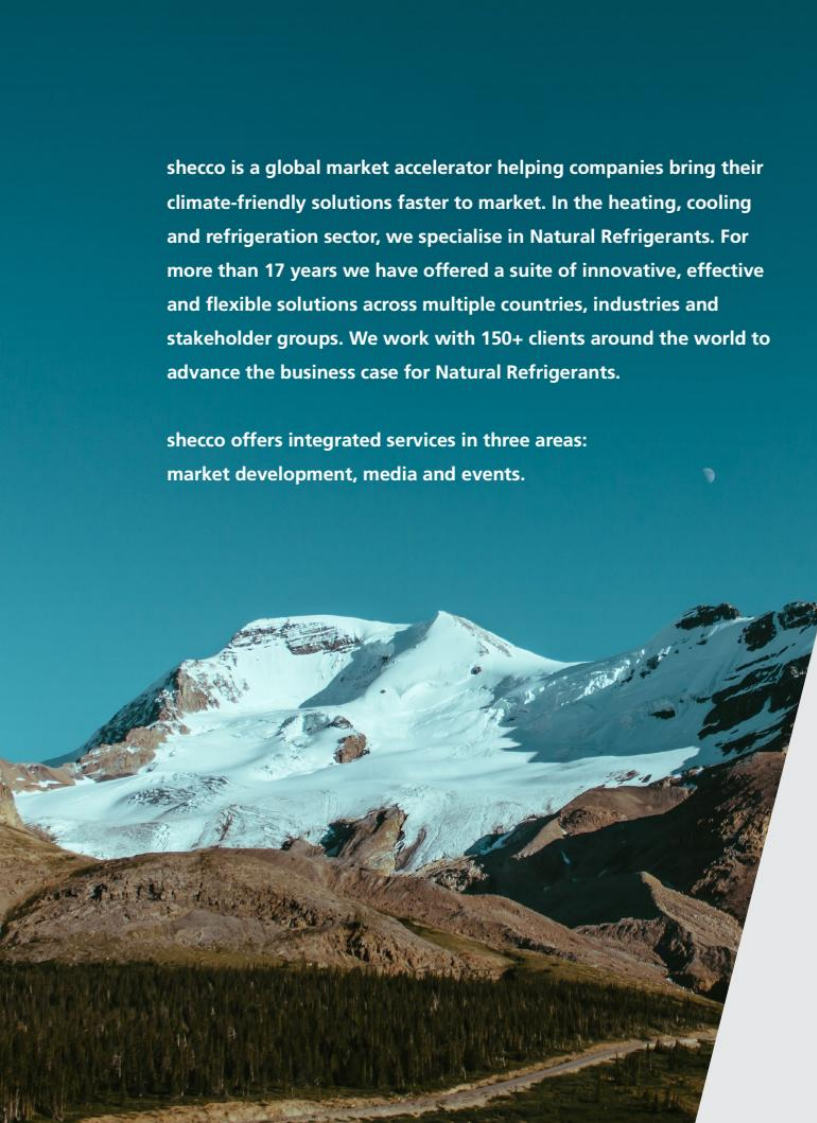


shecco
MarketDevelopment
Handbook 2018





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 in Natural Refrigerants. For more than 17 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.

"Through tailored market and policy analysis, strategic advice and consulting shecco's Market Development team offers a unique mix of services to help accelerate the introduction and uptake of your natural refrigerant-based products."

- Klara Skacanova

Market Development Manager

04/ sheccoBase
research | consulting | outreach | campaign

06/ Market Research & Audits
research | consulting

08/ Advocacy & Public Affairs
consulting | outreach | campaign

10/ Business Development & Consulting
research | consulting | outreach | campaign

12/ sheccoBase Webinars
research | consulting | outreach | campaign

14/ GUIDE / GUIDE+
research | outreach

16/ The CIRCLE
consulting | outreach | campaign

18/ Special Projects & Global Campaigns
research | consulting | outreach | campaign

20/ Contact

22/ Our Offices

sheccoBase 



sheccoBase

STAY UP TO DATE ON MARKET, TECHNOLOGY & POLICY TRENDS

sheccoBase allows you to tap into the world's largest database on natural refrigerant-based technologies with millions of data points. Combining original market research and analysis, information from key experts and desk research, sheccoBase enables strategic decision making and evaluation of the market, based on solid data and facts.

