

## **Can innovation in collaboration accelerate the adoption of low-carbon solutions?**

Nicoletta Piccolrovazzi, Anastasia Behr, Sergey Belyavskiy, Mike Mazor, Julio Natalense,  
Vikram Prasad, Hirokazu Shibata

Dow Olympic & Sports Solutions  
[piccolrovazzi@dow.com](mailto:piccolrovazzi@dow.com)

The many environmental challenges and changes affecting societies today have led to a very dynamic context that has long signaled the end of business as usual. The good news is we already have the advanced science and solutions to begin addressing some of these challenges today. What we need, however, is the determination to drive progress and new ways of collaborating to accelerate the broad adoption of best-in-class solutions.

When it comes to climate change, the rapid decline in carbon emission required at national and global level to meet the goals of the Paris Agreement calls for increased agility and new frameworks and approaches effective in catalysing different decisions along industry value chains. Developed with the Olympic Movement to support voluntary carbon mitigation programs, Dow's Climate Solutions Framework represents an example of an innovative approach that drives adoption of cost effective solutions as a first priority. Dow's partnership with the International Olympic Committee offers a new and innovative model of collaboration that uses the power of sport and science to help advance climate action.

Dow's contribution will highlight how material science solutions, with awareness raised through the marketing appeal of the Olympic Movement, are being deployed to increase industrial efficiency, reduce embodied and operational emissions in buildings and protect goods from going to waste. By helping to drive the adoption of low-carbon innovations in different sectors, the projects build capacity locally on how greenhouse gas reductions can be achieved in local markets and help stakeholders and decision makers identify options to achieve National Determined Contribution.

[1] <https://corporate.dow.com/en-us/science-and-sustainability/2025-goals/blueprint/carbon-reduction>