



Dow Chemical  
가

Responsible Care



# Topics



• Responsible Care

가

» The Global Responsible Care

가

• 가  
Dow

Responsible Care  
가?

;

» 가 Responsible Care가

• 가



# Global Charter Content

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## Responsible Care ...

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# Global Charter Content

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## Responsible Care ...

- 가 (challenge)
- 가 Responsible Care
- United Nations Global Compact



# Global Charter Content



## Responsible Care Global

9 가

- Global Responsible Care

가

Responsible Care

가



- Product Stewardship

Responsible Care가

가

Responsible Care

- Responsible Care



가



• 가

• 1987 World Conference On Environment and Development

• Dow

가



Dow

가



Dow

가

# "Triple Bottom Line"

- 
- (Environmental Stewardship)
- (Corporate Social Responsibility)
- (Economic Prosperity)



Dow

3가

가



가

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Dow  
가

가?





# Responsible Care ...

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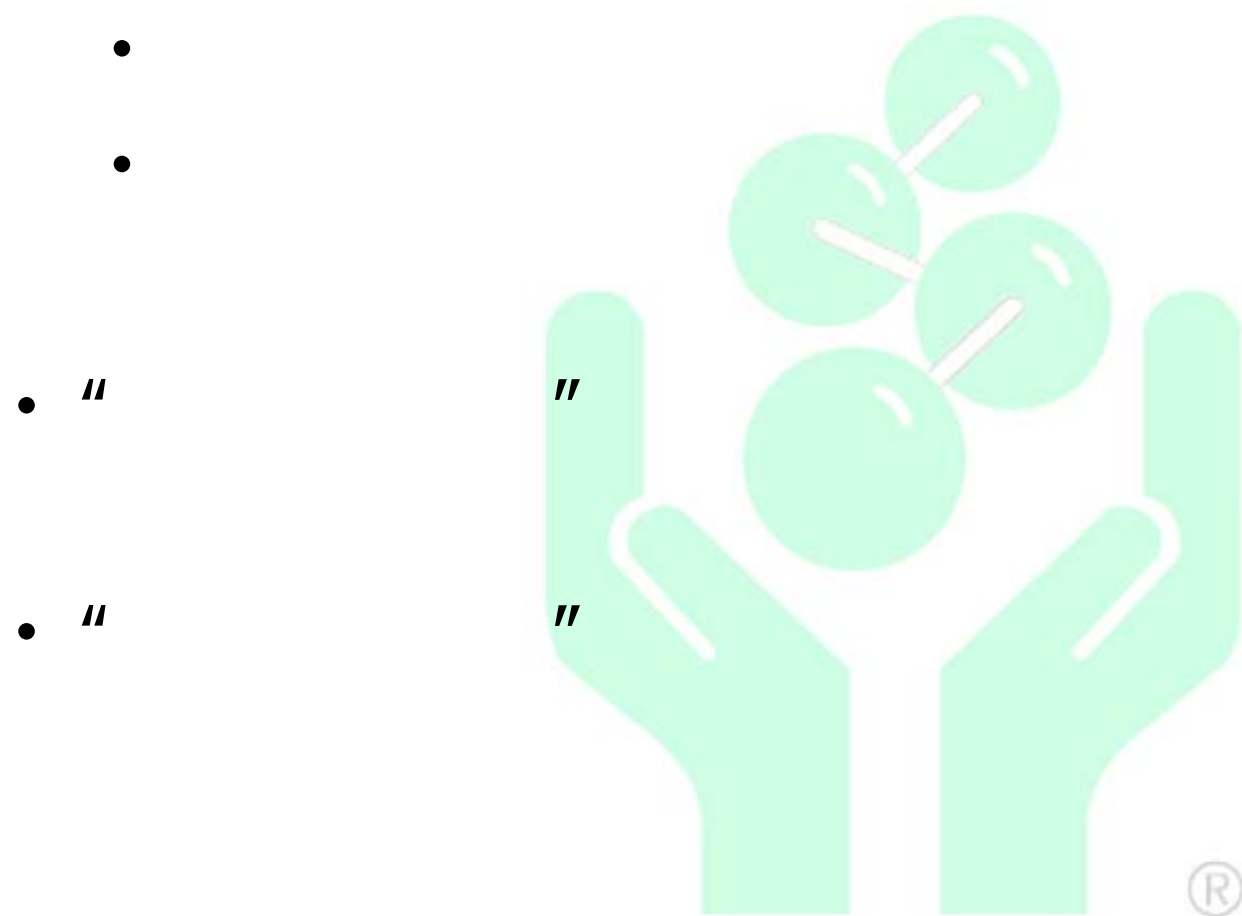
# Changing Our Ways

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- Responsible Care

## issue





## Responsible Care and SD

# Responsible Care는

## 지속가능한 발전의

## 대략

# 70-80-90%



“Responsible Care = 가  
가?”

