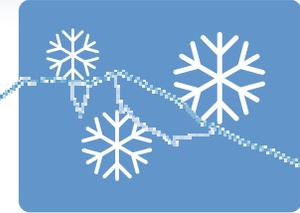


**Refrigerants,  
Naturally!**



# Refrigerants, Naturally Initiative

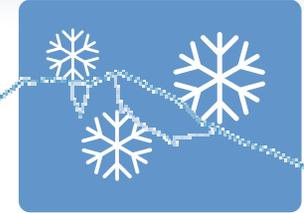
“Partnerships in Practice”

Bryan Jacob  
The Coca-Cola Company

7 May, 2007  
UNCSD Partnership Fair  
New York



# Refrigerants, Naturally!



## Refrigerants, Naturally! Initiative

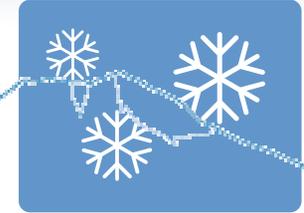
Refrigerants, Naturally is a global initiative of companies committed to combat climate change and ozone layer depletion by substituting harmful F-gases (CFCs, HCFCs and HFCs) with natural refrigerants in their point-of-sale cooling applications.

The initiative scope consists of those in the supply, production, transport and retailing of food and drink who require point-of-sale cooling technology, including technology and component suppliers. Thus, it includes supermarkets but not mobile air conditioning, general manufacturing, or general household.

Refrigerants, Naturally! is supported by Greenpeace and UNEP and recognised as a "Partnership for Sustainable Development" by the UN Commission on Sustainable Development.



# Refrigerants, Naturally!

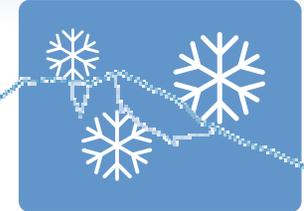


## Goals and Objectives

- To promote a shift in the point-of-sale cooling technology in the food and drink, food service and retail sectors towards natural refrigerants with a low-or non-Global Warming Potential.
- To do this whilst improving or (at least) equaling energy efficiency of existing fluorocarbon based technology
- To provide a working group and supportive environment for those committed to implementing natural refrigerants who will share information with each other and with suppliers on achieving the other objectives
- To outreach a wider public including other industry, governments and global society



# Refrigerants, Naturally!



## History and Achievements

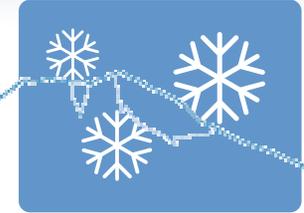
The Refrigerants, Naturally! Initiative was launched in 2004 by The Coca Cola Company, Unilever and McDonald's. In 2006, Carlsberg, IKEA and PepsiCo joined the network.

Over the last years these companies have, together with their suppliers, developed and tested innovative, commercially viable HFC-free refrigeration technologies and actively promote its implementation. Thereby the initiative is significantly contributing to decrease the environmental impact of point of sale refrigeration equipment. Greenpeace and the United Nations Environmental Programme have recognized these efforts and are publicly supporting the initiative.

In 2005, Refrigerants, Naturally! received the U.S. Environmental Protection Agency's Climate Protection Award.



# Refrigerants, Naturally!



## Challenges

### Technical progress

Impact on suppliers low, persistent barriers to implementation of natural refrigerants

### Outreach

Although some major companies within the scope already implement natural refrigerants and are actively engaged to combat climate they don't join the network as permanent members

Public interest and visibility low (one big start off event (conference 2004) thereafter little media events and coverage)

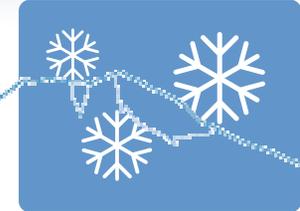
### Internal network

Difficulties to administer initiative and manage the network's activities without formal network structure

Challenge to reconcile individual interests with collective group benefits



# Refrigerants, Naturally!



## Lessons learned

*1. Critical mass of members is necessary for substantial impact on suppliers and policy makers*

### Next steps:

Clear focus on outreach activities  
Lower barriers to join the network

*2. Formalisation of network through contracting of consultancy to provide secretariat functions for improved management and administration of the network*

### Next steps:

Set up of strategic framework and governance structure  
Installation of improved internal communication system

*3. Public support by Greenpeace and UNEP crucial for credibility of the network*



# Refrigerants, Naturally!



## ***What core competencies/strengths does the private sector offer to a partnership for sustainable development?***

In comparison to public sector initiatives, the private sector may influence the market and technology developments in a more efficient way.

