World Forum on Natural Capital
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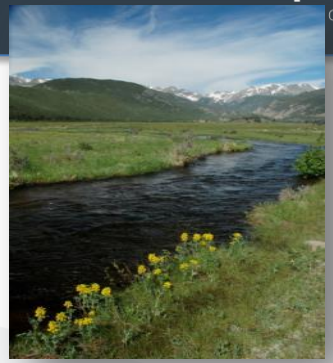
Dow and The Nature Conservancy: A Collaboration to Value Nature

Mary Draves, The Dow Chemical Company
Jennifer Molnar, The Nature Conservancy

Our history – the TNC-Dow Collaboration

Goal: Find ways for companies to incorporate the value of nature into business decisions.

Jennifer Molnar



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Improved Conservation Outcomes

Improved Business Performance

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Pilot #1 – Freeport, Texas

- Improving air quality through reforestation
- Mitigating coastal hazards with natural infrastructure
- Preventing disruption to freshwater supply

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Pilot #2 – Santa Vitória, Brazil

Jennifer Molnar

- Landscape level application of Brazil's Forest Code
- Prioritization of areas by profitability and ecosystem service performance

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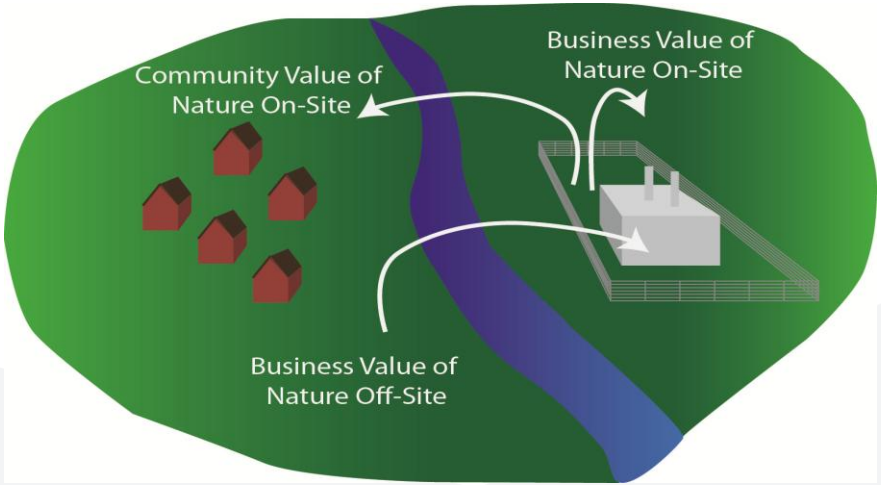
Moving beyond pilots: Ecosystem Service Identification & Inventory Tool (ESII)

- Uses ecological attributes to identify and quantify ecosystem services at a site
- Provides units of measure that engineers can put into their valuation models.



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The ESII Tool Application

Map functionality

Capture photos of site and notes to support assessments

Progress bar

Photo-based questions to guide users

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Dow's 2025 Nature Goal

- Our Goal is to apply a business decision process that values nature. Dow will deliver business value and natural capital value through projects that are good for business and good for ecosystems.
- Natural capital decision-making across a global business of this scale **has never been done before.**
- By 2025, Dow will **deliver $1B in value through projects that are good for business and good for ecosystems**.
- By 2020, **all R&D, capital and real estate projects at Dow will be screened** using Nature's Future Value (NFV) assessments, a tool we developed with The Nature Conservancy to measure the value of ecosystem services.

