



The Good, The Bad, and the Uncertain:

Public Perception of the Chemical Enterprise

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Executive External Strategy and Communications Fellow
The Dow Chemical Company

22 August 2017











Remaining



Gone



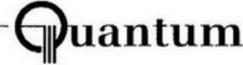
Hoechst Celanese



Mobil



Giba-Geigy



degussa. Lubrizol



MORE THAN
96%
OF ALL
MANUFACTURED
GOODS ARE
DIRECTLY TOUCHED BY
THE BUSINESS
OF CHEMISTRY



THE BUSINESS
OF CHEMISTRY IS AN
\$800
BILLION ENTERPRISE

CHEMICAL COMPANIES INVESTED
\$93 BILLION
IN RESEARCH AND
DEVELOPMENT IN 2015





THE BUSINESS
OF CHEMISTRY
SUPPORTS NEARLY

26%

OF THE U.S. GDP

THE BUSINESS OF
CHEMISTRY ACCOUNTS FOR
14% OF U.S. EXPORTS
\$184 BILLION IN 2015, AND IS THE
LARGEST EXPORTER IN THE U.S



A LEADER IN
PRODUCTION, THE
U.S. CHEMICAL INDUSTRY
PROVIDES OVER

15%

OF THE WORLD'S
CHEMICALS



JUNE 2016





FOR EVERY JOB CREATED BY THE
BUSINESS OF CHEMISTRY, 6.3 ARE
GENERATED ELSEWHERE IN THE
ECONOMY, TOTALING NEARLY
6 MILLION JOBS

