



Project Fact Sheet

Created in May 2012

EURO-TOPTEN MAX



European review: topten.eu



Topten Austria

Produkt	TopProdukt	TopProdukt	TopProdukt
Wäscheküchle	2012	2012	2012
Wäscheküchle	5 A++	5 A++	5 A++
Wäscheküchle	177,76	177,76	177,76
Wäscheküchle	2,2	2,2	2,2
Wäscheküchle	100,00	100,00	100,00
Wäscheküchle	2,44	2,44	2,44
Wäscheküchle	1,74	1,74	1,74

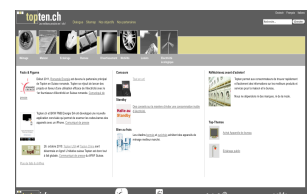
Topten France

Marque	CITROEN	PEUGEOT	TOYOTA
Modèle	1.6i	1.6i	1.6i
Version	1.6i	1.6i	1.6i
Année	2010	2010	2010
Version	1.6i	1.6i	1.6i
Version	1.6i	1.6i	1.6i
Version	1.6i	1.6i	1.6i
Version	1.6i	1.6i	1.6i
Version	1.6i	1.6i	1.6i
Version	1.6i	1.6i	1.6i
Version	1.6i	1.6i	1.6i

Topten Poland



Topten Switzerland



Programme area: SAVE, Market transformation for energy-efficient products
Status: On-going (from January 2012 till December 2014)

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Partners: Austria: Austrian Energy Agency, AEA
 Belgium: Bond Beter Leefmilieu Vlaanderen vzw, BBL
 Croatia: North West Croatia Regional Energy Agency, REGEA
 Czech Republic: The Energy Efficiency Center, SEVEN, o.p.s
 Finland: Motiva Oy
 France: Guide Topten
 Germany: Oeko-Institut e.V.
 Germany: Wuppertal Institute
 Germany: ICLEI, European Secretariat
 Greece: WWF Greece
 Italy: WWF Italia Onlus
 Lithuania: LNCf, consumer federation
 Luxemburg: Oeko-Zenter, asbl
 Norway: Norges Naturvernforbund
 Poland: FEWE Polish Foundation for Energy Efficiency
 Portugal: Quercus
 Romania: ICEMENERG
 Spain: ADENA / WWF, Asociacion para la defensa de la naturaleza
 Sweden: Swedish Society for Nature Conservation, SSNC
 United-Kingdom: Waste Watch
Steering Committee: Topten Switzerland

Website: www.topten.eu

Objective: Make efficient products the normal and best choice for consumers, retailers and manufacturers

Benefits: Up-to-date and targeted information, easily available for European consumers, European review of Best Available Technologies

Keywords: Best products, communication, dialogue with manufacturers

Duration: 36 months, 01.01.2012 – 31.12.2014

Budget: € 2,148,819 (EU contribution: 75%)

Contract number: IEE /10/317/S12.589422

Short description

Thousands of refrigerators, TVs, cars and other energy-consuming equipment are available on the market. Consumers cannot compare and chose judiciously: no information is available, there is no time, it is too difficult... 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.

More than 85 product categories are scanned in the 17 and soon 19 countries and presented on-line, broken down into more than 400 market segments reflecting consumers' preferences.

Results

- 17 Topten websites presenting best products in a variety of fields (home appliances, office equipment, cars, etc.), selected for their energy performance – including market-monitoring activities.
- 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.
- Extensive communication activities targeting the general media, large-scale public and private buyers and public authorities.
- A specific focus on public procurers and office equipment.
- A working smoothly team for a project made of 21 partners, gathering energy specialists, environmental NGO and consumer associations.
- New countries join any time the Topten movement.

More information

- www.topten.eu
- www.topprodukte.at
- www.topten.be
- www.usporiespotrebice.cz
- www.topten-suomi.fi
- www.guidetopten.fr
- www.eurotopten.it
- www.topten.info.pl
- www.topten.ch
- www.de.topten.info (linked to www.ecotopten.de and www.office-topten.de)
- www.topten.pt
- www.topten.wwf.es
- www.oekotopten.lu
- www.ecotopten.gr
- www.topten.info.ro
- www.besteprodukter.no
- top-10.lt
- www.toptensverige.se
- www.topten.ch