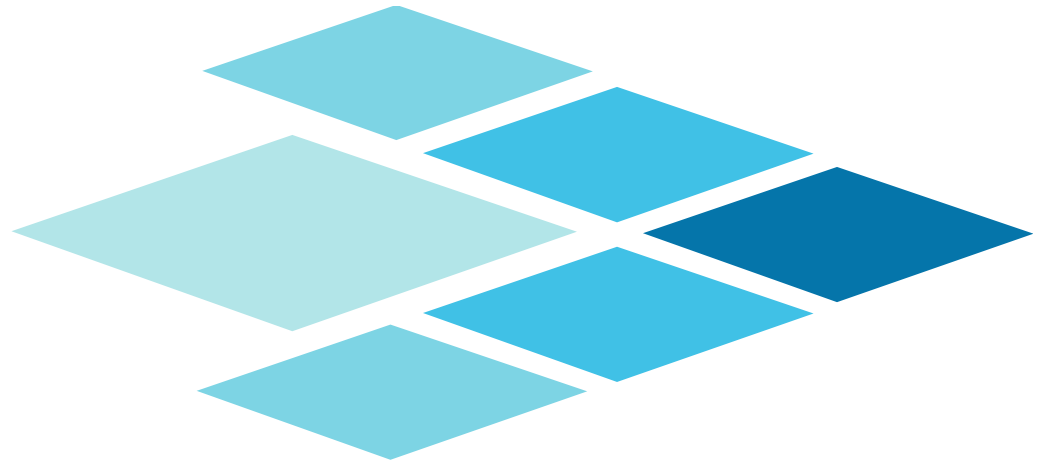




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# Carbon mitigation solutions for the Games – a partnership of Sochi 2014 and Dow



Dr. Nicoletta Piccolrovazzi - Technology & Sustainability Director Olympic Operations

# Raising the Bar to Lower Carbon Emissions



**Sochi 2014:** Organizers make commitment to reduce emissions and pledge to host the Games with minimal impact on climate.

**Dow:** Already the Official Chemical Company of the Olympic Games, Dow was selected as the Official Carbon Partner of the Sochi 2014 of the Organizing Committee of XX Olympic winter Games and XI Paralympic Winter Games



