

# Green Chemistry Commercialization Centre (GCCC)

## *Overview*



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## What is Green Chemistry?

Green chemistry, is a chemical philosophy encouraging the design of products and processes that reduce waste, eliminate costly end-of-the-pipe treatments; provide safer products; and reduce use of energy and resources.

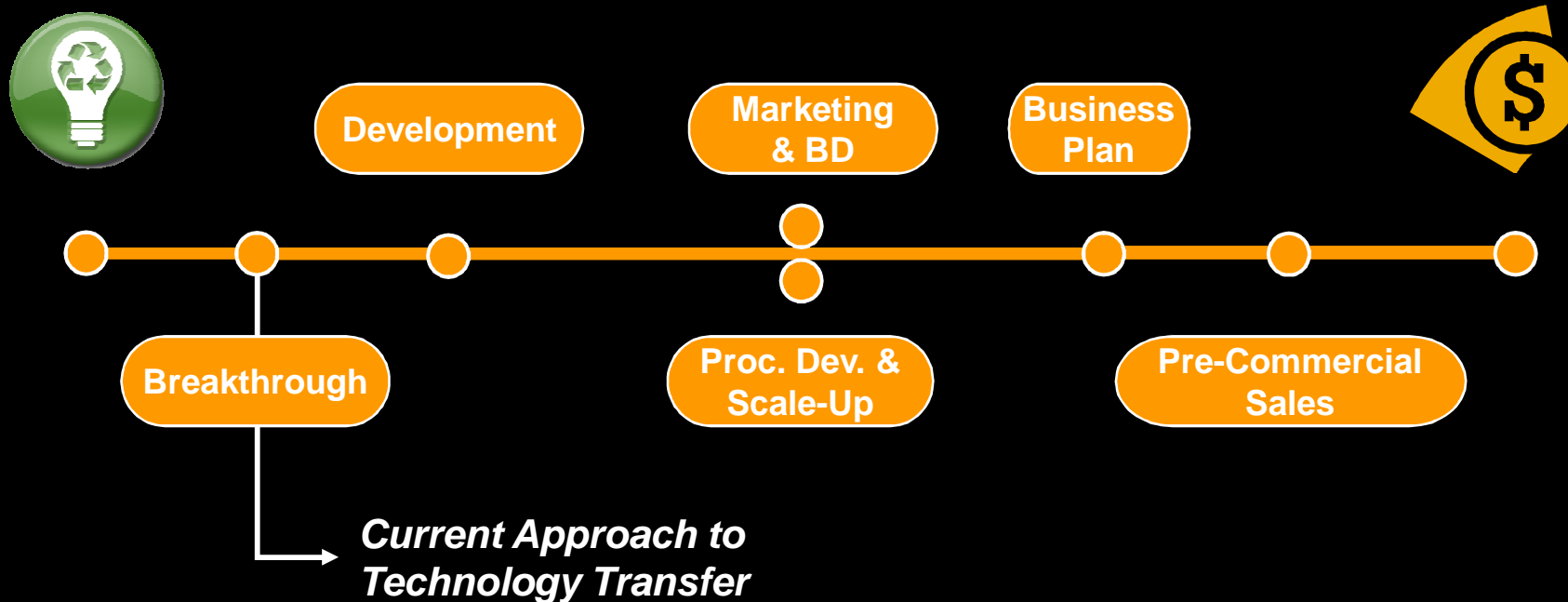
Solutions to the global challenges of sustainability and climate change will be developed from Green Chemistry research discoveries.



