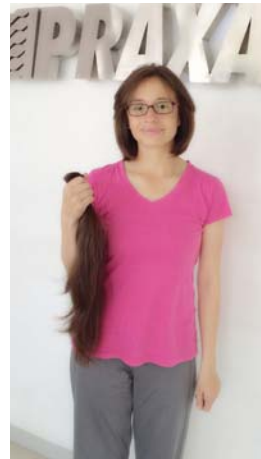




MAKE A DIFFERENCE



# 2015 community engagement



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# A Message from Senior Vice President Dr. Anne Roby



Community engagement is not just something we do at Praxair, it is part of our culture. Nothing demonstrates this more than the commitment our 26,000 employees have to giving back to the communities where we live and work.

Through their generous efforts, which included nearly 12,000 individual acts of volunteerism, Praxair employees provided food, shelter and educational opportunities, improved access to health and wellness programs and preserved and protected the environment.

Each year, we proudly share a few of the statistics that demonstrate the strength of our community engagement program. In 2015, our global team of dedicated employees:

- executed more than 300 community engagement projects;
- benefitted nearly 350,000 people in our global communities;
- volunteered more than 53,000 hours of their time; and
- donated 75,000 pounds of food and 7,000 pounds of clothing to those in need.

These statistics underscore the passion our employees have to supporting our global communities. However, the statistics only tell part of the story. Our programs are driven by the personal commitment of individuals who truly change the lives of the people they touch. For example:

- One individual instance of mentoring a student, multiplied over many years, provides a role model that lights the path to college for a young mentee.
- Employees join together in efforts that build camaraderie and build their communities.
- The skills developed through a welding training program can help to answer a region's workforce needs — and help make individuals, families, and entire communities more resilient.

The projects in this publication represent some of the best of our community engagement efforts — and the people behind those efforts. They continue to inspire us all to engage in making our planet more productive through community engagement.

Sincerely,

A handwritten signature in black ink that reads "Anne K. Roby". The signature is fluid and cursive, with a large, stylized "A" and "R".

ANNE K. ROBY, Ph.D.  
Senior Vice President, Praxair, Inc.

# Community Engagement at Praxair

Community engagement is consistent with our mission of *making our planet more productive* and our commitment to social responsibility.

With both corporate-led initiatives and employee-led projects championed across the globe, the goal of all community engagement efforts is to achieve multiple benefits for both external and internal stakeholders.

Our goal is that community engagement is both intentional and impactful, with our strategic direction summarized in three actions: deepen, engage and drive:

**DEEPEN** our impact from corporate philanthropy by supporting our local communities' priority areas of education, diversity and the environment.

**ENGAGE** employees by fostering opportunities that build camaraderie and give them the freedom to participate and support local community building.

**DRIVE** sustainable impact by furthering projects in areas complementary to our business and mission, thereby increasing the opportunity to leverage Praxair's expertise and resources to develop creative solutions.

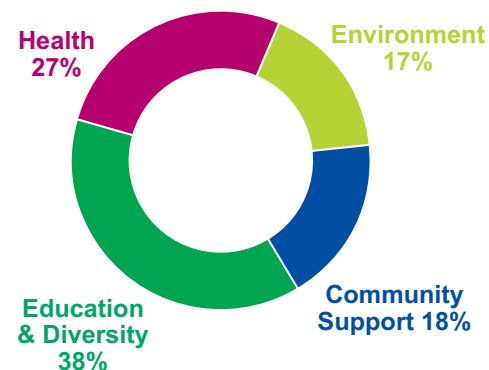
In its seventh year as a formal effort, employee-led community engagement continued to achieve a strong level of employee volunteerism in 2015 with community engagement projects in local communities conducted by 384 sites. These projects benefited more than 346,000 people globally, equivalent to more than 12 beneficiaries for every Praxair employee.

Nearly 12,000 times in 2015, an individual Praxair employee engaged in an act of service — collectively, employees participated in more than 304 projects and volunteered more than 53,000 service hours. In addition to their time, our facilities and employees also directly contributed and raised more than \$700,000 to support these projects. Many of these projects are also supported or matched by Praxair's Global Giving Program.

