freezer challenge

2022

INTERNATIONAL LABORATORY FREEZER CHALLENGE

my green lab.

ISL
International Institute for Sustainable Laboratories®

www.freezerchallenge.org

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2022 PARTICIPANT MEDIA KIT

Click through our participant media kit to learn more & find resources to spread the word about the 2022 Freezer Challenge

www.freezerchallenge.org

What is the Freezer Challenge?

The Freezer Challenge is a program organized by the nonprofits My Green Lab and the International Institute for Sustainable Laboratories (I2SL).

It is a way to promote cold storage best practices and encourage labs to take actions that benefit the planet through energy efficiency while also benefiting the scientists themselves.

When

Starts January 1 and runs until July 1, 2022 (six months).

Who

Any laboratory around the world that has cold storage can participate!

Where

Access the scoresheet at www.freezerchallenge.org starting January 1, 2022.

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How does it work?

The Freezer Challenge occurs over a six-month period during which individual labs work at their own pace to implement optimal cold storage management practices. The competition covers all forms of cold storage—including refrigerators, freezers, and cold rooms. Labs participating in the challenge are asked to submit an online score sheet.

Individual labs earn one point for each action taken per refrigeration unit—including points earned, kWh saved, points earned per cold storage unit, and kWh saved per cold storage unit.

Score sheets are submitted to My Green Lab at the end of the competition. Individual laboratories and organizations are scored against their peers, and the winning labs and research institutions receive awards.

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Focus Areas

Freezer Challenge participants can earn points by taking any combination of actions that fall under the areas listed below.

Good Management Practices

Temperature Tuning

Unit Retirements, Upgrades, and Unplugs

Cutting Edge Practices

Freezer and Sample Inventories

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Flyer

To access this flyer, click on the image to download.

www.freezerchallenge.org

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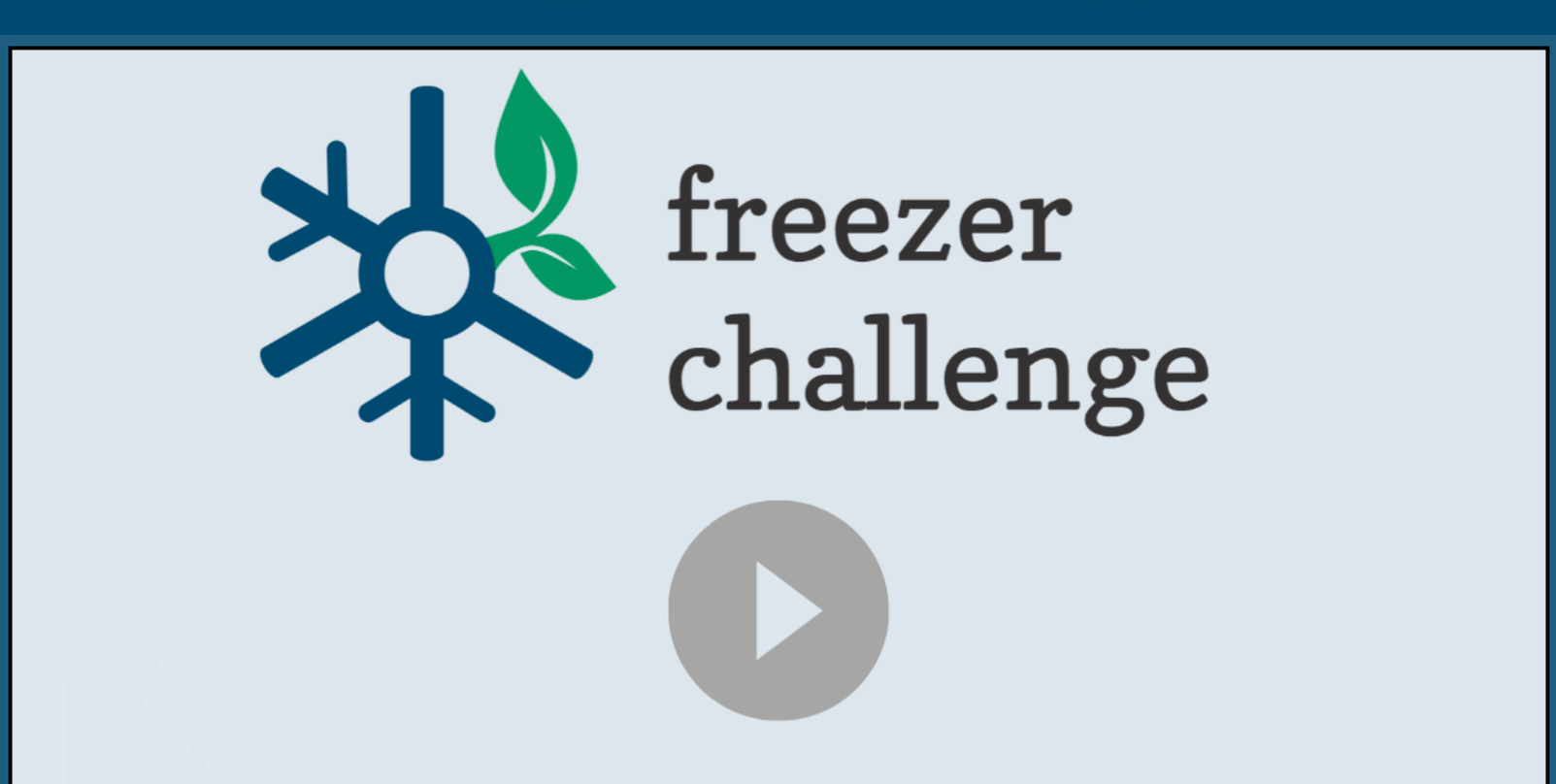
Promotional Video

