

“Chemistry Is Eco-Friendly, Captivating and Fun!”

To commemorate the International Year of Chemistry, the Japan Chemical Industry Association (JCIA) participated in Eco-Products 2011, Japan’s largest environmental exhibition, held at the Tokyo Big Sight convention center from December 15-17, 2011. Marking it as the organization’s first time participating in the exhibition, JCIA featured a booth to promote the many contributions that chemical products provide to the environment, as well as the chemical industry’s efforts to manage climate change. During the three-day exhibition, JCIA had many children and students visit the booth to partake in activities including a quiz rally, theatrical play and several chemical experiments. ICCA’s animation video, “Chemistry and the Low Carbon Economy,” was also shown at the booth and included a translation into the Japanese language.

Learning of the Efforts of the Chemical Industry by Enjoying a Quiz Rally and Performance by Madam Curie



The theme of the JCIA booth at the exhibition was “Chemistry Is Eco-Friendly, Captivating and Fun!” Panels displayed in the booth for both elementary and junior high school students to build a better understanding of the industry’s efforts to enhance the environment, included information on:

- (1) The contributions of chemical products to the environment through resource-saving, energy-saving, renewable energy and environment conservation solutions.
- (2) The dedication of the chemical industry in Japan to foster energy efficiency and reduce the emission of greenhouse gases in manufacturing.

Based on these informational panels, a quiz rally was conducted to challenge the booth’s visitors.

Additionally, a brief theatrical play was performed on a stage with “Madam Curie,” who was “back from the past” to commemorate the anniversary of the International Year of Chemistry after she was awarded the Nobel Prize in Chemistry 100 years ago. The performance by Curie also provided the opportunity for the audience to better understand how the “power of chemistry” can enhance our lives, including energy saving measures that make airplanes lighter, as well as the crafting of renewable energy by photovoltaic power generation and wind power generation.

In one corner of the booth, chemical experiments were also conducted, with not only children but also adults choosing to participate and delighting in making fuel cells and slime.

While it was JCIA's first year participating in the Eco-Products exhibition, a wide range of visitors from businessmen and women, to students and children, to senior citizens, visited the association's booth, including some elementary school students enthusiastically taking notes and college students reading a Japanese version of the c-LCA booklet for their graduation thesis.

In all, a total of about 9,000 people visited the JCIA booth, panels, stage and experiment corner during the three-days exhibition, and the event proved to be a great opportunity to mark the end of the International Year of Chemistry.