



## Bulletin Topten Latin America, No 2, December 2013.

Dear participants of the Topten workshop in São Paulo in March 2013,

We are sending you the information bulletin "Topten Latin America no 2".

### What is Topten?

Topten is an effective online information platform to enhance market transformation towards energy efficiency. It provides up-to-date information on the most energy efficient consumer products currently available on the market. It is neutral, independent from industry, and provides a transparent product selection and evaluation, based on impartial market analysis and testing.

### Current general status of Topten Latin America

Topten is working hard to introduce a market transformation scheme for consumer goods in Latin America (LA). The Topten LA project team has followed up on all Letters of Intent we received from interested countries and has now launched a fund raising campaign with several international, regional as well as national institutions. A big effort has been made in delivering a sound Topten China business plan in order to secure SECO funding. This is a pre-requisite from SECO before it funds Topten India and Topten LA. See enclosed a picture of the International Seminar of Energy Efficiency Testing for Washing machines, Air-conditioners and Refrigerators organized by the China Household Electric Appliance Research Institute (CHEARI) and Topten China.



## **What happened since the previous bulletin no 1 in September 2013:**

1. We have made some additional contacts with organizations in LA that were not present at the workshop, like: International Copper Association (ICA), Eletrobras (Brazil), Ministry of Energy and Mines in Peru and Physikalisch-Technische Bundesanstalt (PTB). And we met personally, for the first time, with the Executive Director of the RedLacEE.
2. We visited the Inter-American Development Bank (IDB) in Washington in October 2013 to further discuss our funding prospects. The IDB has interest in funding Topten but national government's commitment is needed. Moreover a country approach may better fit into their strategy although part of the Topten activities could have a regional approach, like an increase in testing laboratories capacity. We will continue the dialogue with the IDB.
3. Since the IDB is looking for national government commitments, the partners in Argentina and Mexico (Chile has already done it) should also try to approach the national governments to get any kind of support. This will enable us to articulate the funding proposals for Argentina and Mexico to the IDB.
4. As a next step, in order to better shape the IDB country approach funding proposal we ask the first priority countries Argentina and Mexico to outline a road map for the establishment of Topten for the next 3 to 5 years. This non-binding plan should foresee key activities to implement Topten, national partners involved, costs with eventually national and/or regional financing. This is really important for us so we can better adjust the budget with realistic figures for each country. We expect these countries to deliver such a plan not later than January 15, 2014. Any other country willing to start drafting such a road map is welcome to do it.
5. We received great news from the Chilean Ministry of Energy saying they can commit funds in 2013 for the start-up phase of Topten in Chile. Therefore Topten Chile will be the first national program to be initiated in Latin America.
6. The Swiss Embassy in Chile is also interested in supporting the official launch of Topten Chile in 2014.
7. Therefore Topten International Services and Fundación Chile (main implementation partner in Chile) have signed a MOU for the implementation of Topten Chile.
8. On the other hand, for the set-up of Topten Argentina and Topten Mexico WWF Switzerland has committed funds to FVSA and WWF Mexico. These funds are conditioned on the delivery of a Topten Argentina and Topten Mexico roadmap and budget.
9. We had further discussions with Brazilian representatives (Paulo Leonelli from the Ministry of Mines and Energy and Marcos A. Borges from Inmetro) on how to best introduce Topten in Brazil and we will start approaching the Brazilian consumer associations. At the same time we will list the products with a PROCEL seal in order to find synergies with the Topten program before approaching PROCEL.
10. Topten China delivered a convincing business plan to SECO end of October 2013. SECO is now willing to continue funding Topten China. Subsequently they will consider Topten India and eventually also Topten Latin America when Peru and Colombia enter into the picture.
11. Therefore we had to move Peru and Colombia to the second implementation phase of Topten. The implementation first phase (2014-2016) will include: Chile, Argentina and Mexico. The second phase (2016): Peru, Colombia and Brazil. The third phase (2017): Costa Rica, Nicaragua and Uruguay.
12. We are now planning our next LA mission in spring 2014 to Chile to initiate the start-up phase of Topten Chile.
13. We have contacted Fundación AVINA LA and the Director of Energy Strategy and Climate Change is personally interested in following the development of Topten in LA. AVINA could potentially offer in-kind contributions or even be part of the implementation team in Argentina, Chile, or Peru. The conversation is ongoing.

14. We are currently exploring other Swiss based foundations Mava and Oak. Mava, after analyzing the Topten concept note, is willing to receive a formal proposal from Topten.

We will continue to keep you informed on progress. Please feel free to contact me on any questions arising from this bulletin.

We also take this opportunity to wish you a merry Christmas time and a fruitful New Year 2014.

Best regards

Zaira Girbau García, TIS

Conrad U. Brunner, TIS  
Bella Roscher, WWF Switzerland