



# PROCOLD PROGRESS REPORT

Grant agreement N°: 629293

October 2015



The ProCold project has received funding from the *European Union's Horizon 2020 research and innovation programme under grant agreement No 649293.*

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## Introduction

20 years after the European Union introduced its energy label for household cold appliances, labelling and Ecodesign regulations are being extended to commercial and professional refrigerators and freezers. This is good news looking at the positive impact they had on the domestic market and the potential savings lying in the commercial and professional markets. Given the differences in energy consumption for providing same levels of services between the models present today on the European market, if best models are chosen, we can expect between 30 and 50% savings. In addition, it is important to support the use of refrigerants with reduced global warming potential – all the more since they will be mandatory from 2020 (F-Gas regulation).

The ProCold project has started on February 1<sup>st</sup>, 2015 for a duration of 36 months with a budget of 1 181 780 € from the Horizon 2020 programme. It targets plug-in standardised appliances, used to cool or freeze food and drinks offered to end-consumers in a number of environments. Achieving savings needs targeted support as professional and commercial markets have their specificities. The ProCold project has been designed to support stakeholders of the various market chains. In order to bring this support, 7 Work Packages (WP) were designed to structure the project, each of them including several deliverables. We are now at Month 9 of the time line and this progress reports aims at presenting the activities undertaken so far, and the next steps.

## 1. WP1 – Administration and project management

*WP Leader – ADEME*

From the grant agreement, the objectives of WP1 are 1) to ensure that all contractual obligations (administrative, financial and reporting) are met in time and with a high level of quality, 2) to foster exchange and learning between partners in order to fully meet project objectives, 3) to organise all project meetings and communication among the partners, WP and task leaders and ensure a full coherence of the project activities.

### 1.1 - Activity description

Within WP1, ADEME has undertaken the following activities:

- Concerning administration, it has organised the money transfer to each partner, gathered questions from the partners on the H2020 programme, its new management and financial rules, and transmitted them to the EASME project and financial officers, and played the role of the interface with EASME for any question.
- Concerning the internal communication, it has:
  - o Set up a contact list (the latest version is presented in Appendix Table 1: Contact list).
  - o Set up two systems for storing important working documents and sharing common files:
    - A first system is a secured internal project website, structured according to WPs, to which all partners and the EASME project officer have access thanks to a specific password.

- A second system using Google Drive, only for sharing documents on which several partners have to work at the same time, e.g. monitoring and contact tools. This system is less secured, and each partner and the EASME project officer have received an invitation mail to join.
  - Monitored the project schedule so that the deliverables would be delivered on time.
- Concerning the quality control, for each activity and deliverable, ADEME has:
  - Discussed upstream with the concerned task leader to plan the task and its schedule.
  - Reviewed in details draft and final versions (a updated list of deliverables is presented in Appendix Table 1: Contact list).
  -
- Concerning the project meetings' organisation, it has organised 2 meetings, the kick-off meeting in Nice in March 2015 and the second meeting in October 2015 in Prague in collaboration with SEVEN. It has each time proposed an agenda and discussed with all partners their contribution, led the meeting and steered the discussion, and prepared the meetings' minutes.
- Finally, ADEME has coordinated this progress report, which was finished in time.

## 1.2 - Support by national teams

The national teams have been very supportive for all these activities, including the Task leaders who have contributed to this report for the following parts. There is no specific difficulty to report regarding the consortium's management (which has decided collectively not to develop a consortium agreement).

## 1.3 - Next steps

In the next months, ADEME will continue the activities described above, organise the third meeting in April 2016 in Milano, in collaboration with Politecnico di Milano, and get organised for the production of the first periodic technical and financial reports.

## 2. WP2 – Status Quo and Monitoring of market Development

*WP Leader – ADEME, in collaboration with Bush Energie*

From the grant agreement: “The objective of WP2 is to fully describe the variety of the professional cold products, the public and private stakeholders involved in their distribution and usage (market chain), the adaption of the legislation expected for 2014 and 2015 to regulate this important market segment and the EU level and national policies to stimulate the penetration of very energy efficient product models. A specific important part of the Work Package, throughout the project duration, will be to monitor the market situation concerning the penetration and availability of energy efficient professional cold products in the EU and individual national markets.”

