product checks, info on topten | |  | |  | |  | |  |
| Lindgren Tobias | | Panasonic Finland | Product checks, info on topten | |  | |  | |  | |  |
| Hallamaa Juhani | | Philips Kulutuselektroniikka | Product checks, info on topten | |  | |  | |  | |  |
| Raimo Linqvist | | Samsung Electronics Nordic | Product checks, info on topten | |  | |  | |  | |  |
| Hallaranta Arto | | Sony Europe Limited, Suomen sivuliike | Product checks, info on topten | |  | |  | |  | |  |
| Jarva Seppo | | Suomen Kodinkonetukku | Product checks, info on topten | |  | |  | |  | |  |
| Antti Pennanen | | Suomen Sähkötuonti Oy | Product checks, info on topten | |  | |  | |  | |  |
| Sahlström Jyrki | | Vestel Skandinavia Oy Ab, Finlux | Product checks, info on topten | |  | |  | |  | |  |
|  | |  |  | |  | |  | |  | |  |
| **Displays/Monitors:** | |  |  | |  | |  | |  | |  |
| Brants Jeroen | | Philips International | Product checks, info on topten | |  | |  | |  | |  |
| Ruoho Hannele | | Hewlett-Packard Oy | Product checks, info on topten | |  | |  | |  | |  |
| Havervall Christopher | | Acer | Product checks, info on topten | |  | |  | |  | |  |
| Heng Uki | | Fujitsu Finland Oy | Product checks, info on topten | |  | |  | |  | |  |
| Hurme Tomi | | Lacie | Product checks, info on topten | |  | |  | |  | |  |
| Huuhtanen Ville | | Viewsonic Finland | Product checks, info on topten | |  | |  | |  | |  |
| Ilander Jukka | | Pericad | Product checks, info on topten | |  | |  | |  | |  |
| Iso-Markku Jouko | | NEC | Product checks, info on topten | |  | |  | |  | |  |
| Katainen Mika | | Viewsonic Finland | Product checks, info on topten | |  | |  | |  | |  |
| Lahti Sami | | BenQ | Product checks, info on topten | |  | |  | |  | |  |
| Kaukoluoto Aku | | LG Electronics Finland | Product checks, info on topten | |  | |  | |  | |  |
| Johanna Sandberg | | DELL/GCL | Product checks, info on topten | |  | |  | |  | |  |
| Singh Jani | | Asus | Product checks, info on topten | |  | |  | |  | |  |
| Huhtiniemi Liise | | Lenovo | Product checks, info on topten | |  | |  | |  | |  |
| **Printers, multifunctionals** | |  |  | |  | |  | |  | |  |
| Aronen Pasi | | Konica Minolta | Product checks, info on topten | |  | |  | |  | |  |
| Forssell Tom | | Brother Finland | Product checks, info on topten | |  | |  | |  | |  |
| Grandell Cajus | | Lexmark | Product checks, info on topten | |  | |  | |  | |  |
| Haapanen Seppo | | Hewlett-Packard Oy | Product checks, info on topten | |  | |  | |  | |  |
| Lakka Jouni | | Canon Oy | Product checks, info on topten | |  | |  | |  | |  |
| Luoma Ossi | | Samsung Electronics Nordic | Product checks, info on topten | |  | |  | |  | |  |
| Meriö Matti | | Ricoh | Product checks, info on topten | |  | |  | |  | |  |
| Johanna Sandberg | | DELL/GCL | Product checks, info on topten | |  | |  | |  | |  |
| Salin Satu | | Oce | Product checks, info on topten | |  | |  | |  | |  |
| Torkamo jarmo | | Kyocera Document Solutions | Product checks, info on topten | |  | |  | |  | |  |
| Valjakka Seppo | | Xerox Oy | Product checks, info on topten | |  | |  | |  | |  |
| **Cars and vans:** | |  |  | |  | |  | |  | |  |
| Peuranen Sami | | Autotuojat ry | Info on Topten, Autotuojat coordinates the information checks with the various car importers. Data is received via database. | |  | |  | |  | |  |
| **Windows:** | |  |  | |  | |  | |  | |  |
| Hautala Juha | | Iin Puunjalostus | Product checks, info on topten | |  | |  | |  | |  |
| Hindsberg Johan | | H-ikkuna Oy | Product checks, info on topten | |  | |  | |  | |  |
| Hoppania Markku | | Lammin Ikkuna Oy | Product checks, info on topten | |  | |  | |  | |  |
| Lämminmäki Risto | | Alavus Ikkunat | Product checks, info on topten | |  | |  | |  | |  |
| Niemelä Markku | | Tiivituote Oy | Product checks, info on topten | |  | |  | |  | |  |
| Nissinen Timo | | Pihlavan Ikkuna Oy | Product checks, info on topten | |  | |  | |  | |  |
| Nuoranne Jussi | | Skaala Ikkunat ja Ovet Oy | Product checks, info on topten | |  | |  | |  | |  |
| Piia Ruhkala | | HR-Ikkunat Ruhkala | Product checks, info on topten | |  | |  | |  | |  |
| Ruhkala Kari | | HR-Ikkunat Ruhkala | Product checks, info on topten | |  | |  | |  | |  |
| Ruuskanen Juha | | Fenestra Oy, Forssa | Product checks, info on topten | |  | |  | |  | |  |
| Saarinen Hannu | | Lammin Ikkuna Oy | Product checks, info on topten | |  | |  | |  | |  |
| Sumela Miika | | Eskopuu Oy | Product checks, info on topten | |  | |  | |  | |  |
| Syrjäaho Ahti | | Fenestra Oy, Forssa | Product checks, info on topten | |  | |  | |  | |  |
| Tamminen Tarmo | | Puusepänliike Tamminen Ky, Sydänpuu-ikkunat | Product checks, info on topten | |  | |  | |  | |  |
| Tiiri Jorma S | | Domus-Yhtiöt Oy | Product checks, info on topten | |  | |  | |  | |  |
| **Pumps:** | |  |  | |  | |  | |  | |  |
| Leinonen Antti | | Grundfos Pumput Oy Ab | Product checks, info on topten | |  | |  | |  | |  |
| Leponiemi Tero | | KSB Finland | Product checks, info on topten | |  | |  | |  | |  |
| Martikainen Mikko | | WILO Finland | Product checks, info on topten | |  | |  | |  | |  |
| **Vacuum Cleaners:** | |  |  | |  | |  | |  | |  |
| Laitinen Sari | | Elektrolux | Product checks, info on topten | |  | |  | |  | |  |
| Louhelo Jaana | | Candy Hoover Oy | Product checks, info on topten | |  | |  | |  | |  |
| Sarjosalo Marika | | BSH Kodinkoneet Oy | Product checks, info on topten | |  | |  | |  | |  |
| Tengman Nina | | Miele Oy | Product checks, info on topten | |  | |  | |  | |  |
| **Lamps:** | |  |  | |  | |  | |  | |  |
| Anttila Pentti | | GE Lighting Oy | Product checks, info on topten | |  | |  | |  | |  |
| Erviö Tommi | | Havells-Sylvania Finland Oy | Product checks, info on topten | |  | |  | |  | |  |
| Laakso Jenni | | Osram Oy | Product checks, info on topten | |  | |  | |  | |  |
| Setälä Juha | | Airam Electric Oy Ab | Product checks, info on topten | |  | |  | |  | |  |
| Oksanen Lauri | | Philips International | Product checks, info on topten | |  | |  | |  | |  |
| France | Ben GAYER | | TERRA / Monitors | These contacts represent a database of manufacturers that Guide Topten uses on a daily basis. These persons have different functions such as Head of products, marketing officer, technical officer, or external partners of the brand in charge of communication. We contact them with a pre-selection of Topten products, asking them to check the information, complete when information are not available in the product fiche or on the internet, add new models that would be already available in shops (but not in the GfK data base because the presence on the market is less than 2 months), or delete models that were end of stocks but not anymore sold. | |  | |  | |  | |  |
| Bérangère FANTIN-LIN | | LENOVO/ Monitors |  | |  | |  | |  |
| Christophe GABORIT | | PHILIPS / Monitors |  | |  | |  | |  |
| Marie-Hélène LABLE | | EIZO / Monitors |  | |  | |  | |  |
| François CROUCHET | | FUJITSU SIEMENS / Monitors |  | |  | |  | |  |
| Sébastien PAUSE | | SAMSUNG/ Monitors |  | |  | |  | |  |
| Arach MONTAZERI | | HP/ Monitors |  | |  | |  | |  |
| David ROZZIO | | HP / Copiors |  | |  | |  | |  |
| Virginie AVRAMOVIC | | ACER / Monitors |  | |  | |  | |  |
| Florent CHARLES | | EPSON / Copiors |  | |  | |  | |  |
| Jean-Pierre EXPOSITO | | CANON / Copiors |  | |  | |  | |  |
| Céline BRZEZINSKI | | CANON / Copiors |  | |  | |  | |  |
| Catherine SORIA NOGIER | | KYOCERA MITA / Copiors |  | |  | |  | |  |
| Pierre DUGARREAU | | KONICA MINOLTA / Copiors |  | |  | |  | |  |
| Florence JOUANNEAU | | MIELE / Washing machines |  | |  | |  | |  |
| Christel GRALL | | MIELE / White goods |  | |  | |  | |  |
| Léa VING | | ELECTROLUX / White goods |  | |  | |  | |  |
| Jérémy AUDEL | | BEKO / BLOMBERG / White goods |  | |  | |  | |  |
| Christophe TARDIEU | | FAGOR BRANDT / Washing machines |  | |  | |  | |  |
| Karine ROUGALE | | HOTPOINT / ARISTON / White goods INDESIT |  | |  | |  | |  |
| Guillaume ANDRE WALLUT | | WHIRPOOL / White goods |  | |  | |  | |  |
| Sandrine LIQUARD | | BOULANGER / ESSENTIEL B / White good |  | |  | |  | |  |
| Raounak EL HAFI | | BOULANGER / ESSENTIEL B / White goods |  | |  | |  | |  |
| Christophe RICHEZ | | BSH / White goods |  | |  | |  | |  |
| Bruno PIQUANT | | BSH (NEFF, GAGGENAU) / White goods |  | |  | |  | |  |
| Jérémie CARDOSO | | CANDY-HOOVER/ White goods |  | |  | |  | |  |
| Rémy DEJEAN | | PANASONIC / White goods |  | |  | |  | |  |
| Nadège BOUCHER | | SEB (pour KRUPS) / Coffee machines, vacuum cleaners |  | |  | |  | |  |
| Charlotte DAL | | BSH / Coffee machines |  | |  | |  | |  |
| Tristan DESTREMEAU | | PHILIPS-SAECO / Coffee machines |  | |  | |  | |  |
