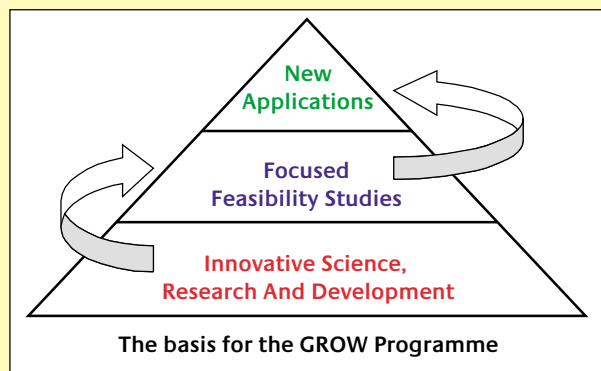


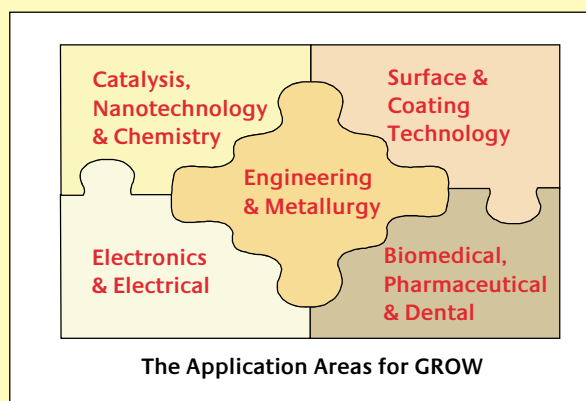
World Gold Council's GROW Programme – Developing New Industrial Applications for Gold

When compared to the other precious metals, the use of gold in industrial applications is a relatively low proportion of total demand, suggesting that there is significant potential as yet undeveloped. Some aspects of gold science, its chemistry in particular, have been somewhat underexplored and this has hindered development of new industrial uses and increased gold demand. World Gold Council, supported by the gold mining industry, is now implementing a strategy recognising the importance of actively promoting and developing the industrial uses of gold. One key element is the encouragement of commercial exploitation of applied gold based research by dissemination of the latest science in this leading scientific journal, *Gold Bulletin*. Another key element is the encouragement of innovative research studies into the basic science of gold and in applying this to new potential applications. With this objective in mind, selective funding is now available to support some key short term R & D projects on basic gold science and technology and its applications, especially those feasibility studies focused on new or expanded uses of gold in industrial applications.



Proposals for funding support under the **GROW** programme (**Gold Research Opportunities World-wide**), may include any application of gold outside of the jewellery market *eg* electronic, dental, biomedical, pharmaceutical, catalytic, chemical *etc* or any other application that has the potential to increase industrial consumption of gold or its alloys/derivatives.

Four projects have now been agreed for the coming year, with partners at leading research centres in their respective fields. We invite further proposals for additional projects to begin during 2002. Researchers in academia or industry with



such proposals for funding support are invited to submit applications to the address below. Programme guidelines and a proposal form can be obtained from the Council's London Office (details below) or via the website at www.gold.org (science and industry domain). Proposals will be competitively evaluated by an expert project assessment panel using the following assessment criteria:

- 1 The prospect for increased consumption of gold derived from the research
- 2 The innovation and quality of the gold science underpinning the project
- 3 The technical viability and soundness in planning the project
- 4 The likely positive publicity derived from the research
- 5 The extent to which the resources sought offer good value for money

Projects should be scheduled for a maximum of 12 months in duration, although additional funding may be available should initial results show significant commercial potential. Results of completed research projects will be published in later editions of *Gold Bulletin*.

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