

Topten – Best of the World



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Overview

□ What is Topten?

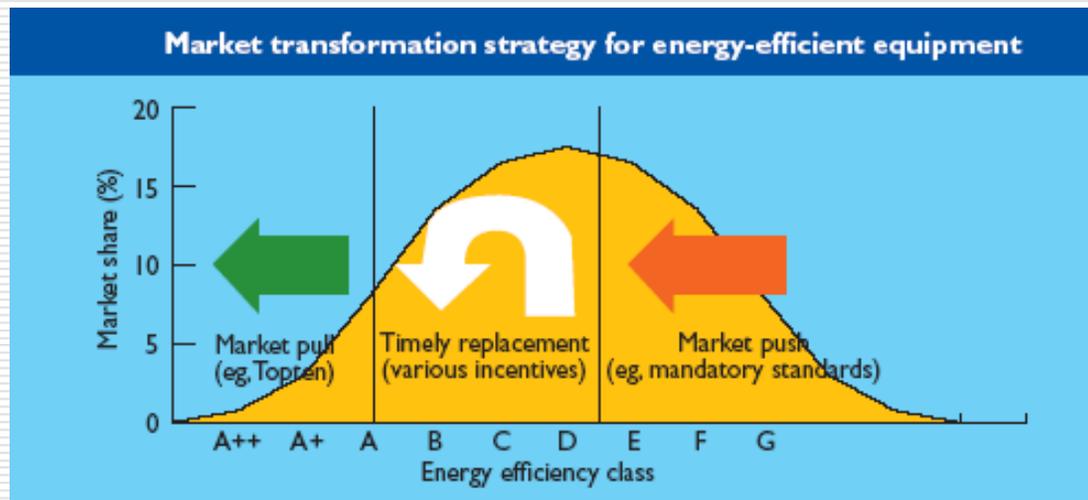
□ Demo

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

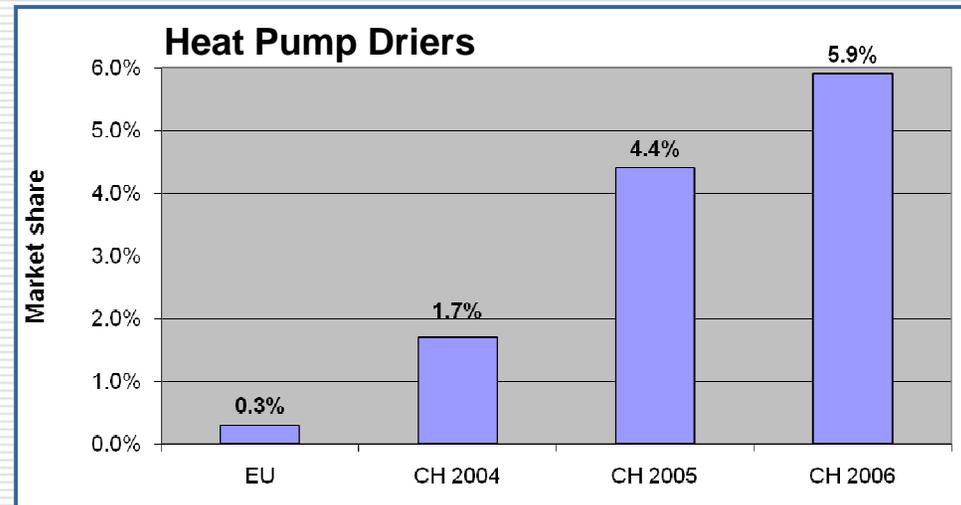
- ❑ Topten International Group / Topten International Services
- ❑ National Topten organizations
- ❑ Transparent procedures for product selection & database update
- ❑ Database for priority product categories
- ❑ National Topten web sites, accessible through international Topten portal (www.topten.info)
- ❑ 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)



