

Atmosphere 2010 - Media Briefing

Atmosphere 2010 is an international workshop on Natural Refrigerants to be held on 27-28 September in Brussels, Belgium.

Purpose: Atmosphere 2010 brings together around 170 policy and industry experts as well as the most important end-users to discuss HOW to bring the natural refrigerants carbon dioxide, ammonia and hydrocarbons faster to market and replace the currently used fluorinated hydrocarbons (CFCs, HCFCs, and HFCs) altogether in certain cooling, refrigeration, and heating applications.

Reason: The heating and cooling sectors are important greenhouse gas emitters with a fair amount of emissions emanating from refrigerant emissions. In the European cooling sector alone, emissions from commonly used HFC refrigerants are predicted to rise by more than 50% by 2030 compared to 2005 levels if business continues as usual. Replacing these fluorinated refrigerants with natural substances such as CO₂, ammonia or hydrocarbons would allow for considerable emissions reductions.

Tagline: "HOW to bring Natural Refrigerants faster to market" reflects the core concern of ATMOsphere 2010. Despite their proven efficiency in a wide range of cooling and heating solutions, major barriers for the uptake of natural refrigerants still exist. These can be found in regulatory barriers still impeding their use; a lack of policy and related financial incentives to move towards non-chemical alternatives to CFCs, HCFCs, and HFCs; and most importantly missing global and national legislative pressure to phase-down or phase-out ozone-depleting and/or high global warming fluorinated refrigerant gases. Atmosphere 2010 intends to outline different barriers in developed and developing countries, and initiate a discussion on the true potential of natural refrigerants to be taken into account when global negotiators continue the climate talks in Cancun by the end of this year.

New ATMOsphere formula: ATMOsphere 2010 brings together 170 policy and industry experts for two days to present and discuss HOW to bring Natural Refrigerants Faster to Market. 40 speakers will address our event and 45 moderators will manage interactive workshops that will follow each session.

All participants will be divided into 15 groups of 10 people including one moderator. Each group will comprise stakeholders ranging from policy, end users, suppliers, academia, associations and NGOs. Each group will have a series of questions to discuss and report back to the rest of ATMOSphere. The questions will be collected and developed through questionnaires sent to over 5000 experts worldwide in 150 countries.

Engagement: To ensure fruitful discussions in the workshop sessions as well as concrete results afterwards, we have prepared a mandatory natural refrigerants survey for all participants. The objective is to identify in advance perceived and/or actual barriers to the wider uptake of carbon dioxide, ammonia and hydrocarbons in heating, air-conditioning and refrigeration applications and to tailor our discussions to the state of knowledge, personal know-how and intuition of our participants. The two key questions are:

- Which barriers for natural refrigerants exist in your country?
- Which solution can be found to these barriers?

Outcome: The results of ATMOSphere 2010, including proposals for concrete actions from the group discussions, will be compiled into a 'special report' that we will give to general and trade media. In addition, this report will be personally distributed by the organising team to companies at Chillventa 2010 in mid-October as well as to UN delegations in Uganda for MOP 22 (Montreal process) and COP 16 in Mexico (Copenhagen process).

Support for Developing Countries Experts: To make sure a variety of stakeholders can raise their voice at ATMOSphere 2010, the conference organisers, together with the United Nations Environment Programme (UNEP), are funding the travel and participation of 10 representatives from developing countries. Experts from Colombia, Gambia, Guinea, India, Indonesia, Malaysia, and the Maldives will join the debate about the main barriers, but most importantly, the best solutions to the wide uptake of HVAC&R solutions without CFCs, HCFCs, and HFCs.

Technology transfer: Developing and emerging economies are about to phase-out HCFCs and have the great opportunity to leapfrog the next generation of chemical refrigerants by benefiting from the experiences and technological advances of developed countries. A dedicated lunch session will elaborate on the example of India the benefits for developing countries to opt right away for a sustainable solution, namely natural refrigerants.

Education: Information and education are key in pushing for technological change. ATMOSphere 2010 has therefore invited representatives from academia and professional associations to share their experience and

give tips on how to educate future generations of engineers. They will i.a. present guidelines for the safe use of hydrocarbons in refrigeration and talk about the first European training center for natural refrigerants.

The Speakers: Atmosphere 2010 units over 40 high-profile speakers from policy, industry and academia. To name just a few:

- Mr Rajendra Shende, United Nations Environment Programme
- Mr Lambert Kuijpers, Technology and Economic Assessment Panel of the Montreal Protocol
- Mr Philip Owen, European Commission DG CLIM
- Mrs Tonje Haabeth, European Commission DG Energy
- Mr Julius Banks, United States Environmental Protection Agency
- Mrs Miruza Mohamed, Ministry of Housing and Environment, Maldives
- Mr Sidi Menad Si Ahmed, United Nations Industrial Development Organization
- Mr Ryoichi Yamamoto, Senior Advisor to the Japanese Government
- Mr Javier Camargo, Multilateral Fund of the Montreal Protocol
- Mrs Nidia Pabón, Ministry of Housing and Environment, Colombia
- Mr Janos Mate, Greenpeace
- Mr Theodoros Skylakakis, European Parliament
- Mr Andy Campbell, Tesco
- Mr Paul Rowsome, Carrefour
- Mr Rene van Gerwen, Unilever
- Mr Christoph Brouwers, Carrier Commercial Refrigeration
- Mr Jürgen Süss, Danfoss

For a comprehensive list of the speakers and more detailed information, please have a look at their short bios:

<http://www.atmosphere2010.com/speakers.php>

The Organiser: Atmosphere 2010 is organised by shecco - a Brussels-based integrated Marketing & Communications Consultancy for environmental technologies, with special expertise in the field of natural refrigerants.

Contact for Media

For general media enquiries, please contact Sabine Lobnig, Communications Officer, shecco at: sabine.lobnig@shecco.com or call: +32 2 230 3700

For enquiries about Atmosphere 2010, please contact Franziska Menten, Events Coordinator, shecco at franziska.menten@shecco.com or call +32 2 230 3700

For questions about the industry/technology background, please contact Nina Burhenne, Marketing Manager shecco, at: nina.burhenne@shecco.com or call +32 473 468 194

For enquiries about the political background, please contact Christianna Papazahariou, Head of Government Affairs, shecco at: christianna.papazahariou@shecco.com or call +32 484 138 069