



MANUFACTURERS



PUBLIC
AUTHORITIES



DIRECT USERS
AND RETAILERS



FOOD AND BEVERAGE
COMPANIES



SERVICE
COMPANIES

ProCold
Public Summary
(2 of 2)
Deliverable 4.6

NATIONAL INVOLVEMENT OF SERVICE COMPANIES

WP4: Empowering market players at national level

Task 4.4: Service providers – increasing the role in efficient model selection

Reporting period: 1.8.2016 – 31.1.2018



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About ProCold

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

A specific objective is to ensure more energy efficient professional and commercial cooling 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 for cooling, refrigerating or freezing foodstuff and drinks in professional premises – from public buildings, to hotels, retailers and canteens, which represent a significant portion of energy consumption. Important differences exist between various models of the same product category, but due to lack of clear regulation and information, the potential for more energy efficient models remains untapped.

In terms of legislation, of relevance are regulations concerning minimum energy performance standards (Ecodesign) and energy labelling, as well as public procurement activities. The project partly benefited from ideal timing, since a new labelling of professional cooling and freezing storage appliances and relevant standards entered into force during the project period. On the other hand, some regulation and standardisation processes concerning commercial appliances were delayed, creating uncertainties for stakeholders.

The targets of this project were threefold:

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

More information: www.topten.eu/pro-cold

Project partners



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Project achievements – stakeholder group: Service companies

The ProCold project used various strategies to empower stakeholders working in the field of professional and commercial cooling products. One of them was to identify key stakeholders at the European and national levels and reach out to them to disseminate information and tools allowing them to understand and use the benefits of energy efficient models. Food service, catering and refrigerated vending machine businesses that choose energy efficient refrigerated cabinets save on electricity costs, protect the environment, and operate much more economically.

- Between February 2015 and January 2018, 1,195 organisations were identified, contacted and informed about the EU legislation, making explicit the benefits of energy efficient models using green refrigerants.
- Over the same period, 73 service companies were identified and contacted (45 fully¹, 28 partly):
 - 2 contacts at the EU level (both «fully established»)
 - 71 contacts in the 8 ProCold countries AT, CH, CZ, DE, FR, IT, PT, SE (43 fully established, 28 partly established; see the table below)

Below we present a summary of the ProCold project’s achievements and selected examples of activities.

Project achievements in the 8 ProCold countries

Contacts	AT	CH	CZ	DE	FR	IT	PT	SE	Total
Fully Established	13	16	0	2	4	5	3	0	43
Partly Established	1	2	1	3	2	1	18	0	28
Total	14	18	1	5	6	6	21	0	71

- **The professional cooling products competition** covered vending machines, which is relevant for service sector companies. The winning product enabled the ProCold project to develop a new product category on the Topten website, with this first vending machine.
- **Service companies** received ProCold’s product energy efficiency calculator supporting them with investment decisions. The calculators show the monetary and CO₂ savings that can be expected from the use of efficient professional and commercial cooling products. The tool compares the performance of the user’s product with a similar topten.eu listed product. Potential buyers can insert the purchase price of the products to calculate their total lifetime costs.
- **In Austria**, for example, successful cooperation with the consulting company CSS-Kälte focused on refrigeration solutions for hotels, restaurants and catering companies, which promoted ProCold at every meeting with their own customers, even distributing brochures and fact-sheets of the ProCold project.

¹ “Fully” and “Partly” are gradations of an established contact (e.g. if a stakeholder would have been identified but not contacted, it would not appear in either of these categories). “Fully” means the team established contact with a suitable person within the target organisation and informed this person about ProCold and its goals and benefits for stakeholders. First achievements and cooperation have been achieved. „Partly” means that the team contacted and informed a suitable person within the target organisation.

- **The European Vending Association (EVA)** was informed of and supported the ProCold objective of transforming the market towards greater energy efficiency. The EVA played a great role in motivating its members as regards the ProCold product competition.
- **The ProCold project served as a central source of information** for various service companies, such as food service businesses and catering and refrigerated vending machine companies. These companies were informed about the regulations and market situation regarding Ecodesign, energy efficiency and savings opportunities.
- **Some challenges** were encountered too. For example, energy efficiency is not the only decisive aspect in the vending machine industry (there are some marketing related aspects too) and the number of refrigeration vending machines with green refrigerants on the market is very limited. At present, very few manufacturers are able to offer vending machines using climate-friendly refrigerants.

