



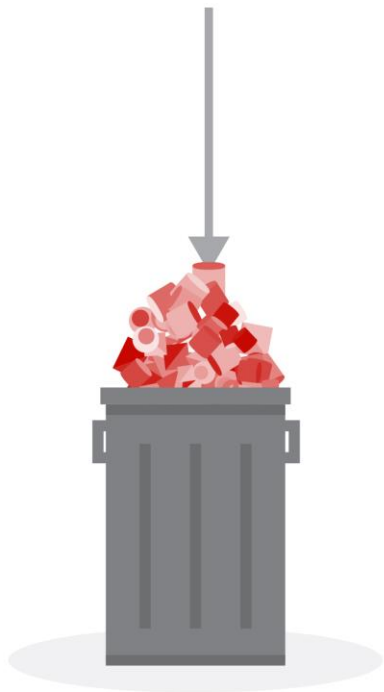
Addressing Challenges and Opportunities of the Circular Economy

Utech Europe 2018

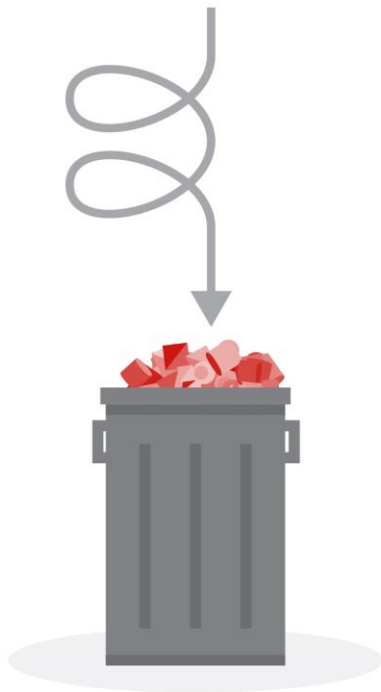
Marcel Moeller | Marketing Director | Dow Polyurethanes EMEA



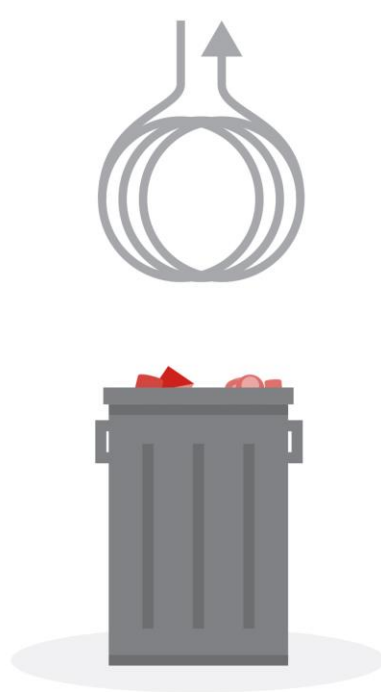
**Linear
Economy**



**Recycling
Economy**



**Circular
Economy**

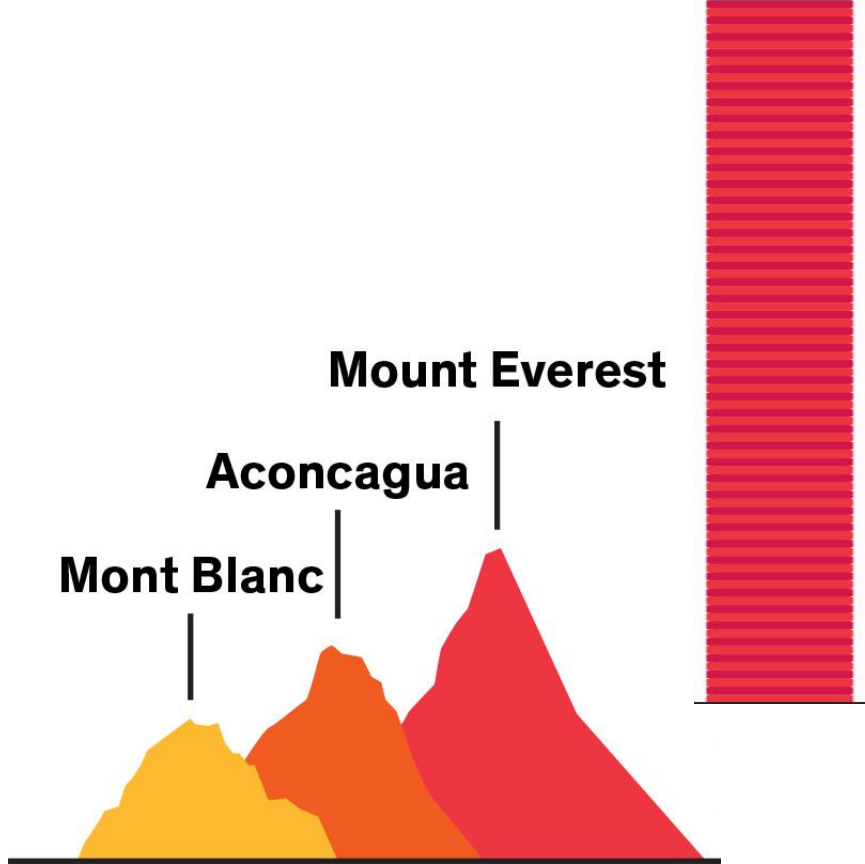




Imagine

stacking all polyurethane
mattresses discarded in Europe
in 2017...