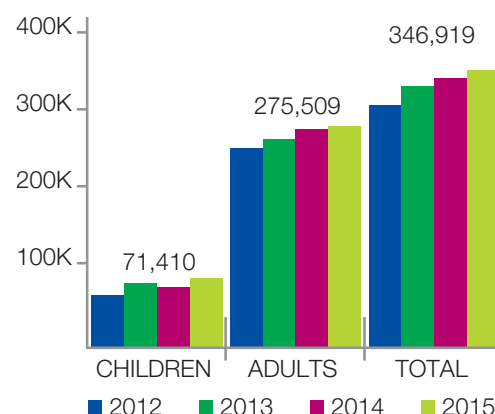
Praxair provides planned corporate-led opportunities for engagement, such as Earth Week celebrations and programs to jump-start team projects. The company continues to explore ways to engage employees through meaningful service around the globe. This year also concluded the inaugural year of the Praxair Skills Pipeline™ workforce development program.

The exemplary efforts shown throughout this booklet demonstrate measureable impact — the ultimate demonstration of project success. In order to measure impact, Praxair includes the consideration of needs assessment for all community engagement efforts and assesses outcomes at the end of projects.

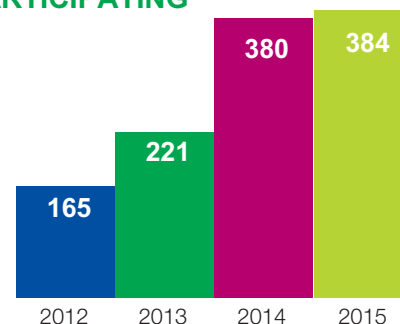
## ► PROJECT FOCUS



## ► NUMBER OF BENEFICIARIES



## ► NUMBER OF SITES PARTICIPATING



# 346,919

BENEFICIARIES GLOBALLY



# 4 PROJECTS COMPLETED

3 ✓✓✓✓✓



7,000 POUNDS  
of CLOTHING DONATED

30,502 STUDENTS SUPPORTED

75,000 LBS  
of food donated



# 384 SITES PARTICIPATING

Nearly 12,000 individual instances  
OF VOLUNTEERISM

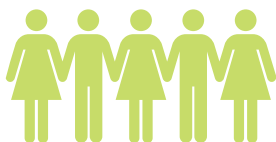
53,011 hours  
contributed



# 12 BENEFICIARIES for every 1 employee (12:1)

# \$776 thousand

CASH & IN-KIND CONTRIBUTIONS  
BY EMPLOYEES  
AND FACILITIES



MORE THAN  
\$12MM  
increased  
EARNINGS  
POTENTIAL  
for Skills Pipeline  
WELDERS

# 91,000 TREES

planted  
through  
community  
engagement  
efforts



# SPOTLIGHT: Praxair-Holmes Mentor Program

*Deepening community engagement means that we aren't satisfied by just doing a "good" thing. When we invest the time to understand how we can be most effective and engage hand-in-hand with the community, we are able to produce strong — and sustainable — impact.*

On any given day, employees at the Praxair Technology Center (PTC) can look across the property to see the façade of neighboring Oliver Wendell Holmes Elementary School. Conversely, those elementary students in their classrooms look out of their windows and see Praxair. For 23 years, employees have worked hard to make sure that when students look out their windows, they don't simply see a corporate building, but rather an expanded view of their future and the role models and mentors who want that future to be successful.

Deepening community engagement means putting in the time and effort to produce long-term results. The Holmes School Mentor Program is an example of a deep engagement in the core focus area of education and is founded on a simple tenet: children benefit developmentally from positive adult role models.

The Holmes program is one of many initiatives that underscore the long-term relationship between Praxair and Holmes. Over the years, this has included science lectures, presentations and class visits — and features strong collaboration between school staff and families. Each Praxair mentor is paired with a student, usually for the majority of the student's elementary education in grades two through five. Mentors participate in a variety of activities with their mentees, including working on school assignments, enjoying reading and games or simply talking.

R&D Development Specialist Bradley Damstedt (pictured with student) has been a mentor for nine years and has served as a

coordinator of the program for the last five years. In that time, he has mentored three students who have dealt with a range of academic, social and personal challenges. "Mentoring is interesting because it forces you to view the world as your mentee does and then figure out how to help them with the challenges they are facing. I've helped out with homework, read several books, played sports and listened a lot," he said. "Seeing a student make progress and overcome these challenges is the most meaningful part of being a mentor."

What drives Bradley? He believes that all students should get the same benefits from their education as he did. "I went to a great public school and then on to college, and my participation in mentoring is an effort to give back to a system that gave me so much," he said.

