

RHDG

RIEZEBOS HOLZBAUR GROUP 847 SANSOME STREET, 3RD FLOOR, SAN FRANCISCO, CA 94111 T. 415.983.3700 F. 415.983.3701

RHDG Partners with The Berkeley Center for Green Chemistry to Develop a New Identity, New Website

October 2009

Riezebos Holzbaur Group (RHDG) has been tapped to create a new identity and website for Berkeley's Center for Green Chemistry. Under the auspices of The Berkeley Institute of the Environment, The Center uses an interdisciplinary approach to advance the principles and practices of green chemistry. These practices include encouraging research, education, and collaborative policy-making.

With global chemical production expected to double in 24 years, green chemistry is at the forefront of research into environmentally sustainable practices. To meet the goal of sustainability, The Center is working to promote more efficient use of raw materials, minimize waste and energy consumption, and to encourage the development of environmentally benign products.

RHDG is enthusiastic about the opportunity to work with The Berkeley Center for Green Chemistry to build an impactful, scholarly website for those who are working to improve the health and environment of the planet, beginning in California.