THE BUSINESS OF
CHEMISTRY PROVIDES
810,000
SKILLED, GOOD-PAYING
AMERICAN JOBS



THE AVERAGE ANNUAL
PAY IN THE BUSINESS
OF CHEMISTRY IS

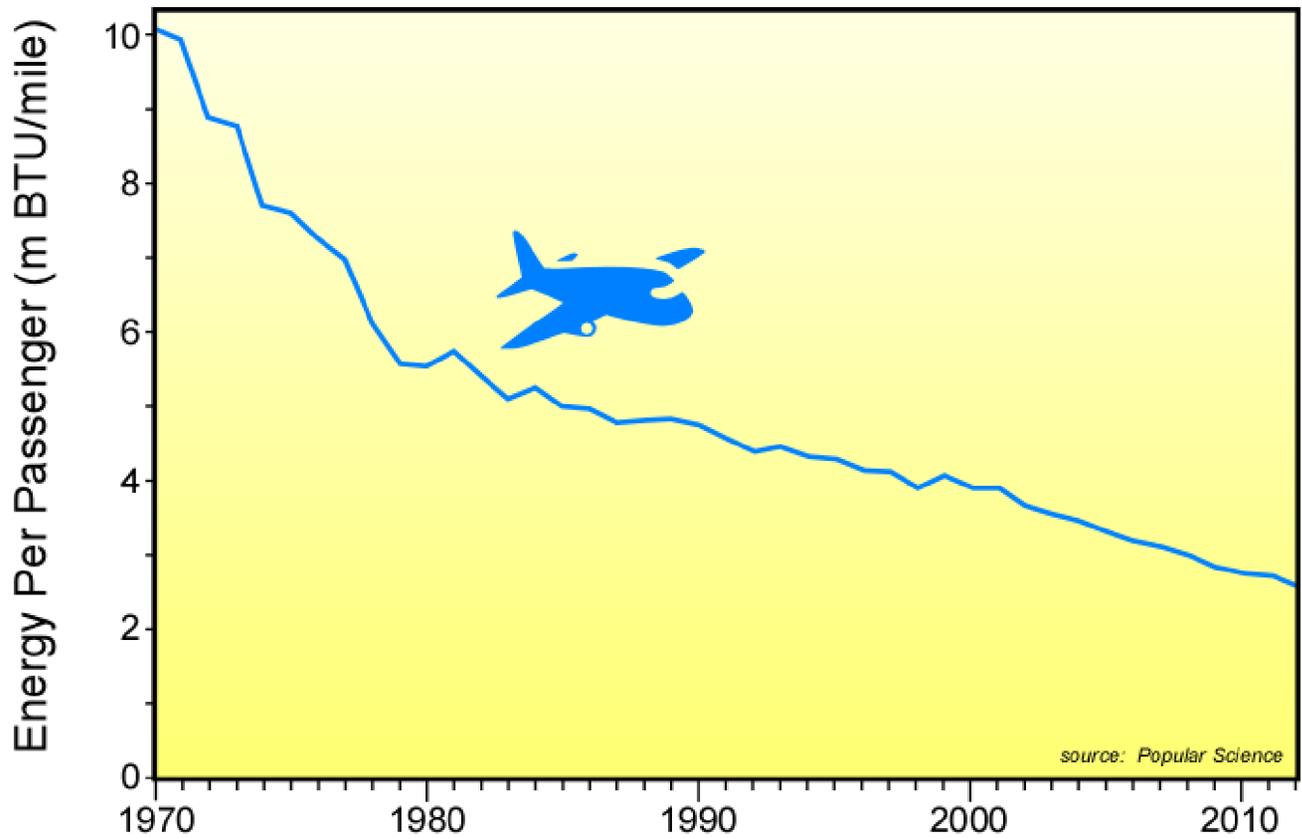
\$94,000

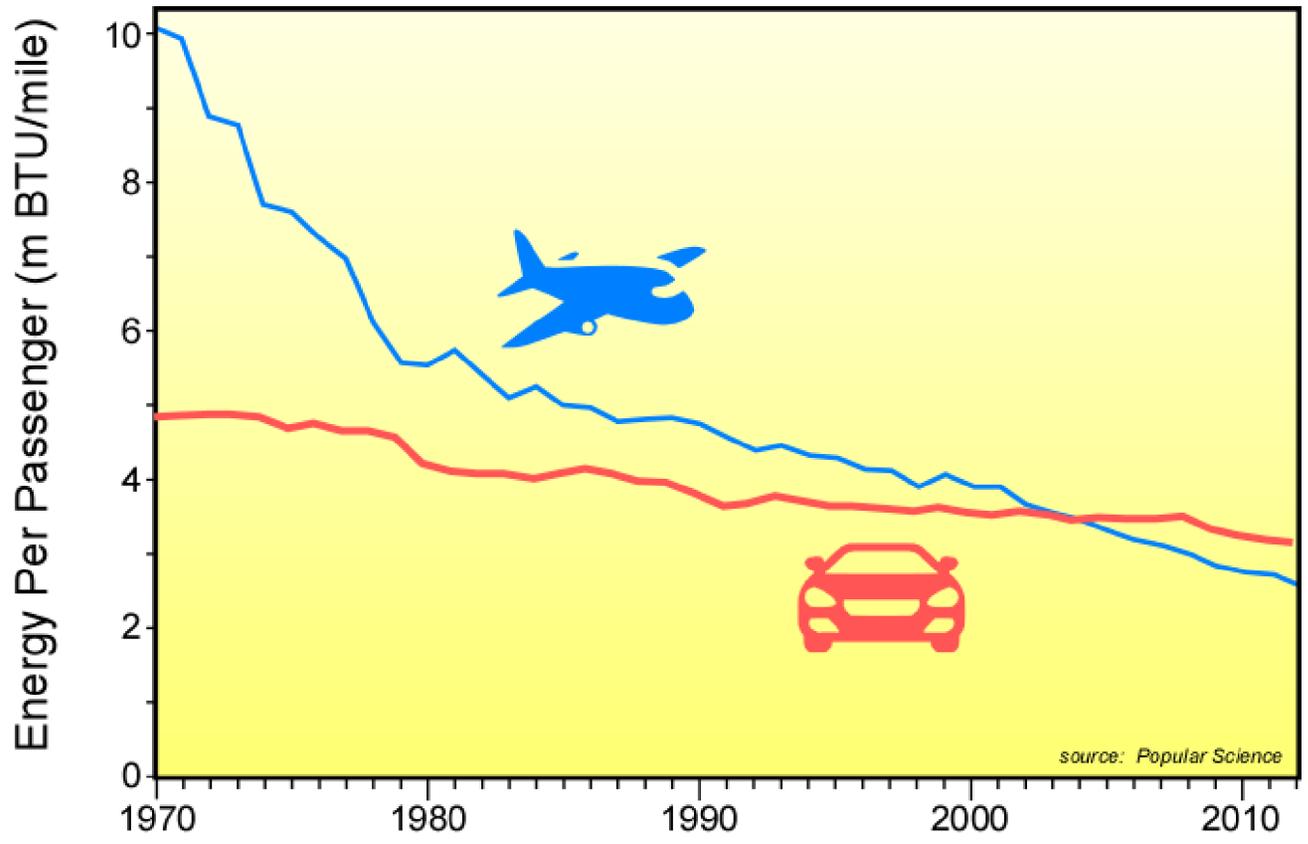
THAT'S 47% HIGHER
