

# Filling the Toolbox

## *Scaling beyond Pilot Projects*



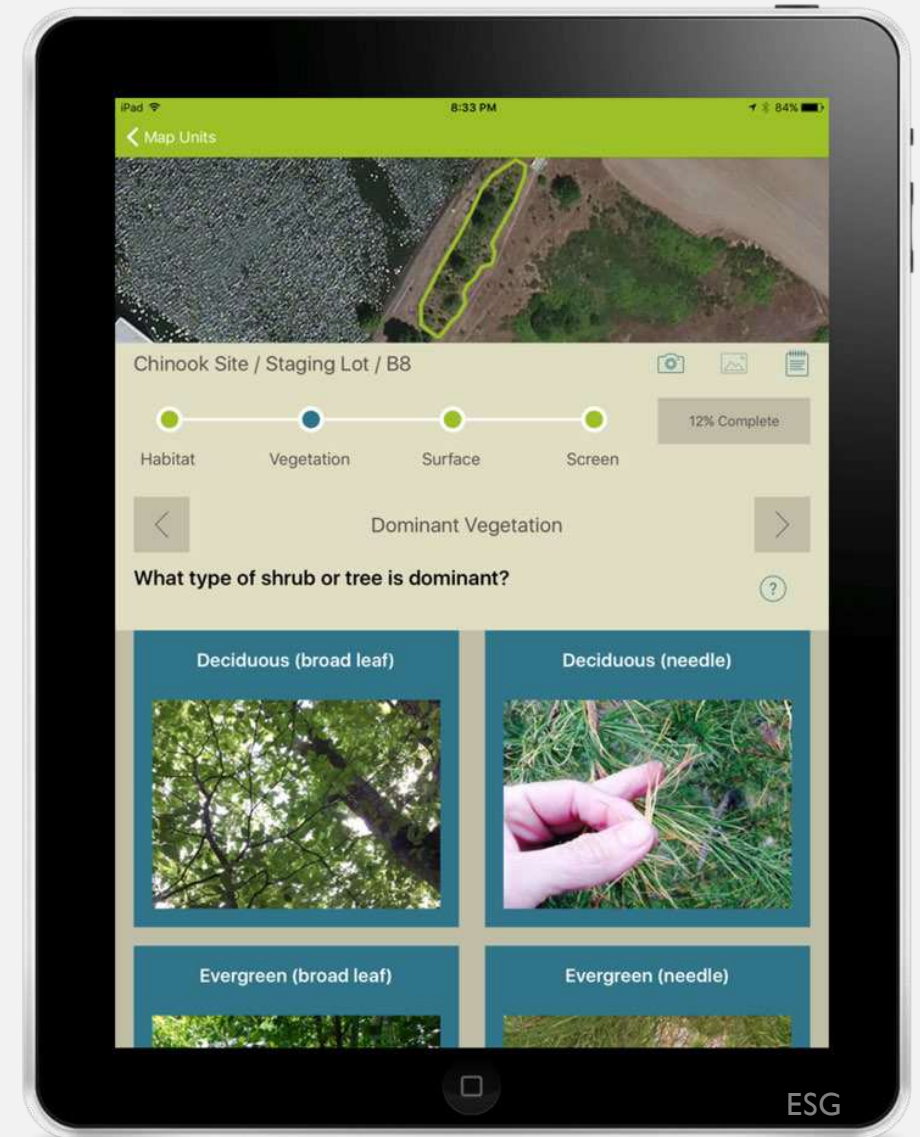
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# Ecosystem Service Identification & Inventory Tool (ESII Tool)

- 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](http://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



Identify >

Measure & Compare >

Understand

## Nature Screen

2025 Sustainability Goal: Valuing Nature

We will apply a business decision process that values nature. We will deliver business value and natural capital value through projects that are good for business and good for ecosystems.

Project Description

Required field

Project Name\*

Project Start\*

Project Manager Name\*

Project Class\*

Project Status\*

Project Boundary\*

Nature Screen

Initial Screening Questions

Action

Project Comments

What is the anticipated total estimated cost of the proposed project?

