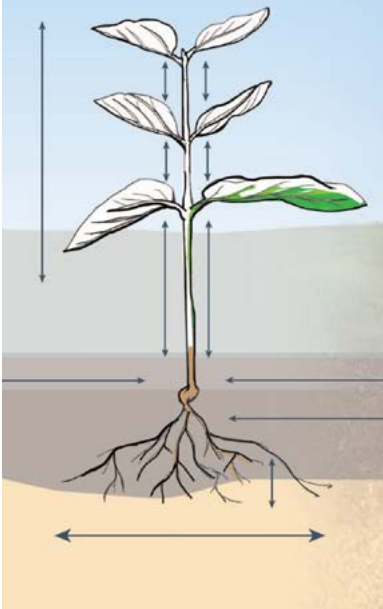




# Dow's Nature Team: *Facilitating the Nature Valuation Methodology*

## Embed tools

3



Embedding a Nature Valuation Methodology into existing work processes allows business decision-making with a nature lens to take root.



### Dow's nature team owns and facilitates the nature valuation methodology

The objective of the Nature Valuation Methodology is to provide a framework through which all new products, capital and real estate projects at Dow will be screened and assessed for impacts to nature. The framework is composed of simple-to-use tools developed in collaboration with TNC to measure the value of ecosystem services.

By incorporating this method into project design, Dow employees can make more informed decisions by considering all environmental impacts and environmental trade-offs, while understanding the value and benefits of nature. The Nature Valuation Methodology is a tiered process that incorporates the following three steps:

1. An initial screen to identify potential opportunities at a very early stage of a project.
2. A subsequent analysis to identify and evaluate potential natural enhancement and engineered natural technology alternatives.
3. A final step that considers and compares the financial and natural capital returns associated with the various alternatives.



This process is described in detail in a [published paper](#) or illustrated in the case study [Putting the Nature Valuation Methodology into Practice](#).