THAN THE AVERAGE
MANUFACTURING PAY



JUNE 2016

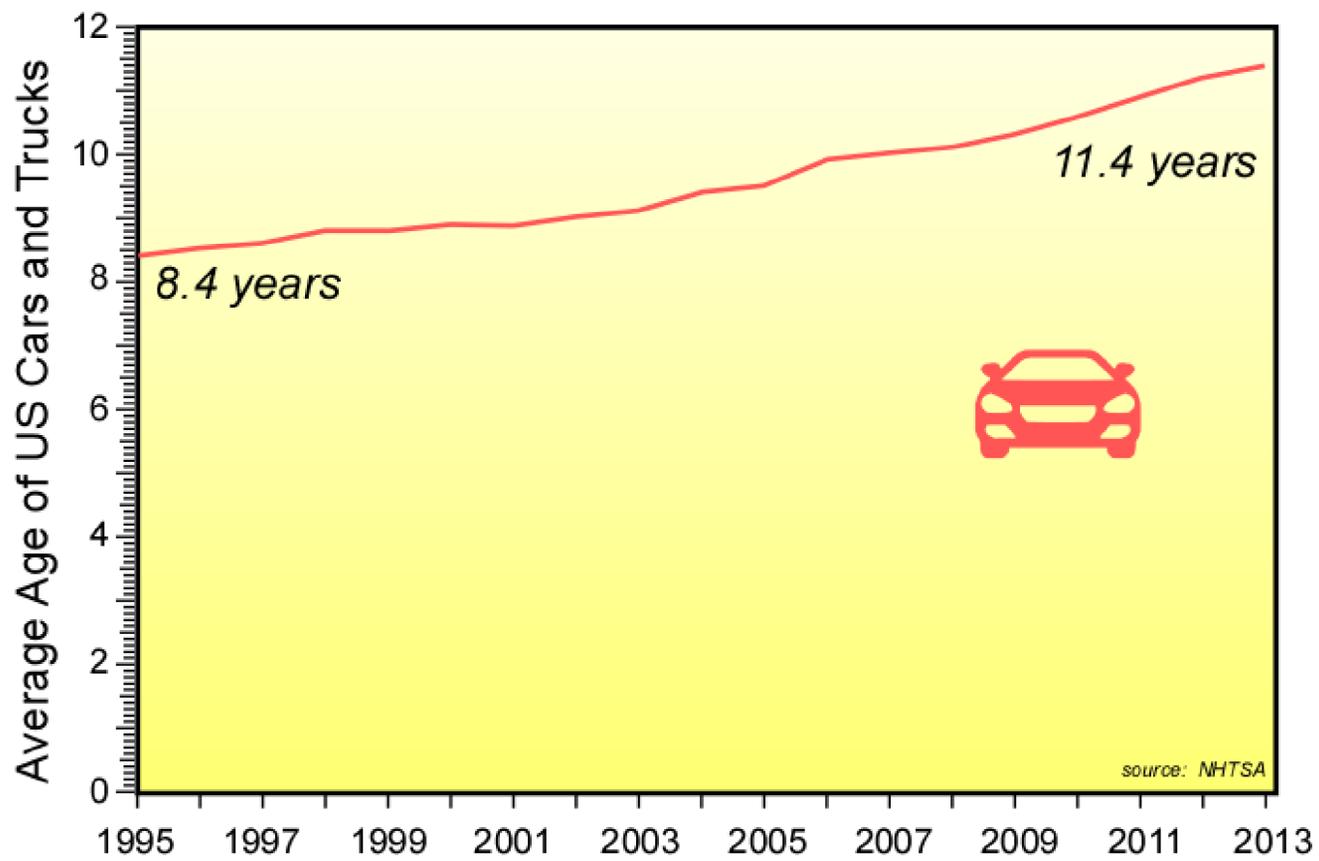


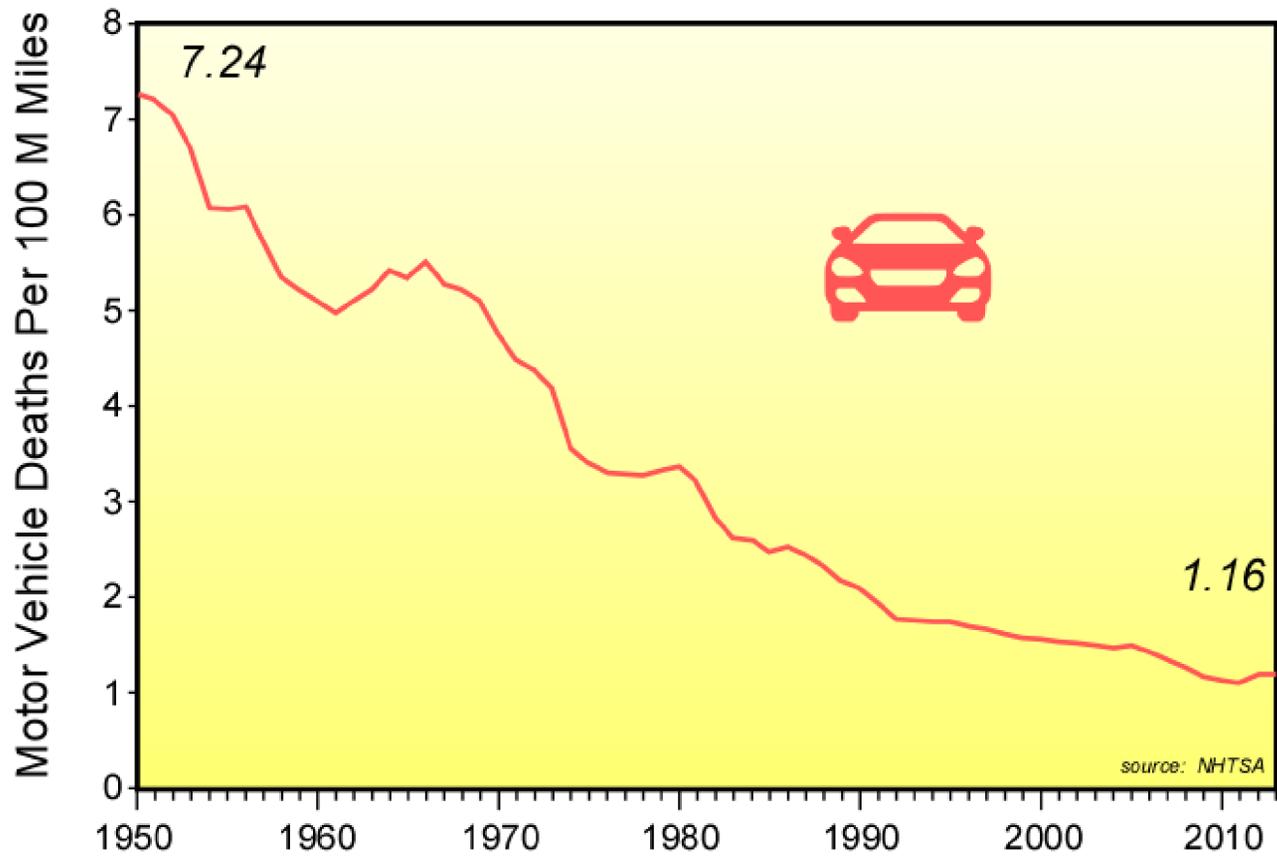


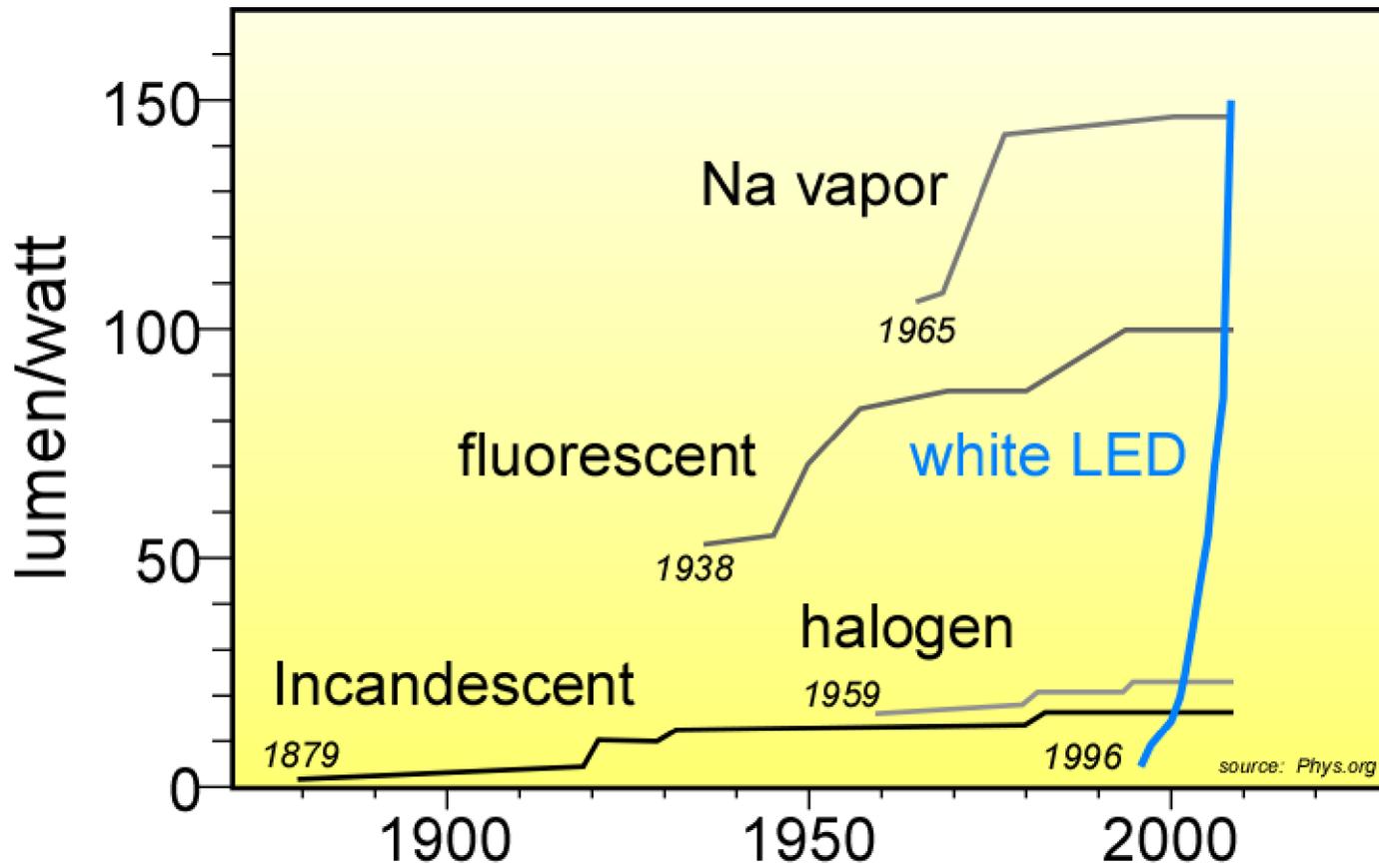


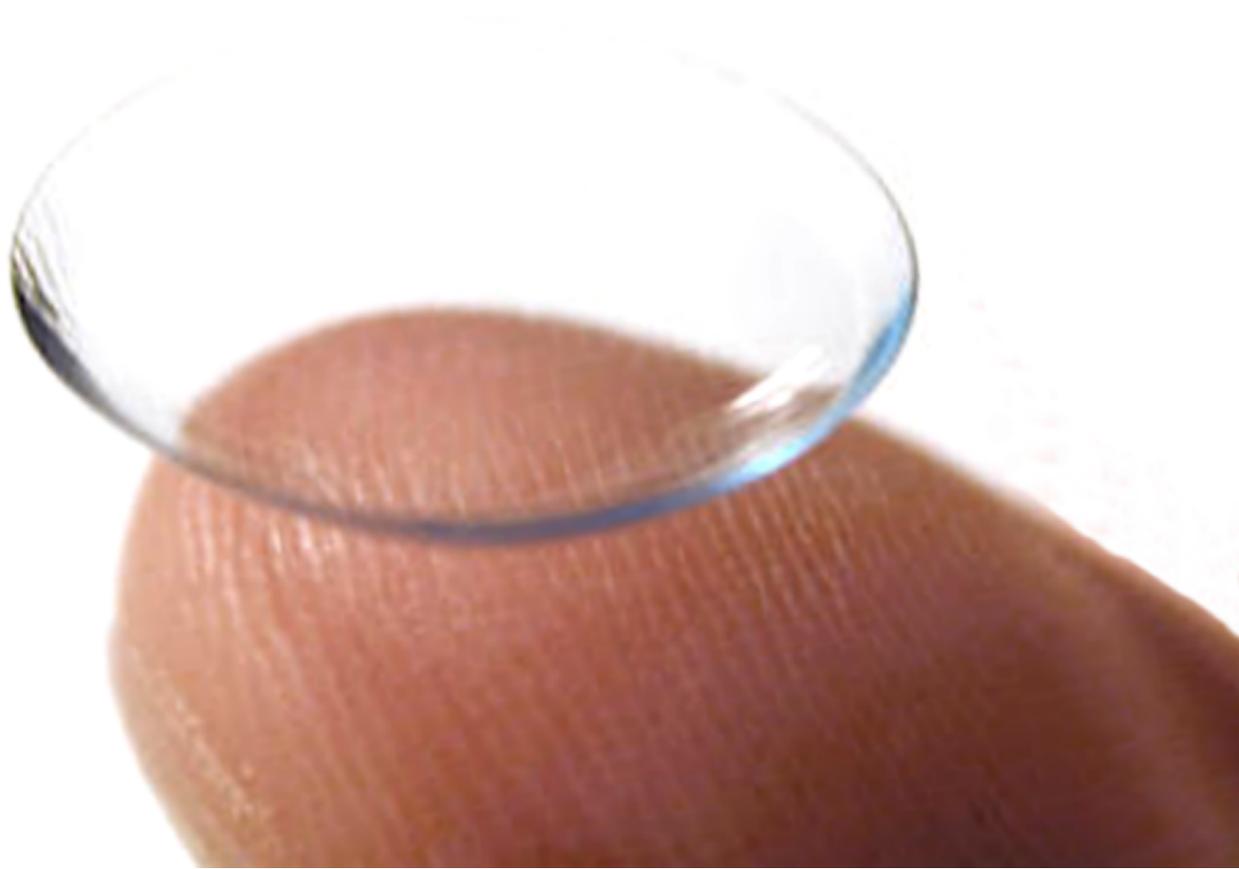
