



Practitioner
guide

What does nature-positive mean for business?



Introduction

The term “nature-positive” has emerged as a rallying term, a beacon, to guide and to transform action across all sectors of society, including business.



Yet, taking a lesson from other initiatives, including net zero, the concept risks losing its value if stakeholders can neither coherently understand nor consistently apply it. Following a multi-stakeholder process (see Box 1), we are launching a set of building blocks that aim to:

- **Raise the level of ambition and guide business to credibly contribute to nature-positive outcomes**, helping businesses to better identify and understand the implications of a Global Goal for Nature for business: net positive by 2030 and full recovery by 2050.
- **Break down the concepts related to nature-positive that appear in key publications and translate them into clear language** to help a non-expert audience to understand readily and simply how nature-positive can be applied to existing business frameworks.
- **Serve as the foundation for roadmaps** that help companies navigate actions, tools and other resources across different value chains.

The first part of this document introduces the Global Goal for Nature while the second part provides an overview of the implications for business of the Global Goal for Nature based on relevant resources and frameworks, framed as six building blocks.

The final part describes the planned follow-up, including the development of specific business value chain roadmaps for nature-positive actions.

**Net positive
by 2030 and
full recovery
by 2050**

Box 1:

The dialogue process to shape building blocks for business contributions to nature-positive value chains

From June to August 2021, WBCSD convened 75 stakeholders representing 60 organizations from different disciplines, sectors and value chains. The aim was not to define what “nature-positive” means, but to identify existing relevant frameworks and create a shared understanding of the key nature-positive messages or building blocks to support communication and awareness-raising with non-expert business audiences. Through several online surveys and three virtual dialogues backed by Reos Partners, participants went on a shared learning journey, identifying areas of convergence and working through areas of divergence, to end up with six building blocks with broad alignment.

1 Global Goal for Nature: The new beacon for nature action

The challenge

WBCSD new strategy 2022-2027 will enable to work on accelerating the system transformations needed for a net-zero, nature-positive and equitable future. Through the Imperatives Climate Action, Nature Action and Equity Action, WBCSD will support business to shape strategies and formulate their actions to be on track by 2030 for the transition to net zero emissions; becoming nature positive; and contributing with intention to an inclusive and equitable society.

The COVID-19 pandemic has exacerbated each of these: scientific studies show that global progress on tackling these issues remains significantly off track and the world is now reaching key tipping points.¹

There is increasing recognition that protection and sustainable production approaches to avoid and minimize loss are not enough to reverse nature loss. It is necessary to go beyond “less bad” and no net loss and aim for a nature-positive economy as part of a nature-positive world.² To truly get to a nature-positive future will require a regenerative mindset, as laid out in Vision 2050, recognizing that people and businesses depend on nature and all its benefits. Therefore, it is essential to work with and not against nature.

As identified by the [Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services \(IPBES\)](#), five main pressures are causing nature loss:

- Land, water and sea use and change
- Resource exploitation
- Climate change
- Pollution
- Invasive species.

¹ Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) (2019). Global assessment report on biodiversity and ecosystem services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services. Brondizio, E. S., Settele, J., Díaz, S. & Ngo, H. T. (editors). IPBES Secretariat, Bonn, Germany. 1148 pages. Available at <https://doi.org/10.5281/zenodo.3831673>.