Click to download
Share URL: vimeo.com/mygreenlab/2022-freezer-challenge-promo-video



Newsletter Blurb

***Insert lab or organization Name* is proud to participate in the 2022 International Laboratory Freezer Challenge, organized by My Green Lab with the International Institute for Sustainable Laboratories (I2SL).**

Laboratory fridges and freezers are essential for scientific discovery and the betterment of human health—but your Ultra Low temperature freezer could be consuming the same amount of energy each day as a small house!

We encourage you to join this free competition, which has saved more than 14.5 million kWh energy over 5 years. Through the Freezer Challenge, your lab's cold storage can be optimized for better sample access, sample integrity, reduced costs, and energy savings.

Join the 2022 International Laboratory Freezer Challenge, and over a period of six months, implement tried-and-true best practices for your refrigerators and freezers.

Learn more & sign up at www.freezerchallenge.org

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challenge

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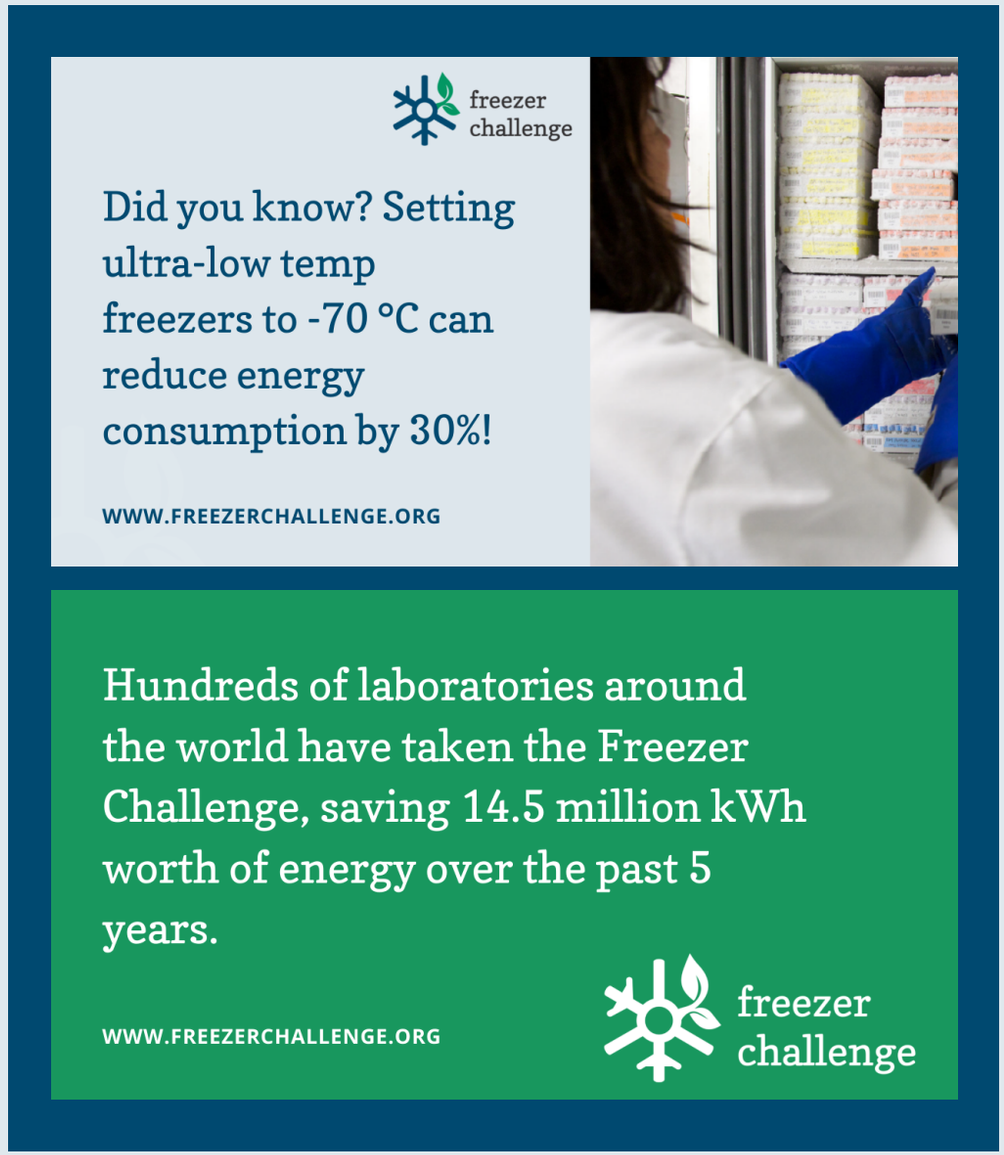
Sample Social Media Posts

