

The background of the slide is a grayscale image of a spiral of clocks. The clocks are arranged in a series of concentric, overlapping circles that spiral inward from the top right towards the center. Each clock face is visible, showing numbers and minute markers, creating a sense of depth and time passing.

Reducing My Platinum Footprint

Mark Jones

Executive External Strategy and Communications Fellow
The Dow Chemical Company

9 February 2016

Caltech

I Waste Time and Money At Home



I Waste Time and Money At Home



I Waste Time and Money At Home



I Waste Time and Money At Home



I Waste Time and Money At Home



I Waste Time and Money At Home



Energy
CERTIFIED

I Waste Time and Money At Home



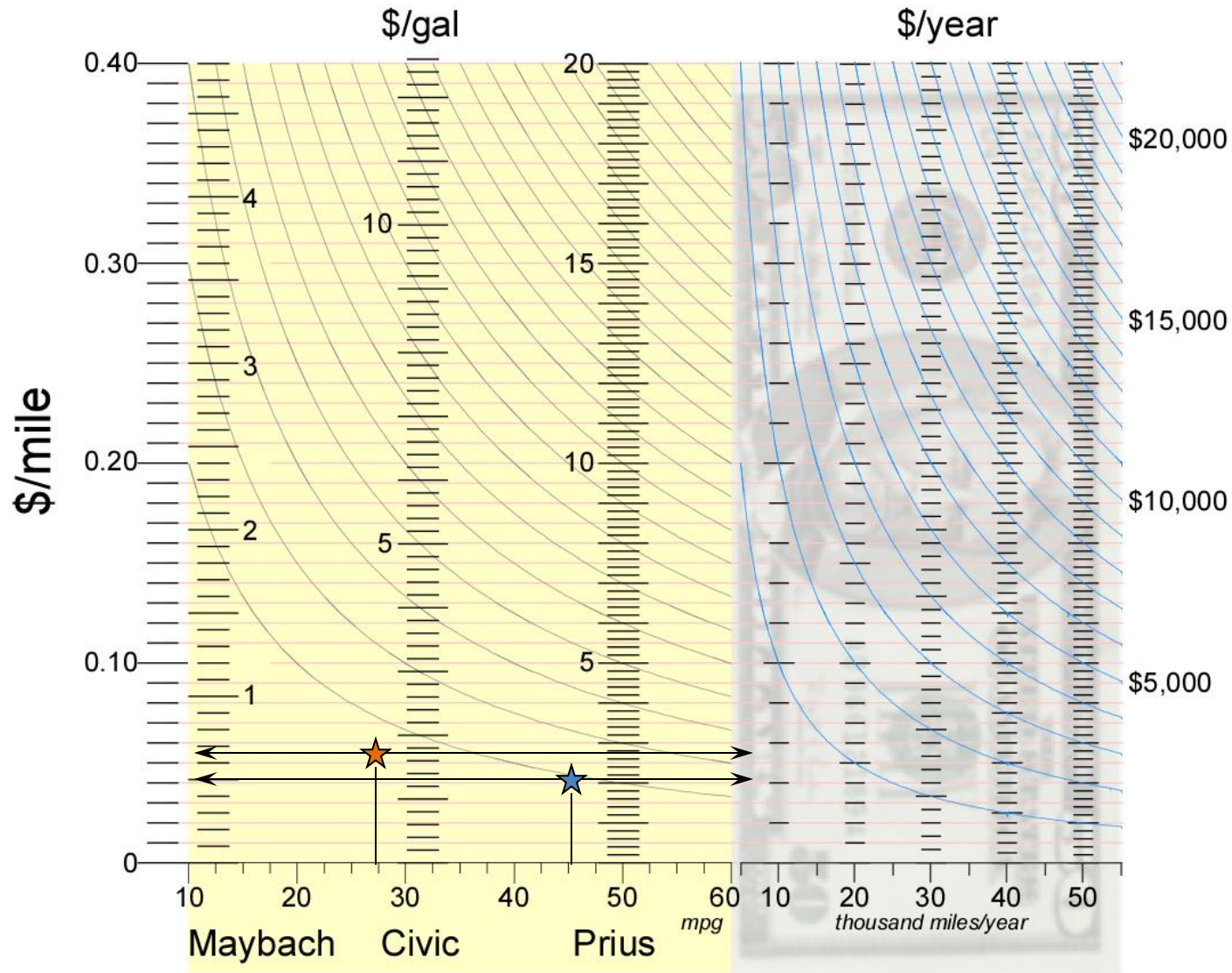
But I Still Use Fossil Fuels



I Make Decisions for the Environment



I Waste Time and Money At Home



I AM DESTROYING THE
PLANET SLOWER
THAN YOU ARE.

BUT NOT AS
SLOWLY AS I
THOUGHT



Embodied Fossil Energy





I Ignore Customers At Home



Return Shareholder Value

*I can't waste money
and time at work*

Metaphor for Sustainability



Ordered



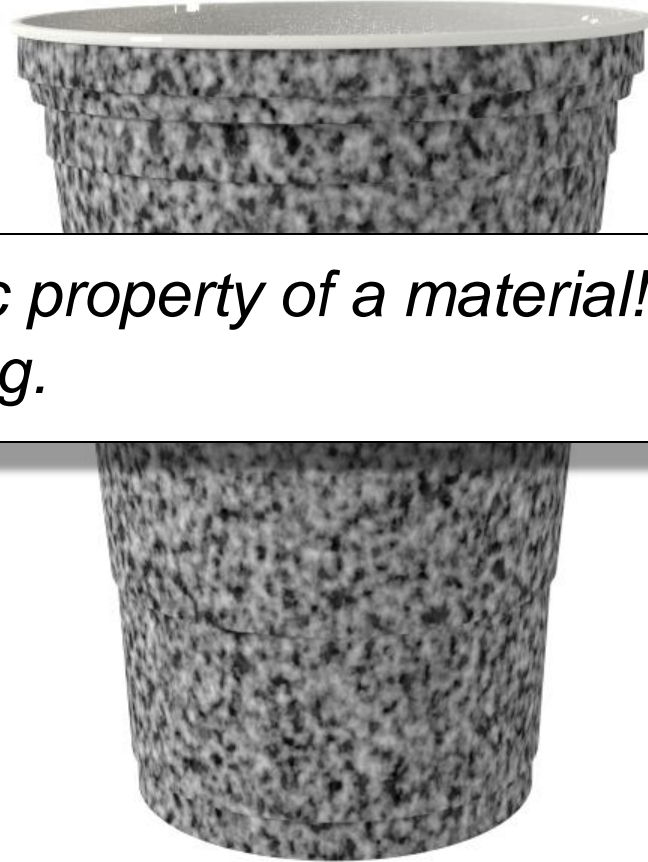
Disordered



Sustainable?



