

Even in today’s volatile and uncertain environment, doing well by doing good is possible, especially if you set bold and ambitious goals and create a culture that carries them forward.

Dow has done this very visibly over the past 20 years, regularly reporting on progress. Our goals have delivered \$13 billion in savings since 1995 — a number that continues to grow. They have led us to meaningful changes in culture and behavior as well as successes through innovation and collaboration — not just within the company but with our customers and our communities.

In 1995, we realized that sustainability cannot be a separate pillar of strategy; it gives us our license to operate. We launched our 2005 environment, health and safety (EH&S) goals, which sought to drastically reduce our company’s footprint through aggressive waste, water use and energy reduction targets. Our investment paid off: With just \$1 billion of input, Dow created a strong safety culture throughout our company, and we generated \$5 billion of value in return — proving that more sustainable practices can benefit the bottom line.

Over the last decade, we have built on the success we had in reducing our footprint and focused on our “handprint,” the global sustainability multiplier effect of our products and solutions. We have considered our products’ lifecycles, further improved efficiency and unlocked chemistry as the world’s indispensable toolbox for society’s use. We have already celebrated a number of milestones that demonstrate our success in reaching our 2015 goals, including: attaining our target of 10 percent of revenues from products “highly advantaged” by sustainable chemistry; exceeding our target of delivering three breakthroughs to world challenges in the areas of food, water, energy and climate change, and health and hygiene; and achieving community acceptance ratings in 11 key communities in which we operate.

As we look toward the next generation of sustainability at Dow, we are challenging ourselves to think beyond our operations (footprint) and the impact of our products (handprint). With society facing unprecedented challenges, we must leverage our breadth and depth of scientific knowledge to provide solutions at the intersection of business, government and society and deliver a blueprint for change. But none of us can do this alone. New levels of collaboration — often with seemingly unlikely partners — are required to drive change.

Two decades into our sustainability journey, we know that capitalism can do more to make a positive difference for all of the world’s 7 billion people — not to mention the 2 billion more on their way by 2050. We hope you will join us in achieving this sustainable future.



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Andrew N. Liveris
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