Fostering excellence in public education is also a priority for Lisa Cross, who has been the principal at Holmes for 11 years. Lisa sees her students growing into potential scientists and engineers — and really great citizens. "Our school community has benefited from our exceptional mentoring partnership with Praxair. The impact on students includes growth in social and emotional confidence, increased student achievement and career readiness, as well as giving back to the community through various service activities. We are excited to continue to grow this program," she said. "The program gives our students hope."

The mentoring program helps students raise their expectations of themselves and also helps increase their chances of staying in



**BRADLEY DAMSTEDT** and his mentee

school, going to college and building lifelong success.

The mentor program is also a "PTC-wide" source of pride — even for employees who don't formally mentor but support the endeavor through special events held at the site throughout the year. In fact, the mentor program is one of the things that attracted Bradley to Praxair. "Getting involved in community engagement was important to me, and knowing Praxair had a program like this was a key factor in my decision to join the company," he said.

Ultimately, everyone takes pride in a long-term effort that brings lasting results. In the words of an aunt whose nephews continued a friendship with their mentors throughout high school and into college: "Thanks to the influence of their mentors, they are now college students. I could never repay their mentors for all they have done. I am truly blessed."

# SPOTLIGHT: Praxair India's Samvedana Program

When employees utilize their passion and talent, we are able to multiply benefits to all stakeholders.

Outcome measurements over the years show that Praxair's volunteer projects help employees grow personally and professionally through their involvement. Research confirms increased employee engagement from corporate volunteerism.\* While both are wonderful benefits, the biggest beneficiaries of community engagement must be the community-at-large, and employees are essential to a successful, robust community engagement program.

In many areas around the world, Praxair employees have found unique ways to join together and develop creative solutions to the most pressing problems in their communities. Such is the case with Praxair India.

In 2004, employees in India wanted to help fellow employees facing extreme illness, emergencies or deaths in the family, so they formed Samvedana, which means "compassion." Very quickly, the group's commitment extended beyond fellow employees to the larger neighboring community, consistent with Praxair's focus on social responsibility and sustainable development.

In 2009, the employees worked hard to register Samvedana — which is voluntarily funded by employees — as a trust. Working mainly in health, education and the environment, Samvedana's reach has grown over the years.

More than 150 employee volunteers participate in the cooperative, which is self-managed with six trustees. Employees assess the needs that exist across the country and work in concert with local non-governmental organizations and humanitarian groups to make a positive difference.

A recent "eye camp" at Sirguppa helped to correct the vision of more than 1,000 people and provided 344 cataract surgeries at no cost through a team of physicians and non-profit partners.

In another effort, the Praxair team in Mumbai engaged with a school in Chaitanya Vidyalaya, Tal Shahpur. The team donated sports equipment and helped fund a small library to encourage reading. Employees also held sessions to motivate the students. Additionally, the team worked to help improve the learning environment by providing hundreds of solar chargeable lanterns (pictured) to assist with electricity shortages. These green lanterns help light the way to successful study for hundreds of students at the school.

Employees find these types of activities are the best form of team building. Team members' sense of shared purpose and connection to Praxair's mission is clear when they cite the strong relationships with the local communities near Praxair plants.



Solar lanterns provided to a local school

*\*Measuring the Value of Corporate Philanthropy: Social impact, business benefits, and investor return, February, 2010, Committee Encouraging Corporate Philanthropy*

# SPOTLIGHT: Workforce Development

*Companies do not exist in isolation from the community. We all succeed when we find extraordinary solutions to shared problems.*

In August 2014, Praxair launched the Skills Pipeline™ workforce development program. Phase 1 of the program focused on developing welding talent in the state of Louisiana and was conducted in partnership with the Louisiana Community and Technical College System (LCTCS).

Proudly, just more than a year later, nearly 100 graduates launched into the next phase of their lives—with a standing-room-only crowd of family, supporters, college leaders and staff, and Praxair customers and business partners.

Representing the greater areas of Baton Rouge, New Orleans and Lake Charles, students spent the last year honing welding and other skills, such as safety and career readiness. Each individual is now better prepared to help address the skilled crafts gap that exists in Louisiana and across the U.S., including many areas where Praxair operates its welding stores or plants.

Within a few weeks of the career fair held during graduation week, students were being hired into new jobs or getting salary increases at current jobs. Based upon the students who reported new jobs or promotions within two months of the career fair, the estimated increase in potential earnings over the new welders' lifetimes is more than \$12 million—resulting in new realities for the individuals, their families and their communities.

Several welders were hired by CB&I, a long-term customer. "We all succeed with a more robust talent pool," said Paschal Malone, training manager for CB&I. "This is just the



**AARON MARTINEZ** at his graduation

beginning of opportunities for these new welders to continue building skills and to contribute to industrial growth."

