



shecco

SUSTAINING OUR ATMOSPHERE



the global market for CO₂

Policy & Market Trends



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agenda



- About shecco
- SWOT Analysis CO₂
- myR744
- NaturalRefrigerants.com
- Atmosphere 2009

about shecco



about shecco



- Marketing & Communications company
- Role: Get your climate-friendly technologies faster to market
- Vision: "Sustaining our Atmosphere"

about shecco



- Business Areas
- B2B Internet Platforms
- Public Affairs
- Event Management
- Market Research / Partner Assessments



60+ customers worldwide



The logo for ADVANSOR ENERGY SYSTEMS, with "ADVANSOR" in blue and "ENERGY SYSTEMS" in smaller blue text below it.	The logo for SANYO, featuring the word "SANYO" in a bold, red, sans-serif font.	The logo for BOCK COMPRESSORS, with "BOCK" in large blue letters and "COMPRESSORS" in smaller blue letters below it.	The logo for Carrier, featuring a blue sunburst icon and the word "Carrier" in blue, with "A United Technologies Company" in smaller blue text below it.	The logo for the DANISH TECHNOLOGICAL INSTITUTE, featuring a black square with a white arrow pointing right, and the text "DANISH TECHNOLOGICAL INSTITUTE" in red and black.
The logo for MYCOM, featuring the word "MYCOM" in a bold, red, sans-serif font.	The logo for ALFA LAVAL, featuring the word "ALFA" in blue and "LAVAL" in blue, with a stylized blue wave graphic below it.	The logo for CAREL, featuring the word "CAREL" in a bold, black, sans-serif font.	The logo for Danfoss, featuring the word "Danfoss" in a red, cursive script font.	The logo for Johnson Controls COUFIQ, featuring the Johnson Controls logo (a blue and green globe) and the word "COUFIQ" in blue.
The logo for Embraco, featuring a blue starburst icon and the word "Embraco" in blue.	The logo for GREEN & COOL, with "GREEN" in green and "& COOL" in blue, and "Green Refrigeration Systems" in smaller black text below it.	The logo for FUCHS, featuring the word "FUCHS" in a blue, sans-serif font with a stylized blue and red circular graphic behind it.	The logo for ITOMIC, featuring the word "ITOMIC" in a blue, sans-serif font.	The logo for SVEP, featuring the word "SVEP" in a bold, red, sans-serif font.
The logo for HYDRO, featuring a blue circular icon with white waves and the word "HYDRO" in blue below it.	The logo for MODINE, featuring a red and blue circular graphic and the word "MODINE" in a bold, black, sans-serif font.	The logo for EMERSON Climate Technologies, featuring a blue and white circular graphic and the word "EMERSON" in blue, with "Climate Technologies" in smaller black text below it.	The logo for ROBINAIR, featuring the word "ROBINAIR" in a bold, red, sans-serif font, with "AN SPX BRAND" in smaller black text below it.	The logo for FISKER, featuring a circular icon with a blue and orange design and the word "FISKER" in black around the perimeter.

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SWOT analysis CO₂



S trenghts	W eaknesses	O pportunities	T hreats
Technicially viable	Cost of systems	Early market entry	Economic crisis
Serial production	Lack of components	Technical potential	Lack of efficiency rules
Compliance with legislation	Lack of training	Policy landscape	Low GWP chemicals
Investment security	Safety issue	Phase-out R22 & ODS	Lack of market demand
Green image	Public misconception	Rising costs of chemical gases	Lack of policy support
		Rising energy costs	

eu - policy



Policy	Content	Situation	Potential
F-Gas Regulation	Containment, Use, Recovery, Destruction of F-gases	o / +	++
Eco-Design Directive	Maximum level of energy consumption / Life-cycle approach	o	+
Retail Forum / REAP	Action points for sustainable production & consumption	-	?



denmark - policy



Policy	Content	Situation	Potential
Statutory Order no. 552 on F-Gases	Ban on Use, Import & Sale of F-Gases	+	++
Import Tax on F-Gases	Tax calculated on the refrigerant's GWP	+	++



united kingdom - policy






Policy	Content	Situation	Potential
F-Gas Regulation	Containment, Use, Recovery, Destruction of F-gases	o / +	++ / -
Enhanced Capital Allowance Scheme	Allowance for investments in energy-saving equipment	-	o / +
HFC phase-out + tax scheme?		?	?



