

Communications Working Group

By Marco Masini

ASERCOM President



The history and the «baseload»

History

ASERCOM is formed as "Association of European Refrigeration

> Compressor Manufacturers"

1990's:

Major focus on technical safety directives as well as environmental protection

SINCE 2010:

Intensifying activities with AHRI and EPEE // Evaluation of alternative refrigerants



Six founding member companies establish a new > Launch of association with focus on refrigeration

- certification programme for compressors
- Restructuring of ASERCOM // Number and scope of projects increase significantly
- ▶ 1st F-gas Regulation
- Name change to "Association of European Refrigeration Component Manufacturer" to cover whole component industry
- Launch of certification programme for condensing units

1992

1997

1999

2006

2010

2012

History



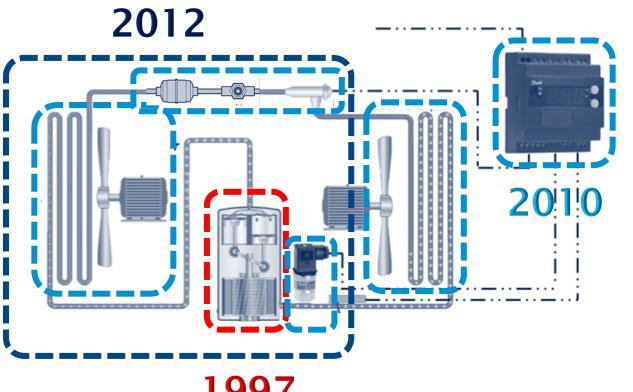




▶ 2 nd F-gas Regulation	 Particular engagement in ENTR Lot 1 professional refrigeration 	 Particular engagement in ENER Lot 30 electric motors and variable speed drives 	Communication activities together with other associations to support the F-gas phase down	ASERCOM continuously provides extensive information material and technical publications, e.g. concerning cyber security, updated guidelines	Revamp of certification programme for condensing units Enlarging to more meaningful components
2013	2015	2016	2017	2018	2022/23

Getting to the system... ...from refrigeration components





Since of the Members, and because of performances being affected by more than just the compressor... **EN378-2** is right to hand!

Time has passed... ...but still young and kicking!





I came aboard in ASERCOM as an associated Member on **2015**.

ASERCOM, with M. Claude Blanc, was enlarging the panel of Members to Country Associations...

...this was to respond to the will of disseminating technical information and certification awareness to the wide panel of refrigeration contractors and users...

After him Herr **Wolfgang Zaremsky** kept on going with that.

Now, I acknowledge the results and keep on going with the same passion and support from the (increasing) Members!



Driving forces

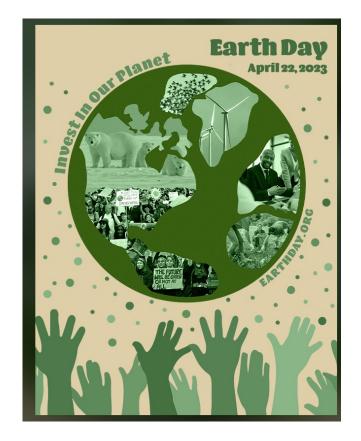
Earth Day

A recurring appointment with the future



Every year on **April 22, Earth Day** marks the anniversary of the birth of the modern environmental movement in 1970.

Exploring the technical viability of improving our technology is the best way to perform for it...



Earth Day

"Sustainability is the path to prosperity for humanity and businesses alike.

Companies who've developed strong Environment Social Governance (ESG) standards are seeing better profitability, stronger financial performance, and happier employees".

[Earth Day stakeholders]



ESG Investments to keep growing Climate related risks are driving



«Consideration of ESG metrics in investing is now standard practice»

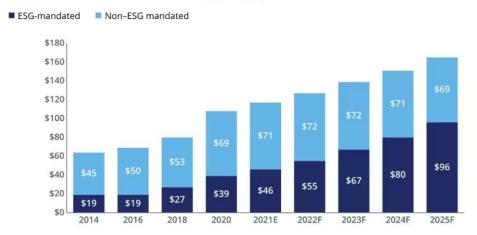
«The global professionally managed ESG assets landscape continues to expand»

[Deloitte]

FIGURE 1

ESG-mandated assets are projected to make up half of all professionally managed assets globally by 2024

Global assets under professional management (\$T)



Note: All amounts are in US dollars.