| Christian SAGGINI | | JURA / Coffee machines |  | |  | |  | |  |
| Aude MOREL | | DYSON / Vacuum cleaners |  | |  | |  | |  |
| Martine GIUNTA | | ELECTROLUX / Vacuum cleaners |  | |  | |  | |  |
| Kristen CHARVEN | | CANDY-HOOVER / Vacuum cleaners |  | |  | |  | |  |
| Caroline BIROS | | PHILIPS / all products |  | |  | |  | |  |
| Olivier BOISSARD | | SAMSUNG / TVs |  | |  | |  | |  |
| Anne DARAGON | | SHARP (RP agence VFC) / TVs |  | |  | |  | |  |
| Benjamin CLARK | | TOSHIBA / TVs |  | |  | |  | |  |
| Isabelle PIETRINI | | LG ELECTRONICS / TVs |  | |  | |  | |  |
| Olivier TERME | | SONY / TVs |  | |  | |  | |  |
| Aurélie DEVALLET | | PANASONIC / TVs |  | |  | |  | |  |
| Sophie BRETON | | GE / Lighting |  | |  | |  | |  |
| Christophe BACHELOT | | GE / Lighting |  | |  | |  | |  |
| Caroline GASTAUD | | IKEA / Lighting |  | |  | |  | |  |
| Hélène DERENNES | | IKEA / Lighting |  | |  | |  | |  |
| Thierry PONZA | | PHILIPS / Lighting |  | |  | |  | |  |
| Franck POCHARD | | CIDELEC – MEGAMAN / Lighting |  | |  | |  | |  |
| Bastien GIGNOUX | | CIDELEC – MEGAMAN / Lighting |  | |  | |  | |  |
| Luc SOITEL | | OSRAM / Lighting |  | |  | |  | |  |
| Delphine DEPONT | | OSRAM / Lighting |  | |  | |  | |  |
| David MEYER | | OSRAM / Lighting |  | |  | |  | |  |
| Olivia RASSON DUPONT | | Auchan / Lighting |  | |  | |  | |  |
| Eric DEMARCO | | LEXMAN (Leroy-Merlin) / Lighting |  | |  | |  | |  |
| Isabelle VERON | | BRICORAMA / Lighting |  | |  | |  | |  |
| Pascal LABARTHE | | EVEO / Lighting |  | |  | |  | |  |
| Bruno LAFITTE | | ADEME / Lighting |  | |  | |  | |  |
| Véronique BENONY | | ADEME/ Lighting |  | |  | |  | |  |
| Delphine DORE | | Sonepar France / Lighting |  | |  | |  | |  |
| Pierre-Yves MONLEAU | | Syndicat de l'éclairage / Lighting |  | |  | |  | |  |
| Caroline HUPIN | | FMB, Fédération des magasins de bricolage / Lighting |  | |  | |  | |  |
| Eric SAVOURET | | MIELE / Cold appliances |  | |  | |  | |  |
| Caroline Gastaud | | IKEA / Cold appliances |  | |  | |  | |  |
| Laurent Faucheux | | DOMEOS / Cold appliances |  | |  | |  | |  |
| Camille BERNARD | | WHIRLPOOL / Cold appliances |  | |  | |  | |  |
| Stephanie DEBRABANT | | BLUESKY / Cold appliances |  | |  | |  | |  |
| Virginie CHIRON | | SMEG / Cold appliances |  | |  | |  | |  |
| Anna CROXATTO | | SMEG / Cold appliances |  | |  | |  | |  |
| Frédéric DEVILLARD | | CURTISS / Cold appliances |  | |  | |  | |  |
| Sandra LEMKE | | CURTISS / Cold appliances |  | |  | |  | |  |
| Anne-Cécile DEROSTOLAN | | SAMSUNG / Cold appliances |  | |  | |  | |  |
| Matthieu DELDICQUE | | SAMSUNG / Cold appliances |  | |  | |  | |  |
| Rémy DEJEAN | | PANASONIC / Cold appliances |  | |  | |  | |  |
| Pierig BOURET | | INDESIT / Cold appliances |  | |  | |  | |  |
| Sylvia BERTHAUD | | INDESIT / Cold appliances |  | |  | |  | |  |
| Armelle CUNY | | INDESIT / Cold appliances |  | |  | |  | |  |
| Benoit LECORNU | | LG / Cold appliances |  | |  | |  | |  |
| Tassadit AIT SI | | GORENJE / Cold appliances |  | |  | |  | |  |
| Agnès DROUEN | | GORENJE / Cold appliances |  | |  | |  | |  |
| Olivier TREMOUREUX | | FAGOR / Cold appliances |  | |  | |  | |  |
| Alexandre KLUTCHKO | | LIEBHERR / Cold appliances |  | |  | |  | |  |
| Morgan EXPOSITO | | CANDY / Cold appliances |  | |  | |  | |  |
| Jean-Luc RATIER | | BEKO / Cold appliances |  | |  | |  | |  |
| Clémence ROUMAGNAC | | BEKO / Cold appliances |  | |  | |  | |  |
| Jérémy AUDEL | | BEKO / Cold appliances |  | |  | |  | |  |
| Bruno PIQUAND | | NEFF / Cold appliances |  | |  | |  | |  |
| Bruno PIQUAND | | GAGGENAU / Cold appliances |  | |  | |  | |  |
| Mathieu CLODONG | | BOSCH / Cold appliances |  | |  | |  | |  |
| Philippe-CharlesTHUILLIER | | ELECTROLUX / Cold appliances |  | |  | |  | |  |
| Jean-Pierre THIEBARD | | ELECTROLUX / Cold appliances |  | |  | |  | |  |
| Sophie MONTERRAGIONI | | AEG / Cold appliances |  | |  | |  | |  |
| Carole LUBRE | | ELECTROLUX / Cold appliances |  | |  | |  | |  |
| Bruno KAUFMANN | | PHILIPS / Cold appliances |  | |  | |  | |  |
| Olivier FAUCON | | HAIER / Cold appliances |  | |  | |  | |  |
| Pierre FRISCH | | SELECLINE / Cold appliances |  | |  | |  | |  |
| Cécile FRANCOIS | | SELECLINE / Cold appliances |  | |  | |  | |  |
| Jean-Noël MICHEAU | | BOSCH / Cooking appliances |  | |  | |  | |  |
| Magali FARDE | | VIVA / Cooking appliances |  | |  | |  | |  |
| Sandrine MOREAU | | CANDY / Cooking appliances |  | |  | |  | |  |
| Yasmina BRAHIMI | | GORENJE / Cooking appliances |  | |  | |  | |  |
| Justine AMBROISE | | AIRLUX / Cooking appliances |  | |  | |  | |  |
| Matthieu NEVICATO | | BEKO / Cooking appliances |  | |  | |  | |  |
| Elodie POULAIN | | Electrolux / Cooking appliances |  | |  | |  | |  |
| Olivier FAUCON | | HAIER / Cooking appliances |  | |  | |  | |  |
| Bruno KAUFMANN | | PHILIPS / Cooking appliances |  | |  | |  | |  |
| Carole LUBRE | | ELECTROLUX / Cooking appliances |  | |  | |  | |  |
| Alice PERAULT | | MIELE / Cooking appliances |  | |  | |  | |  |
| Sébastien LEDRU | | FAGOR / Cooking appliances |  | |  | |  | |  |
| greece                                                              Croatia | Babis Kalaitzidis | | Electrolux | Data support and validation | |  | |  | |  | |  |
| K. Athanasopoulou | | Funai |  | |  | |  | |  |
| Vassileios Prassas | | Bosch and Siemens |  | |  | |  | |  |
| Georgia Fotopoulou | | Miele |  | |  | |  | |  |
| Ioanna Louka | | Korting |  | |  | |  | |  |
| Maria Demertzi | | Toshiba Air Cons |  | |  | |  | |  |
| Karadabani Foteini | | Toyotomi |  | |  | |  | |  |
| Tassos Giouroukos | | Philips |  | |  | |  | |  |
| Irene Vassiliou | | Samsung |  | |  | |  | |  |
| Aria Giamalaki | | Sharp |  | |  | |  | |  |
| Pappa Varvara | | Sony |  | |  | |  | |  |
| Tasos Vavekis | | Toshiba TVs |  | |  | |  | |  |
| maria Verouchi | | HP |  | |  | |  | |  |
| Violeta Xanthouli | | Xerox |  | |  | |  | |  |
| G. Rallis | | Samsung office equipment |  | |  | |  | |  |
| Chris Zikidis | | Brother |  | |  | |  | |  |
| Elena Petra | | Dell |  | |  | |  | |  |
| Litsa Karouta | | Franke |  | |  | |  | |  |
| Kalogridis Christos | | Siltal-KLG |  | |  | |  | |  |
| Nora Salamoura | | Candy , Hoover |  | |  | |  | |  |
| Giannakopoulou Emilia | | Opel |  | |  | |  | |  |
| Giorgos Petroulakos | | Smeg |  | |  | |  | |  |
| Kontaksi Irene | | Hitachi |  | |  | |  | |  |
| D. Natsikou | | Daikin |  | |  | |  | |  |
| Foteini Karantabani | | Toyotomi |  | |  | |  | |  |
| Olga Bellou | | Mercedes |  | |  | |  | |  |
| Ioannis Methenitis | | Nissan |  | |  | |  | |  |
| V. Chatzopoulou | | Seat |  | |  | |  | |  |
| Stathis Costas | | VW |  | |  | |  | |  |
| Anthoula Chaschasidou | | Audi |  | |  | |  | |  |
| Panos Panopoulos | | Skoda |  | |  | |  | |  |
| BOSCH | | Mateja Dolovčak | Data collection and product check. In cooperation with BOSCH we had a promotion of of energy efficient appliances as part of Sustainable Energy Finance and Investment Summit- CROENERGY 2013 -in Tuhelj (TOPTEN APPLIANCES). TOPTEN Newsletter distribution. |  | | |  | |  | |  |
| Sinko Ivana |  | |  | |  |
| Jurag Pogledić |  | |  | |  |
| Zoran Gruborović |  | |  | |  |
| Šiljac Marija |  | |  | |  |
| CANDY HOOVER ZAGREB | | Dražen Kolić | Data collection, product check, TOPTEN newsletter distribution. |  | | |  | |  | |  |
| Matija Gregur |  | |  | |  |
| Barbara Sabljić |  | |  | |  |
| CORBIS | | Stiven Toš | TOPTEN newsletter distribution |  | | |  | |  | |  |
| DAN ADRIA d.o.o. | | Petar Kolić | TOPTEN newsletter distribution |  | | |  | |  | |  |
| ELECTROLUX | | Ivan Nedjeljković | Data collection, product check, TOPTEN newsletter distribution. In February 2014 REGEA has contacted a interview with ELECTROLUX about TOPTE PROJECT (we have spoken with Irina Čović and Anamarija Rogić). |  | | |  | |  | |  |
| Anamarija Rogić |  | |  | |  |
| Irina Čović |  | |  | |  |
| Dejana Courir-Runje |  | |  | |  |
| ELGRAD | | Žarko Švehar | TOPTEN newsletter distribution |  | | |  | |  | |  |
| ELIPSO | | Ivica Pukljak | Product check, TOPTEN newsletter distribution. TOPTEN Newsletter distribution .In cooperation with ELIPSO we had a promotion of of energy efficient appliances as part of Sustainable Energy Finance and Investment Summit- CROENERGY 2013 -in Tuhelj (TOPTEN APPLIANCES). TOPTEN Newsletter distribution. |  | | |  | |  | |  |
| Zoran Gruborović |  | |  | |  |
| ELUXSTORE | | Nediljko Jambrić | Product check, TOPTEN newsletter distribution |  | | |  | |  | |  |
| EMMEZETA | |  | TOPTEN newsletter distribution |  | | |  | |  | |  |
| EXPERT | |  | TOPTEN newsletter distribution |  | | |  | |  | |  |