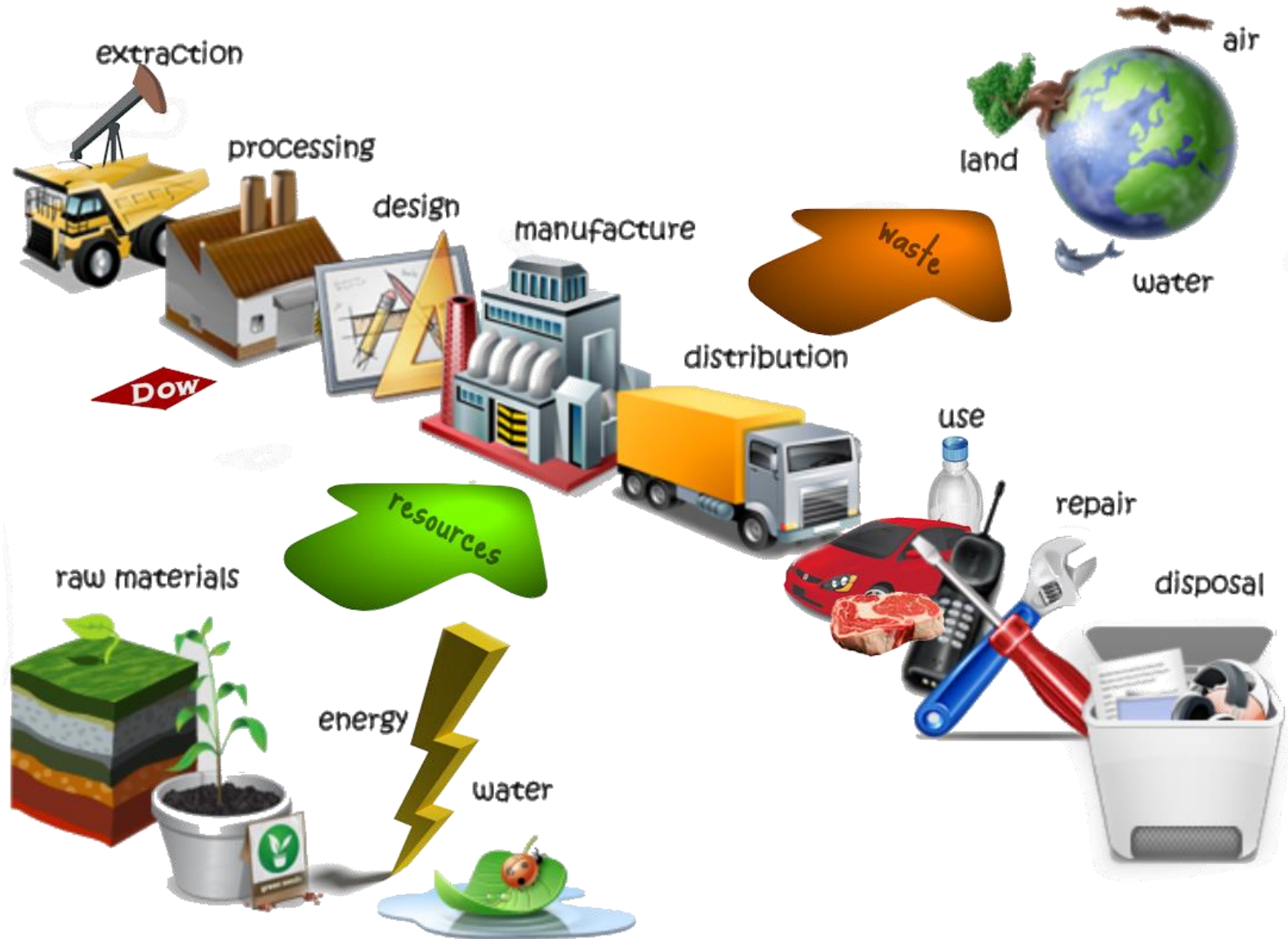
Is this Cup Sustainable?



*Sustainable is not an intrinsic property of a material!
You can't know by just looking.*

