






Topten Act  **Summary**  
Deliverable  **Periodic Market**  
3.8  **Surveillance Report**

Summary market surveillance report including results of the EEI calculations, product testing intelligence, and label display information

August 2016

Project coordinator: ADEME France

Report author: SEVEN Czech Republic

Editor: Juraj Krivošík, SEVEN, [juraj.krivosik@svn.cz](mailto:juraj.krivosik@svn.cz)

[www.topten.eu](http://www.topten.eu)

**Topten ACT** aims at transforming the European Market of energy-using products towards higher energy efficiency.

Topten Act identifies the top energy-efficient products in 16 European Countries, and makes this information available to Consumers and Large Buyers on tailored National Websites. The most energy efficient models of different product categories (such as household, lighting, office, consumer electronics, cars) are presented with comprehensive product information, which is based on official labels and standardized declarations. Topten works with Manufacturers and thus increases both market offer and consumer demand of high energy efficiency products. Topten is strictly neutral and independent of Manufacturers and Retailers, its selection criteria is transparent and always online.

Topten Act is supported by the European Commission's biggest research and innovation programme Horizon 2020, and many National Organisations (Energy Agencies, Environmental and Consumer Organisations, Research Institutes). Topten Act is a project of 17 partners in 16 European Countries and coordinated by ADEME (Agence de l'Environnement et de la Maîtrise de l'Energie).

More information and access to all National Websites on the European site: [www.topten.eu](http://www.topten.eu)

Topten Act coordinator: ADEME

European portal [www.topten.eu](http://www.topten.eu)

### **Project partners and websites**

Austria, AEA

[www.topprodukte.at](http://www.topprodukte.at)

Belgium, BBL

[www.topten.be](http://www.topten.be)

Czech Republic, SEVEN

[www.uspornespotrebice.cz](http://www.uspornespotrebice.cz)

France, Guide Topten

[www.guidetopten.fr](http://www.guidetopten.fr)

Germany, Oeko-Institut

[www.ecotopten.de](http://www.ecotopten.de)

Italy, Eliante

[www.eurotopten.it](http://www.eurotopten.it)

Lithuania, LNCF

[top-10.lt](http://top-10.lt)

Luxembourg, Oeko-Zenter

[www.oekotopten.lu](http://www.oekotopten.lu)

Norway, Naturvernforbund

[www.besteprodukter.no](http://www.besteprodukter.no)

Poland, FEWE

[www.topten.info.pl](http://www.topten.info.pl)

Portugal, Quercus

[www.topten.pt](http://www.topten.pt)

Romania, Icemenerg

[www.topten.info.ro](http://www.topten.info.ro)

Spain, WWF

[www.topten.wwf.es](http://www.topten.wwf.es)

Sweden, SSNC

[www.toptensverige.se](http://www.toptensverige.se)

Switzerland, Bush Energie

[www.topten.ch](http://www.topten.ch)

UK, EST

[www.top10energyefficiency.org.uk/](http://www.top10energyefficiency.org.uk/)

## Content:

Topten: Key principles	3
Summary – verifying information on the energy label	3
<b>EEI – Energy Efficiency Index calculation</b>	<b>5</b>
Goals	5
Actions undertaken	5
Results and impacts	6
<b>Online shop monitoring</b>	<b>8</b>
Goals	8
Actions undertaken	8
<b>Product testing monitoring</b>	<b>10</b>
Goals	10
Actions undertaken	10
Results and impacts	10

## Topten: Key principles

Topten is a transparent consumer-oriented online search tool that enables comparison of all kinds of electric products and equipment. It presents the most energy-efficient and up-to-date appliances in various categories of products, including household appliances, office equipment, consumer electronics and cars.

For each type of product, information is provided on energy performance and several other characteristics of interest to Consumers (i.e. brand, model, price, picture, as well as number of programmes, speed of printing...).

The Topten programme has been created to identify and promote the most energy efficient products – and thus to organise the “market pull” activities, which support higher penetration of the most efficient models by supporting the demand among Consumers, and the increased offer by suppliers.

Only products fulfilling the selection criteria can be added to the lists, no advertisements or commercial promotion is possible.

Information concerning the products is being searched from the energy labels, product fiche, product manuals, Manufacturer catalogues and websites, and other sources of information, that is required to be publicly available by the respective EU legislation, or international technical measurement standards.

## Summary – verifying information on the energy label

The energy label **legislation**, which applies to many product groups covered by the Topten programme, as well as Ecodesign and other related legislation, are based on Manufacturers’ self declarations in the EU. This means that Manufacturers elaborate and circulate the energy labels (and other documents such as the product fiche) with their products to the retailers. It is the role of the EU Member States’ responsible Market Surveillance Authorities, to verify the product claims for selected models available on their markets.

While Topten did organise some of its own sample product testing activities in the past to verify Manufacturers’ claims (focusing on LEDs, TVs and tumble driers, and also focusing on the professional cold products within the related ProCold project), it is out of the programme scope to test all individual models that are listed on Topten sites.

