

Sustainable Future

To mitigate the emissions of the Sochi 2014 Olympic Winter Games, Dow, in partnership with Sochi 2014 Organizing Committee and its customers, has undertaken an ambitious program that has offset these emissions, and more importantly will leave an enduring legacy of low carbon solutions in Russia.



MINIMAL CLIMATE IMPACT

ORGANIZING COMMITTEE FOOTPRINT
of 360,000 tons of CO₂ equivalent



SPECTATORS AND MEDIA TRAVEL FOOTPRINT
of 160,000 tons of CO₂ equivalent

Promote Growth and Sustainability

MITIGATION OF TRAVEL EMISSIONS

THIS IS THE FIRST GAMES TO OFFSET CLIMATE IMPACT BY SPECTATOR & MEDIA TRAVEL.

This partnership has mitigated emissions of the Games, totaling

520,000

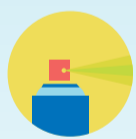
tons of CO₂ equivalent

Multiyear Commitment

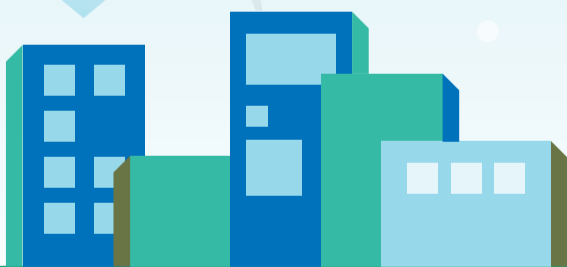
WEATHERIZATION OF HOMES

Construction

WITH COLD TEMPERATURES IN THE RUSSIAN WINTER, POOR INSULATION RESULTS IN A GREATER CONSUMER NEED FOR HEAT, RESULTING IN HIGHER EMISSIONS.



Through a partnership between Dow and Profflex, a new tailor-made foam insulation solution helps Russian homes improve efficiency by maintaining heat and reducing emissions.



In turn, this also creates awareness with the public on how to save energy and emissions.

SUSTAINABLE FARMING

Agriculture

WITH A MASSIVELY GROWING OIL & SEEDS MARKET IN RUSSIA, MORE SUSTAINABLE FARMING TECHNIQUES PROMOTE FUTURE SELF-RELIANCE.



Dow provides training and consultation services to local farmers.



Dow also provides seeds that enable more sustainable farming practices and healthier oils for consumers.



Farmers produce sunflower and canola oils that can be used in local retail and food service. Reduced impact on the environment, producing healthier foods and sparking local business.

IMPROVING STRUCTURAL INTEGRITY

Infrastructure

OLDER STRUCTURES REQUIRE MORE SERVICE AND CONTRIBUTE TO HIGHER EMISSIONS

Integrating carbon fiber composites into infrastructure solutions result in longer service lives, less construction, maintenance and demolition waste, plus improved operations-related emissions.



Through this program, Dow is aiming to stimulate wider use of carbon fiber across Russia to enhance infrastructure with low carbon solutions.



WORLDWIDE PARTNER