



MICROSITE PROMOTION TOOLKIT FOR EFCTC MEMBER COMPANIES

This document contains steps for company sites and individuals to implement in order to maximise the reach and impact of the campaign

Link: www.stopillegalcooling.eu

The European FluoroCarbons Technical Committee (EFCTC) has launched a microsite to raise awareness about the issue of illegal trade in HFCs in Europe. It provides information to the value chain and other interested parties about how to take action against to stop illegal trade. The intended audience for the microsite is the entire value chain – from manufacturers, traders and distributors to end users and public authorities of the enforcement and regulation side.

The microsite is available in 5 languages (English, French, German, Italian and Spanish)

To help raise awareness of this campaign and visibility of the website in google searches, you can follow the steps outlined below (more information and suggestions follow on the next pages):

1. Highlight the microsite on your corporate website(s)
2. Share the link through your corporate or division social media channels
 - a. Twitter
 - b. LinkedIn
 - c. YouTube
 - d. Facebook
3. Use email signatures to promote the microsite
4. Let your stakeholders know about the microsite



1. Highlight the microsite on your corporate website(s)

Announce the microsite in your news section:

[Company] is engaged in the fight against illegal imports of HFCs (hydrofluorocarbon gases) into the EU. As a member of the European FluoroCarbons Technical Committee (EFCTC) we have just launched a microsite to help raise awareness of the issue and provide actionable solutions. Visit www.stopillegalcooling.eu to learn more!

Add a link to the EFCTC press release announcing the microsite launch: https://www.fluorocarbons.org/wp-content/uploads/2020/05/EFCTC-Press-Release-Microsite_FINAL.pdf

French	German	Italian	Spanish
[Nom de l'entreprise] s'est engagée à lutter contre les importations illégales de HFC (gaz hydrofluorocarbonés) dans l'Union européenne. En tant que membre du Comité technique européen sur les hydrocarbures fluorés (EFCTC), nous avons publié un site d'information pour sensibiliser au phénomène et proposer des solutions possibles. Pour plus d'informations, consultez le site http://www.stopillegalcooling.eu/fr/	[Unternehmen] engagiert sich im Kampf gegen illegale Importe von HFKWs (teilfluorierte Kohlenwasserstoffe) in die EU. Als Mitglied des Europäischen Technischen Ausschusses für Fluorkohlenwasserstoff e (EFCTC) haben wir eine Microsite eingerichtet, um das Bewusstsein für dieses Problem zu schärfen und konkrete Lösungen anzubieten. Besuchen Sie http://www.stopillegalcooling.eu/de/ , um mehr zu erfahren!	[Nome azienda] è impegnata nella lotta contro le importazioni illegali di HFC (gas idrofluorocarburi) nell'Unione Europea. Come membri dello European FluoroCarbons Technical Committee (EFCTC), abbiamo pubblicato un sito informativo per incrementare la consapevolezza sul fenomeno e fornire possibili soluzioni. Visita http://www.stopillegalcooling.eu/it/ per maggiori informazioni.	[Nombre de la compañía] está comprometida con la lucha contra las importaciones ilegales de HFC (gases hidrofurocarbonos) en la UE. Como miembro del Comité Técnico Europeo de Fluorocarbonos (EFCTC), acabamos de lanzar un microsite para ayudar a concienciar sobre el problema y proporcionar soluciones prácticas. Para más información, visita http://www.stopillegalcooling.eu/es/



2. Share the link through your corporate or division social media channels

Image to be used on all the below social media channels:



Twitter

Encourage your executives, sales teams and others to follow EFCTC: www.twitter.com/efctc_cefic.

EFCTC regularly posts about the coverage media are giving to the issue. We share videos and statistics regularly. Please retweet and like our posts.

