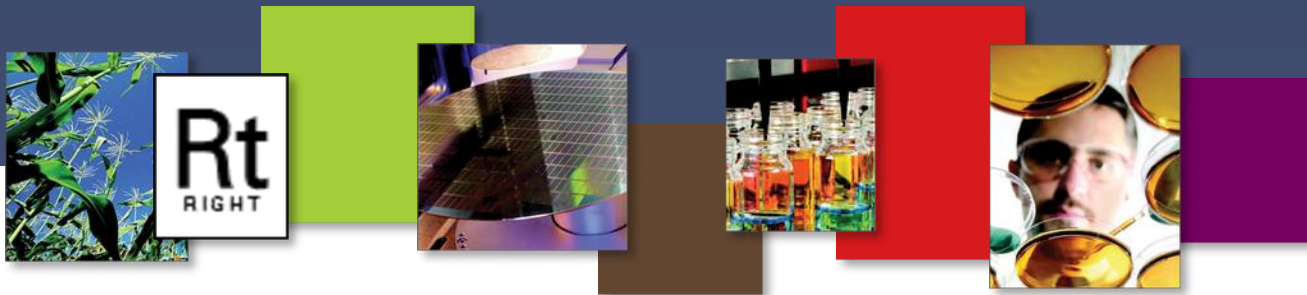


# The Dow Chemical Company



## Product Stewardship in Action

European Responsible Care Conference, Brussels

Lorraine Francourt, September 2011



The **Rt** Formula  
RIGHT

# Product Stewardship at Dow A Global Commitment

**“At Dow, protecting people and the environment is a part of everything we do and every decision we make. Each employee has a responsibility in ensuring that our products and operations meet applicable government or Dow standards, whichever is more stringent.”**

