



## DOW'S VALUING NATURE JOURNEY

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Engineered Natural Technology Leader &  
Valuing Nature Technology Leader  
Dow Environmental Technology Center

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# NATURE MOMENT



What if our human biome were benchmarked against Nature?



# PILOTS – BUILDING THE CASE FOR NATURE

- Rigorous scientific underpinnings & risk analysis
- Closing knowledge gaps
- Internal & external studies

## Conclusion

- Often significant cost savings
- Lower environmental footprint
- Co-benefits/ Stacked benefits

## And...

- Safe to Operate
- Invest in an appreciating asset
- Multi-functional!

Diving Deep into a treatment wetlands

Net Present Value versus Alternative: \$282 million



# 10 Years: Collaborating on the Value of Nature to Business



**Value of Nature**

**Improved Business  
Decisions**



**Business Processes**

## Valuing Nature Goal

Dow applies a business-decision process that values nature, which will deliver business value and natural capital value through projects that are good for the company and better for ecosystems.



**Deliver \$1 billion in value through projects that are good for business and better for nature**

**Screen all capital and real estate projects, business development and new products for potential benefits and impacts to nature by 2020**





# Top-Down Goal



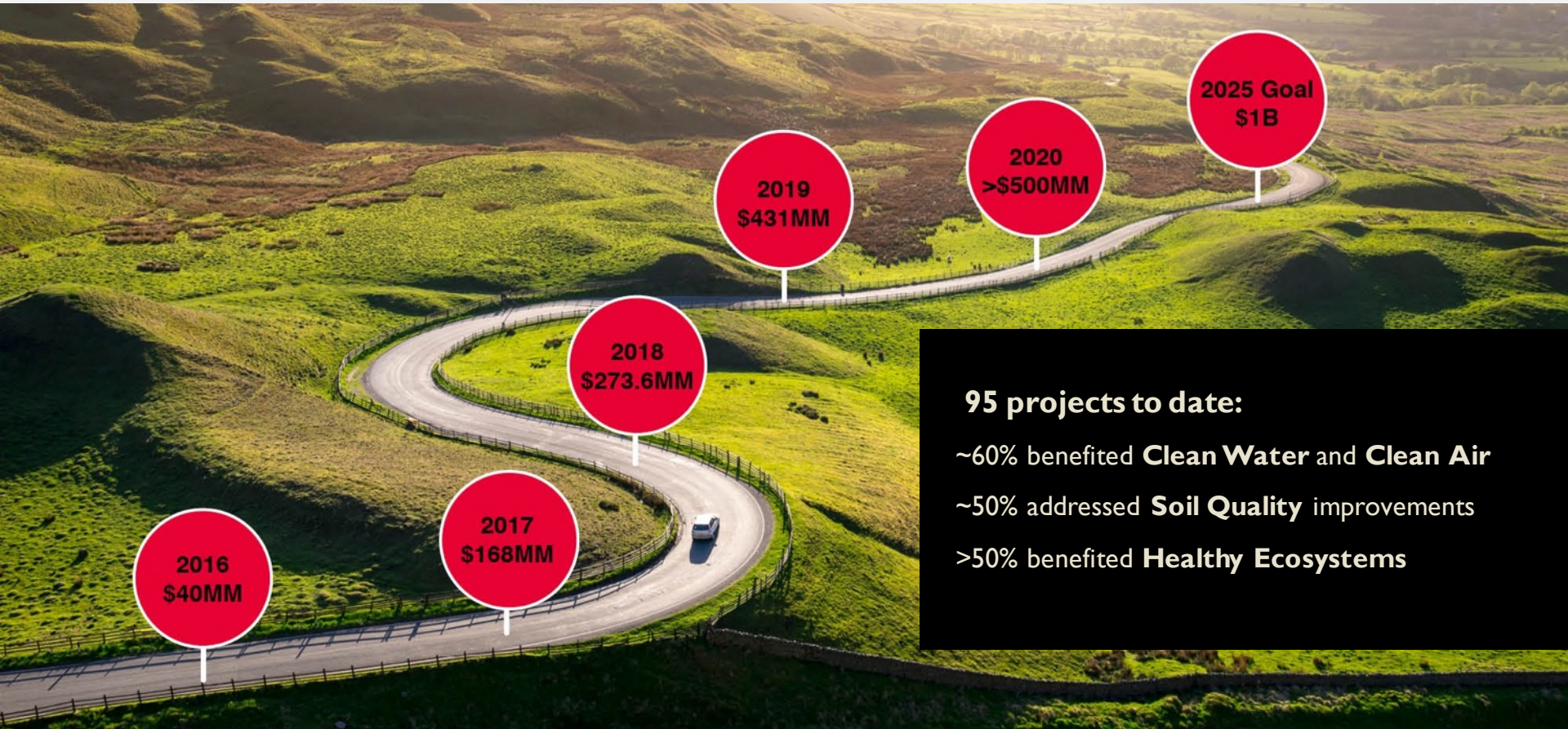
**Technical foundation is critical but not sufficient...**



**Bottom-Up Culture Change**



# The Value Is Real



# Engineered Natural Technology- Applying elements of nature to engineered systems



Sus landscaping  
Leuna, Germany



Terneuzen Recycle  
The Netherlands



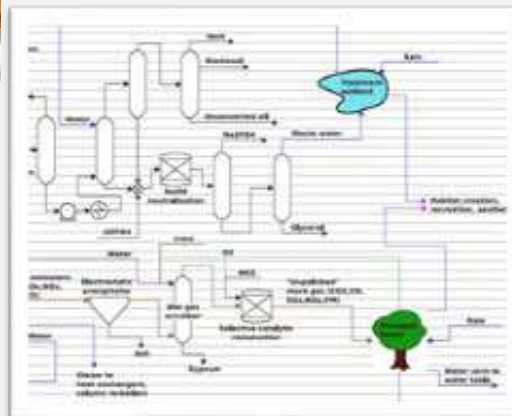
Seadrift Wetlands  
Texas



Boehlen Re-Use  
Germany



Slope Stability  
Aratu, Brazil



Ash Pond  
Remediation  
Midland, MI



Bioswale, New Jersey



Pointe-Aux-Chênes, LA



Fire Water Wetlands  
Elizabethtown, KY



Limestone Channel  
Hot Springs, AR



# A Decade of Progress

