



## Project Fact Sheet

Created February 2009

### EURO-TOPTEN PLUS

**Programme area:** SAVE, Market transformation for energy-efficient products  
**Status:** Ongoing

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**Partners:** Austria : Austrian Energy Agency  
 Belgium: World Wide Fund for Nature – vzw/asbl  
 Belgium: WWF European Policy Office  
 Czech Republic: SEVEN, o.p.s  
 Finland: Motiva Oy  
 France: WWF Fonds Mondial pour la Nature  
 Germany: dena, Deutsche Energie-Agentur  
 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

**Website:** [www.topten.info](http://www.topten.info)

**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

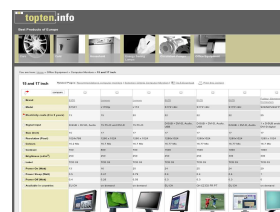
**Duration:** 36 months, 22.12.08 - 22.12.11

**Budget:** € 1,711,516 (EU contribution: 75%)

**Contract number:** IEE /07/714/S12.500405



European review: [topten.info](http://topten.info)



Topten Austria

TopProdukt	TopProdukt	TopProdukt
Hersteller: Whirlpool	Hersteller: Samsung	Hersteller: Whirlpool
Umweltklasse (EPC): A++	Umweltklasse (EPC): A++	Umweltklasse (EPC): A++
Umweltklasse (EPR): A++	Umweltklasse (EPR): A++	Umweltklasse (EPR): A++
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Umweltklasse (EPR): A++	Umweltklasse (EPR): A++	Umweltklasse (EPR): A++

Topten France

TopProdukt	TopProdukt	TopProdukt
Hersteller: Citroen	Hersteller: Peugeot	Hersteller: Toyota
Umweltklasse (EPC): A++	Umweltklasse (EPC): A++	Umweltklasse (EPC): A++
Umweltklasse (EPR): A++	Umweltklasse (EPR): A++	Umweltklasse (EPR): A++
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Topten Poland



Topten Switzerland



### Short description

Thousands of refrigerators, TVs, cars and all kind of energy consuming equipment are available on the market. Consumers cannot compare and chose judiciously: no information available, no time, too difficult ...Thanks to Topten websites, consumers can now find best products by a simple click.

The Topten websites provide a selection of best appliances from the energy point of view. The information targets consumers (pictures, functions, price, no complex calculation, availability in their country), is neutral (no influence from manufacturers), rigorous and transparent (the selection methodology is explained online). In May 2009, 12 websites are on-line presenting more than 100 product categories. By the end of the year, there will be 16 Topten websites on-line, informing consumers on best products available on their local markets.

The websites are promoted thanks to communication activities towards the media in order to attract numerous visitors, which in turn give us strength to organise a dialogue with manufacturers at European level, set ambitious criteria for product selection and advise large-scale buyers (public procurement) and governments developing policies on efficient products.

### Expected results

- 16 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.info](http://www.topten.info) 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 20 partners, gathering energy specialists, environmental NGO and consumer associations.
- Topten is an open platform. New countries join any time.

### More information

- [www.topten.info](http://www.topten.info)
- [www.topprodukte.at](http://www.topprodukte.at)
- [www.topten.be](http://www.topten.be)
- [www.usporiespotrebice.cz](http://www.usporiespotrebice.cz)
- [www.topten-suomi.fi](http://www.topten-suomi.fi)
- [www.guide-topten.com](http://www.guide-topten.com)
- [www.eurotopten.it](http://www.eurotopten.it)
- [www.topten.info.pl](http://www.topten.info.pl)
- [www.topten.ch](http://www.topten.ch)
- [www.de.topten.info](http://www.de.topten.info) (linked to [www.ecotopten.de](http://www.ecotopten.de) and [www.office-topten.de](http://www.office-topten.de))
- [www.topten.pt](http://www.topten.pt)
- [www.topten.wwf.es](http://www.topten.wwf.es)
- [www.oekotopten.lu](http://www.oekotopten.lu)