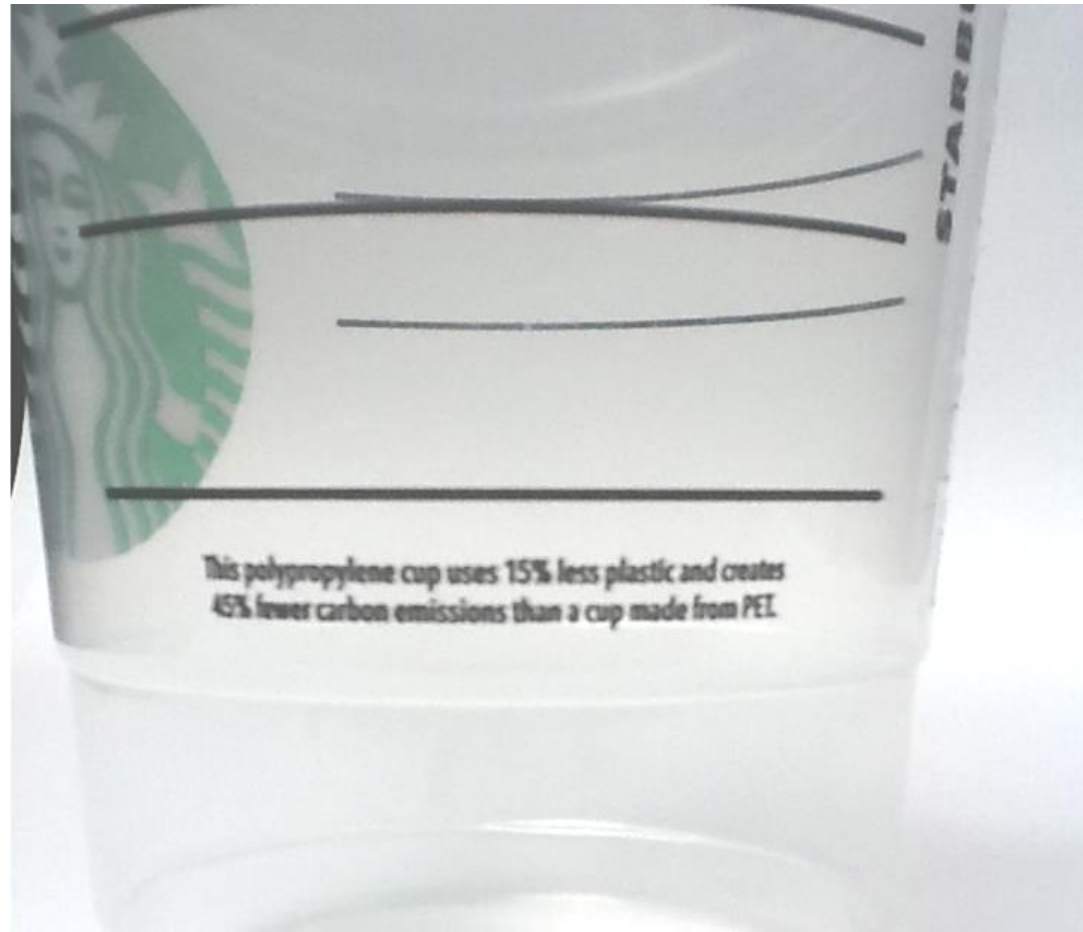
How about this one?

Life Cycle Assessment



adapted from sustainable-graphic-design.blogspot.com

Signs of Hope



Which is more sustainable?

plastic



paper

Which is more sustainable?