+ SELECT A VALUE +

For the proposed project, what is the potential impact on local water resources, stream flows, water management, drainage or other affected area?

+ SELECT A VALUE +

For the proposed project, what is the potential impact on local wildlife, including nesting birds, fish, and other species?

+ SELECT A VALUE +

Does the proposed project involve any land clearing or such activity that could potentially harm local vegetation or riparian habitat?

+ SELECT A VALUE +

Has your organization implemented nature technologies (NT) in all of its sites and product supply chain? If not, please provide details.

+ SELECT A VALUE +

Submit

## ESII Tool

## Nature Scorecard

DOW Nature Scorecard		Responsible: Luisa Bertagni
Results Tab		Date: Monday, June 11, 2018
ASSET INFORMATION		ENT PROJECT INFORMATION
Name	FREEDPORT	Project Name: Wetlands
Country	United States	Project Description: 0
Ecoregion	Gulf Coast Prairies And Marshes	ENT Solution: 0
Ecoregion Crisis Class	Vulnerable	End use: 0
Water Intake Type	Purchased	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%
BUSINESS		
Does it reduce Regulatory risk	High	
Does it help get License to operate	Medium	
Does it open a new Market opportunity	Low	
Does it benefit Public Relations	Medium	
Weight for Nature		30.61%
Business Relevance Index		74%
Nature Value Markup		22.65%

## Understand

# Nature Scorecard

An aerial photograph showing a landscape with various vegetation types. Yellow lines are drawn on the image to delineate specific areas. A label 'Phytone' is visible in the bottom left corner of the image.