Click on the images to download

Twitter

Sample 1: Save energy, reduce costs & improve resiliency in your lab by implementing cold storage best practices. Hundreds of #laboratories around the world have taken the free #FreezerChallenge, saving 14.5 million kWh in 5 years. Join the movement! Register at freezerchallenge.org!

Sample 2: With the aim to promote energy-efficient cold storage, the International Laboratory Freezer Challenge (#FreezerChallenge) is a FREE program run by the nonprofit organizations @ My_Green_Lab and @i2sl_. Any lab with cold storage can register for free at freezerchallenge.org!



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Sample Social Media Posts

Click on the images to download

Facebook/LinkedIn

Sample 1: Looking for ways to reduce the environmental impact of #scientificresearch? Join hundreds of labs worldwide doing the 2022 Freezer Challenge right now! Save energy, improve access to your samples, and get recognized for your efforts.
More at freezerchallenge.org!

Sample 2: Thinking of buying or upgrading a lab-grade freezer? Be sure to select an #energyefficient option! Join the 2022 Freezer Challenge, organized by @my-green-lab and the @i2sl – it's free, fun, and a great way to get your fellow scientists engaged in #labsustainability. Learn more and register at freezerchallenge.org!

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Email Signature

Promote the 2022 Freezer Challenge by adding the following to your email signature. Find instructions on how to add email signature (click): Gmail, Outlook, Yahoo

Click on the images to download

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Frequently Asked Questions

What do labs and organizations earn if they win?

We provide plaques to winning organizations and certificates to individual lab winners. Winning labs will be recognized in an online publication and at the annual I2SL conference award ceremony, and earn bragging rights.

What sectors are normally represented by the Freezer Challenge?

Most scoresheet submissions are from academic labs & biotech/biopharma, but there is great participation from government and hospital/clinical labs too. Some of the past participants of the Freezer Challenge are AstraZeneca, University of California, National Institutes of Health, and The Children's Hospital at Westmead.

What was the impact of the 2021 Freezer Challenge?

The 2021 Freezer Challenge participants saved a combined ~4.3 million kWh/year, up from 3.2 million kWh/year in 2020. This is equivalent to reducing carbon emissions by 3,260 metric tons per year, or removing 660 passenger vehicles from the road for a year!

How will registration for the Freezer Challenge work this year?

Upon registering at freezerchallenge.org/register, the scoresheet can be accessed. After some basic information is added, an email will be triggered with the link for the scoresheet. Information about your cold-storage best practices can be added until July 1, 2022.

More FAQs on our website.

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