

# **The Science of... partners with BASF, HSBC and Nissan to launch international 'eco-experience'**

## **Global partners announce £2.5 million interactive exhibition exploring the impact of climate change and sustainability**

The Science of... today announced the launch of their new blockbuster exhibition, The Science of Survival, developed and produced with the support of BASF SE, HSBC and Nissan. The Science of Survival – Your Planet Needs You!, the first exhibition of its kind, opens at the Science Museum, London, Saturday 5 April 2008, before embarking on a global tour.

An exciting new and thought provoking family attraction in London this year, The Science of Survival is a fun, hands-on exhibition and website ([www.scienceof.com/survival](http://www.scienceof.com/survival)) that explores how our lives could be affected by changing climate and resources and what our lifestyles could be like in 2050.

The exhibition will focus on the important subjects of availability of global resources and climate change, whilst investigating options for a sustainable future. Tackling the topics of food, water, leisure, transport and the built environment, this interactive exhibition examines what we as individuals take for granted and how we could fulfil our needs in the future. By providing glimpses of the world of 2050, The Science of Survival brings to life new advances in science and technology that may help us live more sustainably.

Sara Milne CEO of The Science of... said "We are delighted to be working with BASF, HSBC and Nissan. Together we are confident that launching this project, which investigates one of the biggest challenges ever faced by mankind, will have a positive impact on society. With the support of our sponsors we have developed a compelling interactive journey that delivers these messages in a highly entertaining and accessible manner. The Science of Survival cuts through the confusion of climate change concerns to provide a positive experience which shows a sustainable future really is possible if we work together."

The three global sponsors of The Science of Survival have made a five year commitment to see the exhibition through to the end of its global tour. BASF, HSBC and Nissan. are committed to tackling the important issues addressed in the exhibition, not only through their business operations but also by their investment in education and the environment.

Dr. Andreas Kreimeyer, research executive director, BASF explains "We believe the challenges of the future, like the growing need for resources and energy, can only be met in a sustainable way through joint global efforts. It is very important to sensitize the younger generations for these challenges and one of the best ways to do this is to combine science with entertainment in a playful way and that's why we are proud to be a part of this great exhibition."

Using innovative objects, interactive games and design activities, The Science of Survival helps to show what choices we may be facing as we approach the year 2050. The Science of... consulted top national and international scientists and researchers during the development of the exhibition content.

Each of our partners contributed more than sponsorship funds by donating artefacts and advice to the exhibition. BASF has provided advanced building materials and a hydrogen fuel cell; HSBC has provided example field projects for the Drinking Exhibit with its global environment charity partner WWF, and Nissan Motor Co. has provided models of their electric concept car PIVO and a lithium ion battery, both to be displayed in Moving Exhibit.

Chris Clark, Head of Group Marketing, HSBC, said: "HSBC's involvement in issues of sustainability has seen us commit funds to many projects as well as re-engineer our business practices to

address these issues. Indeed, HSBC was the first major bank anywhere in the world to become carbon neutral." He continued: "This project fits in well with our overall agenda and we're proud to be associated with this exciting initiative."

Simon Sproule, Corporate Vice President, Global Communications, Nissan Motor Co., Ltd. said: "We are proud to be supporting this world class educational program and to help bring awareness to the mobility issues faced by society. Creating long-term sustainable mobility will be a major technological challenge, but it is one that Nissan is committed to addressing through the development of advanced programs such as electric vehicles."

Over the next five years, The Science of Survival will visit 20 venues around the world, welcoming over 4 million visitors!

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### **Notes to Editors:**

The Science of Survival exhibition opens at the Science Museum on Saturday 5<sup>th</sup> April and runs until 2<sup>nd</sup> November 2008 before embarking on a global tour.