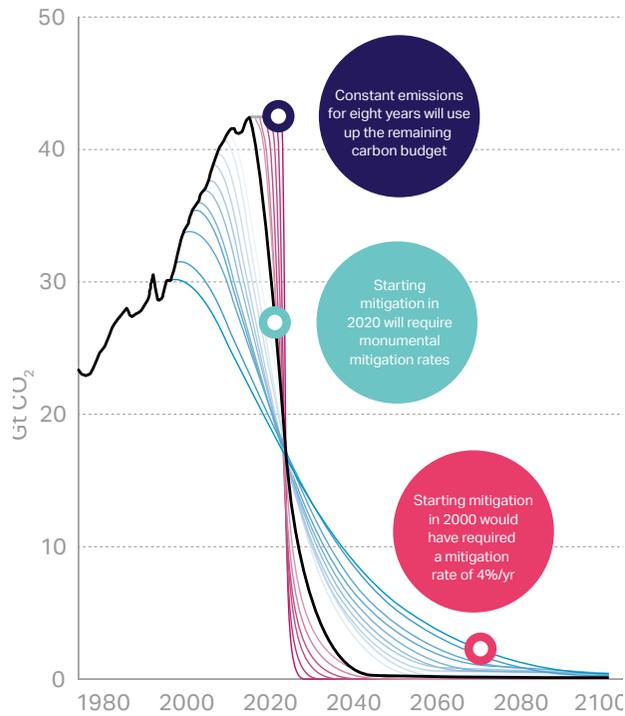


FIG. 1: CO₂ MITIGATION CURVES FOR 1.5°C

Source: Global Carbon Project, 2020

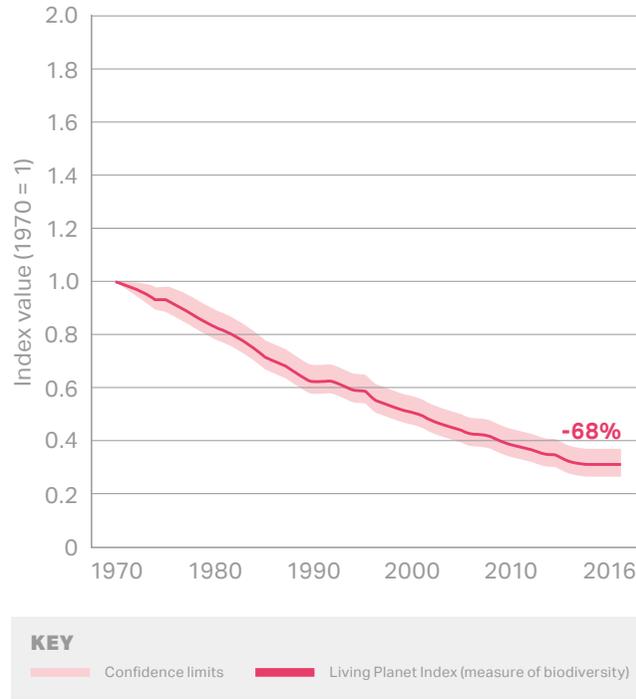


FIG. 2: GLOBAL BIODIVERSITY LOSS (1970 TO 2016)

Source: WWF/ZSL, 2020

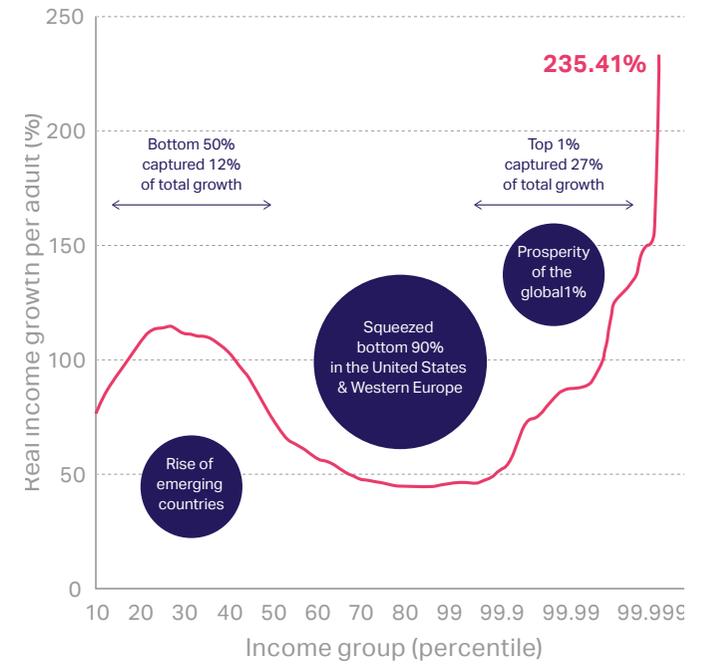


FIG. 3: GLOBAL INEQUALITY AND GROWTH (1980 TO 2016)

Source: *The Future is Now: Science for Achieving Sustainable Development*, United Nations, 2019

The trajectory: nature-positive by 2030 and full recovery by 2050

In January 2019, a group of conservation and business organizations started a conversation to develop the equivalent of net zero for nature. Two years later, Johan Rockström, Harvey Locke and the CEOs of 12 conservation and business organizations, including WBCSD, launched the [Embracing a Global Goal for Nature paper](#). This paper makes a strong case with scientific justification for the necessity to ensure there is **more nature by 2030 than in 2020**.

