

Dow's European Sustainable Development Chairs in Spain and France Raising the Bar Higher

In the frame of our European University Relations Program, Dow is the privileged partner of the "Rovira i Virgili University" (URV) of Tarragona in Spain and the "Ecole Supérieure de Chimie, Physique, Electronique" (CPE Lyon - Chemistry-Physics-Electronic) of Lyon in France. Concretely, Dow supports strategic projects of these universities and their students by participating in a scholarship program, worldwide training and internship opportunities.

Dow raises the bar higher with its global involvement in Sustainability by sponsoring the Sustainable Development Chairs at these universities, increasing knowledge and raising social awareness about the meaning of "being sustainable".

Since 2005, the Dow/URV Chair organized more than 60 activities, ranking from summer courses to mass presentations. Focusing on one of its target audiences, a large number of diverse activities for young people, including surveys aimed at assessing sustainable habits among this age group and also promoting research projects in the area of Sustainability have been organized.

The Chair's star product is the recently launched «Sustainable Development» manual, which provides an overview of the Chair's research and thoughts on the matter. Likewise it provides tools for research, dissemination and knowledge transfer.

Launched in June 2009, the French Sustainable Development Chair; a joint initiative of Dow France and CPE Lyon, aims at coordinating and triggering actions that will help to train students of chemical engineering, electronic engineering and IT engineering in the principles of sustainable development; providing them with a global analytical framework of the challenges posed by sustainable development and breaking down its applications into processes, energy, materials, health and their associated issues such as waste treatment or regulation. To celebrate its first anniversary, the Chair initiated a cycle of international conferences on carbon dioxide, entitled "CO₂ Challenge Forum". More than 200 attendees participated in the first edition, "[Large-volume CO₂ recycling](#)" in September. Theresa Kotanchek, Global Director Sustainable Technologies and Innovation Sourcing of Dow, was one of the speakers at the event.

The Dow/URV and CPE Lyon Sustainable Development Chairs mean more than simply closing the gap between the industry and the university world. It is a manifestation of the many practices that reflect Dow's commitment to the community as part of its Sustainability Goals for 2015, in addition to contributing to increase knowledge and raise social awareness about Sustainability. **Enric Aguilar**, Director of the Dow/URV Sustainable Development Chair, states that this is a strategic collaboration both for today and for the future. "We are proud to have a company on board that follows best practices in the area of Sustainability to collaboratively carry out the 100% Sustainable Chair project", he said. "I believe we are helping the concept of Sustainable Development to take root in the daily life of the university community and in our immediate surroundings". **Gérard Pignault**, Director of CPE Lyon, added: "It is well known that the quality of a partnership depends on its innovation capacity. The sustainable development chair is one of our great common achievements. Dow is not directly involved in the pedagogy, but experts of the Company bring in their know-how".

A win-win partnership

Back in 2003, a [European University Relations Program](#) was launched to establish long-term relations with few selected Universities. The objective is to retain and strengthen long term sustainable relationships with the strategic universities – positioning Dow to become an employer of choice for new graduates and students in order to build Dow Europe's future talent needs