A meat-eater in a Prius



A vegan in a Hummer



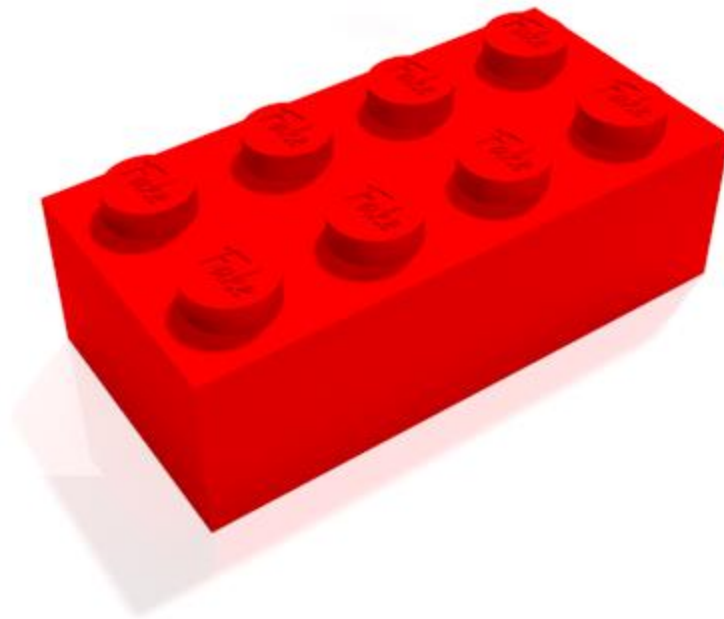
Waste Reduction Hierarchy

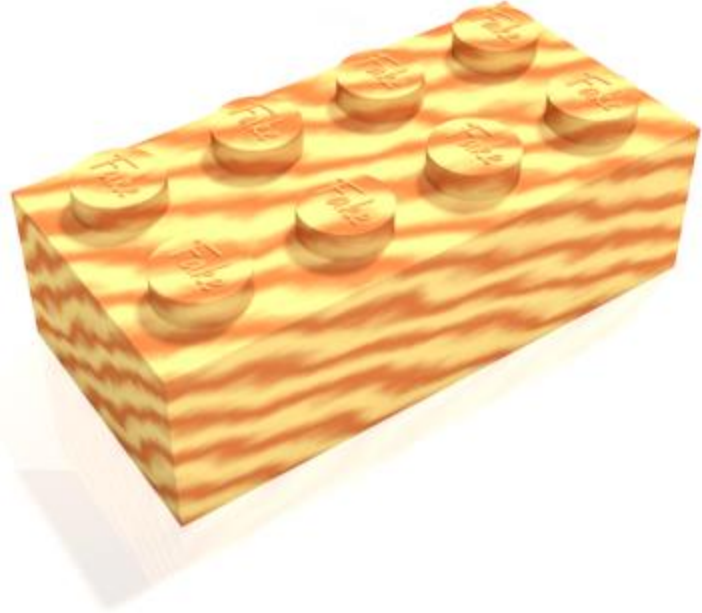


Case Study

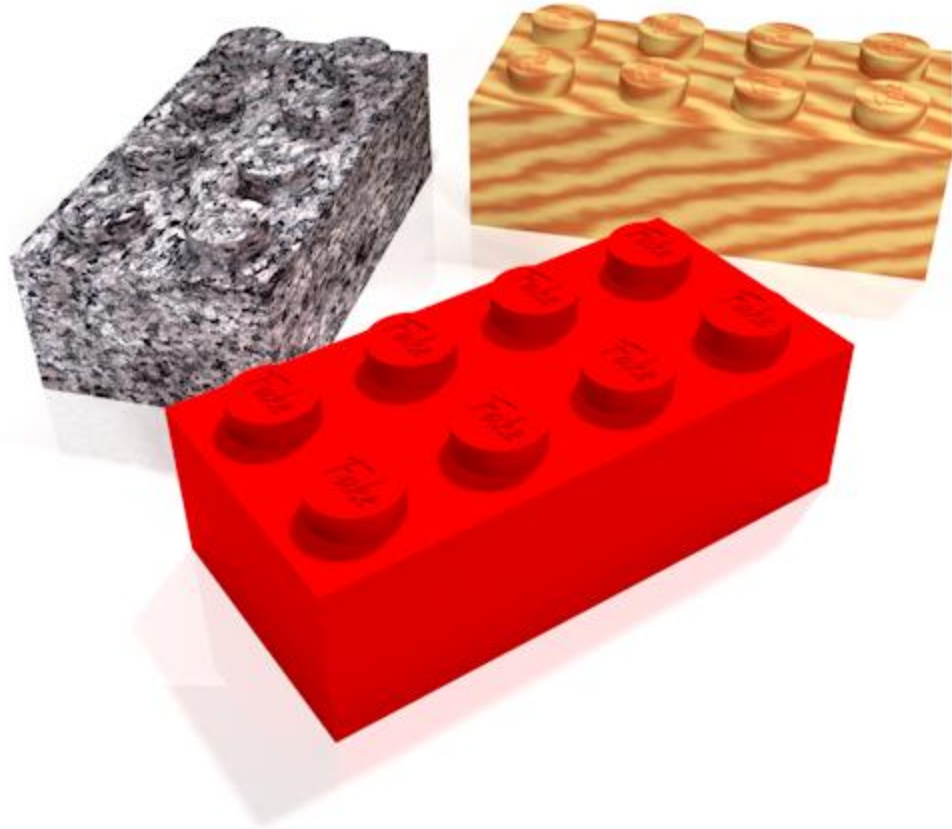


