



Press release

SuperSmart project removes barriers to efficient heating & cooling in Europe's food retail stores

Brussels, 12 April 2016: Aiming to accelerate the adoption of energy efficient and climate-friendly HVAC&R solutions in European food stores, shecco has joined forces with eight other experts in the EU-funded SuperSmart project. The first public workshop will be held a day before the ATMOsphere Europe conference.

The SuperSmart project seeks to overcome non-technical barriers to a wider uptake of energy efficient and climate friendly supermarket equipment and increase awareness of such technology through various activities, including the preparation of a new EU Ecolabel for supermarkets.

Nina Masson, Chief Market Development Officer shecco, and leader for SuperSmart's communication and dissemination activities, says: "shecco is fortunate to join efforts with some of the leading experts in the field of energy-efficient technology to make supermarkets "smarter".

"We are sure SuperSmart will have a decisive positive impact on European food retailers' use of HFC-free cooling and heating systems, on the business case for adopting innovative technologies faster, and ultimately on saving emissions and energy all across Europe. All stakeholders interested in joining this effort are welcome to sign up to one of the Expert Panels to drive this initiative," she adds.

SuperSmart project objectives

With European supermarkets increasingly investing in energy-efficient technologies, there is a growing and ever more important need to raise awareness and transfer knowledge. SuperSmart, funded for 36 months under the Horizon2020 scheme, has the following overarching goals:

- Reduce environmental impact and primary energy demand in food retail stores
- Remove non-technological barriers to efficient heating & cooling in the European food retail sector
- Raise the expertise level for eco-energy supermarkets among technical and non-technical staff members, through promotion and training
- Support the introduction of a European Ecolabel for supermarkets, by developing draft criteria for such a label

The project team

The project is led by the leading Norwegian research institute SINTEF in coordination with eight other organisations, including shecco, the Construction Technologies

Institute – National Research Council, the German Federal Environment Agency (UBA), the Royal Institute of Technology (KTH), University of Braunschweig, the Research Centre for Energy Resources and Consumption (CIRCE), DPTU Energija and the International Institute of Refrigeration (IIR).

First public workshop

To inform interested stakeholders about the objectives as well as how they can contribute to various activities, the SuperSmart consortium will organise a workshop on 18 April, a day before the 2016 edition of the ATMOSphere Europe conference, taking place on 19-20 April in Barcelona, Spain.

About shecco

For the past 15 years market accelerator shecco has been active in helping bring climate friendly technologies faster to market. shecco supports over 150+ partners worldwide in the HVAC&R sector, where the focus is on sustainable refrigeration, heating & cooling technologies using natural refrigerants. shecco offers a variety of services in three areas: 1) media, including online industry platforms, magazines and a catalogue of dedicated research reports; 2) market development, including market research, consultancy and public affairs services, as well as special international projects; and 3) events, including international conferences and national workshops.

Contact

Nina Masson

Chief Market Development Officer

shecco group

nina.masson@shecco.com