

« *Perceptions are real* » (1)

An evidence based campaign can manage the (currently bad) perception of naturals and create positive business results.

Goals of the Noé21 India natural refrigerants campaign (on hold):

- ✓ A major Indian supermarket brand decides to expand with 100% naturals
- ✓ A well organized campaign aimed at rapidly growing economies publicizes that move to natural refrigerants
- ✓ Perceptions & sales change in emerging economies

However: We desperately need at least one example of a supermarket :

- ✓ running on natural refrigerants,
- ✓ in an environment with several days per year at >30°C
- ✓ Competitive compared to F gas systems or subsidized by the CDM

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(1) From the website of Burson-Marsteller, the world's largest PR firm