



## The Chemistry Run

### Discover the chemistry of running

#### *The Chemistry Run (an activity for the International Year of Chemistry)*

Chemistry plays an important role in all sorts of leisure activities. For example, if you like to go running. One in four Dutch people take part in this sport. The number of people who go running is growing every day. More and more people are discovering the chemistry of running. Not only in terms of sports clothing, running shoes, food, energy drinks, but also in terms of the chemical processes that take place in your body while you are running. It all involves chemistry!

The VNCI has organised the Chemistry Run this year as part of the International Year of Chemistry. The event is a run over three distances (half-marathon, 10km, and the KidsRun) through rural areas, urban areas, and even through (!) an industrial estate. With this unique sports event, we want to show that chemistry is an integral part of everyday products, and the innovations that help improve the quality of everyday life. The Chemistry Run serves as a launchpad for the message in relation to Health, Safety, and the Environment. By linking chemistry to a charitable, sporting event, and by linking it with everyday products and product innovations, it will help to create a positive image. With the organisation of a special Chemistry Run, we want to show that chemistry is not 'scary', but that the sector is working in a responsible way and provides the basis for many useful and important products and processes.

#### *The objectives*

By linking chemistry in a direct way with a sporting, charitable, and healthy event, we can reach a wide public. This is one of the main objectives of the International Year of Chemistry.

The International Year of Chemistry, just like the public relations campaign *Chemistry is Everywhere* of the Chemistry Steering Group, has the aim of improving the public perception of the chemical industry. 'The wider public', but also people who work in industries associated with the sector, are not well-informed about many aspects of the industry. And unknown is unloved. With this unique sports event, we want to show that chemistry is an integral part of everyday products, and the innovations that help improve the quality of everyday life. The Chemistry Run serves as a launchpad for the message in relation to Health, Safety, and the Environment. By linking chemistry to a charitable, sporting event, and by linking it with everyday products and product innovations, it will help to create a positive image. With the organisation of a special Chemistry Run, we want to show that chemistry is not 'scary', but that the sector is working in a responsible way and provides the basis for many useful and important products and processes.

Via the Chemistry Run we will reach:

- Young people (with the KidsRun and the promo village aimed at children)
- Male and female runners (running is equally popular with both men and women)
- People from all layers of society who come to watch the event

The concept can easily be replicated in other areas of the Netherlands. The ambition is to hold the Run every two years, with the course running through a different chemical industrial estate each time.

### ***The details of the Chemistry Run***

The Run will take place on Saturday 10 September 2011 in Terneuzen, Zeeuws Vlaanderen, the Netherlands. Zeeuws Vlaanderen is an area of the Netherlands with a relatively high number of chemical companies. For example, the head office of Dow Benelux is located here.

A unique part of the Run is that the course goes through the site of Dow Benelux. This site is usually closed to the public. This means it will be a unique experience for many runners. The chemical industry will thus prove that it is literally and metaphorically willing to open up its doors wherever possible. A perfect example of transparency.

In the public relations surrounding the Chemistry Run, the application of chemicals in the sport of running will be highlighted using infographics and media articles. In the promo village near the finish, the relevance and the fun side of chemistry will be highlighted with experiments, demonstrations, and gadgets primarily aimed at young people.

**For more information, go to [www.chemieloop.nl](http://www.chemieloop.nl)**

Organiser: VNCI, The Netherlands Chemical Industry Association

The Netherlands Chemical Industry Association (VNCI) has been promoting the interests of its members to create a solid platform for the development of the chemical sector in the Netherlands for the last 90 years. The industry association wants to create the best possible conditions for the continuity, quality, and growth of the chemical sector in the Netherlands. The chemical sector has an annual turnover of €47 billion, and within the Netherlands the industry is responsible for about 7% of employment, 19% of production, 19% of export, 19% of investment, and 24% of expenditure on research and development.