



Press release

shecco debuts new webinar series on 22 September

Brussels, 18 September 2015: shecco is proud to announce its new webinar series. As part of its ongoing efforts to accelerate the market uptake of natural refrigerants globally, shecco will introduce a webinar series to discuss pertinent industry matters, and allow its partners to feature their advancements. The first webinar will present key findings from the “GUIDE North America” – shecco’s newest market report.

shecco will take yet another step to strengthen its communication with partners, the HVAC&R industry, commercial end-users, legislators and the wider public at large. On 22 September 2015, the market accelerator will launch a new series of webinars to put a spotlight on market, technology & policy trends, as well as discuss imminent issues.

Led by shecco media, the webinars will also present an opportunity for other organisations to highlight their achievements in the field of natural refrigerants technology. It will develop into a regular feature with the agenda being open to suggestions and recommended speakers.

On the decision to launch a webinar series for the natural refrigerant industry and associated partners, Nina Masson, Deputy Managing Director of shecco notes that:

“The way people take in information these days is so diverse, and in a world increasingly on the go we wanted to ensure important messages were heard. We believe introducing a regular webinar series is the way to do this, as it allows experts from different continents to share information easily and exchange their point of views in a most direct way.

The webinars will complement shecco’s portfolio of services and products, allowing interested parties to continue the debate in between ATMOSphere conferences or THE CIRCLE meetings, to form effective working groups on international campaigns, and to stay up-to-date on publications like the Accelerate magazines and the series of GUIDEs. The first webinar on the GUIDE North America is therefore a perfect way to introduce people to the current landscape of natural refrigerants through a new medium.”

What’s on the agenda?

The first webinar will be held on 22 September and will be hosted by Nina Masson, shecco’s Deputy Managing Director. Focusing on shecco’s recent publication “GUIDE to Natural Refrigerants in North America – State of the Industry 2015”, Masson will talk about the standout market, policy and technology trends that have contributed to a pronounced growth in the North American natural refrigerants market.

Market maps for each sector will be presented showing where the 291,000 pieces of light commercial refrigeration equipment are located, in addition to 409 stores using

natural refrigerants and the 324 industrial refrigeration systems using “next-generation” natural refrigerant-based solutions.

Masson will also look at the results of an industry-wide survey, which collected the expectations and opinions of hundreds of stakeholders in the natural refrigerant market.

Other features to be discussed include:

- A look at the current and future policies that are driving the adoption of natural refrigerants in North America
- shecco’s commercial availability chart for the expected commercialisation dates of lesser-used applications.

How to join the first webinar

On Sep 22, 2015 - 9am PT/ 12pm ET/ 6pm CET, click the link below to join:

<https://shecco.zoom.us/j/742698331>

Or alternatively join by phone using:

+32 800 267 88 (Belgium Toll Free)
+1 888 974 9888 (U.S. Toll Free)
+49 800 724 3138 (Germany Toll Free),

with the Webinar ID: 742 698 331

For more information regarding shecco’s webinar series, contact us at

webinar@shecco.com

About shecco

For the last 15 years market accelerator shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 100+ partners worldwide in the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants. shecco offers a variety of services in three areas: 1) media, including online industry platforms, magazines and a catalogue of dedicated research reports; 2) market development, including market research, consultancy and public affairs services, as well as special international projects; and 3) events, including international conferences and national workshops.

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