



# World Biotech Tour

Powered by BIOGEN IDEC FOUNDATION & ASTC

## *Key Messages*

### **BIOTECHNOLOGY HELPS IMPROVE THE WAY WE LIVE - AND TO LIVE MORE RESPONSIBLY**

Biotechnology is all around us, harnessing the power of living systems and organisms to develop new and sustainable products that help heal, fuel, and feed the world's population

### **BIOTECHNOLOGY HELPS US ANSWER THE WORLD'S MOST PRESSING CHALLENGES.**

Biotechnology is already a big part of our lives, providing breakthrough products and technologies to combat disease, reduce our environmental footprint, improve how we grow crops, and make useful innovative products.

### **FUTURE SCIENTISTS ARE CRITICAL TO ENSURING THAT THE BIOTECH APPLICATIONS WE ENVISION TODAY BECOME TOMORROW'S REALITY.**

The biotech field continues to provide high quality jobs for researchers and scientists and generate employment for millions of workers in other industries - whether it's finding a cure for cancer, protecting against bio-terror threats, or creat-

### **KNOW THE FACTS, SPEAK THE SCIENTIFIC LANGUAGE, AND ENGAGE IN DISCUSSIONS THAT AFFECT ALL OF OUR FUTURES.**

Biotechnology presents some of the most promising opportunities for helping policymakers achieve their goal of supporting innovation. We will all need to make choices in our lives about how we use biotechnology.

### **USING BIOTECHNOLOGY TO CONFRONT THE CHALLENGES OF TODAY AND TOMORROW WILL REQUIRE A GLOBAL EFFORT**

Fully realizing the promise of biotechnology requires a call to action, engaging people from all walks of life to champion for advances in the field