If you would like the EFCTC twitter account to follow executives within your companies, specific company twitter handles or any other stakeholders, please send the names to: efctc@hkstrategies.com

Post:

Illegal smuggling of HFCs into Europe is a significant threat to the climate, to the economy and to the refrigerant gas value chain. Visit @EFCTC_Cefic's brand new microsite to join the fight against this issue: www.stopillegalcooling.eu

French	German	Italian	Spanish
La contrebande illégale de HFC en Europe est une menace importante pour le climat, l'économie et la chaîne de valeur des gaz réfrigérants. Visitez le tout nouveau microsite du CEFIC pour vous joindre à la lutte contre ce problème : http://www.stopillegalcooling.eu/fr/	Der Schmuggel von HFKWs nach Europa stellt eine erhebliche Bedrohung für das Klima, die Wirtschaft und die Kältemittel-Wertschöpfungskette dar. Besuchen Sie die neue Microsite des @EFCTC_Cefic und schließen Sie sich dem Kampf an: http://www.stopillegalcooling.eu/de/	Le importazioni illegali di HFC in Europa è una seria minaccia per i cambiamenti climatici, per l'economia e per la catena del valore dei gas refrigeranti. Visita il nuovo sito informativo di @EFCTC_Cefic per unirti alla lotta contro questo problema: http://www.stopillegalcooling.eu/it/	El comercio ilegal de HFC en Europa es una importante amenaza para el clima, la economía y la cadena de valor de los gases refrigerantes. Visita el nuevo microsite de @EFCTC_Cefic y únete a la lucha contra este problema: http://www.stopillegalcooling.eu/es/

Retweet:

@EFCTC_Cefic's [post](#) (with comment):

Help us put a stop to illegal trade in HFCs. As a member of @EFCTC_Cefic we have just launched a microsite to raise awareness and provide more information about the issue #stopsmuggling

https://twitter.com/EFCTC_cefic/status/1253238999189250048



French	German	Italian	Spanish
Aidez-nous à mettre un terme au commerce illégal des HFC. Dans le cadre de @EFCTC_Cefic, nous venons de lancer un microsite pour sensibiliser et fournir plus d'informations sur le problème #stopsmuggling	Helfen Sie uns, den illegalen Handel mit HFCs zu stoppen. Als Teil von @EFCTC_Cefic haben wir eine Microsite eingerichtet, um ein Bewusstsein für das Thema zu schaffen und darüber aufzuklären. #stopsmuggling	Aiutaci a fermare il commercio illegale di HFC. Come membro di @EFCTC_Cefic abbiamo appena pubblicato un sito informativo per incrementare la consapevolezza sul fenomeno e fornire maggiori informazioni sul problema #fermailcontrabbando	Ayúdanos a poner fin al comercio ilegal de HFC. Como parte de @EFCTC_Cefic, acabamos de lanzar un microsite para concienciar y proporcionar más información sobre el problema #detenelcontrabando

LinkedIn

Follow EFCTC: <https://www.linkedin.com/company/fluorocarbons/>

Post:

Illegal trade in HFCs (hydrofluorocarbon gases) is flourishing across Europe. [Company] is a member of the European FluoroCarbons Technical Committee (EFCTC) which has just launched a microsite to help raise awareness of the issue and provide actionable solutions. Visit www.stopillegalcooling.eu to learn more!

French	German	Italian	Spanish
Le commerce illégal de HFC (gaz hydrofluorocarbure) est florissant dans toute l'Europe. L'entreprise est membre du Comité technique européen sur les hydrocarbures fluorés (EFCTC) qui vient de lancer un microsite pour aider à sensibiliser à ce problème et à fournir des solutions concrètes. Visitez http://www.stopillegalcooling.eu/fr/ pour en savoir plus	Der illegale Handel mit HFKW (teilfluorierten Kohlenwasserstoffen) floriert in ganz Europa. [Unternehmen] ist ein Mitglied des Europäischen Technischen Ausschusses für Fluorkohlenwasserstoffe (EFCTC), der gerade eine Microsite eingerichtet hat, um das Bewusstsein für dieses Problem zu schärfen und konkrete Lösungen anzubieten. Besuchen Sie http://www.stopillegalcooling.eu/de/ um mehr zu erfahren!	Il commercio illegale di HFC (gas idrofluorocarburi) è florido in tutta Europa. [Nome Azienda] è membro dello European FluoroCarbons Technical Committee (EFCTC), che ha appena pubblicato un sito informativo per incrementare la consapevolezza sul fenomeno e fornire possibili soluzioni. Visita http://www.stopillegalcooling.eu/it/ per maggiori informazioni	El comercio ilegal de HFC (gases hidrofurocarbonos) está creciendo en toda Europa. [Nombre de la compañía] es miembro del Comité Técnico Europeo de Fluorocarbonos (EFCTC), que acaba de lanzar un microsite para ayudar a concienciar sobre el problema y proporcionar soluciones prácticas. Para más información, visita http://www.stopillegalcooling.eu/es/



YouTube

Link to the microsite under your videos.

