

FOR IMMEDIATE RELEASE

RPC Offers Eco-innovation Services

Fredericton, March 30, 2011 - Eco-innovation is the process of developing new products, processes or services which provide commercial value but significantly decrease environmental impact. Eco-innovation is projected to become the next wave of innovation and RPC is already seeing a growing level of activity (see Figure 1).

RPC has participated in broad scope eco-technology research involving waste reduction, energy from waste, recycling technology, waste treatment, remediation, sustainable aquaculture, efficiency improvements and sustainable process development. In addition to a comprehensive analytical testing capability, RPC has a large piloting facility for demonstrating, testing and optimizing eco-technology. Support services include a physical metallurgy group and a mechanical systems group with design and build capacity.

Eric Cook is the Executive Director of RPC and a Global Fellow with the Econoving program at the University of Versailles in France. He recently addressed a sustainable technologies graduate studies class providing an overview of Canadian innovation policy and performance, and a discussion of the energy-water-food nexus. Cook was impressed with the students, many of whom have work experience and have returned for graduate studies. "I'm also encouraged by the corporate commitment to eco-innovation," says Cook. The Econoving program corporate sponsors include GDF Suez, Alstom, SNCF, Italcementi, Saur and other companies who participate in student work placements and special projects.

"RPC has a comprehensive analytical chemistry capability with a wide scope of accreditations in both inorganic and organic chemistry as well as air quality" says Cook. "This is complemented with applied research performed in the energy, mining, and aquaculture sectors. RPC is focused on market-led research which is driven by market demands. Our clients are pursuing research that includes greener mining technology, recycling technology, waste reduction technology, energy efficiency technology and sustainable aquaculture. The trend in eco-innovation is already reflected in increased client demand," says Cook. Students expressed interest in the provincial research organization model and RPC's effectiveness in delivering market-led research services.

Cook notes that while RPC has a Process and Environmental Technology group, eco-innovation is impacting all areas of the business, a trend he expects will continue.

More information on the Econoving program can be found at: <http://econoving.universud-paris.fr/>

To learn more about RPC's capabilities, visit us at www.rpc.ca.

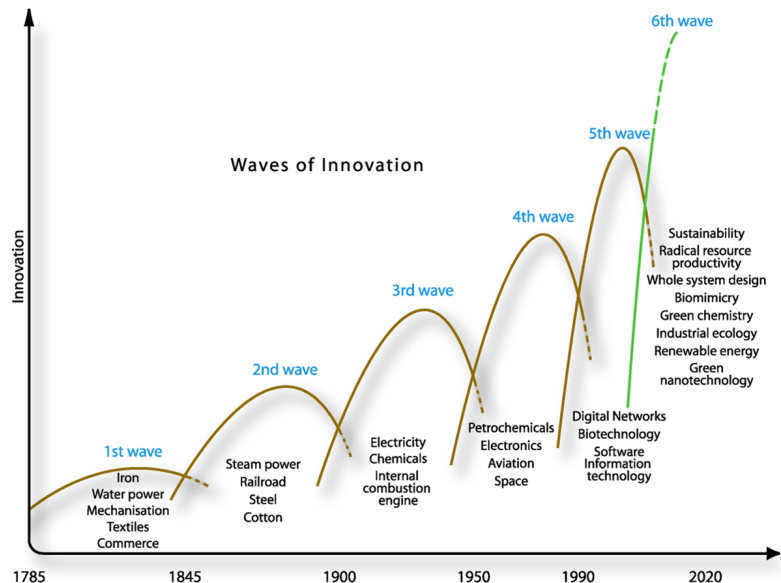


Figure 1:

Eco-innovation is projected to be the next wave of innovation.

Source: *The Natural Edge* <http://www.naturaledgeproject.net/Keynote.aspx>

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About RPC

RPC is New Brunswick's provincial research organization (PRO), an independent contract research and development and technical services organization located in Fredericton and Moncton, New Brunswick. RPC's complement of 98 scientists, engineers, technologists and support staff work from a 13,000 sq. meter facility housing world-class analytical chemistry and material-testing laboratories, comprehensive life science capabilities, an internationally recognized fish health lab, extensive prototype design, manufacturing and testing services, and a wide variety of pilot facilities for the development and improvement of industrial and environmental processes and products. RPC recently established a satellite laboratory to serve clients from the Moncton area.

RPC is accredited by various organizations including the Standards Council of Canada (SCC) and is ISO 9001:2008 certified. Further information about RPC's services is available from www.rpc.ca.

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