



## Symposia on Chemistry at the Interfaces: Public Understanding of Chemistry

14 August 2003 | Ottawa, Canada

JOINT 39TH IUPAC CONGRESS AND 86TH CONFERENCE OF THE CANADIAN SOCIETY FOR CHEMISTRY

Chemistry cannot flourish in isolation, but must develop within a context of public understanding and mutual trust. To give focus to IUPAC's long-range goal of addressing the critical interfaces between chemistry and society, a new CCE sub-committee focusing on the public understanding of chemistry (PUC) has begun its work. One outcome is a major initiative to bring the chemical profession, chemical industry, and the general public into dialogue at the upcoming joint IUPAC/CSC Congress. Major stakeholders, each focusing on one of chemistry's interfaces with the public, will catalyze this dialogue in three linked symposia on 14 August 2003.

### Symposium 1—Morning (Sponsored by Dow Canada Ltd.)

#### The Flow of Ideas Between Chemistry and the Public Through the Media

How do ideas flow between Chemistry and the Public through the media? What role could the media play in facilitating a credible two-way dialogue between those involved in chemistry and the general public? How can this dialogue help build trust and increased understanding of the role that chemistry plays in people's lives?

- **Madeleine Jacobs**, *editor-in-chief, Chemical & Engineering News, USA*
- **Claire McLoughlin**, *Press & Public Relations, Royal Society of Chemistry, UK*
- **Vince Smith**, *President, Dow Chemical Canada Inc.*
- **Ian Shugart**, *ADM, Health Policy and Communications Branch, Health Canada*

### Symposium 2—Lunchtime (Sponsored by Imperial Oil Products and Chemicals, Ltd.)

#### The Flow of Ideas Between the Research Lab and Industry or Public Use

How do ideas flow between the research lab and industry or public use? How are ideas originating in the research laboratory translated into eventual refinement of technologies for industrial and public use? How are needs perceived by industry and the public translated back into the research laboratory? What are the various interactions among academia, government, and industry within this product cycle, and how can a convergence of interests be optimized?

- **Howard Alper**, *Vice-rector, University of Ottawa and President of the Royal Society of Canada*
- **Jean-Claude Gavrel**, *Director, Networks of Centres of Excellence, NSERC, Canada*
- **Ole Kihle**, *PE Products Technology Manager, Polymers Technology Centre, Imperial Oil Limited, Canada*

### Symposium 3—Afternoon (Sponsored by Shell Canada Chemicals)

#### The Flow of Ideas Through Society

How do ideas flow through society? How can chemistry, the central science, continue to make significant contributions to the well being of society and provide benefits for future generations? How does chemistry position itself and interact with other key disciplines concerned with the health of people and the environment, social justice, economic growth, and the general aspirations of society? How can a convergence of societal interests be optimized?

- **Nell Camarta**, *Senior Vice President, Shell Canada Ltd.*
- **Peter Calamai**, *Science Writer, The Toronto Star*
- **Stuart Smith**, *Chair, Ensyn Technologies, Past Chair of the National Round Table on the Environment and the Economy and Past Chair, Science Council of Canada*
- **David Harpp**, *McGill University Office for Chemistry and Society, Canada*
- **Elizabeth Dowdeswell**, *former ADM, Environment Canada and former Executive Director of the United Nations Environmental Program*

Our younger stakeholders will also participate. The winning entries from an international poster competition for 10–16 year old students on the theme of “It’s a Chemical World” will be prominently displayed at the conference.

All sessions will be open to the public.

#### More information?

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[www.iupac.org/standing/cce/puc-ottawa03.html](http://www.iupac.org/standing/cce/puc-ottawa03.html)