Our Services

- » desk research
- » market / policy analysis
- » strategic consultancy / advice
- » tailored market, policy, technology trends monitoring
- » regional newsletters in various languages

Profile

- » format: report / presentation / newsletter
- » scope: Europe, America, Asia, Australia, worldwide
- » suitable for: HVAC&R supply, HVAC&R end-user, industry groups, non-profit sector
- » focus: market, policy, technology
- » access: exclusive or public



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



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



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



sheccoBase Webinars

REACH THE WORLD NATURALLY, ACROSS SECTORS AND CONTINENTS

sheccoBase Webinars is the global webinar series to showcase latest natural refrigerant technologies, products, services & projects. Reaching a global network of 30,000+ decision makers, the interactive digital platform pairs your content and executives with expert moderators and industry-leading webinar software. sheccoBase Webinars 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.

About sheccoBase Webinars

- » 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: interviews, 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



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

A scenic landscape photograph of a mountain valley. The foreground is a steep, rocky slope covered in dense, low-lying vegetation in shades of green, brown, and purple. In the background, several mountain peaks are visible under a cloudy sky. A large, white, stylized logo is overlaid on the center of the image. The logo consists of a large, white, stylized 'C' shape that is open on the right side, with the words 'THE CIRCLE' written in a white, sans-serif font directly below it.

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



Lorem ipsum is simply dummy text of the printing and typesetting industry. Lorem ipsum has been the industry's standard dummy text ever since the 1500s, when an unknown printer took a galley of type and scrambled it to make a type specimen book. It has survived not only five centuries, but also the leap into electronic typesetting, remaining essentially unchanged. It was popularised in the 1960s with the release of Letraset sheets containing Lorem ipsum passages, and more recently with desktop publishing software like Aldus PageMaker including versions of Lorem ipsum.

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)
- » LIFE FRONT: a project that aims to remove barriers posed by standards for flammable refrigerants in refrigeration, air-conditioning and heat pump applications (2017-2020)

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





Klára Skacanová

Manager, Market Development

Klara leads shecco's market development team focusing on market research, policy analysis, funding projects and specialised campaigns. She has co-authored a number of extensive global and regional market research studies, contributed to projects conducted on behalf of the EU and UN. Klara holds a Master's degree in International Relations.

email

klara.skacanova@shecco.com

phone

+32 2 230 3700

twitter

[@klarashecco](https://twitter.com/klarashecco)



Alvaro De Oña

Chief Operating Officer and Head of Media

Alvaro is a shareholder and co-founder of shecco as an independent entity. He was instrumental in the early success of shecco's communication platforms (R744.com, hydrocarbons21.com, ammonia21.com) and market research services. With a background in social sciences and international relations, he has spent the last six years working at the European Commission as an Human Resources expert, overseeing several change projects and helping to set up two new Agencies of the EU from scratch. As of March 2016, Alvaro is back at shecco to help its further international development and lead the media team in its efforts to share relevant stories, news and updates on the global transition towards natural refrigerants.

email

alvaro.de.ona@shecco.com

phone

+32 2 230 3700



OUR OFFICES

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



shecco Sprl

Rue Royale 15
1000 Brussels,
Belgium

phone
[+32 2 230 3700](tel:+3222303700)

email
europe@shecco.com

shecco Japan K.K

BD Office 333
Global Business Hub Tokyo
Otemachi Financial City Grand Cube 3F
Otemachi 1-9-2, Chiyoda-ku
Tokyo, 100-0004, Japan

phone
[+81 3 3287 7330](tel:+81332877330)

email
japan@shecco.com

shecco America, Inc.

81 Prospect Street
Brooklyn, NY 11201, USA

phone
[+1 347 763 7043](tel:+13477637043)

email
america@shecco.com



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 17 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.

email
md@shecco.com

twitter
[@shecco](https://twitter.com/shecco)

web
www.shecco.com