



MANUFACTURERS



PUBLIC
AUTHORITIES



DIRECT USERS
AND RETAILERS



FOOD AND BEVERAGE
COMPANIES



SERVICE
COMPANIES

ProCold
Public Summary
(2 of 2)
Deliverable 3.12

REPORT ON NEGOTIATING WITH RETAILERS AND DIRECT USERS

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

Task 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

Deliverable is organised according to the type of stakeholder and covers relevant tasks undertaken within WP3 and WP4 (covering both European and national level).

Reporting period: 1.8.2016 – 31.1.2018



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: Retailers and direct users

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. Energy efficiency cools costs for retailers procuring and using energy efficient refrigerated cabinets: they reduce their own electricity costs, meet environmental targets and distinguish their brands.

- 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, 217 retailers and direct users were identified and contacted (118 fully¹, 99 partly):
 - 14 contacts at the EU level (9 fully established, 5 partly established)
 - 203 contacts in the 8 ProCold countries AT, CH, CZ, DE, FR, IT, PT, SE (109 fully established, 94 partly established; see the table below)

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

Project achievements at the EU level

- The stakeholder group of retailers and large direct users is very wide and consists of many types of users of refrigeration appliances, such as food retailers (supermarkets and stores often have plugged-in models in addition to their centralised cold system), hotels, restaurants and pubs, fast-food chains, catering companies and media related to hotels and restaurants.
- Though some aspects of the retail trade may be international, centralised procurement is not common for retailers and the ProCold team mainly followed a bottom-up approach of coordinated activities with national branches of retailers and national direct users.
- On the central level, the ProCold team attended several international fairs, including EuroShop in March 2017 and the HOST «Equipment, coffee and food hospitality international exhibition» in October 2017 in Milan.

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.

Project achievements in the 8 ProCold countries

- In the 8 ProCold project countries AT, CH, CZ, DE, FR, IT, PT, SE 203 retailers and direct users were identified and contacted (109 fully, 94 partly):

Contacts	AT	CH	CZ	DE	FR	IT	PT	SE	Total
Fully Established	16	21	22	23	9	8	7	3	109
Partly Established	17	11	15	17	6	2	11	15	94
Total	33	32	37	40	15	10	18	18	203

- In Austria, the most important aspect was to forward and spread the information about the rebate programme to the target group of hotels and restaurants, since they are hard to reach. This was ensured with a dissemination focus via several newsletters and target group specific magazines.
- As this stakeholder group is very broad and covers a variety of situations, many partners published articles about the energy efficiency of cooling products and recommended procurement criteria.



Article in magazine Svět HG (Hotels & Gastronomy) including recommended procurement criteria and several tips, Czechia

- Many retailers and other direct users 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.

- **A number of retailers**, restaurant chains and hotel chains claimed that they will use the ProCold procurement tools for their future purchases.
- **A major Swiss retailer** revised its procurement guidelines to include minimum efficiency criteria and defined general requirements for ice cream freezers provided by third parties. ProCold provided input regarding these specifications.
- **An Italian retail chain** stated that it would use the ProCold criteria when purchasing display cabinets.

