

“With APCO’s **strong support**,
Dow Corning is **deeply
engaged in the** public policy
process to accelerate the
emergence of a new, green
energy economy that will
improve the quality of life
for people in the United
States – and, indeed, for
people everywhere – for
decades to come.”

Marie Eckstein
vice president
public affairs and enterprise shared services
Dow Corning Corporation

Dow Corning Corporation

Solar Energy

THE CHALLENGE

Dow Corning wanted to help make America a 21st century solar power.

THE SOLUTION

Building on a 14-year partnership in global corporate and marketing communication, Dow Corning turned to APCO Worldwide for assistance in positioning the company as a solar energy industry leader in the United States.

As the world's primary provider of silicon-based solutions throughout the solar energy value chain, Dow Corning wanted to work with government, industry and NGOs to ensure the emergence of a viable solar industry in the United States. APCO assisted Dow Corning with the development of a focused policy approach for creating jobs, innovation and growth in solar technologies. In support of the company's public affairs strategy, APCO also created a comprehensive communication program – including government relations, third-party outreach and ally development, media relations, Web-based communication and advertising – to educate American policy, business and media elites on Dow Corning's perspective on the importance of a viable and sustainable "green energy" economy for future domestic prosperity.

THE RESULT

Dow Corning is widely acknowledged to be an industry thought leader and powerful advocate for the development of a robust and competitive renewable energy economy in the United States. Executives of the company are sought after by news media, business organizations and Capitol Hill leaders for their views on renewable energy technology development, job creation and issues associated with American competitiveness. Most importantly, the key elements of Dow Corning's policy proposals have important champions on Capitol Hill and in the Obama Administration.

Since 1995, APCO has helped Dow Corning become the recognized worldwide leader in silicone- and silicon-based technology and innovation through executive positioning, public relations, marketing communication and government relations.

BUSINESS, INDUSTRY & FINANCE

- Branding & Positioning
- Corporate Advisory & Market Entry
- Executive & Board Communication
- Financial Communication
- Internal Communication
- Marketing Communication
- Product Launch Navigator – APCO PathfinderSM

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- Community Relations
- Corporate Responsibility – CR3GSM
- Creative Services – StudioAPCO[®]
- Crisis Management – Crisis360SM
- Issues Management
- Litigation Communication
- Media Relations & Spokesperson Training
- Online Communication – APCO Online[®]
- Opinion Research – APCO Insight[®]
- Social Media – APCO Online[®]
- Stakeholder Mapping & Engagement
- Strategic Philanthropy

GOVERNMENT & PUBLIC POLICY

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- Antitrust & Competition
- Business Diplomacy
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- Trade & Investment Policy

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