The project organisers have therefore designed a specific “Task 3.2” into the Topten Act project, so that all National Topten Partners, who update the National Topten Websites with individual models, could check and truly rely on the information provided by the Manufacturers, as well as contribute to the efforts to inform Consumers properly on the basis of the energy label about the product’s energy efficiency performance.

**The overall goal of this task is to contribute to the efforts of market surveillance – to ensure that the information provided by Manufacturers on the energy label is correct, and that the retailers provide the energy labels and the product fiche to consumers in the prescribed form.**

The activities within this task have been performed by the Topten Partners in the following three ways:

- **Calculating the EEI** – Energy Efficiency Index of the individual product, depending on the product category, to verify if the EEI figure calculated corresponds to the energy efficiency class declared by the Manufacturer.
- Monitoring the **proper display** of the energy label and product display fiche in selected online shops
- Monitoring availability of information on product testing and cross-checking the test results with the list of models relevant to the Topten portals.

# EEI

## Energy Efficiency Index calculation

### Goals

The goal, concerning the calculation of the Energy Efficiency Index, was to organise the following actions:

- To provide a *guidance document* that details the methodology of the surveillance exercise – to identify product categories and the product references to be included in the EEI calculation,
- To have a selection of the Topten Act National Partners from regions with different market characteristics to calculate the EEIs of products in their respective National Markets,
- To conduct the calculations to *verify that the calculated* EEI corresponds to the energy class declared by the Manufacturer in the product information; inform Manufacturers of possible mistakes in calculations and request corrections; and in the case of insufficient correction measures, to take appropriate measures, depending on the national context: inform Market Surveillance Authorities, the media or other relevant parties.

### Actions undertaken

#### Market Surveillance Guidance Document

A specific document has been elaborated and shared with the project team, which was also shared throughout the task activities with stakeholders, whose products have been investigated.

This documents provides details and formulas for the calculation of the EEI for the relevant energy label regulated product categories.



- Product categories covered within the document:

Household Refrigeration Appliances

Washing Machines

Dishwashers

Tumble Driers

Televisions



Topten ACT aims at transforming the European market of energy-using products towards higher energy efficiency.  
Topten ACT identifies the top energy-efficient products in 16 European countries, and makes this information available to consumers and large buyers on tailored national websites. The most energy efficient models of different product categories such as household lighting, office consumer electronics, and are presented with comprehensive product information, which is based on official labels and standardised declarations. Topten works with manufacturers and thus increases both market offer and consumer demand of high energy efficiency products. Topten is strictly neutral and independent of manufacturers and retailers, its selection criteria are transparent and always online.  
Topten ACT is supported by the European Commission's biggest research and innovation programme Horizon 2020, and many national organisations (energy agencies, environmental and consumer organisations, research institutions). Topten ACT is a project of 17 partners in 16 European countries and coordinated by ADEME (Agence de l'Environnement et de la Maîtrise de l'Énergie).  
More information and access to all national websites on the European site: [www.topten.eu](http://www.topten.eu)

- For each of the categories covered, the document provides the following information:

Topten.eu selection criteria – as of date of elaboration in 2015

EEI calculation formula – fully based on the relevant EU legislation

Information required for the calculation – including the explanation, if the information is available on the energy label, in the product fiche, or needs to be obtained individually

In addition to this document, for each of the product category listed above, an *internal excel calculation sheet* has been elaborated and used for the calculation of the EEIs for the individual models considered for publication on the Topten portals.

## Results and impacts

In summary, the list of actions has been conducted by the Topten Partners in this field:

- All National Project Partners calculated the EEIs
- Calculation was undertaken in early 2016, e.g. at the time of the National Topten update to the new product range
- Partners have calculated the EEI value for at least ten products for each main product category available online.

This means that all 15 National Partners, and the **Topten.eu** EU-level portal as well, have focused attention on the EEI calculation. Each of the Partners has calculated ten products from the main category of products which they are publishing online on the National Topten portal.

The individual products for the EEI calculation have been selected randomly, but ensuring a variety of brands being represented, as well as models from various price segments.

**In total, the EEI calculations have been made for some 730 products in six key product categories in total.**

All project Partners have calculated the index values for each product category being available on their National Topten portal and being a subject to the energy label legislation.

It can be confirmed that in the majority of cases of the EEI calculations have confirmed the energy efficiency class declarations provided by the Manufacturer on the energy label. Only some modifications occurred in the following cases:

- The first calculations showed discrepancies between the declaration and the calculation, but a revision of calculation data from the product fiche enabled the correction

- In some cases the Partners have negotiated with the Manufacturer (National Supplier) on the data provided on the energy label and the product fiche seeking clarifications. After the clarifications, the only case of discrepancy found and confirmed was the following:
  - A specific Manufacturer confirmed that they had modified product fiche for five refrigerators based on the Topten findings. In this case the energy label declaration was correct, but data in the product fiche (which is necessary for the calculation) provided some wrong figures and these were corrected.