Share the campaign animations on your YouTube channel.

Recommend EFCTC animations at the end of your videos.

- Animation 1: A flourishing black market in Europe [[link to animation on shared Teams folder](#)], [English](#), [French](#), [German](#), [Italian](#), [Spanish](#).
- Animation 2: The actors in HFC smuggling [[link to animation on shared Teams folder](#)], [English](#), [French](#), [German](#), [Italian](#), [Spanish](#).
- Animation 3: The real impact of HFC smuggling [[link to animation on shared Teams folder](#)], [English](#), [French](#), [German](#), [Italian](#), [Spanish](#).
- Animation 4: How we can eradicate illegal HFCs [[link to animation on shared Teams folder](#)], [English](#), [French](#), [German](#), [Italian](#), [Spanish](#).

Facebook

If you have an individual or corporate Facebook account, follow EFCTC:

<https://www.facebook.com/EFCTCcefic/>

Post:

Did you know that large amounts of hydrofluorocarbon (HFC) gases are imported into Europe illegally each year? A new [microsite](#) launched by [EFCTC](#) provides more information about the issue and lets you know what you can do to prevent it from happening.

French	German	Italian	Spanish
Saviez-vous que de grandes quantités de gaz hydrofluorocarbonés (HFC) sont importées illégalement en Europe chaque année? Un nouveau microsite lancé par l' EFCTC fournit plus d'informations sur ce problème et vous permet de savoir ce que vous pouvez faire pour l'éviter.	Wussten Sie, dass jedes Jahr große Mengen an Kältemitteln (HFKWs) illegal nach Europa importiert werden? Eine neue Microsite des EFCTC informiert über dieses Thema und erklärt, was Sie tun können, um dies zu verhindern.	Sapevi che grandi quantità di gas idrofluorocarburi (HFC) sono importati illegalmente in Europa ogni anno? Un nuovo sito informativo pubblicato da EFCTC fornisce maggiori informazioni sul problema, evidenziando gli strumenti che ognuno di noi ha a disposizione per evitare questo fenomeno.	¿Sabías que cada año se importan ilegalmente a Europa grandes cantidades de gases hidrofurocarbonos (HFC)? Un nuevo microsite lanzado por EFCTC proporciona más información sobre el problema y te permite saber lo que puedes hacer para evitar que esto suceda.



3. Use Email signatures to promote the microsite

Use your daily communication with colleagues and your stakeholders to attract visitors to the microsite by inserting a link to the website in your email signature (company policy permitting):

Join the fight against illegal smuggling of HFCs: www.stopillegalcooling.eu

French	German	Italian	Spanish
Participez à la lutte contre la contrebande illégale de HFC : http://www.stopillegalcooling.eu/fr/	Engagieren Sie sich im Kampf gegen den Schmuggel von HFKWs: http://www.stopillegalcooling.eu/de/	Unisciti alla battaglia contro le importazioni illegali di HFC: http://www.stopillegalcooling.eu/it/	Únete a la lucha contra el comercio ilegal de HFC: http://www.stopillegalcooling.eu/es/

Or



(hyperlinked to www.stopillegalcooling.eu)



4. Let your stakeholders know about the microsite

The below list provides some ideas but is not intended to be exhaustive:

- Use your internal and external newsletters to point to the microsite
- Ask your sales teams to include information about the microsite when communicating with the value chain
- Ask the trade associations of which you are a member to mention the microsite on their website and in their newsletters
- Include a slide about the microsite when your company provides webinars or event presentations