

# Topten China – Promoting the Best in Energy Efficiency

Topten China provides up-to-date information on the best and most energy efficient products currently available on the Chinese market. The Topten China website is an independent and ideal tool for consumers, manufacturers, retailers, large buyers, and policy makers to make a smart choice when buying new products. Topten China is a neutral, transparent selection, and evaluation based on impartial testing and analysis.

The objective of this project is to move the market towards more energy efficient products. The use of energy efficient appliances, with the help of the national energy label, is expected to save 14.2 terawatt hours per year<sup>1</sup>. This corresponds to 80% of the energy consumption of all Swiss households<sup>2</sup>!

The quick and easy information on the most energy efficient products currently available in China greatly improves access to these products so that people can choose, sell, and manufacture better, smarter energy efficiency products.

Topten China is expected to go online at the end of 2010.

1 China National Institute of Standardization  
2 Schweizerische Elektrizitätsstatistik 2008



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WWF's mission is to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature, by:

- conserving the world's biological diversity
- ensuring that the use of renewable natural resources is sustainable
- promoting the reduction of pollution and wasteful consumption.

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for a living planet®

## Promoting the Best!



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# Conservation through Carbon-Offsetting: How the Private Sector Helps the Climate through WWF Projects

The consequences of the ongoing climate change are one of the greatest challenges for people and the environment. The key cause of the increase in temperature worldwide are the high CO<sub>2</sub> emissions.

Many businesses in Switzerland wish to reduce their CO<sub>2</sub> emissions by supporting WWF's climate change activities. WWF Switzerland is actively lobbying for a Swiss compliance through a domestic CO<sub>2</sub> reduction target of at least minus 30% by 2020.

Other activities include renewable energy and energy efficiency projects in developing countries. There is currently a lack of such projects and at the same time a great interest from the companies to finance them through carbon credits.

## The WWF Switzerland Climate Group



Companies who wish to do something to protect the world's climate come together in the WWF Climate Group. The member companies commit themselves to reduce their existing CO<sub>2</sub> emissions in their operations and products as well as cause as few emissions as possible in the future.

WWF only offers companies the possibility to reduce emissions through WWF projects who are members of the WWF Switzerland Climate Group and have shown a strong track record of emission reductions or have committed to such a target.

## Going for Gold

WWF supports the Gold Standard, a quality standard for the carbon market now endorsed by over 60 NGOs. The Gold Standard currently only accepts energy efficiency or renewable energy projects. However, the market share of Gold Standard projects is still small and needs a big boost to have an impact on the carbon market. Thus, WWF is working to set up new Gold Standard projects that are aligned with WWF's mission.

WWF projects that comply with the Gold Standard methodology, financed through carbon credits:

- reduce the CO<sub>2</sub>-footprint
- ensure that part of the money in the carbon markets go into projects that provide a real and additional climate effect
- generate know-how and experience with low-carbon-technologies in developing economies
- provide companies with concrete opportunities to support conservation and reduce their CO<sub>2</sub> emissions at the same time

Main partner for carbon offset projects:



## Project example Nepal: Biogas – a role model for alternative energy

As part of WWF Nepal's Terai Arc Landscape Programme, some 7,500 biogas plants are being installed between 2009 and 2012. With a dense population, high biodiversity and fragile ecosystems, deforestation is a major issue facing the Terai Arc. Unsustainable fuelwood collection kill the forests in the area. A family uses on average 1.3–2.5 kg wood everyday. With more than 9.3 million head of cattle and over 6.7 million people, there is a future for biogas in the Terai Arc. Biogas has a direct positive impact on climate change, helping to reduce greenhouse gas emissions and global warming. A single biogas plant reduces carbon emissions by 4.7 tonnes per year. The technology is simple, reliable, accessible, and risk free. Since the biogas digestors have been installed the village's reliance on forest fuelwood has decreased dramatically, and health and sanitation conditions have improved. WWF is supporting biogas installation through microfinance schemes in 13 sites in the Terai Arc, particularly for the poorer, more marginalized communities. > [www.panda.org/about\\_our\\_earth/about\\_forests/forest\\_news\\_resources/?95320/Biogas-saving-nature-naturally-in-Nepal](http://www.panda.org/about_our_earth/about_forests/forest_news_resources/?95320/Biogas-saving-nature-naturally-in-Nepal)

## Project example Madagascar: Solar Cookers Protect Forests

In the dry and sunny southwestern part of the country, WWF is working with the Swiss-Madagascan organization ADES offering solar cookers at reduced prices to the villagers. The climate-friendly cookers save people from buying charcoal and gathering firewood. This way, the rapid deforestation in Madagascar is slowed down. In addition, energy efficient wood stoves for use after sunset are sold to reduce the need for firewood and charcoal. 100 solar cookers save 720 tons of wood a year, which translates into 130 hectares of forest, an expected annual reduction of 20,000 tons of CO<sub>2</sub>. > [www.adesolaire.org/en/index.html](http://www.adesolaire.org/en/index.html)  
Over the next 7 years, ADES expects to sell around 44,000 solar cookers and some 8,600 energy-efficient wood stoves, leading to a reduction of up to 190,000 tons of CO<sub>2</sub>. > [www.adesolaire.org](http://www.adesolaire.org)