**NO**

가?

Responsible Care

‘EH&S

가

+ + +





여기에 새로운 부등식이 있다

$$1+1 \gg \gg 2$$

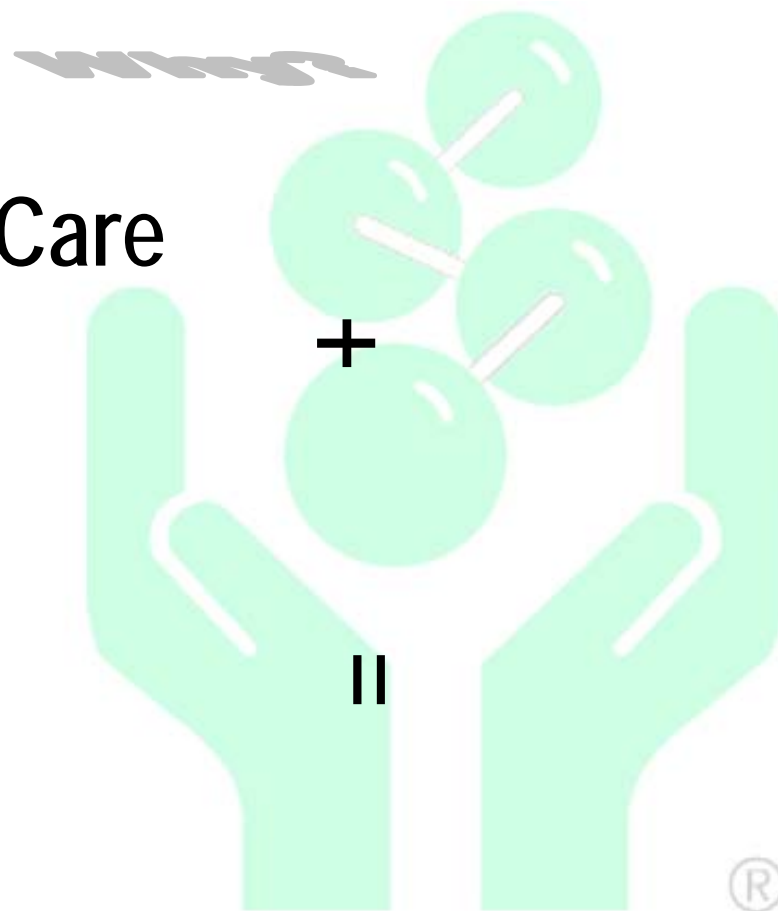




# Why?

Responsible Care

가





Dow

# Responsible Care

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- Responsible Care





# Responsible Care

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# Responsible Care At Dow

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- 가
- 
- lifecycle
- 
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• 1897 H.H. Dow  
Dow

가

• 1960 70 Carl Gerstacker

• Waste Reduction Always  
가

Pays 가 1986

• 1996 10 가

•  
• 2005





# Dow 가 Responsible Care

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&

- Responsible Care
- Responsible Care



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site



• 1994

/

2005

/

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10 : ? ?

