



Setting the Stage for More Sustainable Olympic Games

A Look Back at Dow's Carbon Mitigation Program for Sochi 2014



A GROUNDBREAKING EFFORT

As the Official Carbon Partner of the Organizing Committee for the Rio 2016 Olympic and Paralympic Games (Rio 2016), Dow has helped implement programs and technologies that are reducing the environmental impact of this global sporting event. The effort was made possible by the groundwork laid during the Sochi 2014 Olympic Winter Games. Through the collaboration outlined here, Dow helped Sochi 2014 mitigate the greenhouse gas (GHG) emissions from hosting and staging the Games, and from Games-related travel. The program is still making an impact today.

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

Sochi 2014 and Dow: A Shared Vision

Dow embraced the challenge of setting new sustainability standards for the Games. In the buildup to the Games, Dow launched the Sustainable Future program, a pioneering initiative to mitigate the estimated direct carbon footprint associated with hosting the Games. This included implementation of energy-efficient technologies intended to reduce GHG emissions in three key areas:

-Infrastructure: Dow helped improve the insulation of buildings to reduce the amount of energy needed to heat or cool the interior.

-Agriculture: Dow helped introduce sustainable farming practices to reduce the need for mechanical equipment, fertilizer and water, thereby decreasing associated GHG emissions.

-Industry: Dow worked with local companies to improve manufacturing practices and implement innovative technologies, helping increase efficiency.

Triumph of Teamwork

With more than 40 years of history in Russia, Dow built a network of local resources, customers and government entities to help achieve the goals of the Sustainable Future program. Dow also worked with other organizations around the world on various elements of the program.

Some of Dow's collaborative efforts included:

- Cooperating with Dow's customer Profflex, one of Russia's top producers of one-component insulating foam sealant, to make Profflex's production processes less GHG-intensive, while promoting increased use of energy-saving foam sealant in residential window installations.
- Working with large Russian farms to implement a tailored package of sustainable farming practices and technologies, including Dow Seeds technologies and low- or no-till farming, to reduce the environmental impact of agriculture while delivering healthier food options.
- Working with DowAksa – one of the world's leading manufacturers of carbon fiber – and Dow's strategic partners in Russia to accelerate the implementation of more sustainable, carbon fiber-based technologies in retrofit and new construction projects.
- Partnering with NatureBank to develop tools to measure the carbon benefits of Dow solutions implemented in Russia.
- Working with Environmental Resources Management (ERM), global provider of environmental, health, safety, risk and social consulting services, to supply validation and verification of Dow's Carbon Partnership with Sochi 2014.

An Olympic First for Sustainable Travel

The Sustainable Future program impacted the Games in another significant way: When athletes, spectators and media descended upon Sochi, they were part of the first Olympic Games to have a carbon-neutral footprint from Games-related travel. Dow helped achieve this landmark in sustainability through a portfolio of high-quality verified carbon offsets that follow the International Carbon Offset and Reduction Alliance standard. Dow also contributed some of its own verified carbon offsets to the effort. Ultimately, the estimated 160,000 metric tons of CO₂ equivalent (CO₂e)¹ produced by travel to and from the Games was offset.

A Program Making an Impact

The Sustainable Future program mitigated or offset an ERM-verified 520,000 tons of CO₂e before the Sochi 2014 Olympic Winter Games began, surpassing the estimated owned emissions of 360,000 tons of CO₂e. But the program did not end with the Closing Ceremonies – in fact, the total of third-party-verified climate benefits now stands at 2.2 million tons of CO₂e. The building and infrastructure upgrades, implementation of more sustainable farming practices and increased awareness of energy efficiency-related matters will continue to benefit the Russian economy, and the planet, for decades to come.

Learn More

Go to www.dow.com/carbonmitigation for more details about Dow's sustainability efforts with Sochi 2014 and for the Rio 2016 Olympic Games.

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*Toll-free service not available in all countries

¹CO₂e is the internationally recognized measure of GHG emissions.

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