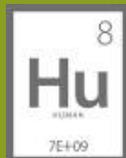




ADVANCING SUSTAINABILITY:

A NEW PARADIGM FOR PRODUCTS & PROCESSES



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DESTINATION: SUSTAINABILITY

There are many routes to the same destination, but we may not start from the same place. In addition, there are trade-offs for one route vs. another.



MOTIVATIONS AND ROADBLOCKS FOR GREEN CHEMISTRY INNOVATION



Good for the planet
Good for business



Trade-offs
Transparency vs. intellectual
property
Technology gaps



Dow Sustainable Chemistry Case Studies



DOW™ POWERHOUSE™ roof shingles

- Combines roofing protection and power generation in one product
- Reduces installation costs by more than 50%
- Proprietary electrical connections eliminate tedious and costly on-roof wiring
- US DOE grant



Sustainability Profile

- Utilizes 1/100 of the material of Si solar cells
- Consumes 1/3 of the energy to produce
- Delivers up to 20% conversion efficiency

#13 on
TIME Magazine's
"50 Best Inventions
of 2009"

DOW SUSTAINABLE CHEMISTRY CASE STUDIES



Natural Oil-based Polyols

- Dow's patented technology
- Eliminates odors typically associated with soy-based products
- Delivers processing and performance with high levels of renewable content



Sustainability Profile

- Greenhouse gas neutral
- Uses up to 60% fewer fossil fuel resources than conventional polyol technology



IMPORTANT CONSIDERATIONS



Risk = exposure x hazard

- Focus government resources on restricting uses believed to pose the greatest risk
- Innovations should reduce both hazard and exposure

Use matters

DOW'S APPROACH



■ Sustainable Chemistry

- 10 year Goal including index that assesses all sales for sustainable chemistry attributes annually
- Tools for businesses to evaluate opportunities
- Footprint tool to guide R&D choices

■ Product Safety Leadership

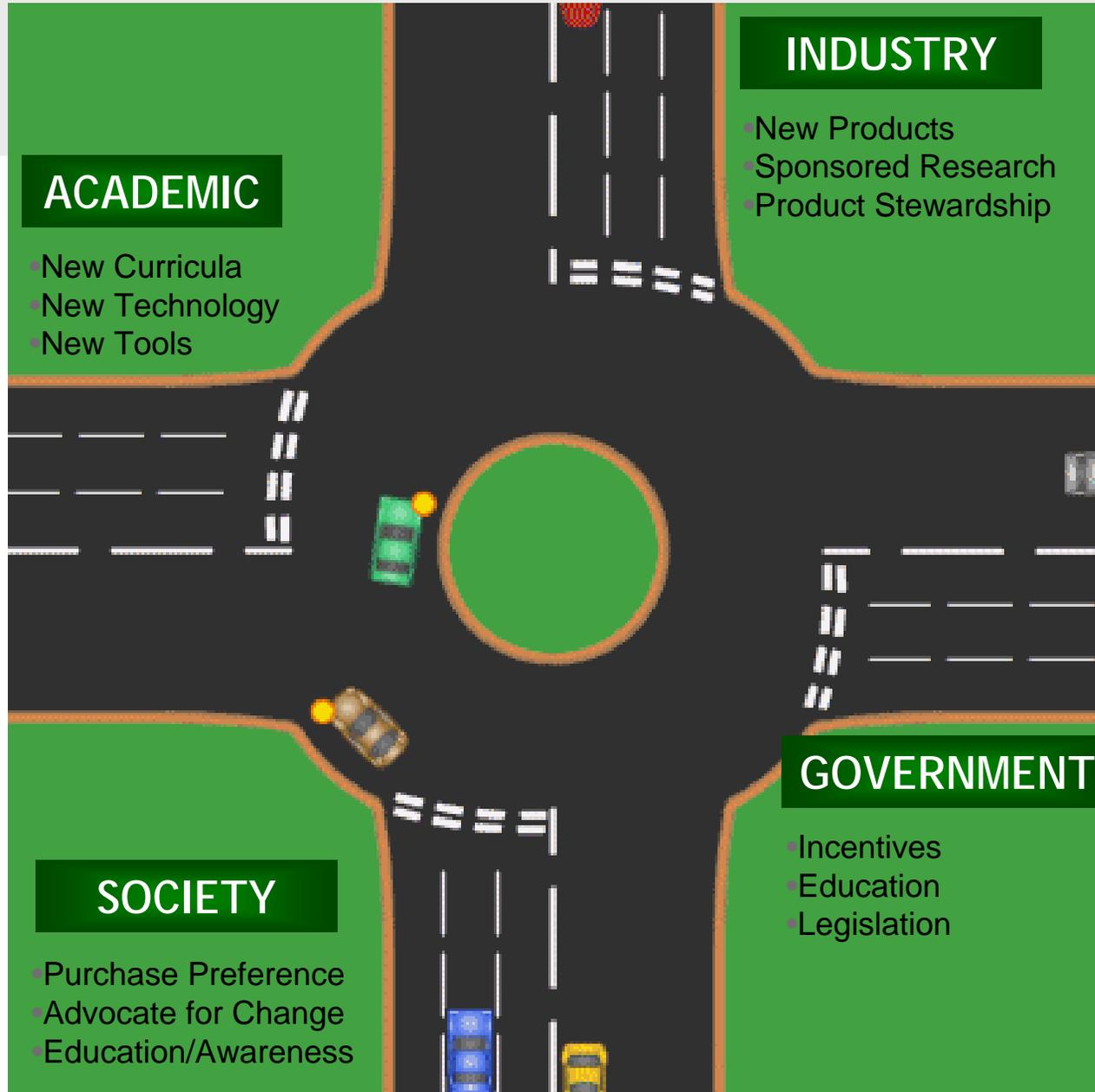
- Commitment to have product safety assessments (> 250 to date)
- Process for assessing product safety
- Principles for chemicals management
- Formal product stewardship program for over 30 years
- Toxicology lab for over 70 years

DOW'S POSITION ON TSCA REFORM



- Agrees TSCA needs reform
- Believes new legislation should
 - Screen all chemicals in commerce
 - Base safety decisions on weight of scientific evidence
 - Provide incentives and tools to advance sustainable chemistry
 - Foster life cycle thinking

POINT OF INTERSECTION - COLLABORATION





References to "Dow" mean The Dow Chemical Company and its consolidated subsidiaries unless otherwise expressly noted