1994

20  
• 2,616  
( ,  
•

2.57

)  
>70,000 tons

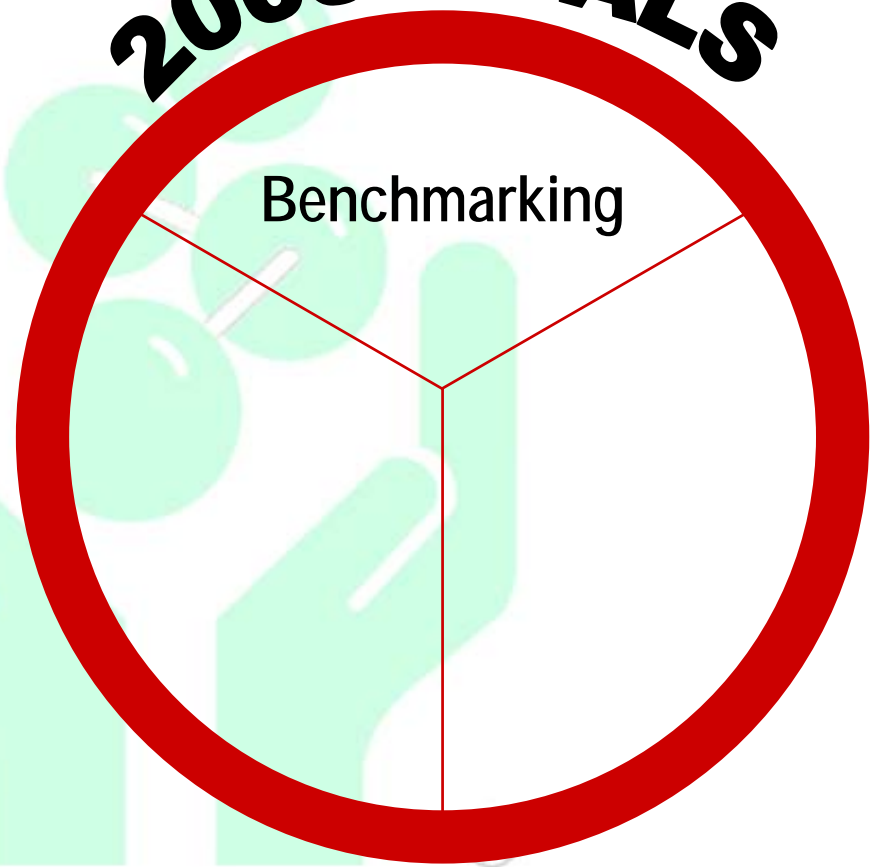
“Vision of Zero”





10 : ? ?

# 2005 GOALS



가?  
:

3가

# Dow - EH&S 2005 goals for 2005

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## Responsible Care 가



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- /
- **Dow** **EH&S**
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- /