Helping customers and industry peers fill the pipeline with qualified talent is part of the value that Praxair hopes to achieve through this engagement.

The Skills Pipeline program model is comprehensive, addressing issues of community awareness, opportunities for professional development and instruction needs. To achieve this, college staff and members of the Praxair Metals Fabrication R&D and PDI teams worked in tandem towards a common goal. "The partnership and commitment from Praxair to continue investing in our students, our colleges and the workforce of Louisiana is extraordinary," said LCTCS President Monty Sullivan.

The work of all of the students in the Skills Pipeline program is certainly extraordinary. Because of their success, at the graduation events, Praxair announced a second round of support for the program — bringing the total investment in welding education to more than \$500,000 in Louisiana.

Here's an excerpt from the graduation speech of Aaron Martinez, a proud member of Baton Rouge Community College:

*"One year ago, we were all in the same position – we were looking for something better for ourselves and our families. Not just another job, but hopefully for a career. I heard a commercial that said that Praxair was teaming up with BRCC to offer a hundred students an opportunity to study welding. And I thought to myself, 'Half of Louisiana will be applying!' Later, I heard the same message from a different radio station. I knew it must be a sign. I spoke with my family and we knew that this would be a wonderful opportunity.*

*I went to the information session, and it seemed like thousands of people were there. After I signed up, I watched my emails every day, and then I got the call to come to the information session and apply. There were a couple of essay questions that have meaning today: How have your challenges helped to shape who you are and when have you had to sacrifice something? We all have been through something and come out better on the other side. This program is one of those times.*

*Over the year, we've sacrificed time, money, not being able to tuck in our kids... but it was all for the good. Each and every one of us can say these welding classes have helped us to grow, and our instructors and Praxair were right there beside us.*

*We have built a number of new skills on a solid foundation. In terms of our new careers, it is just the beginning. We are about to make something happen!"*

# Praxair Female Elite Program

PRAXAIR ASIA — CHINA



## THE NEED

Students in the fields of science, technology, engineering or mathematics (STEM) excel when they have access to role models and opportunities to develop both technical and leadership competencies.

## THE RESPONSE

Praxair China partnered with Zhe Jiang University to launch the Praxair Female Elite Program. The one-year program is designed to develop the leadership capabilities of female students in STEM fields through a combination of instruction, role-playing and skills-development workshops. Praxair employees and managers discussed their career paths and held training workshops for the 49 program participants who also shadowed employees and were offered internships with Praxair China.

The program was well received. According to Nanfang Daily: "This program creates a new platform to assist female students in STEM fields in professional, leadership and career development... It makes a positive impact on women's career development and social status."

## MAKING OUR PLANET MORE PRODUCTIVE

By providing essential industry-relevant skills not typically attained in college. The program offers women leadership and career development opportunities, which will improve their potential for future success.



### WEI ZHANG

Director of process engineering,  
proposals and competitiveness, Shanghai,  
China

For Wei Zhang, the Female Elite program was a way to teach younger women that they could have successful careers as engineers. "This program provided a perfect platform for students to learn what their professional lives could look like, what employers are looking for from them and what they should look for from their future employers. Giving them the opportunity to know and talk to people like me helps them to see that someone who is 'just like them' can be successful in the engineering field," she said.

Wei participated in the program several times at two different Chinese universities. She was the guest speaker at the opening ceremony for the East China Science and Technology University, where she shared her personal and career experiences with more than 30 students and teachers. She also provided leadership training and career coaching to students participating in the program at Zhe Jiang University.

"Both the students and I enjoyed our time together. In fact, the students at East China University invited me to their private forum about one month after my speech because they wanted to spend more time chatting and asking questions. It's an unbelievable feeling of satisfaction when you can help these young talents," she said.

# Ride for Inclusion

PRAXAIR CANADA — MULTIPLE LOCATIONS



## THE NEED

People with physical or cognitive challenges are often regarded as “different” and may be excluded from mainstream society.

## THE RESPONSE

A team from Medigas joined the Ride for Inclusion (RFI), an event sponsored by Move for Inclusion (MFI), which encourages individuals to get active and to understand the importance of inclusion and acceptance. The team rode to support MFI founder Nick Foley, who was inspired to create the event after his daughter was diagnosed with Down’s Syndrome. Proceeds from the Ride benefit organizations that support people with physical and cognitive challenges.