## Dow EH&S Policy



# Dow's Operating Segments

Electronic & Functional Materials



Coatings & Infrastructure Solutions



Agricultural Sciences



Performance Materials



Performance Plastics



Feedstocks & Energy









Chemicals & Energy  
Hydrocarbons















The **Rt** Formula

# The Chemical Industry: Turning Feedstocks into Essential Products

Energy

-  Salt
-  Gas
-  Oil
-  Coal
-  Biomass
-  Recycle

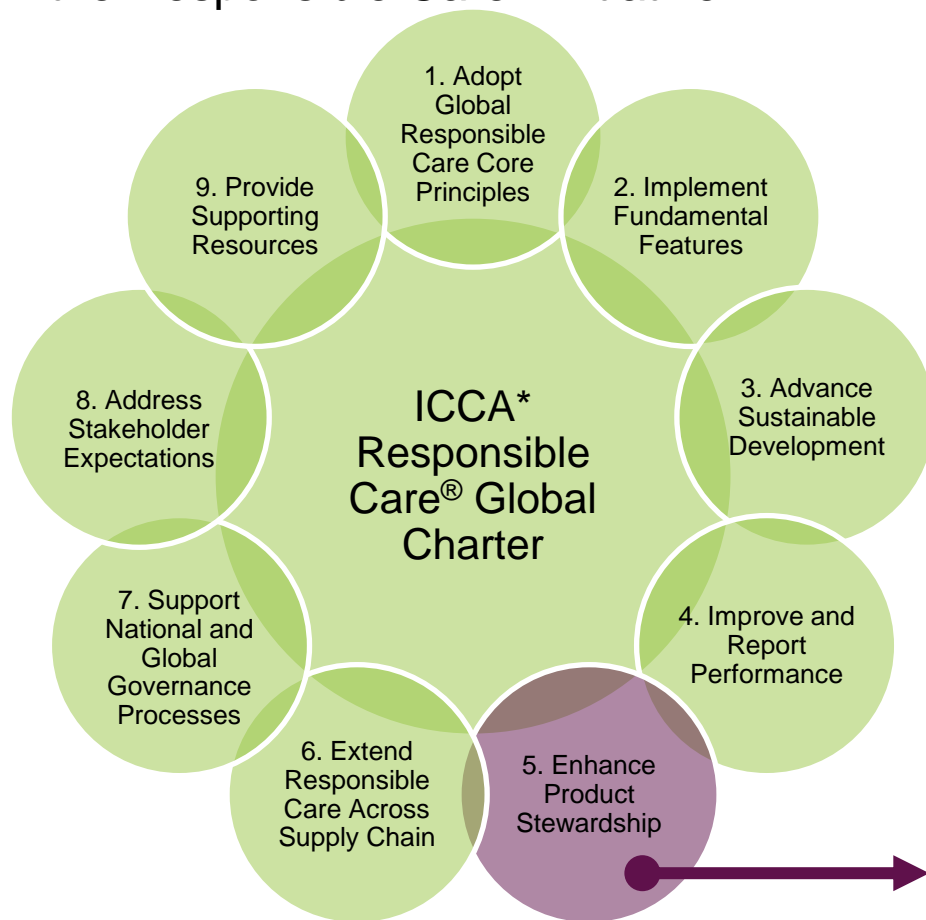


-  Building & Construction 
-  Electronics 
-  Agriculture 
-  Wire & Cable 
-  Coatings 
-  Automotive 



# What Is Product Stewardship?

Product Stewardship is one of the Management Practices in the Responsible Care<sup>®</sup> initiative.



The global Responsible Care initiative is “an inspiring model of voluntary self-regulation for other industries to consider following.”

Former UN Secretary General Kofi Annan

**Product Stewardship Code:**  
To make health, safety and environmental protection an integral part of designing, manufacturing, marketing, distributing, using, recycling and disposing of [chemical] products.

*\*International Council of Chemical Associations*

*®Responsible Care is a service mark of the American Chemistry Council in the United States*





- Launched in 1985 in Canada, Responsible Care® is a **global chemical industry performance** initiative. It includes management systems, audits, public performance tracking and security measures.
- In 2006, the International Council of Chemical Associations initiated a **global product strategy to expand and make consistent** the Responsible Care practices in developed and emerging markets.
- Over **50 companies in 60 countries** are committed to Responsible Care practices.
- Responsible Care means **continuous improvement and innovation** in environment, health and safety.

®Responsible Care is a service mark of the American Chemistry Council in the United States



# Product Stewardship Is Necessary

- Achieve **product sustainability**
- Ensure **public and employee health** and safety
- Meet customer demands for **information**
- Support customers' **safe use** of products
- Help customers comply with and stay ahead of **regulations**



# Product Stewardship Involves Responsible Management of Products Throughout Their Product Life Cycles



Beginning to End of the Product Life Cycle →



The **Rt** Formula  
RIGHT

# Product Stewardship at Dow

- Corporate commitment to **sustainability**
- **Established history** in product stewardship
- Organization designed to provide local, global and subject matter **expertise**
- Development of **best practices**
- EH&S recognitions and **partnerships**



