



## Statements by key stakeholders 2011–14

# What others say about Topten





*“Topten aims to push energy label system upgrading and catalyze market transformation towards more energy efficiency in China. This is very important, not only for China, but also other countries will benefit, given China is now a major manufacturer of appliances, of which many are exported.”*



**ZHOU Dadi**

former Director of the Energy Research Institute of the China National Reform and Development Commission (NDRC), currently Policy Advisor to the State Council

**YU Cong**

Research Professor, Energy Research Institute, National Development and Reform Commission



*“I know the Top10 China Programme since 2009, and at that time I thought it was a good idea, but I was not sure it could become successful in the China context. Today, I am convinced and I am impressed by the great achievements it has made so far.”*

*„Top10 China devotes themselves to energy conservation and environmental protection for the public interest, always maintain a pioneering and innovative attitude that we respect and appreciate very much. We also thank Top10’s trust and support and send best wishes to all of your team in the New Year 2014!“*



**JIN Zhongwu**

Deputy Chief Representative of Cleantech Switzerland, China Office



from China





*“Top10 China has done a remarkable job providing independent and up-to-date information on the top energy efficient products currently available on the China market. The online Top10 list has become an ideal source of information for consumers and it has helped in creating a competitive environment for manufacturers to produce more efficient products. In 2012, CLASP and Top10 China jointly conducted a market analysis of energy efficient products, which successfully revealed issues related to energy efficiency of appliances in China, and provided policy recommendations for Chinese policy makers to improve energy efficiency policies. We expect greater impacts to be seen in 2013, as a result of this study.”*



**ZENG Steven**

former China Program Director,  
Collaborative Labeling & Appliance Standards Program (CLASP)



*„Top10 is a very professional technical NGO focusing on energy efficiency, and it can contribute a lot to China’s low carbon city development in practice.“*



**SHI Dinghuan**

Counselor to the State Council





*“In mid-2013, Top10 began formulating a joint project in the field of sustainable energy city together with UNDP and CICETE. It is being expected that the upcoming project will bring together the synergy of Top10’s technical expertise and UNDP’s added values in an attempt to influence China’s massive urbanization drive. The project will bring Swiss and EU best practices in urban energy conservation and low carbon construction to China.”*



**ZHANG Weidong**

United Nations Development Program (UNDP),  
Project Officer

*“We find the work of Top10 China extremely valuable. As a close partner, we benefit from their good network, expertise, and dynamic progress on various issues.”*



**YU Xiaowen**

International Institute of Sustainable Development (IISD),  
China office

*“CNIS and Top10 may have overlaps, but we can learn from each other. Topten has special strong points in communications with the public, we can learn from that.”*



**WANG Ruo Hong**

Deputy Director of Resources and Environment Branch, China National Institute of Standardization (CNIS)



from China





**SHEN Longhai**

former Director General  
of Energy Administration of the State  
Economic Commission



*“In the last year, Top10  
China successfully expanded  
its scope from household products to  
industrial motors. This is a very encouraging  
and significant achievement.”*

*“As a third-party organization, Top10 China  
works effectively on energy efficiency in China,  
which is necessary and helpful for policy  
implementation. In addition, it educates the  
public on energy efficiency. I hope its impact  
keeps growing in 2015.”*



**XU Dingming**

The State Council

*„In China there are too  
many green movements,  
campaigns, and slogans in  
the cloud, we do need more  
effective actions on the  
ground like Topten to help  
the county’s sustainable  
development.“*



**SONG Jun**

Chairman of  
JiuHanTianCheng,  
Founding Deputy  
President of Society  
for Entrepreneurs &  
Ecology



from China





*“In 2014, Top10 China worked on the ground and launched the Topmotors program in China, in which it conducted comprehensive surveys and trainings, provided a motor-system-check audit for factories, and effectively promoted motor system efficiency. We hope in 2015, Top10 China will continue working with partners to scale up their best practices to help enterprises and the government save energy in a systematic way.”*



**HAO Lishun**

Ministry of Industry and Information Technology (MIIT)



