



# International Year of Chemistry 2011 Improving together the image of the Chemical Industry and SusChem

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# Plant safety: Bhopal, Seveso



# TOXIC LOBBY

How the chemicals industry is trying to kill REACH



## STOP TESTING HAZARDOUS CHEMICALS ON OUR CHILDREN AND WILDLIFE

HELP US BRING HAZARDOUS MAN-MADE CHEMICALS UNDER CONTROL



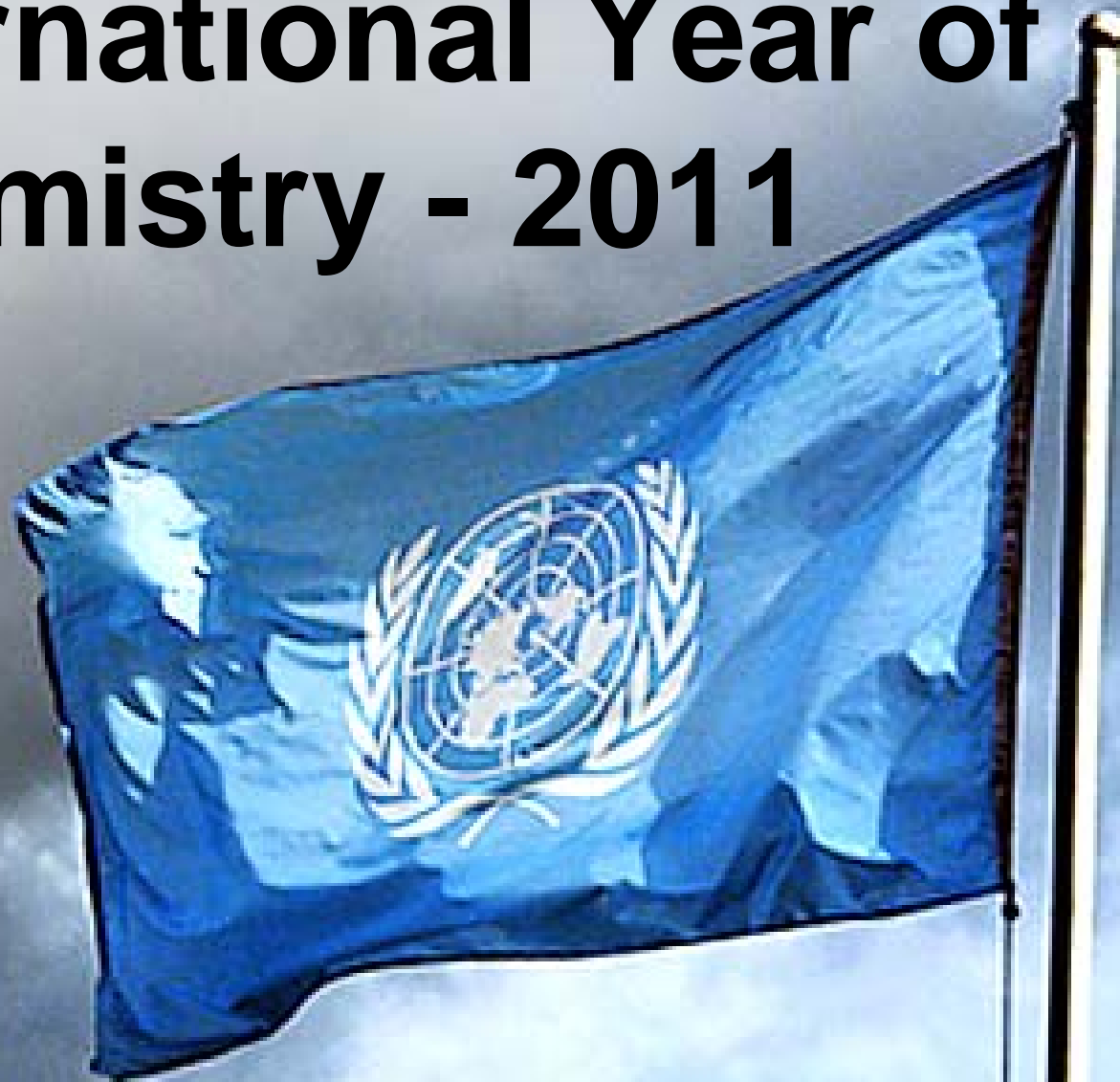
## Products safety

# Consuming Chemicals





# **International Year of Chemistry - 2011**



# 2011 – the International Year of Chemistry



International Year of  
CHEMISTRY  
2011

- 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 and Cefic are represented**
- IYC 2011 is a **worldwide celebration** of the achievements 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 collectively the image of chemistry

# National Associations already preparing IYC in Europe

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- Austria
- Belgium
- Finland
- France
- Germany
- Greece
- Italy
- The Netherlands
- Norway
- Spain
- Sweden
- Turkey
- UK

and others hopefully very soon ...