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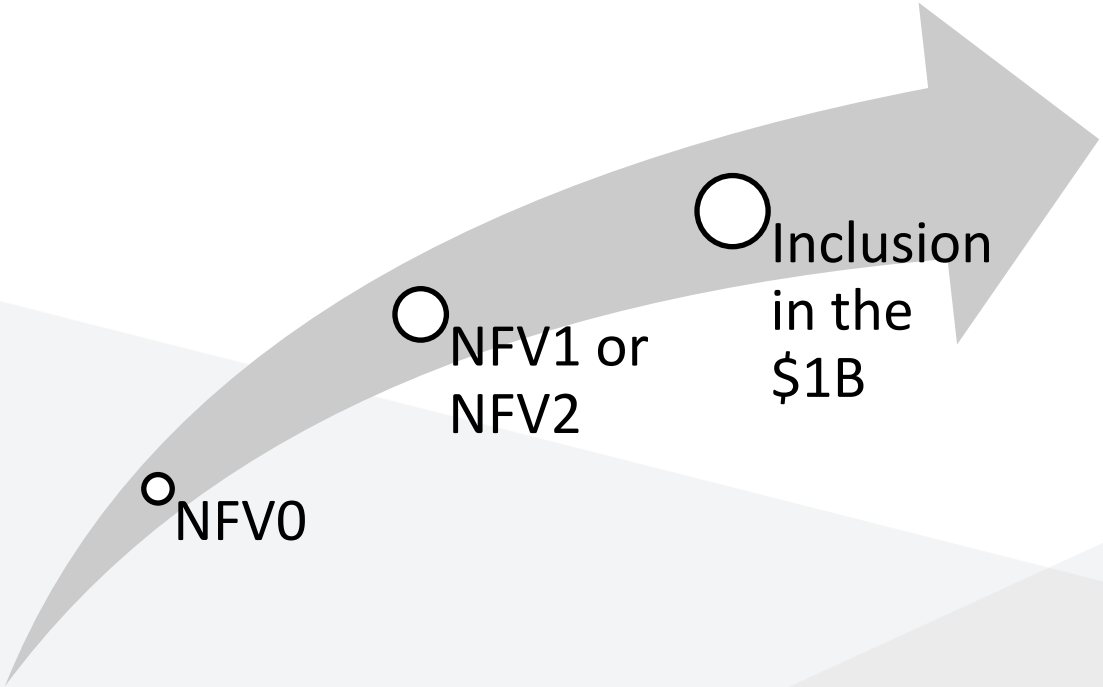
NFV – a business process that will help us find the right projects



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NPV will come from 4 types of projects

Engineered Natural Technologies

- Green or natural infrastructure that provides the same services as grey infrastructure
- Example: Seadrift Wetland

Process Improvements

- Resource efficiency improvements that reduce impact on nature
- Example: Water recycling projects

Property

- Putting land (greenbelt or surplus) into conservation
- Example: Croydon Woods

Innovation

- New products that will enhance nature
- Example: DAS traits that help plants resist drought

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Pilot #3 – testing tools to support the nature goal

