

# D3\_3\_PROGRESS\_REPORT\_MANUFACTURERS PUBLIC SUMMARY

(D3.3 + D4.3: INVOLVEMENT OF EUROPEAN AND NATIONAL MANUFACTURERS)

**WP3: Empowering market players at central level and support for policy design**

Task n.3.2: Manufacturers and offer of products

**WP4: Empowering market players at national level**

Task n.4.2: Manufacturers – motivating to offer even more efficient models

Authors: Bush Energie and the ProCold-partners

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## Project Partners



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## About ProCold

The general objective of the ProCold project is to empower private stakeholders and public authorities in adapting and enforcing EU and national energy efficiency policies in the sector of professional cold products.

A specific objective is to ensure more energy efficient professional cold products enter the EU market and increase their market shares, thereby contributing to the EU's energy efficiency goals and policies.

The product groups concerned relate to products cooling, refrigerating or freezing foodstuff and drinks in professional premises – from public buildings, to hotels, retailers and canteens. These represent significant energy consumption, important differences exist between various models of the same product category, but, due to lack of clear regulation and lack of information, the potential for more energy efficient models remains untapped.

The legislation concerned is the one regulating the minimum energy performance standards (Ecodesign) and energy labelling, as well as public procurement activities. The project benefits from ideal timing, since a number of the above mentioned product groups do not have an energy efficiency regulation in place, but these are planned to be developed and the project would therefore contribute to the knowledge of public authorities and policy makers on the specific performance characteristics of these product groups, based on which an effective legislation could be implemented and monitored.

Target groups of this project are threefold:

- Empowering public authorities in implementing effective policies on energy efficiency of professional cold products
- Motivating product manufacturers and suppliers in delivering more efficient models to the market
- Working with the food industry, retailers, building operators and other stakeholders in demanding and procuring more efficient professional cold products.

More information: [www.topten.eu/pro-cold](http://www.topten.eu/pro-cold)

## Project progress at EU-level

- In the total project, 559 contacts have been established so far (396 fully, 163 partly).
- Until now, 169 contacts with manufacturers were established (121 fully, 48 partly):
  - 53 contacts at EU-level (28 fully established, 25 partly established)
  - 116 contacts in the 8 countries AT, CH, CZ, DE, FR, IT, PT, SE (93 fully established, 23 partly established, see table in country summaries)
- Under the term “manufacturers” we collect all stakeholders that manufacture, import, distribute or sell professional and commercial refrigerated appliance for refrigerating and freezing such as beverage coolers, ice cream freezers, supermarket refrigerators and freezers, storage refrigerators and freezers, minibars, wine coolers, vending machines and counters. They are active in one or several of the following three fields:
  - Manufacturing and Research & Development (R&D)
  - Importing and dealing: as wholesale dealer and/or direct dealer (to end-users)
  - Logistics and servicing: managing beverage coolers, ice cream freezers etc. for food & beverage industry (this can include branding, storage, placement, replacement & repairs, testing etc. of refrigerators & freezers)
- Manufacturers & importers were broadly contacted (meetings, phone calls, emails, fairs) and informed about:
  - The ProCold-project and its objectives,
  - Upcoming energy labelling and regulations
  - Possibilities to list products in Topten-lists and use of Topten-logos
  - ProCold-product competition
- 21 manufacturers are represented with their efficient products in the Topten-lists (96 products total in 9 categories)
- 29 manufacturers are interested in the ProCold-product competition, and a number of them contributed with feedback to the preliminary ProCold-product competition rules, which were published and distributed for consultation between 9th November and published on 31st December 2015.
- The ProCold project was presented at 2 international conference and fair during which new contacts with manufacturers were established:
  - Energy efficiency fair EEDAL 2015 in Lucerne (26-28 August 2015), link: <http://iet.jrc.ec.europa.eu/energyefficiency/conference/eedal2015>.
  - Natural refrigerants fair Atmosphere Europe 2016 in Barcelona (19-20 April 2016), link: <http://www.atmo.org/media.presentation.php?id=760>.
- Other fairs and events were visited by members of the ProCold-team to establish further contacts with manufacturers & importers:
  - HOST (equipment, coffee and food hospitality international exhibition), 23-27 October 2015 in Milan.

- EFCEM-conference (European Federation of Catering Equipment Manufacturers, 6th of May 2016, at IMQ in Milan): Presentation of the ProCold-project and its activities.
- European Vending Manufacturers-meeting (at CONFIDA in Milan, 3rd of May 2016).
- SuperSmart workshop on 18 April 2016 prior to Atmosphere Europe 2016.

## Project progress in the 8 countries

- In the 8 countries AT, CH, CZ, DE, FR, IT, PT, SE there were 116 contacts established with manufacturers & importers (93 fully, 23 partly):

Contacts	AT	CH	CZ	DE	FR	IT	PT	SE	Total
<b>Established</b>	6	25	9	15	8	12	6	12	<b>93</b>
<b>Partly established</b>	0	0	1	5	8	2	6	0	<b>23</b>
<b>Total</b>	<b>6</b>	<b>25</b>	<b>11</b>	<b>20</b>	<b>16</b>	<b>14</b>	<b>12</b>	<b>12</b>	<b>116</b>

- In Switzerland, a rebate programme (ProKilowatt) for energy efficient cooling and freezing appliances for professional and commercial use is offering refunds up to 25% of the purchase price when purchasing Topten.ch-listed cabinets. This acts as an excellent “door opener” for establishing contacts with the manufacturers & importers.
- In Austria, a rebate program similar to the Swiss example is in planning. All contacted manufacturers by the Austrian ProCold-team would support a rebate program in Austria.
- 8 manufacturers & importers label their Topten-products on their websites and in promotional material with the Topten-label (7 yes, 1 partly).
- Manufacturers & importers were supported in preparation for fairs and events to promote efficient cabinets. Fairs and events were also visited by members of the ProCold team to establish further contacts. Examples are:
  - Igeho in Switzerland (21-25 November 2015)
  - Gastronord in Sweden (26-29 April 2016)
- Examples of labelling of Topten-products and rising awareness by manufacturers & importers are shown on the next page.



Labelling of Topten-products and rising awareness at fairs like Gastronord (April 2016 in Stockholm) and Igeho (Nov 2016 in Basel)



Labelling of Topten-products and rising awareness in catalogues and promotional material