source: Popular Science

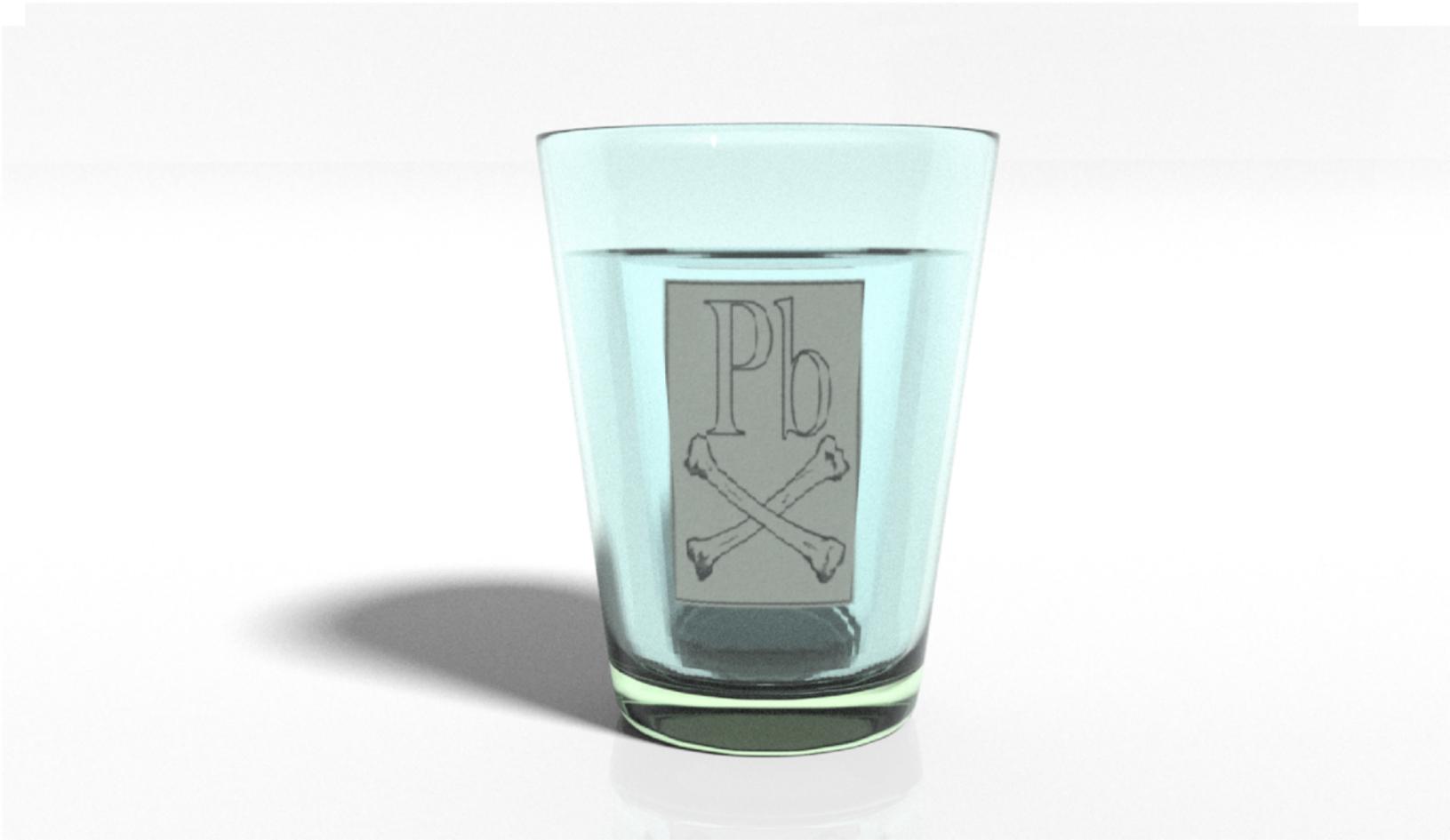




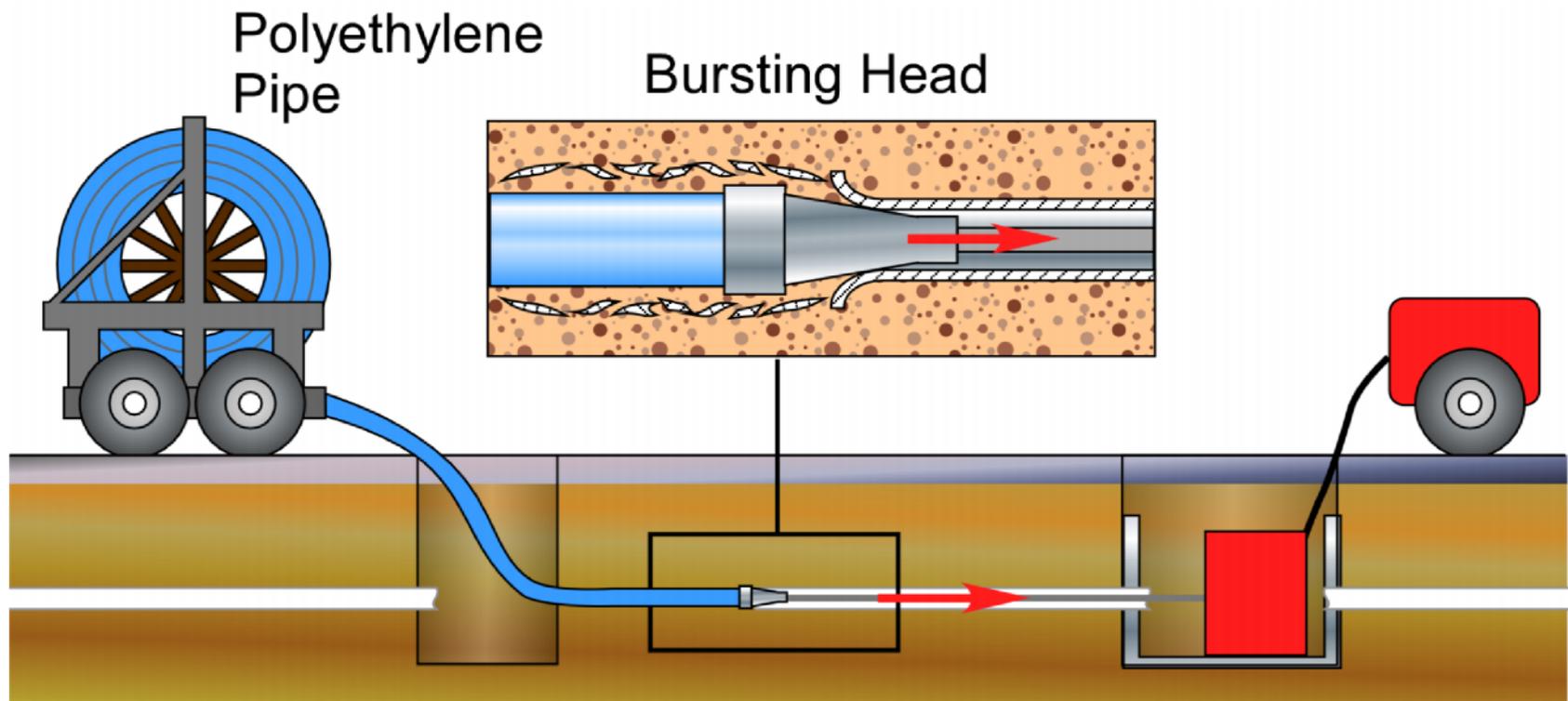


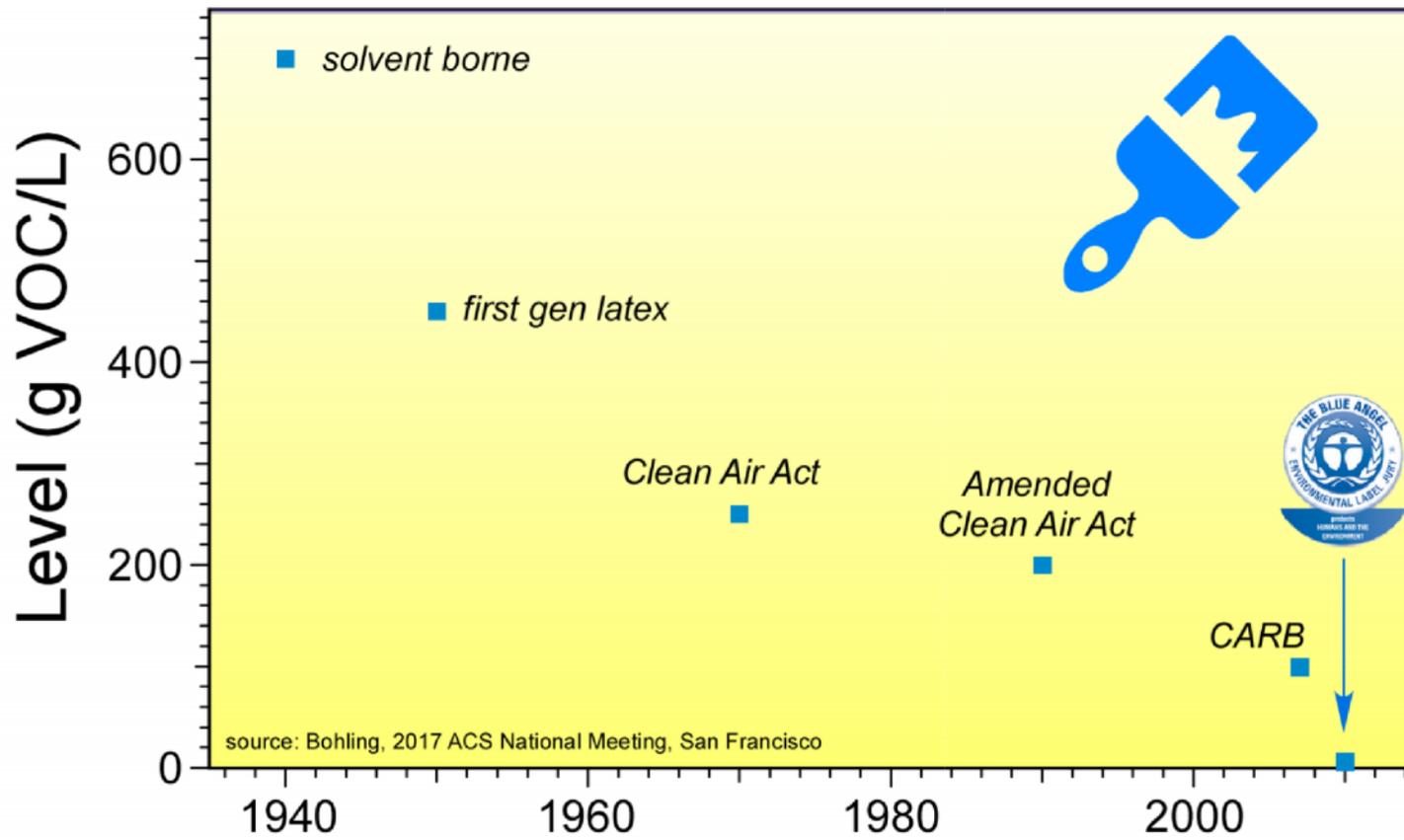


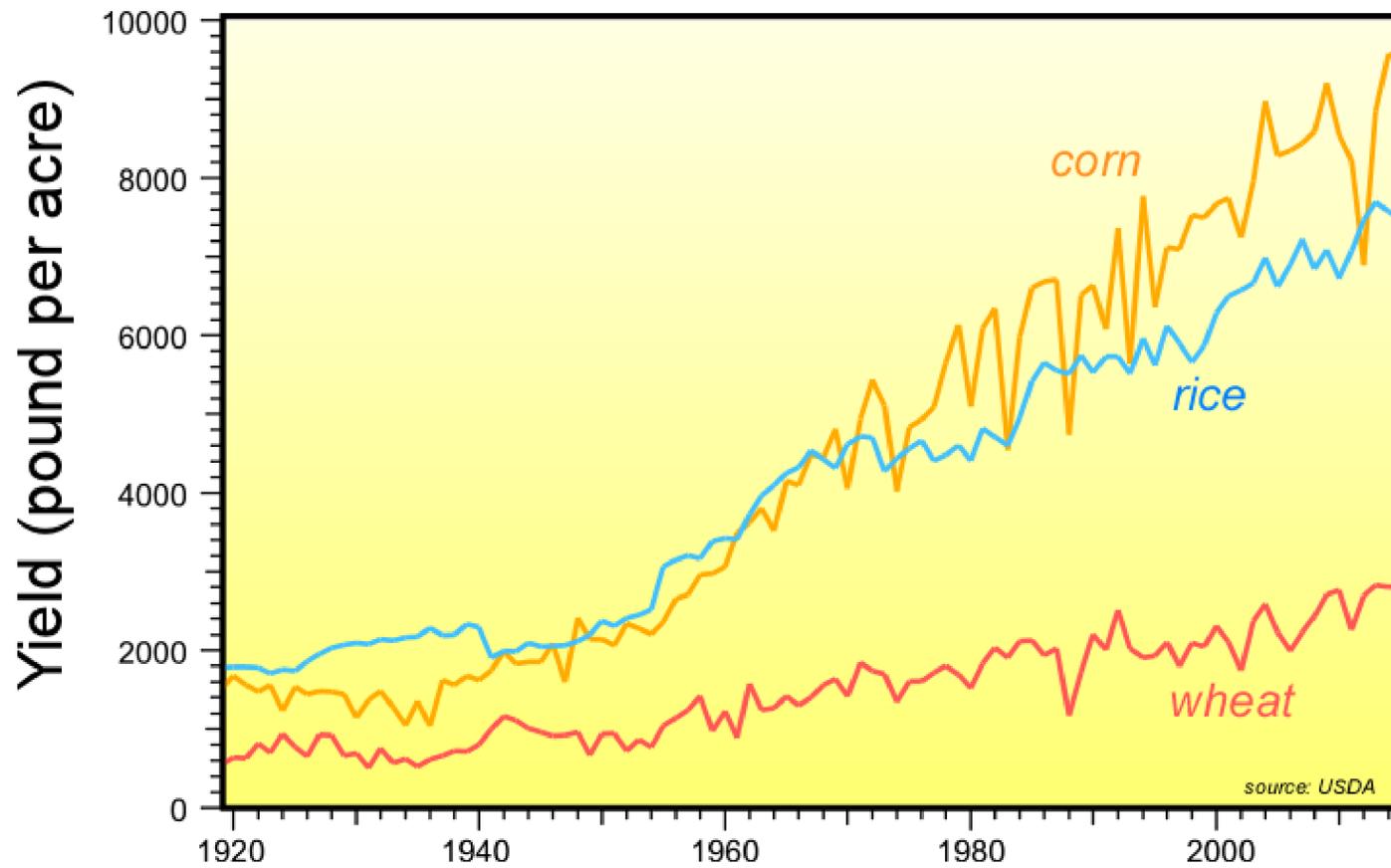




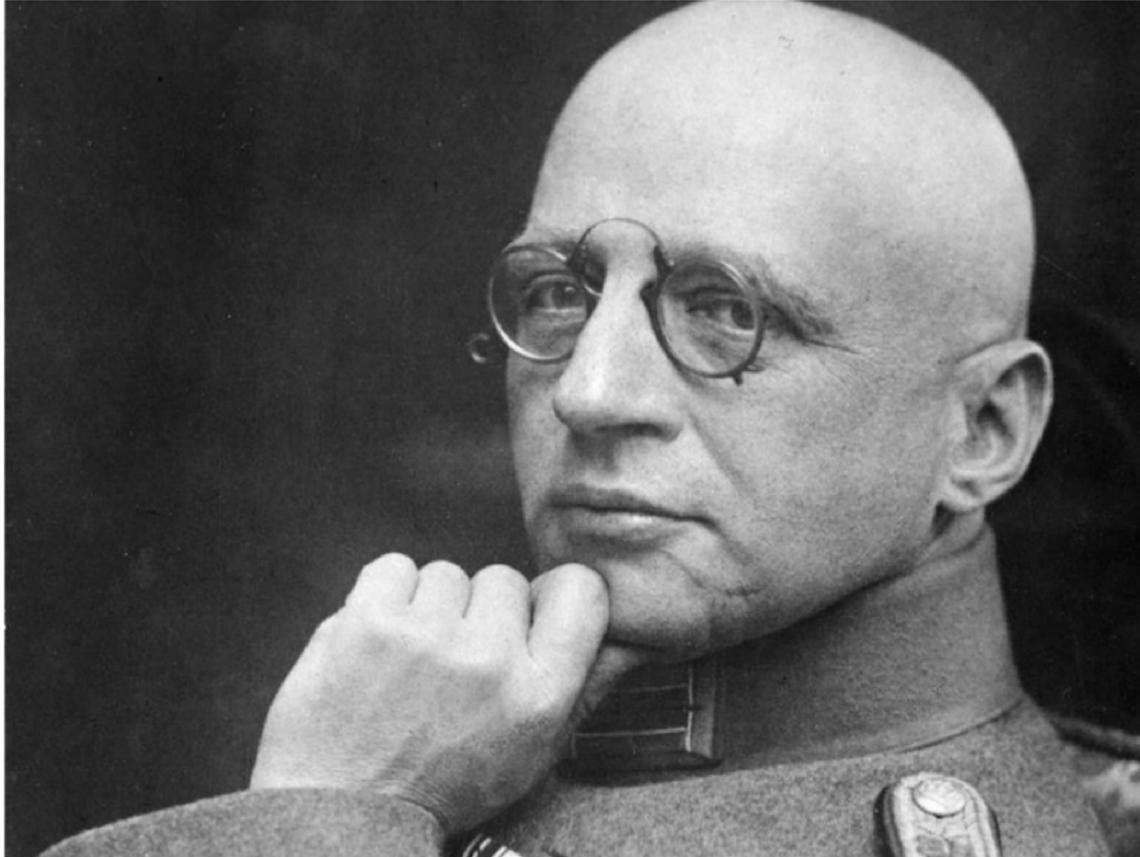
Pipe Bursting