# Dow's 2005 EH&S GOALS



## ***EH&S***

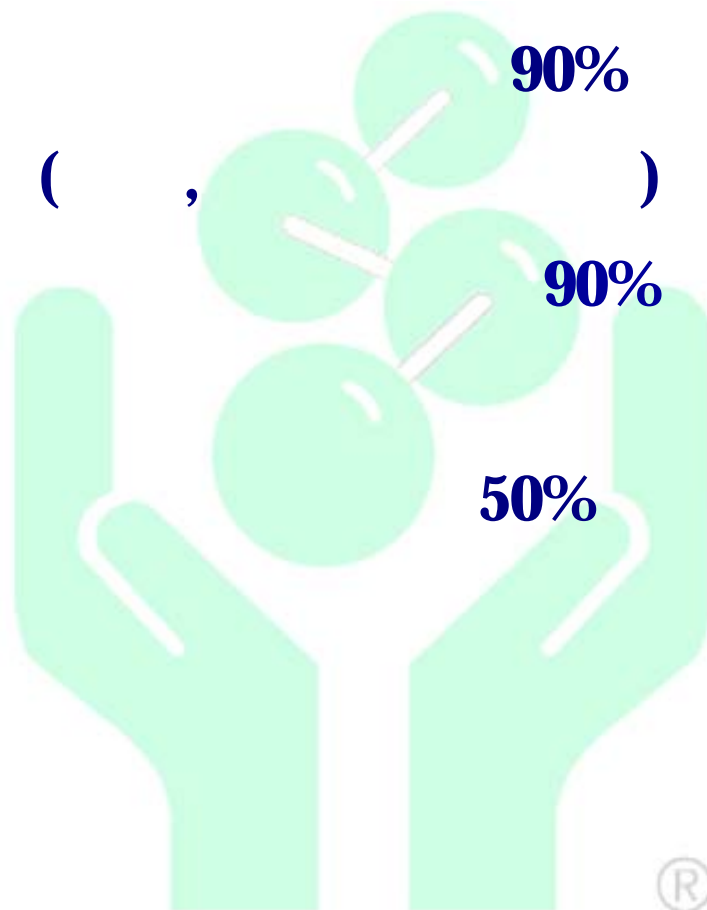
- **20**

- ( , ) **90%**

- **10,000**

- **90%**

- **1** **50%**

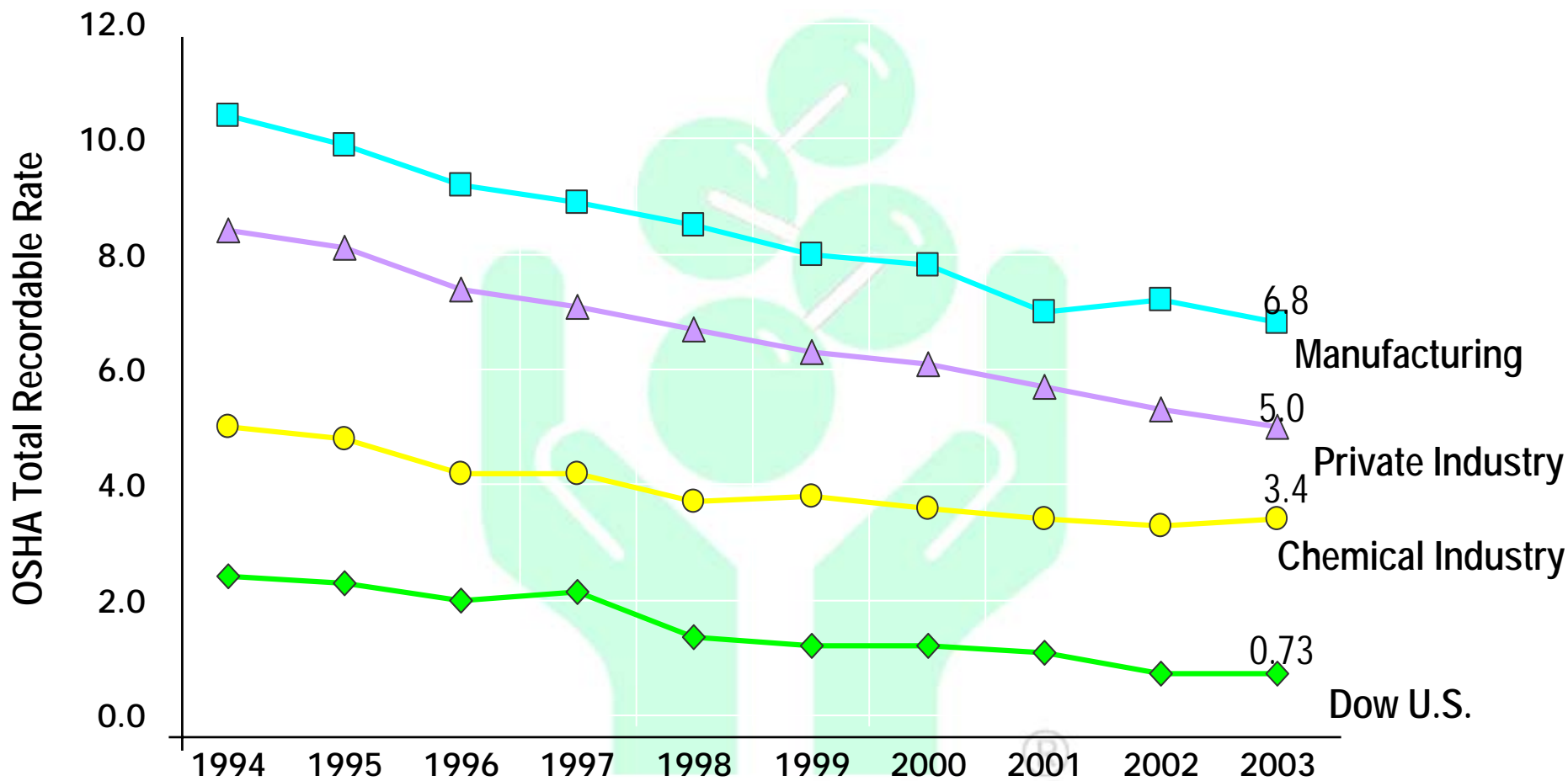




# Dow's 2005 EH&S GOALS



# Dow



Source: ACC

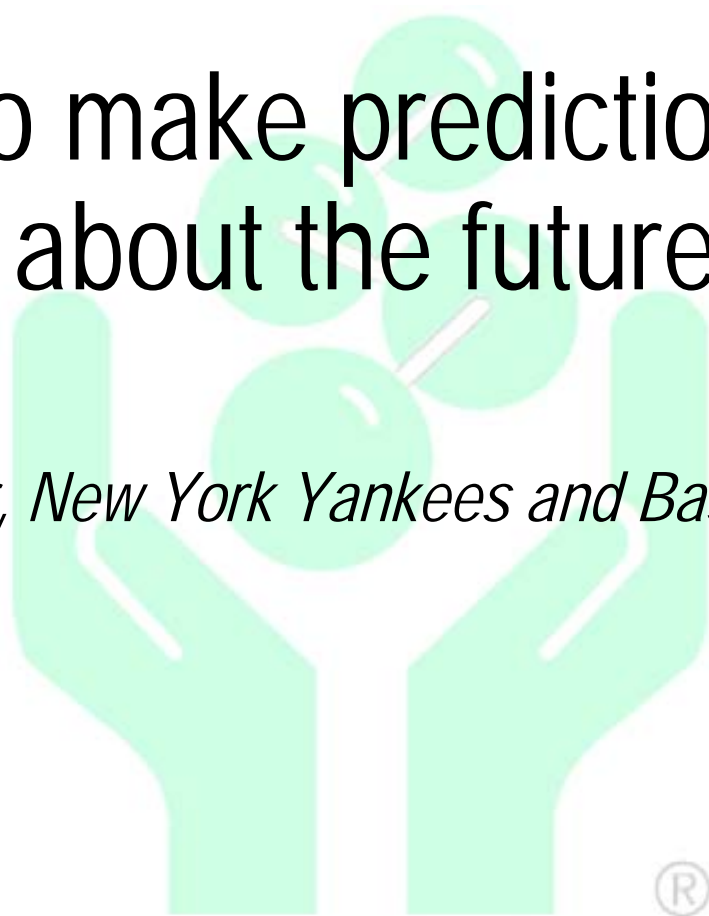


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"It's tough to make predictions,  
especially about the future."

*Yogi Berra*  
*Catcher, New York Yankees and Baseball Hall of Famer*

(b.1925 - )





- 2004 10 VP of Sustainability
- ' 가 ' 2004 CEO  
Andrew Liveris 가 Dow





