



#11 DECEMBRE 2015 - JANUARY 2016

ACCELERATE

ADVANCING HVAC&R NATURALLY AMERICA

PRESS RELEASE # 1

THE CALIFORNIA AIR RESOURCES BOARD SHARES PLANS FOR CUTTING HFC EMISSIONS IN DECEMBER-JANUARY ISSUE OF ACCELERATE AMERICA

Monthly magazine from shecco looks at how leading organizations use carbon dioxide, hydrocarbons, ammonia and other climate-friendly natural refrigerants to improve and future-proof refrigeration, air conditioning, and heating systems

New York, N.Y. – (January 12, 2016) –

The California Air Resources Board (CARB) explains how it plans to roll back emissions of hydrofluorocarbons (HFCs) with the help of natural refrigerants in the December-January issue of *Accelerate America*, which was published online this week and is entering its second year.

Produced by shecco, the worldwide expert in natural refrigerant news, *Accelerate America* is the first monthly news magazine written for and about the most progressive business leaders working with climate-friendly natural refrigerants in the United States, Canada and Mexico.

Accelerate America is viewable online at no charge at <http://www.acceleratenam.com>. In addition, print editions of the magazine are distributed at major North American trade shows and to key players in, and served by, the HVAC (heating, ventilation, air-conditioning) and refrigeration industries.

In the December-January issue (volume 2, No. 11), Glenn Gallagher and Ryan McCarthy of CARB share details on how

the state will cut emissions of HFCs, which are highly potent greenhouse gases, by 40% of 2013 levels by 2030 – part of CARB's plan to curtail emissions of short-lived climate pollutants (SLCPs), which also include methane and black carbon (soot). SLCP emissions reduction is one of six pillars supporting California plans to reach its overall goal of reducing greenhouse gas emissions by 40% below 1990 levels by 2030. In reducing HFCs, CARB sees natural refrigerant-based refrigeration and HVAC systems as a low-GWP alternative.

The December-January issue offers several other articles on changing regulations and standards that are impacting the uptake of natural refrigerants. These include the Environmental Protection Agency's plans for 2016, an analysis of whether federal regulations will recognize low-charge ammonia systems, and how SLCP emission reductions will help keep global temperatures from rising more than 2 °C – the goal set at the recent COP21 climate change meeting in Paris. End-user stories

include Western Gateway Storage's new low-charge ammonia system, Japanese retailer Save On's propane-refrigerated cases and Delhaize's plans to install CO₂ transcritical refrigeration in its global supermarket chain.

The mission of the *Accelerate America* is to advance 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 North America.

“Natural refrigerant-based technologies are disrupting the HVAC&R industry in North America,” said Marc Chasserot, publisher of *Accelerate America* and managing director, 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 America*.”

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.

Contact

Marc Chasserot
Founder and Publisher, *Accelerate*
shecco
marc.chasserot@shecco.com

Michael Garry
Editor
Accelerate America
michael.garry@shecco.com
203-778-8770