

#CoolingWithImpact

A campaign demonstrating how access to sustainable cooling appliances and technologies positively impacts people's lives and our planet.



ABOUT THE CAMPAIGN

From mid-October to December, Efficiency for Access will run a **#CoolingWithImpact** communication campaign highlighting the multiple, mutually reinforcing benefits of cooling technologies, particularly for those living in low-power or off-grid areas of the world.

Throughout the campaign, EforA will collaborate with partners to amplify messaging on sustainable cooling solutions, showcase current research on cooling, and facilitate dialogue between industry stakeholders.

OUR AIMS

- To raise awareness of the impacts of energy-efficient and climate-smart cooling solutions
- To emphasise EforA's coordination role and partnership collaboration across the sector

OPPORTUNITIES FOR INVOLVEMENT

- You can support us by sharing the content provided in our social media toolkits, which we will regularly update throughout the campaign. Use the hashtag **#CoolingWithImpact**.
- If you have content related to cooling and our four core themes, such as articles, blog posts, videos, or reports, please share this information with us, and we can incorporate it into our campaign content.

CAMPAIGN THEMES



Cooling for Health

The role of refrigeration in health facilities enabling safe transport and stockpiling of life saving vaccines.



Cooling for Food Security

The role of cold chains in preserving food health and quality, enabling farmers to attract better prices, and lowering the domestic burdens of women and children.



Cooling for Communities

The role of efficient cooling technology in improving household income and savings, and access to clean water and food.



Cooling for Climate

The role of off-grid cooling as a contributor to clean energy transition, addressing the rising demand for accessible, affordable and climate-friendly cooling solutions.

JOIN US



To get involved with our campaign, please contact lkahuthu@clasp.ngo and kyle.rees@est.org.uk. Thank you!