



## “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. It memorializes the birth date (June 26<sup>th</sup>) of Lord Kelvin for whom the Absolute temperature Kelvin Scale is named.

As part of 2020 celebrations, **WRD Secretariat**, **ASHRAE**, European Partnership for Energy and Environment (**EPEE**), International Institute of Refrigeration (**IIR**), and **UNEP OzonAction** are campaigning to address the importance of the 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 make the public, policy-makers, and end-users aware of 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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