



The Nexus Newsletter

Connecting & Expanding the Global Green Chemistry and Engineering Community

September/October 2011 Issue

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The Nexus Newsletter is a bi-monthly newsletter. Dedicated to our readers, the Nexus newsletter is designed to connect the global green chemistry community, share information and support the ACS Green Chemistry Institute[®] and its mission: *catalyzing and enabling the implementation of green chemistry and engineering throughout the global chemical enterprise.*



Dear Green Chemistry Enthusiast,

It wasn't so many years ago that if you mentioned "Green Chemistry" to someone they might have stared at you blankly and asked, "What's that?" Fortunately, times have changed, and they are continuing to change.

This newsletter is full of exciting recent and ongoing developments on the global Green Chemistry front. Still, at times it is difficult to get an appreciation for the bigger picture. That is why I found it particularly exciting to read the newly released Pike Research Report which states the global green chemistry enterprise is forecast to grow to \$100 billion by 2020 (see the story below). That's up from about \$2.8 billion today according to the report. That's cause for excitement because it means real impact, real jobs and a real step forward in reducing our impact on the environment.

Finding the good in what we do is the fuel that keeps us going. By raising our awareness and training about the principles and tools of Green Chemistry we can take steps that will have a positive impact on our world and that helps to make us feel good. So I suggest you ask yourself as you read this newsletter, how can I implement one change in what I am doing that will advance the implementation of green chemistry?

Yes indeed, the Pike Report, along with other developments reported in this issue of *Nexus*, are good news. But a word of caution: We can't let our guard down or take anything for granted. Consider this: Even if scientists invent the best Green Chemistry the world has even seen, it is of little value if not put into commercial practice. In other words, "use it or lose it." As a practical matter it is rare that a scientist or engineer makes the decision to implement new technology. It is usually business leaders with the bottom line in mind who make the investment call. And it is our challenge to help them understand that Green Chemistry is in fact a very good call, and ultimately good for the bottom line -- not to mention our planet.

That's why ACS GCI has launched a new initiative to reach out to business schools to create a scholarly network that links business school and green chemistry communities. We held our first workshop in June to a great reception. Thus, our next workshop, *"Exploring the Intersection of Business, Sustainability and Green Chemistry: Towards Actionable Research and Teaching Agendas,"* will be held in late October at McGill University in Montreal. At this event we will continue to explore the possibilities for interdisciplinary scholarship at the intersection of the fields of business, sustainable development and green chemistry; and, based on the consensus that emerged at the end of the June workshop about the need for continuity, we will build directly upon the ideas that emerged in Washington. If you have an interest in this initiative or would like to discuss sponsorship opportunities please drop me a note.



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