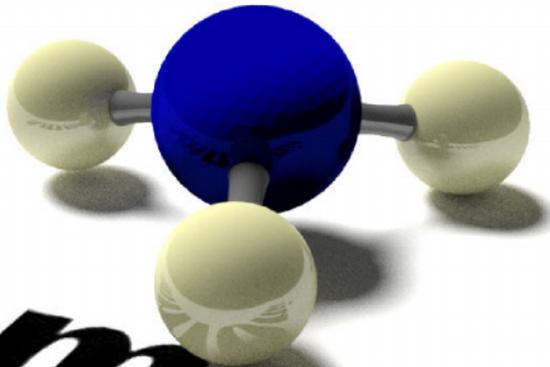








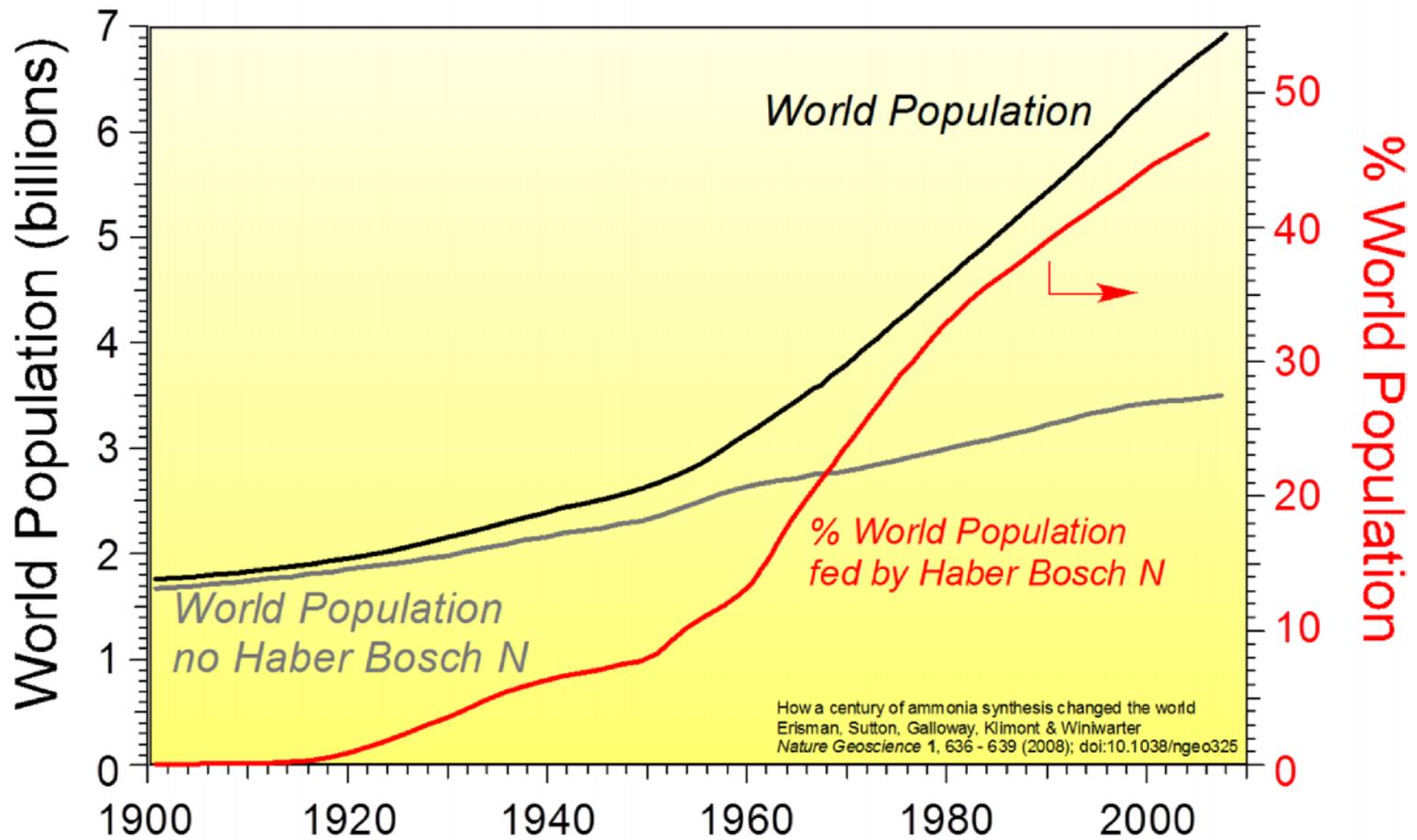
NH_3

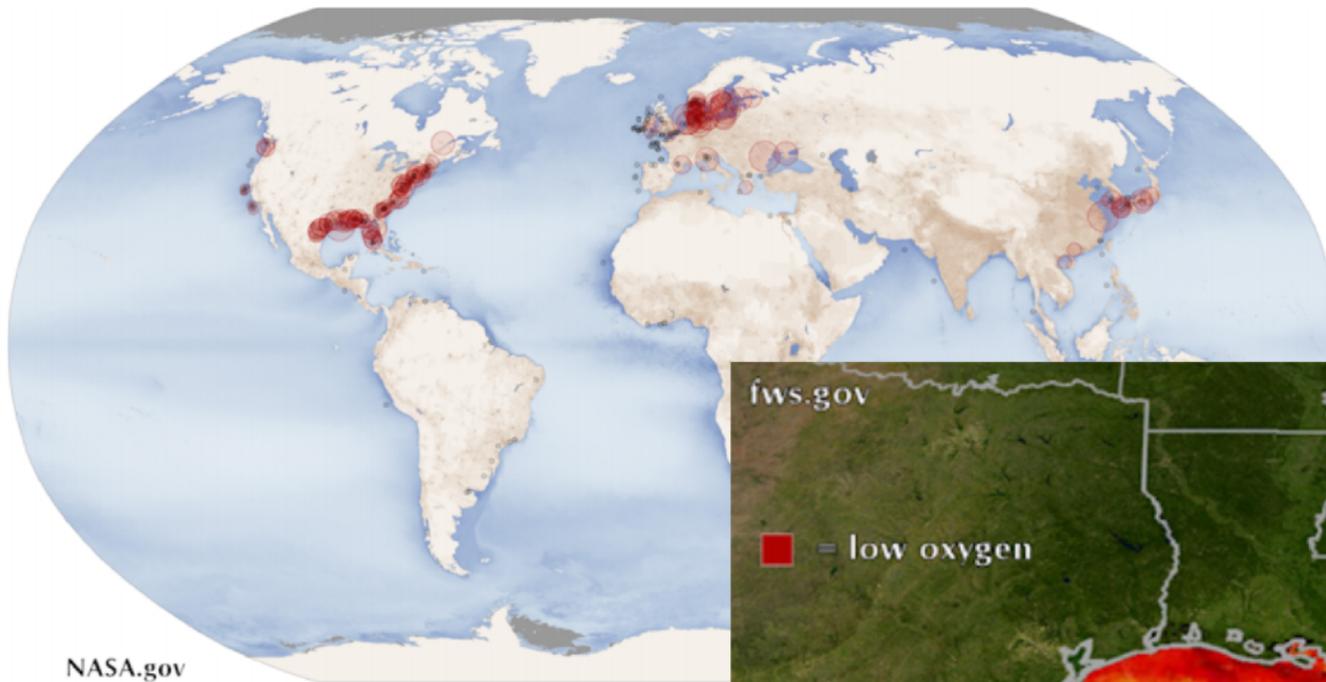


Ammonia

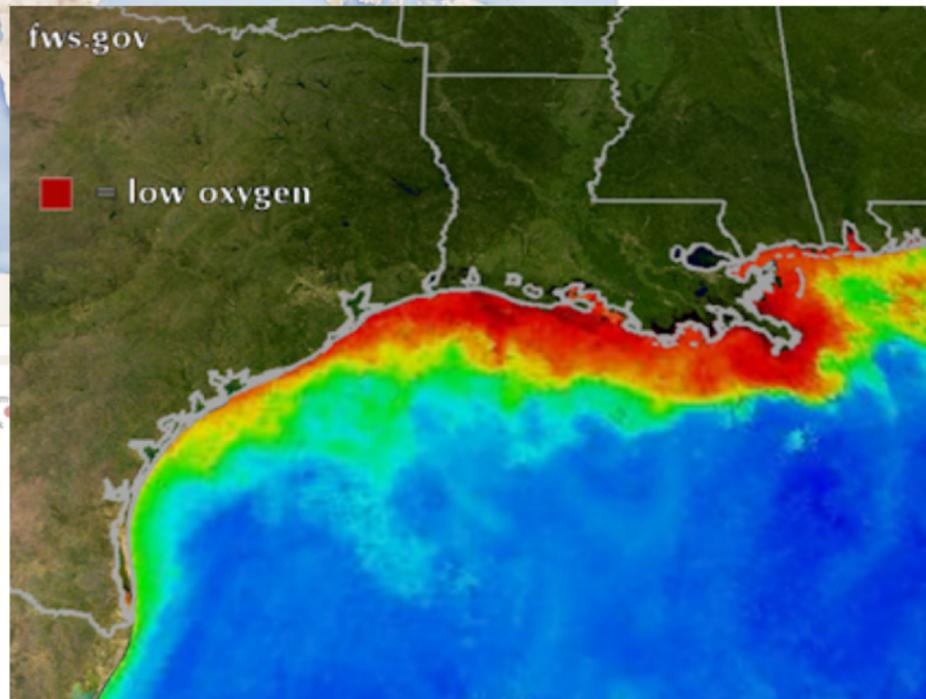
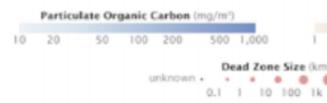


