



Freezer
Challenge

2026

INTERNATIONAL LABORATORY FREEZER CHALLENGE

MARKETING GUIDE



my green lab.





Learn more & find
resources to
spread the word
about the 2026
Freezer Challenge

freezerchallenge.mygreenlab.org

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What is the Freezer Challenge?

The Freezer Challenge, brought to you by the nonprofits My Green Lab and I2SL, empowers laboratories to adopt smarter, more sustainable cold storage practices.

By optimizing storage methods and reducing energy consumption, the program helps labs minimize their environmental impact and save costs, while improving the efficiency of scientific work.



Timeline

The program kicks off in early January and runs through July 1, 2026. Participants can include actions taken anytime between July 2025 and July 1, 2026, making it easy to get a head start!

Eligibility

Any laboratory worldwide with cold storage for scientific samples is welcome to join and make an impact!

How to Participate

Go to freezerchallenge.mygreenlab.org. In January 2026, participants can log their actions using an online scoresheet, making it simple to track and contribute to the challenge.



How does it work?

The Freezer Challenge spans six months (Jan–June), providing resources for labs to optimize cold storage practices across refrigerators, freezers, and cold rooms. Participants log actions on an online scoresheet, earning points for each effort, with estimated energy savings calculated where applicable. Labs receive a summary of their savings at the end and compete for awards against their peers.

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.

Labs complete their online scoresheets throughout the competition. Scoresheets remain editable until July 1, when they are locked by My Green Lab. Individual laboratories and organizations are then scored against their peers, and top performers receive awards.

Focus Areas

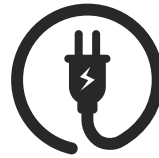
Freezer Challenge participants can earn points by taking any combination of actions that fall under the areas listed below.



**Preventative
Maintenance**



**Temperature
Tuning**



**Retirements
and Upgrades**



**Cutting Edge
Practices**



**Materials
Management**

Energy Saved Through Participation

Engagement in the Freezer Challenge Competition

3,724 labs

a 23% increase from last year's challenge

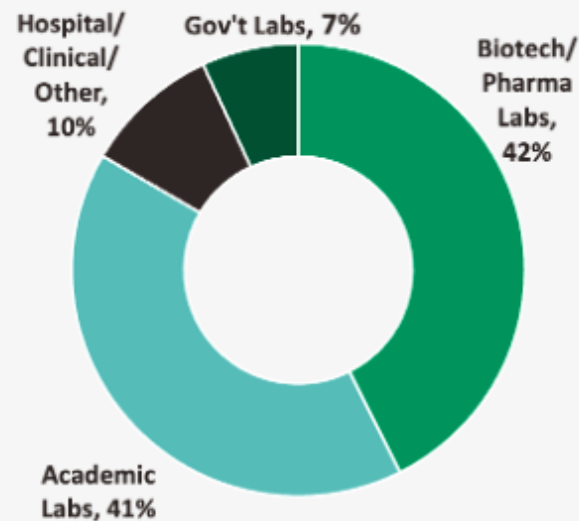
Energy Saved Through Participation in the Freezer Challenge

(in kWh units)

31.6 million kWh

Since 2017, the total
amount of energy saved is
108.1 million kWh

Engagement By Sector



Countries
Engaged

36



Participating
Organizations

286



Participating
Cold Storage Units

37,000+

Promotional Flyer

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

If you cannot access Dropbox, reach out to us at freezerchallenge@mygreenlab.org.



THE 2026 INTERNATIONAL LABORATORY



WHAT IS THE FREEZER CHALLENGE?

The Freezer Challenge empowers laboratories to adopt smarter, more sustainable cold storage practices. By optimizing storage methods and reducing energy consumption, the program helps labs minimize their environmental impact and save costs, while improving the efficiency of scientific work.

WHAT SHOULD I KNOW BEFORE I SIGN UP?

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

WHEN: The program kicks off in early January and runs through July 1, 2026. Participants can include actions taken anytime between July 2025 and July 1, 2026, making it easy to get a head start!

REGISTER: freezerchallenge.mygreenlab.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 freezerchallenge@mygreenlab.org

WHY PARTICIPATE?