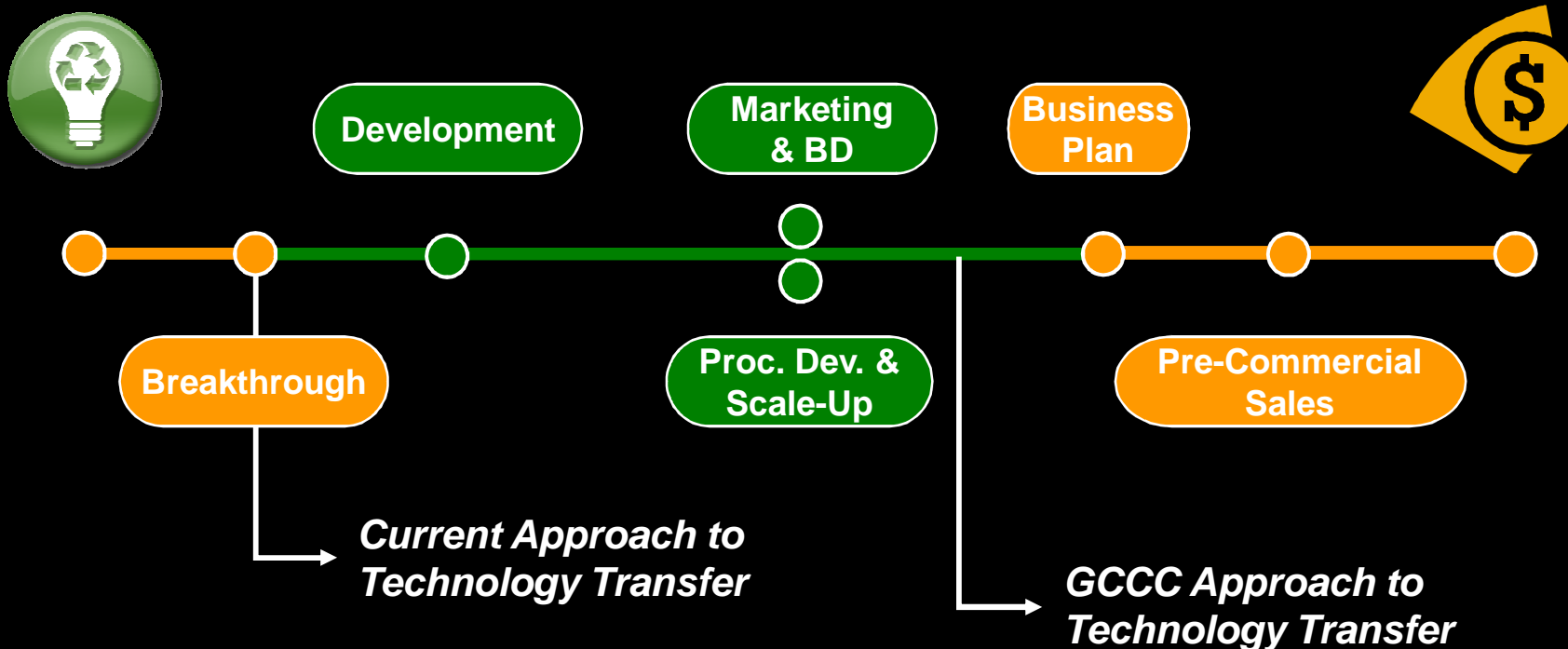
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# New Product/Application Development Process



# New Product/Application Development Process



## Access to Research and Discovery.

The GCCC fills a long overdue need and, as a result, has received support from most of Canada's premier research institutions.

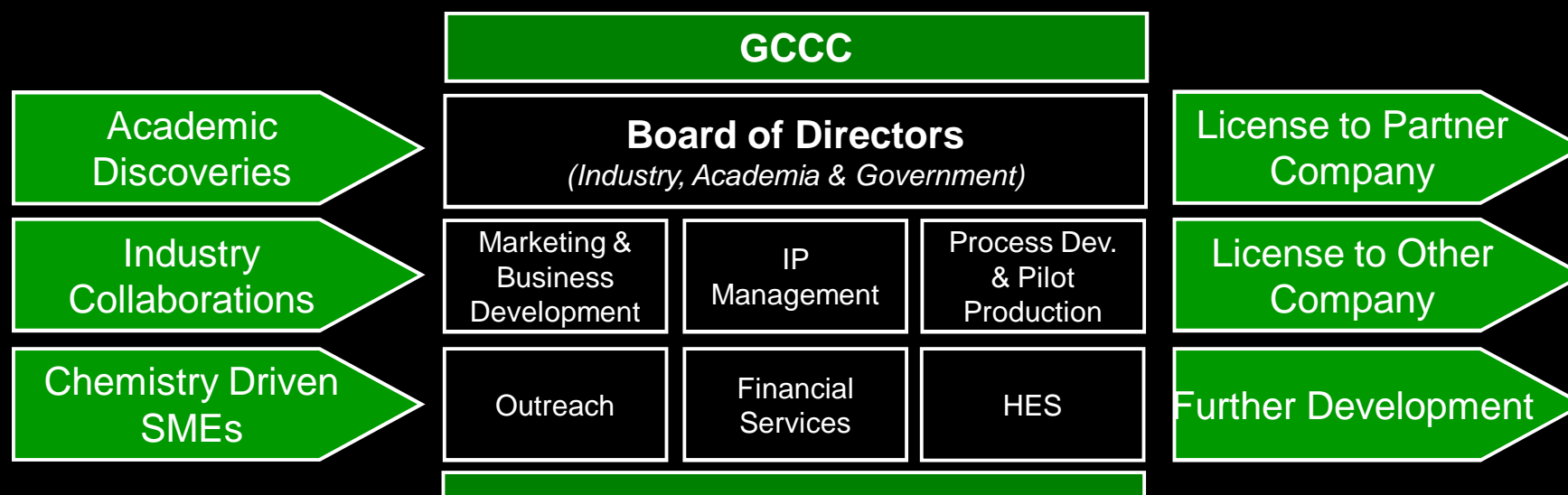
All told, the GCCC will be drawing on breakthrough discoveries from over 1,000 Canadian research groups and is currently in discussions with prospective German, French and Chinese partners.



