



Press Release

## **shecco joins Climate and Clean Air Coalition**

Brussels 19 December 2013: shecco is proud to announce that it has become an “Actor” of the Climate and Clean Air Coalition (CCAC) to Reduce Short-Lived Climate Pollutants, thanks to its efforts to help reduce the use of HFCs to slow the rate of climate change. Of the various initiatives undertaken by the CCAC, shecco is joining the “Promoting HFC Alternative Technology and Standards” Initiative to provide its knowledge and expertise on natural refrigerant technologies.

“We acknowledge shecco’s leadership in bringing climate-friendly technologies to the global market and we welcome your contributions to this initiative,” reads the acceptance letter.

The “Actor” category allows shecco to follow the work of the CCAC, while focusing efforts on scaling up activities in one thematic area, namely, promoting HFC alternative technology.

“We are confident that shecco’s global experience and knowledge in promoting natural refrigerant technologies in different continents will help us contribute to the work of the CCAC as an effective way to reduce the use and emissions of powerful climate polluting gases,” said Marc Chasserot, shecco Managing Director.

### **Climate and Clean Air Coalition**

The objective of the CCAC is to reduce emissions from methane, black carbon, and hydrofluorocarbons (HFCs), the three powerful short-lived climate pollutants that are responsible for a substantial fraction of current global warming.

Recognising the immediate benefits that reducing emissions of these pollutants could bring, governments of six initial Partner Countries (Bangladesh, Canada, Ghana, Mexico, Sweden and the United States) and the United Nations Environment Programme, under the leadership of the former U.S. Secretary of State Hillary Clinton, launched the Climate and Clean Air Coalition in 2012.

Today the Coalition includes over 70 partners, including 33 Partner States and the European Commission, international organisations such as the United Nations Development Programme (UNEP), the World Bank, the United Nations Industrial Development Organization (UNIDO), as well as several NGOs as non-state actors that can provide strong expertise on the relevant initiatives.

### **About shecco**

For more than a decade market development expert shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 100+ partners worldwide in two areas: the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants; and the transport sectors where an emphasis is put on electric vehicles (cars, heavy duty vehicle, scooters, bikes). shecco offers a variety of services, ranging from world-leading online industry platforms, to market research &

consultancy services, events management, funding & grants support, and public affairs.

## **Contact**

Alexandra Maratou

Nina Masson

Marc Chasserot

Deputy Public Affairs Manager

Head of Market Research / Projects

Managing Director

[alexandra.maratou@shecco.com](mailto:alexandra.maratou@shecco.com)

[nina.masson@shecco.com](mailto:nina.masson@shecco.com)

[marc.chasserot@shecco.com](mailto:marc.chasserot@shecco.com)

## **Media Contact**

Janaina Topley Lira

Media Officer

[jana.topleylira@shecco.com](mailto:jana.topleylira@shecco.com)