
Topten



Dynamic benchmark for the most energy efficient products

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What does Topten do?

Objective: Support **market transformation** towards higher energy efficiency, based on market transparency. Topten:

- Selects the **most energy efficient products** available on the market - no prototype – based on regulations
- Shows these products on-line, at the national level, close to the consumer and procurers – Internet search tool
- Is **independent from manufacturers and retailers**
- Publishes its **selection criteria** online

Where is the Topten network?

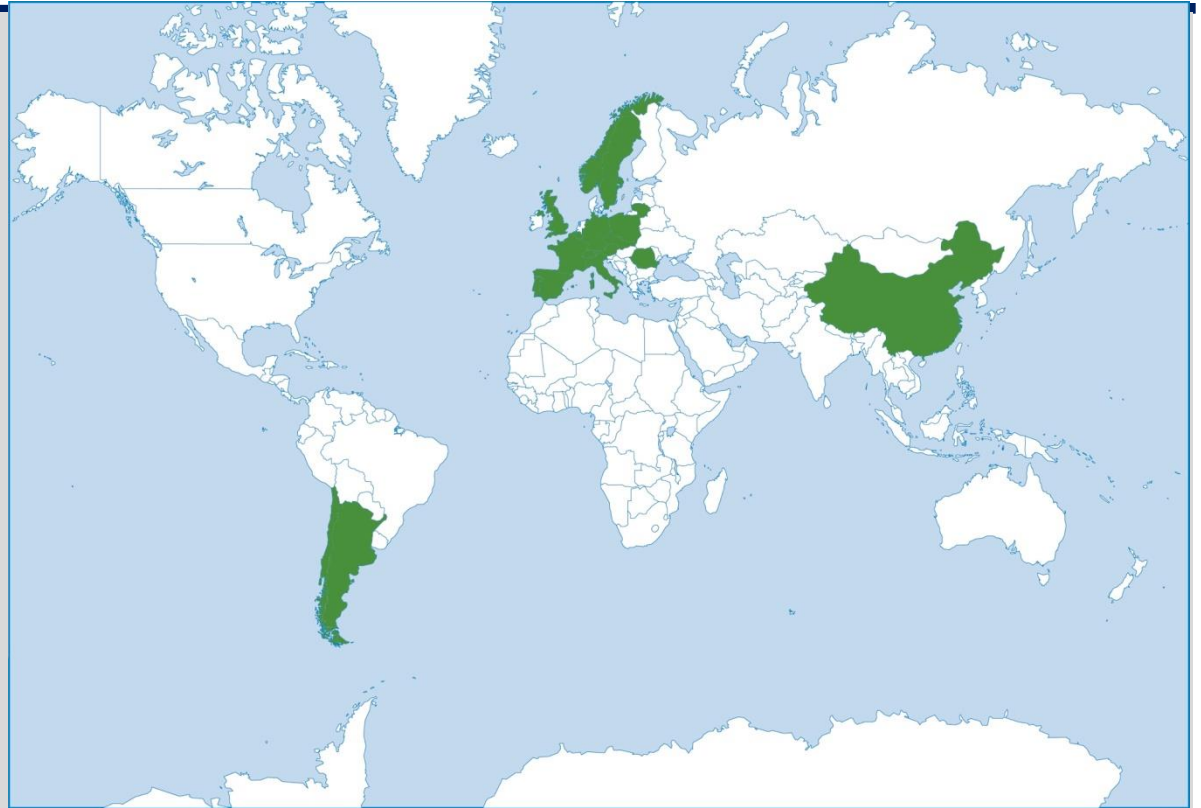
Created in 2000 in CH

2005 in FR / DE / AT

2006 in Europe

2010 in China

2015 in Latin America



- At international level: to transform markets
- At national level: close to consumers

On which products does Topten work?

“Plugged-in” products:

- **Appliances:** White goods, coffee machines, rice cookers...
- **Electronics:** TVs, Monitors, Printers...
- **Lighting:** Lamps, luminaires
- **Mobility:** Cars, electro bikes, boat engines...
- **Building components:** AC, circulation pumps...
- **Professional appliances:** Recently started with professional cold products in Europe, motors in China

What does Topten look like?

topten.eu Best Products of Europe

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Enter search ...

