

TOPTEN LAUNCH IN ARGENTINA

Vida Silvestre launched TOPTENARGENTINA.ORG, an online consulting tool that presents the most energetically efficient appliances available in the market. The initiative calls to incorporate the energy saving variable at the time of buying or choosing appliances with the double benefit of caring for the planet and for the economy. According to a study by Vida Silvestre, the implementation of energy efficiency policies would prevent the generation of 6.000 MW, the equivalent of two hydroelectric dams, and up to U\$31.000 million in savings in capital costs to 2030.

(Buenos Aires, December 16, 2015) TOPTEN, an international initiative on rational and efficient use of energy present in 23 countries, was launched in Argentina by Fundación Vida Silvestre. In the context of an energetic and environmental situation that requires the optimization of the energetic demand –in 2014, the country registered an energetic deficit of U\$10.155 million–, this online consulting tool proposes to incorporate the energy consumption variable at the time to choose a new appliance, offering the consumer information on the most efficient products in the market, initially for the categories of water-heaters, air conditioning systems, and refrigerators.

The presentation took place at the Embassy of Switzerland, the country where TOPTEN was first launched. It was attended by the Ambassador of Switzerland in Argentina, Mr. Hanspeter Mock; the Energy Planning Secretary, Mr. Daniel Redondo; and the Energy Efficiency Subsecretary, Mrs. Andrea Heins, both belonging to the Energy and Mining Ministry of Argentina.

At the event, Carlos Tanides, coordinator for the Energy Program in Vida Silvestre, remarked that *“TOPTEN aims for a transformation of the energetic market for consumers, governments, manufacturers and businesses”*, and encouraged them to work for the implementation of energetic efficiency policies in Argentina. In turn, Andrea Heins, Energy Efficiency Subsecretary, stated: *“we are going to work in improving the energy labelling system in appliances to reach new products”*.