

topten

Find out the most
efficient products in
Europe with a
simple click



Much more than just a website

Topten is a website for consumers which displays the most efficient cars, refrigerators, TVs, computers, lamps, coffee machines and other appliances in several European countries.

A simple click gives access to a selection of the most efficient products, featuring pictures, functions, price, average costs over product life and potential energy savings. Energy efficiency is the major selection criteria, together with impact on the environment and quality.

Topten targets mainly consumers and large buyers, such as municipalities and public authorities.

Topten is rigorous, transparent and independent from producers and commercial distributors. Information relies on labels, standardised declarations of manufacturers, neutral tests and analysis of independent institutions, such as Encodex for appliances and ATE for cars. Full details on the methodology are available online.

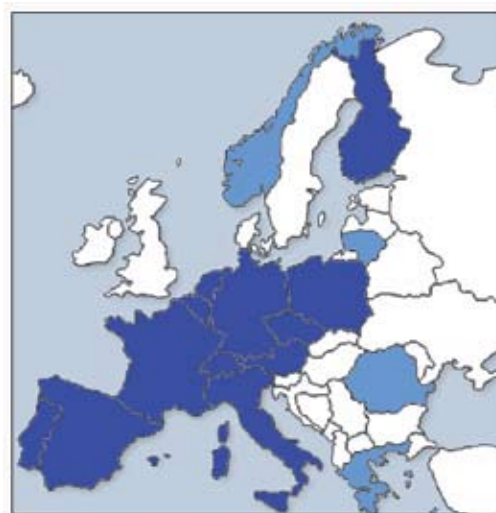
Topten has been set up by a team of energy specialists, environmental NGOs and consumer organisations, with the contribution of the Intelligent Energy Europe Programme funded by the European Commission. Together, we work to provide up-to-date information to choose the best products available on the markets, while building a dialogue with governments, public and private institutions, retailers and manufacturers in order to push for continuous improvements.

Topten was launched in Switzerland in 2000. In five years www.topten.ch has grown into a well-known portal presenting 1200 products and attracting nearly 1 million visitors per year. The association Topten International Group (TIG) was founded in 2006 to support and coordinate national Topten projects.

The www.topten.info portal presently gives access to 13 national Topten websites and presents the 'Best Products of Europe':

Europe:	www.topten.info
Austria:	www.topprodukte.at
Belgium:	www.topten.be
Czech Republic:	www.usporiespotrebice.cz
Finland:	www.topten-suomi.fi
France:	www.guide-topten.com
Germany:	de.topten.info
Italy:	www.eurotopten.it
Luxembourg:	www.oekotopten.lu
Netherlands:	www.top10.hier.nu
Poland:	www.topten.info.pl
Portugal:	www.topten.pt
Spain:	topten.wwf.es
Switzerland:	www.topten.ch

At least four other countries are expected to join the project in the near future: Greece, Lithuania, Norway and Romania.



Euro-Topten Competition awarding the best promotion campaign on Topten energy efficient products

As part of its goal to reward the most efficient products in Europe, Topten has organised a contest to stimulate creative activities for the reduction of energy consumption in the domestic and public sectors.



In September 2008, Topten participated in the leading fair for energy efficient products in Klagenfurt. The twelve best products were presented to an audience of 90,000.

Large buyers (companies, private and governmental organisations), utilities, retailers and NGOs were invited to submit campaign concepts to promote efficient products, covered by the Topten websites, with demonstrated impact in terms of visibility and behavioural change.

The winners were awarded the prize in September 2008 at the Autumn Fair in Klagenfurt, Austria

The winners



PRE – Energy Utility (CZ), for promoting Topten products and energy conservation to over 560.000 consumers

“The Euro Topten project and the uspornespotrebice.cz website have helped us to promote energy efficient appliances to households and to offer advisory services to our clients. At the same time, we are proud to have won the international Euro Topten competition, which we consider to be a reward for our activities promoting the electric energy efficiency.” Josef Raffay, Head of Marketing department PRE - Prague energy utility Prague, Czech Republic



BCC – Retail chain (NL), for promoting all Topten products (except cars) published on NL Topten website in their 47 shops and website

“We would like to thank the jury for nominating BCC as winner of the Euro Top 10 Contest. This will give our staff extra inspiration and pride to continue on the path we have chosen, so that our customers will be able to enjoy our products in an energy-conscious manner for decades to come, and so that we may succeed in our mission.”

Special mention to:



www.vergelijk.nl (NL) that generated 100.000 unique visitors to Topten NL

“I was looking for the most efficient car but none could really point me at a fair comparison of all the cars available on the market. I have checked the Topten website and asked support from the Topten team. We should all be able to make more responsible choices when buying the products we use in our daily life”

Stavros Dimas, European Commissioner for the Environment

Who is Topten

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



Agence de l'Environnement et de la Maîtrise de l'Énergie

ADEME, France (project coordinator)



Ecofys b.v., The Netherlands



Institute for Culture Studies

Wuppertal Institute for Climate, Environment and Energy

Wuppertal Institute, Germany



Motiva Oy, Finland



Fundacja na rzecz Efektywnego Wykorzystania Energii

Polish Foundation for Energy Efficiency

Polish Foundation for Energy Efficiency, FEWE



AUSTRIAN ENERGY AGENCY

Austrian Energy Agency, Austria



SEVEn, o.p.s, Czech Republic



WWF European Policy Office, Belgium

WWF-Belgium

WWF-France

WWF-Italy

Additional topten partners are:



Swiss Federal Office of Energy, Switzerland



Oko-Institut e.V., Germany



Deutsche Energie-Agentur, Germany



Quercus - ANCN, Portugal



mouvement écologique

Mouvement Ecologique, Luxemburg



ICLEI, Germany



WWF-Switzerland
WWF-Spain

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