Filling the Toolbox

Scaling beyond Pilot Projects

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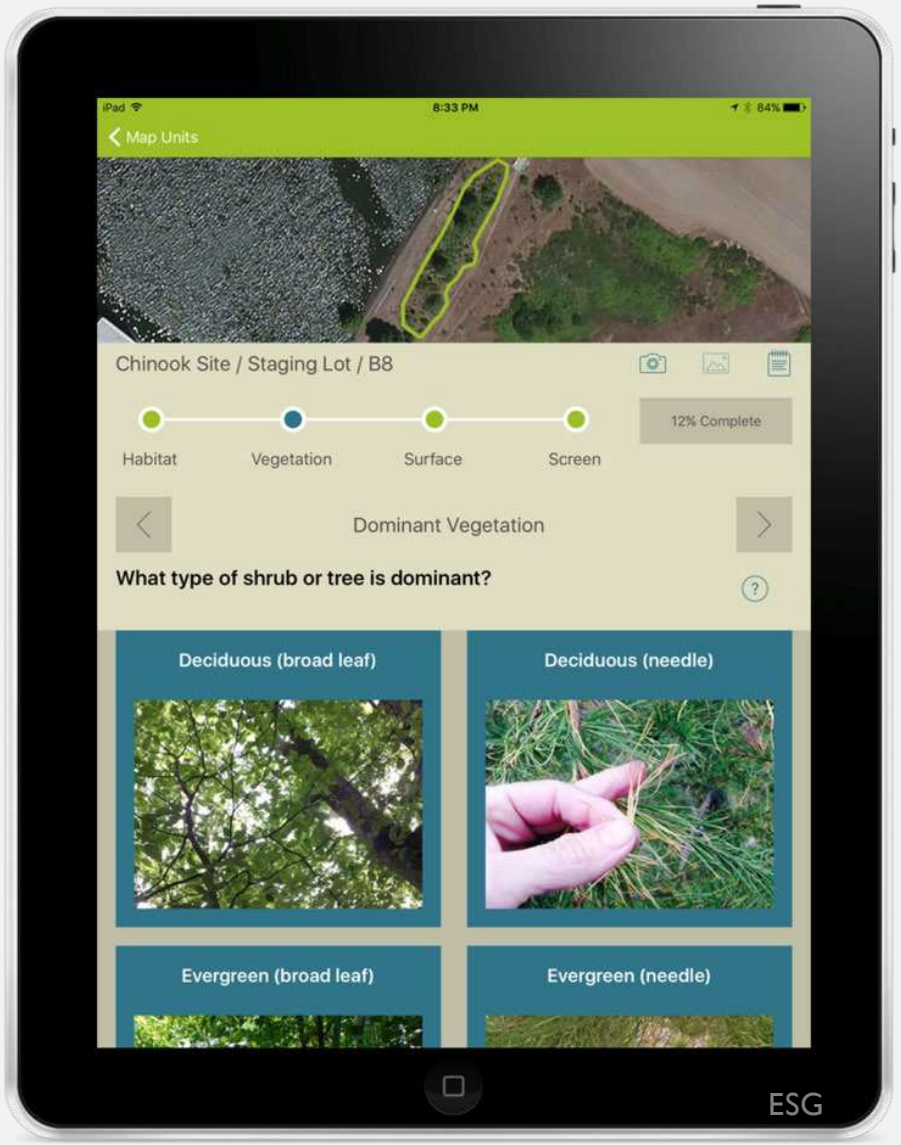
The Nature Conservancy

DOW

The Nature Conservancy

Ecosystem Service Identification & Inventory Tool (ESII Tool)

- Uses ecological attributes to identify and quantify ecosystem services at a site
- Provides data in units of measure that engineers and finance staff can put into their own valuation models
- Publicly available: www.esiitool.com



Broader Uptake of Valuing Nature Goal Projects

Requires ability to:

