

Filling the Toolbox

Scaling beyond Pilot Projects

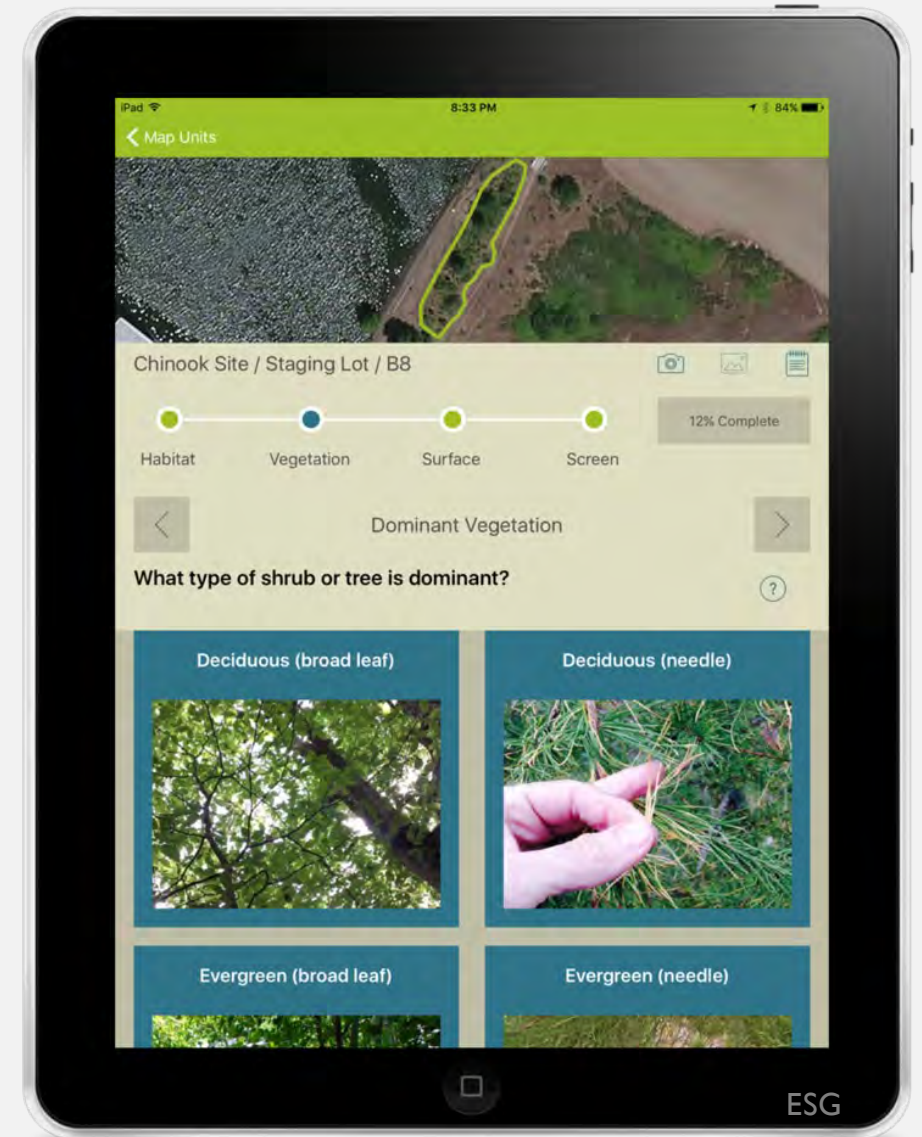


Jen Molnar
Managing Director and Lead Scientist
Center for Sustainability Science
The Nature Conservancy



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

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

Project Name:

Project Site:

Project Manager Name:

Project Class:

Project Status:

Project Boundary:

Nature Screen

Initial Screening Questions	Action	Project Comment
Will the proposed project significantly impact the use of public or private lands, including energy and mineral resources, and/or other public resources?	<input type="text"/>	<input type="text"/>
Will the proposed project significantly impact the use of public or private lands, including energy and mineral resources, and/or other public resources?	<input type="text"/>	<input type="text"/>
Will the proposed project significantly impact the use of public or private lands, including energy and mineral resources, and/or other public resources?	<input type="text"/>	<input type="text"/>
Will the proposed project significantly impact the use of public or private lands, including energy and mineral resources, and/or other public resources?	<input type="text"/>	<input type="text"/>
Will the proposed project significantly impact the use of public or private lands, including energy and mineral resources, and/or other public resources?	<input type="text"/>	<input type="text"/>

ESII Tool



Nature Scorecard

Dow Nature Scorecard Results Tab

Responsible: *Luzia Benigni*
Date: *Monday, June 11, 2018*

ASSET INFORMATION		ENT PROJECT INFORMATION	
Name	FREEMONT	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%

Weight for Nature: **30.63%**

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

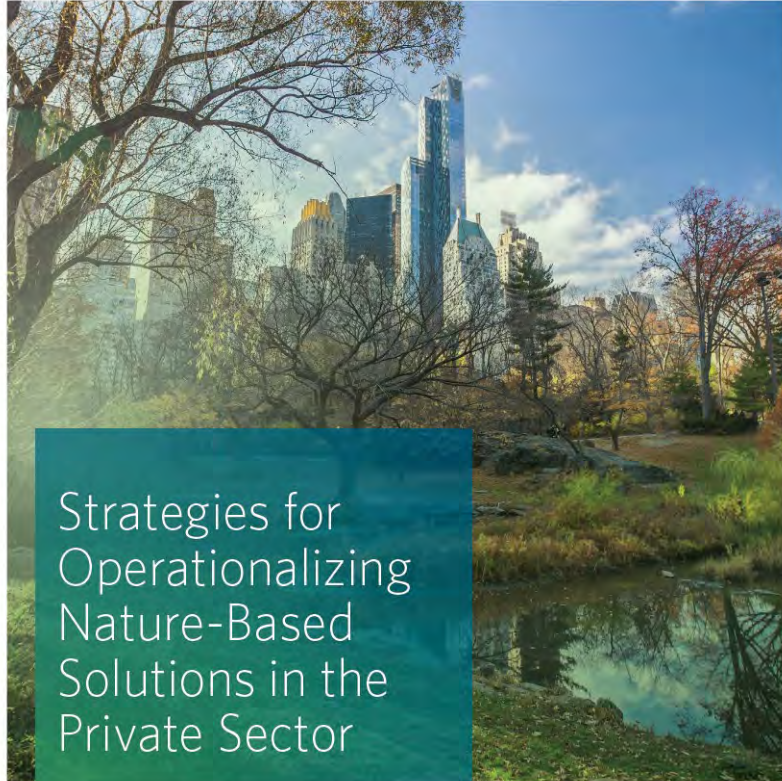
Business Relevance Index: **74%**

Nature Value Markup: **22.65%**



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