

INDUSTRY NEWS

the rate at which energy intensity improved was 1.7% between 2010 and 2020.

BITZER, the compressor and electronic components manufacturer, announced its digitalization solution to achieve improved energy efficiency. Technical progress and delivering customer-specific solutions are making components and systems increasingly complex, Bitzer said, meaning control and operation is requiring more and more time — and thus money. Due to the lack of skilled workers, BITZER is addressing a growing market for support services based on utilizing digital information from RAC equipment.

Carrier Commercial Refrigeration announced that it can help its customers reduce energy usage up to 40%. In response to sharp increases in energy costs globally, Carrier has launched its new Energy Optimization Program, a broad portfolio of EcoDesign-compliant products and solutions to provide businesses — from small commercial applications to large industrial installations — access to an array of modern energy and cost-efficient technology. As part of this program, Carrier offers on-site energy evaluations during which

it provides custom recommendations on how to reduce energy consumption at the customer's site.

“We understand the uncertainty our customers are experiencing with the unprecedented spike in energy prices, and we are partnering with them to help reduce energy costs while continuing to maximize merchandising opportunities,” said David Appel, President, Carrier Commercial Refrigeration. “We have a strong portfolio of energy-efficient products that can make a real difference for our customers to reduce their energy cost exposure now and prepare for an unpredictable 2023. These solutions may ultimately be the difference between a store remaining open or shuttering its doors. We are committed to working with our customers to meet this challenge head on and are offering on-site energy evaluations to help them better understand their energy usage and alternative solutions.”

The Next Chillventa

The next edition of Chillventa will take place on October 8 and 9, 2024, as always, in Nuremberg, Germany.

— W.S. Comstock, *Special to ASHRAE Journal* ■

Women in Cooling

NUREMBERG, GERMANY—World Refrigeration Day (WRD) and the United Nations Environment Programme (UNEP) OzonAction described the new International Network for Women in Cooling (INWIC) at the Chillventa trade fair in Nuremberg, Germany.

INWIC aims to help address the qualified worker shortage by making the field more attractive to women. This recently launched initiative connects women currently working in the sector, empowering them to progress in their career and to become visible role models to attract the next generation of female engineers and technicians.

“By bringing together women from all continents, INWIC enables the sharing of experiences, successful local policies and career opportunities, which would not be available otherwise,” said Sonja Wagner with UNEP. “It provides an opportunity for women to learn from each other, understand how to bring positive

change in each cultural context, and to promote the beneficial environmental aspects of the refrigeration, air conditioning and heat pumps (RACHP) profession.”

A recent survey of 800+ women from all continents conducted by the International Institute and INWIC found that the top five challenges faced by women entering in the cooling sector were: difficulties in managing a healthy work-life balance, lack of career advancement opportunities, stereotypes or prejudice about women from clients or customers, no other female colleagues in their organization, and limited training opportunities to further develop their skills.

INWIC has the support of leading national and global cooling associations. It will launch with an online platform with mentoring guidance and role model profiles in the coming weeks. ASHRAE is a founding partner of INWIC. ■