■ Lego Searches for ABS Replacement









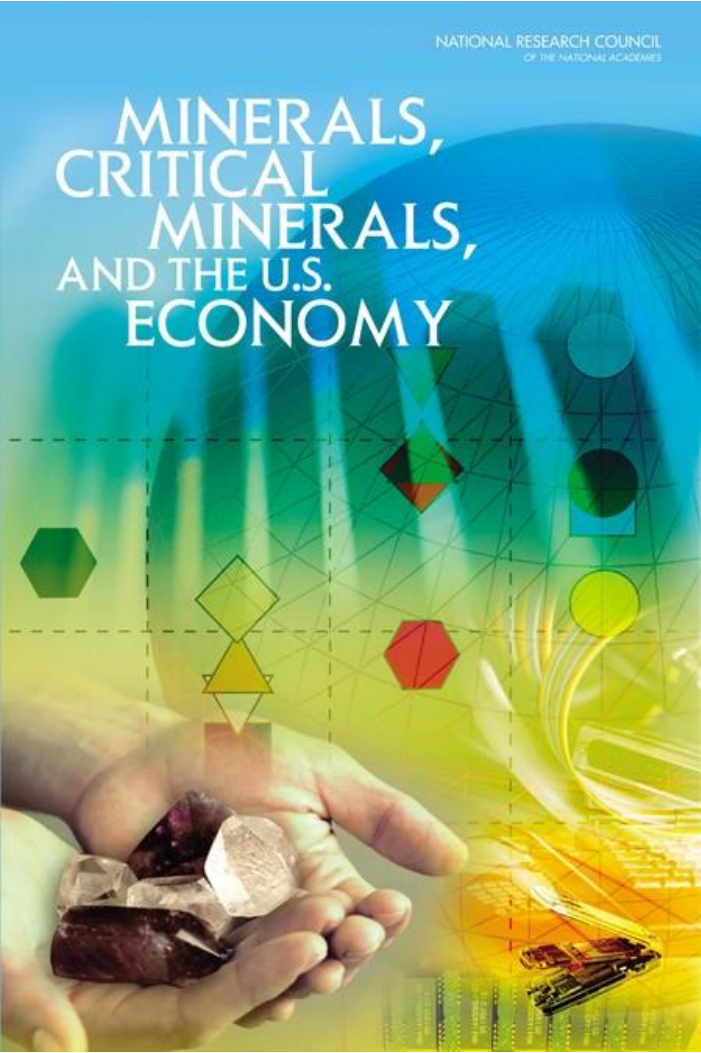


Circular Economy

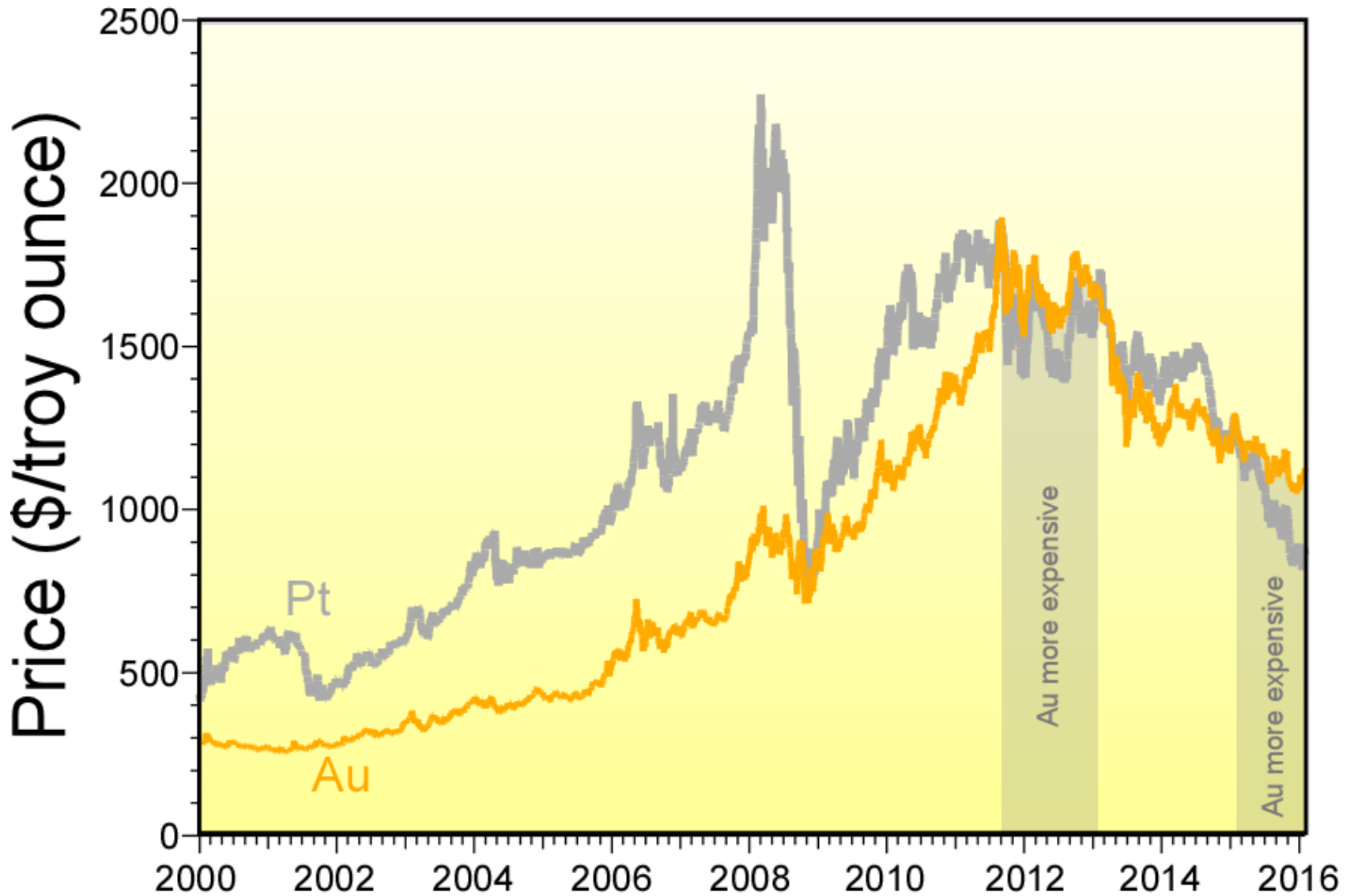
Circular Economy

Case Study





