

**JOINT IUPAC CCE-CHEMRAWN-COCI Meeting
44th IUPAC GENERAL ASSEMBLY 2007**

Università di Torino, Politecnico di Torino
Lingotto Complex, Torino, Italy
Room Location: UNITO 03-019 (tentative)

AGENDA

**Tuesday, August 7, 2007
14:00 –17:30**

1. Welcome, introduction and orientation
 2. Review of items of mutual interest from CCE, CHEMRAWN and COCI meetings
 3. Communicating the Outcomes of IUPAC Projects and Conferences to Our Publics [see below]
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July 24, 2007

To: CCE, COCI, CHEMRAWN Committees
From: Morton Z. Hoffman, U.S. National Representative to CCE
Subject: Communicating the Outcomes of IUPAC Projects and Conferences to Our Publics

Preface: It is a sad fact that at best, most of the effort of IUPAC and its committees goes unnoticed by the vast majority of chemists worldwide; at worse, the impression is that the major efforts of IUPAC goes towards choosing the names and symbols of new elements, deciding on the value of Avogadro's number to the n^{th} decimal place, and creating incomprehensible rules of nomenclature. To other members of our various publics (teachers and students of science and chemistry at all levels, the general public and the media that provides information and shapes opinions), knowledge of the existence of IUPAC is virtually completely absent and the opinion of chemistry and its industrial base is woefully low. For the sake of chemistry and its future, the recognition of its importance by the international community, and the dissemination of its contributions toward world-wide quality of life, it is imperative that the results of the activities of IUPAC be communicated to our publics in effective and appropriate ways.

Challenge: The IUPAC website lists approximately 30 newly initiated projects (and the equivalent number of completed ones) and 30-40 specialized international conferences and symposia each year, representing the activities of upward of 20,000 scientists within the IUPAC fold. The results of these activities are presented in IUPAC reports, IUPAC journals and publications, and other scientific outlets. Thus, the outcomes are read (if at all) by specialists for their professional development, but never (or hardly ever) by other members of our various publics. The notable exceptions are the results of the relatively few educationally-focused projects and conferences, which are generally

directed specifically towards teachers and students. The challenge becomes to get the outcomes of the other projects and conferences available to our publics.

Proposal: It is proposed that there should be a required educational component in every IUPAC project and conference that addresses the question of how the subject matter and outcomes of the experience should be disseminated to students, teachers, and the general public at levels ranging from novice to expert. This process would focus on the development of materials that emphasizes the importance of the public understanding of chemistry and the development of the next generation of practitioners of that subject. An essential starting point would be to identify the appropriate publics for each project and conference, and build in from the beginning a plan to communicate effectively to those publics.

Action: Inasmuch as there are a large number of current projects and forthcoming conferences, it would not be practical to introduce the proposed required educational component in every one of them all at once. Rather,

1. It is suggested that the joint half-day meeting of the committees on chemical education (CCE), chemistry and industry (COCI), and chemical research applied to world needs (CHEMRAWN) in Torino consider the most appropriate of their current projects and forthcoming conferences over the next two years for the introduction of the proposed educational component.
2. It is suggested that each committee at the joint meeting report on the activities at its own meeting from the day before with particular emphasis on those projects and conferences that might be amenable to the implementation of the proposal. A request is made that the reporters provide a written statement about the applicability of the proposal to their committees' relevant projects and conferences that can be incorporated into the minutes of the meeting.
3. It is further suggested that a report on the communication of outcomes to the publics from the relevant projects and conferences over the next two years be provided in anticipation of the next joint meeting of CCE, COCI, and CHEMRAWN at the next IUPAC General Assembly meeting in Glasgow in 2009.
4. Finally, the joint meeting should consider how guidelines for IUPAC conferences and projects might be modified to ensure that appropriate science communication of outcomes to appropriately targeted publics takes place. This activity might, perhaps, itself become an IUPAC project.