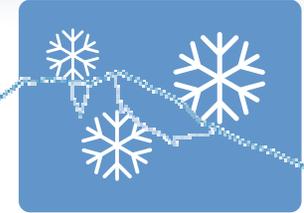
### 1. Market development and improvement of refrigeration technology

All members make a substantial effort or investment (comparable to the scale of the company involvement in cooling) to achieve fluorocarbon elimination and establish and implement natural refrigerants, including R&D, testing, financial investment, staff time or political energy. The partners share their progress and their confidential data about alternative refrigeration via regular meetings, special events/workshops, and bilateral exchanges.

Thereby well tested and designed environment friendly technologies are approved, deployed and widely implemented (beyond the network's scope).



# Refrigerants, Naturally!



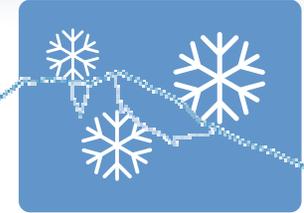
## 2. Provision of role model for other companies

The members of the initiative demonstrate leadership through their successful implementation of F-gas free refrigeration technology. This encourages other companies within the scope to follow that move.

Therefore, the initiative has the potential to induce a real shift in the implementation of point-of-sale cooling technology in the food and drink, food service and retail sectors towards natural refrigerants. If more companies join the initiative, HFC-free refrigeration will become widely accepted and move into the mainstream.



# Refrigerants, Naturally!



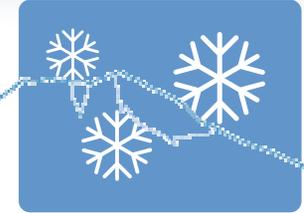
## 3. Influence supply chain

If major companies in one sector collaborate to implement certain technology standards they can join their forces and put pressure on the refrigeration equipment suppliers to follow suit.

It puts also pressure on the suppliers to look beyond the PoS sector.



## Refrigerants, Naturally!



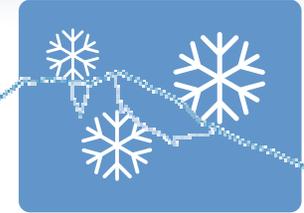
***What is needed for the private sector to become more systematically engaged in partnership efforts? What would be the “business case” for the private sector to consider seriously its long-term engagement in partnerships for sustainable development?***

In general, a partnership should offer clear benefits to the private sector. These benefits of partnering must clearly outweigh the costs of cooperation with other major companies (i.e. competitors). Partnerships may reduce individual communication and transaction costs and thus enable each company to achieve a common goal in a more efficient way.

These benefits will occur more likely when the partnership is formally set up and managed in a transparent way. Engagement in a partnership for sustainable developments, such as Refrigerants, Naturally, is additionally an asset for each member in terms of PR benefits and information gains through access to other companies' data and progress. Generally, involvement in a CSD partnership is a crucial asset for credible environmental communications.



## Refrigerants, Naturally!



***What constitutes a “successful” partnership from the private sector perspective; i.e. does the deliverable/outcome of a partnership have to include tangible “physical” results?***

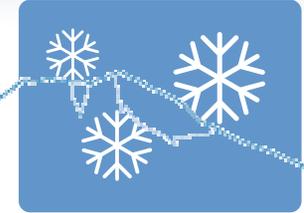
*The outcome of the initiative can be measured by physical (tangible) results*

- ❖ Amount of F-gases reduced through implementation of natural refrigerants*
- ❖ Amount of energy saved through installation of energy efficient equipment*
- ❖ Amount and type of companies involved*
- ❖ Percentage of point-of-sale equipment in the field that deploys natural refrigerants (or still uses HFCs)*
- ❖ Supporting partners*
- ❖ Awards*

*But impact on suppliers, other companies, political decision-makers is difficult to quantify.*



## Refrigerants, Naturally!



***As the CSD is the focal point to facilitate the discussion of partnerships, are there more effective approaches to encourage the private sector to take advantage of the benefits of its participation in CSD partnerships?***

The existing partnership itself attracts new members through own outreach activities and PR, but could be supported by PR materials by CSD.

