



Marcel Desautels Institute for  
Integrated Management



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# SUSTAINABLE INNOVATION THROUGH GREEN CHEMISTRY



Green Chemistry is a rapidly growing area as companies grapple with increased regulatory requirements, supply constraints, and consumer demands for sustainable products. This public lecture brings two leading experts in the field to impart their knowledge and insight on the innovative potential Green Chemistry holds in guiding product design and business decisions.

**Friday, February 10, 2017 – 1:00 – 3:00 PM**

**McGill Bronfman Building, 1001 Sherbrooke St. O, Room 422**

## *Commercializing Green Chemistry: New Ideas with Old Concepts*



*Commercializing Green Chemistry, Materials, or Engineering Processes adds new dimensions to some of the established frameworks for advancing new technologies into the market place. Recent attention to the environment and sustainability has drawn attention to Green Chemistry but from a development viewpoint many of the same challenges remain. In addition, the loss of interest in financing "CleanTech" approaches creates another hurdle for Green Chemistry. Bringing these chemistries into the commercial sector in today's mindset will be discussed.*

**C. Howie Honeyman, CEO Forward Water Technologies**, holds over 20 years of experience commercializing advanced materials and new technologies in both start-up environments and at large multi-national corporations.

## *Investing in Safer Chemistry*



*There are harmful chemicals in many products and manufacturing processes. As the science on the health effects of these chemicals continues to develop, so does public awareness. Product chemical and material safety is emerging as a new dimension of people's purchasing decisions, and leading brand manufacturers and retailers are taking notice. Safer product innovation already exists and needs attention and capital to get to market.*

**Adrian Horotan** is the **General Partner at Safer Made** - a venture fund investing in companies and technologies that create safer alternatives for people and the environment.

This lecture is free and open to the McGill and Montreal community, however seating is limited and registration is required. Please visit <http://bit.ly/2iAFvrH> for more information and to register.