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# Agreed objectives (IUPAC – ICCA)

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- 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**)

# Agreed theme and key messages

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**Theme:** Chemistry – our life, our future

**Key messages:** chemistry enabler of solutions

- Improving **Air** Quality
- Conserving **Energy**
- Fighting **Climate** Change
- Safeguarding **Water** Resources
- Securing **Food** Supply
- Protecting **Health**
- **Innovating** to enhance social and economic growth
- Plus some messages **adapted** to local circumstances

**A global experiment on the theme of water:**

« **water, a chemical solution** » (under development)  
aiming at developing awareness of scientific  
methods and of industry's ability to solving issues



## 5 Global Events

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1. **Opening ceremony – Paris** – Unesco headquarters – 27 & 28 January - UNESCO, IUPAC, UIC, Cefic
2. **World Chemistry Leadership meeting** at the IUPAC congress in **Puerto Rico** (2 August) – IUPAC, ACC, ACS
3. **Biofuels Conference** in **Malaysia** in November – IUPAC
4. East African **Conference on SAICM Implementation** – date TBD – IUPAC – **Industry will be invited** by IUPAC to nominate a representative to the organising committee, (preferably linked to SAICM)
5. **Closing event – Brussels** – Square – 1 December – IUPAC, Cefic, essenscia, Solvay, BASF, Dow, DuPont, GSK, Janssen Pharma, UCB

# Opening – Jan 27/28, UNESCO, Paris



# Opening ceremony Paris (27-28 January)



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- Chemistry in a **historical** perspective (since China ...)
- Chemistry and **women**
- 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

# Closing ceremony 8 December, Brussels



# Closing Ceremony Brussels (1 December)



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- 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)
  - **Link** to be made with events of the whole year and to the global experiment



# Activities under preparation by AFEMs

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- **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)
  - (Royal) 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
- **More partners = more interest from media**



# Types of activities/initiatives under preparation by AFEMs

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

# Promotional elements & Institutional Events

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## 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**: *Belgium, Finland, France, Germany, Spain, UK*
- Other events: *Greece, Spain (reception with King and Parliament)*
- Creation of a **foundation**: *The Netherlands*

# Society and Media



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- **Participation in Events / Fairs:** *Spain (Expoquimia)*
- **Open doors** and visits to plants: *Belgium (May), Germany, 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, 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:** Responsible Care, CSR (*Spain, Belgium?*), Competitiveness Reports, Innovation (*Spain*), Sustainability, etc.
- Special media programme: *Finland*

# Science, Education, Museums



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- “Chemistry weeks”: *Austria, Belgium, Italy (food and nanos)*
- Travelling science circus, chemistry truck: *Finland, Germany*
- **Olympics** of chemistry: *Greece, Italy, Spain (including Business Awards)*
- (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*

## Way forward - what is Cefic committed to



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- Ensure **presence** of Industry at the IUPAC overall organising committee
- **Co-sponsor**, through the budget allowed for the « European Communication Initiative – Chemishare »
  - The **opening and closing ceremonies** in Paris and Brussels
  - The development of the **global** experiment
- **Develop** the contents of the « **chemishare** showroom » in order to feed the educational part of Cefic's new website (under development)
- Measure the general attitude of European citizens in 2010 and 2012 through the Pan European Survey, to **monitor** potential improvement

## Way forward - what can Social Partners do together

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- Federations and companies are invited to **work together at national level** with partners such as trade unions, academia, scientific musea, etc.
- **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 and existing dialogues, e.g. to enhance the attractiveness of scientific and chemical careers, for men and women
- **Share** together ideas, programmes, promotional materials, good examples, guidelines, in any European language
  - When useful, Cefic will ensure the translation from national languages into English so that other countries can make the best use of the developed materials