



26 June 2020, World Refrigeration Day

COLD CHAIN 4 LIFE

OVERVIEW

As part of the 2020 celebrations of the World Refrigeration Day; the **WRD Secretariat**, **ASHRAE**, European Partnership for Energy and Environment (**EPEE**), the International Institute of Refrigeration (**IIR**) and **UNEP OzonAction** are jointly campaigning to address the importance of **Cold Chain** sector and its vital role for food safety and security as well as human health. The joint Campaign is titled: **“COLD CHAIN 4 LIFE”**

We encourage the industry to use the opportunity of WRD to raise awareness and understanding of the significant role that the industry, its science and its technology play in modern life and society in a safe and responsible manner that is fully compliant with local restrictions and aligned to all safety measures.

The partners to the campaign have prepared a package of support materials and resources to be used by governments, associations, and companies in celebrating WRD-2020. They are available at (insert WRD address where they are available.) However, with the current global pandemic of COVID-19, WRD-2020 functions should be transformed from a mainly physical event experience into a virtual and online event.

We welcome creative thinking and look forward to learning about the many ways you can promote our industry, its applications and careers.

List of Ideas to celebrate WRD-2020

Governments, associations, NGOs, companies, individuals that wish to celebrate WRD-2020 under the theme of “Cold Chain 4 Life” may wish to consider one or more of the following ideas along with relevant resources:

Idea	CCL4L Resources
1. Printed Posters at relevant shops (Supermarkets, Groceries, etc.)	CC4L Poster and/or Brochure
2. Sticky or magnetic stickers for distribution at supermarket checkouts	CC4L Stickers and/or Web-Ads
3. TV/Radio interviews with local experts and government officials	CC4L Press Release, Brochure & Poster
4. Newspaper Articles	CC4L Press Release, Brochure & Poster
5. Virtual Tours – of Cold Chain industry facilities: <ul style="list-style-type: none"> a. Food & Beverage factories b. Large Supermarkets c. Logistic hubs (Cold storage and refrigerated transport) 	Footages or online virtual tours led by local industry to show the where and how cold chain system contribute to the final products consumers receive
6. Online Competitions (for youth and/or public) which can include: Q&A type competitions, logo design, Radio/TV quizzes, etc.	Local associations/experts can help in preparing and local industry can sponsor
7. Technical Webinars	Online lectures to public and/or specialists that can be led by industry and/or technical associations