The Freezer Challenge benefits your research *and* the planet. Participants in the 2025 Freezer Challenge saved a combined 31.6 million kWh/year because of their actions—equal to avoiding 21,214 metric tons of CO₂ emissions. Participating helps drive meaningful change while advancing sustainable practices in your lab.

FOCUS AREAS



Preventative Maintenance



Temperature Tuning



Retirements and Upgrades



Cutting Edge Practices



Materials Management

Rise to the Challenge!

freezerchallenge.mygreenlab.org



Freezer Challenge is a
partnership between:



Promotional Slides

To access the Freezer Challenge promotional slides, click on the images to the right (5 total slides).

If you cannot access Dropbox, reach out to us at freezerchallenge@mygreenlab.org.



***insert company name* has joined the 2026 Freezer Challenge!**



What: The Freezer Challenge is a global competition to make labs more efficient with their cold storage.

Cost: Free!

When: Register anytime between January 2026 and June 30, 2026

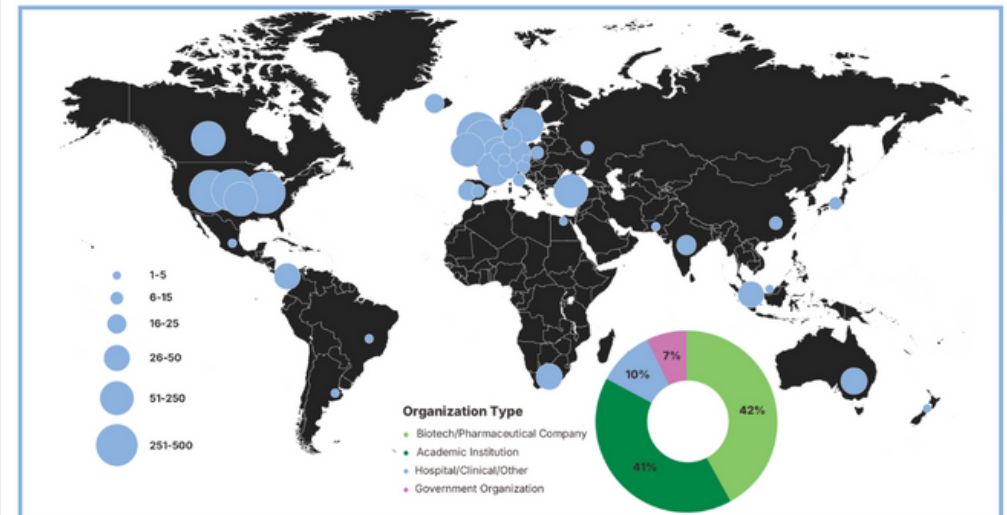
Who: Any lab with cold storage

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

How: Visit freezerchallenge.mygreenlab.org



Number of Participating Labs by Country for 2025.



Promotional Video

Click to download

Share URL: <https://vimeo.com/1156639078?share=copy&fl=sv&fe=ci>





Newsletter Blurb

Laboratory fridges and freezers play a vital role in scientific discovery and advancing human health, but did you know your ultra-low temperature freezer could use as much energy in a day as a small house?

[Insert lab or organization name] is proud to participate in the 2026 International Laboratory Freezer Challenge, a global competition that helps labs save energy, improve sample management, and cut costs.

Over the past eight years, participants have saved more than 108.1 million kWh of energy, the equivalent of powering 15,135 homes for an entire year.

Join the 2026 Freezer Challenge to implement proven best practices for your lab's refrigerators and freezers. In just six months, you can enhance sample access, maintain sample integrity, and contribute to a more sustainable research community.

Learn more and sign up at freezerchallenge.mygreenlab.org.

freezerchallenge.mygreenlab.org

Sample Social Media Posts

Twitter

Sample 1: Labs worldwide have saved 108.1M kWh through the #FreezerChallenge! Join to see how much energy you can save! Sign up today: freezerchallenge.mygreenlab.org.

Sample 2: Ready to chill responsibly? ❄️
Join the global #FreezerChallenge and make your lab's cold storage more efficient and sustainable.

