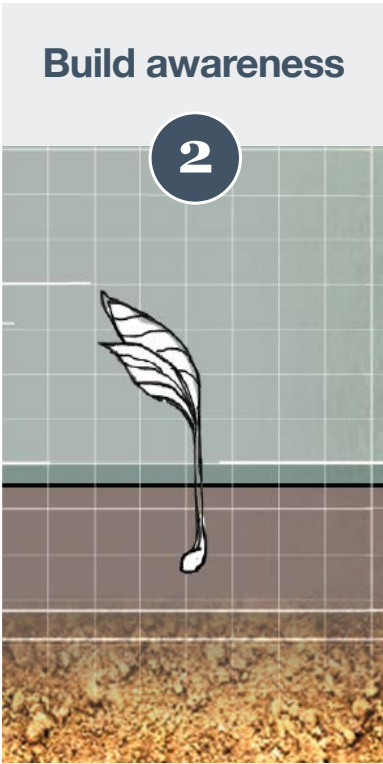




Building an Internal Culture for Valuing Nature



Build awareness

2

Imparting the right internal culture is like having proper soil for establishing growth.



Top-down leadership

Bottom-up engagement and drive

Critical keys to success of the Valuing Nature Goal

Is the seed planted in healthy soil?

For anything to grow, it requires nutrient-rich soil. For example, Dow's Valuing Nature Goal is backed by the Company's top-level leadership. But if the goal is going to succeed, a bottom-up culture change must also take place.

How is that achieved?

The Nature Team, comprised of passionate Dow colleagues that work closely with the Dow/TNC team, hosted workshops at various global sites to demonstrate the early-developed tools, introduce the framework and share case studies of successful projects. These examples demonstrated that when given consideration, nature alternatives can drive business value further when compared to traditional approaches, such as cost savings or additional revenue generation.

Most importantly, the workshops gave employees an opportunity to embrace and adapt to the cultural shift. These early learners, to whom we've coined the term "Nature Goal Champions," helped build Dow's internal "nature culture" and impacted the goal by sharing their experiences and past success.

After the initial sessions were completed, the communication strategy grew to expand knowledge and acceptance of the goal and included virtual workshops, online training modules and videos, which made content available anytime, anywhere. Over time, Dow has found that embracing the integration of nature into decision-making for projects gives everyone a chance to influence change with consideration to nature. The Valuing Nature Blueprint invites you to leverage the framework and tools that have been broadly shared.

Dow acknowledges that nature does not end at its fence line, and collective action initiatives can foster and accelerate Dow's quest in developing a sustainable future for all.