| GA BIJELA TEHNIKA d.o.o. | | Bruno Hofman | Product check |  | | |  | |  | |  |
| GORENJE | | Ivan Kovačević | Data collection, product check, TOPTEN newsletter distribution. In February 2014 REGEA has contacted a interview with GORENJE about TOPTE PROJECT (we have spoken with Aleksandra Ivljev). |  | | |  | |  | |  |
| Marinko Čoga |  | |  | |  |
| Selma Dražetić |  | |  | |  |
| Aleksandra Ivljev |  | |  | |  |
| Mladen Periček |  | |  | |  |
| KONČAR | | Ivica Janežić | Data collection, product check, TOPTEN newsletter distribution. |  | | |  | |  | |  |
| Nena Jurec |  | |  | |  |
| KONZUM d.d. | |  | Data collesction, product check. |  | | |  | |  | |  |
| KRALJ COMMERCE d.o.o. | |  | TOPTEN newsletter distribution |  | | |  | |  | |  |
| KUĆANSKI APARATI ELEMENT STUDIO | | Luka Krajnović | Product check, TOPTEN newsletter distribution |  | | |  | |  | |  |
| LABELLE d.o.o. | | Goran Rovis | Product check, TOPTEN newsletter distribution |  | | |  | |  | |  |
| LG | | Petar Matić | Data collection, product check, TOPTEN newsletter distribution |  | | |  | |  | |  |
| MARTIN ART | | Natalija Matin | TOPTEN newsletter distribution |  | | |  | |  | |  |
| PEVEC | | Zlatko Ivičić | Product check, TOPTEN newsletter distribution |  | | |  | |  | |  |
| ROBOT | | Petar Eterović | TOPTEN newsletter distribution |  | | |  | |  | |  |
| SAMSUNG | | Maja Požgaj | Data collection, product check, TOPTEN newsletter distribution |  | | |  | |  | |  |
| SIEMENS | | Maja Bjelić |  | |  | |  |
| SIM CENTAR | |  | TOPTEN newsletter distribution |  | | |  | |  | |  |
| STOLARIJA MRAZ | | Nikola Mraz | TOPTEN newsletter distribution |  | | |  | |  | |  |
| TEHNIKA | |  | TOPTEN newsletter distribution |  | | |  | |  | |  |
| TEHNOMARKET | |  | TOPTEN newsletter distribution |  | | |  | |  | |  |
| TEHNOPOLIS | |  | TOPTEN newsletter distribution |  | | |  | |  | |  |
| TEHNOSAN | | Darko Biškup | TOPTEN newsletter distribution |  | | |  | |  | |  |
| TEHNOULTIMUM | | Ivan Grgić | TOPTEN newsletter distribution |  | | |  | |  | |  |
| WHIRPOOL | | Marija Hren | Data collection, product check, TOPTEN newsletter distribution, sponsoring TOPTEN Croatia activities |  | | |  | |  | |  |
| ALJOŠA PAROTAT |  | |  | |  |
| NARDI | | DENIS MARINOVIĆ | TOPTEN newsletter distribution |  | | |  | |  | |  |
| MIELE | | Ana Turkalj | Data collection, product check, TOPTEN newsletter distribution, sponsoring TOPTEN Croatia activities |  | | |  | |  | |  |
| Matko Raos |  | |  | |  |
| Josipa Granić |  | |  | |  |
| ALEA-PANASONIC | | Ivan Kovač | Data collection, product check, TOPTEN newsletter distribution, sponsoring TOPTEN Croatia activities |  | | |  | |  | |  |
| Igor Vidošević |  | |  | |  |
| LIPAPROMET | | Nino Jurišević | Data collection, product check, TOPTEN newsletter distribution, sponsoring TOPTEN Croatia activities. Company Lipapromet Ltd also joined the project Maximising Topten Communication on Top Runner Products: Euro Topten Max during educational quiz that was developed and organized by REGEA. Educational quiz was organized on the Topten web site for all visitors from Croatia. The goal of Educational quiz was to increase the visibility of the project Topten, raising awareness of Croatian citizens and promotion of energy-efficient appliances. |  | | |  | |  | |  |
| Gordan Neralić |  | |  | |  |
| Martina Serdar |  | |  | |  |
| Jozo Lipovac |  | |  | |  |
| Darko Balun |  | |  | |  |
| TPVISION | | Brnas Božena | Product check, TOPTEN newsletter distribution. In cooperation with TPVISION we had a promotion of of energy efficient appliances as part of Sustainable Energy Finance and Investment Summit- CROENERGY 2013 -in Tuhelj (TOPTEN APPLIANCES). TOPTEN Newsletter distribution. |  | | |  | |  | |  |
| Aleksandar Ladavac |  | |  | |  |
| Saša Ladavac |  | |  | |  |
| Nikola Krpan |  | |  | |  |
| PHILIPS | | Brnas Božena | Data collection, product check, TOPTEN newsletter distribution, sponsoring TOPTEN Croatia activities |  | | |  | |  | |  |
| Italy | Francesca Meloni | | Ariston-Indesit | Product information and provision/control of missing technical information (about every 6 month) | |  | |  | |  | |  |
|  | | Ledon |  | |  | |  | |  |
| Giulio Massari, Maurizio Gallarati | | Megaman |  | |  | |  | |  |
| Michela Diffidenti | | Electrolux-AEG |  | |  | |  | |  |
| Maria Patrizia Galbiati | | Candy-Hoover |  | |  | |  | |  |
| Cinzia Panicucci | | Haier |  | |  | |  | |  |
| Laura Stenico | | Miele |  | |  | |  | |  |
| Giovanna Merloni | | Ardo |  | |  | |  | |  |
|  | | Ecoflam (air conditioning) |  | |  | |  | |  |
| Davide Berselli, Luca Montevecchi | | Liebherr |  | |  | |  | |  |
| Alessandra Cortesini, Elena Colonna | | LG |  | |  | |  | |  |
| Mariangela Fusco | | Sharp |  | |  | |  | |  |
| Nicole Morgera | | De Longhi |  | |  | |  | |  |
| Valentina Riva | | Olimpia Splendid |  | |  | |  | |  |
| Dario Corica, Paola Bardizza, Chiara Busani | | Osram |  | |  | |  | |  |
| Annalisa Lesma | | Philips |  | |  | |  | |  |
| Lituanie | Michele Sarli (Marketing Director) | | Electrolux - Appliances (Domestic) | Discussion and meeting about Topten Electrolux products' corner but this project has not been realized. |  | |  | |  | |  | |
| Rimantas Rimdzius | | Electrolux | product data cross-checking | |  | |  | |  | |  |
| Giedrius Martusevičius | | Philips | product data cross-checking | |  | |  | |  | |  |
| Linas Masiliūnas | | Samsung | product data cross-checking | |  | |  | |  | |  |
| Paulius Vaišneideris | | Whirlpool Baltic | product data cross-checking | |  | |  | |  | |  |
| Adomas Pesliakas | | Bosch and Siemens | product data cross-checking | |  | |  | |  | |  |
| Donatas Zubrys | | Ardo | product data cross-checking | |  | |  | |  | |  |
| Renaldas Vrubliauskas | | Philips | product data cross-checking | |  | |  | |  | |  |
| Vilne Vaitkaitiene | | Philips | product data cross-checking | |  | |  | |  | |  |
| Vladislav Mickevicius | | Osram | product data cross-checking | |  | |  | |  | |  |
| Rūta Petrauskaitė | | Snaigė | product data cross-checking | |  | |  | |  | |  |
| Eglė Ragauskaitė | | Snaigė | dissemination activities | |  | |  | |  | |  |
| Rimas Žukauskas | | Tauras | product data cross-checking | |  | |  | |  | |  |
| Ramūnas Danauskas | | Tauras | dissemination activities | |  | |  | |  | |  |
| Raimonda Bertašienė | | Tauras | dissemination activities | |  | |  | |  | |  |
| Aušra Nausėdaitė | | Whirlpool Baltic | product data cross-checking | |  | |  | |  | |  |
| Miroslavas Ramanavicius | | Samsung | product data cross-checking | |  | |  | |  | |  |
| Luxenbourg | Jean-Claude Theisen (Chief executive of GME) | | GME (Groupement des Importateurs et Grossistes de Matériel Electrique a.s.b.l.) GME represents Miele, B/S/H, AEG-Electrolux, Liebherr, Whirlpool, Bauknecht, Zanussi | Exchange of information. They consult us on the elaboration of our household lists. | |  | |  | |  | |  |
| Antoine Moscato | | AEG Electrolux | Data exchange | |  | |  | |  | |  |
| Laurent Petry | | AEG Electrolux | Data exchange | |  | |  | |  | |  |
| Stéphane Schmidt | | Alfa Romeo, Lancia | Data exchange | |  | |  | |  | |  |
| Constantino D'Ettore | | Audi | Data exchange | |  | |  | |  | |  |
| Miriam Eisenmenger | | Audi | Data exchange | |  | |  | |  | |  |
| Marc Schmit | | B/S/H | Data exchange | |  | |  | |  | |  |
| Rachel Oulmann | | BMW, Mini | Data exchange | |  | |  | |  | |  |
| Fred Braquet | | Citroën | Data exchange | |  | |  | |  | |  |
| Marc Veneziano | | Electric Vehicle | Data exchange | |  | |  | |  | |  |
| Marvin Schmit | | Fiat | Data exchange | |  | |  | |  | |  |
| Yves Faber | | Ford | Data exchange | |  | |  | |  | |  |
| Ernest Pirsch | | Ford, Mazda | Data exchange | |  | |  | |  | |  |
| Gustave Pescheux | | GPI International | Data exchange | |  | |  | |  | |  |
| Malva Donato | | Lancia | Data exchange | |  | |  | |  | |  |
| Ronny Barthel | | Liebherr & LG | Data exchange | |  | |  | |  | |  |
| Julia Buchholz | | Mercedes-Benz | Data exchange | |  | |  | |  | |  |
| Conny van der Zande | | Miele | Data exchange | |  | |  | |  | |  |
| Jean-Baptiste Liouville | | Nissan | Data exchange | |  | |  | |  | |  |
| Jean-Michel Vivenot | | Opel | Data exchange | |  | |  | |  | |  |
| Marc Devillet | | Opel, Suzuki, Volvo | Data exchange | |  | |  | |  | |  |
| Jean-Pierre Fuchs | | Osram | Data exchange | |  | |  | |  | |  |
| Caroline Strugs | | Peugeot | Data exchange | |  | |  | |  | |  |
| Joël Ferber | | Philips | Data exchange | |  | |  | |  | |  |
| Joël Simonin | | Philips & Samsung | Data exchange | |  | |  | |  | |  |
| Séverine Watrin | | Renault | Data exchange | |  | |  | |  | |  |