Cars Household Lighting Consumer Electronics

You are here: [Home](#) » [Household](#) » [Refrigerators](#) » [Free-standing](#) » [1 door with freezer](#)

[Recommendations Cold Appliances](#) [Selection Criteria Cold Appliances](#) [XLS Download](#)

☐ compare ☐ ☐ ☐ ☐ ☐ ☐ ☐ ☐

Brand	Liebherr	BEKO	Blomberg	Siemens	Bosch	Liebherr	Liebherr	inefficient model
Model	TP 1434	TSE 1284 A+++	TSM 1541	KT16LPW42	KTL16PW42	TP 1764	KBP(es) 3864	
Electricity costs (€ 15 years)	209	209	209	222	223	223	353	430
Total net volume (litres)	122	114	114	114	114	114	336	136
Zero degree zone (l)	0	0	0	0	0	0	74	0
Cooling compartment (l)	108	101	101	101	101	101	306	118
Freezing compartment (l)	14	13	13	13	13	13	30	18
Height (cm)	85	84.5	84.5	84.5	84.5	84.5	185.2	85
Width (cm)	55.4	54.5	54.5	54.5	54.5	54.5	60	55
Depth (cm)	62.3	60	60	60	60	60	63	61
Ambient temperature (°C)	10-38	10-43	10-43	10-38	10-38	10-43	10-43	16-32
Energy class	A+++	A+++	A+++	A+++	A+++	A+++	A+++	A+
Energy Efficiency Index	22%	22%	22%	22.0%	22.0%	22%	22%	43.7%
Energy (kWh/year)	93	93	93	93	93	99	157	191
Available in countries	AT BE CH DE DK ES FR FI IT LU NL NO PT SE	DE / on demand	DE / on demand	DE / on demand	DE / on demand	AT BE CH DE DK ES FR FI IT LU NL NO PT SE	AT BE CH DE DK ES FR FI IT LU NL NO PT SE	

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European Climate Foundation

WWF

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Policy / User recommendations

Transparent selection criteria

List of the most energy efficient refrigerators available on the market

How does Topten make its product selection?



A tool invented in the 20th century:

- No internet sales
- Start as energy experts working as craftsmen, developed into a network
- Undertaking an “insect work” (constant, tedious work) to maintain an in-depth, specialized knowledge of their market / product

Topten staff competencies:

- Product expertise
- Market expertise
- Policy expertise
- Communication expertise

How does Topten make its product selections?



Next IEA workshop in 2016:

- Jump in the 21st century
- Brand new software
- Same objective: energy efficiency
- More automated work
- Still overseen by energy and product experts

- Market data, catalogues, Web data grabbing
- Direct contact with product managers (all brands, all countries)
 - Data analysis
 - Complete / check information
 - Calculate energy efficiency indexes
 - Set and update selection criteria
 - Based on existing regulations
- At least twice a year
- Few product tests
- Topten is a pragmatic tool

