



Woodrow Wilson
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MEDIA ADVISORY

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April 11, 2006

How “Green” Is Green Nanotechnology?: A Corporate Perspective

WASHINGTON—Nanotechnology has the potential to be doubly “green.” It promises to give companies the ability to design new products that are made from more environmentally-friendly materials, and that use less energy and generate less waste throughout the production lifecycle. Green nanotechnology could also earn businesses hefty profits.

Already, lighter, stronger materials enabled by nanotechnology are making a difference in fuel and material use. Electronic data storage has been increased thousands of times because of nanomaterials, and lighting is more efficient because of nanoscaled materials.

As part of its GreenNano initiative to advance the application of green chemistry and green engineering principles to nanotechnology, the Project on Emerging Nanotechnologies will host a program focused on corporate perspectives of green nanotechnology. The session will explore industry’s role in preventing negative environmental impacts from nanotechnologies, the economics of being green, and whether green nanotechnology offers companies a competitive advantage. It also will look at market and regulatory obstacles and incentives.

Speakers will include Dr. John Carberry, director of Environmental Technology for DuPont, and Sean Murdock, executive director of the NanoBusiness Alliance. The program will be led by Dr. Barbara Karn, on detail to the Project on Emerging Nanotechnologies from the U.S. Environmental Protection Agency’s Office of Research and Development.

The session will be held on **Wednesday, April 19th at 10:30 a.m.** in the 5th floor conference room of the Woodrow Wilson International Center for Scholars. For a complete schedule of GreenNano programs, visit www.nanotechproject.org.

***** Webcast LIVE at www.wilsoncenter.org*****

What: How “Green” Is Green Nanotechnology?: A Corporate Perspective

Who: John Carberry, Ph.D., Director of Environmental Technologies, Central Research & Development, DuPont
Sean Murdock, Executive Director, NanoBusiness Alliance
Barbara Karn, Ph.D., Visiting Scientist, Project on Emerging Nanotechnologies



**Woodrow Wilson
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for Scholars**

When: Wednesday, April 19, 2006, 10:30 – 11:30 a.m.

Where: Woodrow Wilson International Center for Scholars, 5th Floor Conference Room. 1300 Pennsylvania Avenue, NW

The **Project on Emerging Nanotechnologies** was launched in 2005 by the **Woodrow Wilson Center** and **The Pew Charitable Trusts**. It is dedicated to helping business, governments, and the public anticipate and manage the possible health and environmental implications of nanotechnology.

Media planning to cover the event should contact Sharon McCarter at (202) 691-4016 or at sharon.mccarter@wilsoncenter.org.