CO₂ market - eu countries



	Policy	Transcritical	Subcritical	System Suppliers	Showcase Suppliers
	F-gas Regulation, Eco-Design Directive, Retail forum	150-250	500 to thousands		
	HFC ban + taxation scheme	100	200	6	5
	voluntary industry commitment (retailers) + HFC ban?			17	15

germany - policy







Policy	Content	Situation	Potential
Integrated Energy & Climate Protection Programme	Regulations on chemicals; Low-GWP refrigerants in MAC; F-gases; CommRef incentive scheme	+	++ / 0
Incentive Scheme for Commercial Refrigeration	New & existing systems: 25% of net investment costs with natural refrigerants	+	++










CO₂ market - eu countries



	Policy	Transcritical	Subcritical	System Suppliers	Showcase Suppliers
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	voluntary industry commitment (retailers) + HFC ban?			17	15
	Incentive scheme for systems using natural refrigerants			4	5

CO₂ market - eu countries



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	F-gas Regulation, Eco-Design Directive, Retail forum	150-250	500 to thousands		
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	voluntary industry commitment (retailers) + HFC ban?			17	15
	Incentive scheme for systems using natural refrigerants			4	5
	F-Gas regulation (2kg charge)			5	3
	Rebate for environmental spending?			5	2
		2	20-30	6	2

united states - policy



Policy	Content	Situation	Potential
Energy Star	Voluntary scheme for max. daily energy use, 25% best-in-class	-	o
ASHRAE Position Paper	Partnerships, codes, guidelines, training, promotion for natural refrigerants	+	+ / ++
California AB 32	Stationary Refrigerant Management Program / Proposed bill to support natural refrigerants	+	o / ++



CO₂ market - united states



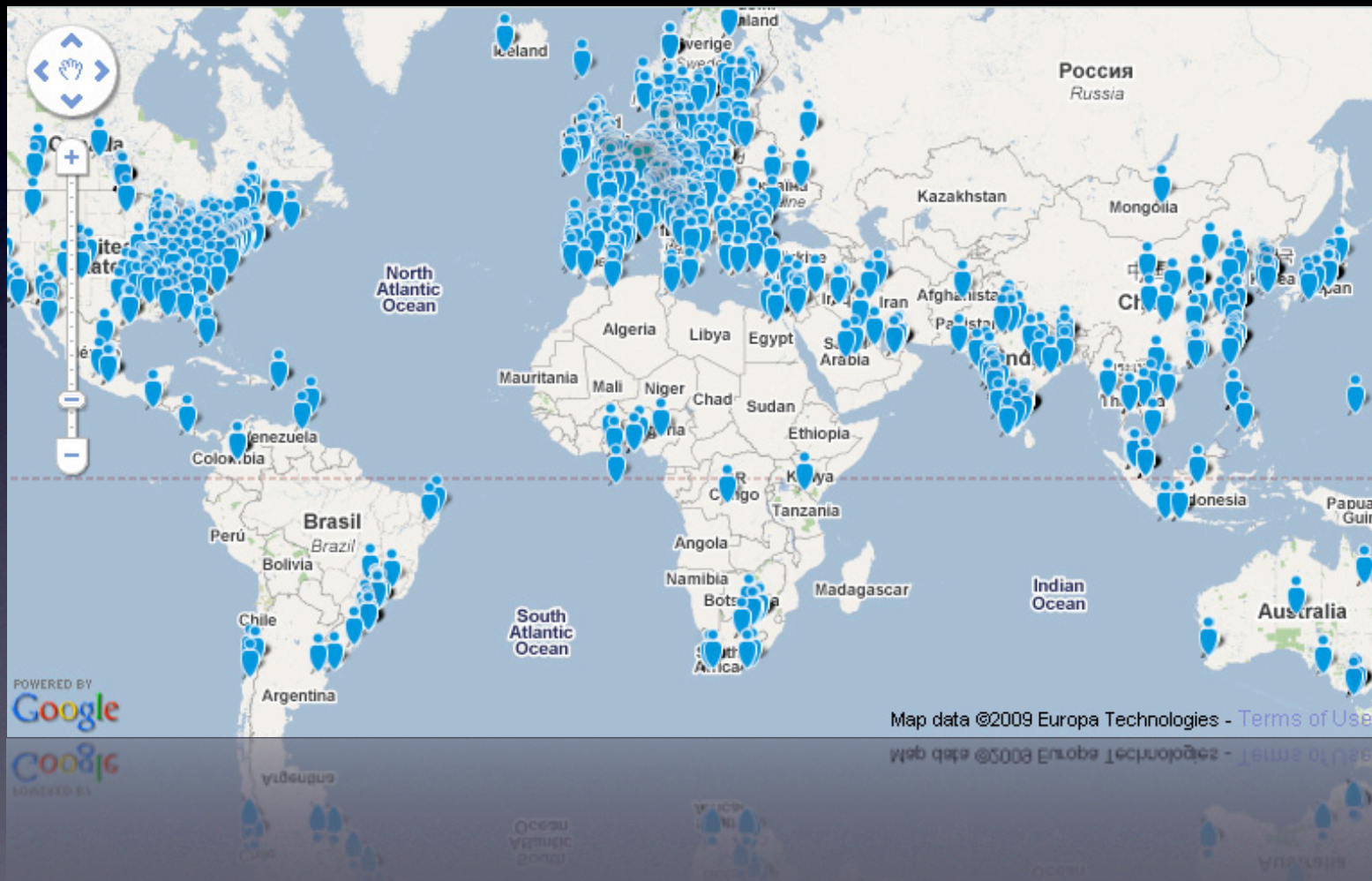
	Policy	Secondary systems	Subcritical	System Suppliers	Showcase Suppliers
A circular icon of the United States flag.	SNAP Approval, GreenChill Partnership, ASHRAE Position, Federal Energy Efficiency Standards CommRef, California AB 32, Energy Star	9 (North America)	1	4	3

