

*A World without Polymers:*

*A video and essay contest sponsored by the IUPAC Polymer Division*

To celebrate the achievements of chemistry and its contributions to society, the United Nations Educational, Scientific and Cultural Organization (UNESCO) and the International Pure and Applied Chemistry (IUPAC) have jointly declared 2011 to be the International Year of Chemistry (IYC 2011).

As a particular event celebrating 2011, the IUPAC Polymer Division is launching an international essay and video contest on “*A World Without Polymers?*”. The contest is addressed to university and high-school students in each of the 60 countries of the national adhering and associate adhering organizations of IUPAC. Participation in the contest is invited by submission of either a video or an essay on the theme of “*A World Without Polymers?*”, that is on what the world would be like if, by some event, there were no polymers in the contemporary or in the future world.

The objective of this contest is to increase an appreciation and an improved understanding of the significance of polymers and polymeric materials to society's quality of life.

The target audience would be the general public, where instead such appreciation is lacking and the widespread use of polymers is unconsciously taken for granted. The essays and videos will be uploaded on the Internet, e.g. YouTube, which also ensures worldwide dissemination of the take-home message to a larger body of users.

The three best videos or essays will be awarded a prize by the IUPAC Polymer Division, and the individual authors or a representative of the team will be invited to present their work at the IUPAC 46th General Assembly in San Juan, Puerto Rico, in 2011. For more information on the contest, please visit the website at:

<http://www.iupac.org/polyedu/page30/page40/page40.html> or contact Professor Giancarlo Galli (University of Pisa) at Giancarlo Galli <gallig@dcc.i.unipi.it>.