# Why Is a Chemical Company Talking About Sustainability?



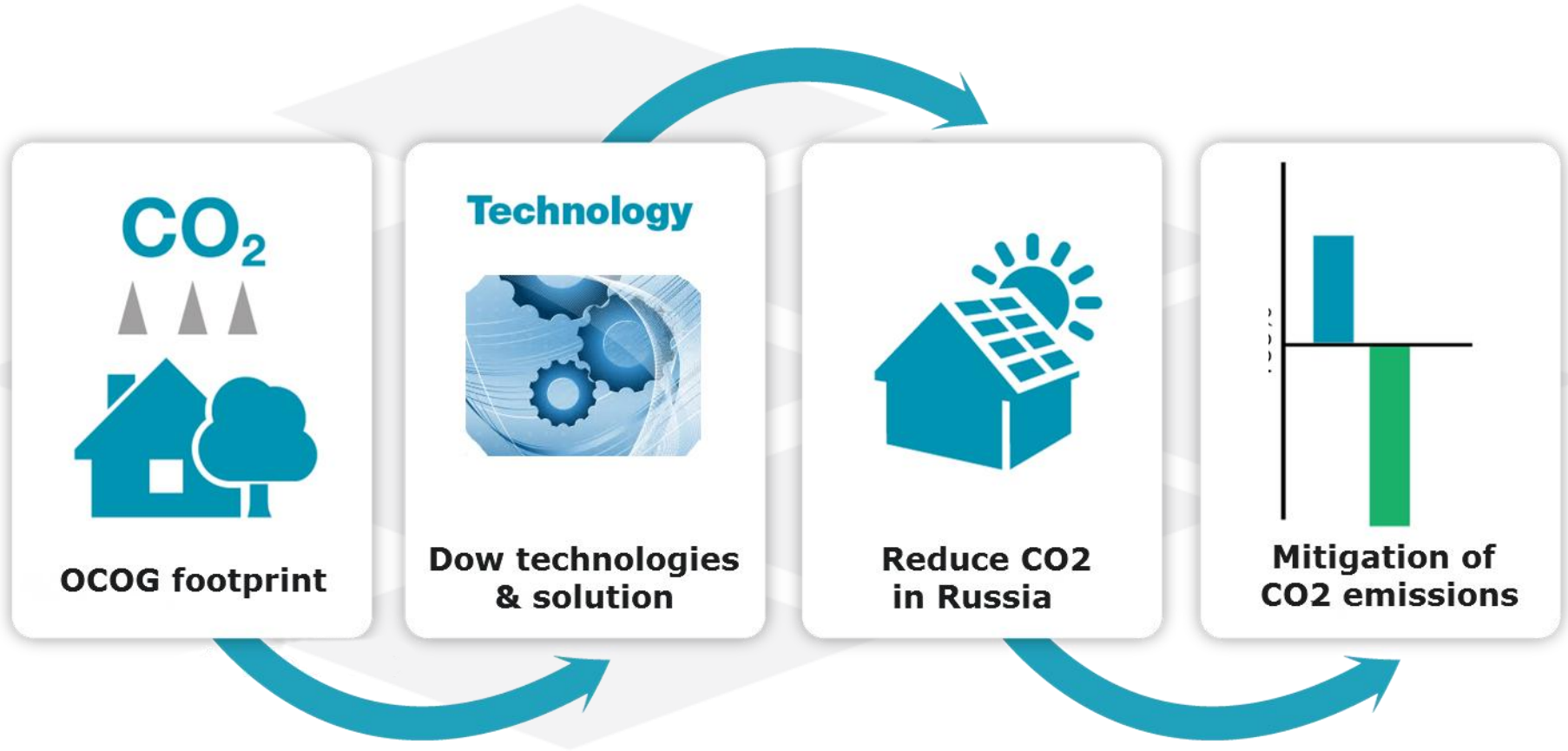
- Leading science and technology company
- More than 5,000 products sold to about 35,000 customers in 160 countries
- Reduced our own energy intensity 40%
- One of largest producers of innovative products that reduce energy use



# Setting Our Sights High – The Sustainable Future Project



# Maintaining the Gains – Mitigate





# Science in Action – Technology Implementation



## Industry

Objective: Demonstrate carbon reduction possibilities by improving industrial processes, supply chain and construction practices.

## Infrastructure

Objective: Implement energy efficient solutions for new construction and renovation.



## Agriculture

Objective: Promote low-carbon solutions for agriculture and healthier lifestyles.



