ECO-INNOVATION
ARE WE THERE YET?

Café Scientifique at the Carnegie Science Center
FEATURING ERIC J. BECKMAN, PHD

George M. Bevier Professor of Chemical and Petroleum Engineering
Co-Director, Mascaro Center for Sustainable Innovation

Monday, December 2 | 7:00 - 9:00 p.m.

Doors open at 6:00 p.m.

Admission is FREE

RSVP online at the Carnegie Science Center

Many consumers would agree that using truly environmentally friendly products is a good thing. However, having to wade through a sea of less-than-accurate "green" advertising claims as well as the perception that greener products don't work as well or are more expensive than their conventional cousins has left customers feeling blue. The widespread use of misleading green claims has produced rampant skepticism regarding industry's ability to design truly greener products leading some economists to conclude that without government support, greener products can't survive.

Eric Beckman hopes to change that. Dr. Beckman believes it is possible to achieve real eco-innovation, where performance is enhanced even as the environmental footprint of a product is reduced.

Beckman will discuss some of what he describes as the fundamental guiding principles of eco-innovation including developing and marketing products in a way that leaves customers saying, "It's green too? Cool!"

Eric Beckman received his BS in chemical engineering from MIT in 1980, and a PhD in polymer science from the University of Massachusetts in 1988. Dr. Beckman assumed his faculty position at the University of Pittsburgh in 1989, was promoted to associate professor in 1994, and full professor in 1997. He received a Young Investigator Award from the National Science Foundation in 1992, and the Presidential Green Chemistry Award in 2002. He previously served as Associate Dean for Research for the School of Engineering and Chairman of Chemical Engineering. In 2003, Dr. Beckman co-founded the Mascaro Center for Sustainable Innovation, a school of engineering institute that examines the design of more sustainable infrastructure. In 2005, he co-founded Cohera Medical Inc. to commercialize surgical adhesive technology developed at the University. Dr. Beckman took an entrepreneurial leave of absence from the University in 2007-2009 to help move the products to market. Dr. Beckman's research group examines the use of molecular design to solve problems in green product formulation and in the design of materials for use in tissue engineering. He has published over 175 papers and has received more than 40 US patents.

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