Source: Proportion of ESG-mandated data through 2020 from Global Sustainable Investment Alliance; DCFS analysis through 2025.

What ESG is about Climate change is one of the effect...

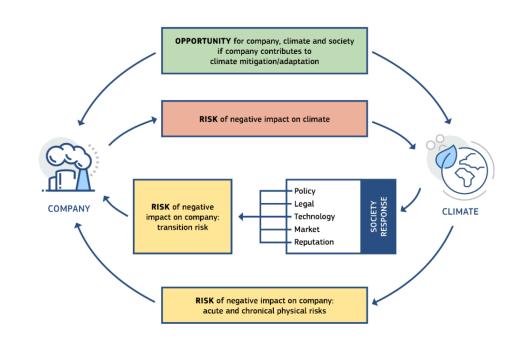


ESG is characterized:

on the **environmental side** could be caring of material selection, water consumption, use of **innovative technologies**, waste management and circular design.

For the **social**, the care about the community impact for production, transportation and the accessibility (for example disability).

To finish on **governance**, it's important to benefit from stakeholder engagement.



ESG - Environment CHALLENGES



Is SUSTAINABILITY what we are looking for?

 Sustainability is a societal goal that relates to the ability of people to safely co-exist on Earth over a long time (Wikipedia).

Is DECARBONISATION where we are heading at?

 Decarbonisation is the term used for removal or reduction of carbon dioxide (CO2) output into the atmosphere.

Is CIRCULARITY the tool?

Circularity, is an economic model that follows the three Rs: Reduce, Reuse and Recycle

From global to local Nothing happens at once...



Global to European to people











RePowerEU

NextGenEU

The Green Deal IndustrialPlan

NetZeroEU

Reform Electricity Mkt Design

Critical Raw Material Act

Is Sustainability going to be a Global battleground?

RePower EU vs.

- 77bn€ from EU to double the roll-out rate of HPs in the next 5 yrs (20M HPs by 2027, 60M by 2030)
 - ☐ FGAS Regulation
 - EcoDesign enforcement/ Energy Label
 - ☐ PFAS ban



Inflation Reduction Act

369bn\$ Plan; rebates up to 100% of the costs of purchasing and installing heat pump

- ☐ HFC phase down according to Kyoto amendment
- □ PFAS enforcement













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ASERCOM GOAL Will, passion and technical limits



ASERCOM has the strong will to **understand** and to provide **technical evidence** of the changes and performances of the upcoming technological/environmental possible transition

The changes in the HVACR industry need to stay in line with applicable legislation (safety first), standards, and qualification of personnel.

Since the "What", that's why we communicate...



ACTIVITIESSTATEMENTS & GUIDE BOOKS

Asercom...

- ... guides the HVACR industry concerning key technical topics
- ... deliver its opinions and recommendations on technological as well as industry developments in statements and guidelines
- ... pools knowledge and transfers it to the HVACR community
- ... members are shaping technical standards
- ... with its intrinsic knowledge it is providing a reliable and expert source of information



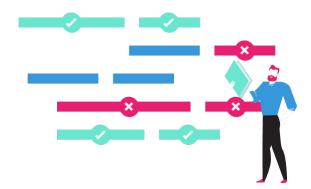
Activities Flammable Refrigerants Guideline



As per the development in refrigerants regulation, **ASERCOM** realized the importance to update its ****Flammable Refrigerant Guideline**** (FRG)

The FRG was developed several years ago and it became a masterpiece of the sector...







INDUSTRY PERFORMANCE CERTIFICATION PROGRAMMES



Asercom...