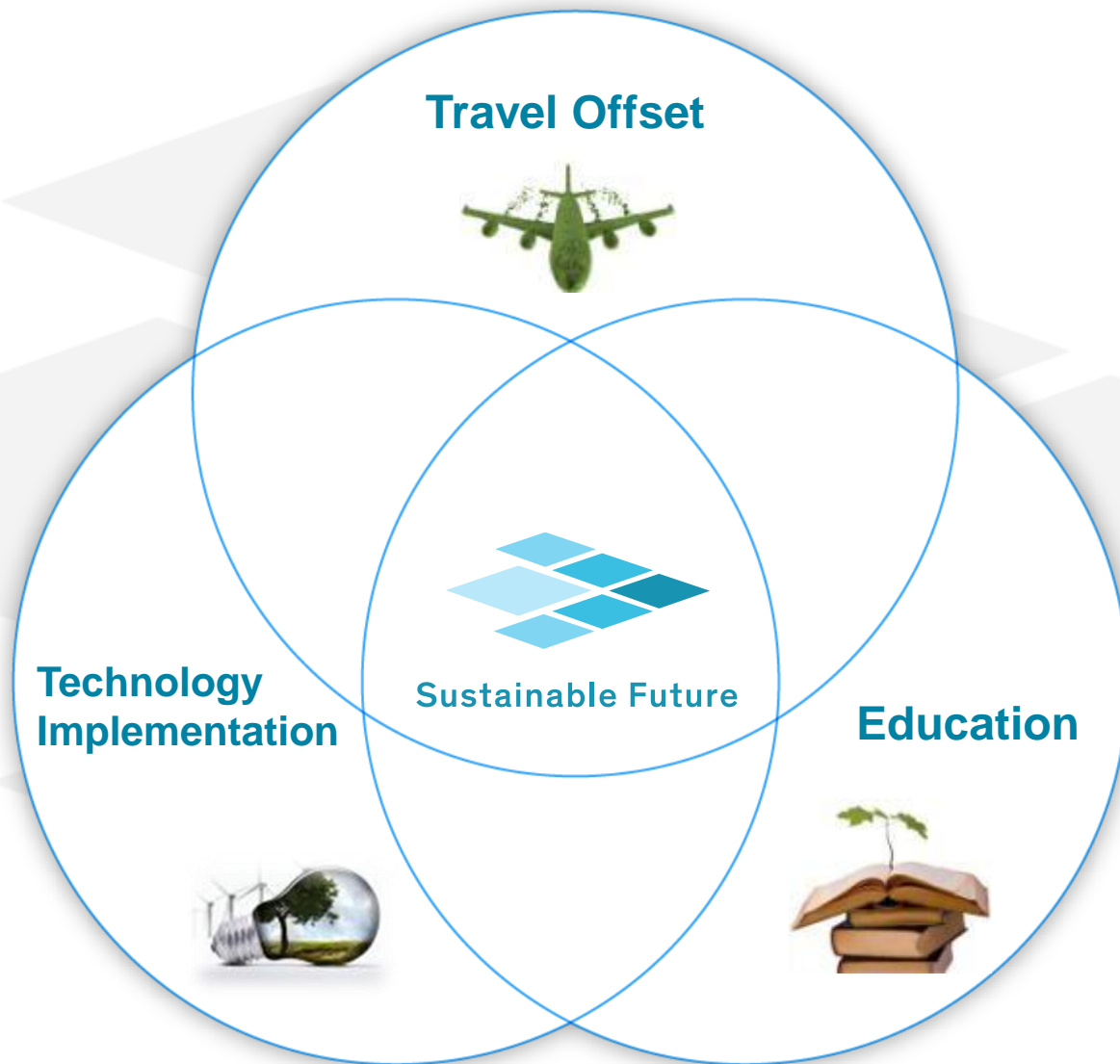
# Conserving Energy



- Country-wide consumer-facing campaign to promote the use of one component foam in window installations
  - 100,000 free cans
  - Each can reduces GHG emissions by at least 3 MT over 10 years
  - 130 leading window replacement Russian companies are involved
- PU systems produced by Dow Izolan in Vladimir, Russia enabled the incorporation of a less GHG-intensive blowing agent into spray foam
  - Reduction of over 500,000 MT of CO<sub>2</sub> equivalent over the next two years



# Elements Working Together for Change



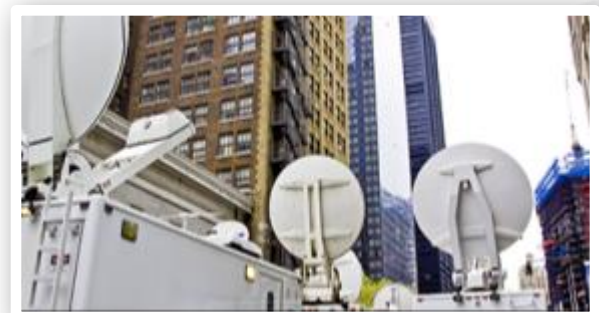


# Way to Go – Travel Offset



**Partners**

**Spectators**



**Media**

# Great Ideas Start Here – Education



- Educate youth about the importance of sustainability
- Encourage conversation about the carbon issue and what can be done
- Help people discover how they can reduce their own carbon footprint



# ■ Lasting Legacy



**Dow and Sochi 2014:** Making a positive environmental impact for the future.



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**Thank  
You**

