

Nanotech meets the Real World: How will Public Policy, Media Coverage and Consumer Experience Shape Our Nano-Enabled Future

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While this audience focuses most of its time and energy upon technical developments based upon nanoscience, it is important to understand the entire nanotech innovation ecosystem and the vital role that public policy, media coverage, and most importantly, consumer experience will play in either accelerating or inhibiting the adoption of nanotech innovations.

Like it or not, nanotechnology has become an umbrella brand which will have significance with these various constituencies. Armed with that realization, the nanotechnology community must engage in responsible innovation to preserve and to build the positive brand image for nanotechnology. In so doing, they will engender trust and generate more attractive market opportunities.

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