



# How “Voice of the Customer” Informed the ESII Tool

**France M. Guertin**  
**TNC-Dow Collaboration Team**  
**The Dow Chemical Company**  
**Midland, Michigan, USA**



**The Dow Chemical Company**



**EcoMetrix Solutions Group**



**The Nature Conservancy**

# Ecosystem Services Identification and Inventory (ESII) Tool



## Inviting Nature @ the Business Decision Table



The Dow Chemical Company



EcoMetrix Solutions Group



The Nature Conservancy



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# Ecosystem Services Identification and Inventory

Land attributes captured

ES quantification and valuation

Strategic and Tactical Impact



- Help non-ecologist measure ecosystem services rapidly and cost effectively
- Provide scientifically robust quantification of ecosystem services at a site scale
- Provide simple gross assessments of ecosystem services
- Provide results in the format of engineering units
- Help decision makers determine the value of nature, and the consequences of decisions pertaining to changes of natural habitats
- Knowledge and education building



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# ESII Tool Phase 1

## Proof of Concept achieved !





# ESII Tool Phase 1 : Learnings

GI potential



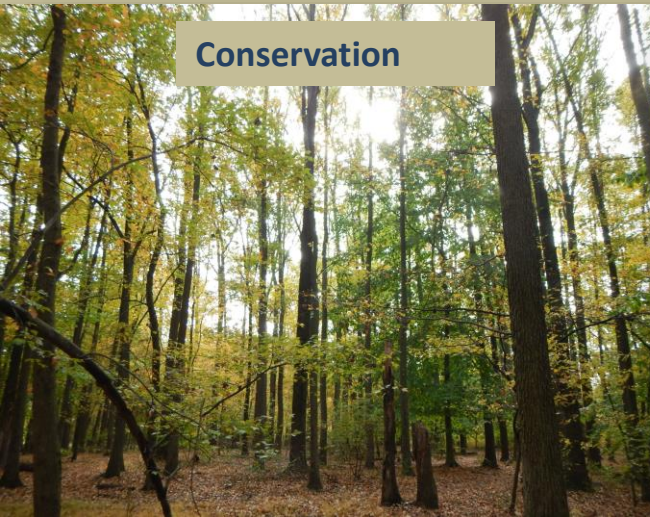
Education



Asset Management



Conservation



Community Success



Site Resilience





# Designing ESII with Nature & Business Value in Mind!

## Objectives of “Voice of the Customer”

- Identify Key End-Users
- Identify Actionable Decisions to create Real-Value for Dow
- Determine important Tool Features



# Voice of the Customer

**Webinars held with 25 people across Dow from North America, South America, China, Europe, Australia**

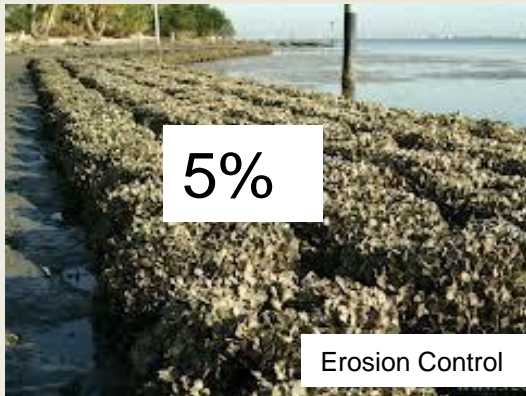
## **Results**

- **54 actionable decisions identified**
- **Identified Early Adopters within Dow**
- **Prioritized ES based on Actionable decisions**
- **Identified Areas of New Opportunities for ESII tool**
- **Identified key features of ESII tool**

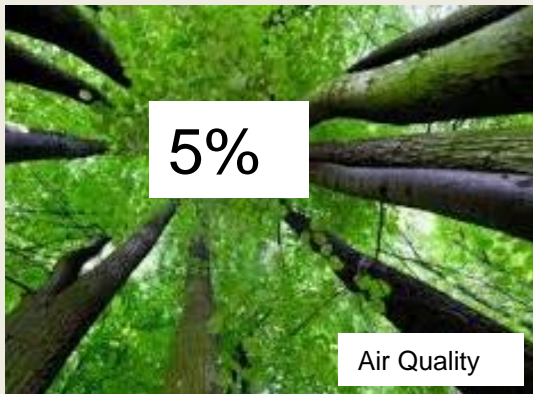
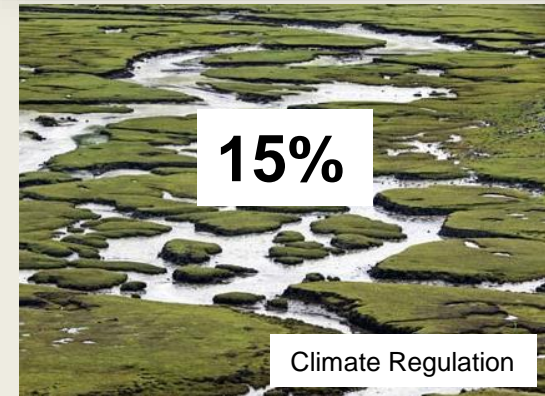