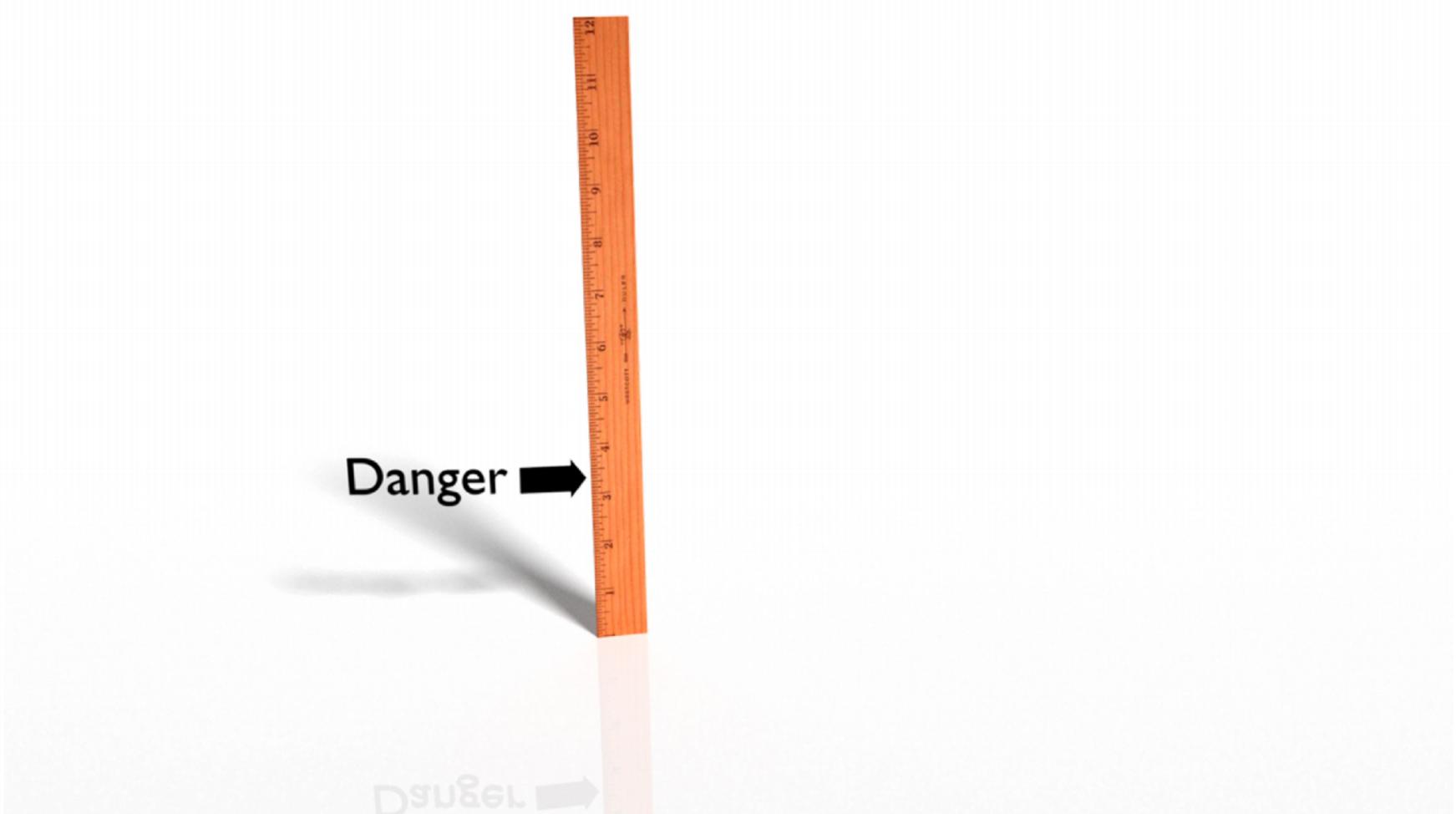






NASA.gov

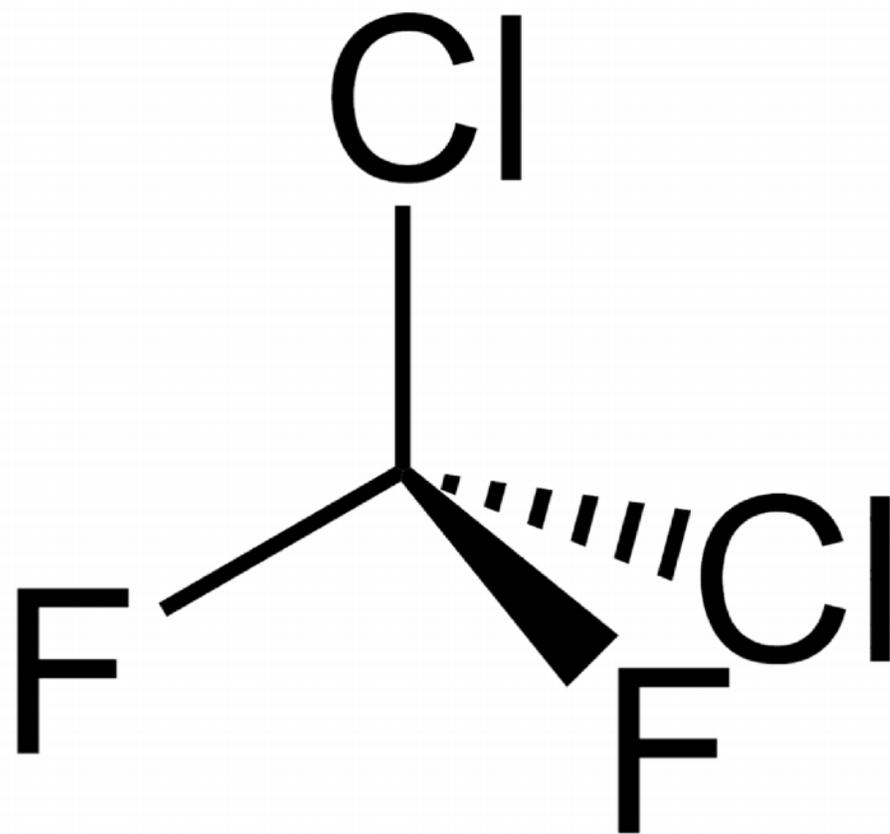


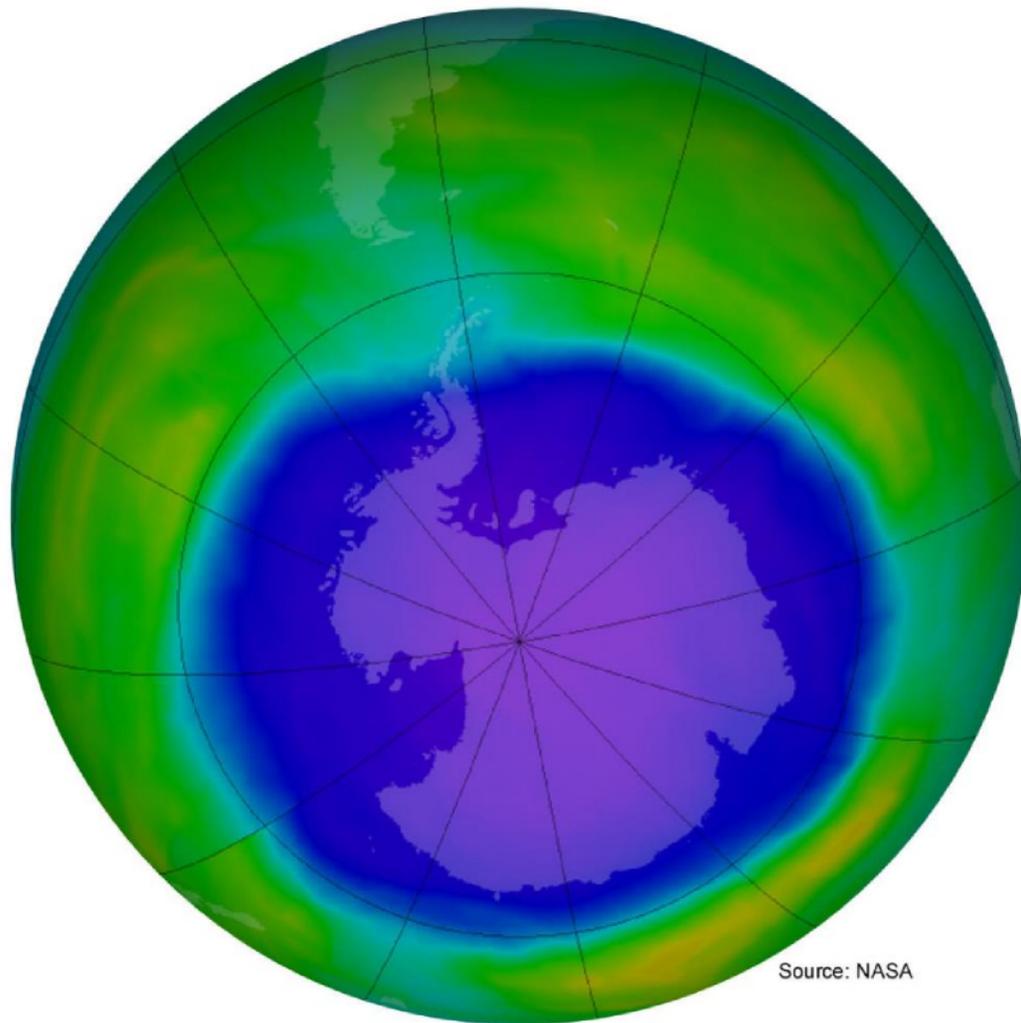






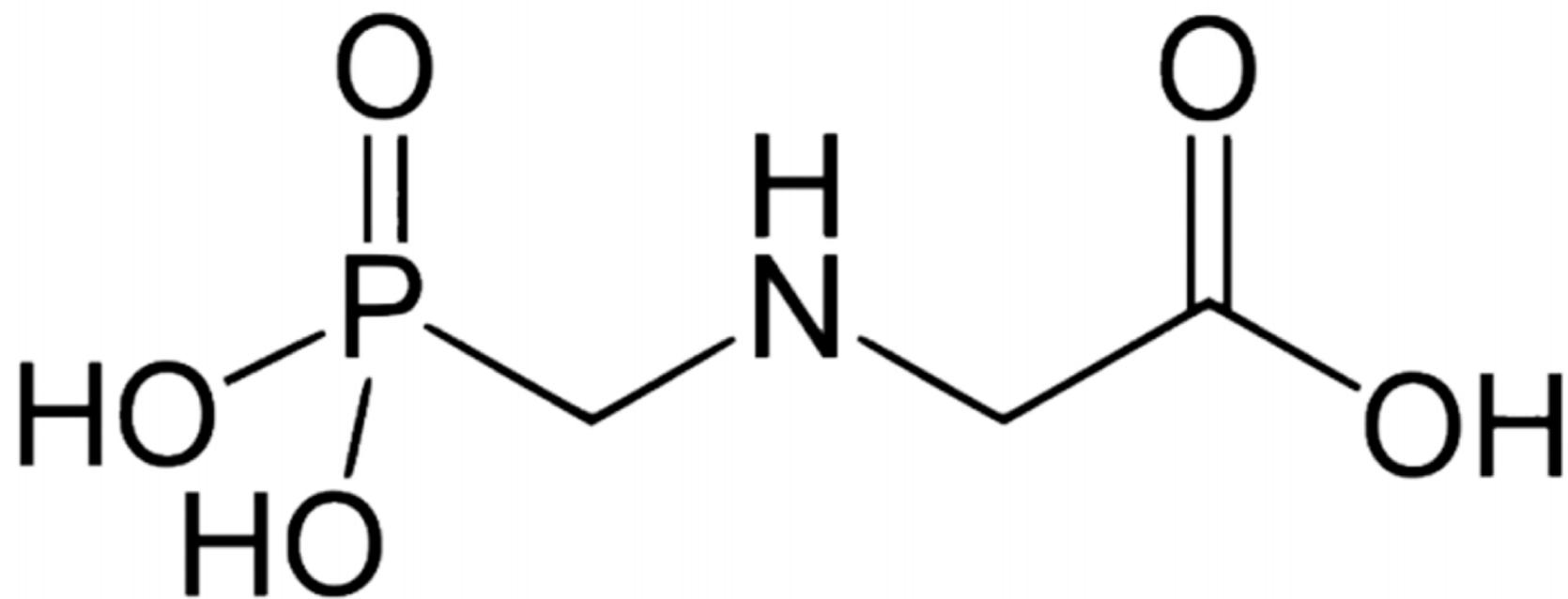






Source: NASA









Carcinogenic to humans



Not classifiable as to carcinogenicity in humans



Probably not carcinogenic to humans

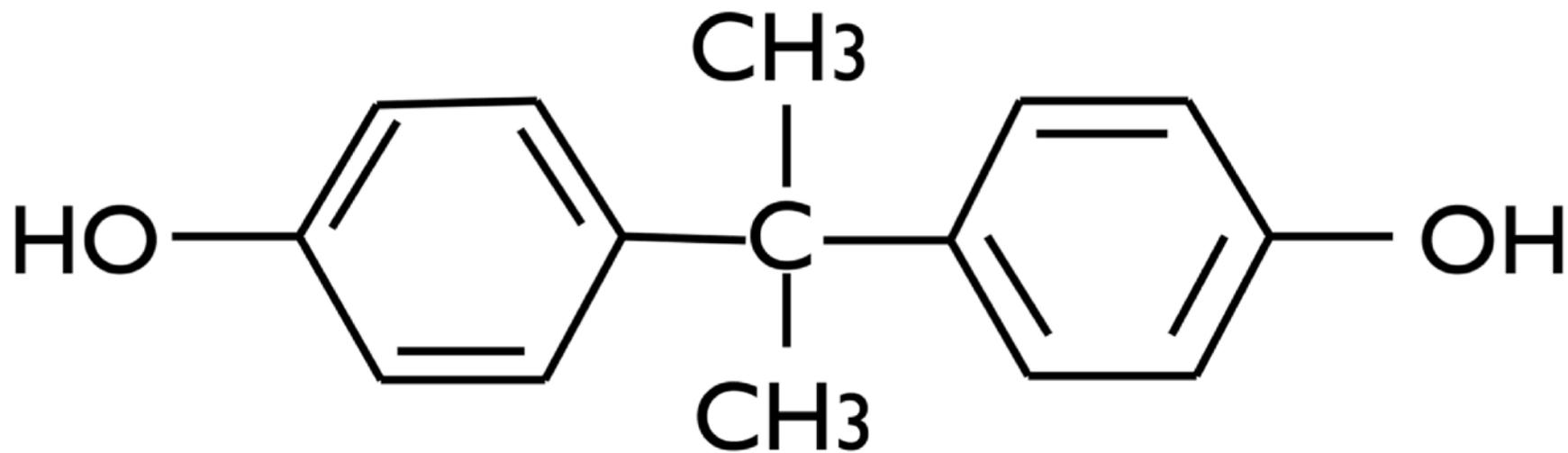


Probably carcinogenic to humans



Possibly carcinogenic to humans





This product does not contain any BPA



CANvera™



Dow Coating Materials