- ... offers certification programmes for compressors and condensing units
 - The certification programmes are viable responses to ensure legal compliance
 - The certification programmes offer an outstanding cost/benefit ratio
- ... drives the trust in the market through its certification programmes



Industry performance A new campaign upcoming



Since of the common target, DECARBONISATION, it is important to deliver reliable performance data

- Truly assessed energy performances
- Legal compliance to rules
- Industry trust

A high performing compressor/condensing unit selection is the first step to a highly efficient system...



Communication Target



- Politics > technology assessment
- Associations > information and cooperation about EU legislation
- Industry > information about EU legislation, collect information for providing technology assessments for the EU administration and politicians
- Contractors > information on how EU legislation impacts daily business

What we want to do

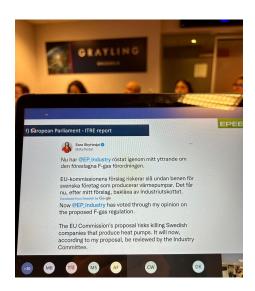


Collect data, communicate technology assessments and influence decisions

Through other associations e.g. EPEE and directly

Explain EU legislation and their impact on daily installer business

Improve relationship to national associations and share relevant information at contractor level via multiple channels such as wholesaler/distributor





Exhibitions and Events 2022/23

Post Pandemic re-launch Chillventa 2022



Despite the very active and proficient on-line period, the post pandemic activity at ASERCOM had a nice and visible re-launch with the main social event at Chillventa 2022, with the Symposium on Oct. 10 th



CHILLYENTA

SymposiumA pillar event for the Trade Show













Booth party and activity





Other Events 2023 SiFa, Euroshop, ISH, AHRI



All of the trade shows have offered a number of chances to networking, share opinions, have a closer look to market developments and support member companies.









Press Releases / Newsletter

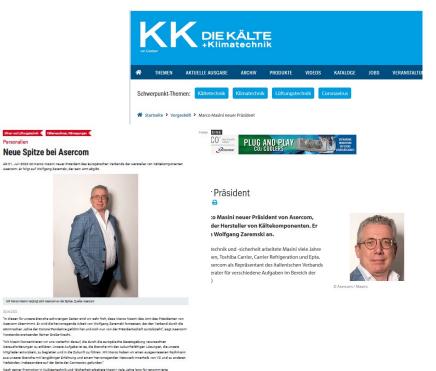




with ASSRCOM as a regresentative of the Italian Association Assofrigoristi. Since 2015 he has been working

as an consultant on various tasks in the field of refrigeration and air conditioning technology.





Unternehmen wie SE, Leben, Toohibe Corriet, Cerriet Refrigeration und Epte. Jehre lang engeglerte er alch bei Asercom als Regrissentent des Rellenischen Verbends Assortigoristi. Selt 2015 ist er als Benzter für verschiedene Aufgeben im

Bereich der Külter und Klimetechnik tätte.

Media relations





Generation change at the top of ASERCOM

In challenging times, ASERCOM is rejuvenating at the top: Marco Masini will become the new President of ASERCOM, the European Association of Refrigeration Component Manufacturers, on 1 July 2022. He succeed: Wolfgang Zaremski, who will step down on 30 June 2022.

"In these challenging times for our industry we are very happy that Marco takes over the position as President of ASERCOM. He will continue the excellent work of Wolfgang Zaremski who brought the association through the stormy years of covid pandemic and retires now from the presidency", says Rainer Große-Kracht, Chairman of the Board at ASERCOM: "With Marco we continue to focus our efforts to explain the challenges caused by the European legislative. It is our mission to accompany and guide the industry with the future-proof solutions our members develop. With Marco we found a well-known specialist from our industry with many years of experience and an excellent network within ASERCOM and to other associations especially from the

Marco Masini says: "It's a real pleasure to receive ASERCOM's trust and appointment to presidency since of my personal professional history within most of the constituent blocks of HVAC&R sector. It's a challenging time for us due to the ongoing rule changes. These are putting under severe stress both manufacturers and contractors to find the right balance for a mutual and proficient cooperation. This is to face climate change – addressing both direct and indirect environmental impact – and keep the maximum attention to safe product standard and working practice for workers and consumers."

