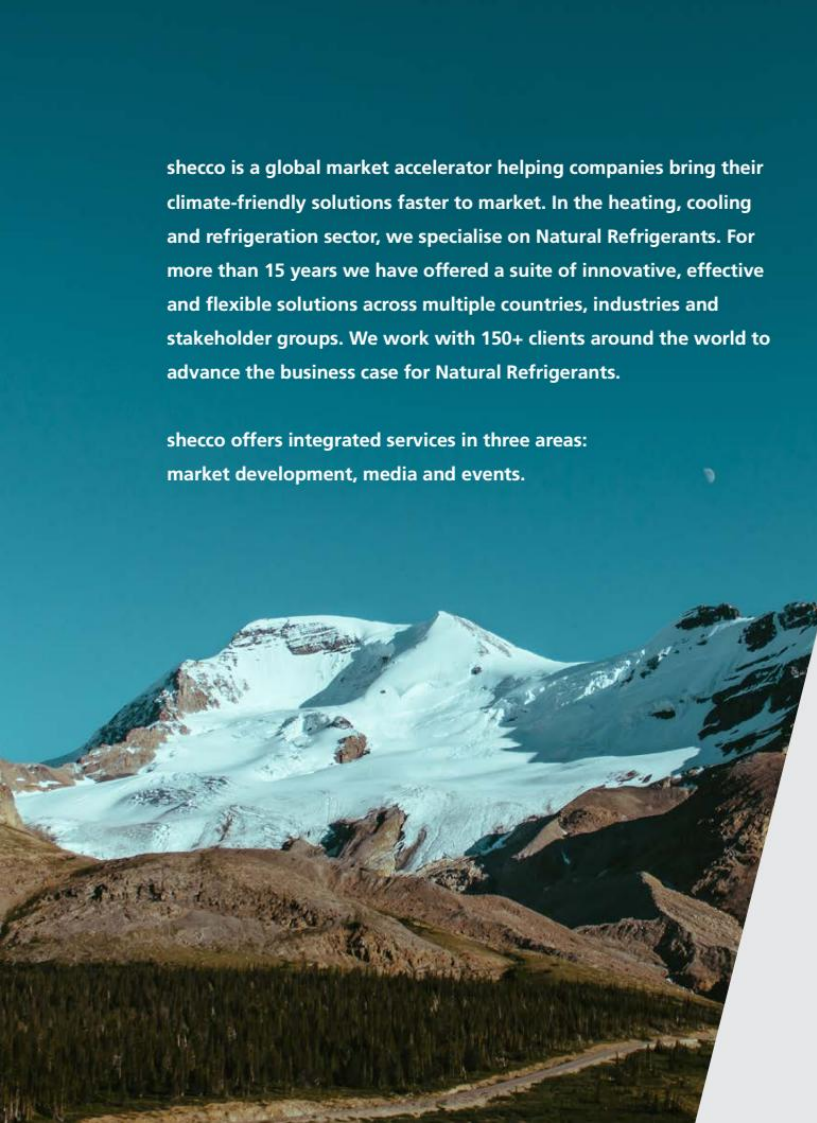




**shecco**   
MarketDevelopment  
Handbook 2016



shecco is a global market accelerator helping companies bring their climate-friendly solutions faster to market. In the heating, cooling and refrigeration sector, we specialise on Natural Refrigerants. For more than 15 years we have offered a suite of innovative, effective and flexible solutions across multiple countries, industries and stakeholder groups. We work with 150+ clients around the world to advance the business case for Natural Refrigerants.

shecco offers integrated services in three areas:  
market development, media and events.

“From market, policy and technology monitoring, to tailor-made research and consulting services, or complex stakeholder campaigns - shecco’s Market Development team supports you to enter new markets or expand your presence in existing ones. Through our unique mix of precise data analysis, strategic advise and agile communication we pave the way for a faster uptake of your solutions.”

- Nina Masson

Chief Market Development Officer, shecco

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# Monitoring & Newsletters

## STAY UP TO DATE ON MARKET, TECHNOLOGY & POLICY TRENDS

shecco offers tailored monitoring services for your organisation to keep track of those trends that matter to your business. Our monthly or quarterly data briefs save you time by curating incoming news and keeping an eye on key business, policy and technology developments. The perfect basis to build your business faster.