The Nature Conservancy 

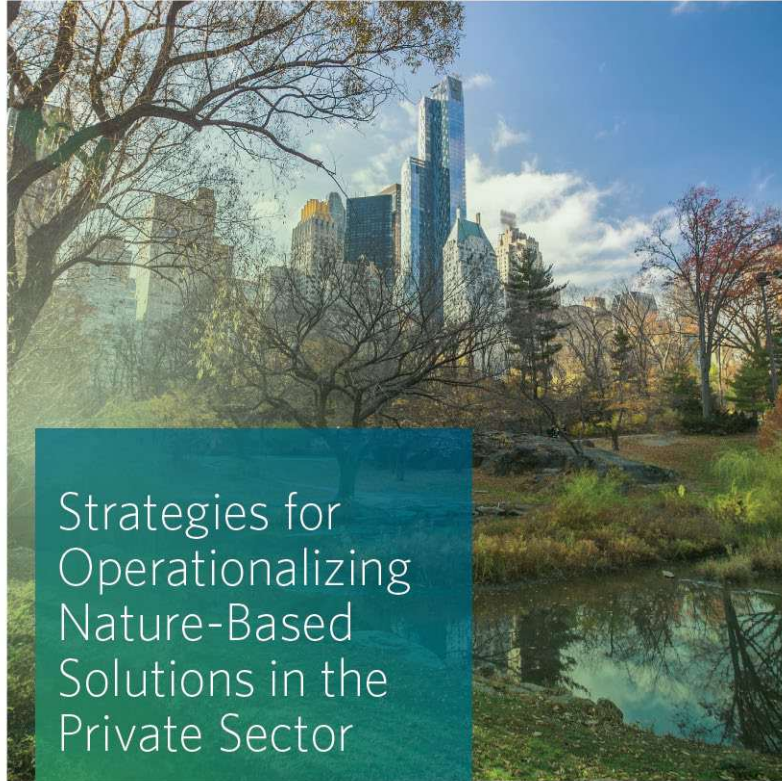




# Beyond Pilots... & Beyond Dow



# Operationalizing Nature-Based Solutions



## Strategies for Operationalizing Nature-Based Solutions in the Private Sector

The Nature Conservancy Business Council  
Natural Infrastructure Working Group



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





# Primary Business Drivers



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

**Lowering Project Costs** 6

**Managing Regulatory Requirements & Risk** 5

**Mitigating Natural Disaster Risk** 3

**Engaging Community Stakeholders** 3

**Increasing Marketing/Branding** 2

**Achieving Sustainability Goals** 1

**Promoting Employee Wellbeing** 1

(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

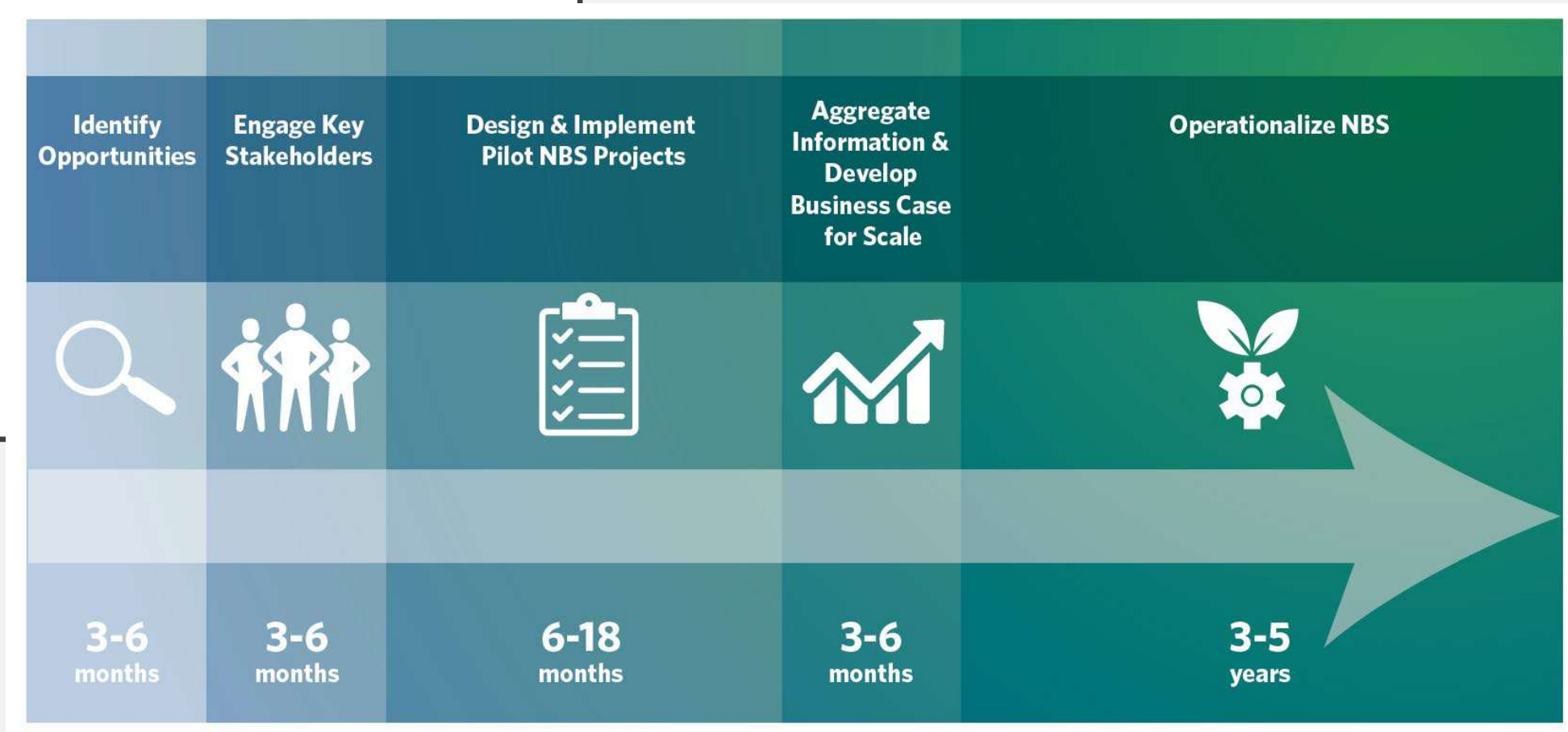
Company brand concerns

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.**

**Water Resilience**

**Clean Water**

**Coastal Resilience**

**Healthy Ecosystems**

**Healthy Soil**

**Clean Air**

**Climate Adaptation**

**Carbon Reduction**