| Luis Pedro | | REXEL | Data exchange | |  | |  | |  | |  |
| Philppe Mersch | | Saab, Kia, Subaru | Data exchange | |  | |  | |  | |  |
| Miguel Da Rocha | | Seat | Data exchange | |  | |  | |  | |  |
| Carlo Feyereisen | | Smart | Data exchange | |  | |  | |  | |  |
| Ronny Barthelmes | | SOGEL | Data exchange | |  | |  | |  | |  |
| Joël Weber | | Sony | Data exchange | |  | |  | |  | |  |
| Jean-Louis Rigaux | | Toyota, Lexus | Data exchange | |  | |  | |  | |  |
| Thierry Limpach | | VW, Skoda | Data exchange | |  | |  | |  | |  |
| Fausto Morandini | | Sylvania | Data exchange | |  | |  | |  | |  |
| Werner Bantle | | Gutex | Data exchange | |  | |  | |  | |  |
| Théo Felten | | Toshiba | Data exchange | |  | |  | |  | |  |
| Norway | no work with manufacturers | | |  | |  | |  | |  | |  |
| We have found that often the manufacturers in Norway change contac tperson, so when we do product updates we mostely seek information from their national webpages. We may also call their front desk to get them to send us the last version of product catalog. | | | | | | | | | | | |
| We also colaborate with Top Ten Sweden to share information, since most manufacturies have a Nordic office (often in Sweden). | | | | | | | | | | | |
| We have decided to use Elektronikkbransjen (The Consumer Electronics Trade Foundation) that is a special interest organisation for distributors and service companies in the consumer electronics industry in Norway, when we make these inquieries. Member companies, consisting of suppliers, dealer chains, independent dealers and workshops, own the foundation. The foundation currently has around 1,000 member companies. | | | | | | | | | | | |
| Poland | Marcin Urzędowski | Okna i Drzwi | | Participation in 1st edition of competition “The Topten list of energy efficiency windows” addressed for windows’ producers. This way we are collecting data on most effective windows on the internal market. | |  | |  | |  | |  |
| Mateusz Kłosek | Eko-Okna Sp. z o.o. | |  | |  | |  | |  |
| Wacław Figiel | Przedsiębiorstwo Produkcyjne OKNOPLUS Sp. z o.o. | |  | |  | |  | |  |
| Roman Bauta | Nexbau | |  | |  | |  | |  |
| Adam Pędzich | Firma Adams | |  | |  | |  | |  |
| Bielak | Zakład Przemysłowo-Usługowy TONTOR | |  | |  | |  | |  |
| Artur Romanik | M&S Pomorska Fabryka Okien Sp. z o.o. | |  | |  | |  | |  |
| Ewa Godlewska | STOLLAR Systemy Okienne Godlewska Sp.j. | |  | |  | |  | |  |
| Sławomir Tomasz Kwiatkowski | Elwiz S.A. | |  | |  | |  | |  |
| Grzegorz Ratajczak | Krispol Sp. z o.o. | |  | |  | |  | |  |
|  | Domel Sp. z o.o. | |  | |  | |  | |  |
| Wojciech Mirosław Kręcisz | Przedsiębiorstwo Produkcyjno-Handlowo-Usługowe RODEX Sp. z o.o. | |  | |  | |  | |  |
| Alicja Karczmarz | OKNOPLAST Sp. z o.o. | |  | |  | |  | |  |
| Marek Szewczyk | Vidok Sp. z o.o. | |  | |  | |  | |  |
| Wojciech Konecki | CECED Polska (European Committee of Manufacturers of Domestic Equipment) | | We sent invitation for join in Topten project to producers’ organizations | |  | |  | |  | |  |
| Narcyza Barczak-Araszkiewicz | Pol-lighting. Związek Producentów Sprzętu Oświetleniowego (Committee of Manufacturers of Lighting) | |  | |  | |  | |  |
|  | AGED Sp. z o.o. | | Unilateral communication; not partnership | |  | |  | |  | |  |
|  | Amica Wronki S.A. | |  | |  | |  | |  |
|  | BSH Sprzęt Gospodarstwa Domowego Sp. z o.o. | |  | |  | |  | |  |
|  | Panasonic Marketing Europe GmbH Oddział w Polsce | |  | |  | |  | |  |
|  | Philips Polska Sp. z o.o. | |  | |  | |  | |  |
|  | Whirlpool Polska sp. z o.o. | |  | |  | |  | |  |
|  | Polar S.A. | |  | |  | |  | |  |
|  | Samsung Electronics Polska Sp. z o.o. | |  | |  | |  | |  |
|  | Candy Hoover Polska Sp. z o.o. | |  | |  | |  | |  |
|  | Electrolux Poland Sp. z o.o. | |  | |  | |  | |  |
|  | INDESIT Company Polska Sp. z o.o. | |  | |  | |  | |  |
|  | FagorMastercook S.A. | |  | |  | |  | |  |
|  | Miele Sp. z o.o. | |  | |  | |  | |  |
|  | LG Electronics Polska Sp. z o.o. | |  | |  | |  | |  |
|  | SHARP Electronics GmbH Spółka z o.o. Oddział w Polsce | |  | |  | |  | |  |
|  | BEKO S.A. | |  | |  | |  | |  |
| Janusz Komurkiewicz | FAKRO Sp. z o.o. | | Contacts from 2nd edition of competition for windows' manufacturers - data review | |  | |  | |  | |  |
| Edyta Petecka | PETECKI PPHU Ignacy Petecki | |  | |  | |  | |  |
| Szymon Sarna | M&S Pomorska Fabryka Okien Sp. z o.o. | |  | |  | |  | |  |
| Henryk Pędzich | AdamS H. Pędzich | |  | |  | |  | |  |
| Jacek Bertrand | Bracia Bertrand Sp. z o.o. Sp. k. | |  | |  | |  | |  |
| Portugal | Ângela Pereira | AEG/Electrolux/Zanussi | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Manuel Junior | Ariston/Indesit | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Sandra Carvalho | ASUS | | Data review | |  | |  | |  | |  |
| Filipa Lopes | Aura Light | | Data review , Topten.pt sticker | |  | |  | |  | |  |
| Sónia Graça | Bosch/Siemens/Balay/Gaggenau | | Data review , Topten.pt sticker | |  | |  | |  | |  |
| Isabel Marques | Brother | | Data review | |  | |  | |  | |  |
| Susana Valada | Candy/Hoover/Iberna | | Data review , Topten.pt sticker | |  | |  | |  | |  |
| Rui Machado | Canon | | Data review, Topten.pt sticker, Data support | |  | |  | |  | |  |
| José Pereira | Citroen | | Data review | |  | |  | |  | |  |
| Jorge Carvalho | Daikin | | Data review, Data support | |  | |  | |  | |  |
| Lúcia Amaral | Dell | | Data review | |  | |  | |  | |  |
| Nuno Almeida | DeLonghi | | Data review | |  | |  | |  | |  |
| Francisca Ribeiro | Electrolux | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Filipa Coelho | Epson | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| João Espiguinha | Fagor/De Dietrich/Edesa | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Sérgio Martins | Fiat | | Data review | |  | |  | |  | |  |
| Anabela Correia | Ford | | Data review, Topten.pt sticker, sending new products information | |  | |  | |  | |  |
| Susana Soares | Fujitsu | | Data review | |  | |  | |  | |  |
| Cristina Fragoso | Gorenje | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Pedro Bronze | Honda | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Carla Abreu | Jocel | | Data review | |  | |  | |  | |  |
| Hendrik Wielinga | Konica Minolta | | Data review | |  | |  | |  | |  |
| Sara Fernandes | Krups | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Miguel Lopes | Kyocera | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Marta Carvalho | Lexmark | | Data review | |  | |  | |  | |  |
| Jorge Nascimento | LG | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Luís Morais | LG | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Rui Louro | Liebherr | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Pedro Carvalho | Luxtek | | Data review | |  | |  | |  | |  |
| Sandra Ferro | Mazda | | Data review, , Topten.pt sticker | |  | |  | |  | |  |
| André Silveira | Mercedes/Smart | | Data review, sending new products | |  | |  | |  | |  |
| Cristina Pereira | Miele | | Data review, Topten.pt sticker, sending new products | |  | |  | |  | |  |
| Guilherme Castro | Mitsubishi | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Vasco Horta Correia | Mitsubishi Electric | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| António Joaquim | Nissan | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Marta Bilro | OKI | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Miguel Tomé | Opel/Chevrolet | | Data review | |  | |  | |  | |  |
| Cecília Almeida | Orima | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Ana Sequeira | Osram | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Susana Rosa | Panasonic | | Data review | |  | |  | |  | |  |
| Nuno Marques | Peugeot | | Data review | |  | |  | |  | |  |
| Jorge Lourenço | Philips | | Data review , , Topten.pt sticker , Data support, technical data exchange | |  | |  | |  | |  |
| Ricardo Oliveira | Renault/Dacia | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Frederico Moreira | Ricoh | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Jorge Fiens | Samsung | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Cátia Gonçalves | Seat | | Data review | |  | |  | |  | |  |
| António Caiado | Skoda | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Pedro Luz | Smeg | | Data review | |  | |  | |  | |  |
| Filipe Cardoso | Sony | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Ana Guerreiro | Suzuki | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Katya Oliveira | Teka | | Data review | |  | |  | |  | |  |
| João Sousa | Tensai | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Bruno Galante | Toyota/Lexus | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| João Pereira | Volkswagen | | Data review | |  | |  | |  | |  |
