



“COLD CHAIN 4 LIFE” Campaign

World Refrigeration Day (WRD) raises awareness about refrigeration and air-conditioning and their contribution to modern life. WRD is widely supported by industry associations, organizations and societies as well as governments and individuals. Memorializing the birth date (June the 26th) of Lord Kelvin, whom the Absolute temperature Kelvin Scale is named after.

As part of 2020 celebrations; **WRD Secretariat**, **ASHRAE**, European Partnership for Energy and Environment (**EPEE**), International Institute of Refrigeration (**IIR**), and **UNEP OzonAction** are jointly campaigning to address the importance of Cold Chain sector and its vital contribution to food safety and security as well as public health and wellbeing.

COLD CHAIN 4 LIFE campaign is intended to bring the attention of the public, policy-makers, and end-users about technology, food waste/loss, health, environment and energy considerations associated with the Cold Chain. The aim is to motivate adoption of best practices to minimize food waste/loss in the supply chain process, stimulate wise technology selections, and enhance operations for minimizing leakage of refrigerants and maximizing energy efficiency.

For inquiries and/or to join as supporter:

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