

International Year of Chemistry 2011

Franco Bisegna - Communications



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2011: The International Year of Chemistry

- An initiative of **IUPAC**, the International Union of Pure and Applied Chemistry and **UNESCO**, the United Nations Educational, Scientific and Cultural Association
- Both organizations jointly oversee the deployment through a **Managing Committee where ICCA represents the chemical industry**
- IYC 2011 is a **worldwide celebration** of chemistry and its contributions to the well-being of humankind
- Both **ICCA and Cefic fully support** IYC 2011 as a unique opportunity for all stakeholders to improve the image of chemistry

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Objectives (IUPAC – ICCA)

- Increase public understanding and appreciation of chemistry in meeting world needs (**reputation**)
- Encourage interest in chemistry among young people (**attractiveness**)
- Generate enthusiasm for the creative future of chemistry (**sustainability & innovation**)
- Celebrate the 100th anniversary of Marie Curie Nobel Prize in Chemistry and the 100th anniversary of IUPAC (**role of women in science**)

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Theme and key messages

Theme: Chemistry – our life, our future

Key **messages**: chemistry enabler of solutions

- Fighting Climate Change
- Safeguarding Water Resources
- Securing Food Supply
- Protecting Health

Global experiment on the theme « **Water, a chemical solution** »

- targeting school children worldwide
- aiming at developing their interest in science
- using tests adaptable to local conditions around the globe

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5 Global Events

- **Opening ceremony in Paris** at Unesco headquarters on 27/28 January
- World Chemistry Leadership meeting during IUPAC congress in Puerto Rico on 2 August
- Biofuels Conference in Malaysia in November
- East African Conference on SAICM Implementation (date tbc)
- **Closing event in Brussels** on 1 December

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Opening ceremony Paris (27/28 January)

- Chemistry in a **historical** perspective (since China ...)
- Chemistry and **women in science**
- Worldwide **trends and perspectives**
 - Millennium Goals and People, Planet, Profits
 - Food
 - Health
 - New Materials
 - Energy
 - Environment and Climate
 - Economic and Social Aspects
- **Debate** with academics, industry people and students
- **Press** Conference

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Closing Ceremony Brussels (1 December)



- **Morning: Interactive media-friendly event**
- **Afternoon**
 - **The world in 2050** – our expectations from the life sciences, industry and governments to build a better world by 2050 – prepared by a group of young people / scientists
 - **Response by 2 scientists**
 - **Debate** with scientists, CEOs, 1 NGO and 1 politician, 1 representative of the Trade Unions (TBC), moderated by a top level journalist
 - **VIP dinner** at the Métropole (IUPAC 100 years)
 - **Report on major** events and the global experiment?

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Industry commitment needed



- **Federations and companies to work together at national level**
 - to develop activities in line with IYC objectives
 - to fund them when and where it makes sense
 - to help defining partnerships
- **Take all opportunities in 2011 to celebrate chemistry and help to improve our reputation as solution providers, making also the best use of existing initiatives**
- **Share** all ideas, programmes, promotional materials, good examples, guidelines

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National Associations already preparing IYC in Europe



- Austria
- Belgium
- Estonia
- Finland
- France
- Germany
- Greece
- Italy
- The Netherlands
- Norway
- Poland
- Slovakia
- Spain
- Sweden
- Switzerland
- Turkey
- UK

and others hopefully very soon ...

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Activities under preparation by AFEMs



- **Partnerships**
 - Trade Unions
 - Trade Fairs
 - Professional Associations of Chemists (IUPAC and others)
 - National Academies of Science
 - Academia and Faculties of Chemistry
 - Scientific Research Councils
 - Museums and Science Centres (members of ECSITE)
 - National Societies of Chemistry
 - National / regional ministries of Education (SchoolNet for global experiment)
 - Downstream users through the Value Chain
 - National representatives of Unesco / SAICM
 - Science Centres and museums
 - Press/Media
- **More partners = more interest from media**

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Types of activities/initiatives under preparation by AFEMs