After completing his doctorate in Nuclear Engineering & Safety, Masini worked for many years for renowned companies such as GE, Laben, Toshiba Carrier, Carrier Refrigeration and Epta. For many years he was involved with ASERCOM as a representative of the Italian Association Assofrigoristi. Since 2015 he has been working as an consultant on various tasks in the field of refrigeration and air conditioning technology



ASERCOM welcomes Güntner

Brussels - 10 October 2022, ASERCOM, the Association of European Refrigeration Component Manufacturer today announces the membership of German refrigeration manufacturer Güntner. The company, headquartered in Munich, Germany, with 50 subsidiaries and 6 factories around the world, manufactures a wide range of cooling systems and heat exchange solutions.

We are very happy to welcome Güntner to the Association," says Marco Masini, President of ASERCOM. "ASERCOM is very pleased to have such a well-known manufacturer on board. Guntner is the first manufacturer of heat exchangers within the association. Many more are invited to join. We look forward to the many new possibilities this will open up in the future."

"We are delighted to join such a prestigious organisation and in particular we are proud to be the first member representing heat exchanger manufacturers," says Michael Freiherr, Managing Director of Güntner: "Our membership of ASERCOM will also help us to continue to lead the way in sustainability for our industry. By creating and maintaining standards based around environmental protection and energy efficiency, ASERCOM contributes to a better future for all of us."

ASERCOM is the platform for dealing with scientific and technical topics and their challenges, promoting standards for performance rating, methods of testing and product safety, focusing on improved environmenta protection, serving the refrigeration and air conditioning industry and its customers. ASERCOM addresses top issues and communicates relevant opinions of its members to the industry, the public, governmental bodies an ngovernmental organisations.

ASERCOM. the Association of European Refrigeration Component Manufacturers, addresses scientific and chnical challenges, promoting performance and safety standards. Furthermore, the association focuses of



EU urges HVAC&R industry to change

We're back:

full house at ASERCOM EPEE Symposium

he rows at this year's ASERCOM EPEE Symposium on the day before Chillventa in Nuremberg were packed ASERCOM President Marco Masini says: "The symnosium rows were filled to canacity and everybody was glued to the chair. This popularity shows that the major challenges facing the industry move many people and there is the need for more and more information to understand the direction the industry shall be taken. There were also more reasons for being there: "The crises in the world are putting a strain on supply chains. At the same time, it is our technology that plays an important role in coping with climate change and at the same time is increasingly regulated by the EU. Reason enough to talk intensively about the big issues."

form Van Jerland, Head of Unit for the Montreal Protocol, Clean Cooling & Heating and Digital Transition at the EU Commission, pointed out in his keynote that the HVAC&R industry will be particularly held accountable in the revision of the F-Gas Regulation because it can deliver. "The F-gases contribute to the solution in emission reduction but they're part of the problem. We see bigger reductions in your sector than in others in terms of speed to accelerate the whole transition", was his conclusion. The inclusion of MDI (Medical Dose Inhalers) in the calculation of the quantities would offer opportunities, as there is also a huge potential for rapid emission reductions here. The HVAC&R industry could benefit from this. This position was not without opposition, however, as the industry is made dependent on developments in another sector at this point.

fou can review the full ASERCOM EPEE Symposium stream here

NürnberoMesse offers picture for editorial purpose (only): https://nuemberomesse.canto.de/v/oress/album/ILIG



Back to Business: Four Successful Days at Chillventa 2022

ASERCOM, the European Association of Component Manufacturers for the HVAC&R industry, looks back on a successful Chillyenta 2022: After an extremely well-attended ASERCOM EPEE Symposium, the three following days of the fair were dedicated to strengthening networks, providing information and making new contacts. Marco Masini, ASERCOM President, says: "Once again, we brought most of our members together in person. Whether at the symposium, the cocktail reception or in many conversations - the joy of seeing each other again after four years was vividly felt by all. As one result of the fair, we welcomed Güntner as a new member. And we have once again been able to formulate the industry's view towards the European Commission – on the revision of the F-Gas Regulation as well as the impending ban on the PFAS group of substances."