# Dow (Strategic Themes)

1. 가 (low cost-to-serve)
2. 가 (raising the bar)" – "
- 가 (Best in class)
- » ' ,
- » EH&S 2015 가
3. (people-centric performance)
- 4.





"Insanity: doing the same thing over and over again and expecting different results."



*Albert Einstein*  
*Physicist, Nobel Laureate*

(b.1878-d.1955)



# Dow EH&S 2005 Goals



+

EH&S

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괄목하게 개선된 성과



Dow 의 2015년 목표는 이 모든 관점을 수용할 것이다

# : 2015 Goals



1996-2005

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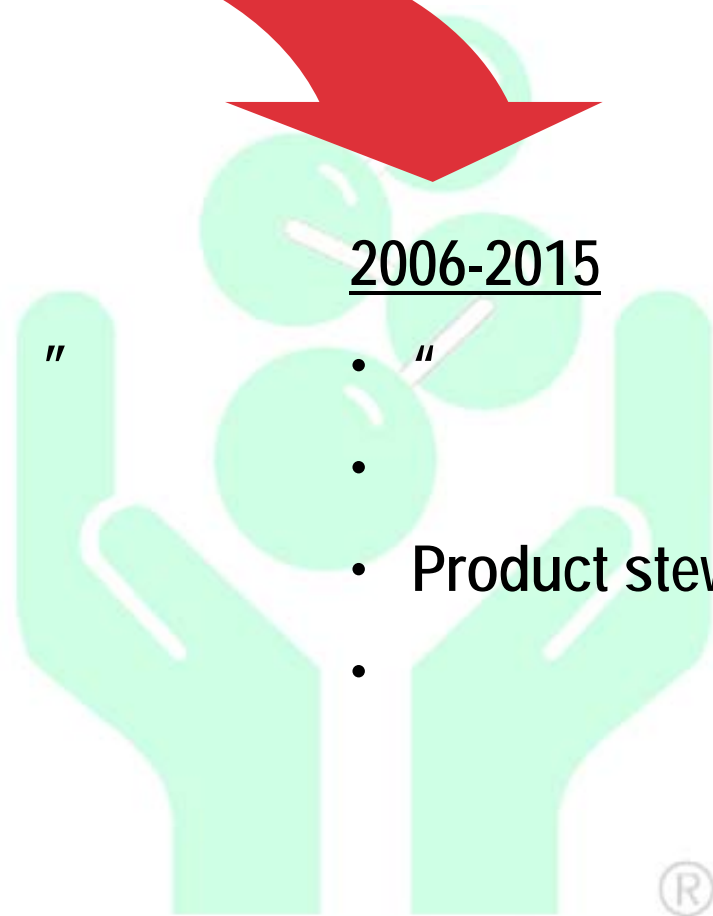
2006-2015