*“In July 2014, collaboration on Topmotors pilot between Zhenjiang New Area government and Top10 China was officially launched. We are impressed by the professionalism of the international and Chinese experts from the Topmotors team, and by their dedication to the cause of energy saving and environmental protection. We are looking forward to a long term collaboration with Topten in wider areas in the future!”*



**GUI Qiliang**

Deputy Secretary of  
Municipal Government  
of Zhenjiang City





*„Swiss Re was one of the first financial services providers to recognize the challenges posed by climate change. A climate strategy was developed to address the issue of changing weather patterns given the risk and opportunities it presents to the company. This strategy also comprises the involvement of our employees to efficiently reduce their own CO<sub>2</sub> emissions and energy consumption, thus leading by example. Our innovative CO<sub>2</sub> program subsidizes private emission-cutting investments of our employees globally. For many of our locations, Topten provides the matching platform to best select the most energy-efficient products, and is a powerful and easy tool to keep up-to-date with technological process and inventions. That’s why partnering with Topten made perfect sense for Swiss Re.“*

**Vincent Eckert**

Head Internal Environmental Management,  
Swiss Reinsurance Company



*„ewz needs competent customer advice regarding energy efficient appliances. ewz cannot provide these data on its own, due to the large number of appliances and manufacturers, and is therefore dependent on a reliable partner like Topten for this information. Thus, ewz has supported Topten as its main partner since the very beginning. Over the years, Topten has established itself as the recognized provider of correct information within the fields of energy efficiency and electrical appliances.“*

**Florian Hug**

Head of Energy Advisory Services, ewz – the electrical utility of the city of Zurich





*„Romande Energie is the most important Topten partner in the French speaking part of Switzerland. The objective of our cooperation is to inform and advise the public about energy saving measures. Joint activities are implemented on a continuous basis to promote energy saving appliances with Swiss households. During the summer of 2013, Romande Energie and Topten launched a special rebate program, providing customers with a rebate of CHF 200 when purchasing an energy efficient Topten listed television.”*



**Natacha Delessert**

Spécialiste Marketing et Communication, Romande Energie Commerce SA



*„Coop is one of the first companies to label its most energy-saving electrical appliances with the Topten quality label. It is thus helping consumers to identify and select the most energy-efficient appliances. In 2010, Coop generated sales of €189 million with products fulfilling the Topten quality requirements.“*



**Carine Boetsch**

Project Coordinator Own-label Sustainability Brands,  
Swiss retailer Coop





*“Topten contributes substantively to achieving higher standards of energy efficiency of consumer goods worldwide. Topten also helps consumers, retailers and producers in emerging countries to take informed decisions, supported by independent quality testing. Based on its mandate to promote and support sustainable economic development, SECO is willing to further invest – through market based energy efficiency programs – in such an effective instrument to contribute to improved climate change mitigation.”*

### Hans-Peter Egler

former Head of Trade Promotion within the Economic Cooperation and Development Division, Federal Department of Economic Affairs, Education and Research, Swiss State Secretariat for Economic Affairs (SECO)



*„By 2015, at least one third of electrical appliances offered in Migros’ stores will be within the highest class of the energy label. Migros is committed to Topten, which ranks the most energy efficient appliances available. In the next couple of years, we will greatly expand our range of energy efficient products.”*

### Sandro Glanzmann

Sustainability Expert, Swiss retailer Migros





*„Topten, as well as BSH Bosch and Siemens Home Appliances, foster a rapid market transformation towards more energy efficiency. The Topten ranking offers a valuable help for consumers in the selection process of highly efficient home appliances.“*



**Peter Böhm**

Head of Corporate Responsibility,  
Vice President, BSH Bosch  
and Siemens Home Appliances



*“Swedish Confederation of Professional Employees (TCO) Certified is an international sustainability certification for IT products and includes a wide range of criteria ensuring that the manufacturing, use and recycling of IT products is carried out with regard to environmental and social responsibility. TCO Certified has since 1992 aimed to make it easier for organizations to meet their sustainable IT goals. TCO Development and Topten have initiated a collaboration to find synergies to achieve common goals of reducing environmental impact of products and production and to improve working conditions in production.”*



