

## INNOVATION AWARDS 2008

# Now is your chance to shine!

ICIS Chemical Business is pleased to be partnering once again with Dow Corning to launch this year's ICIS Innovation Awards. With two new categories to enter this year, the Awards are designed to recognize outstanding examples of technical or business innovation in the chemical industry

JOHN BAKER/LONDON

AS THE chemical industry innovates, so do we at ICIS. For the fifth year of the ICIS Innovation Awards, we have looked afresh at the rationale and, with our sponsor, Dow Corning, introduced two new categories.

The first – an award for Best Business Innovation – is designed to reflect the widening role of innovation within the chemical industry and the growing trend to see it as an enterprise-wide activity, rather than just the realm of product and process development.

### PREVIOUS WINNERS

Previous recipients of the ICIS Innovation Awards include:

**Air Liquide Electronics** novel process for materials analysis

**Air Products** a novel approach to packaged gases

**Asahi Kasei Chemical** A novel nonphosgene polycarbonate (PC) production process

**BASF** (twice) developments in ionic liquids/Hexamol DINCH plasticizer

**Oxonica** nanotech diesel fuel additive

**STO** light sensitive catalyst for coatings

**TFL Ledertechnik** Solar reflective (cool) leather

This category will highlight innovation and excellence in new ways of doing business, such as a novel customer service offering; a new channel to market, an innovation in e-commerce, or even in business processes.

The second new category is for Best Innovation in Corporate Social Responsibility (CSR). This is designed to recognise the innovative initiatives that companies are taking to address issues of the environment and the public and societal acceptance of the industry, and ultimately, its long-term sustainability.

By way of definition, CSR is the concept whereby companies consider the interests of society by taking responsibility for the impact of their activities on customers, suppliers, employees, shareholders, communities and the environment in all aspects of their operations. This obligation is seen to extend beyond the statutory obligation to comply with legislation and sees companies voluntarily taking further steps to improve the quality of life for employees and their families, as well as for the local community and society at large.

The chemical industry has been an early and avid adopter of CSR, given its past problems of public acceptance, and we are sure there are plenty of innovative projects out there just right to be entered for the Awards.

Of course, we have kept the ever-popular Best Product Innovation category, designed to reward companies' excellence in product and process innovation, and the category where we recognize the Best Innovation by a Small and Medium-sized Enterprise, to reflect the fact that innovation is not just the realm of those companies with huge research and development (R&D) operations and funding. Indeed, as previous years' Awards have shown, some of the most innovative new products and processes have been made by these smaller and hence more entrepreneurial players.

### REWARD AND RECOGNITION

The ICIS Innovation Awards are designed to recognise those companies that have made significant steps forward through R&D and business innovation, with tangible results emerging during 2007 and the early part of this year. The coverage of the Awards is global, reflecting the editorial coverage of the weekly *ICIS Chemical Business* magazine,

### DATES TO REMEMBER

Closing date for entries: **4 July 2008**

Announcement of shortlist: **4 August 2008**

Announcement of winners: **13 October 2008**

## FROM OUR SPONSOR



**Stephanie Burns**  
Chairman, president and CEO  
Dow Corning

### INNOVATION NEEDS AN ENTERPRISE-WIDE APPROACH

To be innovative in today's competitive landscape, companies need to seize opportunities, make long-term commitments and reach beyond their boundaries. At Dow Corning, we've learned that some of the strongest outcomes of innovation come from enterprise-wide approaches – not new products alone.

Creating a culture of innovation requires employees to be engaged: empowered, committed and accountable.

It's about efficient and effective information sharing. It's about creating partnerships. It's about focusing on current customer needs, as well as future market trends. Mixing these ingredients creates a sustainable recipe for success.

I believe it's important to recognize innovation born both in the lab and outside the lab – shining the spotlight on those talented individuals who are not

afraid to take a chance. Innovation can happen in all parts of the business.

That's why this year I'm excited that the 2008 ICIS Innovation Awards will celebrate business innovation as well innovation in corporate social responsibility (CSR).

In partnership with ICIS, we're pleased to acknowledge and celebrate the success stories of companies and their employees who combine ideas, ingenuity, diversity and collaboration to create new possibilities for our industry.

