



# Tracking Business Value: Profit

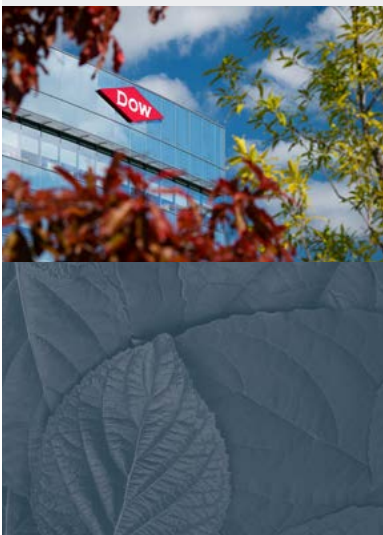
## Track progress

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### No project too small:

In Jincheon, South Korea, Dow replaced fluorescent lights with LED lamps, which saved 76 MWh of electricity annually, or a cost-savings of **\$7,000USD**. Despite a smaller net present value, the best solution was implemented with nature in mind.



The financial returns refer to traditional discounted cash flow and return on investment (ROI) analysis that capture upfront capital costs, which includes materials, construction, long-term operations and maintenance costs. These expenses are estimated over the lifecycle of the asset, typically between 10 to 30 years, with some cases of engineered natural systems extending beyond that.

By the Goal's halfway point of 2020, Dow had generated **\$530 million** in business value through projects that were better for business as well as nature. This placed Dow on track to achieve the set target of **\$1 billion** in business value from such projects by 2025.

If other companies can mirror the example set forth by Dow, there is potential to generate business value and nature value beyond the Company's goal. This leads the blueprint to the final step: **for Dow to inspire others to grow.**

### Value to Dow from nature projects

Targeted vs. achieved – as of the mid-point to the 2025 Sustainability Goals

