

Chemistry and the life sciences on display in “The Essence of Life”

On 21 April, Essenscia (the Belgian Federation of chemicals industries and life sciences) is launching an exhibition at the Living Tomorrow center. The display is actually a theme trail designed to foster awareness, particularly among young people, of the concrete and innovative ways that the industry is contributing to sustainable development.*

Just what contributions can chemistry make? This question is fundamental to the whole philosophy behind the “The Essence of Life”, an exhibition (or, rather, a guided visit) that is due to open on 21 April at the Living Tomorrow center in Vilvorde.*

The initiative is primarily aimed at youngsters between 14 and 16 years old, because the future of the chemicals industry depends on our ability to interest young people in careers in this field. But it is also important for Essenscia to show that chemicals and the life sciences are key sectors of the economy.

“The Essence of Life” also provides a unique opportunity to underline the societal commitment being made by this industry and the concrete contributions that businesses in this sector can make, both today and tomorrow.

In practical terms, the “Essence of Life” interactive guided tour last 90 minutes. Throughout the different areas of the Living Tomorrow* center are displayed the innovative products developed for various applications by the sub-sections of Essenscia, illustrating the contributions made to sustainable development by chemicals, plastics and the life sciences: plastic piping that conserves water quality, new materials for home insulation, innovative techniques for conserving foods, cleaner packaging and third-generation biofuels made from seaweed, to name just a few.

Total Petrochemicals is an active member of the Essenscia federation, and the scientific cooperation of the Feluy Research (particularly via a display featuring samples of innovative new polymers) has been a major factor in helping to carry out this outreach initiative.

“The Essence of Life” will be open to the public until March 2012.

>> for further information: www.the-essence-of-life.be

* about Living Tomorrow : <http://www.livingtomorrow.be/#/en/about-living-tomorrow/mission>