### 2.1 - Activity description

The focus in the current reporting period was on preparing the basics to enable a systematic approach of the key stakeholders. Most of the partners' time was dedicated to this WP in the first 9 months of the project. After this WP, placed on purpose at the start of the action, all partners should have sufficient detailed knowledge on the professional and commercial cold sector to start its groundwork.

- The market was analysed from the products' point of view (definitions, categories covered by the project, technologies, energy consumption, potential savings, etc.). The elaboration of category definitions and saving potentials was key to put the focus on the relevant product categories and the corresponding stakeholders. Saving potentials and how to implement them are in the centre of collaboration with all stakeholders. This activity was finished in time and D2.1 on Professional cold product category definitions and saving potentials is uploaded on the SYGMA portal.
- The market was also analysed from the stakeholders' point of view: stakeholders at the national and central levels were identified in various categories. The overview of EU level stakeholders was necessary to understand who is taking relevant decisions regarding energy efficiency and with which arguments these market players might be motivated. This report is complemented by an Excel file, which contains relevant EU and national level stakeholders (made to be used in WP3 and WP4). This activity was finished in time. As D2.2 on the "Definition of market stakeholders. Overview of EU level market players and stakeholders" is in restricted use, it was sent separately to the project officer.
- The market was also analysed from the legislative point of view. This activity was finished in time and D2.3 on the Overview of the relevant legislation and policies is uploaded on the SYGMA portal.
- The market was also monitored on its segment of most energy efficient models: 13 product lists are available on [www.topten.eu](http://www.topten.eu) and on [www.pro-cold.eu](http://www.pro-cold.eu), each for different product categories. These lists are regularly updated, as well as the selection criteria that are published online. These lists are also the basis for the national product lists published on the national Topten websites. This activity was finished in time and D2.4, the product lists (Excel sheets google drive) are visible online and uploaded on the SYGMA portal.
- Finally, a set of brochures tailored to the key target groups (manufacturers, food and beverage industries, retailers, hotels, caterers and restaurants as well as large procurers) was produced so that partners are well documented to approach the stakeholders. Brochures were produced as InDesign files and each partner could work on them while sharing the graphic layout. This activity was finished in time and D2.5 Good practice brochures are uploaded on the SYGMA portal.

## 2.2 – Support by national teams

The national teams contributed to the work as follows, they:

- Have adapted the product lists of [www.topten.eu](http://www.topten.eu) and uploaded corresponding national product lists.
- Provided feedback on the draft report on product definitions.
- Provided an important input on EU level stakeholders especially if headquarters were in their country. This input was incorporated in the stakeholders report.
- Researched for more EU level stakeholders, which were included in the central Excel contact list, and added their national contact of stakeholders, following the same format.
- Adapted and translated the 5 brochures according to their national needs.

## 2.3 - Challenges

A major challenge is the still unpublished ecodesign/energy labelling regulations for refrigerated commercial display cabinets and the energy measurement standards for several of the most important categories. This hinders manufacturers to provide product declarations and impedes the elaboration of product lists. On the other hand the product data collected by Topten empowers the European Commission to elaborate ecodesign/energy labelling regulations on the basis of clearer evidence regarding BAT (Best Available Technology) products (see WP3).

## 2.4 – Next steps

On the basis of the completed preparatory work, WP2 activities will continue by:

- Revising selection criteria for best products - which implies a regular evaluation of the market situation.
- Updating product lists on [www.topten.eu](http://www.topten.eu) and [pro-cold.eu](http://pro-cold.eu) and informing partners so that they can research their national market, update their lists and display the information on their national websites.
- Updating when necessary the report on the legislative context to reflect new decisions.

## 3. WP3 & WP4 – Empowering market players at central level and support for policy design & Empowering market players at the national levels.

*WP3 Leader – Bush Energie and WP4 Leader - SEVEN*

For this progress report, we chose to group WP3 and WP4 since similar preparatory activities have been undertaken but ground activities have started only recently - as planned.

These work packages aim at identifying and addressing stakeholders active at the EU and national levels. These stakeholders include both public authorities (policies and procurement rules) and private stakeholders (manufacturing, supply, use of products). The key goal of WP3 is to identify and approach the stakeholders with the most influence concerning the market uptake of models with high energy efficiency, whereas WP4 will engage national level stakeholders, users, suppliers, and public authorities to the highest level possible within each stakeholder's internal structure, motivating them to adapt efficiency policies and enlarging the market and user share of the most efficient professional cold appliance models.

