Tracking Culture: People

Are employees applying a nature lens to business decisions?

Dow is excited about the success to date on both our financial metrics, as it has surpassed the halfway mark of its 2025 goals and continues to exceed its yearly financial target. The Company has also successfully integrated the nature screen by achieving 100% of high valued capital investment projects screened. To build on its success, Dow will further assess the level of adoption of the goal across the entire business to enable an impact beyond 2025.

Whether through surveys, audits or defined measurable metrics, here are some questions to consider:

• Are those that should be trained in Life Cycle Analysis (LCA) trained?
• Are those that should be trained in the ESII Tool trained?
• Is there comprehensive awareness of the Valuing Nature Goal?
• Is there comprehensive awareness of how individuals can contribute to the Valuing Nature Goal?
• Is there full implementation of the screening questionnaire in project methodology? Are projects coming to the nature team (push) instead of nature team seeking them out (pull)?
• Are contributions from a specific geography, business or function missing that may require focused communication or training?

Life Cycle Analysis (LCA) Tools:

• LCA training webinar with Dow’s now-retired Sustainability Chemistry Director, Rich Helling
• Life Cycle Initiative hosted by UN Environment – What is Life Cycle Thinking?
  - E-Learning Module based on materials from the Life Cycle Initiative
• Society of Environmental Toxicology and Chemistry (SETAC) LCA Resources
• Guidance from ISO 14004 Practical help – Life cycle perspective

1. Set the vision
   Plant the seed.

2. Build awareness
   Help ideas sprout.

3. Embed tools
   A nature lens takes root.

4. Collaborate externally
   Branch out.

5. Track progress
   What has blossomed?

6. Inspire and grow
   Share the seed, grow the forest.