| Aira Mello | Volvo | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Pedro Vasconcelos | Whirpool | | Data review, Topten.pt sticker | |  | |  | |  | |  |
| Romania | Catalin GURAU | CECED Romania | | Disscution on project functionality and support to its members to submit products to the list | |  | |  | |  | |  |
| Virginia PETREA | RO-REC Romanian Association for recycling | | Discussion on project functionality and support to its members to submit products to the list | |  | |  | |  | |  |
| Andreea IDRICEANU CALEV | Product sponsor for competition | |  | |  | |  | |  |
| Development of twining projects in the field of energy efficiency for Electric Equipment | |  | |  | |  | |  |
| Dissemination- through measurements, the differences between appliances from energy efficiency point of view | |  | |  | |  | |  |
| Catalina CONSTANTIN | Whirlpool Romania SRL | | Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Mihaela SBIRCEA | Dissemination activities | |  | |  | |  | |  |
| Daniel VOICILA | BSH | | Agreement signed To use (to promote) the topten.info.ro logo  - Reciprocal promotion - To develop together programs and activities with strong implications for population orientation to high energy efficiency equipment | |  | |  | |  | |  |
| Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Dissemination activities | |  | |  | |  | |  |
| Raluca FLOREA | LG | | Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Alina MITRICA | LG | |  | |  | |  | |  | |  |
| Virgiliu DICEA | CANDY | | Agreement signed To use (to promote) the topten.info.ro logo Reciprocal promotion- To develop together programs and activities with strong implications for population orientation to high energy efficiency equipment | |  | |  | |  | |  |
| Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Dissemination activities | |  | |  | |  | |  |
| Mario IONESCU | INDESIT | | Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Rodica STERE | HOTPOINT | | Dissemination activities | |  | |  | |  | |  |
| Sorin DOROBANTU | GORENJE | | Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Andreea GHEORGHE | GORENJE | | Dissemination activities | |  | |  | |  | |  |
| Carmen GEORGESCU | ELECTROLUX | | Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Mugur Marinescu | ELECTROLUX | | Dissemination activities | |  | |  | |  | |  |
| Roxana GRIGOREAN | SAMSUNG | | Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Dissemination activities | |  | |  | |  | |  |
| Iulian MILITARU | MARELVI - LIEBHERR | | Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Mihai CHELBA | MARELVI - LIEBHERR | | Dissemination activities | |  | |  | |  | |  |
| Astrid Goosens | Daikin Europe N.V. | | Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Adrian Fernandez Duran | Spectrum LED | | Product information | |  | |  | |  | |  |
| Bogdan Butufei | Consolight | | Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Florin Netulescu | Electromagnetica | | Data review, sending new products information, crosschecking data | |  | |  | |  | |  |
| Sweden |  |  | | Top Ten Sweden has produced communiationmaterial on top ten, flyers, webbanners, ads, infosheets etc and we offer this to all manufacturers with products on top ten. They pay us a fee of 2000 SEK/year for this (200 €) and sing an agreement with us so that we have control over how they use the material. | |  | |  | |  | |  |
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|  |  | |  | |  | |  | |  |
| Maria Ölander | Bosch | | signed agreement for using material about top ten | |  | |  | |  | |  |
| David Jonsson | StarTrading | | signed agreement for using material about top ten | |  | |  | |  | |  |
| Johan Börjesson | VM pumpar | | signed agreement for using material about top ten | |  | |  | |  | |  |
| Monica hallworth | Knycer | | signed agreement for using material about top ten | |  | |  | |  | |  |
| Mariella Osander | Osram | | update website, productinfo | |  | |  | |  | |  |
| carina Franzén | Osram | | update website, productinfo | |  | |  | |  | |  |
| Anna Drysén | Osram | | update website, productinfo | |  | |  | |  | |  |
| Marcus Davidsson | Osram | | update website, productinfo | |  | |  | |  | |  |
| Jeanette Olsson | Osram | | update website, productinfo | |  | |  | |  | |  |
| Viktor Olsson | Philips | | update website, productinfo | |  | |  | |  | |  |
| Patrik Hoeiseth | Toshiba | | update website, productinfo | |  | |  | |  | |  |
| Malin Lindgren | Toshiba | | update website, productinfo | |  | |  | |  | |  |
| David Johansson | Startrading | | update website, productinfo | |  | |  | |  | |  |
| Per Vesterlund | LEDON | | update website, productinfo | |  | |  | |  | |  |
| Jonas Söderlund, Per Larsson | osram-lysrör | | update website, productinfo | |  | |  | |  | |  |
| Linda Wiklund,Daniel Dangrell | Aura | | update website, productinfo | |  | |  | |  | |  |
| Anders Malström | GE | | update website, productinfo | |  | |  | |  | |  |
| Christoffer larsson | Green Light | | update website, productinfo | |  | |  | |  | |  |
| Fredrik Hoberg | Perfecta | | update website, productinfo | |  | |  | |  | |  |
| Markus Sjösten | WILO | | update website, productinfo | |  | |  | |  | |  |
| Rolf Jonasson | Wilo | | update website, productinfo | |  | |  | |  | |  |
| Thomas Mjörheim | Grundfos | | update website, productinfo | |  | |  | |  | |  |
| Håkan Simonsson | VM Pumar | | update website, productinfo | |  | |  | |  | |  |
| Johan Börjesson | VM Pumar | | update website, productinfo | |  | |  | |  | |  |
| Johan Seijmer | W&WW, Xylem | | update website, productinfo | |  | |  | |  | |  |
| Jonas Adolfsson | Robota | | update website, productinfo | |  | |  | |  | |  |
| Mikael Kastås | Liebherr | | update website, productinfo | |  | |  | |  | |  |
| Bo Göran danielsson | Miele | | update website, productinfo | |  | |  | |  | |  |
| Annika Kuhner | Electrolux | | update website, productinfo | |  | |  | |  | |  |
| Frederic Viking; Christiansen Majbrit-Ørtz | Gorenje | | update website, productinfo | |  | |  | |  | |  |
| Saadi Sameh | Gorenje | | update website, productinfo | |  | |  | |  | |  |
| Sofia Högberg | Bosch | | update website, productinfo | |  | |  | |  | |  |
| Maria Oleander | Bosch | | update website, productinfo | |  | |  | |  | |  |
| Stefan Davidsson | Bosch | | update website, productinfo | |  | |  | |  | |  |
| Sofia Högberg | Siemens | | update website, productinfo | |  | |  | |  | |  |
| SörenKeller Thomsen | Frigor | | update website, productinfo | |  | |  | |  | |  |
| Maria Lovestrom | Whirlpool | | update website, productinfo | |  | |  | |  | |  |
| mathias Ekman | Whirlpool | | update website, productinfo | |  | |  | |  | |  |
| Erik Andersson | Whirlpool | | update website, productinfo | |  | |  | |  | |  |
| Annika Kuhner | AEG | | update website, productinfo | |  | |  | |  | |  |
| Sören Keller Thomsen | Frigor | | update website, productinfo | |  | |  | |  | |  |
| Magnus falk | Gaggenau | | update website, productinfo | |  | |  | |  | |  |
| Torbjörn Sjoving | Sony | | update website, productinfo | |  | |  | |  | |  |
| Bodil Stenholt | Sony | | update website, productinfo | |  | |  | |  | |  |
| lene Agaard | Sony | | update website, productinfo | |  | |  | |  | |  |
| Per Martin Öhman | Sharp | | update website, productinfo | |  | |  | |  | |  |
| jenny Toivo | Samsung | | update website, productinfo | |  | |  | |  | |  |
| Thomas Hedin | Samsung | | update website, productinfo | |  | |  | |  | |  |
| Anna Boberg | Samsung | | update website, productinfo | |  | |  | |  | |  |
| per Josefsson | Philips | | update website, productinfo | |  | |  | |  | |  |
| Christer Eriksson | Panasonic | | update website, productinfo | |  | |  | |  | |  |
| daniel Olsen | Loewe | | update website, productinfo | |  | |  | |  | |  |
| Dan karlsson | LG | | update website, productinfo | |  | |  | |  | |  |
| Henrik Sondell | LG | | update website, productinfo | |  | |  | |  | |  |
| Jonas Marken | LG | | update website, productinfo | |  | |  | |  | |  |
| Thomas Wering | LG | | update website, productinfo | |  | |  | |  | |  |
| DANIEL LAMBORN | LG | | update website, productinfo | |  | |  | |  | |  |
| Fredrik Lindqvist | LG | | update website, productinfo | |  | |  | |  | |  |
| Kjetil Mikkelborg | Grundig | | update website, productinfo | |  | |  | |  | |  |
| Jörgen Hjort | Finlux | | update website, productinfo | |  | |  | |  | |  |
| info adress | Acer | | update website, productinfo | |  | |  | |  | |  |
| Kenni Ramsell | Toshiba | | update website, productinfo | |  | |  | |  | |  |
