

D3.7 PROGRESS REPORT FOOD & BEVERAGE COMPANIES -PUBLIC SUMMARY (D3.5 + D4.5: INVOLVEMENT OF EUROPEAN AND NATIONAL FOOD AND BEVERAGE COMPANIES)

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



Task n.3.3: Food and beverage industry – large scale procurement

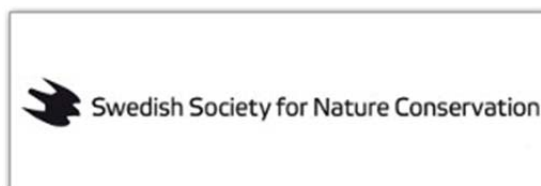
WP4: Empowering market players at national level

Task n.4.3: Food and beverage industry – procuring and using 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 5 with the food and beverage industry at EU-level (4 fully, 1 partly).
- So far ProCold followed a bottom-up approach with coordinated activities with national branches of the food and beverage industry.
- The ProCold project was presented at 2 international fairs and new contacts to food and beverage companies 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 68 contacts established with the food and beverage industry (43 fully, 25 partly):

Contacts	AT	CH	CZ	DE	FR	IT	PT	SE	Total
Established	1	15	5	0	0	1	4	17	43
Partly established	0	7	7	1	0	1	0	9	25
Total	1	22	12	1	0	2	4	26	68

- For the food and beverage industry the running rebate programme for energy efficient coolers and freezers for professional and commercial use (ProKilowatt) is a strong incentive and a door opener for establishing contacts. Until now, around 3'000 efficient appliances for the food and beverage industry were financially supported with a value of almost 1 Mio. Euros.
- Several magazines targeted to the food and beverage industry have published articles about energy efficient coolers and ProCold.
- An electric utility in Switzerland offers energy consulting for companies to enhance their energy efficient procurement. In this framework, on-site measurements for key cold appliances are offered to food and beverage companies. So far one testing project was carried out:
 - Result: the tested ice cream freezers use around 12'000 kWh (12 MWh) electricity in 8 years. This equals around 3'400 Euros electricity costs over the lifetime (estimated with 0.28 Euro/kWh).
 - Conclusions:
 - The costs for electricity in 8 years usually overturn the purchase price of the appliance by far.

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.

- Although the volume of food and beverage sales is around 80'000 Euros per year - which overturns the electricity costs by far – it is worthwhile to pay attention to the energy efficiency when purchasing a new appliance. The energy consumption of inefficient appliances sums up as there are thousands of them in operation (e.g. 1'000 appliances → 3.4 Million Euros in 8 years).
- Together with the initiative “refrigerants, naturally” a factsheet about natural refrigerants is planned and a project presentation of ProCold during one of the initiatives regular webinars will be organised.