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Borealis cooperates with Vienna's ZOOM Children's Museum

Encouraging awareness of plastics and sustainability at a young age

Borealis, a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers, has become one of three main sponsors of the ZOOM Children's Museum in Vienna. The aim of this new co-operation, to take effect immediately, is to make the complex subject of plastics more accessible to children and to raise awareness for more responsible exploitation of our resources. Thematic focus will lie on the diverse applications and benefits of plastics as well as sustainability and reduction of waste in general.

Plastics play a vital role in our everyday lives. They maintain and even extend the freshness of our food, supply us with electricity, drinking water and important medicines and help dispose of our sewage. Yet nowadays, few materials give rise to so many questions in regard to environmental compatibility and sustainability as do plastics.

Borealis' co-operation with ZOOM is a clear affirmation of a corporation's responsibility to society to participate in critical discussions and constructive debate on such issues. "It is very important to achieve a heightened awareness of the effects today's consumer society will have on all of us tomorrow. We want to encourage the younger generation to consider the ways in which we can use our precious resources more sustainably," explains Borealis Chief Executive Mark Garrett.

A playful approach

A series of events and installations will encourage ZOOM visitors to explore the world of plastics and to consider questions such as: How have plastics changed our everyday lives? How can we use plastics responsibly and sustainably? What happens with plastics once we throw them away? "Learning becomes creative and truly individual when one takes a playful approach," explains Elisabeth Menasse-Wiesbauer, Director of ZOOM

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Children's Museum. "Our aim is to help children obtain a critical awareness of how to use our scarce resources responsibly. It is especially significant that children are able to form their own opinions on complex issues when they receive understandable and objective information."

Researchers & scientists of tomorrow

This co-operation with the ZOOM Children's Museum is a Borealis Social Fund initiative. In addition to the JKU Open Lab, a hands-on laboratory at the Johannes Kepler University (JKU) Linz, Borealis is also collaborating with the Science Centre in Stenungsund, Sweden. "We are doing all we can to motivate children and teens to discover the fascination of science, because we will need this next generation to work with us in finding innovative and sustainable solutions to address the societal challenges of tomorrow," concludes Mark Garrett.



A scientist of tomorrow. Photo: (c) ZOOM Kindermuseum / Alexandra Eizinger

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About ZOOM Children's Museum

ZOOM Children's Museum was established in 1994 as Austria's first museum for children. In 2001, ZOOM moved to its present premises at Vienna's MuseumsQuartier. ZOOM is well known in Austria and abroad for its high-quality cultural programme designed for children aged eight months to 14 years. Nearly 120,000 children and adults visit the museum each year. Topics relating to science, architecture, the arts and everyday culture come alive in workshops and exhibitions. Play is a vital aspect of the ZOOM experience, and unlike museums for adults, ZOOM has no "don't touch" signs. ZOOM encourages its visitors to playfully interact with objects and installations, using all the senses -- including touch -- to explore, learn, experience and comprehend in a creative and highly individual way.

About Borealis

Borealis is a leading provider of innovative solutions in the fields of polyolefins, base chemicals and fertilizers. Borealis is headquartered in Vienna, Austria, and operates in over 120 countries with around 5,300 employees worldwide, generating EUR 7.5 billion in sales revenue in 2012. The International Petroleum Investment Company (IPIC) of Abu Dhabi owns 64% of the company, the remaining 36% is owned by OMV, the leading energy group in the European growth belt. Borealis provides services and products to customers around the world in collaboration with Borouge, a joint venture with the Abu Dhabi National Oil Company (ADNOC).

Building on the unique Borstar[®] and Borlink[™] technologies and 50 years of experience in polyolefins, Borealis and Borouge support key industries including infrastructure, automotive and advanced packaging. The Borouge plant expansion in Abu Dhabi will be fully operational by mid-2014 with a total annual capacity of 4.5 million tonnes. After this Borealis and Borouge will have approximately 8 million tonnes of polyolefin capacity.

Borealis offers a wide range of base chemicals, including melamine, phenol, acetone, ethylene and propylene servicing a wide range of industries. Together with Borouge the two companies will produce approximately 6 million tonnes of Base Chemicals in 2014.

Borealis also creates real value for the agricultural industry with a large portfolio of fertilizers. The company distributes approximately 2.1 million tonnes per year.

Borealis and Borouge aim to proactively benefit society by taking on real societal challenges and offering real solutions. Both companies are committed to the principles of Responsible Care[®], an initiative to improve safety performance within the chemical industry, and contribute to solve the world's water and sanitation challenges through product innovation and their Water for the World[™] programme.

For more information visit:

www.borealisgroup.com
www.borouge.com
www.waterfortheworld.net

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