| Monica hallworth | Knycer | | update website, productinfo | |  | |  | |  | |  |
| Kenneth Ljung | Candy | | update website, productinfo | |  | |  | |  | |  |
| Bengt thaysen | Cylinda | | update website, productinfo | |  | |  | |  | |  |
| Tilda Björkman | Siemens | | update website, productinfo | |  | |  | |  | |  |
| Frode Siljander | V-ZUG | | update website, productinfo | |  | |  | |  | |  |
| Sebastina bengtsson | LG | | update website, productinfo | |  | |  | |  | |  |
| Ulrika Junell Nyholm | Siemens | | update website, productinfo | |  | |  | |  | |  |
| Jacob Littorin | Siemens | | update website, productinfo | |  | |  | |  | |  |
| Martin Christiansson | Skaala | | update website, productinfo | |  | |  | |  | |  |
| Olov Granström | Skaala | | update website, productinfo | |  | |  | |  | |  |
| Morten Rosager Andersson | Velfac | | update website, productinfo | |  | |  | |  | |  |
| catharina carlsson | Westcoasst windows AB | | update website, productinfo | |  | |  | |  | |  |
| Kent wahlén | Traryd | | update website, productinfo | |  | |  | |  | |  |
| Kent wahlén | SP fönster | | update website, productinfo | |  | |  | |  | |  |
| Bertil Svedberg | Domlux | | update website, productinfo | |  | |  | |  | |  |
| Jonas Hamberg | Domlux | | update website, productinfo | |  | |  | |  | |  |
| Jenny Troglin | Mockfjärds Fönstermästarn | | update website, productinfo | |  | |  | |  | |  |
| Lotta Enberg | Mockfjärds Fönstermästarn | | update website, productinfo | |  | |  | |  | |  |
| Bengt Widen | Tanum fönster | | update website, productinfo | |  | |  | |  | |  |
| Mattias Palmgren | Continental | | update website, productinfo | |  | |  | |  | |  |
| Sven-Olof Grimsborn | Kumho | | update website, productinfo | |  | |  | |  | |  |
| Anders Jansson | Nokian | | update website, productinfo | |  | |  | |  | |  |
| Markus Thorell | Pirelli | | update website, productinfo | |  | |  | |  | |  |
| Joakim Palin | Hankook tire | | update website, productinfo | |  | |  | |  | |  |
| Lennart Lomaeus | Michelin | | update website, productinfo | |  | |  | |  | |  |
| Sten Holmberg | Bridgestone | | update website, productinfo | |  | |  | |  | |  |
| Håkan Trapp | Bridgestone | | update website, productinfo | |  | |  | |  | |  |
| Valentina Prono | Pirelli | | update website, productinfo | |  | |  | |  | |  |
| 350 Manufacturers/importers personally contacted, informed about the Topten website and involved by checking product data, at European headquarters' level and at national level | | | | |  | |  | |  | |  |
|  | |  | |  | |  |
| Documented by Excel file with manufacturers direct contacts and feed back interviews for the Topten added-value report | | | | | | | | | | | |
| During the reporting period - January 2012 to end of december 2014 | | | | | | | | |  | |  |
|  |  | |  | |  | |  | |  | |  |
| Quantification: number of manufacturers/importers cooperating with Topten. | | | | | | | | |  | |  |
| To facilitate your work, we have change the format of this table so that you can at least in part copy past from your own contact list with manufacturers. | | | | |  | |  | |  | |  |
|  | |  | |  | |  |
| However, please follow this format bellow: we need the name of the person, the name of the organisation (manufacturing group and or brand name) and a description of the activities - what do you do with these contacts: e.g. check product information, solve a difficulty, exchange information, collaboration projects (if so, which ones), etc | | | | |  | |  | |  | |  |
|  | |  | |  | |  |
|  | |  | |  | |  |
|  | |  | |  | |  |
| United kingdom | Emma McSweeney (press officer) & Andrew Trainer (product manager) | Electrolux (including AEG & Zanussi brands) | | Explained Topten concept and liaised to get product information | |  | |  | |  | |  |
| Gemma Oakes (Marketing) | Beko | | Contacted to confirm presence of Beko products on Topten | |  | |  | |  | |  |
| Katy Morris (PR Manager) | Bosch-Siemens (including Gaggenau & Neff brands) | | Consulted on brands and confirmed product spec | |  | |  | |  | |  |
| Rachel Sinclair (Product Marketing Manager - Freestanding Washing Appliances) | Hoover Candy | | Provided information on Hoover Candy products | |  | |  | |  | |  |
| Iain Starkey (Marketing) | Hotpoint | | Liaised regarding Topten and product info, have all information on products but little interest so far | |  | |  | |  | |  |
| Nick Underwood | John Lewis | | Confirmed provenance of JL branded products and specifications | |  | |  | |  | |  |
| George Mead (consumer marketing) | LG | | Liaised regarding televisions and spoke to his colleagues about white goods | |  | |  | |  | |  |
| Lindsey Hewitt (Office Manager) | Liebherr | | Confirmed product spec for Liebherr products | |  | |  | |  | |  |
| Neil Pooley (Category Manager Kitchen Appliances) | Miele | | Provided info on Miele products - am also in contact with senior managers in Marketing | |  | |  | |  | |  |
| Jane Hinton (Press Office) | Panasonic | | Provided info on televisions and white goods | |  | |  | |  | |  |
| Amit Rullay (Product Manager) | Philips | | Provided info on Philips televisions | |  | |  | |  | |  |
| Megan Hindle (PR Consultant) | Samsung | | Gave info on some products and liaised with product managers at Samsung for others. Useful contact for promotion of Top10 | |  | |  | |  | |  |
| Tom Nickson (EU Product Manager) | Toshiba | | Provided list of Toshiba televisions | |  | |  | |  | |  |
| Rachel Balfour (Marketing) | Megaman | | Provided information on Megaman lamps | |  | |  | |  | |  |
| Andrew Wilson | Varilight | | Provided information on Varilight lamps | |  | |  | |  | |  |
| Orlaith Finnegan | Haier | | Provided promotional information on Topten following a conversation about Haier products | |  | |  | |  | |  |
| Christina McKevitt (Marketing) | Smeg | | Provided info on Smeg products | |  | |  | |  | |  |
| Lucie Speciale (Head of PR & Home Entertainment) | Sony | | Contacted with confirmation of Sony products featured on Topten | |  | |  | |  | |  |

## Table IV- Retailers

Collaborations with retailers

|  |  |  |  |
| --- | --- | --- | --- |
| **Partner/ Country** | **Name of partner** | **Name of the retail chain** | **Description of the partnership activities** |
| Austria | Media-Saturn-Beteiligungsges.m.bH, Franz Kretschmar, CEO Florian Gietl, COO | Media Markt | In the web shop of Media Markt the topprodukt.Gold and topprodukt.Silber Logo is shown for efficient washing machines, dishwashers, tumble dryers, refrigerating appliances and televisions. There is a landing page with information about energy efficient appliances and topprodukte.atMore information in German: [www.mediamarkt.at/gruenezone](http://www.mediamarkt.at/gruenezone) |
| Grünspar GmbH Repräsentanz Österreich, Rebecca Jelenko, Marketing | Grünspar | In the Webshop of Grünspar the topprodukt.GOLD and topprodukt.SILBER Logo is shown for efficient LEDs. There is information about topprodukte.at and criteria. Grünspar More information in German: <http://www.gruenspar.at> |
| Expert,Matthias Sandtner, Marketing | Expert | Competition in cooperation with Expert. Promotion on their website. <http://www.expert.at> |
| Croatia | ELIPSO | ELIPSO | ELIPSO supported TOPTEN Croatia website launching event in Arena centre on 9th November 2012 and expressed a strong interest in becoming the TOPTEN partner. In period 2-4 October 2013, ELIPSO has supported Topten during the Sustainable Energy Finance and Investment Summit- CROENERGY 2013 - in Tuhelj – a conference that REGEA has organized. As a part of this event, we organized a Topten corner and presented TOPTEN appliances. For this booth, Elipso has given us the appliances to exhibit (fridge, washing machine and tumble dryer). |
| TP VISION | TP VISION | E Plus Ltd has also supported Topten during the Sustainable Energy Finance and Investment Summit- CROENERGY 2013 - in Tuhelj with TOPTEN appliances (they provided Television). |
| MARK 2 Ltd and LIPAPROMET Ltd | MARK 2 Ltd and LIPAPROMET Ltd | Company Mark 2 Ltd joined the project Maximising Topten Communication on Top Runner Products: Euro Topten Max during an educational quiz that was developed and organized by REGEA. The educational quiz was organized on the Topten web site for all visitors from Croatia. The goal of Educational quiz was to increase the visibility of the project Topten, raising awareness of Croatian citizens and promotion of energy-efficient appliances. We organized four circles and in every circle, the award was package of LED LAMPS according to Topten criteria. |