1. Quickly and easily identify potential Nature Goal projects

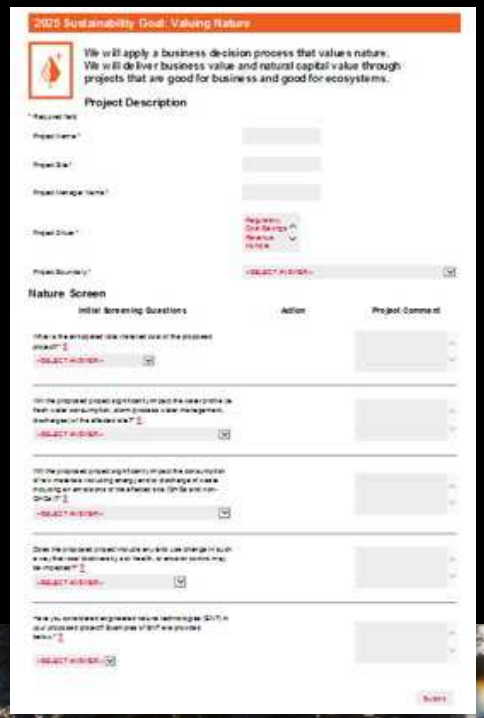
2. Measure and compare ecosystem impacts of projects and project alternatives

3. Understand importance of a project's ecosystem impacts, both to Dow and to nearby ecosystem

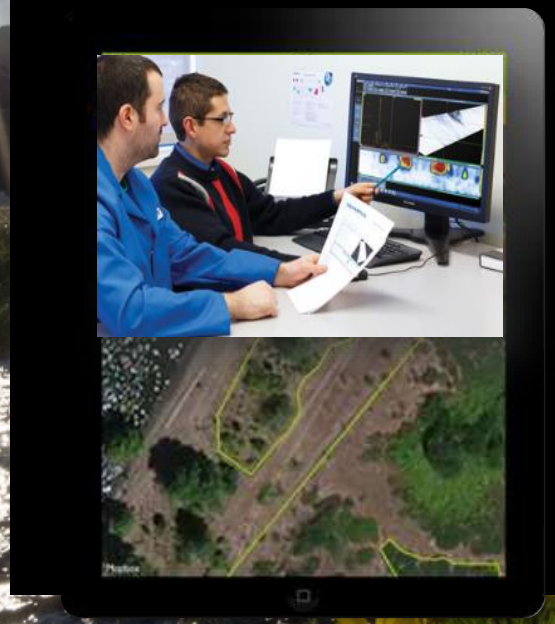
Tools Developed, Process Defined

Identify > Measure & Compare > Understand

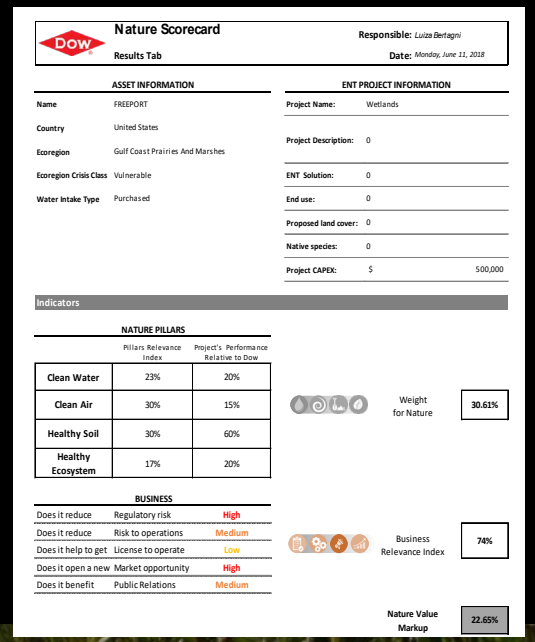
Nature Screen



ESII Tool



Nature Scorecard



Nature Scorecard

Results Tab

Responsible: Luiza Bertagni

Date: Monday, June 11, 2018

ASSET INFORMATION

Name	FREEPORT
Country	United States
Ecoregion	Gulf Coast Prairies And Marshes
Ecoregion Crisis Class	Vulnerable
Water Intake Type	Purchased

ENT PROJECT INFORMATION

Project Name:	Wetlands	
Project Description:	0	
ENT Solution:	0	
End use:	0	
Proposed land cover:	0	
Native species:	0	
Project CAPEX:	$	500,000

Indicators

NATURE PILLARS

	Pillars Relevance Index	Project's Performance Relative to Dow
Clean Water	23%	20%
Clean Air	30%	15%
Healthy Soil	30%	60%
Healthy Ecosystem	17%	20%

