



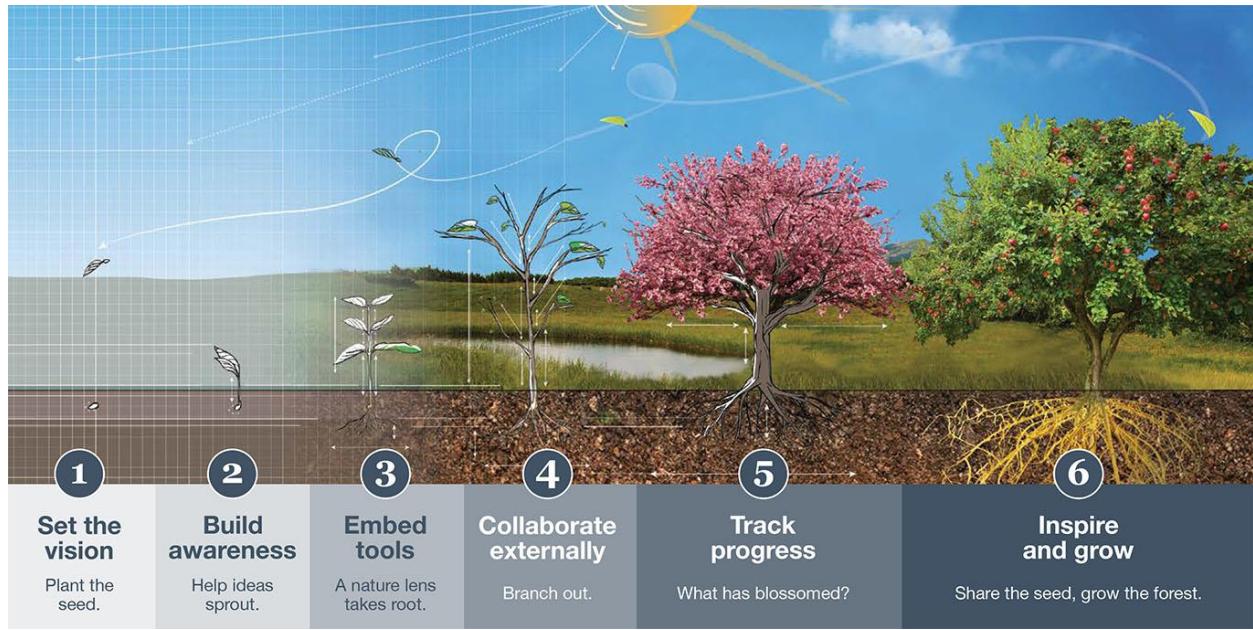
How a seed turned into the Valuing Nature Blueprint

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[company] funds creative desires and channels them into projects that make a difference. Your ideas are embraced and turned into a reality, so you should also be encouraged to share your ideas on sustainability.

[Person A] is a Senior Remediation Manager who has always had a passion for the environment, taking environmental electives while studying to be a chemical engineer. Some of the goals she had for her career with [company] were related to the environment, and she let her mentor and supervisor know which led to her being nominated for the Sustainability Academy.

Upon arriving to the academy, [Person A] was presented with a list of potential projects to work on. This list tied directly to the Leading the Blueprint goal, and she prioritized the one that she would later help develop... the Valuing Nature Blueprint. Along with two other team members ([Person B] and [Person C]), [Person A] was asked to give a one-minute overview of the project to others in the Sustainability Academy. It was here that the storyline for the blueprint was born. Naturally comparing the blueprint to the life cycle of a tree, the blueprint maps out how to encourage projects that have both a financial benefit but also have a natural benefit. It allowed the team members to be creative and practice their presentation skills all while testing out the seed that would become the Valuing Nature Blueprint on the academy audience.



The image above showcases the steps of the blueprint. [Person A] explained, "The evolution of the images from a blueprint design to realistic images shows how the ideas go from a concept to reality. Everything in the soil is internal and not seen by the public, so that's [company]'s processes and our roots getting stronger as engagement in valuing nature spreads through the company. Everything outside and above ground is visible to the public such as implemented projects that are both nature-prioritized and cost-effective. I also love the seed that goes from the mature tree back to the start showing how our growth and success can inspire others to embark on a similar Valuing Nature journey."

The academy lasted a year and eventually, there was a final push to complete and publish the blueprint. [Person A]'s team made a PowerPoint to demonstrate the concept of the Valuing Nature Blueprint which served as the guideline for the final version. "The original idea had support from a workshop of stakeholders and was enriched with input from the team's sponsors – [Person D] from the Leading the Blueprint goal and [Person E] from the Valuing Nature goal. The concept was pretty much plucked from the original PowerPoint, and I was really pleased with the end product that was augmented with input from stakeholders and aesthetically enhanced with help from Studio 20/20," [Person A] said when asked her reaction to the end creation.

Since the conclusion of the Valuing Nature Blueprint, [Person A] has been asked to speak as a keynote speaker and has interacted with people both internally and externally that she never dreamed of. She was able to channel her passion into a [company] funded project that made a difference by letting her interests be known.

To see more of the Valuing Nature Blueprint, visit [\[company\]'s blueprint for valuing nature | Science & Sustainability | \[company\] Corporate](#).