Sign up for free:
freezerchallenge.mygreenlab.org



[Click to Download](https://freezerchallenge.mygreenlab.org)

freezerchallenge.mygreenlab.org

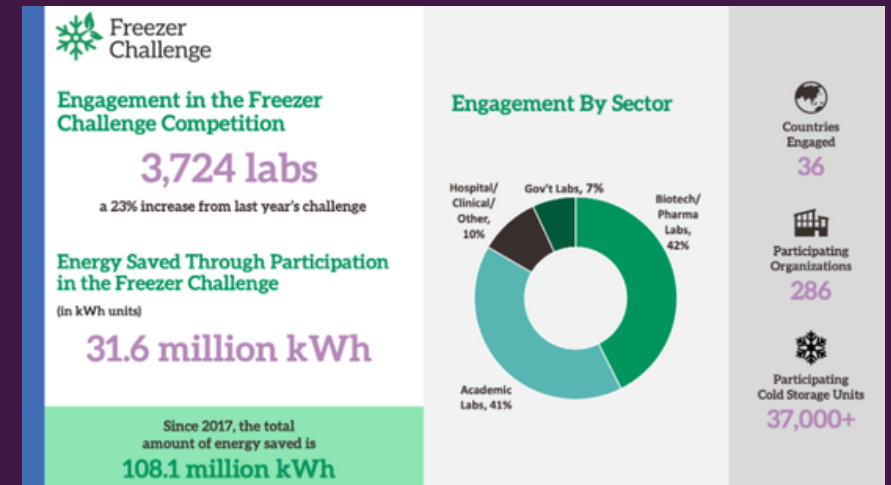
Sample Social Media Posts

Facebook/LinkedIn

Sample 1: The International Laboratory Freezer Challenge empowers labs around the world to adopt sustainable cold storage practices, reduce energy use, and contribute to a greener future. In just seven years, participating labs have saved over 108 million kWh of energy, equivalent to the electricity used by 15,000 homes in a year!

👉 Register today: freezerchallenge.mygreenlab.org

Sample 2: Optimize your lab's cold storage and join a global community of scientists leading the way in sustainability! 🌍 The #FreezerChallenge, organized by [@My Green Lab](#) and [@I2SL](#), helps labs cut energy use and improve efficiency, at no cost to participate. Learn how your lab can save energy and advance sustainable science: freezerchallenge.mygreenlab.org



2026 Freezer Challenge: A free, annual competition held virtually between Jan and June every year

Join Today!

freezerchallenge.mygreenlab.org

Freezer Challenge

[Click to Download](https://freezerchallenge.mygreenlab.org)

Email Signature

Promote the 2026 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.

If you cannot access Dropbox, reach out to us at freezerchallenge@mygreenlab.org.



Frequently Asked Questions

Can I still join the Freezer Challenge if it's after January?

Absolutely! You can include any actions on your 2026 scoresheet that your lab has completed since July 1, 2025. This includes cleaning out samples, defrosting units, updating inventories, or any other best practices. There's no disadvantage to registering after January. Go for it!

What are some of the benefits of participating in the Freezer Challenge?

- Reducing energy consumption, costs, and environmental impact of the lab
- Development of ongoing cold storage management practices that support efficiency and maximize lab space utility.
- Reduced costs associated with maintaining extraneous cold storage units.

What was the impact of the previous Freezer Challenge?

The 2025 Freezer Challenge participants saved a combined ~31.6 million kWh/year. This is equivalent to reducing carbon emissions by 21,230 metric tons per year or 54 million miles driven by an average gasoline-powered vehicle.

What sectors are normally represented by the Freezer Challenge?

The Freezer Challenge draws participation from a wide range of sectors. While many participating labs come from academia, biotech and pharma, there is also strong involvement from government and hospital/clinical labs. Lab sizes vary widely, from small teams of just a few people to organizations with hundreds of researchers. Many institutions even use the Freezer Challenge as a fun, free way to spark friendly, company-wide competitions.

Freezer Challenge Sponsors

GOLD SPONSORS



SILVER SPONSORS



Questions?
Reach out at
freezerchallenge@mygreenlab.org

