

University Partnerships at Dow Building a Better Future Together

Lou Graziano Director, University R&D Strategy Sustainable Technologies and Innovation Sourcing The Dow Chemical Company



Dow in Numbers



- Founded in 1897 by Herbert H. Dow in Midland, Michigan
- Customers in approximately 160 countries
- 188 manufacturing sites in 36 countries
- More than 5000 products
- Employs 54,000 employees worldwide
- \$57B revenue in 2012
- R&D \$1.7B
- \$250 million committed in R&D partnership with strategic Universities for 10 years





Dow's Operating Segments*





Talent Development



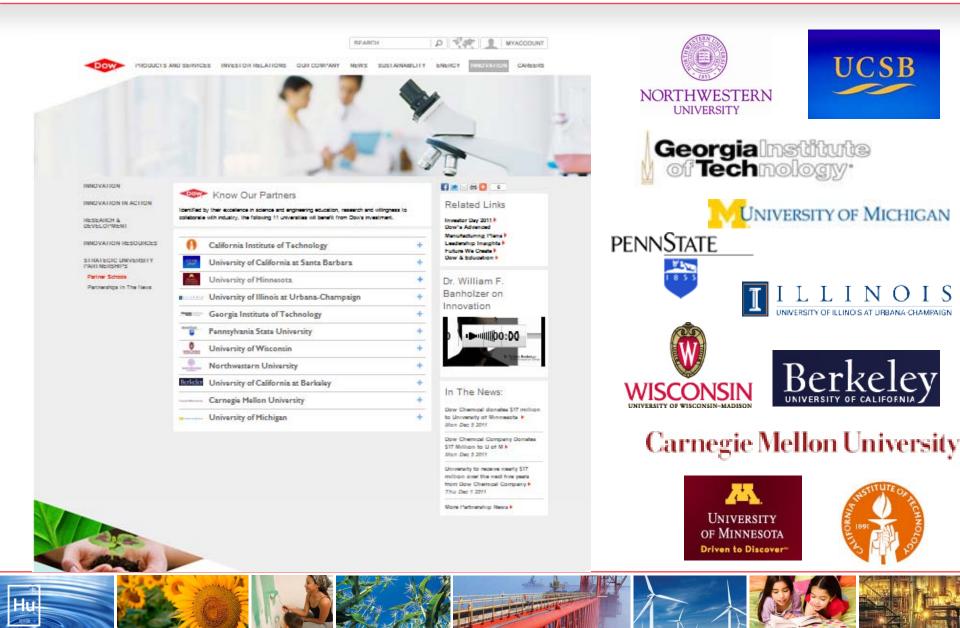
• What should we do to ensure we are positioned for future success?







Strategic University Partnership



University Partnership Strategy

 Dow partners with a limited number of global universities sponsoring research and supporting the strategic goals of our partners as appropriate.

.....but our relationship is deeper than sponsored research!



Expectations for University Projects





Characteristics:

- Intimate collaborations
- Combined resources
- New opportunities
- Teaching & training
- Publications & IP
- Develop talent in disciplines critical to Dow





Safety Program with Universities



- University researchers should operate just as safely as industrial researchers.
- Pilot Safety Program at three of our partners to help to seed the creation of an research community with an interdependent safety culture.
- http://safety.dow.com





Strategic University Partnerships

- 1. Why we choose.
- 2. Where we choose.
- 3. Who we choose.





- Sustainability Innovation Student Challenge Award
- Sustainability Fellows Program



Sustained Industry/University Partnerships



5 – 15 Year Horizon

Planting Seeds for the Future

Focus on strategic direction, discipline & curriculum development, faculty start-up support



Advocacy for mutual objectives

- Create new teaming arrangements -Institutes
- -Federal partnerships

Improvement & Growth

- Safety, Sustainability, Intellectual Property





Our Mission

- To accelerate successful implementation of Dow's innovation strategy through effective external partnerships with
 - Universities
 - National Laboratories
 - Government Agencies

