

Bulletin Topten Latin America, No 4, December 2014.

¡Topten Latin America is a reality! It will start in Chile this year.

Dear Topten Latin America supporters,

We are sending you the information bulletin “Topten Latin America no 4”.

What is Topten?

Topten is an international, independent, not-for-profit network encouraging energy savings. Its mission is to mitigate climate change through market transformation. The national Topten websites promote the most efficient consumer products, such as household appliances, vehicles, electronics, and building components to help consumers make choices that save energy and money. Topten works closely with policy-makers and companies to further push energy efficiency in the market.

Topten (www.topten.info) was established in Switzerland in 2000 and is currently active in 19 European countries (www.topten.eu), in the United States (www.toptenusa.org) and in China (www.top10.cn). These countries are together responsible for 55% of global GHG emissions. Topten will be soon launched in India and Latin America (LA). Topten has a global strategic alliance with WWF and profits from its network and outreach.

Topten’s knowledge and analysis allow to directly advise governments and corporations on their energy-efficiency strategies:

- In Europe, Topten analyses continuously help the European Commission devise energy-efficiency policies. The ambition of draft regulations for TVs, air conditioners, coffee machines, tumble driers, commercial cold products has increased thanks to the rigorous Topten market analyses of these products.
- In China, the government has introduced new energy efficiency requirements for washing machines, TVs, and air conditioners following the publication of the groundbreaking Market Analysis of Chinese Energy Efficient Products by Topten and CLASP. The report revealed how the country can save 1,000 terawatt-hours of electricity by 2030, the equivalent of 400 mid-size coal-fired power plants, only with energy efficiency measures for products. Thanks to the report, the government improved its US\$4 billion dollar subsidy program, focusing on class 1 products only.
- In addition, Topten is currently collaborating with global actors, such as Nestlé and Unilever to help them procure the most efficient cold appliances and vending machines, key to their business.

Current general status of Topten LA

Topten is working hard to introduce a market transformation scheme for consumer goods in LA. The Topten LA project team continues to fundraise with international, regional as well as national institutions. Since the workshop (São Paulo, March 2013), the relationship with the

national partners of the first phase countries (Chile, Argentina and Mexico) has been strengthened and new interested partners are joining our efforts.

Progress since bulletin no 3 of May 2014:

1. The Topten LA project team in Switzerland has focused on the first phase countries: Chile, Argentina and Mexico. Brazil, Colombia and Peru have also been pursued.
2. Development of Topten in Chile: Fundación Chile (FC) submitted a proposal for the development of Topten Chile in May (CORFO national call for proposals). This proposal was rejected in September. Nevertheless, and thanks to the resilience and commitment of Ana María Ruz (FC) and Marcelo Padilla (Ministry of Energy) the Ministry of Energy is funding the launch of Topten in Chile. This is great news! Topten starts finally in Latin America! Funding (cash or in-kind) has also been provided by WWF Switzerland, WWF Chile, FC, and TIS. The Swiss Embassy in Chile is also willing to support Topten Chile.

In addition, a high level Chilean delegation came to Zurich in October. During their visit to WWF, they had the opportunity to listen to a Topten presentation. Among the representatives were: Juan Antonio Bijit Sanhueza, Regional Secretary of Energy (Ministry of Energy), Marcelo Mena Carrasco, Subsecretary of Environment (Ministry of Environment), Annie Dufey, Head of Energy Policy and Prospective (Ministry of Energy), María Paz De la Cruz Sepúlveda, Chief Executive (Renewable Energy Centre) and Frank Schuerch, First Secretary (Swiss Embassy in Chile).

3. Development of Topten in Mexico: TIS, with the support from WWF Mexico, submitted a funding proposal to the International Copper Association (ICA) in June. The project's objective was to publish a motor guide in Mexico to assess the energy efficiency opportunities of electric motor systems and thus, raise awareness on the energy and cost savings potential of industrial electric motor systems by increasing their efficiency. Unfortunately, the proposal was rejected. However, WWF Switzerland provided seed funding for Topten in Mexico. Among others, the money will be used for a study on the mitigation potential of efficient motor pumps at water utilities.