Visited

To visit

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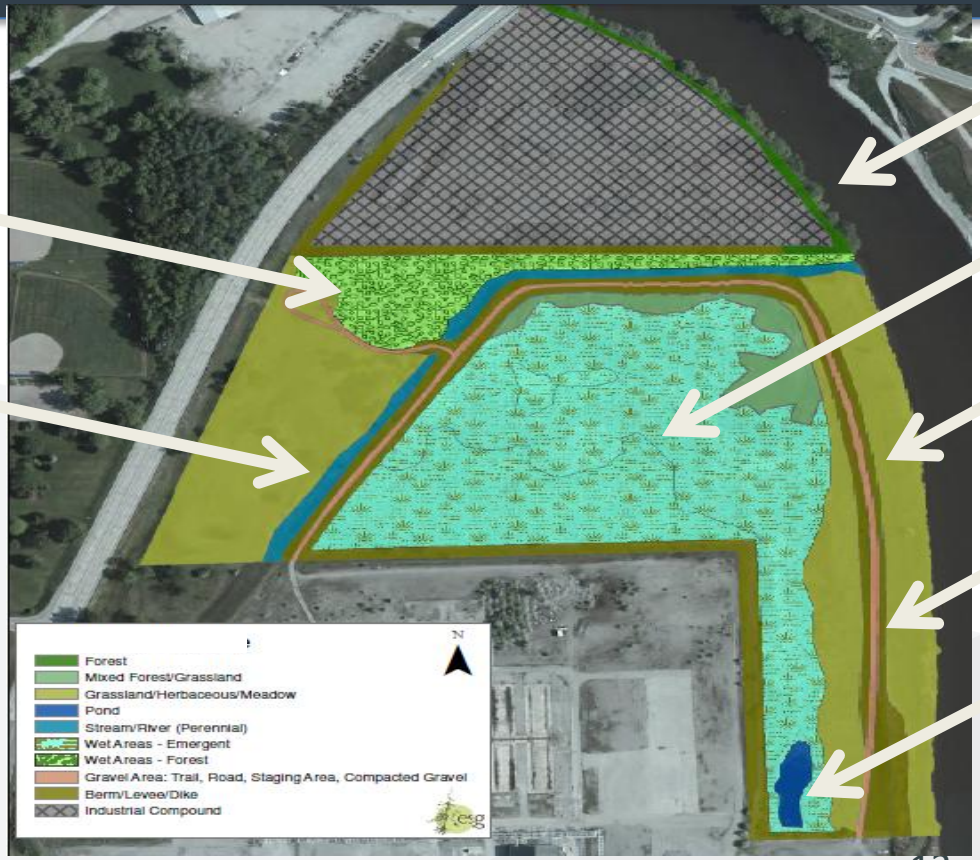
Example: Evaluate Greenbelt Options in MI

Forested Wetland

Stream



Forest Edge

Wetland

Grass

Berm

Pond

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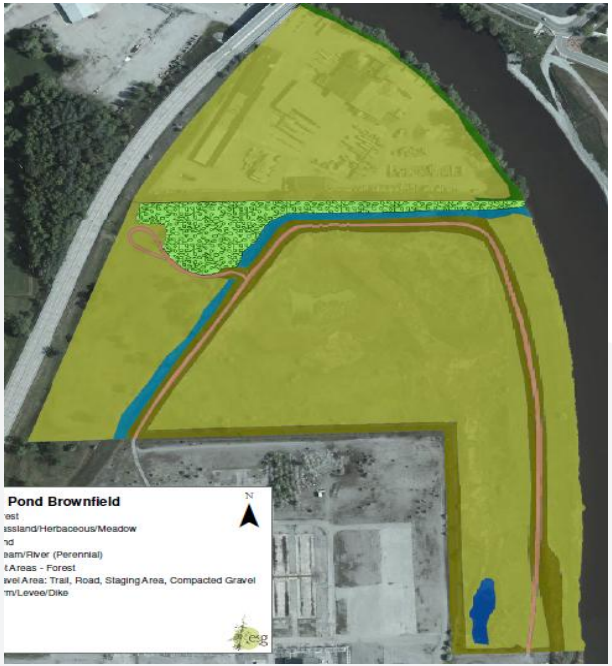
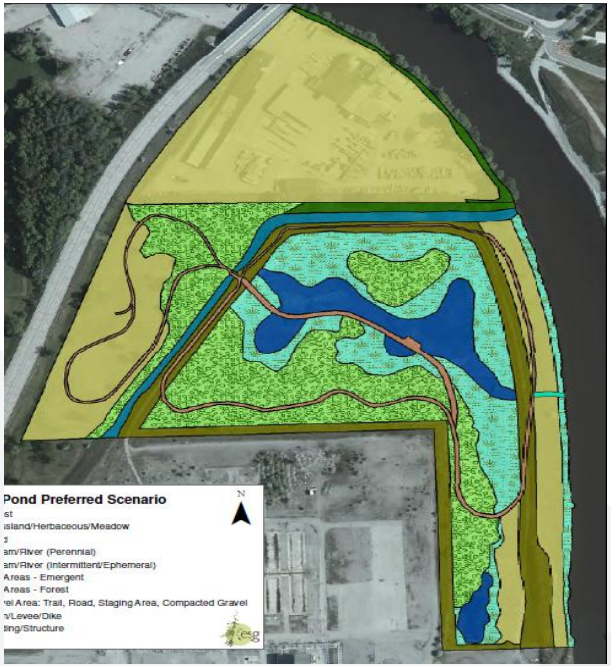
We generated three scenarios for redevelopment

