

FOR IMMEDIATE RELEASE

shecco cooperates with Danfoss on upcoming #WebinarWednesday session on sustainable cooling

Brussels, Belgium, 17 May, 2017 – shecco and energy-efficiency company Danfoss will kick off the 2017 #WebinarWednesday series for 2017, with a webinar on ‘What is sustainable cooling in the EU? A cross-sector perspective’ on 31 May. The #WebinarWednesday will offer expert advice from Alix Chambris, Head of Public Affairs at Danfoss; Ingo Wagner, Policy Manager at Euroheat & Power; Thomas Nowak, Secretary General of European Heat Pump Association (EHPA); and Christine Weiker, Secretary General of European Cold Storage and Logistics Association (ECSLA).

About the sustainable cooling webinar

For the first #WebinarWednesday of 2017, leading experts will update participants on the latest EU policy developments relevant to heating and cooling, and identify key opportunities for the cooling sector going forward. The #WebinarWednesday will follow-up the DecarbHeat conference (11-12 May) and analyse the upcoming EU sustainable energy week (EUSEW; 19-25 June).

The energy legislation impacting cooling is rapidly moving in the European Union, as the European Commission’s Winter Package proposals are currently under negotiation at the EU level. The Energy Efficiency Directive, the updated Ecodesign rules and the revised Energy Efficiency Labelling proposed regulation are of particular interest for the cooling sector. A good understanding of current market trends in Europe and the future challenges and opportunities for the sector are vital to make the most of this new regulatory framework.

“Good business needs direction setting – and to that end, it is crucial to translate sustainable cooling as defined by the EU energy strategy for the industry. The webinar is a great opportunity to answer key questions for the cooling sector: How to support EU policy development, how to anticipate future business models and how to participate in the public debate impacting our sector?”- says Julia Panzer, Director Strategic Communication at Danfoss Cooling.

This informative webinar will specifically cover:

- What is sustainable cooling in the light of the DecarbHeat Forum and EU Sustainable energy week;
- Technology trends and analysis of the future opportunities in the EU;
- Public affairs trends: an update on policy in industrial and commercial refrigeration markets;
- What is next for cooling: how can the industry get involved?

The webinar is scheduled for 31 May, 10 am EST (4 pm CST, 9 am CET, 8 am UTC). Interested parties are welcome to register for #WebinarWednesday alerts on the website, to be kept informed regarding

registration details and how to join the debate: www.webinarwednesday.net, or directly through the registration link:

<https://shecco.zoom.us/webinar/register/30b4f6e714973a3ed746f627e8486654>

About #WebinarWednesday

Launched by shecco, the global experts in natural refrigerants news, analysis and events, #WebinarWednesday is the new global webinar series for climate-friendly heating, cooling & refrigeration trends. Content and executives from market leaders are paired with expert moderators from shecco to introduce trends and steer the discussion.

A webinar, or web seminar, is an online meeting format to allow real-time, point-to-point communications from one sender to many receivers. Our flexible format offers a variety of different functions, including presentations and lectures, panel debates, 1x1 interviews, training sessions, live polling, interactive Q&A sessions, and more. By partnering up with zoom!, an industry-leading webinar platform, up to 3,000 participants can join in each session.

#WebinarWednesdays are scheduled to take place up to twice a month – on Wednesdays of course!

More information

www.webinarwednesday.net

Free registration for the webinar on 31 May:

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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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