What makes Tipten 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

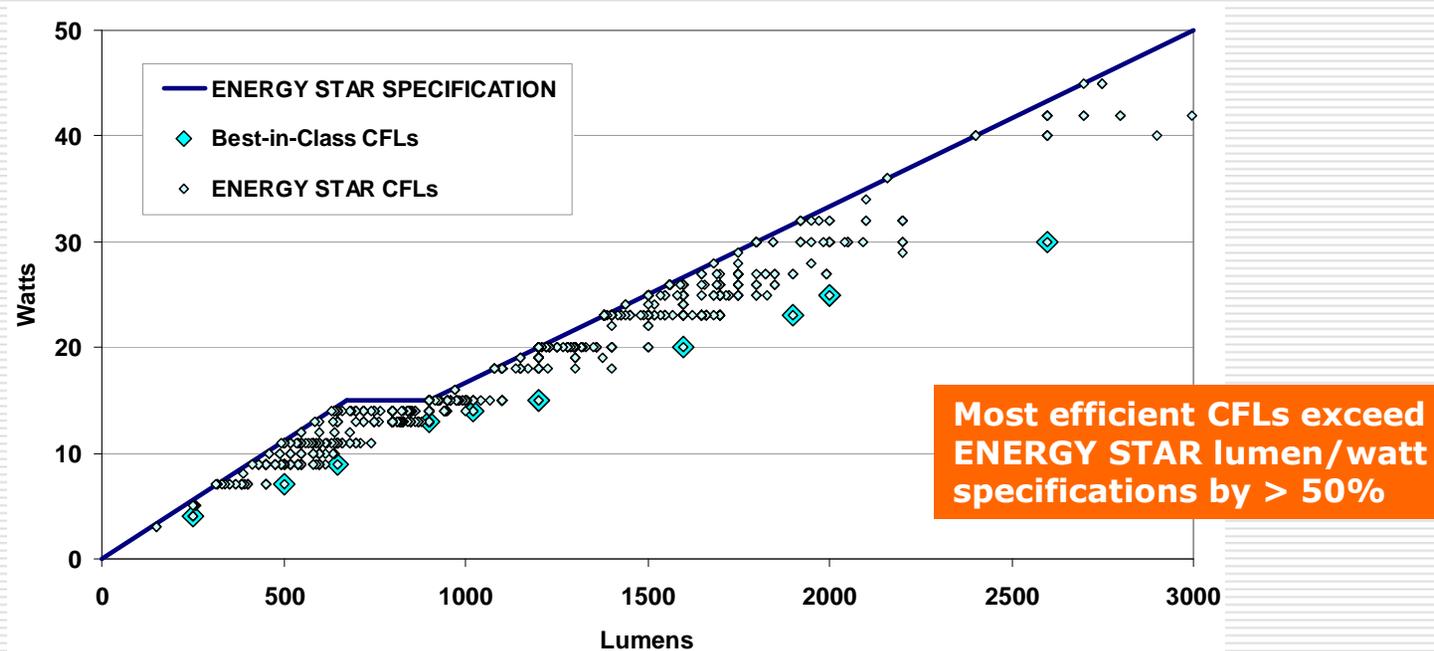
International Status

- 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



Topten USA - Status

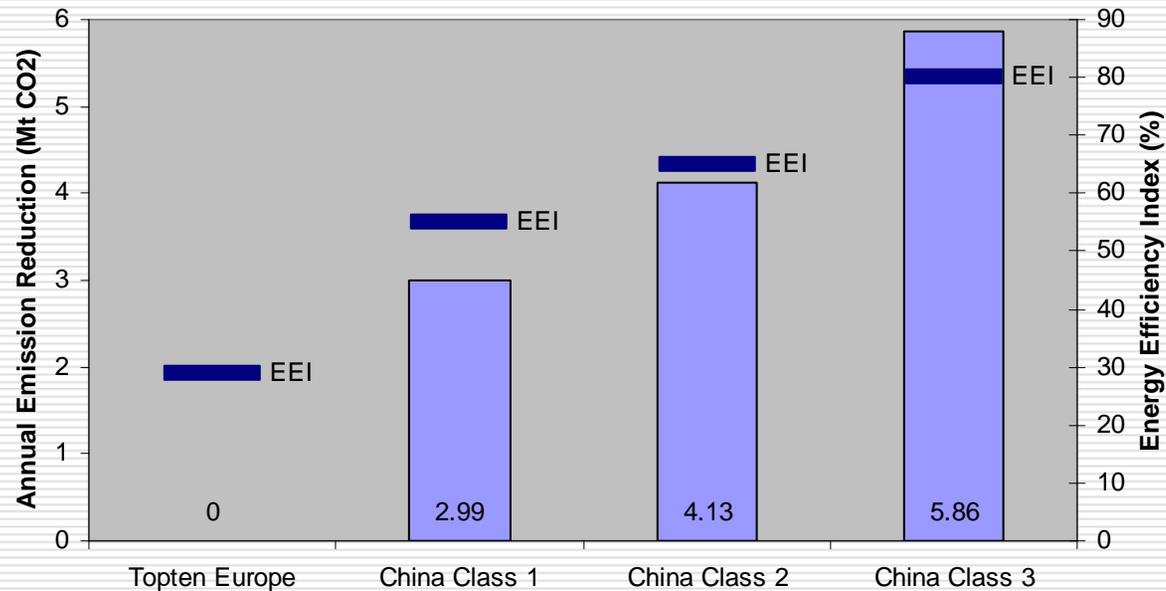
- ❑ Topten USA TIG Membership
- ❑ Topten organization
 - 501(c)(3) under formation
 - Management Team
 - Advisory Board
- ❑ Proposed for joint funding
 - Pacific Northwest
 - California
- ❑ Phased approach
 - Launch pilot late '08/early '09 (10+ product categories)
 - Expand thereafter (other regions,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



Topten China - Status

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