



AkzoNobel
Tomorrow's Answers Today

A Poster Competition

£1,000 first prize

Open to young researchers studying for a post-graduate degree or conducting post-doctoral research in the Chemical or Materials Sciences

The world is changing rapidly and dramatically. As our society becomes wealthier, we are demanding new and better products. At the same time, are beginning to realize that our global environment is fragile and that natural resources that we depend upon are becoming increasingly scarce. We are facing the dilemma of "wanting more, but doing more with less".

Much of the change we are experiencing is being made possible by scientific discoveries and technological innovations. These innovations are providing new and better products for all of us and improving the way we use precious resources to make them more sustainably.

It is impossible to image today's world without the application of the science. But what are going to be the biggest areas of innovation over the next 5-10 years in which the chemical and materials sciences are going to play an important role in meeting the needs of the next generation?

As the global leader in decorative and industrial coatings and a leading specialty chemicals company, AkzoNobel is constantly seeking the answers to such questions.

The aim of the Tomorrow's Answers Today poster competition, which is open to individuals or teams of up to three researchers, is to stimulate thinking about the role that chemistry, chemical engineering and materials science could play in driving sustainable innovations.

Prizes will be awarded for the best ideas which show the greatest insight into future trends and provide imaginative and realistic ideas in response to the following questions:

- What are going to be the biggest socio-economic and technological trends and challenges for the development of our society over the next 5-10 years in which the chemical and materials sciences will have a decisive role to play?
- What particular aspects of the chemical and materials sciences will drive new technological developments?
- What are going to be the most important new applications for novel products and process developments which will improve the lives of us all?

Ideas and insights into these key questions should be prepared as PowerPoint presentations and entries should be submitted through the competition website.

A panel of judges will select the five best ideas and the entrants will be invited to present them as posters to an audience of leading academicians, businessmen and members of the scientific and business press during the AkzoNobel UK Science Award meeting taking place at the Royal Society of Chemistry, London on February 7, 2012. An overall winner will be selected and awarded a prize of **1,000 GBP**. The runners up will each receive a prize and all entrants will receive a gift.

For further information and to enter the poster competition, please visit the competition website at www.akzonobel.com/postercompetition

The closing date for entries is December 31, 2011