According to The Intelligencer, a local Belleville newspaper: “In Belleville, Nick Foley had overwhelming support with about 20 riders from Medigas who cycled alongside him to Kingston.”

## MAKING OUR PLANET MORE PRODUCTIVE

By raising awareness of the inherent value of all individuals—and supporting organizations that share that vision.



## GLORIA-ANNE RICHARDS

Administrative support, Belleville, Ontario

Participating in the RFI gave Gloria-Anne Richards and her Medigas colleagues a deeper appreciation of diversity and inclusion. “Inclusion became a part of who we are, what we do and how we do it rather than just an event,” she said.

Medigas was a sponsor of the Ride, and Gloria-Anne worked with MFI founder Nick Foley to coordinate his visits to Medigas stores situated in cities through which he would be cycling. In addition to Medigas’ team of 11 riders, more than 200 employees at 31 Medigas stores participated in a wellness challenge, which raised funds for the event.

Gloria-Anne, an avid cyclist, also used her personal time to generate support for the Ride. “I became the face of Medigas at all Belleville and area RFI events,” she said. “I frequently wrote posts to my Facebook friends and Twitter followers about Nick’s cross-country journey. I also leveraged my relationships within the Belleville cycling community to promote and recruit cyclists for the event.” As a result of her efforts, the ride from Belleville to Kingston had the most cyclists of any leg of the event.

“I was raised in an inclusive family culture but this project made me appreciate inclusion so much more,” she said. “With your ability, you can be involved in anything you wish. There is no disability.”

# From Dream to Reality

PRAXAIR EUROPE — RUSSIA



## THE NEED

The needs of orphaned and abandoned children often exceed what can be provided solely through public institutions.

## THE RESPONSE

In Europe, Praxair employees joined together in a continent-wide campaign to “bring smiles to children.” This year, as part of the overall effort, a team from Russia participated in the second annual Moscow International Marathon to raise money for children in local orphanages and hospitals. Praxair donated 40 Euros for each kilometer the 15 employees ran, raising 6,800 Euros, or 7,700 U.S. dollars. The funds will be used to support community engagement events with children at orphanages and hospitals near Praxair Russia’s plants.



## ANNA SPECTOR

Oil and gas business development manager,  
Moscow, Russia

For Anna Spector, running is a fun way to unite people and foster teamwork. This belief led her to begin the Praxair Moscow Running Club in 2014.

“Even though running is an individual sport, it’s also a unique team-building activity,” she said. “The preparation process is not easy, but we help each other and discuss training plans, results and activities. All of this unites us as colleagues, builds trust in a team, develops employee motivation and improves communications. And it’s just fun.”

Anna creates training plans for her colleagues based on the distances they want to run and encourages participation in charity running events. Under her guidance, the club has participated in several of these events, including the Moscow Half-Marathon in May 2015 and the Moscow Marathon in September 2015. The beneficiaries of their efforts include children in local orphanages and hospitals and World War II veterans.

Participation in the running club also helps people achieve a personal goal. “Whether it’s running a long distance for the first time, setting a personal record or enjoying the unforgettable views of the city as we run through the streets, we can achieve our dreams and help raise money at the same time,” Anna said.

## MAKING OUR PLANET MORE PRODUCTIVE

By joining together to amass resources that will bring smiles and happiness to children in need.

## COMMUNITY SUPPORT

# Causa Que Crece Hair Donation

PRAXAIR MEXICO—MULTIPLE LOCATIONS



## THE NEED

Hair loss is a common side effect of cancer treatments, and wigs may help patients regain their self-confidence.

## THE RESPONSE

Employees at several Praxair Mexico facilities decided to join the fight against cancer in a very personal way: shedding their own hair to make a statement of solidarity and to provide tangible help — the creation of natural wigs. During the campaign, all employees had a chance to play a part. Women donated their hair to an organization that creates wigs for child cancer patients while male employees participated in a “No Shave November” challenge to raise funds and increase awareness of various pediatric cancer associations.



## ROCIO GARCIA

Supervisor, Villahermosa, Mexico

By participating in the Causa que Crece project, Rocio Garcia learned that small things can make a big impact.

Rocio began growing her hair in 2015 and was considering donating it to a cancer organization. “When I heard about Praxair Mexico’s Causa que Crece project, it was the perfect time to join as a volunteer and donate my hair,” she said.

She donated about 18 inches of hair, which will be used by a local cancer organization to create wigs for cancer patients. She also inspired her mother, sisters, aunts, cousins and neighbors to join the cause.