- Promotional Elements
- Institutional Events and Actions
- Society and Media involvement
- Science, Education and museums involvement

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Promotional elements & Institutional Events



Promotional Elements

- IYC **logo** promotion or local adaptation: *Austria, France, Spain*
- Commemorative postage stamp: *Germany, Spain*
- Commemorative book: *Germany, Spain (11 Ideas to change the World with chemistry)*

Institutional Events & Actions

- National opening or closing **events** or **special General Assembly**: *Belgium, Finland, France, Germany, Spain, Switzerland, UK*
- Other events: *Greece, Spain (reception with King and Parliament)*
- Creation of a **foundation**: *The Netherlands*

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Society and Media

- **Participation in Events / Fairs:** *Spain (Expoquimia)*
- **Open doors** and visits to plants: *Belgium (May), Germany, Switzerland, Turkey*
- **Advertising campaigns:** *Austria, Spain, Turkey*
- **Exhibitions, congresses & conferences/debates:** *Finland, France, Italy, The Netherlands, Spain, UK (chemistry meeting global challenges, women in chemistry)*
- **Photography contest:** *Spain, CZ (Bohemia project?)*
- **Special website promotion:** *Spain, Switzerland, Turkey*
of course a recommendation to all of us
- **Linking chemistry with sport stars**
 - tennis star: *Spain*
- **Long-distance races (10/20 km) through chemical plants:** *The Netherlands*
- **Celebrating role of women in chemistry:** *UK, Poland*
- **Responsible Care Awards:** *Cefic*
- **Special Reports/brochures:** *Responsible Care, CSR (Spain, Belgium?), Competitiveness Reports, Innovation (Spain), Sustainability (Switzerland), etc.*
- **Special media programme:** *Finland, Switzerland*

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Science, Education, Museums

- **“Chemistry weeks”:** *Austria, Belgium, Italy (food and nanos)*
- **Travelling science circus, chemistry truck:** *Finland, Germany*
- **Olympics** of chemistry/competitions: *Greece, Italy, Spain (including Business Awards), Switzerland (chemistry poster contest)*
- **(High School) Teacher trainings, school materials:** *Spain, Turkey*
School visits: *UK, Turkey*
- **Videos** for schools: *Austria, Italy*
- **New museums, new departments:** *Germany, Spain*
- **Science & Research Awards:** *Spain, UK*
- **SUSCHEM Young Chemist Research Awards:** *Spain*
- **Events / websites focusing on Careers / Chemistry Vocations Programme:** *Spain (500 high schools), UK (future forum)*
- **“Meet the Boss” actions:** *Belgium/Netherlands, UK (schools visits by CIA Chief)*
- **University events & lectures:** *Finland*
- **Wonderlabs and experiments:** *The Netherlands*

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Get Involved Learn More

The IYC 2011 will be a year-long celebration in which anyone can participate. You can coordinate an activity, engage in a project, or simply share an idea. Join in now and become part of something special.

[Join the IYC Network](#)

Partners for the International Year of Chemistry 2011

About IYC **Connect** **Participate** Search Site

Celebrate Chemistry

The International Year of Chemistry – 2011 will celebrate the achievements of chemistry and its contributions to the well-being of humankind.

From Ideas to Activities View all

You can participate in the IYC 2011 in many different ways. Here are just a few ideas and sample activities of earlier projects. What are you going to do? Think and start planning...

Chem on Wheels **Draw It** **Spanish Year**

Events View all

Dec 15-20, 2010 PACIFICHEM - promoting collaborations among chemists of the Pacific Rim countries

Jan 16-21, 2011 FASC Congress - Chemistry, the Key to Africa's future

Jan 27-28, 2011 IYC 2011 Opening Ceremony at UNESCO HQ, Paris, France

News View all

May 1, 2009 IUPAC President Publishes the International Year of Chemistry

April 1, 2009 Moving Ahead with the IYC

Dec 30, 2008 UN declares 2011 as International Year of Chemistry

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