In parallel, WWF Mexico has had meetings with national actors including the National Commission for Energy Efficiency (CONUEE), FIDE and the Secretary of Energy (SENER) who have expressed interest in Topten. As mentioned in the previous bulletin nº 3, a national partner must be involved in the development of Topten Mexico for obtaining potential IDB funds. SENER might be the most likely national partner for this.

4. Development of Topten in Argentina: Fundación Vida Silvestre Argentina (FVSA) recently submitted a funding proposal to the Ministry of Energy for implementing Topten Argentina. There was a new Secretary appointed before the summer. This meant for Topten, that the negotiations had to be re-started. Nevertheless, it seems that potential funding will be available soon from the Ministry. Seed funding has also been provided by WWF Switzerland.

5. Development of Topten in Brazil: We continue the search for funds for Brazil together with WWF Brazil and Topten Portugal.
6. Development of Topten in Peru: we recently resumed contact with Jimena Mora from Libélula, Arturo Alatriza from *Consortio Eficiencia Energética del Perú* (CEEP) and Raúl del Rosario Quinteros from the *Pontificia Universidad Católica del Perú*. Interest is still there, and since the United Nations Framework Convention on Climate Change (UNFCCC) COP 20 took place in Peru in December, new resources and interested parties may be leveraged. Also, the UNDP/GEF funded project “2011-2015 Standards and Labels of EE in Peru” is making progress. This project is being implemented by the Ministry of Energy and Mines. On the other hand, Jimena Mora and Arturo Alatriza met the Eng. Walter Chacón Carrasco, technical project specialist of the already mentioned project, and talked about the possibility of synergy with Topten in the activities planned for outreach/ promotion within that project.
7. Development of Topten in Colombia: we also recently resumed contact with Javier Sabogal from WWF Colombia and Johanna Zilliacus from United Nations Development Program (UNDP). The UNDP (Global Environment Facility (GEF) funded) project “Energy Efficiency Standards and Labels in Colombia” should have launched an energy efficiency label this year but it is behind schedule. The governmental implementing body is the Ministry of Energy and Mines. This project foresees the elaboration of a ranking list of efficient appliances. Therefore, there is no interest from the government side to initiate Topten in Colombia at this time.
8. New partnership developed: Topten has become one of the implementing partners of the UNEP Global Partnership Programme on efficient appliances & equipment. So far, the programme has released this interesting publication: <http://www.cambioclimatico-regatta.org/index.php/en/efficient-appliances-equipment-lac>. The program has an initial duration of 18 months and will be implemented in collaboration with other partners such as CLASP, NRDC (Natural Resources Defense Council) and ICA.
9. International Climate Initiative (ICI) funding proposal: In June, a funding proposal for Topten Latin America was submitted to the ICI of the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety. The proposal focused on developing Topten in the priority countries Chile, Argentina and Mexico from 2015 till 2019 (4 years). We will know before the end of this year, whether the proposal has been approved.
10. IDB funding proposal for Mexico: The IDB's Energy Division is following up on our progress in Mexico. However, no commitment from their side has been made.
11. New Swiss State Secretariat for Economic Affairs (SECO) meeting: Thierry Buchs (SECO representative who attended the São Paulo meeting) has been appointed Head of the Trade and Promotion Division at SECO headquarters in Switzerland. This means that he is now our contact person for Topten. In mid-December we held a meeting to update him on the status of Topten Latin America. SECO is still interested in following the progress of Topten in Latin America and offered to give us contact within funding institutions, including IDB, World Bank (WB), embassies, etc.

12. The next Topten mission will take place in January 2015 to initiate the start-up phase Topten Chile. It will take place in Santiago, at the headquarters of FC, and representatives from Argentina, Mexico and Peru have been invited to that training

We appreciate your cooperation and will continue to keep you informed. Please feel free to contact Zaira on any questions arising from this bulletin.

Best regards,

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