In summary, this Market Surveillance related activity has been considered as useful for a combination of the following reasons:

- Project Partners have been more engaged in the selection of specific models for the Topten portals, not only “passively” reproducing data but also verifying these before publishing online
- Manufacturers / Suppliers have been informed about the calculation activity in case any discrepancy has been identified. Whilst in most cases only an explanation of the right figure or source of data was needed, this has raised the attention of Supplier Representatives on the importance of energy labels, product fiches, EEI and Market Surveillance
- Topten Partners could use the EEI calculation in the communication activities, increasing the evidence and authority of Topten to collect and provide data on the most efficient products on the market
- Market Surveillance: this activity falls well within the overall efforts of other EU projects and Surveillance Authorities in ensuring that data provided to Consumers on the energy label are correct.

The EEI calculation, according to the project plan, will be repeated again during the second half of the project, to continue investigations and to confirm the observations.



# Online shop monitoring

## Goals

The second activity within this task focuses on the monitoring of proper display of the energy label and product fiche documents in online shops. The goal is to ensure that Consumers, when purchasing products, including the ones rated with the highest energy efficiency performance parameters, do have the information properly displayed and available prior to their purchasing decisions.

The plan was that featured National Project Partners would select 3–5 internet shops with significant market share.

Where lack of information would be identified, National Topten Act Partners would take appropriate measures, including the information of the retailers, the Manufacturers, and the Market Surveillance Authorities.

## Actions undertaken

The following Topten national partners have been involved in this activity:

- Czech Republic
- France
- Austria
- Poland
- Portugal
- Italy

The monitoring activities have been conducted in Spring 2016 and concluded by June 2016.

The synergy effect of other relevant EU project has been utilised, when the MarketWatch project's **Retailer guide**, available in ten languages, has been shared with the project Partners, who have also shared this Guide with the retailers who have been monitored.

For the purpose of monitoring the data, a specific excel table has been created, enabling to collect and store data on individual shop monitoring inspections.

TopTen ACT - Task 3.2: Online shop visits

Country	Visit date(s)	Date of visit	SHOP REF. N°	Shop identification (name/URL address)	Visit date(s)	Name	Signature
		2016	1				

URL: <https://www.retailerwatch.eu/online-shop-visits/>

1. Total number of monitored products (Energy Labels) per shop  
2. Energy labels that have not been checked online  
3. List of products that have not been checked online

Results by appliance type

ENERGY LABEL DISPLAY	Total number of monitored	Labelling New / old label	Labelled correctly	Partly / Incorrectly labelled		Label does not match model	Not labelled / Missing
				Format	Placement		
1. Refrigerating appliances	0	0	0	0	0	0	0
2. Wine storage appliances	0	0	0	0	0	0	0
3. TVs	0	0	0	0	0	0	0
4. Washing machines	0	0	0	0	0	0	0
5. Dishwashers	0	0	0	0	0	0	0
6. Lamps	0	0	0	0	0	0	0
7. Air conditioners	0	0	0	0	0	0	0
8. Electric and gas ovens	0	0	0	0	0	0	0
9. Tumble driers	0	0	0	0	0	0	0
10. Washer driers	0	0	0	0	0	0	0
11. Vacuum cleaners	0	0	0	0	0	0	0
12. Range hoods	0	0	0	0	0	0	0
SUMMARY for calculation	0	0	0	0	0	0	0
	0						



# Product testing monitoring

## Goals



As was explained above, it is not within the scope and capacities of Topten to test products for their energy performance, as the energy label declarations are being made directly by the Manufacturers.

The project organisers have therefore collected and monitored information available from other European projects and from National Authorities on Market Surveillance, when relevant for the top performing products. The goal was to ensure that no potentially non-compliant products would appear on the Topten Act websites.

## Actions undertaken



The goal of this specific activity has been to make sure that no product which would be tested for compliance with energy label, and found noncompliant, would be listed on the Topten portals.

Since the Topten initiative does not have the funds and resources to conduct product testing on the mass scale, it has to rely on the self-declared data of Manufacturers.

However, given the previous public debates related to the need to ensure proper Market Surveillance activities by the National Authorities and the relevant EU projects, the ToptenAct team ensured that the information publicly available on product testing would be used in its own activities as well.

## Results and impacts



It can be confirmed that there was no evidence found for a case of a product found to be non-compliant within publicly available sources, and relevant for the ToptenAct project.

On one hand, most of the products tested were not relevant for Topten, due to other model selection strategy:

- lower energy efficiency classes, as taken randomly from the market – e.g. **CompliantTV** project testing televisions,
- were not tested strictly according to the energy label legislation requirements – **PremiumLight** project testing LED and CFL light bulbs,
- were found to be fully compliant (CompliantTV), or
- when found non-compliant, not relevant to this project (**Market Watch**), or
- individual tests were not made publicly available (**ECOPLIANT** and **EEPLIANT**),

on the other hand, this review of the market surveillance activities is still being considered as useful, in order to make sure that no potentially non-compliant products would be published on the Topten portals.

It is also worth noting on a synergic effect with the **ProCold** project, which focuses on the professional cold appliances and whose models are being published online on some National Topten portals, that the project is organising a product **competition**. Experience from the Topten Act activities on Market Surveillance are being utilised there as well. Before products would be announced as winners as most energy efficient models on the market, they might be tested in an independent laboratory and Manufacturers have to sign a declaration confirming full conformity with the legal requirements.