“This project showed me how much good I could do by giving up a little part of myself. I’m very pleased to be able to help bring a smile to the brave patients battling cancer,” she said.

## MAKING OUR PLANET MORE PRODUCTIVE

By helping cancer patients enjoy a better quality of life.

# Food Bank of Iowa

PRAXAIR DISTRIBUTION, INC. — ANKENY, IA



## THE NEED

One in eight Iowa residents do not have enough to eat, and more than 400,000 live at or below the poverty line.

## THE RESPONSE

Praxair employees in Ankeny have a long history of grassroots community engagement — and this year they added a little fun competitiveness to rally the troops. Employees worked with the Food Bank of Iowa and posted needed items, making it easy for employees to pick up some extra food items while doing their regular grocery shopping. Departments competed to see who could bring in the most food — and they designed artistic food displays to keep up the momentum. More than 2,300 pounds of food was collected and delivered to the Food Bank.

## MAKING OUR PLANET MORE PRODUCTIVE

By ensuring families have enough to eat.



**PEGGY TINGLEY**  
Office manager, Ankeny, IA

Peggy Tingley and her community engagement team decided to foster some departmental competition to increase the site's annual food donation to the Food Bank of Iowa.

"We'd always made a significant donation, but once we made it a competition, donations just went through the roof," she said.

In 2015, the team asked the Food Bank to provide them with a list of items that ran out quickly. Employees who brought in one or more of these items earned triple points for their department. Teams of employees also participated in a design competition, building structures such as a haunted house and a Praxair truck out of non-perishable food items. These efforts resulted in close to a ton of food being donated to the Food Bank.

"I used to be able to fit our donations into my car and drive them over to the Food Bank. Now they send a truck," Peggy said. "It's a great feeling when you see all the food loaded into the truck because it really shows us the impact that we're making."

The team chose to focus its community engagement efforts on the Food Bank because some Ankeny employees already volunteered there. "You want to help more when you see people in need," she said. "If you can share, you should be sharing."

## COMMUNITY SUPPORT

## Build a Bike for Kids

PRAXAIR SURFACE TECHNOLOGIES (PST) — CONCORD, NH



### THE NEED

Many families lack the means to provide more than basic necessities, so their children may never experience the joy of riding their own bicycle.

### THE RESPONSE

PST employees partnered with Bikes for Goodness Sake, a non-profit organization that helps corporate teams build and distribute bicycles to underprivileged children. More than 60 employees worked together to assemble 16 new bicycles for needy children, ages 5 through 9, at the Boys and Girls Club of Central New Hampshire. In conjunction with their 2015 Safety Commitment Program, the team then held a “bike rodeo” event, where each child received a bicycle and helmet, and was taught that fun and safety go hand-in-hand.

### MAKING OUR PLANET MORE PRODUCTIVE

By giving children the opportunity to participate in a fun, healthy and safe activity.



### SCOTT FOGG

Safety manager, Concord, NH

The community engagement philosophy of the PST team at Praxair’s TAFE facility is that it is a privilege, not a right, to live and work in the community. As a result, the team is passionate about giving back.

The team chose Bikes for Goodness Sake (BGS) as its 2015 project at the direction of Scott Fogg. “While researching organizations, I was disappointed to learn that many companies were making a profit on programs designed as charitable events. Then I found Bikes for Goodness Sake, a non-profit that provides bikes to area children who likely have never had their own bike,” he said.

PST purchased 16 bikes and BGS supplied kits, tools, helmets and a technician to inspect the bikes. Sixteen teams of PST employees built the bikes, created personalized banners and worked with their assigned child to ensure that both the bike and helmet fit correctly. The employees also taught the less-experienced children how to ride and created an obstacle course for the more experienced children to teach them basic bike safety.

“The day was a great team-building event and a wonderful experience for all of us,” Scott said. “We got to enjoy the kids and to experience their joy as they received their very own new bikes. One little girl even told us that this was the best day of her life.”

## COMMUNITY SUPPORT

# New Eyes for the Needy

U.S. INDUSTRIAL GASES (USIG) — MULTIPLE LOCATIONS



## THE NEED

Many people throughout the world cannot see because they cannot afford eyeglasses.

## THE RESPONSE

USIG employees throughout the country and its territories wanted to join together — across plants and sites — to do something meaningful. And so, they launched their first business-wide community engagement project to provide eyeglasses to people who could not otherwise afford them. Working with nonprofit New Eyes for the Needy, employees collected new and used eyeglasses, which were recycled or repurposed. In addition, employees collected other items, including jewelry, which the non-profit sells to purchase new prescription eyeglasses.