# Actionable Decisions Classified

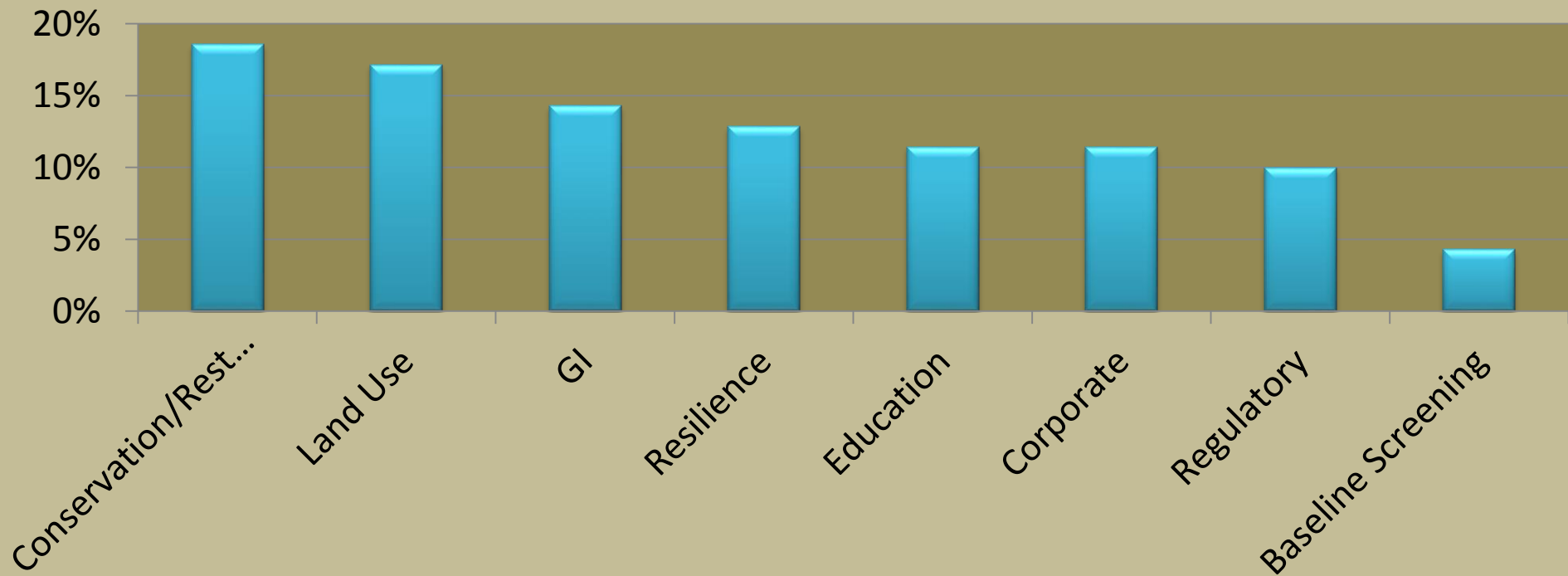


8 Priority ES





# ESII Tool Actionable Decisions Focus Areas





# Learnings

- Fills a need! Lots of positive feedback/excitement
- ESII tool can drive value by enhancing Dow's natural capital
- Actionable decisions require alternative analysis
- Tool implementation = pull strategy by driving use



# ESII Tool Design

## Phase 1 Proof of Concept

Q3-2013

Q4-2013

- Scoping
- Method development

- Pilot testing
- Phase 1 Report

## Phase 2 Development

Q1-Q2 2014

Q3- **Q4 2014**

- Phase 2 Scope
- **VOC**
- Model /Method
- Validation

- External peer review
- Software
- Testing
- .....



The Dow Chemical Company

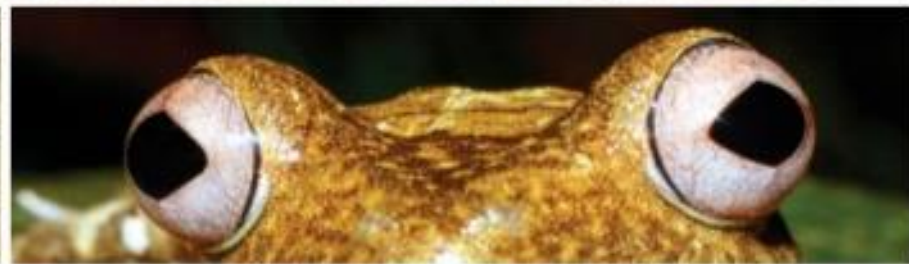


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By examining the environment through the framework of ecosystem services, it becomes much easier to identify how changes in ecosystems influence Dow's natural assets and to provide information in a form that decision-makers can weigh alongside other economic information.



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