



Press Release

shecco publishing arm has new website

Brussels 27 November 2013: shecco's publishing arm, "shecco publications", has a brand new website through which all free and paid-for publications can now be viewed and downloaded. Launched in 2012, shecco publications, a boutique and independent publishing house, is rapidly becoming the leading publisher of titles on climate friendly, natural refrigerant technologies in the HVAC&R sector. The new website will enable shecco to better showcase its expertise and that of its partners.

On the new platform, <http://publications.shecco.com>, a number of publications are already available as ebooks, including the Natural Refrigerants GUIDEs and Summary Reports from the ATMOSphere conferences.

"Thanks to its new, dedicated website, shecco publications is now uniquely placed to reach a broad audience of experts and industry leaders, and help share knowledge and best practice on climate friendly technologies. Over the years, shecco has cemented its position as the world's leading online publisher of natural refrigerant news. Today it is also known as a publishing house with the know-how to develop manuscripts used as industry references the world over. We hope our readers enjoy using the new website," says Janaina, Topley Lira, shecco Media Officer

"shecco publications will feature business intelligence reports, policy analysis, working papers, newsletters and other formats supporting the uptake of sustainable technology in the HVAC&R and the transport sectors, as well as in other areas of environmental technologies. Importantly, the new platform does not only facilitate navigation for the user but also provides more visibility to our industry partners, to associations and international organisations we are working with," adds Nina Masson, shecco Head of Market Research.

GUIDE series

Through its publishing arm, shecco has become the publisher of a series of freely available market intelligence reports about the potential of natural refrigerants in various world regions. GUIDEs provide an overview of applications using carbon dioxide, ammonia, hydrocarbons, water and air as refrigerants, outline industry and policy drivers, and provide market forecasts. The basis of each GUIDE is thorough analytical work by shecco's in-house market research and public affairs teams.

Special features of GUIDEs include:

- Natural Refrigerant Ecosystems
- Technology & Market Maps
- End-User Views & High-Level Interviews
- Survey results
- Case Studies
- Policy Drivers

As part of the GUIDE series shecco is also launching a new paid-for series of publications. The first for these will provide an in-depth look at HFC taxes and fiscal incentives for natural refrigerants in Europe.

ATMOsphere Summary Reports

Complementing the GUIDEs is the series of ATMOsphere Summary Reports, which provide an overview of the event presentations and an analysis of the discussions held during the various ATMOsphere conferences organised around the world.

The Summary Reports bring together the latest thoughts and ideas from policy and industry on “how to bring natural refrigerants faster to market”, examining the broader policy context in which this needs to take place, looking at the latest technological developments, and taking into consideration end user views.

To find out more use the following link: [**http://publications.shecco.com**](http://publications.shecco.com)

About shecco

For more than a decade market development expert shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 100+ partners worldwide in two areas: the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants; and the transport sectors where an emphasis is put on electric vehicles (cars, heavy duty vehicle, scooters, bikes). shecco offers a variety of services, ranging from world-leading online industry platforms, to market research & consultancy services, events management, funding & grants support, and public affairs.

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