Impact of Topten

Above the water 10%

Websites - Market Transparency

Topten websites

Consumer advice

Below the water 90%

Market Transformation

Market Research

Energy labels

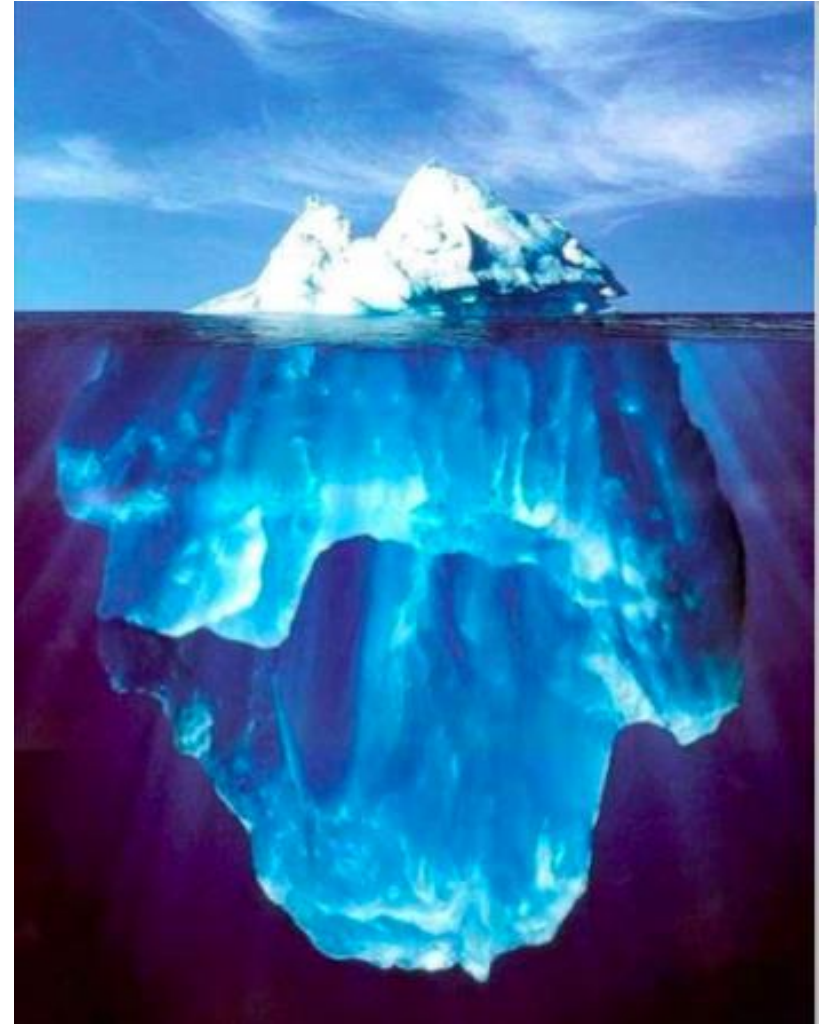
Testing standards

Industry contacts

Retail contacts

Procurement

Discounts & rebates programmes



Topten – An independent programme supported by

Global level: Global partnership with WWF

Regional and national levels:

- European Commission
- European Climate Foundation
- Swiss government
- Many national governments
- Foundations
- Utilities
- Partnerships on data exchange, communication, range selection, etc.



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Schweizerische Eidgenossenschaft
Confédération suisse
Confederazione Svizzera
Confederaziun svizra

Swiss Confederation

Federal Department of Economic Affairs,
Education and Research EAER
State Secretariat for Economic Affairs SECO

ADEME



Examples of the many Topten activities

For each target group, Topten has a unique value proposition:

- Consumers
- Retailers
- Manufacturers
- Large buyers and procurement officers
- Policy makers
- Utilities
- The media
- NGOs and institutions

Topten value proposition for Consumers

- User-friendly interface to identify most efficient products
- Educate consumers on total cost (purchase price + energy bill - incentives) and proper use
- Compare with a “bad” product, also available on the market
- Underline benefits for climate protection

In Europe, 2.5 million visitors per year

A trial in France:
why should energy
efficiency be more expensive?



Représentez en un clin d'œil les appareils Topten parmi les moins chers du marché. Plus d'info.

	Whirlpool	Whirlpool	Electrolux	Liebherr	Siemens	Brandt	Modèle énergivore non conseillé
Marque	Whirlpool	Whirlpool	Electrolux	Liebherr	Siemens	Brandt	Modèle énergivore non conseillé
Référence	WM1450++W	ARC 140	ERA 30371 W	KB 3864 PREMIUM	KS 38RX31	SP26812 *	
Coût total (achat+15 ans d'électricité en €)	843	832	737	1469	1076	873	1102
Prix moyen d'achat (€)	459	465	509	955	829	475	245
Facture électrique sur 15 ans (€)	384	367	228	514	247	398	857
Volume total (litres)	248	222	291	336	355	263	237
Volume réfrigérateur (litres)	222	200	291	306	355	237	213
Volume congélateur (litres)	26	22	N/A	30	N/A	26	18
Nombre d'étoiles	4 Etoiles	4 Etoiles	N/A	4 Etoiles	N/A	4 Etoiles	4 Etoiles
Intégrable	Non	Non	Non	Non	Non	Non	Non
Hauteur (cm)	139	133	160	185.2	186	144	125
Largeur (cm)	59.6	55.4	60	60	60	59.5	55
Profondeur (cm)	62.5	62.5	63	63	65	61.5	60
Temp. ambiante conseillée (°C)	16-38	16-38	10-38	10-43	10-43	16-38	16-32
Froid ventilé	Non	Non	Non	Non	Non	Non	Non
Zone 5°C	Non	Non	Non	Oui	Non	Non	Non
Indice d'efficacité énergétique	29.6	29.7	29.7	29.9	29.9	30	71.6
Étiquette énergie	A ++	A ++	A ++	A ++	A ++	A ++	
Consommation électrique (kWh/an)	160	153	95	214	103	166	357

Source : Encepes et fabricants ** plusieurs modèles disponibles

02 décembre 2010

Topten value proposition for large buyers and procurement officers

Thanks to its product selection and market analyses, Topten:

- Supports technical specifications and award criteria
- Proves very efficient products are available, with all associated services:
 - No pilot product
 - Lower risk of unsuccessful calls for tenders
- Reduces operating costs to enhance value-for-money
- Supports the integration of lifetime costing into tender evaluation

Examples from Switzerland

- City of Zurich - Owner of thousands of equipped flats
 - New logic: Procurers should buy from the Topten lists, otherwise they must bring a justification
 - Product testing activities
 - Advice for citizens via the local utility
 - Rebate programme based on the Topten lists
- Large buyer Insurance Swiss RE
 - Rebate programme for employees based on local Topten criteria to help them reduce their carbon footprint



