



EUREKA 2017: A unique cross-generational debate about the future of HVAC-R technologies

Brussels, 19 December 2017: Last week saw the European Partnership for Energy and the Environment (EPEE) and the European Ventilation Industry Association (EVIA) jointly organise in Berlin the two-day conference "EUREKA 2017: Heating, Cooling & Ventilation: Sustainable technologies for a better life."

The event follows on from the inaugural edition of EUREKA, held in December 2016 in The Hague, but this year was bigger and better and involved representatives of "Generation Z" directly in our panel discussions and brainstorm sessions. Other speakers at the event included representatives from the German Ministry of Economic Affairs and Energy, the German Institute of Economic Research, European and international associations, governments, NGOs, industry, and academia.

"This year EUREKA did something truly original by instigating a cross-generation debate with young people," said EPEE Director General Andrea Voigt. "Industry representatives and students were able to exchange views, not only about how they see future HVAC-R technologies, but about their lives more generally. For example, Generation Z are not so interested in owning something, but in being able to use it when they need it. Industry needs to bear this trend in mind when developing new products."

Joan Miró Ramos, Chairman of EVIA, said: "As an industry it is important to continuously improve our knowledge of what we all need in order to continue to innovate and meet even higher levels of comfort and sustainability. A key element of EUREKA is to explore how our sector can bring sustainability and comfort in the long term, respond to future consumers' demands, and make solutions fit for the future."

The event saw more than 100 participants from business, non-governmental organisations, media, and – of course – students come together at the Hertie School of Governance in Berlin, a fitting location to interact with the young people of today.

Juergen Goeller, Chairman of the EPEE Steering Committee said: "We have to ensure that regulatory changes fully encompass the expectations and needs of next generations. The recently agreed global phase-down of HFCs under the Kigali Amendment is excellent news for the environment but also a major challenge for the industry. We are all committed to make it happen, but flexibility and openness for new solutions and technologies are more important



than ever. This is why EUREKA is so important, to determine the best ways to achieve these goals and to also communicate these potential solutions to the next generations.”

Given the success of both this year’s EUREKA and the preceding one in 2016, plans are already being made for next edition of EUREKA, where it is hoped that Generation Z will be even more prominent and where we can take discussions and activities one step further.

The Generation Z representatives thanked EVIA and EPEE for enabling them to participate, saying it had been an exciting opportunity to not only meet but also challenge industry leaders in the heating, cooling and ventilation industry. They are looking forward to future developments in the sector and to the next edition of EUREKA.

Both EPEE and EVIA would like to thank our sponsors for supporting EUREKA and enabling it to take place - our diamond sponsor Danfoss, sapphire sponsor Johnson Controls, Ruby sponsors Bitzer, Daikin, and Mitsubishi Electric, and individual sponsors Carel and Emerson Climate Technologies.

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ABOUT EPEE:

The European Partnership for Energy and the Environment (EPEE) represents the refrigeration, air-conditioning and heat pump industry in Europe. Founded in the year 2000, EPEE’s membership is composed of 48 member companies, national and international associations.

EPEE member companies realize a turnover of over 30 billion Euros, employ more than 200,000 people in Europe and also create indirect employment through a vast network of small and medium-sized enterprises such as contractors who install, service and maintain equipment.

EPEE member companies have manufacturing sites and research and development facilities across the EU, which innovate for the global market.



As an expert association, EPEE is supporting safe, environmentally and economically viable technologies with the objective of promoting a better understanding of the sector in the EU and contributing to the development of effective European policies.

Please see our website (www.epeeglobal.org) for further information.

ABOUT EVIA

The European Ventilation Industry Association (EVIA) was established in Brussels in July 2010. EVIA's mission is to represent the views and interests of the ventilation industry and serve as a platform between all the relevant European stakeholders involved in the ventilation sector, such as decision-makers at the EU level as well as our partners in EU Member States. Our membership is composed of more than 35 member companies and 6 national associations across Europe, realising an annual turnover of over 7 billion euros and employing more than 45,000 people in Europe.

EVIA aims to promote highly energy efficient ventilation applications across Europe, with high consideration for health and comfort aspects. Fresh and good indoor air quality is a critical element of comfort and contributes to keeping people healthy in buildings.