The revision of the F-Gas Regulation and the associated acceleration of the phase-down was also the dominant topic on the stand: whoever asked about the status of the regulation expressed concern that the industry would not have sufficient quantities of refrigerant available for new equipment in the future.

The good development of the industry was also one of the defining topics of conversation at the joint cocktail reception of AREA, EPEE and ASERCOM: over 70 members of the associations gathered at the ASERCOM and EPEE stand and took advantage of the opportunity for informal exchange.

*Chillventa 2022 was urgently needed as an industry get-together after a long time. The great feedback, especially on the symposium, encourages us to expand our work as an information platform for the HVAC&R industry and to accompany stakeholders from politics, administration and industry with our expertise as a technical authority," says Masini

About ASERCOM



ASERCOM I EPEE

ASERCOM EPEE Symposium: Multiple Transition Challenges in Heating, Cooling and Refrigeration

The ASERCOM EPEE Symposium at the CHILLVENTA Congress on 10 October 2022 in Nuremberg will highlight the current major challenges the HVACSR industry is facing in Europe and throughout world. The event aims to inform and work on solutions together with stakeholders from industry, the EU and international associations. Tickets are available now at https://bit.ly/asercom-epee-sym

The programme focuses on sustainability refringrants and international markets in three sessions. A key note will be given by Tom van Ierland, Head of Unit for the Montreal Protocol, Clean Cooling & Heating and Digital Transition, European Commission, who will give an overview of the current status of the relevant EU's regulator

The first session looks at sustainability issues from four perspectives. Andrea Vallejo from Johnson Controls an EPEE Chairwoman will illustrate the changes in the HVAC&R industry over the period of the Corona pandemic. The joint presentation by Christian Ellwein, Kriwan, and Jörn Schwarz, Icetex, will focus on the procurement of raw materials. Torben Funder Kristensen from Danfoss will present challenges which the Ecodesign regulation poses for our industry. After that Glacomo Pisano from Dorin will then discuss lifecycle cost analysis in comparison with CO2 and NH3.

The refrigerant transition challenge
The challenges in the transition of refrigerants are influenced by two regulations: the F-Gas Regulation and the



ASERCOM rejects Öko-Institut's proposals for RoHS Exemption 7(a) and 7(c)-I as unfeasible

Ban on the use of high-temperature winding protection by PTCs in compressors must be prevented

"We are following with great concern Öko-Institut's recommendations regarding RoHS Exemption 7(a) and 7(c)-I for PTCs in compressors for heating, refrigeration and air conditioners. From the industry's point of view, the continuation of this exemption is essential", says ASERCOM president Wolfgang Zaremski.

Together ASERCOM, EPEE and ehi address national authorities across Europe in a recent Technical Pape clarifying why lead must continue to be used in temperature sensors.

The use of PTCs as temperature sensors for motor protection in compressors for refrigeration, heating, and a conditioning cannot be replaced by other solutions. At the same time, the heating, refrigeration and air conditioning industry faces the challenge of introducing new refrigerants with low GWP. This inevitably leads to higher temperatures than in the past - both in the motor winding and in the discharge gas. The required high PTC tripping temperatures of up to 180 °C are technically only possible through the use of lead in the solder.

Compressors are used in many important and critical areas - in the production of vaccines as well as in the entire cold chain of food or for industrial process cooling, in air conditioning and cooling systems for data centres. The development and construction of heat pumps, which is so important for the decarbonisation of residential heating, would be set back significantly if the exemption is not extended. Zaremski emphasises.