**Stephanie Burns**  
CHAIRMAN, PRESIDENT AND CEO  
DOW CORNING



through which the Awards are run and promoted. In previous years, entries that have been shortlisted have come from across Europe, the US and Canada as well as Asia, including Malaysia, South Korea and Japan

We have kept the application procedure simple and straightforward (see page 20) and look forward to receiving your entries by the deadline of July 4, 2008. The Awards are open to any chemical company or collaborative effort between companies and academia.

The judges (see opposite) will be looking for innovative projects that solve problems or provide solutions for the company entering and/or its customers, or demonstrate an innovative approach to business overall.

The shortlisted entries in each category will be listed in the August 4 issue of *ICIS Chemical Business* and the winners announced and profiled in depth in a special supplement to be published on October 13.

Coverage of the Awards will also appear

at [www.icis.com/awards](http://www.icis.com/awards), where you can also read selected articles on innovation and see details of previous winning entries.

This year, as a further innovation, ICIS is running an online discussion forum on innovation, as part of its new ICIS connect initiative. Here, you can air your thoughts on the Awards and innovation in general – we hope this will be as useful as well as entertaining forum. Go to [www.icis.com/icisconnect](http://www.icis.com/icisconnect)

All that remains for us to do is wish you luck in your entries. Don't forget, you have until July 4 to mail or email these to John Baker at the address at the bottom of the entry form on page 20. ■

» If you have any questions on the Awards or how to enter, please contact John Baker, global editor, custom publishing.  
tel: +44 20 8652 3153, or  
email: [john.baker@icis.com](mailto:john.baker@icis.com)  
For more on the Awards, visit  
[www.icis.com/awards](http://www.icis.com/awards)

## THE JUDGES

ICIS has once again assembled a panel of eminent judges for the Awards

**DR MONTY ALGER**  
is vice president and chief technology officer at Air Products and Chemicals



**LARRY KEELEY**  
is president and co-founder of innovation strategy firm Doblin



**ROBERT KIRSCHBAUM**  
is vice president of innovation at DSM, focusing on performance materials

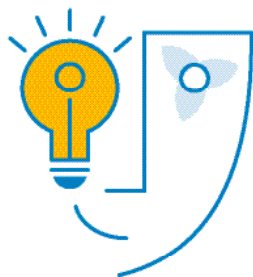


**PROFESSOR RODNEY TOWNSEND**  
is director of science and technology at the Royal Society of Chemistry and chairman of the EU's SusChem sustainable chemistry platform



**DR GREGG ZANK**  
is vice president, chief technology officer and executive director of science and technology at Dow Corning





# INNOVATION AWARDS 2008

## Entry form

This form can also be downloaded from [www.icis.com/awards](http://www.icis.com/awards)

### Entry submitted by

Name \_\_\_\_\_

Business unit/company \_\_\_\_\_

Address \_\_\_\_\_

\_\_\_\_\_ Postcode \_\_\_\_\_

email \_\_\_\_\_

tel \_\_\_\_\_ fax \_\_\_\_\_

### Category entered (Please tick one only)

Best product innovation

Best innovation by an SME

Best business innovation

Best innovation in CSR

### Description of entry

Title of entry \_\_\_\_\_

Companies and personnel to be cited in the award \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Please give a brief description of the innovation in no more than 300 words, outlining:

- the distinctive features of the science, engineering or technology involved;
- how the innovation is expected to benefit the company/customers/society when introduced;
- what specific problems or issues had to be overcome in the innovation process.

Supporting material (please list here and attach to the entry)

This entry form and supporting material should be sent to:

ICIS Innovation Awards, The Quadrant, Sutton, Surrey SM2 5AS, UK.

Receipt will be acknowledged by email to the sender of the entry only.

The decision of the judges is final. No correspondence will be entered into.

**REMEMBER** a copy of this form is available on [www.icis.com/awards](http://www.icis.com/awards)  
 Entries can be sent by email to [john.baker@icis.com](mailto:john.baker@icis.com) Contact John Baker on +44 20 8652 3153