

A photograph of a pink roseate spoonbill in flight over a marsh. The bird is in the foreground, its wings spread wide, showing a vibrant pink color. It has a long, straight beak and is flying towards the right. The background features a body of water and a large industrial facility with several tall smokestacks and complex piping, all slightly out of focus. The sky is a pale, hazy blue.

Mainstreaming the Value of Nature in Business:
Groundbreaking Results as the 6-year
TNC-Dow Collaboration Culminates

Finding ways for companies to
incorporate the value of nature
into business decisions



Christopher List

Summing-up Six Years of Valuing Nature Together



- Advanced science through 6 peer-reviewed papers from pilots
- Developed new tool to make accounting for nature easy (ESII tool)
- Engaged 9 Dow business sites and >100 staff; >5 TNC chapters, and >50 staff
- Influencing sustainability public policy and other companies
- Nature Goal: Dow committed to valuing nature across corporation

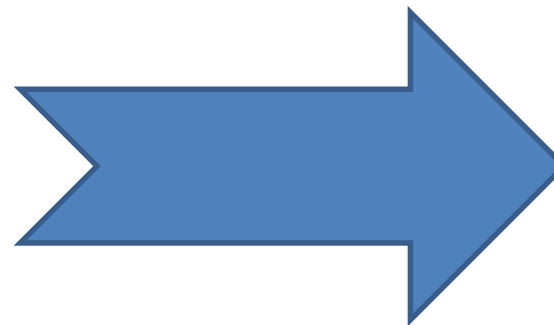
Scaling up impact:

- Cross-sector collaboration
- Enabling decision-makers
- Culture change within a company
- Change beyond the company



Making a Case for Integrating Nature in Business: Lessons from a unique NGO-corporate collaboration

Jen Molnar
Center for Sustainability Science
The Nature Conservancy



Improved
Conservation
Outcomes

Improved
Business
Performance



Integrating value of nature in business

- Broaden awareness and understanding
- Develop science tools relevant to business
- Create enabling policies



