



Valuing Nature: Will you be a Nature Goal Champion?

We want the Valuing Nature Goal to touch every single employee. The dollar amount is not important. What's important is that we've impacted someone, and they can continue to be an advocate.

What is the Valuing Nature Goal?

“In 2011, [Company]’s Chief Sustainability Officer asked, ‘What is the missing piece in [Company]’s sustainability journey?’ Many said Nature. The mandate was then, ‘Let’s go value Nature.’ [Company] realized Nature is not something we do Day-in and Day-Out, so we sought help. After many pilot projects, the goal was devised with two parts: screen projects, and a \$1 billion target of having projects that are better for [Company] and better for Nature by 2025 that started in 2015.” – [Person A], Senior Technology Manager of Environmental Ops ISC & Improvement. The goal includes implementing nature-based solutions such as wetlands to clean water and optimizing land-use transformation strategies to capture maximum value from ecosystem services. The goal also works in synergy with other 2025 Sustainability goals efforts such as reducing freshwater intake intensity at [Company]’s key water stress sites or the circular economy goal with the [P1] project delivering both positive business value to [Company] while reducing waste to the environment by recycling mattresses. It also has allowed us to set a global target to reduce freshwater intensity by 20% at our key water-stressed sites by 2025 through water stewardship.



Since the introduction and continued progress of the goal, people with a passion for nature and the environment have asked how they can get involved. One of the easiest ways is to become a Nature Goal Champion.

What is a Nature Goal Champion?

The Nature Goal Champions were created because The Valuing Nature 2025 Sustainability Goal strives to incorporate nature into [Company]'s DNA by reaching out to every employee and colleague. The goal desires to inform people that on a day-to-day basis, they make decisions that touch nature either directly or indirectly. To accomplish this, a group of people from various functions and geographies across [Company] were gathered to help promote the goal and review potential projects. These are employees who have raised their hand and said, "within my job, I'm willing to dedicate some time towards reaching the goal." They come from different walks of [Company] and like the goal itself touch the lives of many.



In fact, several employees are unknowingly involved in the Valuing Nature. For example, a capital project needs a certain form filled out that asks, did you screen your project for the Nature Goal? That's one-way projects are brought to goal participants' attention. Once projects come in, they are reviewed. Natural Goal Champions have two roles: (1) help with the screening and review of projects; (2) advocate for the Valuing Nature goal by engaging with others and letting them know the goal exists. [Person A] stressed the importance of the champions by saying, "There will be a mix of large and small projects to reach the goal which is in line with our philosophy. We want the Valuing Nature Goal to touch every single employee. The dollar amount is not important. What's important is that we've impacted someone, and they can continue to be an advocate for making the business case for Nature the goal."

Make a Difference as a Nature Goal Champion

[Person A] discussed her experience working on the goal and said, "I see that there are lots of people who love this goal. There's a lot of positive energy around it which makes it a very easy one to work on. It keeps everyone focused on the positive. It brings me hope that these complex issues that we are faced and challenged can be solved if we incorporate nature into our toolbox as engineers."

Every [Company] colleague – Make 2023 the year where you personally commit to contributing to the nature goal. Look at what is on your desk currently and turn it into a nature contributing effort. A project that has a positive NPV and positively impacts Nature whether the project contributes to clean air, clean water, healthy soil or healthy ecosystems.

