



Game Changers

Measuring the Challenge and Making a Difference



How much is a ton of CO₂?

1 Ton



A single balloon 10 meters in diameter, filled with CO₂, weighs one ton

80,000 Pools

360,000 metric tons of CO₂ would inflate enough party balloons to fill 80,000 Olympic sized swimming pools

Chemistry is part of everything that surrounds us, from soap to plastic, from food to building materials. Using the right chemistry solutions can help reduce our environmental impact.

The same is true for the Olympic Games. Dow, as the Official Carbon Partner of the Sochi 2014 Olympic Winter Games, is helping out by providing solutions to help the XXII Olympic Winter Games and XI Paralympic Winter Games of 2014 in the city of Sochi (the Games) have a minimal impact on the environment.

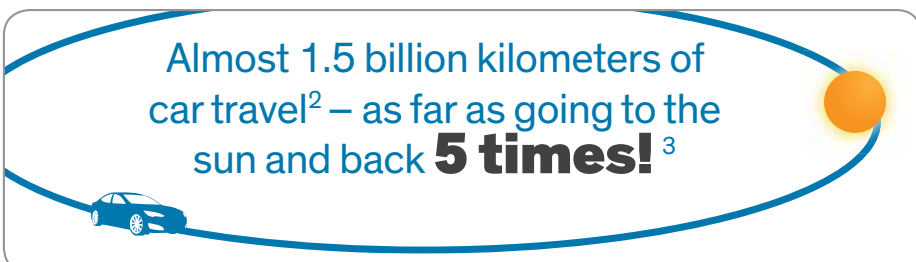
The direct carbon footprint of the Games* – about 360,000 metric tons of CO₂ emissions – is being mitigated through the implementation of energy-efficient and low carbon technologies throughout Russia.

What else can generate 360,000 tons of CO₂ emissions?

32,500 Russians in one year¹

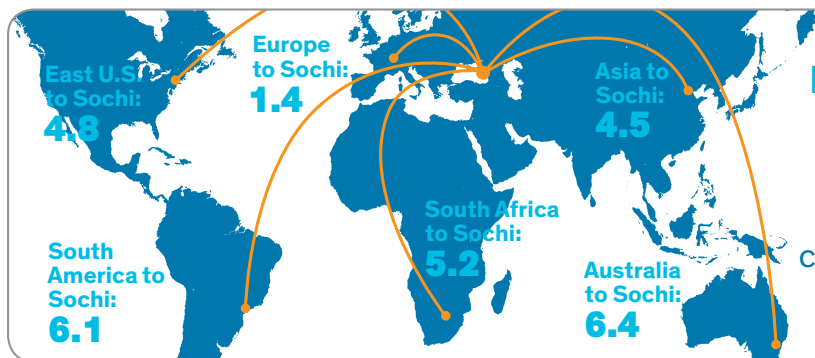


Almost 1.5 billion kilometers of car travel² – as far as going to the sun and back **5 times!**³



*Includes emissions associated with the travel and accommodation of athletes, staff and volunteers, as well as the operation of the sports venues during the Games, and the Sochi 2014 Organizing Committee's activities from 2007 when Russia received the right to host the Games, until the Paralympic Games' Closing Ceremony

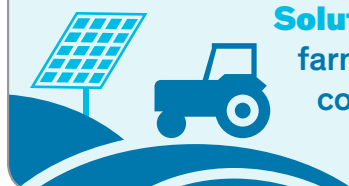
Emissions Caused by Travel to Sochi Add Up²



Metric Tons of CO₂ Equivalent Generated Per Round Trip
Dow enables Sochi 2014 to be the first Games in Olympic history with carbon neutral travel footprint for athletes, media and spectators.

We're Doing Something About Emissions

Challenge: 6 percent of Russian greenhouse emissions are generated in agriculture, mostly due to soil erosion⁴



Solution: Implemented sustainable farming practices along with using corn, sunflower and canola seeds from Dow Seeds

Challenge: By implementing energy efficient measures in building and construction sectors, Russia has the potential to cut emissions by 205 million metric tons of CO₂ equivalents by 2030⁴

Solution: 100,000 cans of one-component foam distributed during an awareness campaign can help reduce the carbon footprint by about 300,000 metric tons of CO₂ equivalents over 10 years⁵



Challenge: Address the fact that buildings account for 36 percent of energy use and 30 percent of greenhouse gas emissions in Russia⁴
Solution: Dow expanded application of carbon fiber-based composites to offer a more sustainable alternative for renovation and new infrastructure projects in Russia

¹ Based on data from the World Bank (2009)

² Based on data from US EPA

³ Based on data from NASA

⁴ Based on data from McKinsey

⁵ Based on survey conducted by Dow

Dow Olympic Operations Corporate Communications

2030 Dow Center
 Midland, MI 48674

US

Toll Free 800 441 4DOW
 989 638 1006

International

Europe / Middle East + 800 36 94 63 67
 Italy + 800 783 825
 Asia / Pacific + 800 77 76 77 76
 + 60 37 958 3392
 South Africa + 800 99 5078

dow.com

Notice: No freedom from infringement of any patent owned by Dow or others is to be inferred. Because use conditions and applicable laws may differ from one location to another and may change with time, the Customer is responsible for determining whether products and the information in this document are appropriate for the Customer's use and for ensuring that the Customer's workplace and disposal practices are in compliance with applicable laws and other governmental enactments. Dow assumes no obligation or liability for the information in this document. No warranties are given; all implied warranties of merchantability or fitness for a particular purpose are expressly excluded. This document is intended for global use.