## Our Services

- » Market monitoring & Data Briefs
- » Policy monitoring & Data Briefs
- » Technology monitoring & Data Briefs
- » Funding sources monitoring & Data Briefs
- » Tailored monitoring services for your region, application or priority area
- » Newsletters for internal use and external communications

## Profile

- » format: newsletter / report (electronic, online & print, including design)
- » scope: Europe, America, Asia, Australia, United Nations, worldwide
- » suitable for: HVAC&R supply, HVAC&R end-user, industry groups, non-profit sector
- » focus: market, policy, technology
- » access: exclusive



# Market Research & Audits

## GET THE DATA YOU NEED TO EXPAND YOUR MARKETS

Building on a global network of 50,000+ individuals and 15 years of expertise in and around the HVAC&R industry, our tailor-made market research services help you close those data gaps that keep you from entering new markets or expanding your presence in existing ones. We use qualitative and quantitative methods (surveys, personal interviews, desktop research ...) to identify opportunities and challenges for your business today and in the future.

## Our Services

- » Market Studies: qualitative and quantitative
- » Market, policy or technology audits
- » Competitor analysis
- » SWOT analysis
- » Natural Refrigerants in Europe: The Drivers and Challenges for European Food Retailers (<http://publication.shecco.com/publications/view/carrier-foodretail-europe-report-2014>)

## Profile

- » format: reports, presentations
- » scope: worldwide
- » suitable for: HVAC&R supply, HVAC&R end-user, industry groups, non-profit sector
- » focus: market, policy, technology
- » access: exclusive



## GUIDE / GUIDE+

### GUIDE YOUR STRATEGY THROUGH THE REFERENCE TOOL FOR THE NATURAL REFRIGERANTS INDUSTRY

In-depth market reports “guide” you to better understand market, technology and policy trends for sustainable heating, refrigeration and cooling solutions across industries, topics and continents. The GUIDE report series is THE reference tool for natural refrigerants for the industry, featuring expert analysis, surveys and case studies. Opt for the GUIDE+ editions to receive more in-depth exclusive knowledge on markets, stakeholders and trends.

### Previous GUIDE / GUIDE+ editions

- » GUIDE to Natural Refrigerants - Continued Growth & Innovation in Europe 2014 (<http://publication.shecco.com/publications/view/2014-guide-natural-refrigerants-europe>)
- » GUIDE to Natural Refrigerants in North America - State of the Industry 2015 (<http://publication.shecco.com/publications/view/guide-north-america-2015>)
- » GUIDE to Natural Refrigerants in China - State of the Industry 2015 (<http://publication.shecco.com/publications/view/2015-guide-china-natural-refrigerants>)
- » GUIDE+: HFC taxes & fiscal incentives for natural refrigerants in Europe 2014 (<http://publication.shecco.com/publications/view/guidehftaxesandfiscalincentivesforineurope>)
- » GUIDE+ Directory of Natural Refrigerant Businesses in China 2015 (<http://publication.shecco.com/publications/view/guide-plus-directory-natural-refrigerants-business-china>)

### Profile

- » format: report (electronic, online & print, including design)
- » scope: national, regional, worldwide
- » suitable for: HVAC&R supply, HVAC&R end-user, policy, academia / research, non-profit sector, other
- » access: exclusive or public



# Accelerate Corporate

## POSITION YOUR BUSINESS AS A DRIVING FORCE FOR INNOVATIVE HVAC&R SOLUTIONS

Special member of the Accelerate family of magazines for and about leaders in climate-friendly HVAC&R technologies, Accelerate Corporate is prepared in partnership with one corporation or group striving to fast-track the adoption of climate-friendly HVAC&R technologies. It combines shecco's expert research and trend analysis, interviews, case stories, interviews and more - all in a unique design to provide the necessary exposure for your business towards end-users, regulators, consumers or other influential groups.