Weight for Nature: 30.61%

BUSINESS

Does it reduce	Regulatory risk	High
Does it reduce	Risk to operations	Medium
Does it help to get	License to operate	Low
Does it open a new	Market opportunity	High
Does it benefit	Public Relations	Medium

Business Relevance Index: 74%

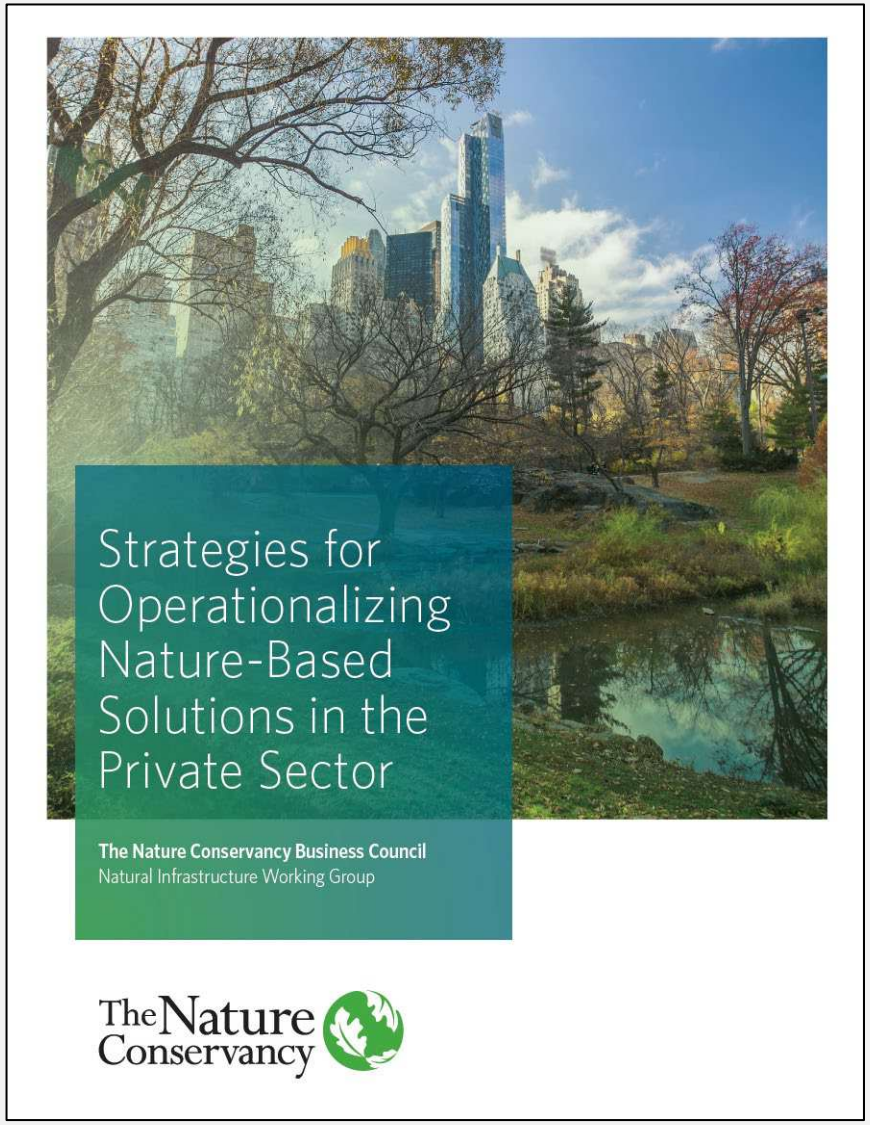
Nature Value Markup: 22.65%

DOW

The Nature Conservancy

Beyond Pilots…
& Beyond Dow

Operationalizing Nature-Based Solutions



Responding to demand from companies for sharing experiences and strategies of internal organizational support needed to **scale nature-based solutions adoption**

