

Application for the European Responsible Care[®] Awards 2011

Category: Special Award Community Outreach

Organization name: Union des Industries Chimiques (UIC)

UIC is the French Association of Chemical Industries.

When dealing with public authorities at a national, European, or sometimes even international level, UIC is the sector's mouthpiece. It defines its stance and coordinates concerted action and self-imposed industrial policies, while offering its members a vast range of services to help them develop the French chemical industry in a sustainable manner.

The UIC has 1 300 member businesses, 80% of which are SMEs. It works with a network of 15 regional UIC offices, 16 industry unions, 9 associated federations and the LENICA (a union that represents 17 chemical industry groups). In short, UIC is truly representative of the chemical sector in France. Furthermore, it has a European Affairs representative based in Brussels and works with the CEFIC (the European Chemical Industry Council), the ICCA (International Council of Chemical Associations) and MEDEF (French Confederation of Businesses).

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Project title: *The Chemical World Tour*

Description of the project

The Chemical World Tour: 5 students went out to discover chemical innovations in five different countries worldwide

To celebrate the International Year of Chemistry, the UIC and its three partners* launched *The Chemical World Tour*.

The idea: Between October 26th and November 5th 2010, 5 students selected at a casting session travelled to find out more about a chemical innovation that will change tomorrow's world. Camera in hand and accompanied by a film crew from Capa Entreprises, each of the students produced a report that was then broadcast on the operation website: www.chemicalworldtour.fr. This site also published copies of the blogs the young reporters kept during their trip so that their discoveries could be shared with the public.



* The project was launched as part of the activities of the Ambition Chimie Committee (CAC) and the International Chemistry Foundation, in partnership with the Monitoring Centre for careers, qualifications and diversity in the chemical industries. The CAC is comprised of the International Chemistry Foundation, the French Federation of Chemical Sciences, the CNRS, the French Chemical Society, the National Chemistry Committee (Science Academy), the Gay-Lussac Federation and the French Association of Chemical Industries. The CAC organises International Year of Chemistry events in France.

The project is also part of a Cooperation Agreement between the French Association of Chemical Industries, the Ministry of Education and the Ministry of Higher Education and Research.

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One young reporter = one innovation

- Aïcha El Hammar Castano - Sciences Po School of Journalism (Paris)
Destination: Bayer and Puren in France and Germany
Topic: the house of the future and soundproof walls in particular
- Florent Lahmeri - Bordeaux School of Chemistry, Biology and Physics
Destination: Rhodia and the State key laboratory on catalysis, Dalian in China
Topic: water, a precious resource
- Jorge Ballester – Doctoral student – Montpellier School of Chemistry
Destination: Arkema and Piezotech in the USA and France
Topic: smart materials
- Pablo Leroy – professional qualification in industrial processes - BTS student in chemistry at the Lycée La Martinière-Diderot (Lyon) employed on a sandwich course at IFP Energies Nouvelles (Solaize - 69)
Destination: Rhodia and the *Reatividade e Catalise laboratory* at Porto Alegre, Brazil
Topic: green solvents
- Romain Esteban – University degree student in chemical engineering and engineering processes at the Paul Sabatier University in Toulouse
Destination: BASF in Germany
Topic: energy storage

A web 2.0 system aimed at younger audiences

For the UIC, the best way to spread information on chemistry, its innovations and different areas of activity was to let young people talk about. *The Chemical World Tour* was an opportunity for young internet users to see things through the eyes of reporters who were almost the same age as them and share their enthusiasm for innovative projects.

The UIC decided that the best way to approach this young audience was to adopt a technique inspired by interactive web broadcast 'reality' shows. The reporters were recruited at a casting session and the final stage was filmed. The audience was then invited to vote on their reports through the fan page on Facebook, which still has 600 followers.

Life after the tour

The widespread media coverage given to *the Chemical World Tour (CWT)* confirms its success, with reports on national TV channels (LCI, France 2...) as well as regional newspapers and numerous websites.

Media coverage peaked when the films were released in December 2010, but it remains strong even today. Various bodies (schools, training centres, IUPAC**...) have approached the CWT reporters.

The Chemical World Tour also formed the basis for a teaching pack released in May 2011 and includes a DVD of the reports, fact sheets on the various solutions provided by the chemical industry to promote sustainable development (preserving resources, access to water and food, energy savings and health), fact sheets about the reports, quizzes, etc.

This pack will be available from September 2011 for secondary and high schools teachers, and chemical companies that welcome school visits to their facilities.

The Chemical World Tour also received a silver prize at the International Festival of Institutional and Corporate Image, in June 2011.

** International Union of Pure and Applied Chemistry

Appendices

- DVD of the *Chemical World Tour*: 5 special reports and the 'best of' video reports
- Teaching pack



International Year of
CHEMISTRY
2011