## Previous Accelerate Corporate editions

- » "Next-generation Industrial Refrigeration – from Japan to the World"  
(<http://publication.shecco.com/publications/view/accelerate-corporate>)

## Profile

- » format: magazine (electronic, online & print, including design)
- » scope: national, regional, worldwide
- » suitable for: HVAC&R supply, HVAC&R end-user, industry groups, non-profit sector, other
- » focus: market, policy, technology
- » access: public



# #WebinarWednesday

## REACH THE WORLD NATURALLY, ACROSS SECTORS AND CONTINENTS

#WebinarWednesday is the global webinar series to showcase latest natural refrigerant technologies, products, services & projects. Reaching a global network of 50,000+ decision makers, the interactive digital platform pairs your content and executives with expert moderators and industry-leading webinar software. #WebinarWednesday allows you to Reach the right audience, Learn about natural refrigerant trends, and Share your success stories to peers, partners and customers... all in real time.

[www.webinarwednesday.net](http://www.webinarwednesday.net)

## About #WebinarWednesday

- » interactive digital webinar platform with live streaming and on-demand playback option
- » zoom! professional webinar software for up to 3,000 participants in real time
- » various formats possible: 1x1 interviews, PowerPoint presentations, panel debates, Q&A sessions, instant polling
- » promotion through Social Media platforms (YouTube, Twitter, Facebook, LinkedIn)
- » outreach through direct mailing campaigns and dedicated website
- » receive a list of webinar participants and on-demand viewers

## Profile

- » format: online (webinar, Social Media)
- » scope: regional, worldwide
- » suitable for: HVAC&R supply, HVAC&R end-user, industry groups, non-profit sector, academia / research, other
- » focus: market, technology, policy
- » access: public



# Business Development & Consulting.



# Business Development & Consulting

## ACCELERATE YOUR BUSINESS CASE THROUGH EFFECTIVE STRATEGIES AND OUTREACH

Through a unique mix of agile research, precise data analysis, strategic advice and effective communication we can help you pave the way for a faster uptake of your innovative HVAC&R solutions. Campaigns can take various forms, always tailored to address those stakeholder groups, regions, industry sectors or priority issues that matter to you most.

## Our Services

- » Partner and customer assessment
- » Preparation of study and business tours
- » Moderation of meetings
- » Strategic business consulting
- » Communication support through online and print media, events
- » Multi-stakeholder campaigns with various tools and formats

## Profile

- » format: various (research, advocacy, consulting, meetings, events, media etc.)
- » scope: Europe, America, Asia, Australia, worldwide
- » suitable for: HVAC&R supply, HVAC&R end-user, industry groups, non-profit sector
- » focus: market
- » access: exclusive



# Advocacy & Public Affairs

## SET THE RIGHT FRAMEWORKS TO MOVE YOUR SOLUTIONS FORWARD

Moving your business forward is easier with the right frameworks supporting you. Our advocacy team represents the interest of individual corporations or multi-stakeholder groups towards national and international regulators – from basic monitoring, network building and awareness-raising, to agenda-setting and proactive advocacy.

## Our Services

- » Monthly or quarterly monitoring of legislative developments, standards, interest groups, priority issues
- » Proactive advocacy for individual companies or a group of stakeholders
- » Multi-stakeholder campaigns with various tools and format

## Profile

- » format: various (research, advocacy, consulting, meetings, events etc.)
- » scope: Europe, America, Asia, Australia, United Nations
- » suitable for: HVAC&R supply, HVAC&R end-user, industry groups, non-profit sector
- » focus: policy, market
- » access: exclusive



THE  
CIRCLE

## THE CIRCLE

### MEET DECISION-MAKERS IN AN EXCLUSIVE FACE-TO-FACE SETTING

An exclusive face-to-face meeting format allowing a small industry group to have direct access to decision-makers from policy, media or the corporate world, THE CIRCLE lets you talk to those with strong influence on the market.

Provide input on items that matter, get timely information, voice your concerns and set the agenda.