CANVERA™

A Fresh Approach: CANVERA™ Polyolefin Dispersion

Technology

CANvera™

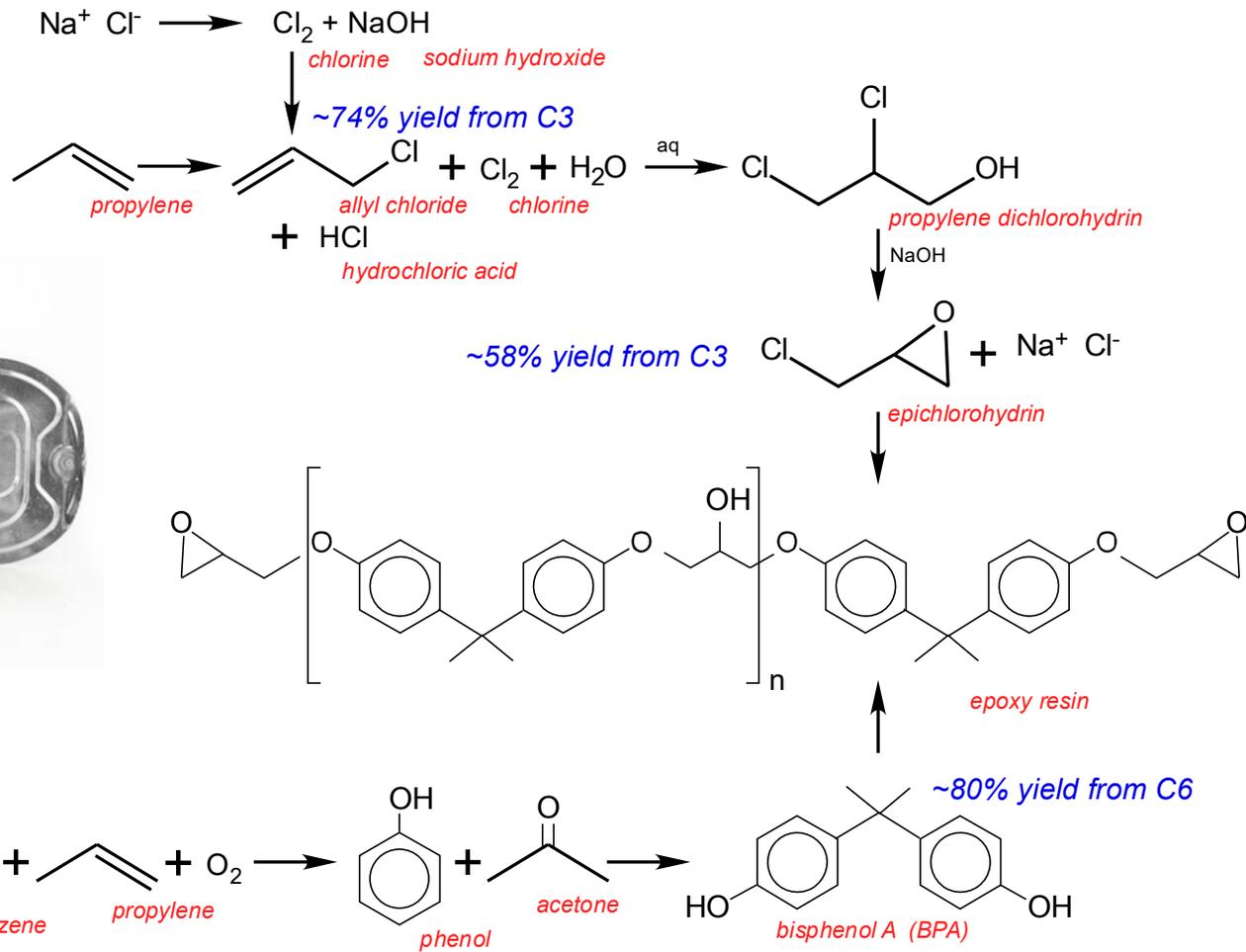
a fresh approach to can coatings by



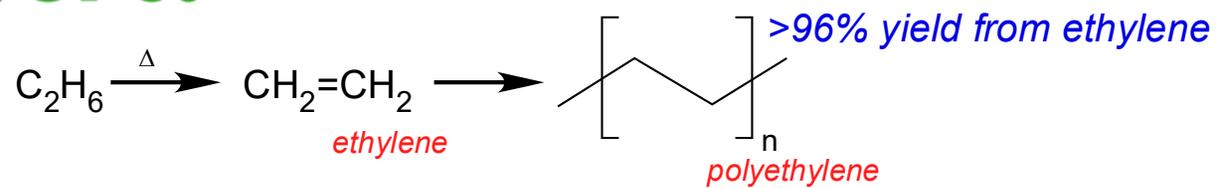
CANVERA™ Polyolefin Dispersions offers an excellent food and flavor protection profile, excellent adhesion, corrosion protection and flexibility without impact on flavor. This innovation eliminates material traditionally found in epoxy or alternative coating systems that are of concern for many consumers.