• "

•

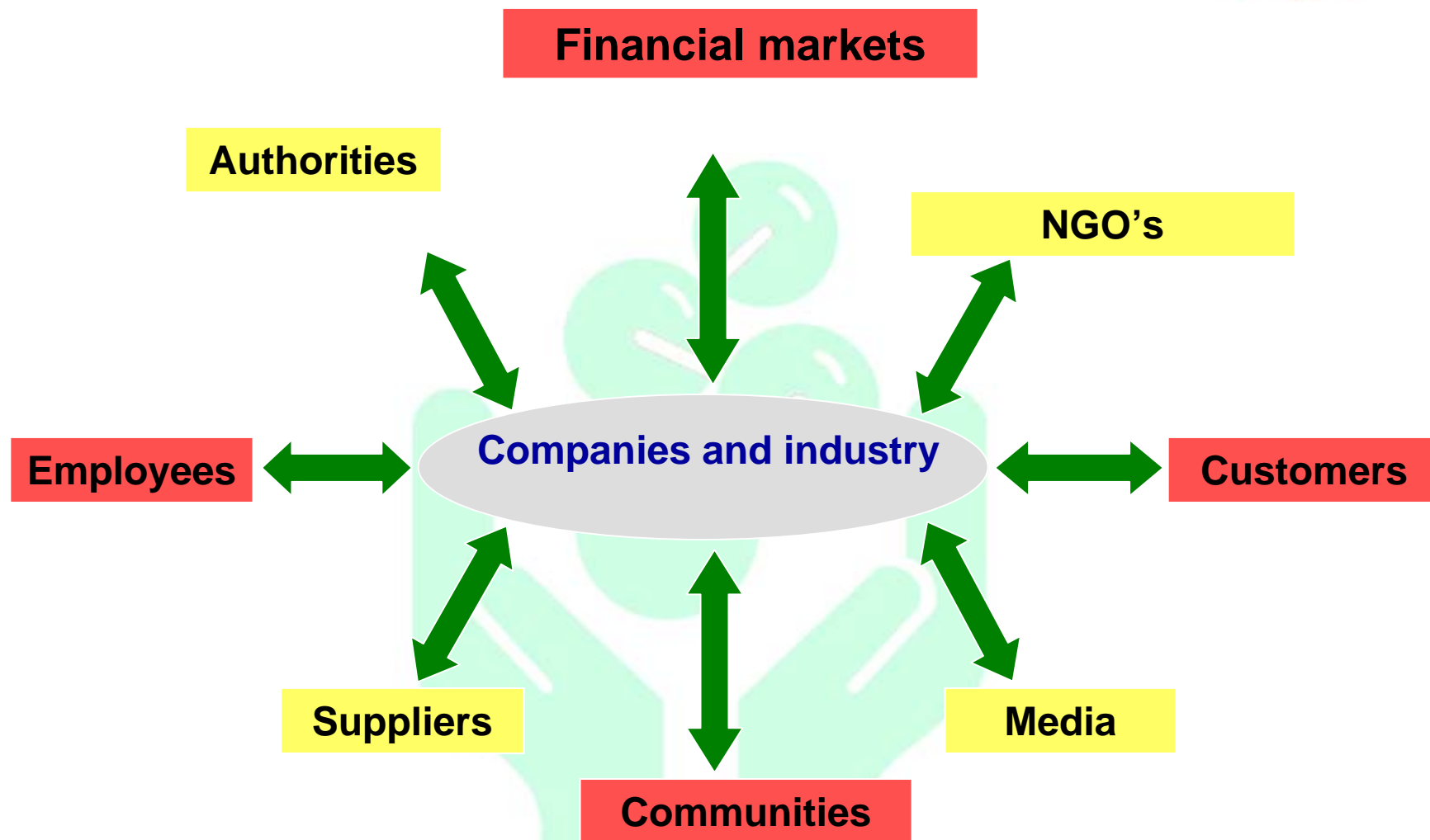
• Product stewardship

•





가?





지속가능한 발전

더하기 Responsible Care는

관리의 함보다 훨씬 더 크다





Responsible Care + 가

우리가 제품을 생산 하고  
판매할 수 있는 권리 이며

지역 사회와 협력하여  
더 나은 세상을 만들어 나갈 수 있는  
지속가능한  
산업계의 동반자 정신이다





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"Be the change that you want to see in the world."



*Mohandas Ghandi*  
*Idealist*

(b.1869-d.1948)