

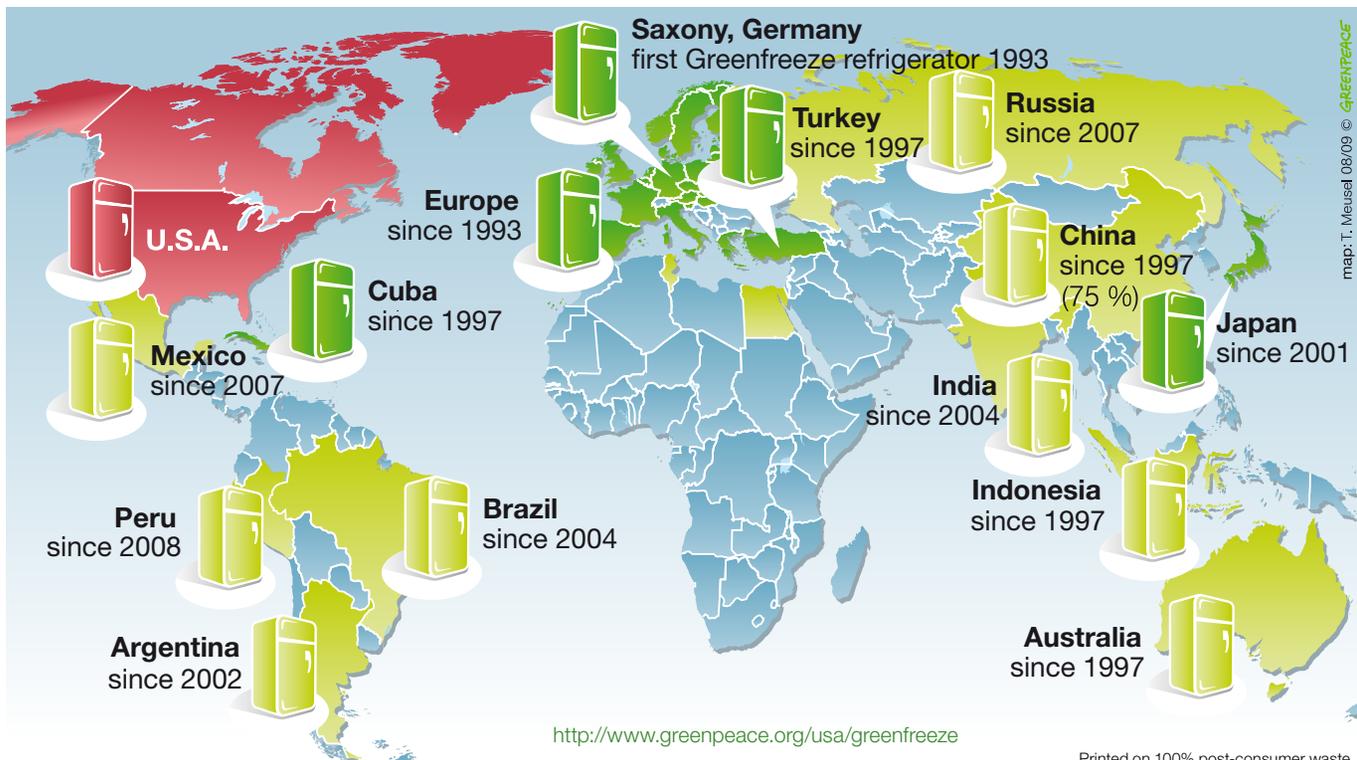
25 YEAR **GREENPEACE** CAMPAIGN TO ELIMINATE F-GASES

THE WORST GREENHOUSE GASES YOU'VE NEVER HEARD OF

F-gases—CFCs, HCFCs and HFCs—are the chemicals used in most refrigeration and cooling technologies. They are thousands of times more powerful than CO₂ and pose a growing threat to the climate. F-gases were responsible for 17% of direct global warming impact in 2005.

Greenpeace begins to protest against the use of CFCs, the primary chemical cause of ozone layer destruction	Greenpeace deploys 100 initiatives globally to pressure government and industry to eliminate these chemicals	Greenpeace pre-sells 70,000 GreenFreeze refrigerators in three weeks, pre-internet!	Greenpeace, in concert with manufacturers, advocates for regulatory changes to open European and Asian markets for GreenFreeze, 50 million units sold	Refrigerants, Naturally! founded by Coca-Cola, McDonald's and Unilever with Greenpeace and UNEP as supporters	Coca-Cola announces it will go HFC-free in all new equipment by 2015	400million + GreenFreeze units in use across Europe, Asia, South America and Mexico. EPA regulatory change still pending
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1986	1987–1991	1993	1993–2000	2004	2009	2011
1987	1992	2000	2005	2010		
Montreal Protocol agrees to phase out CFCs	The chemical industry introduces HFCs as the alternative to CFCs. Greenpeace protests because of their high Global Warming Potential (GWP) Greenpeace invents an HFC-free domestic refrigerator and open sources the technology. GreenFreeze is born	Greenpeace protests Coca-Cola and McDonald's use of HFCs during the Sydney Olympics	200 million GreenFreeze refrigerators in use across Europe, Asia and South America	Unilever and Pepsico make similar commitments USA EPA suggests regulatory changes to its ban on GreenFreeze refrigerators Greenpeace Campaigner, Janos Mate, receives the EPA's Montreal Protocol Award for protecting the ozone layer	Underwriters Laboratories convenes a panel to update U.S. safety standards to accommodate GreenFreeze refrigerators	With Refrigerants, Naturally! leadership, The Consumer Goods Forum, a consortium of 400 multinational consumer brands and retailers, pledges to eliminate HFCs from all new equipment starting in 2015



18 years of GreenFreeze, 400 million sold. 40% of the global market

- Between 90% and 100% of domestic refrigerator production uses Greenfreeze
- Mixed market of both Greenfreeze and other technology
- Ongoing tests but Greenfreeze still banned

<http://www.greenpeace.org/usa/greenfreeze>

CORPORATE SURVIVAL IN A **PRECARIOUS** ENVIRONMENT

Connecting the ROI of Business to the Survival
of the Natural World



Greenpeace believes that economies must thrive—which means that business must thrive. Our basic stipulation is that the ROI of business must be connected to the survival of the natural world. The inverse is equally true—clean air, water, land and ecosystems are as essential to business as they are to living things.

greenpeace.org/solutions

- Environmental actions are now inextricably bound to supply chain, market share and brand loyalty.
- A business must eliminate its pollution or expose itself to regulatory risk, unpredictable costs and potential liability.
- In the not too distant future, pollution will no longer be free.