### 3.1 - Activity description

Key activity in WP3 and WP4 in the first months has been to make sure that, based on WP2 work and output, national partners would collect contacts most likely to be useful for the initial negotiations on the ProCold products and activities – such as main brands, chains and organisations, on order to then engage discussions with them, be it at the central and national levels.

In order to do so, after discussing in the details at the kick-off meeting, the project coordinator and WP leaders have communicated together so that interaction between WPs, most notably with the WP2, 3, 4 and 6 was ensured – so that the same tracking and monitoring system for the meetings and negotiations could be used in WP3 (EU level) and WP4 (national level):

- A template on Excel was developed to contain essential contact information that could be shared (this is useful for example to identify which partner is the best placed to target a central stakeholder).
- A template on Excel was developed for monitoring the various contacts taken and meetings organised.
- Both files were filled in by national partners (more than 1 050 contacts in total so far, mainly based on desk research that will be refined, step by step, as meetings are organised).

- First contacts were taken and first meetings organised at the central and national level (e.g. participation in fairs to meet manufacturers in CH, DE, IT and FR, meeting with a retailer in PT, etc.).

No deliverables were due for these WPs in the first 9 months of the project.

In addition to these activities, in the framework of WP3 (task 3.1), Bush Energie together with the Austrian Energy Agency kept close contacts with the European Commission and key stakeholders to provide input to regulations and standards. For example, a ProCold position paper is uploaded on the SYGMA portal.

### 3.2 - Support by national teams

In the first stage of the project, national partners have first commented the Excel formats and then have been active in the collection of appropriate stakeholder contacts, which were listed in the Excel table. National partners researched the appropriate national contacts among all target groups, such as public authorities (responsible for the legislation, procurement, and dissemination activities), manufacturers and suppliers, food and beverage industry, service providers, retailers, professional media and associations, and other direct users. They researched the most relevant institutions (large scale impact, chains, replication effect potential). Each partner will support WP3 Leader in approaching the central stakeholder that would be based in his or her country.

### 3.3 - Next steps

WP3 and WP4 will constitute the bulk of the ProCold project work in the coming months. Armed with the technical and legislative knowledge and the targeted brochures produced in WP2 and with the tools produced in WP6 (see below):

- Partners will engage in intensive contacts with all stakeholders' categories.
- WP3 leader will support partners to address EU level stakeholders.
- WP4 leader will support partners to address national level stakeholders.
- WP3 leader together with AEA will keep providing input to the regulatory process concerning the commercial and professional cold products.
- In month 10 (November 2015) procurement guidelines and a factsheet addressed to public authorities / institutions will be published (deliverable D3.1).

## 4. WP5 – Product competition for most efficient professional cold models on the European market

*WP Leader – Öko-institut*

From grant agreement: “The objective and purpose of this WP is to identify and effectively highlight the professional cold products with the best energy efficiency (and climate friendly refrigerant use) parameters. This will be reached by identifying these products, verifying their parameters by sample tests, and organising a product competition.”

### 4.1 - Activity description

In the current reporting period work in WP5 was focussed on parts of Task 5.1 “Organisation of the product competition, defining categories and inviting manufacturers”, notably drafting and finalizing the competition rules for the product competition and the accompanying announcement/invitation letter to manufacturers.



It included a draft of a preliminary competition concept based on desk research of existing competition rules and the drafting of competition concept, including the basic approach for product category identification, competition rules, roles of ProCold partners and timeline.

Feedback from ProCold partners on the draft concept was collected and first contacts with laboratories for later product testing were taken.

The updated competition concept was presented to the ProCold partners who collectively took joint decision on product categories; the competition rules and announcement/invitation to manufacturers were finalised.

This activity was finished on time and the competition rules (D 5.1) and briefing for the announcement are uploaded on the SYGMA portal.