BNSF
DOW
DUKE ENERGY
CATERPILLAR
AECOM
Chevron
BAYER
ups
BOEING

Primary Business Drivers

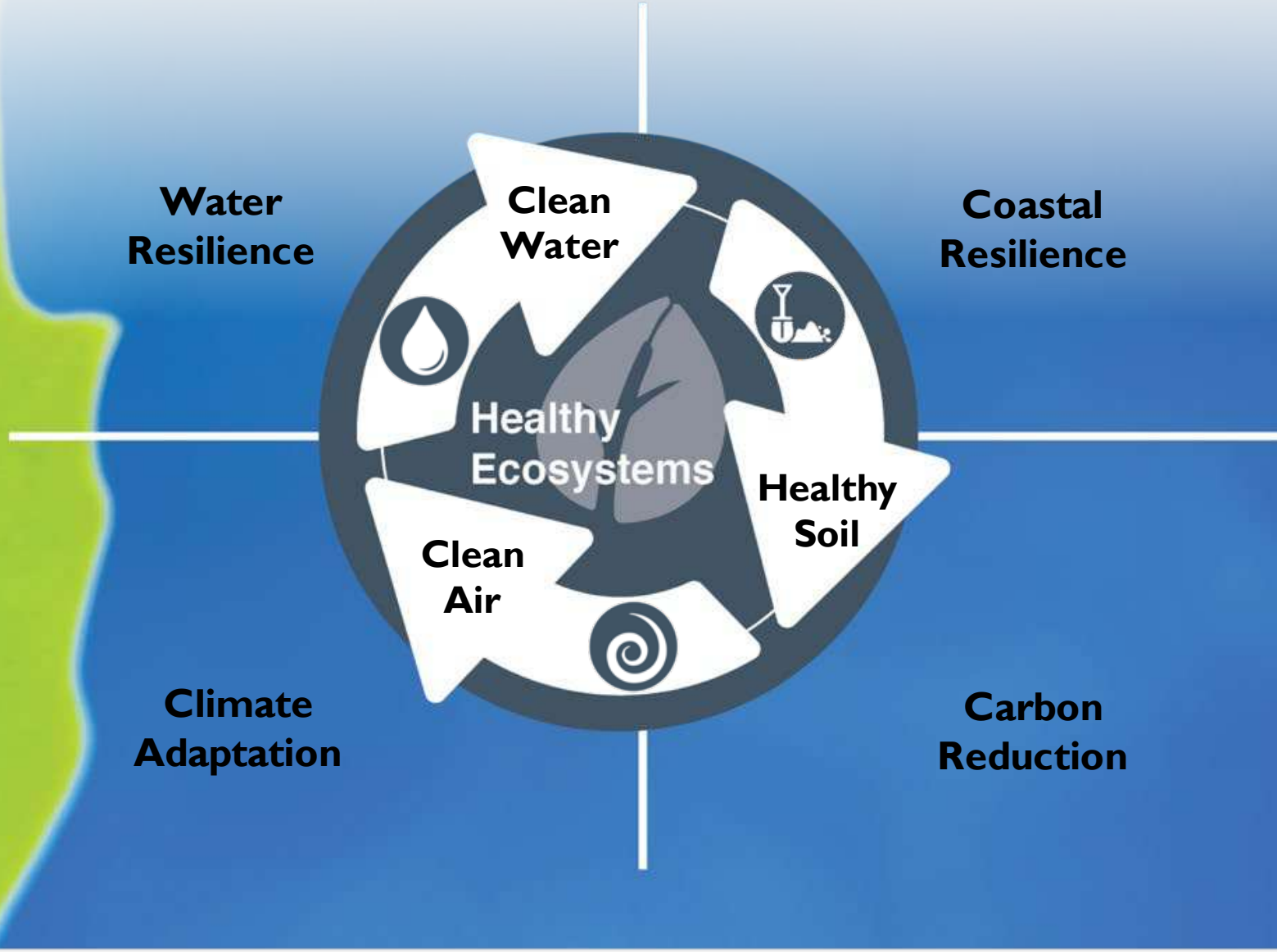
Number of positive company responses if a driver was a primary concern

(out of 8 total companies interviewed)

Common Barriers to NBS within Companies

- Decentralized business operations
- Lack of in-house expertise
- Limited dedicated resources
- Resistance to change
- Regulatory risk
- Company brand concerns
- Perceived uncertainty of costs & performance

Internal Roadmap to Operationalize NBS

What's Next?

As the collaboration moves forward, we are furthering our work in areas such as **water resilience, climate adaptation** and **biodiversity.**