### **About The Science of...**

"The Science of..." is a new media brand, founded by a partnership between the Science Museum London and Fleming Media. Conceived to take popular science to a global audience, The Science of... produces exhibitions, publications, TV and online projects – all focused on bringing to life the impact of science and technology in everyone's lives. This is the third exhibition in The Science of... series, following The Science of Aliens and The Science of Spying, now touring through North America and Asia. "The Science of wants you to explore, play and learn through participating in a new, vibrant world of science". [www.scienceof.com](http://www.scienceof.com)

### **About the global sponsors**

The Science of Survival is supported by three global sponsors BASF, HSBC and Nissan. They all share a commitment to a more sustainable future. As a reliable partner BASF helps its customers in virtually all industries to be more successful. With its high-value products and intelligent solutions, BASF plays an important role in finding answers to global challenges such as climate protection, energy efficiency, nutrition and mobility. HSBC was the world's first major bank to go carbon neutral and is helping to tackle climate change by working with clients, governments, businesses and partners to help find solutions to the challenges of climate change. Information on HSBC's programmes can be found at [www.hsbc.com/committochange](http://www.hsbc.com/committochange). Nissan are focusing on both reducing the impact that vehicle production and driving has on the environment and developing new technologies to deliver sustainable vehicles and energy sources

### **About BASF**

BASF is the world's leading chemical company: The Chemical Company. Its portfolio ranges from chemicals, plastics, performance products, agricultural products and fine chemicals to crude oil and natural gas. As a reliable partner to virtually all industries, BASF's high-value products and intelligent system solutions help its customers to be more successful. BASF develops new technologies and uses them to meet the challenges of the future and open up additional market opportunities. It combines economic success with environmental protection and social responsibility, thus contributing to a better future. BASF has approximately 95,000 employees and posted sales of €52.6 billion in 2006. BASF shares are traded on the stock exchanges in Frankfurt (BAS), London (BFA) and Zurich (AN). Further information on BASF is available on the Internet at [www.basf.com](http://www.basf.com).

### **About HSBC Holdings plc**

HSBC Holdings plc serves over 125 million customers worldwide through around 10,000 offices in 83 countries and territories in Europe, the Asia-Pacific region, the Americas, the Middle East and Africa. With assets of some US\$2,150 billion at 30 June 2007, HSBC is one of the world's largest banking and financial services organisations. HSBC is marketed worldwide as 'the world's local bank'.

### **About Nissan**

Nissan Motor Company generated global net revenues of 10.468 trillion yen in 2006. Nissan is present in all major global auto markets selling a comprehensive range of cars, pickup trucks, SUVs and light commercial vehicles under the Nissan and Infiniti brands. Nissan employs over 180,000 people worldwide. Under the Nissan Value-Up business plan, the company continues to focus on long-term sustainable and profitable growth driven by three commitments: To maintain top level of operating profit margin among global automakers; To achieve global sales of 4.2 million units in 2009; 20% return on invested capital on average over the course of the plan.

### **About Fleming Media**

Fleming Media was set-up by the Fleming family to explore new opportunities in acquisition, creation and management of intellectual property rights. They are financial and operational supporters of such properties as Player One, a leading publisher of video games and mobile content and the Fuse TV cartoon series Empire Square. The company has been granted the digital IP rights for the *Young Bond* book series and developed the popular "Young Bond: SilverFin" mobile video game with Player One and the website, [www.youngbond.com](http://www.youngbond.com).

### **About The Science Museum**

The Science Museum ([www.sciencemuseum.org.uk](http://www.sciencemuseum.org.uk)) is home to more than 220,000 objects and provides fascinating insight into the worlds of science, technology, medicine and industry. The past, present and future of human scientific ingenuity are explored - you can see and experience major scientific advances from the past 300 years, from original working steam engines to the actual Apollo 10 command module, all spread over six floors in a building ¼ mile long! With an IMAX cinema, simulator rides, hands-on interactive children's galleries, drama characters, children's science shows and guided tours, the museum provides an educational and entertaining experience for all. The Museum was established with the profits from The Great Exhibition of 1851 and is now one of the top visitor attractions in the UK.