The associations demand an unrestricted extension of the current exemption



ASERCOM Convention 2022

The European HVAC&R industry is facing major challenges due to a variety of EU regulations

With the F-gas revision and the impending ban on PFAS, important topics were on the agenda of last week's ASERCOM Convention in Brussels. Both regulatory projects contain many challenges for the industry. Bente Tranholm-Schwarz from DG Clima made it clear at the convention that there will be no leeway in the new targets for the F-Gas phase down.

rauke Averbeck from the German Federal Institute for Occupational Safety and Health (BAuA) is leading worl for the EU on a comprehensive ban on PEAS (Forever Chemicals) under the Reach Regulation, together with Norwegian colleagues. Both regulations will not only dramatically limit the choice of refrigerants. Other product necessary for the industry that contain PEASs will also be affected.

A special highlight was set by Sandrine Dixson-Declève, Co-President of the Club of Rome, with her keynote of challenges and solutions for a global industrial and climate policy from the point of view of socially compatible growth. Among other things, she promoted her model of a sustainable, diversified and resilient Industry 5.0, nviting all decision-makers to shape this path together

The eagerly awaited presentation by Bente Tranholm-Schwarz gave an overview of the main features of the Commission's proposal for the upcoming EU F-gas revision. This necessary revision is derived from the EU's "Fit for 55" climate targets. The aim is to reduce the EU's CO₂ emissions by 55 percent by 2030, Tranholm-Schwarz said. The EU should take the lead in climate protection and the reduction of F-gases. If the EU acts cessfully, other countries would certainly follow this example. European industry is taking the lead w

Newsletters

Monthly Newsletters

ASERCOM



Flammable Refrigerants
View in browser



Hello

Do you know know all our guidelines and statements on our website? You can get first-hand information on all the relevant topics for the HVAC&R industry at our Annual Convention or the ASERCOM EPEE Symposium at Chillventa, But we also offer numerous helpful documents on www.asercom.org or in our LinkedIn channel.

This is something useful all year round in different shapes!

Best regards



Marco Masini
President
masini@asercom.org

Newsletter





Feedback Request for ENTR Lot 1 View in browser



Hello Mrs. Schröder

For ASERCOM the new regulatory year started with a stakeholder meeting on the revision of ENTR Lot 1 early in Jaumy. As the first point of contact for all matters related to condensing units, we closely accompany regulation. Today we provide you with a brief regulatory update about the most relevant topics from DG ENERGY and DG GROW.

Plus: We kindly ask for your feedback on some topics proposed during that stakeholder meeting.

Thank you for your participation.

Best regards





REVIEW OF SEVERAL ECODESIGN REGULATIONS

Several Ecodesign Regulations are currently being evaluated in some areas and in order to prepare for a potential revision. On the one hand, this affects some regulations under the responsibility of DG ENERGY. On the other hand, industry is urgently called for rapid feedback on the Ecodesign Regulation on Professional Refrigeration, covered by DG GROW (formerly DG ENTR). Deadline is 13 February 2022.

Read all information and act now: Deadline is 13 February >>

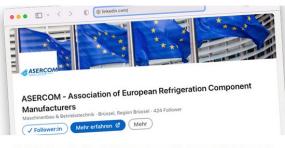
DG ENERGY

In the area of DG ENERGY, 5 lots are relevant for the industry, which are currently being evaluated or where a revision is already underway.

DG GROW

In the area of DG GROW, the former DG ENTR, ENTR Lot 1 on Professional Refrigeration is currently due for review. And there is an urgent need for action here for all companies that manufacture the corresponding products.

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Click here to connect with ASERCOM on LinkedIn >>

ASERCOM AISBL

Rue du Congrès 35, 1000 Brussels, Belgium, <u>www.asercom.org</u>
Register of Associations: Number 13.335, Registration court: Tribunal of Commerce of Brussels
President: Wolfdana Zaremsel

This email was sent to schreder@asercom.org and is an information service that you've requested before. If you don't want to receive further updates you can cancel your subscription here. You like our news? Feel free to share with colleagues.

