

Atmosphere 2009 - Media Briefing

Atmosphere 2009 is an international conference on Natural Refrigerants to be held on 19-20 October in Brussels, Belgium.

The Purpose: Atmosphere 2009 brings together around 150 participants from the policy sector, from industry, and the finance community to discuss where the natural substances carbon dioxide, ammonia and hydrocarbons already serve as a refrigerant alternative and might have the future potential to replace CFCs, HCFCs, and HFCs altogether in certain cooling, refrigeration, and heating applications. More than other events in this field, Atmosphere 2009 will exclusively focus on real-life examples and case studies in its technology sessions to explain the environmental and commercial potential of these three natural gases in developed and emerging industries. High-profile speakers from international and national regulatory bodies, as well as non-governmental organisations and financing bodies will add their view on the future of refrigerant gases as rapidly increasing sources of global concern as regards ozone depleting and global warming.

The Tagline: For Atmosphere 2009 the tagline “**Natural Refrigerants - Faster to Market**” has been chosen to reflect that, 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 2009 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 discuss a successor to the Kyoto Protocol in Copenhagen this December.

The Speakers: Atmosphere 2009 will gather more than 30 high-profile speakers from the policy, industry, non-governmental and the finance sector, including:

Rajendra Shende - Head, OzonAction, United Nations Environment Programme

Lambert Kuijpers - Co-Chair, TEAP

Steve Gorman - GEF Executive Coordinator, World Bank

Thomas Verheye - Deputy Head of Unit, European Commission

Keilly Witman - Leader GreenChill Program, U.S. Environmental Protection Agency

Uwe Lahl - Director-General, German Federal Ministry for the Environment

Volkmar Hasse - Director, Proklima GTZ

Wolfgang Lohbeck - Leader for Special Projects, Greenpeace Germany

Antoine Azar - Global Program Manager, The Coca-Cola Company

Rene van Gerwen - Global Lead Engineer Refrigeration & HVAC, Unilever

Paul Homsy - Head of Refrigeration & Hygienic Air Handling, Nestlé

Andy Campbell - Head of refrigeration environmental, Tesco

For more detailed information about the speakers, please download the short bios and images to be found on the “press kit” page: <http://www.atmosphere2009.com/media.center.php>

The Organiser: Atmosphere 2009 is organised by shecco - a Brussels-based Marketing & Communications Consultancy for environmental technologies, with special expertise in the field of natural refrigerants. The conference is supported by the European Commission.

Background Natural Refrigerants: The three natural refrigerants covered by Atmosphere 2009 comprise carbon dioxide (CO₂, R744), ammonia (R717), and hydrocarbons (R290, R600a etc.). All have been used successfully in cooling, refrigeration and heating before generations of ozone-depleting, and later high global warming, chemicals (CFCs, HCFCs, HFCs) entered the market. As part of natural cycles, they are well-known substances with no uncertainty left as regards chemical properties, safety, or reactivity. Their major benefits consist of high energy efficiency - each refrigerant being prioritised for certain applications -, no ozone depletion potential, a negligible Global Warming Potential, and no unknown decomposition products or any other possible impact on the atmospheric composition or the earth's biosphere. They span the whole range of industrial refrigeration/cold storage, commercial refrigeration (supermarkets, vending machines, ice-cream freezers etc.), domestic fridges, vehicle air conditioning, stationary air conditioning, heat pumps, etc.

Statements about Natural Refrigerants were collected through a global survey and are freely available on the following page: <http://www.atmosphere2009.com/pages/statements.php>

More news about Natural Refrigerants on: <http://www.naturalrefrigerants.com/>

Background Policy: As a milestone on the way to Post-Kyoto discussions in Copenhagen this December, the conference sums up the technical, political and economic challenges natural

refrigerants are still facing worldwide. Invited regulatory bodies from developed and emerging economies will be introduced to the benefits of natural refrigerants, or update on progress in this field in their respective country.

