



freezer
challenge

2024

INTERNATIONAL LABORATORY FREEZER CHALLENGE

WWW.FREEZERCHALLENGE.ORG



my green lab.



International Institute for
Sustainable Laboratories



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2024

MARKETING KIT

Click through our marketing kit to
learn more & find resources to
spread the word about the 2024
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, 2024 (six months). Join any time before the end of June 2024!

Who

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

Where

Access the online scoresheet at www.freezerchallenge.org starting January 1, 2024.



www.freezerchallenge.org

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.

Labs earn one point for each action taken per cold storage unit, and for actions where there are associated energy savings, the scoresheet calculates an estimate. After the competition is over, each lab that completes the competition receives an email with their finalized energy savings estimate.

Online scoresheets 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.



www.freezerchallenge.org

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**

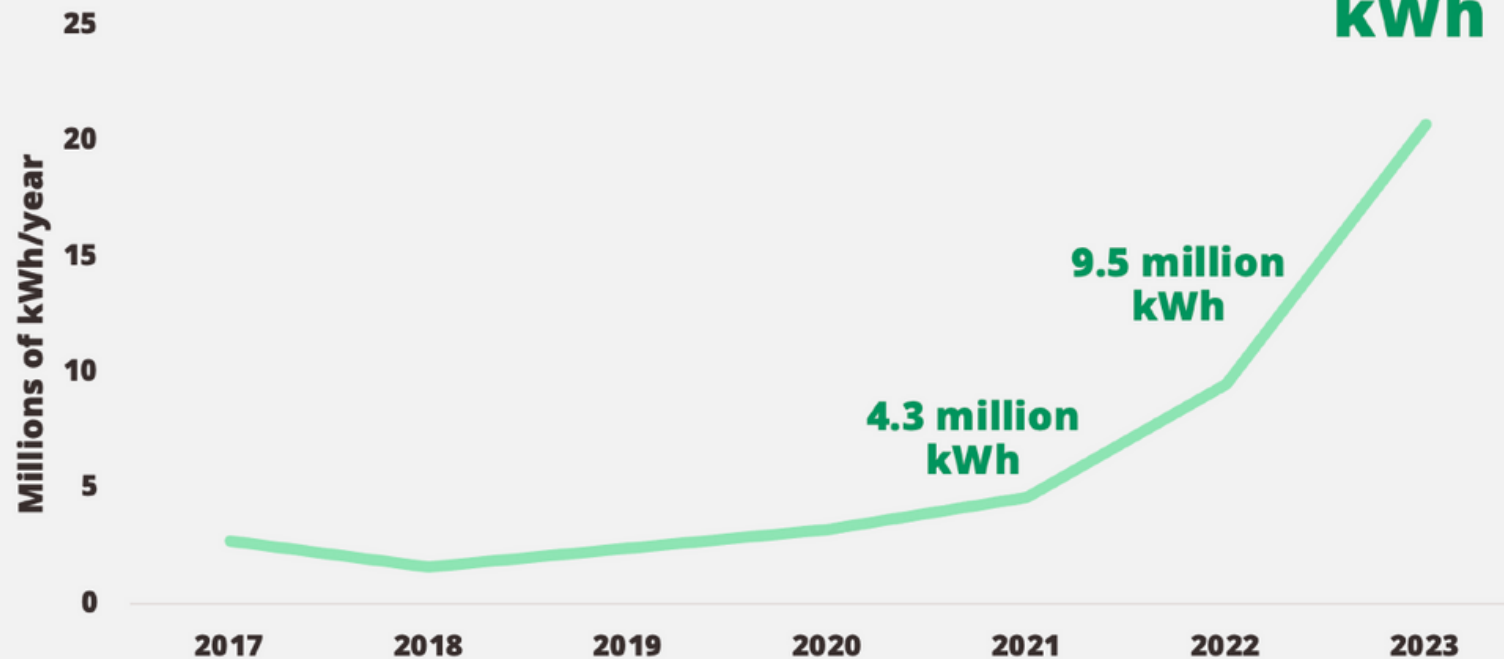


**Freezer and
Sample
Inventories**



Energy Saved Through Participation in the Freezer Challenge

(in kWh units)



20.7 million kWh



Through the USEPA Greenhouse Gas calculator, we calculated that 20.7 million kWh energy avoided is equivalent to

37.5 million miles

driven by an average gasoline-powered vehicle



and also equal to

14,663 Metric Tons

of CO₂ equivalent

Since 2017, the total amount of energy saved is

44.7 million kWh

Promotional Flyer

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

www.freezerchallenge.org



THE 2024 INTERNATIONAL LABORATORY



WHAT IS THE FREEZER CHALLENGE?