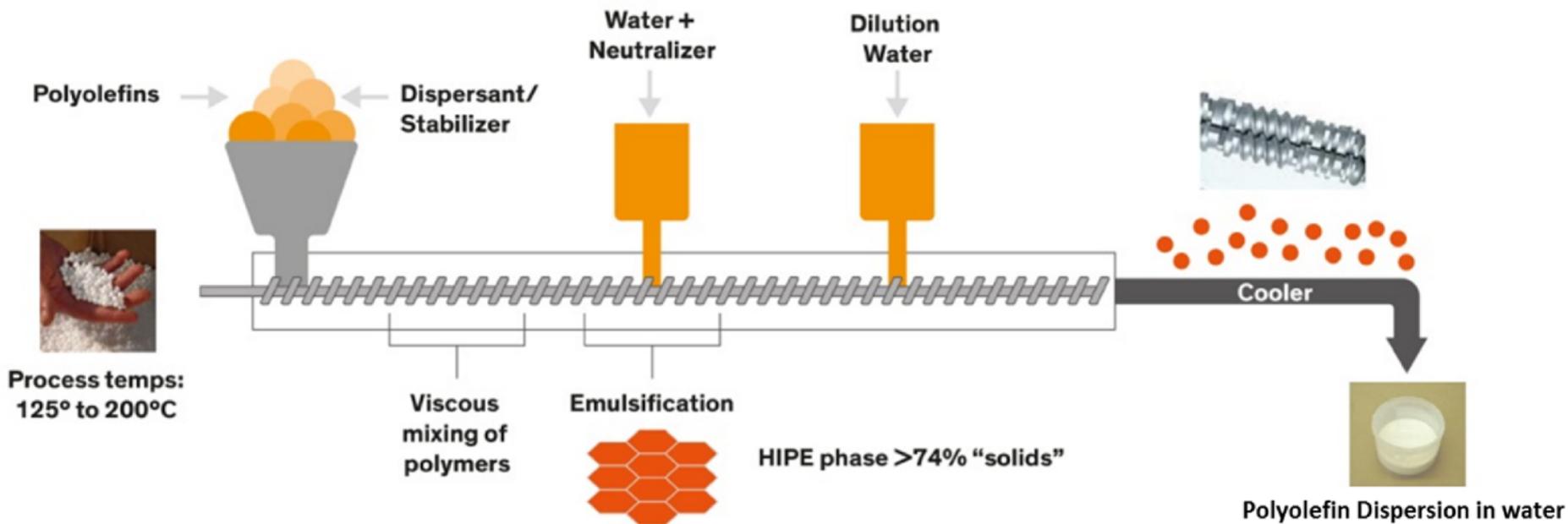


Incumbent Epoxy Resin



CANvera™

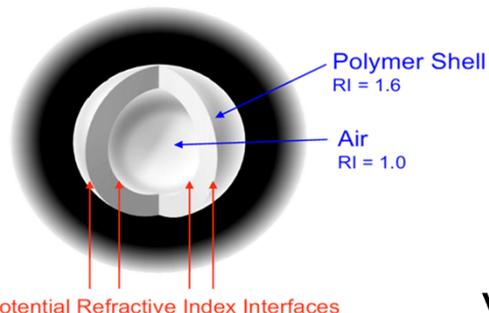




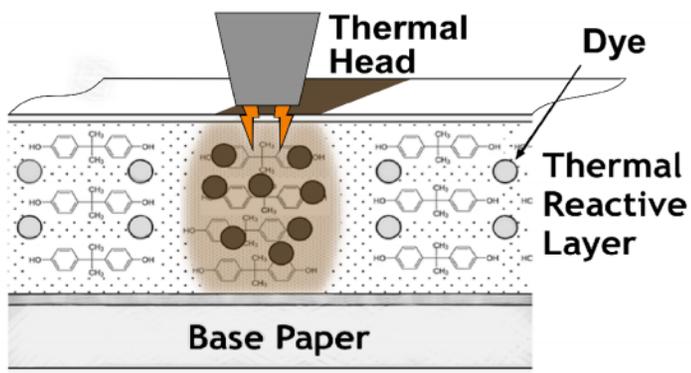
<http://coatings.dow.com/en/products/canvera>

Thermal Paper Free of Chemical Developers

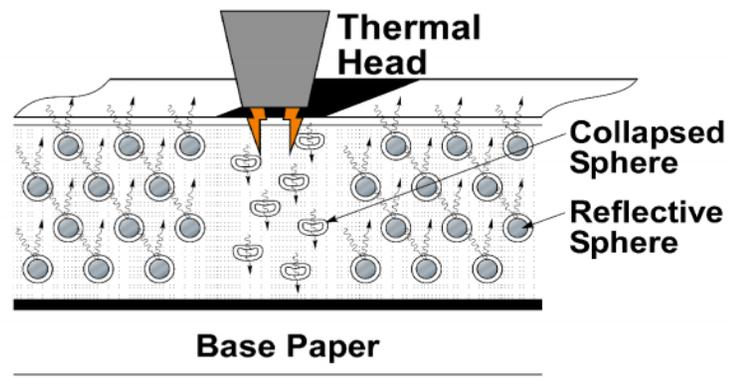
ROPAQUE™ NT-2900 Opaque Polymer for BLUE 4EST™ Thermal Paper



Conventional



Voided Layer Technology



2017 Presidential Green Chemistry Challenge Award
joint with partner Koehler Paper Group

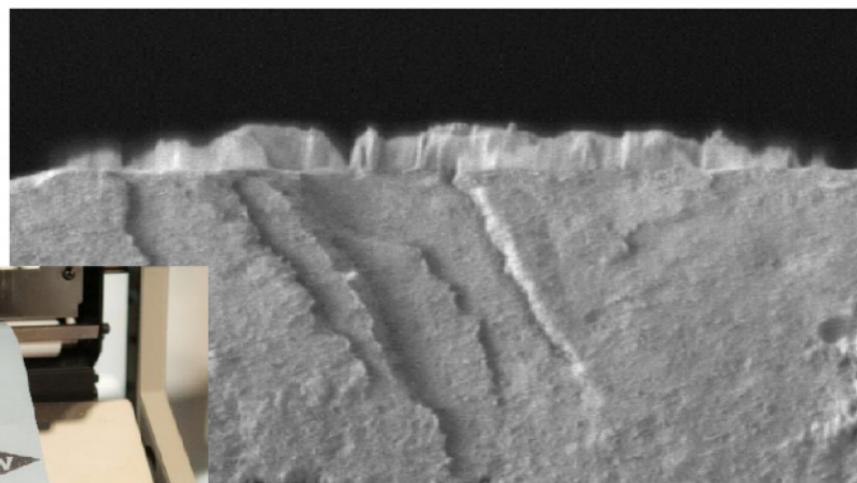
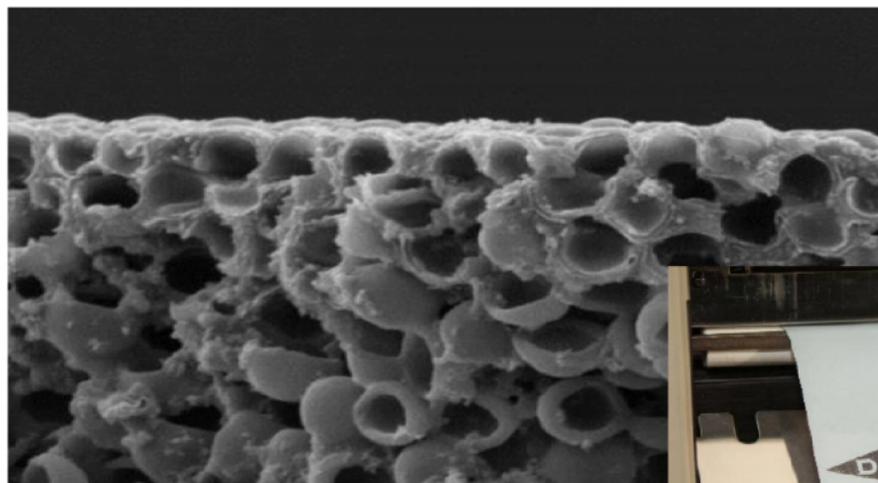


Thermal Paper Free of Chemical Developers

ROPAQUE™ NT-2900 Opaque Polymer for BLUE 4EST™ Thermal Paper

Before Printing

After Printing



2017 Presidential Green Chemistry Challenge Award
joint with partner Koehler Paper Group



2025 Sustainability Goals



Leading the Blueprint

Dow leads in developing a societal blueprint that integrates public policy solutions, science and technology, and value chain innovation to facilitate the transition to a sustainable planet and society.



Delivering Breakthrough Innovations

Dow delivers breakthrough sustainable chemistry innovations that advance the well being of humanity.



Advancing a Circular Economy

Dow advances a Circular Economy by delivering solutions to close the resource loops in key markets.



Valuing Nature

Dow applies a business decision process that values nature, which will deliver business value and natural capital value through projects that are good for the company and good for ecosystems.



Increasing Confidence in Chemical Technology

Dow increases confidence in the safe use of chemical technology through transparency, dialogue, unprecedented collaboration, research, and our own actions.



Engaging Employees for Impact

Dow people worldwide directly apply their passion and expertise to advance the well being of people and the planet.



World-Leading Operations Performance

Dow maintains world-leading operations performance in natural resource efficiency, environment, health, and safety.



<http://www.dow.com/en-us/science-and-sustainability/2025-sustainability-goals>