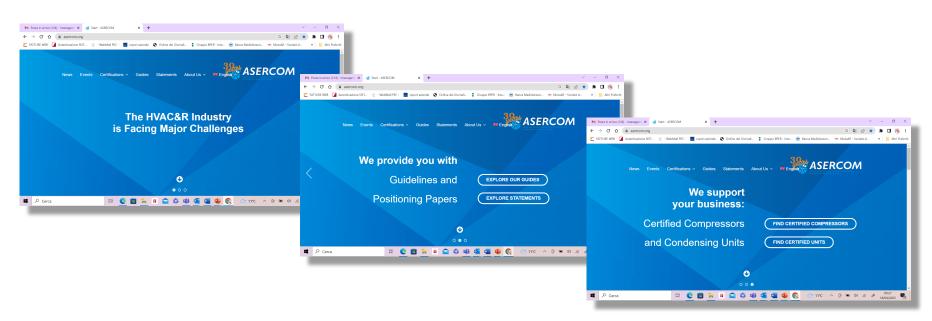


Website / LinkedIN

Revamped Website Usability, Impact



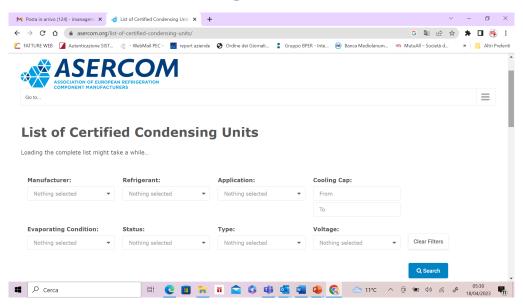
Website has been updated in order to deliver consistent messages in reference to ASERCOM targets

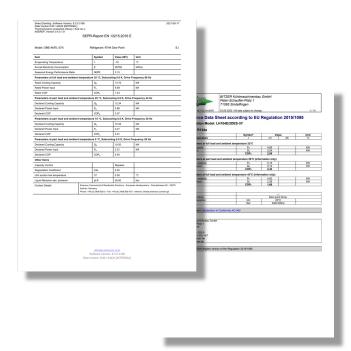


Smart Search Engine All units at hand



Smart search engine for certified units





LinkedInGrowing activity



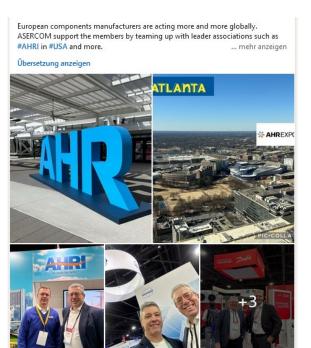
People, information, lobbying, events, Unique visitors standards, ... Q Search ASERCOM - Association of European Refrigeration Component Manufacturers Industrial Machinery Manufacturing - Brüssel, Region Brüssel - 701 followers Julian & 1 other connection work here · 6 employees LH104F 2DFS-3 ndf



Events 2023

Broader viewGlobal connection, stronger engagement





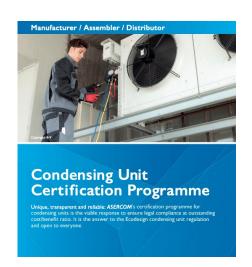
The development of an extra EU program may become a game changer...



More evidence, more data Advancing on certification



Presenting data driven evaluations makes ambitions stronger and respectful of the sustainability target.







Upcoming Events



AHRI Policy Symposium -15-18 May 2023, Washington DC

XX Convegno Europeo Refrigerazione - 8-9 June 2023, Politecnico di Milano

International Congress of Refrigeration - 21-25 August 2023, Paris

ATMOsphere Europe - 19-20 September 2023, Brussels

SIFA - 10-12 October 2023, Paris

Chillventa Heat Pump Summit - 24-25 October 2023, Nuremberg

ISK Sodex - 25-28 October 2023, Istanbul

Refrigera 2023 - 7-9 November 2023, Bologna

What's next??? Where we are heading to...





THANK YOU





Thank you to all of our members for your incredibly hard work and support in 2023

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