**CHARLES DEBRAH**

Plant engineer, Lugoff, SC

Charles Debrah was enthusiastic about participating in the New Eyes project because of the breadth of its impact. He was the lead for rolling out the program in USIG's East region and assisted with planning, logistics and execution. "I wanted to increase awareness about the program and get everyone involved. This was something all of USIG could be involved in, and I was excited about the potential participation levels we could reach company-wide," he said.

Charles' efforts paid off, with the program generating more than 5,000 donations. "More glasses kept trickling in even after the collection drive was over. People still call me to ask if I need glasses," he said.

He attributes the program's success to the fact that many employees understand and can relate to someone who has vision problems. "A whole new world opens up when you can see," he said. "It's very rewarding to know that a small contribution of 'old' glasses can help someone else see, read or walk."

## MAKING OUR PLANET MORE PRODUCTIVE

By giving the gift of sight to people throughout the world.

# Save the Planet

WHITE MARTINS — BRAZIL



## THE NEED

Waste recycling can provide low-income families with a reliable income source.

## THE RESPONSE

For several years, White Martins' Belo Horizonte/Contagem facility has successfully helped promote self-sufficiency through its participation with the local Recyclable Waste Pickers Association. Last year, employees at White Martins' Iguatama plant were inspired by their example and helped create their own local Association of Waste Pickers. Through the new organization, residents in the area near the plant received environmental education and training to generate income by waste sorting. Employees recycled items at work and home to help increase the amount of recyclable waste — practices consistent with Praxair's Zero Waste program, which aims to reduce the amount of waste sent to landfills.

Waste picking is an occupation formally recognized in Brazil. The Iguatama project has generated employment and income — enhancing the quality of life for collectors.

## MAKING OUR PLANET MORE PRODUCTIVE

By fostering environmental awareness and helping people become self-sufficient through new jobs.



### GIANE CARVALHO

Senior administrative assistant, Iguatama, Brazil

Caring for the environment is a family trait for Giane Carvalho. "I inherited my concern for environmental issues from my mother," she said.

Thus, getting involved with White Martins' Save the Planet project was a natural fit for her. Inspired by a similar project at White Martins' Belo Horizonte/Contagem facility, Giane played a key role in creating a local Association of Waste Pickers at the Iguatama plant. "One of our greatest environmental challenges is to control urban waste. This project not only reduces the volume of waste going to landfills, it also generates jobs and income for local families," she said.

Giane and her colleagues distributed containers to every home in the local area to help them separate waste from recyclable materials. They also met with the families participating in the association to discuss issues and improvements that can be made to the waste recycling and sale process. Their efforts resulted in an increase in the annual average income of 300 Brazilian reais, or 85 U.S. dollars, for each family participating in the association.

"I feel privileged to be part of this association, because, in addition to supporting these families, we are doing our part to save the planet for future generations," she said.

# REAL Reading Program

CORPORATE GROUP – DANBURY, CT



## THE NEED

Research shows that reading aloud to children is one of the most important tools for developing literacy skills.

## THE RESPONSE

Early vocabulary building is a goal for neighboring Park Avenue School. Therefore, employees at Praxair's headquarters teamed up with the Family Learning Center to help students increase both their vocabulary and their love for reading. Now in its third year, the program reached more than 500 children. Praxair readers engage the class, reading four or five new books each year, sharing stories and encouraging dialogue. Students are given the books after each session, resulting in a "domino effect" where many students become readers to their families at home. Over the years, the students' scores have improved, and the school attributes REAL (Read Excel Achieve Lead) for contributing to this success. As a result, the program continues to expand at Park and has also expanded to another local school, King Street Elementary.



## JUDY COCO

Associate director of new product commercialization, Danbury, CT

Judy Coco remembers when the idea for literacy intervention came together. "It was about five years ago when local industry and schools began talking about how we could further 'adopt-a-school' programs." It was clear after that meeting that students would benefit greatly by Praxair's help to encourage early reading.

"I love to see the program and students grow," added Judy. A team of readers started with the second grade. Then, enough employees joined to cover the third graders. Now, readers work with first through third graders, helping to instill an early love for reading and to sustain it through the early primary years.

Books in the program are rich in history and are as diverse as the world that surrounds the young readers, and the full conversations that result are often a clue to the program's success. "I love the excitement and the dialogue that takes place. We know that the kids are also getting good life lessons from the books."

