



Press Release

## shecco initiates “The Natural Voice” and gets worldwide industry support

Brussels, 4 November 2009- With less than forty days left before the kick off to the Copenhagen talks for a climate agreement, shecco acts once again in accordance with its commitments by raising “The Natural Voice” – an industry statement affirming the high social, economic, and environmental potential of natural refrigerants.

The heating, refrigeration and cooling industry is asked to gather under the international campaign “The Natural Voice” to express recommendations to the climate negotiators in an effort to help reducing the sector’s contribution to climate change. Since its launch, The Natural Voice has been supported by 58 signatories to call upon the negotiators of the Copenhagen agreement to undertake meaningful action to curb greenhouse gas emissions and acknowledge the potential of natural refrigerants in order to achieve this.

“International climate negotiations right now offer momentum to promote the right alternatives for all refrigeration, air conditioning, and heating systems worldwide and The Natural Voice is stating this very clearly” argues shecco’s Managing Director Marc Chasserot.

“shecco has always been at the forefront of technological developments favouring the uptake of natural refrigerants. Convinced about the climate-friendly credentials of these substances shecco has initiated this global call for action supported by industry and research. We will continue engaging in dialogue with all interested parties to address wherever and whenever possible the unexploited technological and environmental advantages of natural refrigerants,” Chasserot adds.

### Partners

Companies that have already joined The Natural Voice include:



## **Contact us**

shecco welcomes all comments and suggestions on how to exploit the full potential of The Natural Voice even beyond upcoming climate negotiations. For more information, please contact:

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## **More information**

The Natural Voice campaign website: <http://www.thenaturalvoice.org>

More about The Natural Voice: [http://www.shecco.com/inside\\_pages/projects.php](http://www.shecco.com/inside_pages/projects.php)

*For seven years within the Norwegian conglomerate Norsk Hydro, and since 2007, shecco is now an independent company based in Brussels, Belgium. shecco supports its 70+ customers worldwide with a variety of marketing and communication services to help bring their climate friendly technologies faster to market.*