

## Keynote Presentation

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Green chemistry has an important role in ensuring a more sustainable planet. It is critically important that education inspire young people to become green chemistry leaders. They will be the champions for safer chemicals and products.

The green chemistry economy needs to demonstrate that there are interesting career opportunities that can attract the brightest students to enter this field.

This will take long-term investment and engagement—maybe 30 years—much like the vision that led to what is today a vibrant stem cell research agenda. But this requires actions today to provide incentives and opportunities for careers in green chemistry. Companies can help by investing in innovative activities at the K-12 level, such as Fab Labs that train and inspire the next generation of chemists.