## **4.2 - Support and Input of the national teams**

The national teams provided feedback on the competition concept at the ProCold meetings and based on the draft concept in writing. Some teams (e.g. Italy) had initial contacts with manufacturers to verify success factors for the competition. An important basis for the formulation of competition rules was the work carried out in other work packages, in particular D2.1 of Task 2.1 on “Product category definitions and savings potentials”. Support from the national teams will be most important in the next project phase for convincing manufacturers to participate in the product competition.

## **4.3 - Possible difficulties encountered**

A major challenge for drafting and finalising the competition rules were the still unpublished ecodesign/energy labelling regulations for refrigerated commercial display cabinets and the energy measurement standards for several of the most important categories. The challenge here is twofold: The competition rules require reference to specific measurement standards and precisely defined product categories for Energy Efficiency Index (EEI) performance/benchmark measurements to give manufacturers assurance on how their product will be compared. Also practical measurement of EEI by laboratories will be based on these standards. Many laboratories are not yet prepared for these standards and there is a certain cost risk involved with regard to the measurement costs of refrigeration equipment.

This challenge was addressed by a) referencing the latest draft or finalised measurement standard/regulation that will be available at a future reference date as basis for benchmarking, and by b) limiting the number of product categories in the competition to mitigate the cost risk involved in the laboratory tests.

## **4.4 – Next steps**

The coming months will focus on announcing the competition to manufacturers and stakeholders and approaching manufacturers individually through the national teams to convince them to participate in the competition and submitting product information to ProCold. We have planned time to collect comments before publishing the final competition rules (mid December). The time line is public and all questions and answers will be published on the ProCold website.

In parallel, preparations for Task 5.2 on product testing and Task 5.3 on announcing and rewarding the winning products and manufacturers will continue.



## 5. WP6 - Dissemination, know-how transfer to procurers and users on why and how can commercial refrigeration can improve

*WP Leader – AEA*

Work package 6 covers the project dissemination activities and the promotion of the product competition. It is designed to deliver targeted promotion of energy efficient and climate friendly professional cold products

### 5.1 - Activity description

Within this WP, the following tasks have been undertaken:

- T6.1 Cooperation with Topten portals

The project partners were asked to present the topten.eu listed professional cold products at their national websites. These lists will be constantly updated by the ProCold project, and consequently on the national websites. A map of Europe with links to each partner's website has been included to the ProCold website. In addition, all the partners of the Topten Act project, even those not taking part in the ProCold project, were informed and would get support if they wanted to publicise the most efficient professional cold products in their countries – several of them have shown interest.

This task was finished in time and a note is uploaded on the SYGMA portal.

- T6.2 Calculation tool

The ProCold calculator (D6.2) was designed to calculate the monetary and CO<sub>2</sub> savings of professional cold products. It is an Excel based tool which is able to compare the performance of the user's product with the topten.eu listed, efficient products. It is ready for use at the national level and easy to customise by each user (electricity process, CO<sub>2</sub> values, purchase price...)

This task was finished in time, and the calculator is uploaded on the SYGMA portal.

- T6.3 CSR Tools

The designed CSR tools will help to motivate the addressed stakeholders of ProCold. The information that will be delivered includes achieved energy savings, CO<sub>2</sub> savings and financial savings.

This task was finished in time and the CSR tools (D 6.3) are uploaded on the SYGMA portal

- T6.6 Presentation on national and international events

Each partner will participate in two national events, where the project outcomes and criteria recommendations will be presented.

Bush Energie GmbH has participated at the EEDAL conference on the 28.8.2015. A project presentation was held which reached more than 50 people. The paper is entitled: "Commercial and Professional Refrigeration Products: Promoting Energy Efficiency with Legislation, Empowered Stakeholders and Rebates - Eva Geilinger and Eric Bush". It is downloadable from the ProCold website.



- T6.7 Website

On the ProCold website (available at: [www.pro-cold.eu](http://www.pro-cold.eu)) general information about the project is presented. The website contains the list of the most efficient professional cold products available on the market. The target group are professional stakeholders, public authorities, manufacturers and national suppliers. A short description of each project partner is available and a special section is reserved, where the deliverables are uploaded. The visitors of the website will also get the opportunity to sign up for the ProCold newsletter. This task was finished in time.