▶ **215** times
the Mount Everest



Circular Economy: Key Driving Forces

EU Waste Rules

Ambitious recycling and landfill reduction targets

Recycling targets
for municipal waste

2025	2030	2035
55%	60%	65%

Brand Owner

Corporate Strategy

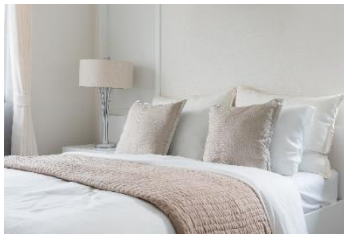
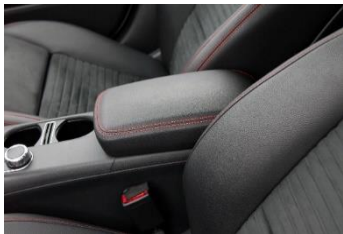
- Process materials from recycling schemes
- Produce products with recycle ability at EoL

Social Pressure

Perception is Reality

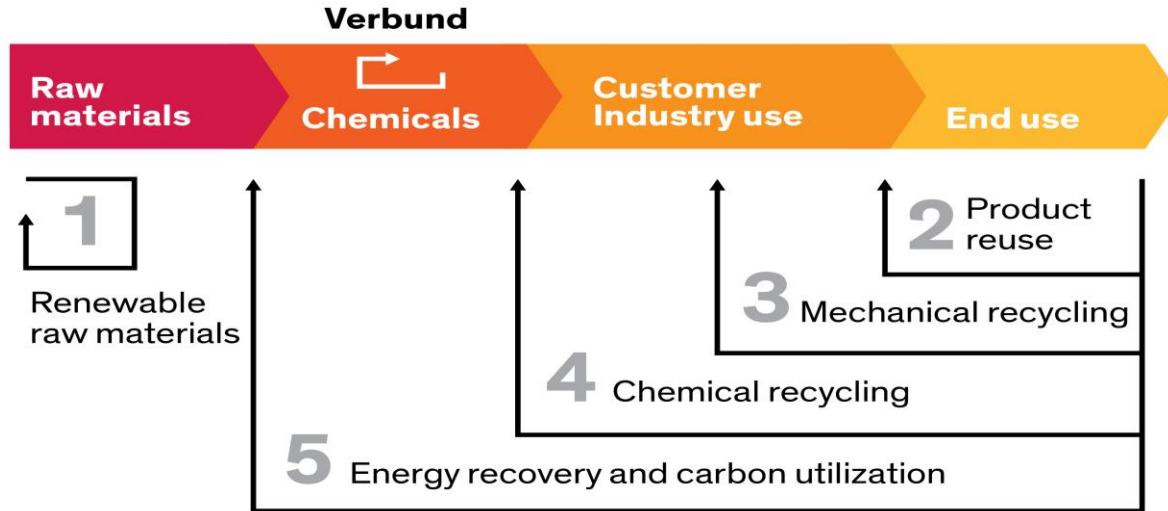


Polyurethanes = Plastic = Same Recycling Targets



What Needs To Change?

Circulating molecules



Maximizing utility of existing molecules

(e.g., reusing/recycling molecules such as through the reuse of PET bottles)



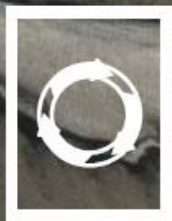
2025 Sustainability Goals



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



INNOVATING FOR YOU

Advancing a Circular Economy



Through innovation and collaboration, Dow will help facilitate the world's transition to a circular economy, where waste is designed into new products and services.

Our Goal is to advance a circular economy by delivering solutions to close the resource loops in key markets.

Dow will partner with other industry leaders, NGOs and governments to deliver three major projects that deliver solutions and provide a blueprint for the implementation of principles of the circular economy by 2020.

By 2025 Dow, working with partners, will implement three additional projects located at Dow manufacturing sites or directly impacting Dow businesses.



What if mattresses could be **recycled**,
enabling **reuse of materials**
and reducing waste streams?



A Circular Economy Approach

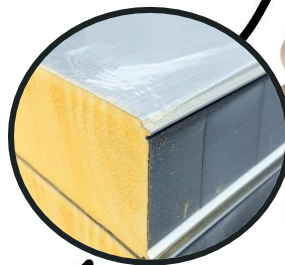
End-of-life
mattresses



Chemical recycling
Recovered Polyols



PU Applications
PU Insulation
Flexible Foams



Critical to Success:

- Product Performance in End Application
- Process Performance at Manufacturer
- Environment, Health and Safety
- Economics



« *We have a choice: to look at it from the outside and believe it's not our business, or endorse circular economy to make it part of our business life.* »



Stay Connected



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Innovating For You