| Czech Republic | DATART | Datart, a.s, member of DARTY GROUP (web shop + 32 shops in CZ) | The retailer has its own logo “Eco-Logical / Eco-Nomical”, where it is highlighting energy efficient products.  An agreement was made that the retailer would make only the Topten products marked by this logo (e.g. not use the Topten logo, but only mark Topten products with their own logo).  Not implemented finally, after several negotiation rounds, due to crisis, due to full change of ownership of the retailer chain, and due to other marketing priorities. |
| Various | Chains, e.g.mainly FAST – PLANEO, Euronics | Various retailers, both individual outlets and national chains, have been informed about the Topten activities and the national website. This included leaflet distribution, information about Topten within other articles, press releases, events, individual discussions, etc., without any agreement, however, on branding the specific products with Topten logo. |
| Finland | Rautakesko Oy , which has two retailchains (both hardware stores):  Rautia and K-Rauta | Idem | It is hard to find the right contacts / the right personnel to work with. Retailers are not interested because the product lists are not updated. Changes on the retail market made the situation worse (online sales more prominent, severe changes in actual retail stores). Digital dissemination material was sent to this retailer (also used by regional consumer advisor and Motiva) but we do not know if and how the retailer used it. |
| France | idealo internet GmbH  Göksu Müslim (meeting in Berlin February 2014) | Idealo | As the retail sector is transforming we plan to work with web-based retailers, though this raises technical questions on how to easily and automatically exchange information between the Topten platform and the retailer’s platform. We had a very positive meeting with the price comparison website idealo. A partnership (like the one in Germany) could be organised as soon as the information on the product AEN code will be secured. |
| Germany  (Oeko) | Saturn Management GmbH  Guido Jungwirth,  Olaf Wittenburg | Saturn | Saturn started in May 2012 and will continue in 2015 to highlight EcoTopTen products on [www.saturn.de](http://www.saturn.de). EcoTopTen products are also highlighted in parts of the shops. In 2014 several brochures were disseminated at the point of sale with reference to EcoTopten. The following product categories are covered: washing machines tumble driers, dish washers, cold appliances, TV sets, vacuum cleaners and coffee machines. |
| idealo internet GmbH  Müslüm Göksum  Sebastian Schütze | idealo | Idelalo highlights all EcoTopTen products since the end of 2013 on the website www.idealo.de in all the offers they display (shop-in-shop-concept). Further on idealo provides EcoTopTen with product prices (median) |
| Tchibo GmbH  Stefan Dierks | Tchibo | Tchibo displayed the EcoTopTen-Logo on the packages of the EcoTopTen coffee machine |
| Greece | Skroutz.gr  Apothema.gr | idem | These are two large on-line retailers. An agreement was almost reached to mark the most efficient appliances with the ecotopten logo and / or information, but in the end, they decided that they needed the space on their website for their own communication. No contacts could be made with other retail shops as it was not possible to identify the good contact persons. |
| Italy | MediaWorld (a big electronic appliances chain).  Alice Ambrosini  aambrosini@mediaw.it. | MediaWorld Retailer Chain | The very large retailer chain MediaWorld has been informed of the about the Topten activities and national website, without any agreement, however, on branding the specific products with Topten logo. The general opinion is that they think they would favour some products and feel they should not do this. |
| GRE Spa - society that manage some functions of Trony Retailer national Chain (a big appliances chain), as marketing, communication, etc Stefano Belingheri - General Director  s.belingheri@grespa.com | Trony Retailer Chain | Trony has been informed of the about the Topten activities and national website, without any agreement, however, on branding the specific products with Topten logo. The general opinion is that they think they would favour some products and feel they should not do this. |
| Lithuania | AG Trade retail chain  Eimundas Mačiulis  ([Eimundas.maciulis@agtrade.lt](mailto:Eimundas.maciulis@agtrade.lt)) | AG Trade | Negotiation on partnership available depending of specific campaign. Common activities since 2010. |
| UAB Topocentras  Egle Zemaitiene ([egle.zemaitiene@topogrupe.lt](mailto:egle.zemaitiene@topogrupe.lt))  Lina Mazeikiene  ([lina.mazeikiene@topogrupe.lt](mailto:lina.mazeikiene@topogrupe.lt))  Erikas Kundreckas  ([erikas.kunreckas@topogrupe.lt](mailto:erikas.kunreckas@topogrupe.lt))  Gytis Drazdauskas  ([baltavln@topocentras.lt](mailto:baltavln@topocentras.lt))  Lilija Mieliauskiene  ([lilija.mieliauskiene@topocentras.lt](mailto:lilija.mieliauskiene@topocentras.lt))  Gytis Drazdauskas ([baltavln@topocentras.lt](mailto:baltavln@topocentras.lt))  Lilija Mieliauskienė ([lilija.mieliauskiene@topocentras.lt](mailto:lilija.mieliauskiene@topocentras.lt);)  Greta Kornikaitė ([greta.kornikaite@topocentras.lt](mailto:greta.kornikaite@topocentras.lt))  Erikas Kundreckas ([erikas.kundreckas@topogrupe.lt](mailto:erikas.kundreckas@topogrupe.lt)) | Topo centras | Partnership available depending of specific campaign. Common activities since 2009.  Partnership agreement for common promotional activities since 2013.  Banner barter of Topo Centras webpage in 2013. |
| UAB Electromarkt  Egle Zablockyte ([egle.zablockyte@elektromarkt.lt](mailto:egle.zablockyte@elektromarkt.lt))  Irmantas Viliūnas ([irmantas.viliunas@elektromarkt.lt](mailto:irmantas.viliunas@elektromarkt.lt))  Albinas Žymančius ([albinas.zymancius@elektromarkt.lt](mailto:albinas.zymancius@elektromarkt.lt))  Andžej Kozlovskij  ([andzej.kozlovski@emtoservis.lt](mailto:andzej.kozlovski@emtoservis.lt)) | Electromarkt | Partnership available depending of specific campaign. Common activities since 2009. |
| UAB Ermitažas  Kristina Justinovičiūtė  ([Kristina.justinoviciute@ermitazas.lt](mailto:Kristina.justinoviciute@ermitazas.lt)) | Ermitažas | Partnership available depending of specific campaign. Common activities since 2009. |
| Akrorama  Eglė Bajorskaitė  ([Egle.bajorskaite@akrorama.lt](mailto:Egle.bajorskaite@akrorama.lt)) | Akrorama | Partnership available depending of specific campaign. Expresses the strong interest in common consumer education activities since 2013. |
| UAB Avitela  [Tadas.j@avitela.lt](mailto:Tadas.j@avitela.lt) | Avitela | Partnership available depending of specific campaign. Common activities since 2009. |
| UAB Senukai  Rūta Pakalnytė  [Ruta.pakalnyte@senukai.lt](mailto:Ruta.pakalnyte@senukai.lt) | Senukai | Partnership available depending of specific campaign. Common activities since 2009. |
| Luxembourg | Sophie Morlé | AUCHAN | Co-branding of Topten products, information at the point of sale and training sessions |
| Jean-Marc Schmit | B/S/H Electroménager | Co-branding of Topten products and information at the point of sale |
| Ben Santos | BAUER | Co-branding of Topten products and information at the point of sale |
| Camille Hoffelt | Naturata-BioBau | Co-branding of Topten products and information at the point of sale |
| Roland Hellinghausen | CACTUS HOBBI | Co-branding of Topten products, information at the point of sale and training sessions |
| Rachel Oulmann | CYCLES ARNOLD KONTZ | Co-branding of Topten products and information at the point of sale |
| Marc Hilgert | De Miwwel & Kichechef | Co-branding of Topten products and information at the point of sale |
| Claude Campos | Decker-Ries | Co-branding of Topten products and information at the point of sale |
| Patricia Laroche | Décors Cuisines s.à r.l. | Co-branding of Topten products and information at the point of sale |
| Weber | DEG | Co-branding of Topten products and information at the point of sale |
| Steve Wagner | ELECTRICITE F. WAGNER ET FILS | Co-branding of Topten products and information at the point of sale |
| Jean-Marie Frisch | Electricité Frisch, | Co-branding of Topten products and information at the point of sale |
| Roger Glodt | Electricité Roger Glodt-Becker | Co-branding of Topten products and information at the point of sale |
| Jean-Marie Steffes | Electricité Steffes Sàrl | Co-branding of Topten products and information at the point of sale |
| Lucien Wagener | ELECTRICITE WAGENER ET FILS | Co-branding of Topten products and information at the point of sale |
| Denise Jacoby | ELECTRO CLAUDE JACOBY | Co-branding of Topten products and information at the point of sale |