As the leader of the project, Judy is pleased with the journey that the REAL Program has taken, and she knows the time she spends is worthwhile: "It's the joy from knowing that we are making a difference."

## MAKING OUR PLANET MORE PRODUCTIVE

By encouraging early literacy and long-term success.

# About the Community Engagement Awards

Praxair recognizes excellence in employee-led community engagement efforts through the annual Community Engagement Awards Program.

Global finalists are nominated by each Praxair business and/or region, which also selects a business/regional winner. Four global winners and a Chairman's Award are presented at Praxair's Global Leadership Conference in January. The projects profiled in this booklet are among the 26 finalist projects for 2015 and exemplify the creativity and problem-solving of all the project teams.

Praxair continues to measure the results of employee-led community engagement projects using a methodology developed by the London Benchmarking Group. Key metrics are assessed for each project (see some outcome measurements below). Such input, outputs and outcome metrics are central to the drive for excellence, and these metrics are key considerations in the annual review of projects for the Community Engagement Awards.

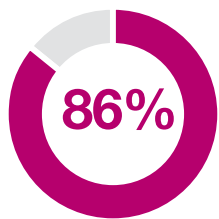
During the award process, projects are reviewed in five key areas:

- Community need
- Enduring impact
- Ability to replicate globally
- Execution: How the team addressed the need and engaged employees
- Degree to which the project complements Praxair's mission

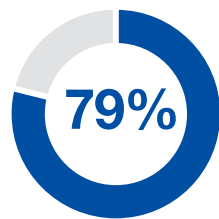
All project teams are recognized by our CEO, Steve Angel, and all finalists receive an award. Additionally, each of the regional and global winners receive a substantial cash award to be redirected to the project, allowing employees' work to have greater, long-term impact.

For more information about the Community Engagement Program or awards, please contact Tamara Brown, director, sustainable development and community engagement, at [tamara\\_brown@praxair.com](mailto:tamara_brown@praxair.com).

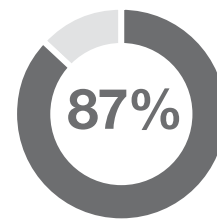
**Based upon input from volunteer teams, key outcomes for the 2015 employee-led community engagement projects include:**



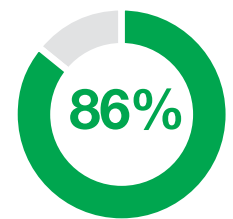
of projects positively impacted beneficiaries' quality of life



of projects developed beneficiaries' skills



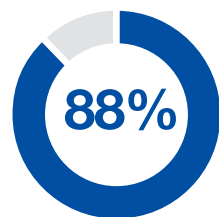
of projects increased employees' awareness of community needs



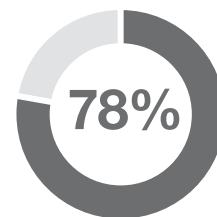
of projects promoted positive employee engagement



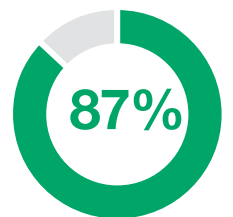
of projects helped employees develop transferable skills



of projects helped beneficiaries develop positive attitudes



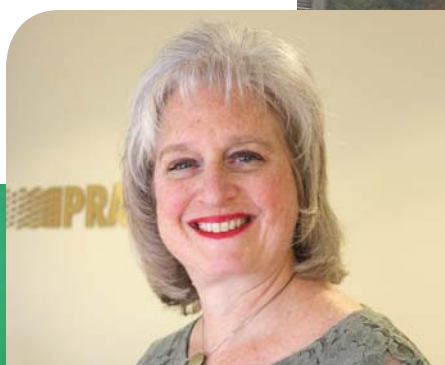
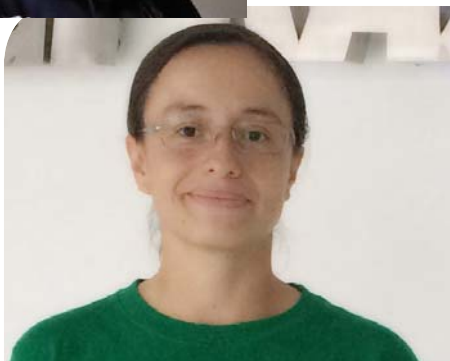
of projects increased employees' management effectiveness



of projects positively impacted Praxair's reputation



*People are the lifeblood  
of Praxair's Community  
Engagement Program.*





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