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
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
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<th>CEO support</th>
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Collaborating in pilots

Air quality via reforestation

Coastal protection

Freshwater supply

Agricultural supply chain

Photos: Jennifer Molnar; http://www.directindustry.com/prod/sagemis; ERM Brazil Ltda
Collaborating in pilots

Build trust
Cross-cultural learning
Useful science
Reforestation can be cost-competitive

Cost per ton of pollution removed

Kroeger et al 2014, PNAS
Evolution: Valuing Nature at Dow

Incorporating Value of Nature

Pilot
- Develop Evidence & Tools

Implement
- Initiate Projects

Integrate
- Change Company Policy

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.
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

Source: Adam Fishman, Olga Kachook, Kevin Lee, Nathalie Woolworth - CBET
Thank You

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