The International Institute for Sustainable Laboratories (I²SL) and My Green Lab are partnering for the seventh year in a row to coordinate the International Laboratory Freezer Challenge. Designed to promote best practices in cold storage management for laboratories around the world, the Freezer Challenge harnesses a spirit of competition to achieve greater energy efficiency, sample integrity, and sample access.

WHAT SHOULD I KNOW BEFORE I SIGN UP?

WHO: All laboratories from all sectors that have cold storage.

WHEN: January 1 to July 1, 2024. Scoresheets will be accessible starting January 1. You can count any actions you've taken from August 1, 2023, to July 1, 2024, on your scoresheet for points.

REGISTER: At www.freezerchallenge.org

COST: It's free upon online registration

AWARDS: Winners receive plaques or certificates and get acknowledged in an online publication. They also get recognized at the I²SL Conference.

QUESTIONS? Contact info@mygreenlab.org

WHY PARTICIPATE?

Have impact! Participants in the 2023 Freezer Challenge saved a combined 20.7 million kWh/year as a result of their actions—equal to avoiding 14,700 metric tons of carbon dioxide emissions. Get your laboratory engaged with doing science in more sustainable ways! The Freezer Challenge benefits your research *and* the planet.



SCAN ME

A PARTNERSHIP BETWEEN



Rise to the Challenge!
www.freezerchallenge.org

FOCUS AREAS



Good
Management
Practices



Temperature Tuning



Unit Retirements,
Upgrades, and Unplugs



Cutting Edge Practices



Freezer and
Sample
Inventories

SPONSORS

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Promotional Slides

To access the Freezer Challenge promotional slides, click on the images to the right.

www.freezerchallenge.org



Join the 2024 Freezer Challenge!
The global, annual competition for labs with cold storage

Implement sustainable and energy efficient best practices regarding:

Preventative
Maintenance



Inventory
Management



Upgrades &
Retirements



Temperature
Tuning



Cutting-Edge
Actions



Learn more & register: www.freezerchallenge.org



freezer
challenge

The International Laboratory Freezer Challenge is a partnership of:



my green lab.



International Institute for
Sustainable Laboratories

The Freezer Challenge is a global competition encouraging labs to be more efficient with their refrigerators and freezers

[Your Organization] has joined the competition for 2024!

Cost: Free!

When: Register anytime between January 1 and June 30, 2024

Who: Any lab with cold storage

Why: Improve sample access, sample integrity, & energy efficiency

How: Visit www.freezerchallenge.org



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The International Laboratory Freezer Challenge is a partnership of:



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International Institute for
Sustainable Laboratories

Promotional Video

[Click to download](#)

Share URL: <https://vimeo.com/mygreenlab/2024-freezer-challenge-promo-video>



Newsletter Blurb

Insert lab or organization Name is proud to participate in the 2024 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 44.7 million kWh of energy over 7 years (equivalent to the electricity used by 6,100 homes for a year).

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 2024 International Laboratory Freezer Challenge, and over six months, implement tried-and-true best practices for your refrigerators and freezers. Learn more & sign up at www.freezerchallenge.org