Metal Price





platinum

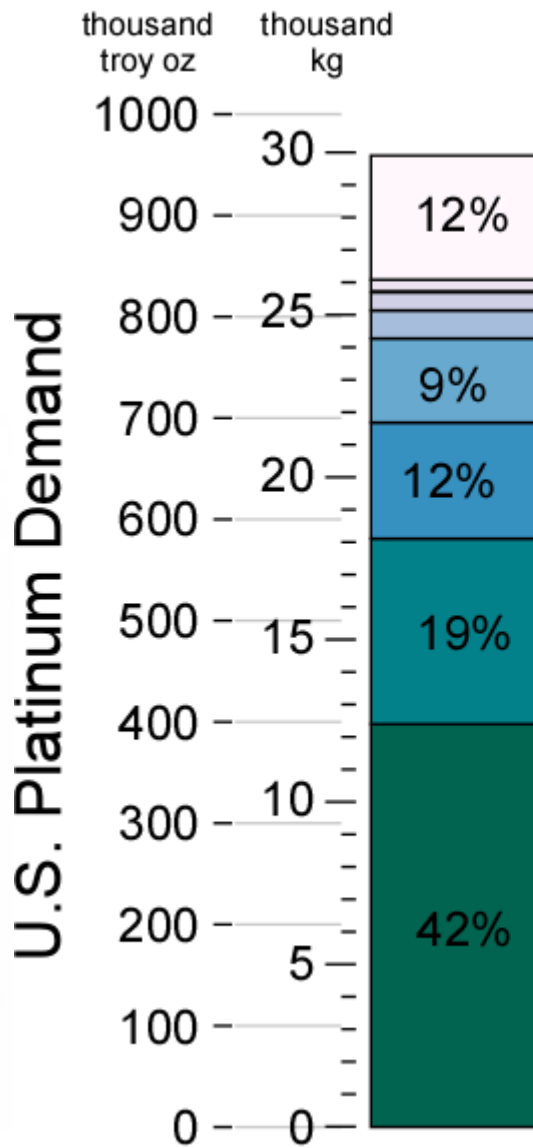
78

PT

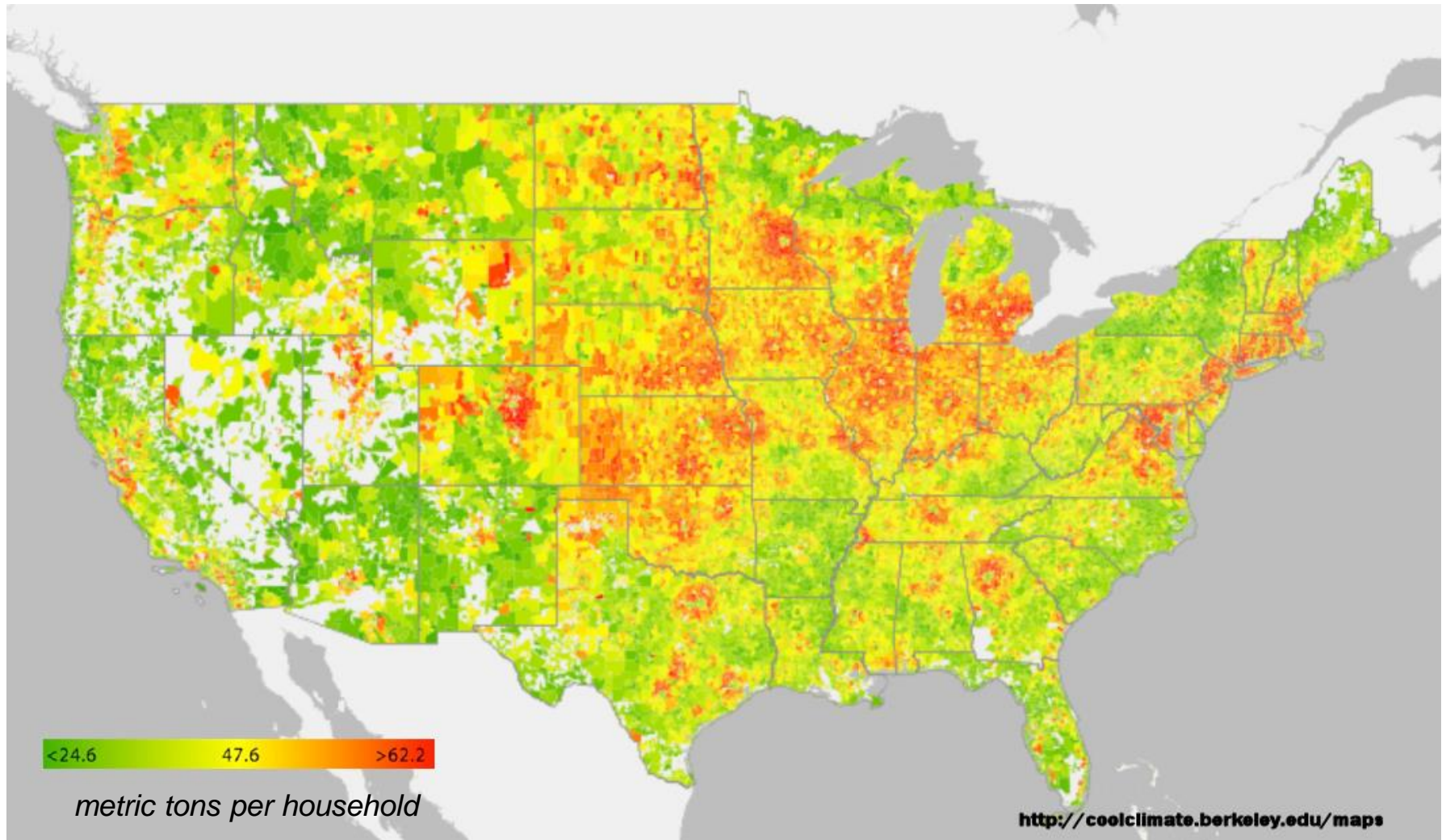
195.08



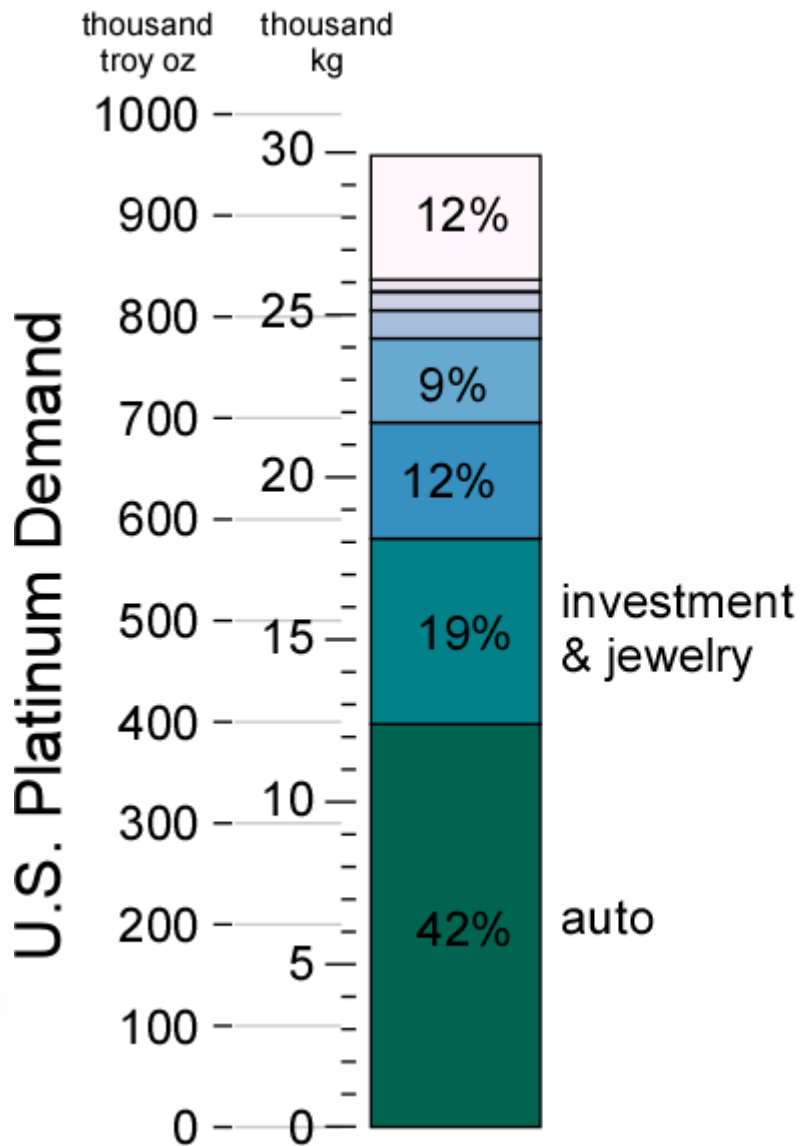
What is my Pt footprint?