CEO support

CEO support

**Sustainability
Technical leads**

**Corporate Practices
Science**

Site staff
Business units

Field programs
Global teams

Legal
Public affairs

Legal
Marketing

Collaborating in pilots



Air quality via reforestation

Coastal protection



Freshwater supply



Agricultural supply chain

Collaborating in pilots

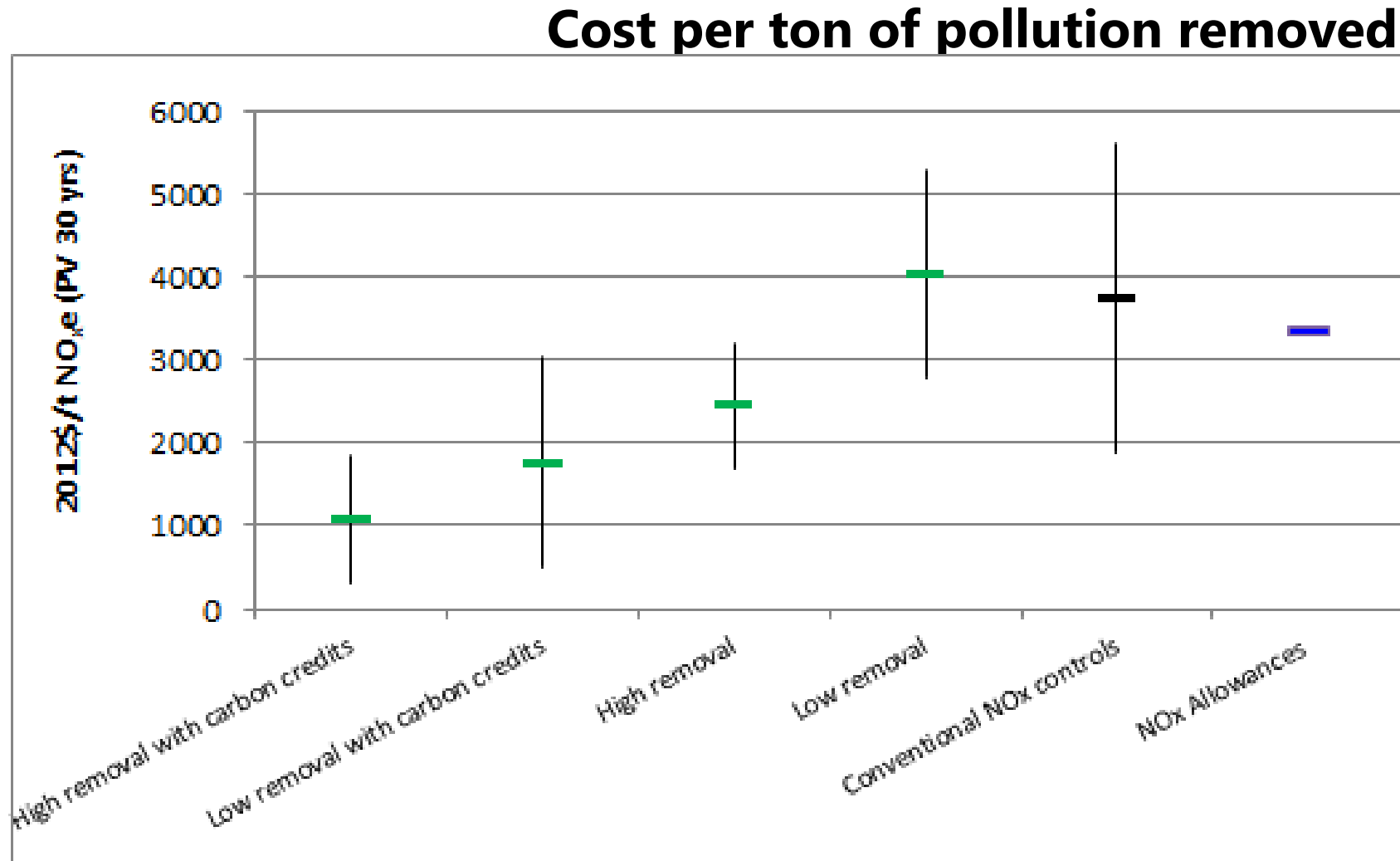


Build trust

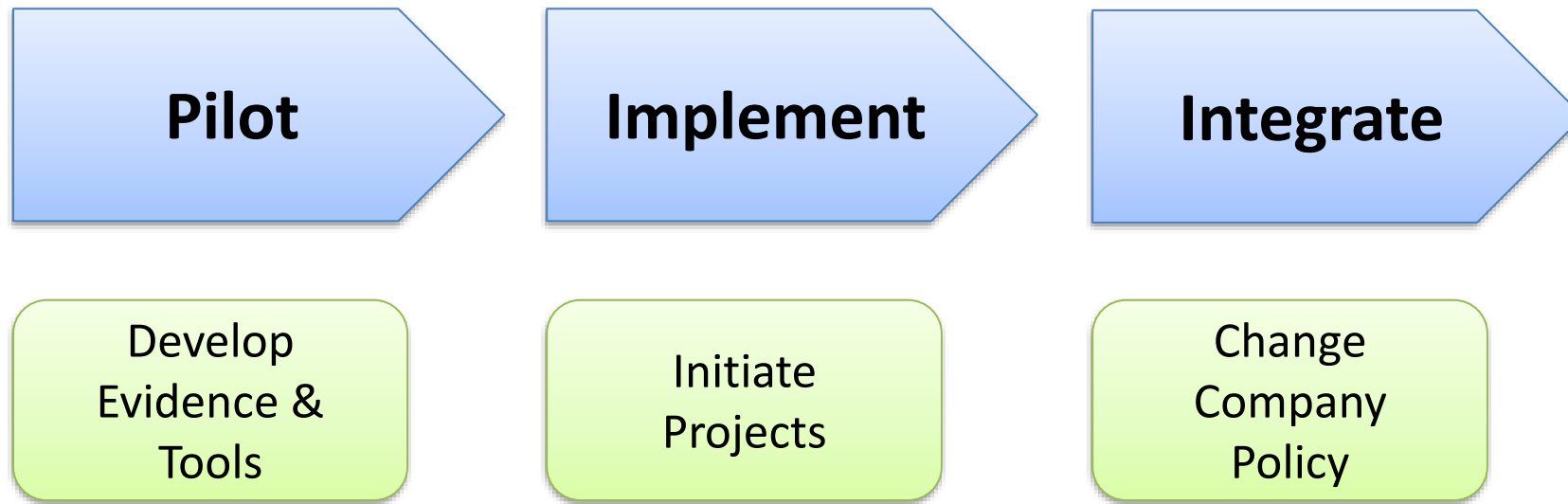
Cross-cultural learning

Useful science

Reforestation can be cost-competitive



Incorporating Value of Nature



Or so we thought...

Integrating nature company-wide

Dow's 2025 Nature Goal

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.

ESII Tool



Transformative partnerships at scale must achieve the following:



- Shift core business practices and/or influence industry norms over the long-term
- Create substantial change and measurable outcomes for all parties involved

Source: Adam Fishman, Olga Kachook, Kevin Lee, Nathalie Woolworth - CBEY

[develop] a compelling business case

[affirm] common vision

[leverage] a web of relationships

[build] trust, buy-in, and maintain communications

[set] expectations

[evolve] the partnership

Thank You

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