www.freezerchallenge.org

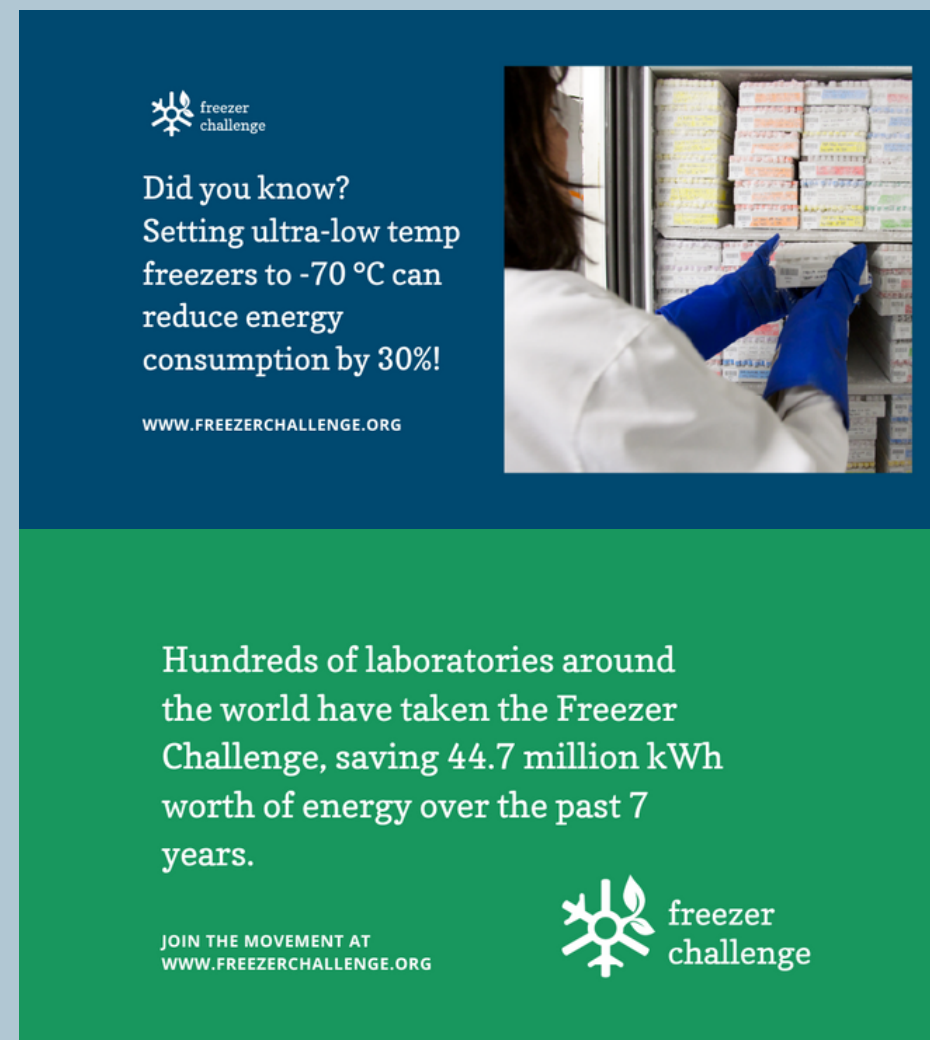
Sample Social Media Posts

[Click 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 44.7 million kWh in 7 years. Join the movement! Register at freezerchallenge.org!

Sample 2: 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!



www.freezerchallenge.org

Sample Social Media Posts

[Click to download](#)

Facebook/LinkedIn

Sample 1: Looking for ways to reduce the environmental impact of #scientificresearch? Join hundreds of labs worldwide doing the 2024 Freezer Challenge right now! Save energy, improve access to your samples, and get recognized for your efforts.

More at [freezerchallenge.org](https://www.freezerchallenge.org)!

Sample 2: Thinking of buying or upgrading a lab-grade freezer? Be sure to select an #energyefficient option! Join the 2024 Freezer Challenge, organized by @my-green-lab and the @i2sl—it's free, fun, and a great way to engage your fellow scientists in #labsustainability. Learn more and register at [freezerchallenge.org](https://www.freezerchallenge.org)!



www.freezerchallenge.org

Email Signature

Promote the 2024 Freezer Challenge by adding the following to your email signature. Find instructions on how to add an email signature (click): [Gmail](#), [Outlook](#), [Yahoo](#)

[Click on the images to download](#)



www.freezerchallenge.org

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 as well as 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 past participants of the Freezer Challenge are AstraZeneca, the University of California, the National Institutes of Health, and The Children's Hospital at Westmead.

What was the impact of the 2023 Freezer Challenge?

The 2023 Freezer Challenge participants saved a combined ~20.7 million kWh/year, up from 9.5 million kWh/year in 2022. This is equivalent to reducing carbon emissions by 14,663 metric tons per year or 37.5 million miles driven by an average gasoline-powered vehicle.

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 sent with the link to the scoresheet. Information about your cold-storage best practices can be added until July 1, 2024.

More FAQs on our [website](https://www.freezerchallenge.org).



www.freezerchallenge.org

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