

## The Challenge: Speeding the Uptake of High-Efficiency Products

Existing energy efficiency specifications can be used to eliminate the worst products from the market (mandatory minimum energy performance standards) and steer consumers to better than average products (voluntary ENERGY STAR specifications). But for most product categories, manufacturers have had few reasons to go beyond these levels and innovate at the cutting edge of efficiency. Likewise, there has been no easy way for consumers and procurement officers to seek out the highest efficiency models.

To achieve the levels of greenhouse gas emissions reductions needed to stabilize the climate, it is essential to speed the innovation and market transformation process to take maximum advantage of cost-effective end-use efficiency opportunities.

## A Market-Based Solution: TopTen USA

**TopTen USA Mission:** To create a dynamic benchmark for the most energy efficient products on the U.S. market and work in partnership with market actors to stimulate market demand for the highest-efficiency devices.

**Description:** TopTen USA is a transparent system to continuously identify the 10 “best” energy-efficient products available in each product category and to make the results freely accessible via a user-friendly Internet interface.

For each product category, the Internet site provides the following elements:

- ▶ Data displays for each of the approximately 10 products that make the selection cutoff, as well as for a representative “average” product (to aid comparison)
- ▶ Selection criteria
- ▶ User advice, including background information and purchase and use tips
- ▶ Policy recommendations, for example, regarding appropriate levels for mandatory and voluntary standards or the design of incentive schemes
- ▶ Downloads and links to publications, standards, labels, and organizations external to TopTen.

### Initial TopTen USA Product Categories

- ▶ **Appliances:** Refrigerators; Freezers; Dishwashers; Clothes Washers; Clothes Dryers
- ▶ **Electronics:** Televisions
- ▶ **Office Equipment:** Desktop Computers; Monitors
- ▶ **Heating & Cooling:** Room Air Conditioners
- ▶ **Lighting:** General Service Lighting (sub-categories: screw-based dimmable and non-dimmable lamps)
- ▶ **Vehicles:** Passenger Vehicles

Screen Shot of Typical TopTen USA Display

You are here: [Home](#) > [Household](#) > [Tumble Driers](#) > **Residential use**

**Residential use**    Related Pages: [Recommendation Driers](#) | [Selection Criteria](#)

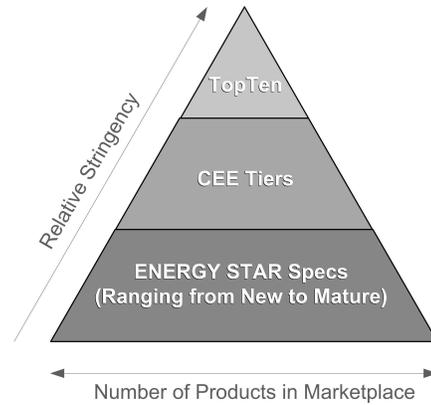
	<a href="#">compare</a>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
<b>Brand</b>	V-ZUG	Elektra Bregenz	Blomberg	
<b>Model</b>	Adora TSL WP	TKF 7500	TKF-7350 A/S	
<b>List price €</b>	2625	879	1806	
<b>Electricity costs (€ 15 years)</b>	720	720	720	
<b>Capacity (kg)</b>	6	7	7	
<b>Drying time (min)</b>	90	140	140	
<b>Energy class</b>	A	A	A	
<b>Energy Consumption (kWh/kg laundry)</b>	0.32	0.32	0.32	
<b>Countries available</b>	CH	AT / CH	CH	

By updating the product lists on review cycles that ensure that the most current products are always reflected on the site, the TopTen USA Web site will showcase highly efficient new products soon after they become available.

**Value Added:** TopTen USA will offer the most stringent national benchmark to differentiate a wide range of product, equipment and vehicle categories based on their energy efficiency. The dynamic nature of the selection criteria limits the product offerings to only the approximately top 10 performers, so TopTen USA continuously pulls the market toward higher levels of efficiency. By working with various market actors to incentivize manufacturers toward innovation at the leading edge of efficiency, TopTen USA promotes competition among manufacturers and ensures that tomorrow’s “business as usual” products are radically more energy efficient than today’s.

TopTen USA plays a range of market functions that add value for the full range of market actors.

Market Actor	TopTen Value Proposition
<b>Manufacturers</b>	Support market introduction of new products Provide independent, objective marketing of products Channel incentives and increase demand for innovative products
<b>Retailers</b>	Partner with retailers to increase sales Position retailer as a leader and trusted community partner in the fight against climate change
<b>Consumers</b>	User-friendly interface to identify most efficient products and access incentives Educate consumers on total life-cycle cost (purchase price plus energy bill minus incentives for TopTen products). Communicate benefits of efficient products for climate protection
<b>Large Buyers and Procurement Officers</b>	Support formulation of procurement specifications Channel procurement dollars to the "best" products to drive innovation (government, CSR) Reduce operating costs to enhance competitiveness
<b>Policymakers</b>	Provide real-time market data on the "best" products, with energy efficiency as a key criterion Pave the way for new and more stringent standard & label specifications
<b>Utilities</b>	Continuously identify the highest-efficiency products (in Europe and the USA) Provide TopTen benchmark for rebates, vastly reducing free-ridership concerns Include products for which standards/labels are not available
<b>Media</b>	Serve as credible, independent source of information Issue regular updates Provide one-stop shop for broad range of product categories



**Institutional Arrangements:** TopTen USA is a nonprofit corporation and will soon file for tax-exempt status with the IRS. It is the newest addition to the TopTen International Group (TIG) of participating national systems (see [www.topten.info](http://www.topten.info)). Ultimate responsibility will lie with the TopTen USA Board of Directors and Executive Director.

Coordination of TopTen USA activities with related efforts in the marketplace will be supported by a National Consultative Group. TopTen's Advisory Panel (currently including the American Council for an Energy Efficiency Economy, Natural Resources Defense Council, Northeast Energy Efficiency Partnerships, Inc., Northwest Energy Efficiency Alliance, Pacific Gas & Electric, and WWF USA) will continue to provide subject matter expertise and guidance.

### Steps to a 2009 Launch of TopTen USA

The TopTen USA Board has led the start-up efforts. On August 1, Norman Dean, Esq. joined TopTen USA as President and Executive Director. An executive experienced in consumer labeling programs, non-profit start-ups and Internet-based consumer resources, he is leading TopTen USA to establish a TIG accredited web-based listing of TopTen USA products ready for beta testing by ratepayer-funded energy efficiency programs in winter 2010. He is also forging strategic alliances with related programs and organizations as well as retailers of TopTen USA listed products.

### Contact for Further Information

Summer 2009

Please contact the TopTen USA President or Board with any queries/suggestions:

<b>BOARD OF DIRECTORS</b>	<b>Chairperson</b>	Susan Coakley, NEEP
	<b>Vice Chairperson</b>	Noah Horowitz, NRDC
	<b>Secretary</b>	Duane Larson, PG&E
	<b>Treasurer</b>	Richard Moss, WWF
	<b>Board Member</b>	Chair Fullenwider, NEEA
	<b>Board Member</b>	Steve Nadel, ACEEE

**President and Executive Director**  
Norman Dean, Esq.  
240-339-3326  
[norm@toptenusa.org](mailto:norm@toptenusa.org)