

D3.11 PROGRESS REPORT RETAILERS & DIRECT USERS -PUBLIC SUMMARYD(3.7 + D4.9: INVOLVEMENT OF EUROPEAN AND NATIONAL RETAILERS AND OTHER LARGE DIRECT USERS)

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

Task n.3.4: Retailers and other large direct users – how to demand more efficient models

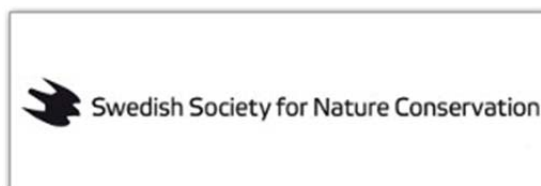
WP4: Empowering market players at national level

Task 4.5: Retailers and other direct users (hotels, restaurants) – how to demand more efficient models

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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

Project progress at EU-level

- In the total project, 559 contacts have been established so far (396 fully, 163 partly¹), of which 12 with retailers and other direct users at EU-level (8 fully, 4 partly).
- So far it seems that central (international) procurement is not common for retailers when it comes to refrigeration equipment. Progress has been made at national level so far.
- The ProCold project was presented at 2 international fairs and new contacts to retailers 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>.

Project progress in the 8 countries

- In the 8 countries AT, CH, CZ, DE, FR, IT, PT, SE there were 70 contacts established with retailers and other direct users (39 fully, 31 partly):

Contacts	AT	CH	CZ	DE	FR	IT	PT	SE	Total
Established	4	8	9	2	4	5	4	3	39
Partly established	0	0	8	2	5	0	4	12	31
Total	4	8	17	4	9	5	8	15	70

- The ProCold procurement tools (procurement guidelines with selection criteria, Topten-product lists, calculator etc.) have been well received by retailers and other direct users.
- A number of retailers, restaurant chains and hotel chains intend to use the ProCold-procurement tools for their future purchases.
- On-site measurements of real-life energy consumption have also sparked interest and measuring projects are going on in several countries.
- In Italy, the Chamber of Commerce will provide a procurement guideline to small retailers, restaurants and bars and will organize an information newsgroup (for the >20'000 subjects in Milano region).
- In Switzerland, the main supplier of professional refrigerators for small businesses plans to include Topten-listed models in their showrooms and label them.
- Several articles have been published in specialised press for restaurants, bakeries, hotels etc.
- The association of the Swedish hospitality sector posted ProCold and Topten in their newsletter.

¹ "Fully" means we established contact to a suitable person and informed with our brochures about ProCold, our goals and benefits for stakeholder. First achievements might have been achieved. "Partly" means that we contacted and informed a suitable person but that we have not yet received an answer.