



OFFICIAL CARBON PARTNER

## 2014 Star of Energy Efficiency Awards – Submission Summary

"I-Star" Award for Energy Efficiency category - <http://www.ase.org/dinner/nomination>

### **Submitting the nomination: Dow Nominee: The Olympic Movement**

Having incorporated the Environment as one of the fundamental values and the third pillar of the Olympism platform in the mid-nineties, the International Olympic Committee (IOC) has been working consistently to advance sustainability within the Olympic Games in all host territories - and make it a top-priority for bid cities aspiring to receive the event in the future.

After great progress and remarkable efforts in the area encouraged by the IOC, National Olympic Committees, International Federations, Organizing Committees and their delivery partners over the past decades, the Sochi 2014 Olympic Winter Games contributed to the Olympic Movement's ongoing journey by setting tangible and highly-impactful goals related to their Games' carbon footprint.

Learning from efforts on carbon footprint management by Vancouver 2010 and London 2012, the Sochi 2014 Organizing Committee selected Dow – Worldwide Olympic Partner and the Official Chemistry Company of the Olympic Games - to be the Official Carbon Partner of the Sochi 2014 Olympic Winter Games. Working in close collaboration with key local stakeholders, Dow deployed world-class industry expertise and technologies, engaging international and Russian experts and companies to deliver substantial greenhouse gas (GHG) emissions reductions and technology enhancements in strategic areas of the country's economy: Industry, Infrastructure and Agriculture.

In 2014, for the first time in Olympics history, the carbon footprint associated with the hosting and organizing of the Games was entirely mitigated prior to the event actually happening, rather than post-Games. The GHG emissions reductions enabled by the "Sustainable Future" program – implemented by Dow in Russia on behalf of Sochi 2014 - program surpassed 520,000 tons of CO<sub>2</sub> equivalents, as verified by third-party international experts ERM - [far exceeding the Organizers' estimated direct footprint of 360,000 tons of CO<sub>2</sub> equivalents](#). Additionally, the program enabled over 650,000 million British Thermal Unit (MMBTU) in annual energy savings – a result that can be translated into over US\$70 million in savings over 10 years (considering the costs related to domestic natural gas consumption in Russia).

In order to support this new approach, an innovative GHG accounting framework has been developed by Dow and third-party experts enabling economically viable projects to deliver climate benefits that can be assigned towards large-scale events. The [Climate Solutions Framework](#) was launched at the United Nations' COP 19/CMP 9 event in Warsaw, Poland, in November 2013, with broad recognition from private and public sector players from around the world. The Framework is available for public reference and consultation on the [UN's Global Compact](#) website, so stakeholders involved in the organization of large-scale events can follow

the Olympic Movement's inspiration and learnings to deliver events with reduced carbon footprint.

Building on the advancements from previous Olympic Games, the Rio 2016 Olympic Games Organizing Committee made a commitment to mitigate the carbon footprint of the first Games in South America through the deployment of low carbon and energy-efficient technologies. Carbon is one of the top priorities of Rio 2016's comprehensive sustainability platform, named "Abraça" (Portuguese to "Embrace", in a reference to how the OCOG is embedding a more sustainable mindset in every step of the organization and hosting process). Aiming to mitigate the direct and associated CO<sub>2</sub> emissions, Rio 2016 is partnering with Dow to implement a comprehensive program that will bring long-lasting benefits in areas like industrial efficiency, food production and preservation, and urban infrastructure.