### THE CIRCLE elements

- » one-time advocacy format without long term commitment
- » exclusive meeting format for a small industry group meeting key decision-makers
- » informal setting for face-to-face talks
- » allows to discuss imminent issues, get timely and unpublished information
- » effective tool for agenda-setting
- » preparation, briefings and follow-up actions (position papers, submissions, summaries) included

### Profile

- » format: event, advocacy
- » scope: Europe, America, Asia, Australia
- » suitable for: HVAC&R supply, HVAC&R end-user, industry groups
- » focus: policy, market
- » access: exclusive



# The Natural Voice

## SPEAK UP FOR A FASTER GLOBAL UPTAKE OF HFC-FREE SOLUTIONS

With more than 100 signatories, The Natural Voice is the world's largest call for action supported by industry and other parties pointing to the environmental, economic and social potential of Natural Refrigerants in heating, cooling & refrigeration. It is open to industry, associations, non-profits and other stakeholders supporting its values. Under the campaign, specific projects are being carried out, including a dedicated magazine addressing national governments.

[www.thenaturalvoice.org](http://www.thenaturalvoice.org)

## About TNV

- » global call for action for a faster uptake of natural refrigerant solutions
- » raises awareness about the environmental, economic and social potential of HFC-free refrigerants
- » addresses safety, costs, trade barriers, technology transfer, availability of natural refrigerants
- » TNV statement open to all organisations supporting its value
- » TNV magazine talks to 197 countries negotiating a global HCFC phase-down schedule

## Profile

- » format: campaign (communication, advocacy, meetings, events, publications etc.)
- » scope: United Nations, worldwide
- » suitable for: HVAC&R supply, HVAC&R end-user, industry groups, non-profit sector, academia / research, consumers, other
- » focus: policy, market, technology
- » access: public



## Special Projects & Global Campaigns

### BREAK DOWN BARRIERS THROUGH MULTI-STAKEHOLDER PROJECTS

Special projects with public or private funding bring together a group of like-minded experts to advance the use of energy-efficient, technically viable and commercially available climate-friendly HVAC&R solutions; remove barriers currently slowing down their use; and foster knowledge among various stakeholder groups. shecco offers funding management, association and industry group management and funding application services.

### Ongoing projects

- » SuperSmart: Expertise Hub for Energy-Efficient Cooling & Heating in European Supermarkets (2016-2019)
- » United Nations Industrial Development Organization (UNIDO): Reducing GHG and ODS Emissions through Technology Transfer in the Industrial Refrigeration and Air Conditioning Sector" in Viet Nam and the Gambia (2014-2017)

### Our Services

- » EU, UN and national level project services
- » Funding management services: application, consortium management, communications
- » Association and industry group management

### Profile

- » format: project / campaign (communication, advocacy, meetings, events, publications etc.)
- » scope: national, EU, UN, worldwide
- » suitable for: HVAC&R supply, HVAC&R end-user, industry groups, non-profit sector, academia / research, consumers, other
- » focus: policy, market, technology
- » access: public





Nina Masson

Chief Market Development Officer

Nina leads shecco's global business development, consultancy and research services, international projects and special campaigns. She is an expert on sustainable HVAC&R solutions - across a wide range of activities, subjects and territories. For the last 10 years, she has developed special expertise on natural refrigerants. She has drafted and supervised global studies on behalf of United Nations agencies, as well as served as an expert for EU and UN projects. Nina holds two Master's degrees in Economics and Environmental Management.

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Klára Skacanová

Deputy Manager, Market Development

Klara holds a Master's degree in International Relations. She is an expert on following legislative developments with an impact on the heating and cooling industry at national and international levels. Today, Klara is also responsible for the operational management of shecco's Market Development team.

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## OUR OFFICES

The shecco Market Development team operates from three locations, spanning various activities, industries and continents.



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## SUSTAIN OUR ATMOSPHERE

shecco is a global market accelerator helping companies in the heating, cooling and refrigeration industry bring their climate-friendly solutions faster to market. For more than 15 years we have offered innovative, effective and flexible solutions across multiple countries, industries and stakeholder groups.

shecco's Market Development team supports you with market research & consulting, public affairs, special projects & global campaigns - tailored services for building your business case around Natural Refrigerants.

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