



10th Annual GC3 Innovators Roundtable

Session Summaries

Wednesday, April 29th

Keynote III

Eric Beckman, University of Pittsburgh

Over the last two decades, green chemistry has evolved greatly, as has toxicology, life cycle analysis, and the clean technology sector. Future eco-innovation must focus on solving customer's problems. The customer and desired outcome should be kept in mind at every step of development, especially the concept formation, when 80% of costs are locked in. Green thinking and sustainability should be included throughout the process, and it is important to consider alternative solutions for the desired function, instead of just making incremental improvements to existing technology.

Evolving technology is creating new possibilities for design, including integrated molecular design, process simulators, computationally-supported product design, and distributed manufacturing. Distributed chemical manufacturing may be an interesting possibility to scale green chemistry innovation in the future. Academia needs to explore integrated design and support entrepreneurship with multidisciplinary curricula. In order for education to keep pace with rapid industrial innovation, industry needs to be actively involved in curriculum development.