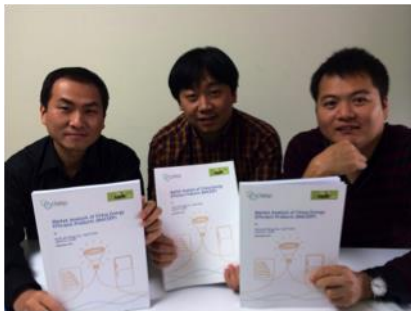
Topten value proposition for Policy Makers 1/3

Communicate technical evidence to policy-makers:

- Evidence on Best Available Technologies on-line
- In Europe:
 - Policy recommendations regarding product categories, online, 5-10 pages
 - 'Topten Focus' mailings: 1-pager with key findings regarding one product category or a specific policy issue (to 300 experts, free subscription)

Topten value proposition for Policy Makers 2/3

- Provide real-time market data on the “best” products
- Pave the way for new and more stringent standard & label
- Market Analysis of China Energy Efficient Product (MACEEP)



Recommendation: revise generous standards (too many products in grade 1) and adapt subsidy programmes

Leads to 1,000 terawatt hours of electricity saved by 2030 – corresponding to 400 coal-fired power plants

- Several articles in the media
- Presentations to decision makers
- Standards and subsidy programmes were reviewed

Full report is available on Top10 China, in collaboration with CLASP

<http://www.top10.cn/uploads/Reports/MACEEP.pdf>



China Energy Label

VS



Real Market

Topten value proposition for Policy Makers 2/3

- Provide real-time market data on the “best” products
- Pave the way for new and more stringent standard & label

Topten market research showed, before the final design of new European **TV** label:

- 50 different models > the A level
- BAT model: 56% more efficient



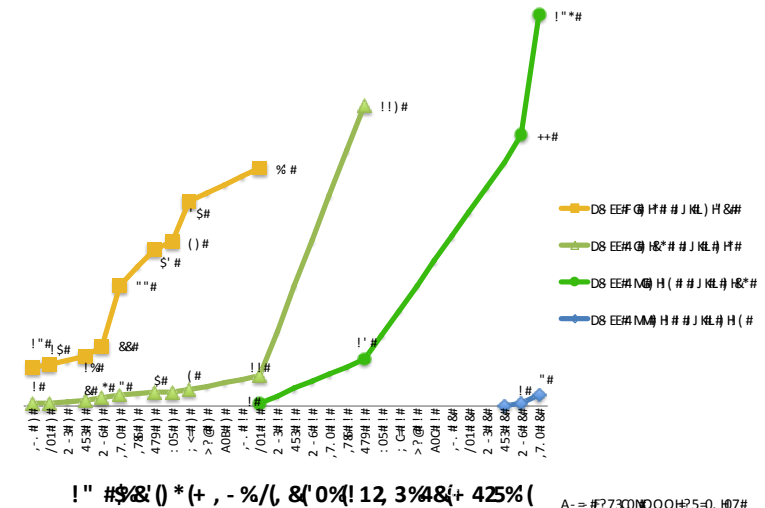
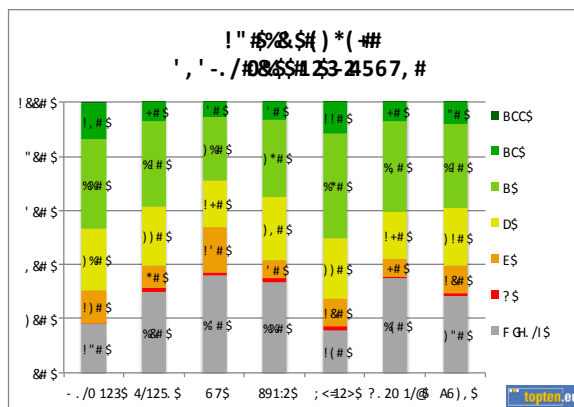
→ The label design was revised to adapt the energy grade thresholds



Topten value proposition for Policy Makers 3/3

Systematic market monitoring - Key activity when working on appliances

- “Topten market monitoring reports” based on sound data that can be compared over time and between countries: recent, exhaustive data, including sales information; no need for complex / product data
- Solid **basis for decisions** on MEPS levels and Label classes
- Allows **evaluating** the measures’ effects
- Helps to **revise** regulations **on time**
- Provides solid data for **stock models** after several years



Topten – links and contacts

Global network www.topten.info

Topten Europe www.topten.eu

- Access to 16 European Topten websites
- Topten policy recommendations, reports and papers:
www.topten.eu/Documentation

Topten China www.top10.cn

Topten Chile www.top-ten.cl

Topten Argentina www.toptenargentina.org

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