# Dow Product Stewardship History

**1897**

Bleach Lifter's Bonnet

**1897**

Formation of **The Dow Chemical Company**

**1930**

Effluent monitoring

**1958**

First Dow Material Safety Data Sheet

**1970**

Dow Management commits to "Product Stewardship" role

**1991**

Corporate Environmental Advisory Council formed

**1992**

Product Stewardship management practices approved

**2005**

2005 EH&S Goals saved company \$5 billion on \$1 billion investment, 2015 Sustainability Goals set

**2007**

Dow signs UN Global Compact

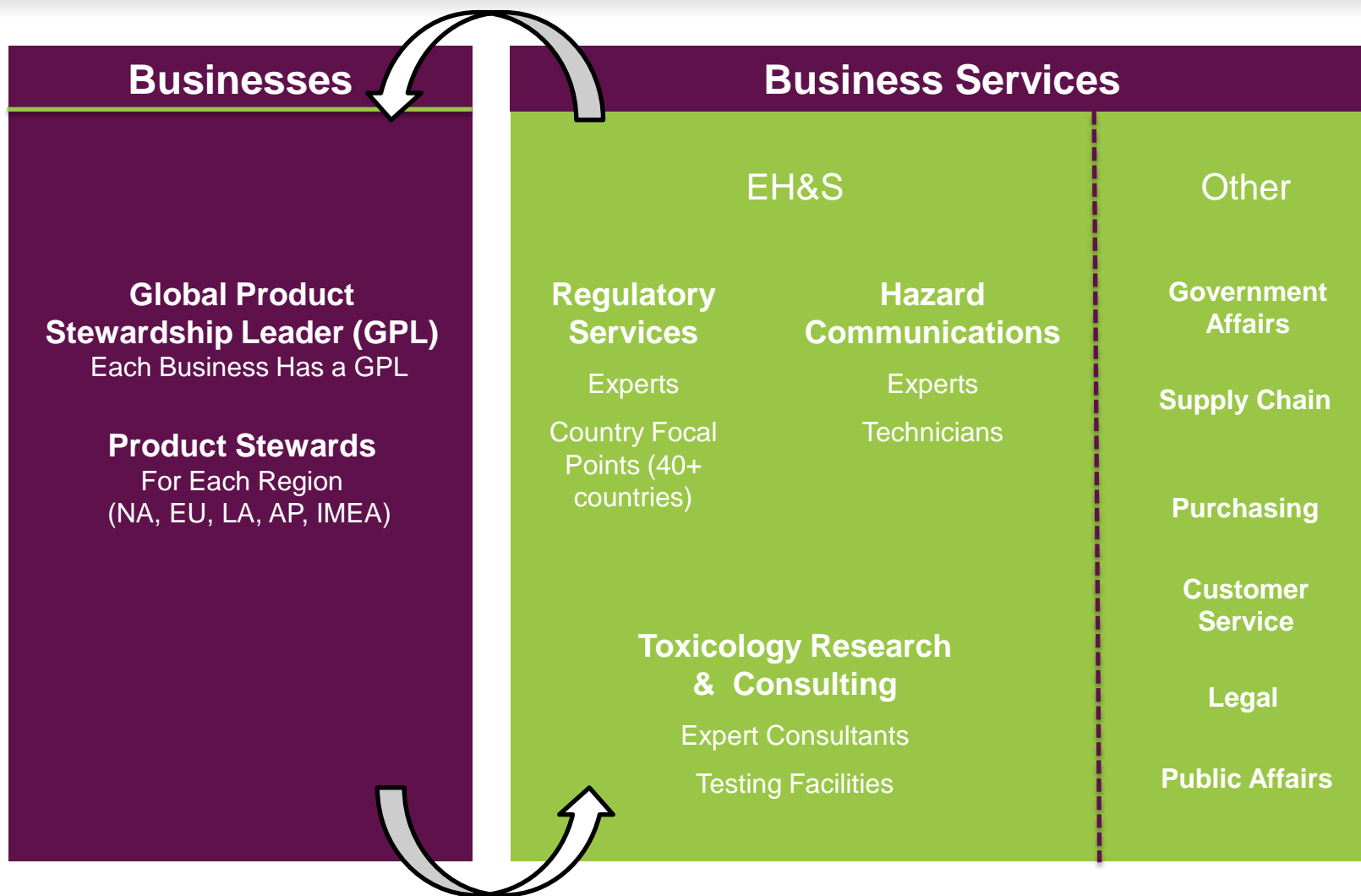
**2010**

Approximately **50,000 employees** worldwide; **\$53.7 billion** in sales

Dow wins **Robert W. Campbell Award** for commitment to EH&S excellence



# Dow's Chemical Management System



# Dow Best Practices for Product Stewardship Support

- Public product safety assessments
- Translated safety data sheets and labels
- Customer Information Group and Internet Answer Center
- Safety manuals, videos and technical data sheets
- Emergency response systems and teams
- Business risk reviews
- Life-cycle analysis
- Active participation in industry trade associations



# Dow's 2015 Sustainability Goals

Reduce our GHG intensity 2.5% per year

Reduce our energy intensity 25%



Achieve at least three breakthroughs that will significantly help solve world challenges

Publish product safety assessments for all products

Achieve on average a 75% improvement of key indicators for EH&S operating excellence from 2005 baseline

Achieve individual community acceptance ratings for 100% of Dow sites where we have a major presence

Increase the percentage of sales to 10% for products that are advantaged by sustainable chemistry



# Dow Recognitions for EH&S and Sustainability

7 Presidential Green  
Chemistry Awards



Dow Italy's Green Footprint  
Project



China's Most Innovative  
Corporation Award



2010  
Robert W. Campbell Award



100 Most Technologically  
Significant New Products of  
the Year – 2007

for IMPAXX™



Dow Mexico – Socially  
Responsible Company Award



# Dow Partnerships

The en.v Initiative in Kuwait

en.v

Nature Conservancy  
Partnership

The Nature  
Conservancy 

Mediterrània Initiatives

XVI  
PREMI  
2011  
  
Ones MEDITERRANIA

Clean Water for Haiti

clean  
water  
for haiti 

Agricultural Practices in China



Sustainable Environmental  
Education in Brazil



The  Formula

[Dow Website](#)

[Dow Sustainability Commitment](#)

[Dow Product Safety Assessments](#)

[International Council of Chemical Associations](#)

[American Chemistry Council](#)

