



EUROPEAN EDITION

ACCELERATE

ADVANCING HVAC&R NATURALLY EUROPE

PRESS RELEASE # 1

METRO AG TAKING SUSTAINABLE LEAD IN INAUGURAL EDITION OF ACCELERATE EUROPE

The first quarterly European magazine from shecco looks at how leading organisations are using carbon dioxide, hydrocarbons, ammonia and other climate-friendly natural refrigerants to improve and future-proof refrigeration, air-conditioning, and heating systems.

Brussels, Belgium - (December 8, 2015) –

Produced by shecco Media, the worldwide expert in natural refrigerant news, Accelerate Europe is the first quarterly news magazine written for and about Europe's most progressive business leaders working with climate-friendly natural refrigerants, from the colder Scandinavian and northern European regions to its hotter southern climates.

The new magazine's mission is to advance the continued adoption of natural refrigerants – such as carbon dioxide, ammonia, propane, isobutane, water and air – by informing readers about how they are being used in HVAC and refrigeration applications across industries in Europe.

"Today the European HVAC&R industry is at full speed, driven by the EU F-Gas Regulation and the need to find cost-efficient, safe, low-GWP solutions that won't be faced with regulation in the future," says Marc Chasserot, publisher of Accelerate Europe and Managing Director of shecco. "Behind this wave of innovation are people with brilliant and creative ideas who are designing and using

functioning technologies in brand new ways to meet exciting new business opportunities. These are the people, ideas and technologies we want to cover in Accelerate Europe."

METRO AG's Irreversible Stand on Natural Refrigerants

In its first-ever edition, Germany-based METRO AG, one of the world's biggest food retailers, discusses its pioneering F-Gas Exit Programme and plans to internalise its sustainability initiatives in the inaugural Winter 2015 edition of Accelerate Europe.

Olaf Schulze, the man tasked with overseeing the METRO GROUP's transition to natural refrigerant technology – laid out by its Sustainability Board in 2013 – sets out METRO's market-leading sustainable benchmarks and describes its journey to reach the target of phasing out fluorinated greenhouse gases by 2025. Schulze isn't interested in 'green washing': instead practicing what he preaches at home with his family. His philosophy shines through in the company's bold ambitions to phase out harmful

HFCs, limit refrigerant leakage rates and share its natural refrigerant success stories with the market.

Also in the first issue: Accelerate Europe sits down with one of the industry's most influential figures, Torben Hansen. As all-CO₂ system supplier Advansor prepares to farewell its founder at year's end we hear Hansen's insights on just why radical ideas are needed for natural refrigerant technology to prevail and the company's plans for the future from Managing Director Kim Christensen, including smaller store integrated solutions. We take a tour of retailer Delhaize's Chazal store in Brussels and hear plans to expand its NatRef network to include the adoption of hydrocarbon plug-in units and as many CO₂-based systems as possible.

On the policy front, the EU F-Gas Consultation Forum addresses barriers for low-GWP alternatives; we investigate Secop's bid to expand the European hydrocarbon compressor market to the U.S. and China; and Danfoss' technology for warm climates seeks to turn a new leaf for CO₂ technology.

Accelerate Europe follows success of American and Japan editions

Accelerate Europe was launched by shecco Media as the third magazine to fully focus on natural refrigerants in a specific world market. It follows the successful launch of the monthly Accelerate America magazine in 2014, and of the bimonthly magazine Accelerate Japan earlier in 2015.

Accelerate Europe will be available every quarter at no charge at <http://accelerateEU.com>. In addition, print editions of the magazine will be distributed at major European trade shows and to key players in, and served by, the HVAC (heating, ventilation, air conditioning) and refrigeration industries.

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 catalog 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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