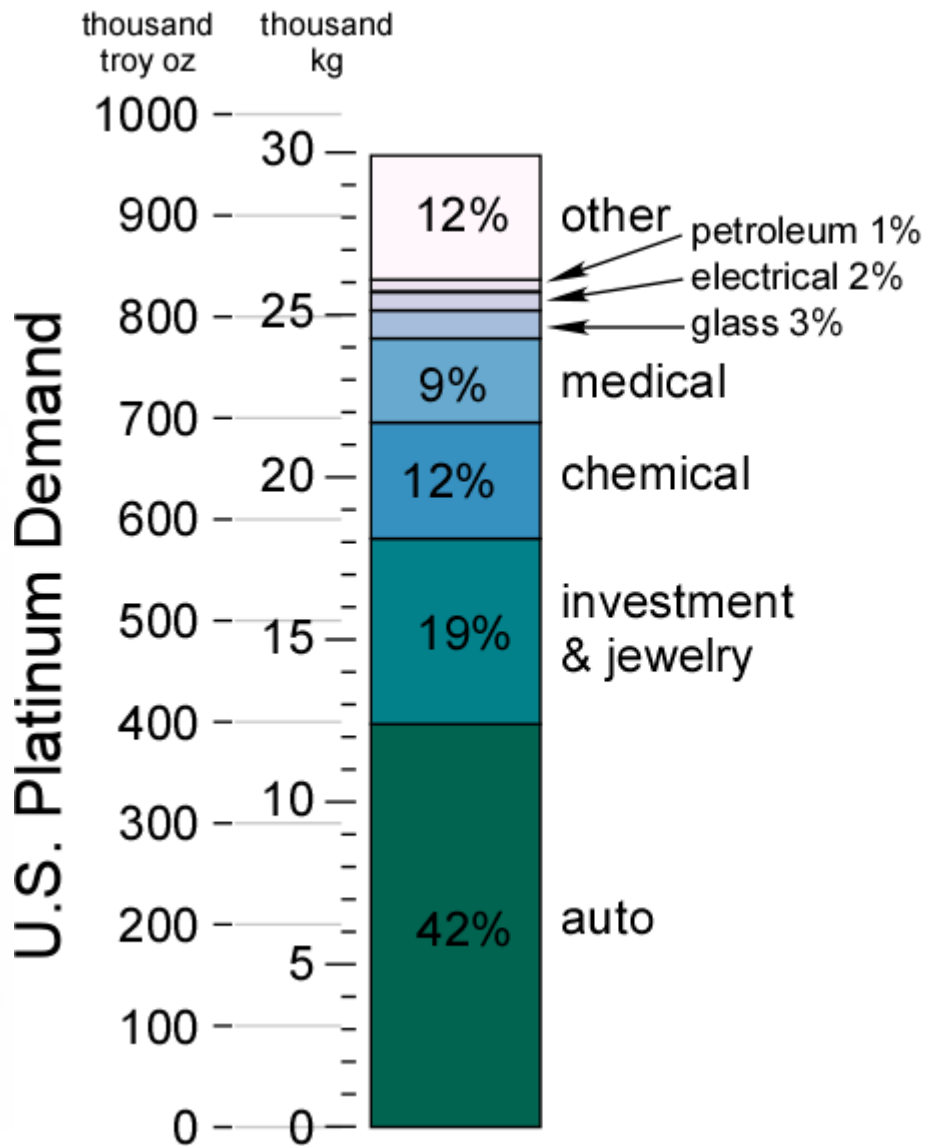
GHG Footprint – by Zipcode



What is my Pt footprint?



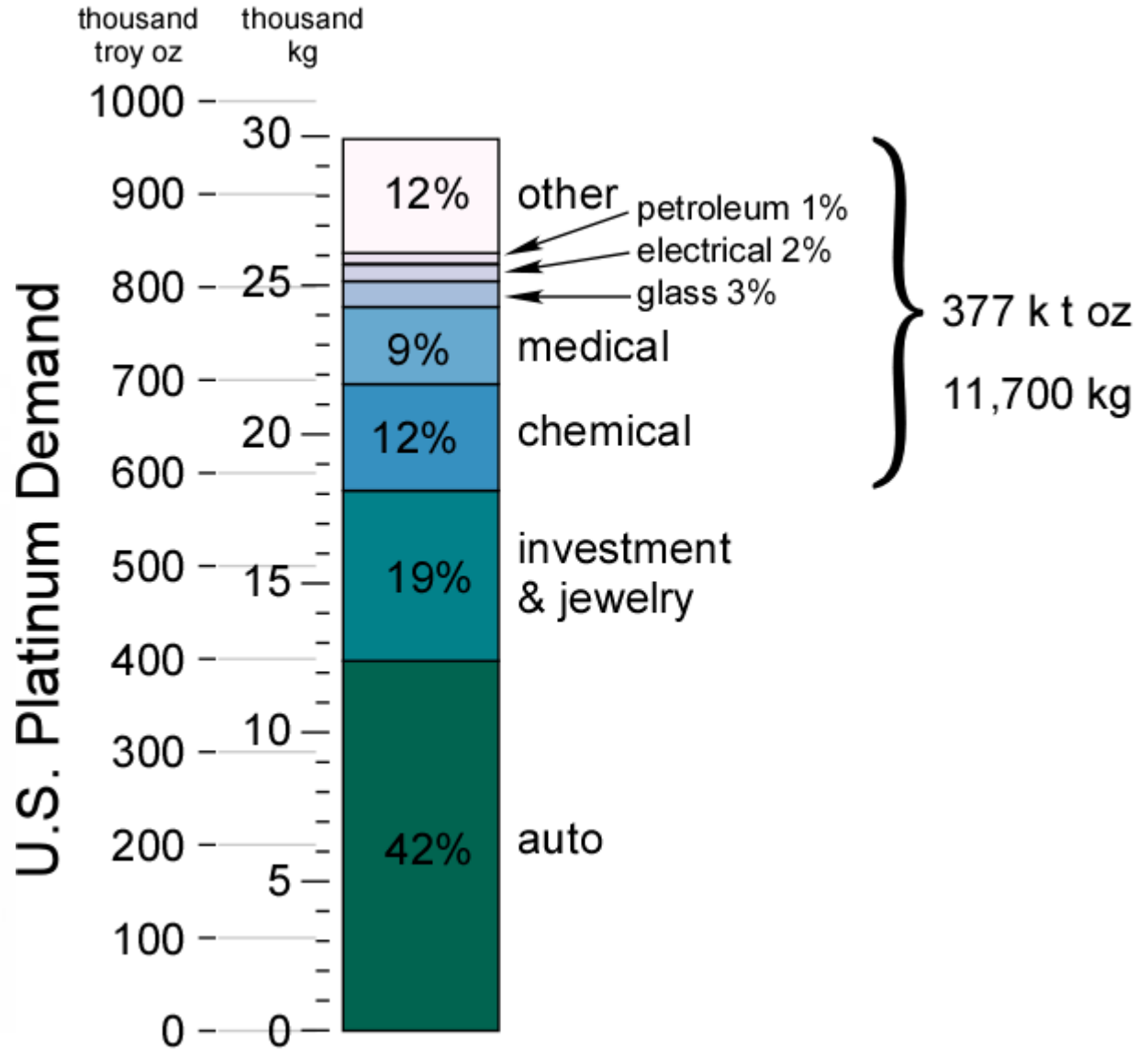
What is my Pt footprint?



