

GREENPEACE SOLUTIONS

GREENFREEZE—HOW GREENPEACE TRANSFORMED THE REFRIGERATION INDUSTRY IN EUROPE AND ASIA

01. In 1992, Greenpeace convened a group of inventors to devise an alternative to the greenhouse gases, HCFC's and HFC's, used in the manufacturing of refrigerators. Out of this conference, GreenFreeze was born.
02. Greenpeace then commissioned a reluctant manufacturer to build 10 prototypes of the technology most likely to work.
03. Greenpeace then marketed and pre-sold 70,000 refrigeration units (in three weeks) for an East German manufacturer in order to make the retooling of its factory worthwhile.
04. Since March 15, 1993 when the first GreenFreeze refrigerator rolled off the assembly line, 300 million units have been sold in Europe, Asia and South America by leading brands including Whirlpool, Bosch, Panasonic, LG, Miele, Electrolux, and Siemens.
05. Greenpeace open-sourced the technology and has received no financial remuneration or royalty for developing the product.
06. Greenpeace is currently participating in a joint initiative called Refrigerants Naturally with Coca Cola, Unilever, and McDonald's to eliminate HCFCs and HFCs in vending machines, display cases and soda fountains.
07. On September 29th, 2008, Greenpeace and Ben & Jerry's unveiled climate-friendly freezers at scoop shops in Boston and Washington, D.C.
08. On October 29th, 2008, General Electric announced its intention to bring GreenFreeze style refrigerators to the United States.

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Greenpeace Solutions will act as a catalyst to accelerate the introduction of groundbreaking environmental echnology and know-how to the commercial marketplace. To achieve this, the Solutions Unit will work with businesses, inventors and financial institutions. Our goal is to help create leading products and technologies that are affordable and desirable to mainstream consumers.

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