



Press release

## **First issue of The Natural Voice Magazine demystifies natural refrigerants for global audience**

Brussels, 12 July 2016: Ahead of Montreal Protocol meetings this month which will see 197 countries discuss a pathway towards a global HFC phase-down, shecco is proud to launch the first edition of its new Natural Voice Magazine, entitled 'Demystifying Natural Refrigerants'.

The publication of the magazine comes at a critical juncture, with nations around the world on the brink of determining the future of HFCs. In a bid to increase awareness of available, energy-efficient and safe HFC-free technologies, the magazine aims to highlight the key benefits of natural refrigerants by showcasing case studies and interviews with leading equipment manufacturers and technology end-users.

"Unfortunately we seem to be trapped in a chemical loop from which it is hard to escape, despite the many negotiated amendments to the Montreal Protocol," says Sidi Menad Si Ahmed, shecco's Chief International Advisor and former Director of the Montreal Protocol branch at the United Nations Industrial Development Organisation (UNIDO).

"Today, big corporations are adopting natural refrigerants, paving the way for a major shift. It is the duty of all of us to support this trend and render it irreversible. Time is of the essence and negotiations on the amendment are taking a crucial turn. We need to spread this message among the Parties before any final decision is taken," he declares.

### **Showcasing the benefits of natural refrigerants to the international community**

The Natural Voice Magazine targets international policymakers and other parties involved in negotiations on the future shape of a global HFC phase-down. Hard copies of the first issue will be distributed to representatives of 197 countries during the July Montreal Protocol meetings, as well as to other organisations participating in the negotiations on the future HFC phase-down.

By providing examples of successful market and technology trends, the magazine seeks to demonstrate that natural refrigerants are energy-efficient and safe solutions for a future without fluorinated refrigerants.

"The publication of the Natural Voice Magazine is a significant and proactive step in raising awareness of natural refrigerant technologies currently available in developed and developing countries," explains Nina Masson, Publisher of the Natural Voice Magazine and shecco's Chief Market Development Officer.

The first edition outlines the use of natural refrigerants across the food cold chain, highlighting inspiring natural refrigerant applications in Brazil as well as solutions for other warmer ambient temperature regions. The Coca-Cola Company and Carrefour's experiences of using natural refrigerant technologies and their plans for the future are also featured. Another story looks at an innovative project in Vietnam that paves the way for wider adoption of small hydrocarbon refrigeration systems in the fishery and cold storage sectors worldwide.

### **Global initiative supported by 108 signatories**

Currently supported by 108 signatories from all over the world, the Natural Voice is the world's most important industry-led statement calling on national governments to fully exploit and acknowledge the potential for natural refrigerants to replace climate-damaging HFCs across industries, applications and regions.

To sign up to TNV statement, organisations are invited to visit: [www.thenaturalvoice.org](http://www.thenaturalvoice.org).

### **More information**

The Natural Voice #1 is available to download for free at <https://issuu.com/shecco/docs/tnv-mag-01>.

### **About shecco**

For the past 15 years market accelerator shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 150+ 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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