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Collecting the Drops:

**A Water
Sustainability
Planner**

Case Example

The Dow Chemical Company: Recognizing the Staff Who Save Millions through Waste Reduction

The Dow Chemical Company recognizes that efforts to reduce waste and related technical innovation bring benefits to the environment and a better bottom line. At its Michigan operations plant in the U.S., an awards program recognizes employees who make the benefits possible.

In late 2006, Dow officials recognized 200 people at its Michigan Operations and Michigan Research and Development for their contributions to 29 projects for the Waste Reduction Always Pays (WRAP) and Technology Center Awards. Technical innovation and waste reduction saves Dow millions of dollars every year. Though it may seem counter-intuitive, reducing waste is good for both the environment and the bottom line.

Staff supporting, award-winning projects were credited with inventing new and more efficient technology, conserving energy and natural resources, and acting in an environmentally responsible way. Examples of award-winning projects included:

- Dow Michigan Operations Latex and Blending Systems reduced energy costs.
- Dow Michigan Operations Ion Exchange Resin plant reduced anion plant waste.
- Dow Michigan Operations ETHOCEL™ cellulose ethers production plant reduced product loss during product drying transfers.
- Dow Michigan Operations METHOCEL™ methylcellulose production plant reduced fresh water consumption.

The awards for all the projects were lauded by executive vice president for Manufacturing and Engineering Gary Veurink, vice president of Engineering Solutions, Technology Centers and Manufacturing and Engineering Work Processes Maggi Walker, and Vice President of Site Operations in Midland, Don Taylor.

The Technology Center Awards recognize and reward successful improvement and implementation of technology in Dow, in areas such as improved reliability and asset utilization; enhanced automation and optimization; and advanced process control technology.

“The WRAP and Technology Center Awards help us highlight just some of the genius of Dow people here at the site,” said site Vice President Don Taylor. “We recognize that environmental stewardship and being a responsible neighbor are both part of our license to operate here in mid-Michigan. Reducing waste is also good for our bottom line.”

The WRAP Awards recognize individuals who find innovative ways to save money while reducing waste at Dow. Waste reduction includes waste avoidance, source reduction, material reuse and/or recycles, yield improvement and energy conservation. The WRAP Awards began at Dow in 1986. Through 2003, WRAP Awards had accounted for the reduction of 230,000 tons of waste, 13 million tons of wastewater and saving of 8 trillion BTUs of energy.