**Gabriella Blomgren**

Marketing Director, Swedish Confederation  
of Professional Employees Development



from Europe





*„As the person overseeing the regulation on domestic tumble driers, I used the information found on [www.topten.eu](http://www.topten.eu) and the related Topten Focus publication. Market data and product performance background information are key to the success of a good regulation accepted by all stakeholders and ensuring energy savings.“*

**Juan Moreno Acedo**

Policy Officer, European Commission –  
Directorate-General for Energy



*„There is a great need for reliable product data in Europe, so that market actors and policy makers can make climate smart choices. This is part of the market transformation required for a more sustainable and resilient Europe. Therefore, ADEME is supporting and coordinating the Euro Topten project. Since its initiation at the European level in 2006, Topten has established itself as the provider of reliable product information and a constant promoter of best available technology, standards development, and label improvement.“*



**Johan Ransquin**

Deputy Head of the Building Department at the French Environment and Energy Management Agency (ADEME)





*„I'm very happy about the established cooperation between VDE and Topten. Our test and certification institute is equipped with the most modern globally recognized test systems. Together, we will work to continuously improve the energy efficiency and usability of appliances.“*



**Wilfried Jäger**

Chairman of the Board of Directors  
of VDE Testing and Certification Institute



**European Commission  
Horizon 2020**  
– Research and Innovation  
Framework Programme Evaluation  
Summary Report – Coordination  
and support actions

**Proposal Evaluation, Topten Act 2015–17:**

*“On excellence: The objectives of the proposed action are very clear, quantified and in the scope of the topic in that the proposal aims to result in action by the consumer. The barriers are well described and addressed by the proposal. The approach is very credible as it seems to have been successful to date and because of the large number of customised letters of support from several stakeholders, including consumer organisations. The target markets and stakeholders have been well identified, however, an unclear use of market segmentation in the methodology is a shortcoming. The concept is sound and robust. The proposal focuses on the appliances that use the most energy and where the scope for energy savings is greatest. The proposal also includes continuation of policy support to EC, which is welcome and adds value, however, it is not clear how this is included in the work programme.”*





*“ECOS is a European level, non-profit umbrella organisation working to defend environmental interests in the development of standards and product policies. Topten provides us with a solid evidence base concerning BAT for various products on the market, as well as product specific technical expertise. Both aspects are crucial for our work on Ecodesign and energy labelling measures.”*



**Stamatis Sivitos**

Senior Policy Officer EU Ecodesign and Energy Labelling Policies,  
European Environmental Citizens’ Organisation for Standardisation (ECOS)



**European Commission  
Horizon 2020**

– Research and Innovation  
Framework Programme Evaluation  
Summary Report – Coordination  
and support actions

**Proposal Evaluation, ProCold 2015–17:**

*“On Impact: Potential impacts of the project and the stakeholders addressed to trigger these impacts are relevant. It is possible to reach 5000 stakeholders, but increasing their capacities seems overestimated. The calculation of the potential energy saving (276 GWh/yr) is well detailed with precise figures. The methodology is clear and the assumptions made are realistic but rather modest. Overall, considering the energy saving potential of the professional cold products segments, and the fact that the project will be led by skilled partners with a European dimension, the potential impact of this project is assessed as very good. The dissemination plan is comprehensive, target groups are well defined, and dissemination activities, measures and means are proportional to the scale of the project. In addition to the usual tools (website, events), the competition will be a good way to disseminate the project results. The link with existing websites such as the Topten is assessed as efficient to promote the results of the products’ classification.”*





*“Topten is the best global energy efficiency project. It is on the ground today making a difference in 19 countries to accelerate the adoption of super-efficient products – using a common approach tailored to the needs, opportunities and culture of each country.”*



