Topten – Best of the World

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Overview

- What is Topten?
- Demo
  - www.topten.info International portal
  - www.topten.ch Swiss site
- International Status
Why Topten?

- Make energy efficiency "BaU"
  - Informed consumers
  - Pioneering manufacturers
  - Bold decision-makers
  - Cost-effective utility DSM
Topten System – Key Elements

- Topten International Group / Topten International Services
- National Topten organizations
- Transparent procedures for product selection & database update
- Database for priority product categories
- National Topten web sites, accessible through international Topten portal (www.topten.info)
- International collaboration, including “Best of Topten”
- Guidelines for impact analysis of national Topten systems
Topten Demo

☐ Key components
☐ Scope
☐ Functionality
Value Proposition

- Reach millions of consumers (web, print)
- Focus utility / government incentives (market pull at top end)
- Stimulate competition among manufacturers worldwide
- Sustained impact (cut-off for inclusion continuously updated without delay)

!(heat pump driers market share chart)
What makes Topten successful?

- Competent, neutral, independent
- Transparent choice
- Only the very best
- Great variety of categories (hard- and software)
- First and second price (LCC)
- Picture of product; retail address
- Up to date, fast
- Advice for use
- Analytical studies
International Status

- Topten International
  - Internet portal
  - Best of Europe benchmark
  - 7 categories online: white goods, cars, lamps, circulation pumps
  - Planned: more household appliances, office equipment, consumer electronics, heat pumps

- National Topten websites online
  - Switzerland (2000)
  - 12 EU countries (expanding to EU-25)
Topten USA

- Market: 213 million internet users
- Huge energy savings potential for most products:

Topten benchmark << ENERGY STAR specification

Most efficient CFLs exceed ENERGY STAR lumen/watt specifications by > 50%
Topten USA - Status

- Topten USA TIG Membership
- Topten organization
  - 501(c)(3) under formation
  - Management Team
  - Advisory Board
- Proposed for joint funding
  - Pacific Northwest
  - California
- Phased approach
  - Launch pilot late '08/early '09 (10+ product categories)
  - Expand thereafter (other regions, more products, languages)
Topten China

- Huge potential
  - 162 million internet users
    (only 12% penetration; increase 2000–07: + 620%)
  - Chinese manufactured/branded products

### Savings Against Topten Refrigerator Benchmark

- China Annual Refrigerator Sales = 20 Million

<table>
<thead>
<tr>
<th>Energy Efficiency Index (%)</th>
<th>Annual Emission Reduction (Mt CO2)</th>
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<tr>
<td>Topten Europe</td>
<td>0</td>
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<tr>
<td>China Class 1</td>
<td>2.99</td>
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<tr>
<td>China Class 2</td>
<td>4.13</td>
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<tr>
<td>China Class 3</td>
<td>5.86</td>
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Energy Efficiency Index (%): 0, 2.99, 4.13, 5.86
Topten China - Status

- Chinese priorities
  - Energy conservation
  - Product comparison system
  - International Chinese brands
- Preparatory work 2006-07
- Currently awaiting government approval