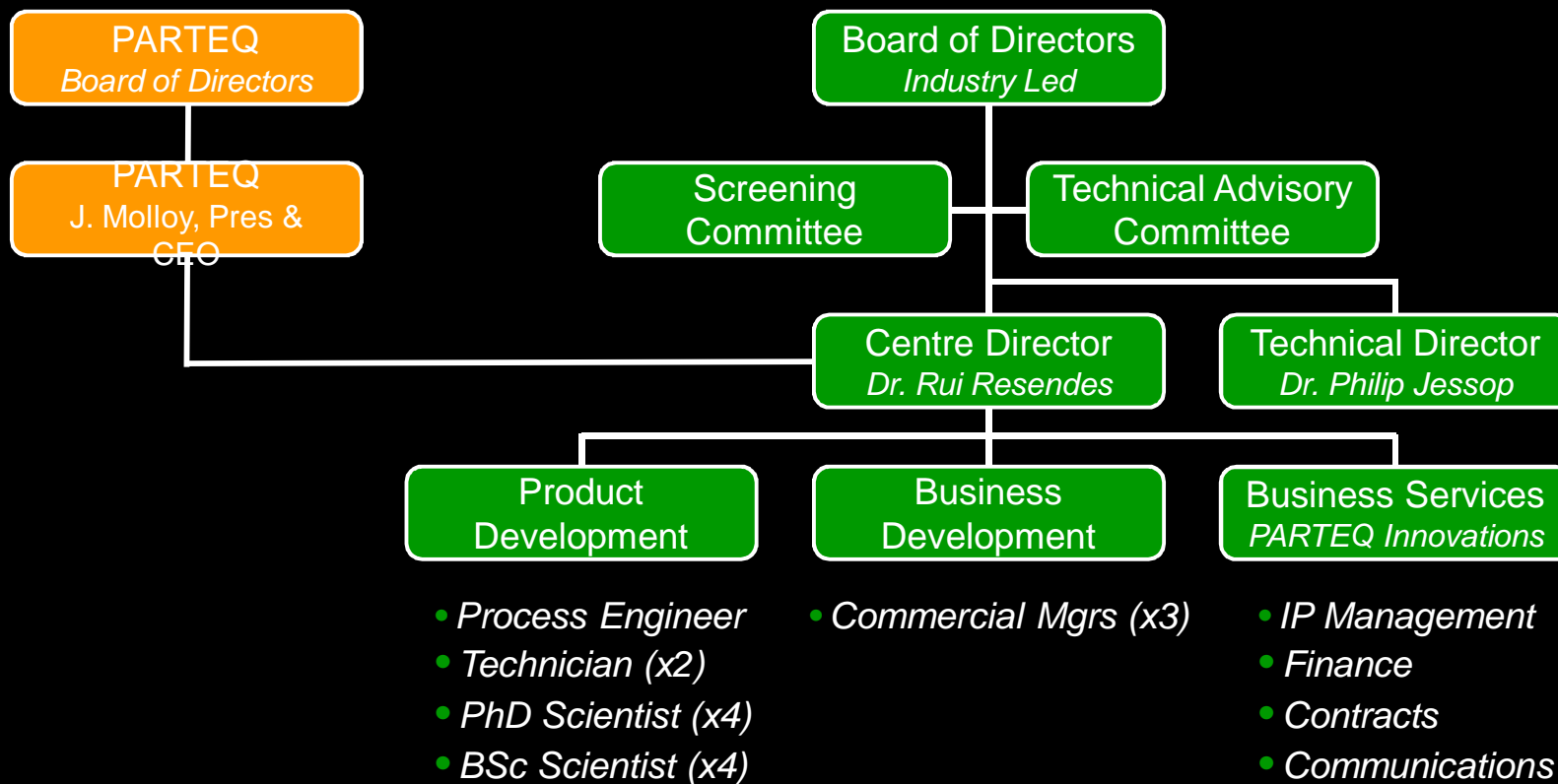
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# GCCC Business Model



# GCCC Organizational Structure



## Benefits to Industry

- option to review and acquire Green Chemistry solutions from the Canadian research community;
- opportunity to explore disruptive technologies;
- opportunity to leverage significant government funding to explore technology opportunities;
- one stop shop for access to Canadian green chemistry expertise to solve industry-specific problems; and
- opportunity to enhance “Green” image



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## Benefits to Academic Research Institutions

- first-of-its-kind commercialization service focused on Green Chemistry;
- ability to increase the value of breakthrough discoveries;
- maximize the positive societal impact arising from research efforts;
- access to a global industry network; and
- establishment of a critical mass of expertise that will enhance collaborative interactions, maximize exposure and expand the research effort.



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# Green Chemistry Commercialization Centre (GCCC)

*bridging the commercialization gap*



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