



## Game Changers

# Dow Helped to Make Sochi 2014 More Sustainable



### **MORE SUSTAINABLE**

Ever increasing concern for the environment and the planet on which we live has prompted organizing committees of every Olympic Games to implement many programs focusing on sustainability. The Sochi 2014 Organizing Committee made a commitment that every ton of CO<sub>2</sub> equivalent produced during the Games be balanced by activities that compensate for greenhouse gas emissions produced – delivering a Games with minimal impact on climate.

The Sochi 2014 Organizing Committee has set an ambitious goal – to deliver Games with minimal impact on the climate. As the Official Carbon Partner of the Sochi 2014 Organizing Committee, Dow is in a unique position to help – with innovative, technology-based solutions that addressed the challenges facing the Organizing Committee, local governments and contractors.

### **Sochi 2014 and Dow: A Shared Commitment**

Dow shared the vision of the Sochi 2014 Organizing Committee and embraced the challenge of setting new standards for minimizing impact on the climate. In the buildup to 2014, Dow launched the Sustainable Future project, leading a groundbreaking initiative to mitigate the estimated direct carbon footprint associated with hosting the Games. This included implementation of several energy-efficient technologies intended to

reduce greenhouse gas emissions in three key areas: infrastructure, agriculture and industry.

### **Reducing Emissions Across the Board**

- **Infrastructure:** Buildings contribute nearly 40 percent of man-made greenhouse gas emissions. Improvements that help insulate buildings can have a significant impact on the amount of energy used to heat or cool the interior.
- **Agriculture:** Sustainable farming practices, such as reduced tillage, can help minimize greenhouse gas emissions while also reducing soil erosion. These techniques allow the soil to retain carbon and minimize use of mechanical equipment, fertilizer and water.
- **Industry:** Dow is working with local companies to improve manufacturing practices and increase efficiency through implementation of innovative technologies.

With a 40-year history in Russia, Dow has built a network of local resources, customers and government entities. This strong and growing presence enables Dow to rapidly implement energy-efficient solutions to modernize or upgrade buildings, houses, industries and farms across Russia.

Since 1990, Dow products and technologies have contributed to the reduction of 1 billion tons of greenhouse gas emissions worldwide. During the same time period, Dow has aggressively managed its own manufacturing footprint by preventing more than 270 million metric tons of greenhouse gases from entering the atmosphere.

### Reaching Beyond, Changing the Game

Air travel is a significant contributor to the creation of greenhouse gases. As

the Official Carbon Partner of the Sochi 2014 Organizing Committee, Dow took unprecedented action to mitigate 100 percent of greenhouse gas emissions associated with the travel of spectators, athletes, team officials, athletes' families and media.

Additionally, through educational and informative actions, Sochi 2014 and Dow engaged stakeholders and fans around the world to help them learn how to reduce their own carbon footprint and conserve energy on a daily basis.

### Triumph of Teamwork

Implementing solutions to help the Sochi 2014 Organizing Committee reach its goals was a collaborative process that included:

- Offsetters Climate Solutions, developing the measurement tools to account for the carbon benefits of the Dow solutions

implemented in Russia

- ERM, global provider of environmental, health, safety, risk and social consulting services, supplying critical review of the partnership
- The Russian government, collaborating on the various projects and providing program support
- Dow customers in Russia, implementing Dow solutions to achieve greater efficiencies and sustainability benefits

### Future Impact

The Sustainable Future project does not end with the closing ceremonies. These activities continue to benefit the Russian economy, and the planet, for decades to come. Key benefits are being realized through building and infrastructure upgrades, the continued implementation of sustainable practices and increased awareness of the importance of energy efficiency.

### Leaving a Lasting Legacy

As a world leader in chemistry with a growing presence in Russia, Dow implemented new technology that can reduce the country's greenhouse gas emissions in three key areas:

#### Infrastructure

**Objective:** Implement energy-efficient solutions for new construction and renovation to reduce the amount of energy used in heating and cooling.

#### Agriculture

**Objective:** Promote sustainable agricultural solutions and healthier lifestyles through proven practices that allow soil to retain carbon, minimizing the use of mechanical farming equipment, fertilizer and water.

#### Industry

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

### To Learn More

Go to [www.dow.com/sochi2014](http://www.dow.com/sochi2014) to learn more about how Dow is working with the Sochi 2014 Organizing Committee to realize multiple benefits through building and infrastructure upgrades, continued implementation of sustainable practices and increased awareness of the importance of energy efficiency.

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