



## **Honeywell–Nobel Initiative: History**

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In 2006, Honeywell, Nobel Media AB and Nobel Web AB announced the launch of the Honeywell – Nobel Initiative, a global educational effort designed to connect university students across the globe with recipients of the world’s most prestigious award, the Nobel Prize. A multi-year effort, the Honeywell–Nobel Initiative establishes a forum for students worldwide to learn directly from Nobel Laureates in Chemistry and Physics through a combination of live on-campus events, interactive content and broadcast programs designed to link one generation of leading scientists with the next.

This innovative partnership seeks to encourage students’ highest aspirations in motivating and engaging ways, through the creation of original world-class education materials and unduplicated experiences, which bring them into contact with the brightest minds of our age.

The Initiative’s main components include:

- Honeywell–Nobel Laureate Lecture Series: A series of live, on-campus events which involve bringing a Nobel Laureate in Chemistry or Physics to select universities in China, the Czech Republic, Mexico, India and The United States, to participate in a number of high-profile activities, including a public lecture, a “master class” with the science and/or engineering students, and private receptions with members of the academic community, as well as local government and political leaders.

To date the Honeywell Nobel Laureate Lecture Series had been to 18 universities around the globe. With a total live audience of 11,500 and 20,000 downloads from [www.HoneywellScience.com](http://www.HoneywellScience.com) in October 2008 at Tecnologico de Monterrey, Mexico, the live audience was over 1,200 students.

- Honeywell–Nobel Interactive Studio: A state-of-the-art digital platform showcasing contemporary Nobel Laureates in Chemistry and Physics explaining the science and stories behind their Nobel Prizes. Launched in July 2006, with the redesigned web site launched in September 2009, [www.HoneywellScience.com](http://www.HoneywellScience.com) spans the globe informing, educating and inspiring young people in innovative ways that are engaging and fun, providing them with a virtual up-close-and-personal view of the renowned accomplishments of recent Nobel Laureates honored for their ground-breaking achievements.
- Nobel Minds: A 60-minute broadcast which brings together the current year’s Nobel Laureates for a discussion on issues of global concern. Nobel Minds is broadcast each year on BBC World and other terrestrial networks following the annual Nobel Prize award ceremonies in December. The program reaches 98 territories and 276 million households.