Scenario 1



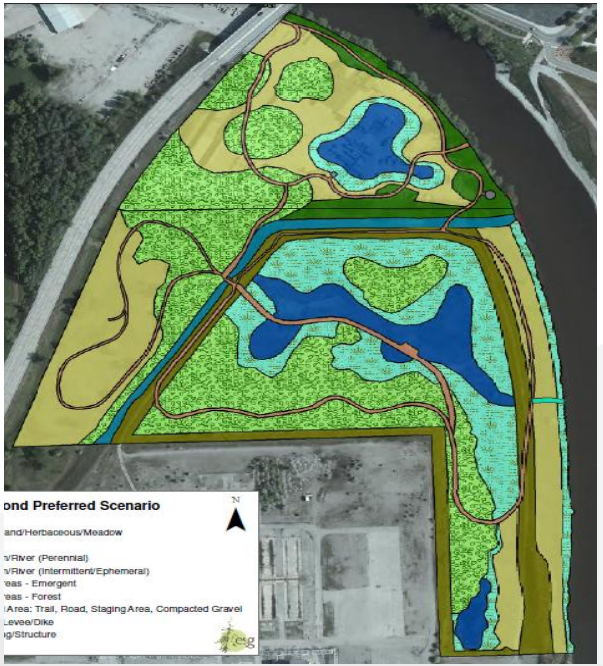
Less Forest, Wetland

Scenario 2



More Forest, Wetland, Pond

Scenario 3



Most Forest, Wetland, Pond

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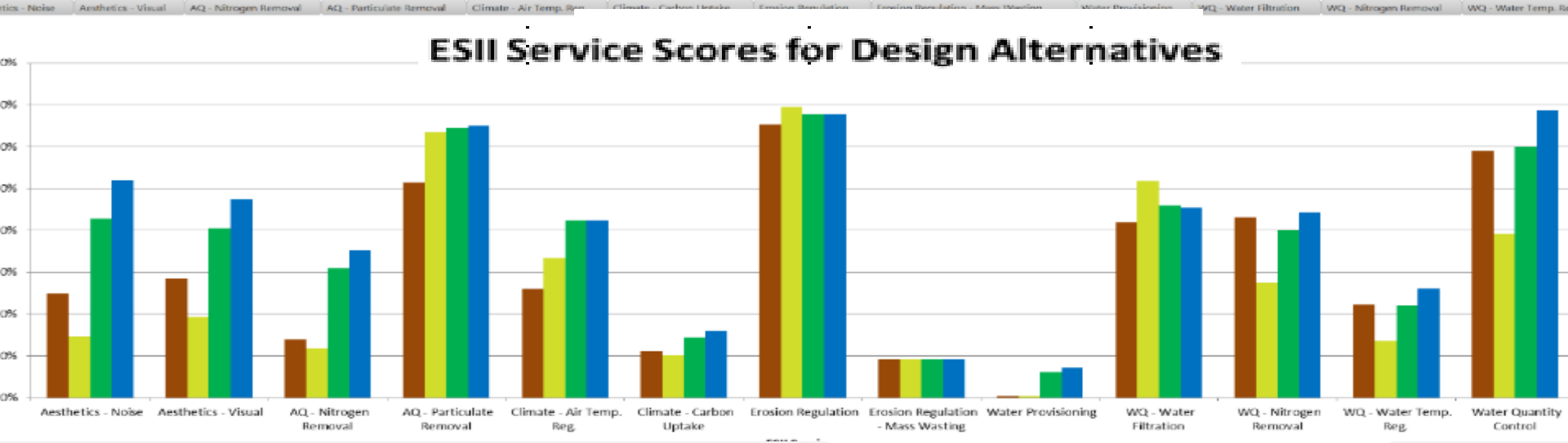
The results showed the improvements from restoration