**Sue Coakley**  
Director of the Northeast Energy Efficiency Partnerships (NEEP)

*“Energize Connecticut has embraced our partnership with TopTenUSA to inform and educate Connecticut residents about the availability of energy-efficient appliances and consumer electronics in the retail market. The site is one of many tools used to fulfill our plans to make Connecticut the most energy-efficient state in the country.”*



**Marissa Westbrook**  
Manager of Residential Energy Services, The United Illuminating Company

**Ann Bailey**  
Director, ENERGY STAR Product Labeling, U.S. Environmental Protection Agency



*“TopTen USA has created a website that serves as a helpful source of additional information on ENERGY STAR products, contributing to the overall effort to improve product efficiency by catering to consumers interested in a comprehensive, pre-purchase assessment of super-efficient options.”*





*“Becoming the first U.S. sponsor of TopTenUSA.org has provided the Connecticut Energy Efficiency Fund in partnership with the electric utility companies an exciting opportunity to further engage our customers. This online outlet provides up-to-date product availability, local retail locations and pricing to assist consumers in making educated choices about energy-efficient appliances and products. Additionally, a number of these products come with rebates to make the upgrade or transition to high-efficiency products easier and more attainable. One of the primary objectives of the Energy Efficiency Fund partners is to empower ratepayers to make smart energy choices.”*

**Elizabeth Olney**

Program Administrator, The United Illuminating Company



*„There is no question that energy efficiency will continue to play an increasingly important role in our economic future. The proliferation of brands and models each touting the efficiency of their products threatens to overwhelm consumers with competing claims and information. TopTen USA has stepped up to help us address the daunting challenge of identifying the most energy efficient solutions for various appliances and CL&P, on behalf of the Connecticut Energy Efficiency Fund, is pleased to provide its customers with an online guide to retail locations in Connecticut where they can find and purchase the energy-efficient appliances and electronics they need.“*



**Ronald Araujo**

Manager, Conservation and Load Management,  
the Connecticut Light and Power Company



from the USA





**Jim Leape**

former Director General, WWF International



*„Consumers are looking for products that are not only functional, but also as efficient as possible. A recommendation by Topten means a product will cost less in the long run, as well as help people cut energy consumption. WWF’s mission is to stop the degradation of the planet’s natural environment, and build a future where people live in harmony with nature – and using the kind of clean, efficient technology represented by Topten products will help minimize the impact humanity has on the earth’s finite natural resources.“*

*„Top10 is a valuable program. In China, WWF is willing to explore more cooperation with Top10 in areas such as exported consumer product energy efficiency study and low-carbon city, etc.“*



**Donald Pols**

former Programme Director,  
China for a Global Shift Initiative,  
WWF China





*„Consumers seek value-for-money in their purchases – and respond positively to credible information on the competitive edge of latest technologies. TopTen is an extraordinarily important initiative which can significantly nudge consumers towards higher BEE-star rated devices and appliances.“*



**Ajay Mathur**

Director General, Bureau of Energy Efficiency (BEE), India



*„To advance in the energy efficiency field standards are required, but also clear and transparent information. Topten allows consumers to compare technologies and make decisions with additional information. Chile has energy efficiency labels for different appliances, but there isn't a methodology to reward the best ones. Therefore, Topten positions energy efficiency, to raise awareness and to help the market advance towards best available technology. Topten is internationally recognized and it is a methodology that evaluates various aspects that influence the final purchase decision.“*



**Marcelo Padilla Valdés**

Profesional, División de Eficiencia Energetica, Ministerio de Energía, Chile



*“In order to harmonize and publish energy efficiency standards that are of utmost importance for Latin American countries, we know that Topten is working to publish and distribute the energy efficiency research being done with COPANT to a wider audience. The harmonization of technical standards among America's countries is aligned with global efforts to educate consumers to purchase products that are more and more efficient, directly contributing to a reduction for the need of new electrical energy sources.”*



**Fabián Yaksic**

Pan American Standards Commission (COPANT)





Our partners support Topten in its basic research activities and in communication. They help us to keep the information on Topten up-to-date and at a high quality level.

