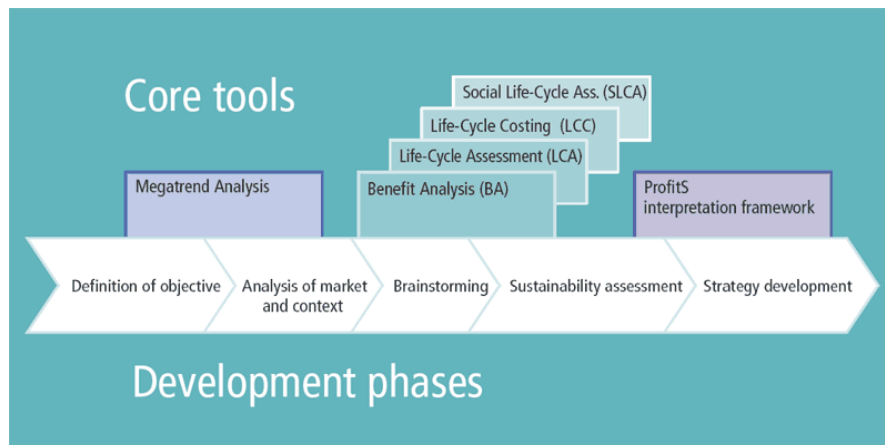




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PROSA – Product Sustainability Assessment



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Elements of the EcoTopTen Initiative

- promotion of sustainable products in the mass market
- focus on ten product fields of particular relevance
- EcoTopTen products as Best Products:
high quality, appropriate price, of course environmental
- targets for innovations and criteria with support of the method PROSA – Product Sustainability Assessment
- market overview: www.ecotopten.de
- international cooperation: www.topten.info
- 850.000 pageviews per month
support by many manufacturers, retailers, NGO, media

Success and Challenge

- EcoTopTen-products
for all product groups
- with EcoTopTen products
40% reduktion of CO₂
without extra life cycle
costs
- challenge 2050:
max. 2-to CO₂ per capita
- what are the products
of the
4. industrial revolution?



EU-Label as target for innovation

washing machine	bulbs		
≤ 0,15 kWh (20°C)	LED (1 W)	A	10
		B	9
		C	8
≤ 1,05 kWh (A 2008)	energy bulb (11 W) (A)	D	7 <small>More efficient</small>
		E	6
	light bulb (60 W) (C)	F	5
		...	4
	...		3
			2
			1 <small>Less efficient</small>