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myR744 - CO₂ worldwide



myR744 Members Map



The screenshot displays the myR744 website interface. At the top left is the myR744 logo with the tagline "EVERYTHING R744". Below the logo is a navigation menu with categories: news, companies, events, products, knowledge, patents, forums, jobs, and myR744. The main content area features a map titled "myR744 members map" with the subtitle "connecting you to the world". Below the map are logos for various companies: OBRIST, MYCOM, SANYO, ADVANSOR, ROBINAIR, Danfoss, shecco, and GREEN & COOL. On the right side, there is a login section with fields for Username and Password, and buttons for Register, Login, and Forgot your password?. Below the login section is a "Popular Products" list including: SYEP - Brazed Heat Exchanger R160W-U, Advansor - compSUPER - Type B, Kaori - Brazed Plate Heat Exchanger, and Advansor - compSUPER - AC. At the bottom, there is a search bar and a "become a partner" button. A footer table provides links for About Us, myR744, Forum & Groups, and Help.

About Us	myR744	Forum & Groups	Help
R744.com Blog About R744.com Contact Us Advances RSS Feeds News RSS Feeds Blog	Register Inbox Add Contact Upload Paper Share News	Forum Topics Forum Guidelines Forum Help Groups	Technical Support Video Tutorials

- A global CO₂ community
- Plan your business trip
- Find suppliers, customers, partners in any country
- Contact like-minded myR744 members near you

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shecco's "ecosystem"



NaturalRefrigerants.com



- ⦿ the “Digg” for all developments regarding natural refrigerants
- ⦿ a news aggregator for R744.com, ammonia21.com, hydrocarbons21.com
- ⦿ sorted by: source, date, category
- ⦿ spread by: RSS & Twitter
- ⦿ soon: a collection point for news from other sources



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atmosphere 2009



- Natural Refrigerants "Faster to Market"
- Brussels 19-20 October
- Policy makers & industry experts discussing CO₂, ammonia & HC
- Technology - Finance - Policy
- A key event on the way to Copenhagen





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