Key Insights

Majority (7 of 13) of services ***lower*** using business-as-usual design

9 of 13 of services ***higher*** when just Dow used more ecological design

11 of 13 of services ***higher*** with full restoration

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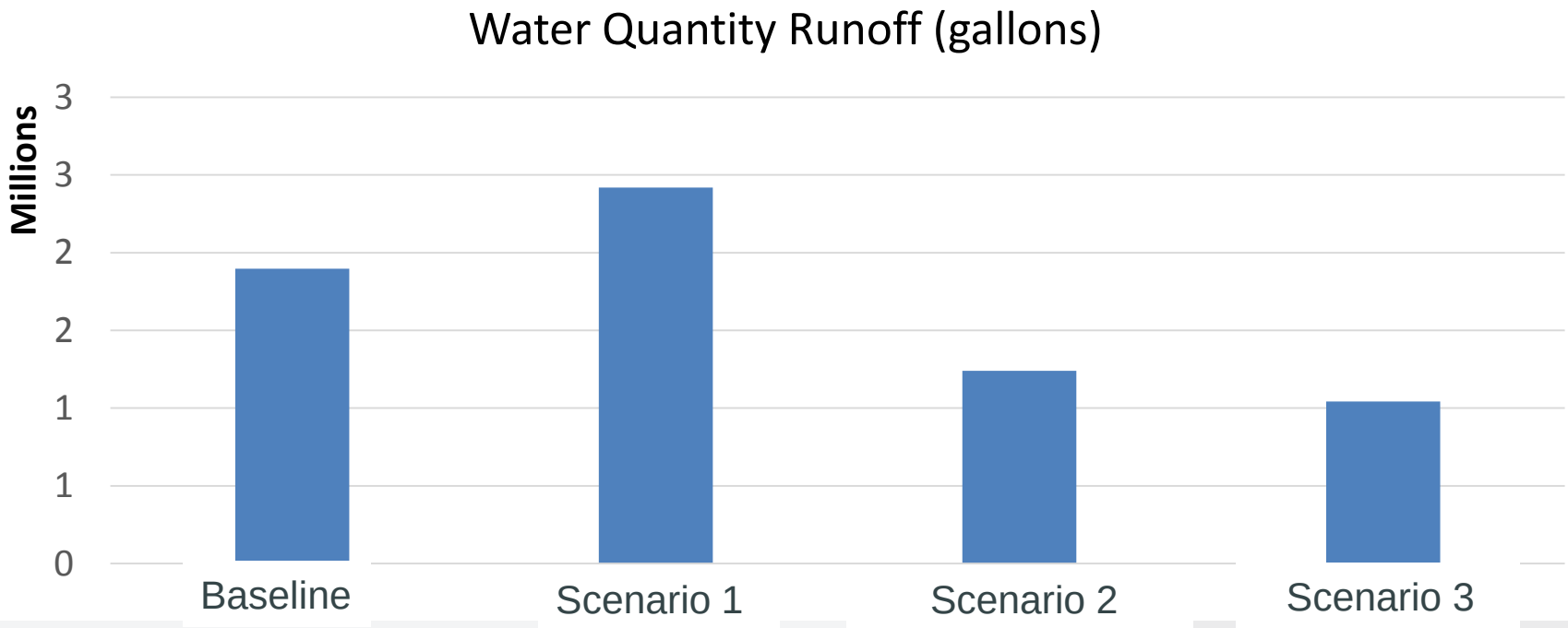
Ecosystem service results in measurable units- water



“The potential for change moving forward is enormous.”
- John Elkington
Co-Founder, Environmental Data Services
SustainAbility, Volans
Jennifer Molnar