Before the official conference start, on Sunday 18 October, so-called “Recommendations for Copenhagen” will be presented as a joint statement of companies and non-governmental bodies signing on to an affirmation of natural refrigerants as an available, proven and viable long term solution in the fight against climate change. The document will be handed over to international climate leaders and encourage them to not underestimate the contribution of HFCs to global warming.

More about the Recommendations for Copenhagen, in a separate document to be found on the “Press Kit” page of Atmosphere 2009: <http://www.atmosphere2009.com/media.center.php>

The NARECO₂ Project: Atmosphere 2009 is supported by the EU-funded project NARECO₂ – the first cross-European project to share knowledge, develop an e-learning module and publish a comprehensive manual on the use of CO₂ as a refrigerant. It will serve as a reference guide for companies considering the use of high-pressure systems using CO₂, and educate policy makers on the application range, the technical characteristics, and ecological benefits of recycled CO₂ in lowering direct and indirect greenhouse gas emissions from cooling and heating equipment. The extensive manual, first to be presented at the conference, will give evidence of the maturity of CO₂ Technology, but also the economic, political and social barriers it is facing.

Recommendations for Copenhagen - Media Briefing

The “Recommendations for Copenhagen” will be presented during a press conference on 18 October 2009 in Brussels, Belgium, as a **joint statement of companies, non-governmental bodies, and associations** supporting **Natural Refrigerants** as a proven and viable long term solution in the fight **against climate change**. The document will be handed over to international climate leaders negotiating a successor to the Kyoto Protocol in Copenhagen this December.

Rationale: The year 2009 is a milestone in international environmental policy as climate leaders worldwide are currently considering the follow-up agreement to the Kyoto Protocol. The European Commission has put together an unclear proposal to “phase-down” HFCs within its position for the Copenhagen Climate Agreement. Elsewhere, national governments are unwilling to commit to

deep greenhouse gases emissions cuts using as a pretext the harm this could do to economic growth. Hence why a coalition of industries is keen to bring the fight against HFCs back to the political agenda and encourage an ambitious agreement which favours energy efficient and environmentally-friendly natural refrigerants: carbon dioxide (CO₂, R744), ammonia (R717), and hydrocarbons (R290, R600a, etc.).

The “Recommendations for Copenhagen” ask international climate leaders to consider the benefits of readily available replacements for ozone-depleting and high global warming refrigerants - CFCs, HCFCs, and HFCs. The joint statement will reflect growing industry momentum in favour of natural refrigerants, and will urge negotiators not to underestimate the contribution of HFCs to global warming.

Given the political context, a unique window of opportunity has opened for developed and developing countries to acknowledge and use the technological, economic, and environmental benefits of natural refrigerants. The “Recommendations for Copenhagen”, now in a draft stage, are open to comment by business leaders and individuals willing to sign up.

For more information about natural refrigerants, please read the media briefing for Atmosphere 2009 on <http://www.atmosphere2009.com/media.center.php> and visit: <http://www.naturalrefrigerants.com/>

Framework: The final version of the Recommendations for Copenhagen will be presented at a press conference on the 18th October 2009, on the eve of Atmosphere 2009 - an international conference on Natural Refrigerants on 19-20 October in Brussels, Belgium. More about Atmosphere 2009 in the compressed media briefing on <http://www.atmosphere2009.com/media.center.php> or on the conference website <http://www.atmosphere2009.com/index.php>.

Time & Location Press Conference

4 pm CET
Sunday, 18 October 2009

Hotel Amigo
Rue de l'Amigo 1-3
1000 Brussels - Belgium

Contact for Media

For general media enquiries, please contact Michael Kessler, Media Coordinator, at: mkessler@ya.com or call: +61 404 366 409

For enquiries about Atmosphere 2009 and 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 “Recommendations for Copenhagen” and the political background, please contact Christianna Papazahariou, Head of Government Affairs, shecco at: christianna.papazahariou@shecco.com or call +32 484 138 069