

ENERGY EFFICIENCY LEADERS COMBATING CLIMATE CHANGE



By **Levent Çakıroğlu**, President, Koç Holding Durable Goods and CEO, Arçelik A.S.

Arçelik belongs to Koç Group, Turkey's largest industrial and commercial conglomerate which is among the world's top 250 companies. Arçelik operates in the consumer durables and consumer electronics sectors and with fifty eight years of experience, Arçelik is one of the leading players in the global home appliances industry.

The company has approximately 25.000 employees and operates 14 production facilities worldwide; in Turkey, Romania, Russia, China and South Africa. Arçelik Group provides products and services in over 100 countries with sales and marketing offices located in 23 countries and under 10 different brands (Arçelik, Beko, Grundig, Defy, Arctic, Blomberg, Elektrabregenz, Leisure, Flavel and Altus).

In accordance with "Respects the Globe, Respected Globally" vision, all of our business processes and goals are integrated with sustainability principles. While we increase our global presence through our strategic objectives, we operate with full awareness of environmental and social responsibilities and keep a sharp focus on resource efficiency.

EFFICIENT PRODUCTS

According to International Energy Agency, implementing energy efficiency policies is the most effective measure to stabilise the global warming to less than 2°C by 2020, which provides 49 per cent of the targeted emissions reduction.

In addition to this, according to EC JRC Energy Efficiency Status Report 2012, residential energy consumption has a ratio of 29.7 per cent in total electricity consumption out of which home appliances is responsible for 46.2 per cent. Considering home appliances, 95 per cent of the greenhouse gas emissions within the life cycle of our products arise during their usage.

With this awareness, product development practices aiming to reduce environmental impacts are our first priority field of study. Our objective is continuously to reduce their carbon footprint in product lifecycle through realising innovative technologies and contributing to a sustainable future.

We have a strong R&D expertise of 22 years. Thanks to our own R&D, cutting-edge technology and continuous innovation culture, we are able to design and manufacture pioneering and environmentally-friendly products which are the best in their class in terms of energy and water efficiency.

Standing out at the recent IFA Fair 2013, we displayed a wide range of eco-friendly products comprising washing machine 50 per cent more energy efficient than the A+++ energy class; no-frost refrigerator 10 per cent more energy efficient than the A+++ energy class; dryer 10 per cent more efficient than A+++ energy class; built-in oven 40 per cent more efficient than A energy class and dishwasher 10 per cent more efficient than A+++ energy class.

Knowing that refrigerators have the biggest impact on residential electricity consumption, we develop energy efficient reciprocating compressors to reduce energy consumption of our refrigerators. We developed a compressor rated COP 2.00 W/W at ASHRAE conditions by ReGent laboratories (The Netherlands), which is one of the most efficient compressors in the world.

EFFICIENT PRODUCTION

Besides focusing on efficiency throughout our product lifecycle, we also adopt a green approach in our production processes.

Through applying ISO 50001 Energy Management System, we measure, monitor, analyse



Arçelik's Arctic Refrigerator Plant in Romania - the largest refrigerator plant in Europe

and reduce energy consumption in our production stages. Each year, we conduct more than 200 energy efficiency projects in factories and decrease energy consumption by 5 percent which results in 11-12 K tons of CO₂e GHG emission decrease. Our company controls its environmental impact by using ISO 14001 and ISO 14064-1 series standards.

Moreover, energy efficiency approach of Arçelik Group was verified and registered by credible institutions. Our company has received as part of "Energy Efficient Green Factories" concept, "Platinum and Gold Certificates" for its factories in Turkey and abroad. This makes Arçelik the first home appliances company to have earned these certificates in the white goods sector worldwide.

SUPPORTING ENVIRONMENTAL INITIATIVES

We participate in the "Carbon Disclosure Project", a global system that enables companies to share their carbon emission and climate change strategies with international corporate investors and in 2012, we received the "Turkish Carbon Disclosure Leader" award, which endorses our strong commitment and sensitivity to the environment.

In 2010 after winning the first prize in "Management" category in the "European Business Awards for the Environment - Turkey Program", Arçelik was entitled as the finalist in the "European Business Awards for Environment - European Program in the Management" category and thus represented Turkey as the first non-EU country to have achieved this award.

We continue to support projects and initiatives that combat climate change in Turkey and abroad.

We believe in the importance of building strong private- public partnerships in this regard.

Arçelik launched the "Market Transformation of Energy Efficient Products" project jointly with General Directorate of Renewable Energy of Turkish Ministry of Energy and Natural Resources, United Nations Development Programme (UNDP), Turkish Ministry of Science, Industry and Technology, Global Environment Fund (GEF), and Turkish White Good Manufacturers' Association (TURKBESD). The goal of the project is to speed up the transformation to home appliances consuming less energy.

We are also continuing to be a member company and serve as spokesperson at the Turkish Climate Platform, part of the Corporate Leaders Network for Climate Action, which was established to spearhead the implementation of national and international policies in the transition to a low carbon economy. We have signed 2°C Challenge Communiqué, which outlines the steps to take in restricting the climate change to 2 degrees. In 2011 we represented Turkey in UN's Climate Change Conference in Durban, South Africa and in 2012 we participated in the Doha Climate Change Conference.

Environmentally-friendly dishwasher project of Arçelik A.Ş., the "Cactus dishwasher" was one of the best representatives of Turkey in the "Rio+20 United Nations Conference on Sustainable Development". ■

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