| Sonja Duarte | ELECTRO EN GROS JOS. BINTZ | Co-branding of Topten products and information at the point of sale |
| Lucien Casimiro | Electro Casimiro | Co-branding of Topten products and information at the |
| Henrique Ferreira | ELECTRO FERREIRA SARL | Co-branding of Topten products and information at the point of sale |
| Frank Hieff | Electro Nord | Co-branding of Topten products and information at the point of sale |
| Marco Grün | ELECTRO-CENTER Z.I. Mersch | Co-branding of Topten products and information at the point of sale |
| Christian Hauser | ELECTROHAUSER | Co-branding of Topten products and information at the point of sale |
| Eugène Gebele | ELECTROSHOP | Co-branding of Topten products and information at the point of sale |
| Bob Fischer | Galerie du Nord | Co-branding of Topten products and information at the point of sale |
| Lucien Casimiro | Electro Casimiro | Co-branding of Topten products and information at the point of sale |
| Lea Mertens | Galerie Moderne S.à.r.l. | Co-branding of Topten products and information at the point of sale |
| Guy Hahn | Hahn Guy | Co-branding of Topten products and information at the point of sale |
| Florian Lentz | HIFI INTERNATIONAL | Co-branding of Topten products and information at the point of sale |
| Pete Hoffmann | Hoffmann et Frères | Co-branding of Topten products and information at the point of sale |
| Tom Nilles | Home Center Willy Putz | Co-branding of Topten products and information at the point of sale |
| Nico Kirpach | Kirpach Nico | Co-branding of Topten products and information at the point of sale |
| Pierre Linden | L.S. SPORTS | Co-branding of Topten products and information at the point of sale |
| Joana Flores | MAISON BINTZ SARL | Co-branding of Topten products and information at the point of sale |
| Raison | Möbel Alvisse | Co-branding of Topten products and information at the point of sale |
| Nancy Folschette | N. FOLSCHETTE SARL | Co-branding of Topten products and information at the point of sale |
| Florent Peiffer | Peiffer Sàrl | Co-branding of Topten products and information at the point of sale |
| Rucken | RUCKEN SA | Co-branding of Topten products and information at the point of sale |
| Virginie Kohler | SATURN Esch Belval Plaza | Co-branding of Topten products and information at the point of sale |
| Robert Theisen | SINGER / THEISEN & SCHMITZ SARL | Co-branding of Topten products and information at the point of sale |
| Marc Broers | VELO SPORT Center | Co-branding of Topten products and information at the point of sale |
| Gerard Scheuer | G. Scheuer | Co-branding of Topten products and information at the point of sale |
| Geoerges Stoebener | Kitchen Store | Co-branding of Topten products and information at the point of sale |
| Serge Thill | Thill | Co-branding of Topten products and information at the point of sale |
| Hoffmann-Storoni Marc | ml-interior | Co-branding of Topten products and information at the point of sale |
| Markus Prenzel | Kichenatelier | Co-branding of Topten products and information at the point of sale |
| Gerard Weber | Miwweltrend | Co-branding of Topten products and information at the point of sale |
| Marc Hilger | Kichechef | Co-branding of Topten products and information at the point of sale |
| Charles Wirtz | TriSport | Co-branding of Topten products and information at the point of sale |
| Egon Schleich | S-Cape | Co-branding of Topten products and information at the point of sale |
| Jan Ostergaard | Ostergaard | Co-branding of Topten products and information at the point of sale |
| Didier Lauer | Bike World | Co-branding of Topten products and information at the point of sale |
| Guy Schütz | Schütz Bikes | Co-branding of Topten products and information at the point of sale |
| Jean-Marie Beckius | E-Bike | Co-branding of Topten products and information at the point of sale |
| Philippe Mersch | Garage Kremer | Co-branding of Topten products and information at the point of sale |
| Peter Neunkirchen | Bâtilux | Co-branding of Topten products and information at the point of sale |
| Félix Lombardi | Lombardi Sports | Co-branding of Topten products and information at the point of sale |
| Marithé Puziak | VELOCENTER GOEDERT Luxembourg | Co-branding of Topten products and information at the point of sale |
| Norway | 3 major retail chains | White Away, Elkjøp and Komplett | Meetings were organised with the 3 major retailers in Norway but they fear that it is too complex to implement this project. However, there may be positive evolution in 2015. |
| Poland | 7 retailers contacted: | EURO-net Sp. z o.o, Ceneo.pl, NEO24.PL, Avans Ecommerce Sp. z o.o., Skąpiec.pl sp. z o.o., Mix electronics S.A., MediaMarkt and Saturn | We have tried to form partnerships with retailers but until now without any positive results, as they are not interested in projects like Topten. May be they are afraid to cooperate with Topten because some products would be compared with other products not listed in their product line. In order to preserve a good relation with manufacturers, retailers do not want to irritate them by forming a partnership with an internet portal showing other similar products from other brands. |
| Portugal | Sarah Hecht | RedFox 24 | Identification of Topten products at the point of sale (online store). The collaboration was interrupted because they didn’t settle in Portugal (for bureaucratic reasons). |
| Romania | Cristian Pasarica | R’ART S.A.Giurgiu | Partnership agreement no.340/05.04.2013 Dissemination activities at the point of sale: leaflet distribution, poster, project presentation |
| Razvan Sarbu | Flanco | Dissemination activities at the point of sale (online and in the shop in 2012)Training for the retailers |
| Iuliana Georgescu | DOMO Retail S.A. | Under discussions and negotiation- 2013 |
| Robert Geangos | DOMO Retail S.A . | Contact established - 2014 |
| Sweden | Rober Johansson | Star Trading i Svenljunga AB | Partnership / Marketing deal |
| Maria Ölander | BSH Home Appliance | Partnership / Marketing deal |
| Håkan Simonsson | VM Pumpar AB | Partnership / Marketing deal |
| Monica Hallworth | Knycer AB | Partnership / Marketing deal |
| Jakob Dahlner | Pricerunner | Partnership / Marketing dealThey notice Top Ten products on pricerunner.se |
| United Kingdom | idealo internet GmbH  Göksu Müslim | idealo | Discussions began in late 2014 regarding the possibility of idealo highlighting Topten products on their website (<http://www.idealo.co.uk/>), with Topten linking to the relevant page on idealo from the individual product pages and using idealo’s live price information. This is still ongoing as a possibility. |

16 partners working on partnerships with retailers, out of which 7 being successful.

80 retailers involved, amongst which at least 8 retail chains.

1. This number includes the visitors of the Swiss Topten website. Though CH was not a formal partner of the Euro-Topten Max project, it is an essential contributor to the project, and an active member of the Steering Committee. [↑](#footnote-ref-1)
2. Both pieces of coverage and media contacts are conservative numbers as it is not always possible to track media coverage. [↑](#footnote-ref-2)
3. See for example the web based visitor survey undertaken in the framework of the Euro-Topten Max project (focusing on consumers, exposed below), and the University of St Gallen « Topten International: “Developing comparable measures to evaluate impact on market transformation towards energy efficient products”, Chloé Burkhardt, 2012 [↑](#footnote-ref-3)
4. Including Switzerland. [↑](#footnote-ref-4)
5. A primary energy factor of 2,5 was applied for electricity, a factor 1 for fuels (in the case of cars being bought according to Topten.eu selection criteria). For CO2, a factor of 0,46 kg CO2/kWh was applied (Source: http://www.eumayors.eu/IMG/pdf/technical\_annex\_en.pdf) [↑](#footnote-ref-5)
6. A primary energy factor of 2,5 was applied for electricity, a factor 1 for fuels (in the case of cars being bought according to Topten selection criteria). For CO2, a factor of 0,46 kg CO2/kWh was applied (Source: http://www.eumayors.eu/IMG/pdf/technical\_annex\_en.pdf) [↑](#footnote-ref-6)
7. These numbers tend to confirm the hypothesis (and its conservative character) of 300 kWh final energy saved by visitor, when all the Topten impacts on manufacturers, retailers, policy makers, large buyers and consumers are considered all together [↑](#footnote-ref-7)
8. All documents are downloadable from http://www.topten.eu/english/Documentation.html [↑](#footnote-ref-8)
9. More information in Chapter 1.6 [↑](#footnote-ref-9)
10. More information on [www.fzoeu.hr](http://www.fzoeu.hr) [↑](#footnote-ref-10)