Platinum



What is my Pt footprint?



Number Comparison



~92 million



~2.7 billion

~30 times more corks

for US

I Waste Time and Money At Home



Price?



1.6¢

Price?



4.2¢



1.6¢

Price?

0.61¢



0.01¢



4.2¢



0.22¢

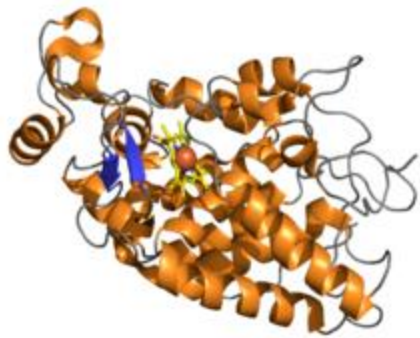


0.20¢



1.6¢

Peroxide Decomposition

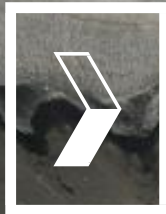




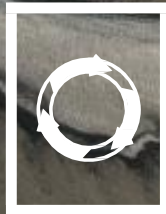
2025 Sustainability Goals



Leading the
Blueprint



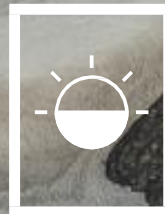
Delivering
Breakthrough
Innovations



Advancing a
Circular
Economy



Valuing
Nature



Increasing
Confidence in
Chemical
Technology



Engaging
Employees for
Impact



World-Leading
Operations
Performance

2025 Sustainability Goals



Dow is redefining
the role of business
in society.

Through our 2025 Sustainability Goals, Dow will advance the well-being of humanity by helping lead the transition to a sustainable planet and society, maximizing economic, environmental and societal value.



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 business 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.



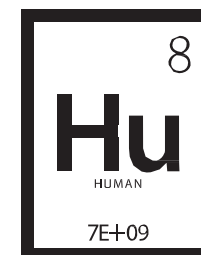
Engaging Employees for Impact

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



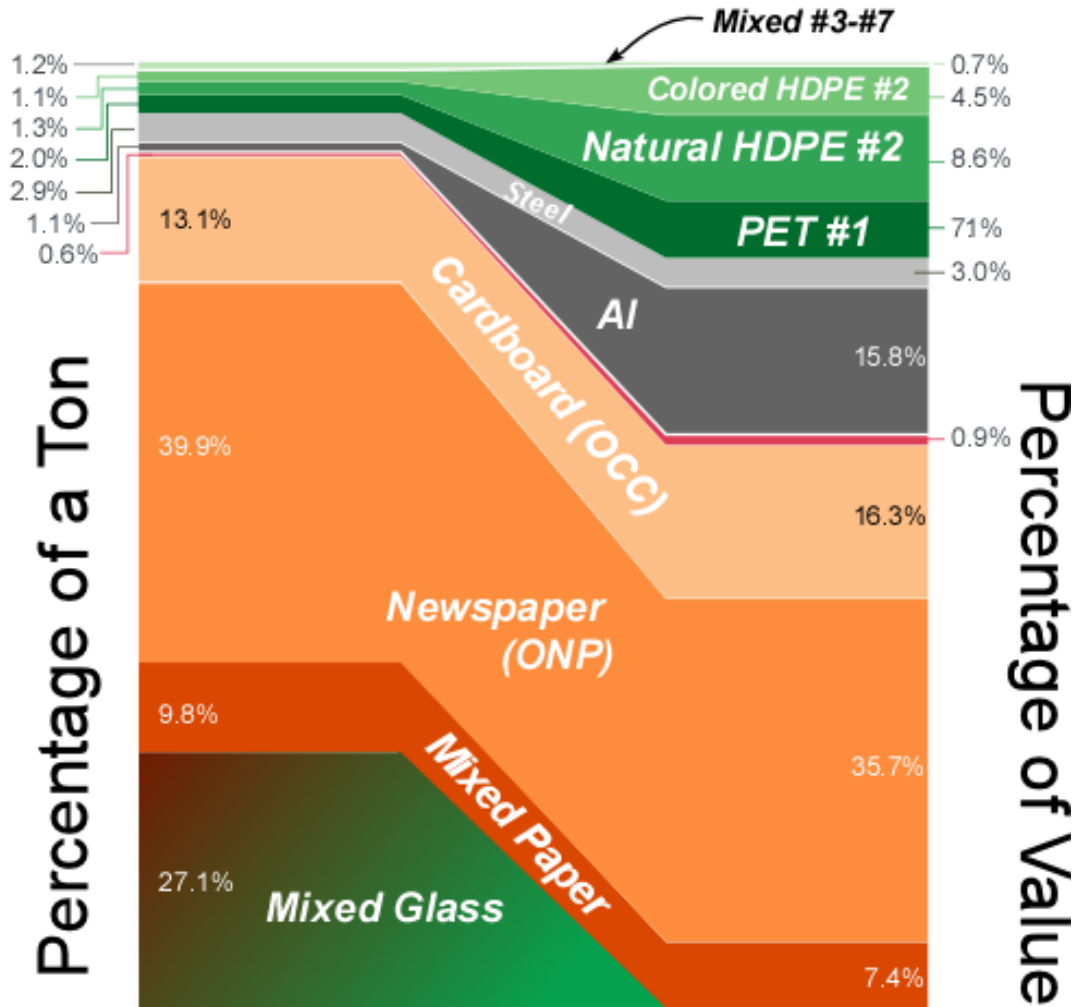
World-Leading Operations Performance

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





Value of Recycled Materials



source: RRS from recycling.com and published in November 2015 Resource Recycling

