



“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 26th) 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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