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Non-technological barriers to the diffusion of energy-efficient HVAC&R solutions in the food retail sector

Silvia Minetto , Sergio Marinetti , Pietro Saglia , Nina Masson , Antonio Rossetti

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HIGHLIGHTS

- SuperSmart is an European Union (EU) funded H2020 project
- Low carbon solutions in commercial refrigeration do exist
- There are non-technological barriers hindering their diffusion
- Non-technological barriers are identified by interviewing supermarket stakeholders
- Perceived barriers are stronger going from North to South, from West to East Europe

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