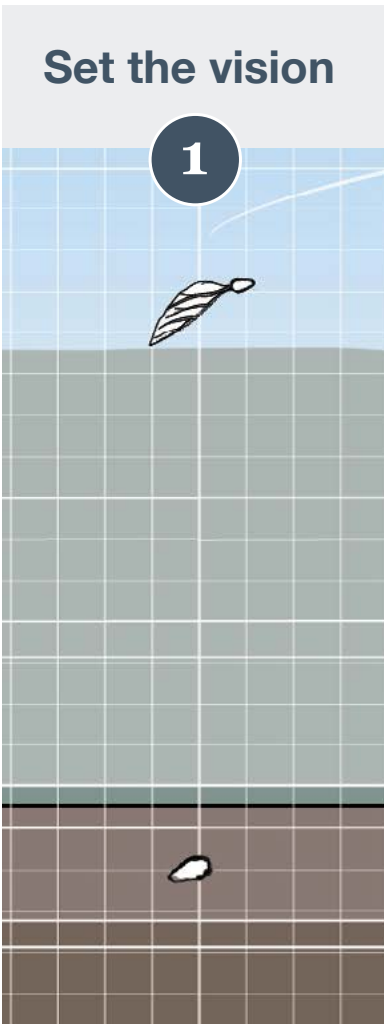




# The Birth of Dow’s Valuing Nature Goal: *Dow & The Nature Conservancy*



## Set the vision

1

Planting a seed of sustainability and profitability.



### Why plant a seed?

It’s a seed of sustainability. Imagine a future where businesses, governments, and society work together to advance solutions that preserve our planet and ensure a sustainable future for all. This is Dow’s ambitious vision and the reason for a Valuing Nature Blueprint. This blueprint is an alignment to two pillars of [Dow’s 2025 Sustainability Goals: Valuing Nature & Leading the Blueprint](#).

### And, it’s a seed of profitability

Dow’s goal is to deliver \$1 billion in net present value (NPV) by 2025 through projects that are good for business and better for nature. It’s a new “win-win” way of business. Dow derives enormous value from the ecosystems in which it operates by relying on and impacting freshwater, climate regulation, flood control, water purification, and waste treatment in addition to many other ecosystem services. When companies like Dow understand and value the benefits nature provides to their bottom line, they will be more likely to plan, manage and invest in these natural resources in smarter, more productive and sustainable ways. Valuing nature creates new value for Dow and drives innovation.

### A groundbreaking collaboration

Nature can be complex and understanding the value it provides can be difficult to quantify. Over a decade ago, Dow and [The Nature Conservancy](#) announced a groundbreaking collaboration after recognizing the need for a strategic partnership. Dow defines nature as the Earth’s collective inhabitants and non-living environment that interacts as functional ecosystems and provides services such as clean air, clean water and healthy soil. Scientists, engineers and economists from Dow and TNC have worked together to create tools for people to assess the various services that nature provides to sites and the surrounding community. These tools have been incorporated within Dow’s business processes to achieve business-driven value across the whole company.