- Additional Activities undertaken: Communication plan and project description

Within this work package a lot of different dissemination activities are planned. To deliver an overview and a guideline at the same time, a communication plan was designed. It lists and describes the goals this work package wants to reach. In addition, in collaboration with ADEME and Guide Topten, a project presentation was developed, both as a Word file and a PPT file, easy to translate and/or to adapt for National partners. It contains information about ProCold, the positive aspects and highlights the environmental and financial potential of efficient professional cold products.

The communication plan, the project description fact sheet and the PPT are uploaded on the SYGMA portal.

## 5.2 - Support and Input of the national teams

All partners were asked to put on-line the lists of most efficient professional cold products, which are listed at [topten.eu](http://topten.eu), at their national websites (T6.1). The team was also working very closely together for the development of the calculation tool. Each partner provided a lot of important feedback. This was helpful to create deliverables of high quality.

## 5.3 – Next steps

Within the next few months the following important steps will be taken:

- Press releases

The work package leader will create a template for a press release adaptable at the national level. The goal of the press releases is to raise the public awareness on the topic.

- Dissemination of the product competition

Starting in November, information about the competition will be made available at the website and in the ProCold newsletter.

- Circulation of a project newsletter:

A project newsletter will be created, containing the latest information about the project and the product competition. This newsletter will be sent out to the identified stakeholders and will be made available for download on the project's websites.

- Stakeholder awareness rising:

The delivery of dissemination material, monitoring of stakeholder engagement and the stakeholders contribution are ongoing activities and part of milestone 5.





## APPENDIX

**Table 1: Contact list**

Company name	Contact Person	Street	Post Code	City	Country	Email	Phone number
<b>ADEME</b>	Therese Kreitz	500 route de Lucioles	06560	VALBONNE	FRANCE	<a href="mailto:therese.kreitz@ademe.fr">therese.kreitz@ademe.fr</a>	+33 4 93957984
	Hubert Despretz				FRANCE	<a href="mailto:Hubert.DESPRETZ@ademe.fr">Hubert.DESPRETZ@ademe.fr</a>	+33 4 93 95 79 44
<b>AEA</b>	Bernd Schäppi	Mariahilfer Straße 136	1150	VIENNA	AUSTRIA	<a href="mailto:Bernd.Schaeppi@energyagency.at">Bernd.Schaeppi@energyagency.at</a>	+ 43 1 586152447
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<b>Guide Topten</b>	Sophie Attali	20 place de la Chapelle	75018	PARIS	FRANCE	<a href="mailto:sattali@guidetopten.fr">sattali@guidetopten.fr</a>	+33 1 8394 8209
<b>Oekoinstitut</b>	Deitlinde Quack	Postfach 50 02 40	79028	FREIBURG	GERMANY	<a href="mailto:d.quack@oeko.de">d.quack@oeko.de</a>	+49-761-452 95-48
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	Barbara Josephy				SWITZERLAND	<a href="mailto:barbara.josephy@bush-energie.ch">barbara.josephy@bush-energie.ch</a>	

**Table 2: List of major deliverables**

<b>Del N°</b>	<b>Deliverable name</b>	<b>WP N°</b>	<b>Short name of WP leader participant</b>	<b>Type</b>	<b>Dissemination level</b>	<b>Planned Month of completion</b>	<b>Month of completion</b>
D1.1	Project Progress update	1	ADEME	report	CO	9	9
D2.1	Professional cold product category definitions and saving potentials.	2	ADEME	DEC	PU	6	6
D2.2	Definition of market stakeholders. Overview of EU level market players and stakeholders.	2	ADEME	DEC	CO	6	6
D2.3	Overview of the relevant legislation and policies.	2	AEA	DEC	PU	8	8
D2.4	Reviewing market developments in the top-performing segment. BAT product lists.(1-7)	2	Bush Energie	DEC	PU	6	2 New list in 7
D2.6	Good practice guidance (brochures).	2	Bush Energie	DEC	PU	8	9
D5.1	Product competition rules.	5	Oeko Institute	DEC	PU	8	9
D6.1	Cooperation with Topten portals.	6	AEA	DEC	PU	8	8
D6.2	Calculation tools.	6	AEA	OTHER	PU	8	9
D6.3	CSR tools.	6	AEA	OTHER	PU	8	8
D6.4	Press releases and articles.	6	AEA	DEC	PU	From 8 and forward	Ongoing
D6.8	Website.	6	AEA	DEC	PU	2	2