The Global Goal for Nature identifies the level of ambition needed to achieve a nature-positive world, with three measurable temporal objectives: zero net loss of nature from 2020, net positive by 2030, and full recovery by 2050.

The Global Goal for Nature is a system-level goal for all stakeholders, with business playing a role as part of the broader system. This will require collaboration along value chains and between sectors to contribute to a nature-positive world.

The [Science Based Targets Network](#) and other actors will define the scale of business contributions to nature-positive actions, with thresholds for different eco-regions in 2022. In the meantime, the nature-positive building blocks set the trajectory for business to start acting now.

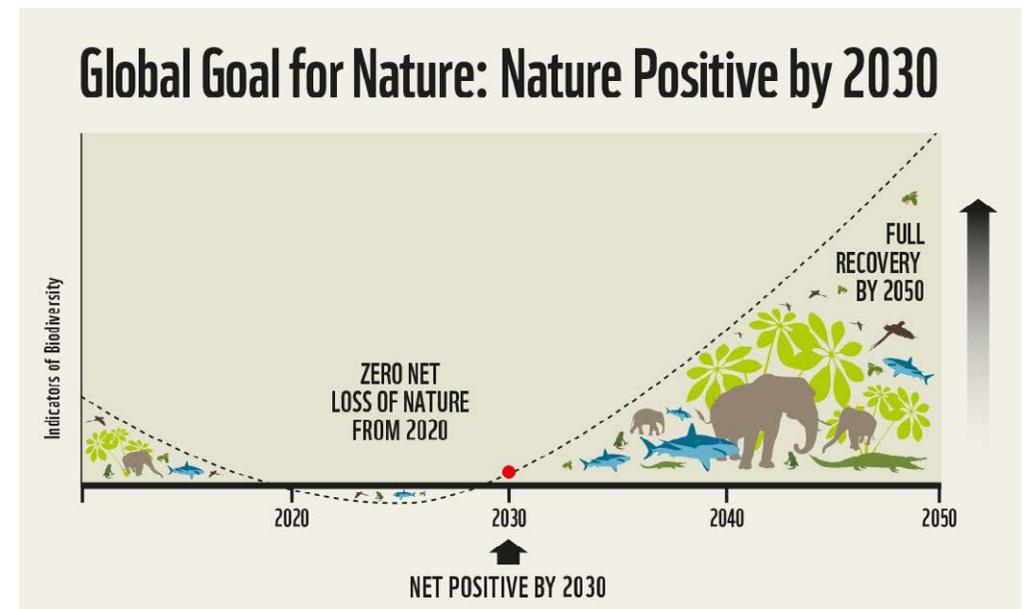


FIG. 4: GLOBAL GOAL FOR NATURE (2021)

Rockström, J., Locke, H. et al. (2021). *Nature-positive World: The Global Goal for Nature*.



**MORE
NATURE**
by 2030 than
in 2020

What other initiatives are addressing nature-positive?

The nature-positive space is rapidly evolving, with many initiatives emerging that address different elements to achieve a nature-positive world, in particular:

- The [Global Commons Alliance](#) (GCA) has assumed the role of international convenor for nature-positive discussions at the request of the COP26 Champions team and others, given GCA's unique role bridging the climate and nature communities. The alliance brought together a variety of organizations to define climate commitments for the 26th Conference of the Parties (COP26) to the United Nations Framework Convention on Climate Change (UNFCCC) and ensure high impact for nature. A key goal is to ensure a Global Goal for Nature by 2030 is credible and understood as a necessary part of any government or business response to the climate crisis.
 - The [Science Based Targets Network](#) (SBTN) aims to enable businesses and cities to contribute to an equitable, nature-positive and net-zero future through the setting of science-based targets. Thus, it is developing methods, guidance and tools, including a core set of indicators and a materiality matrix for different sectors.
 - The [Earth Commission](#) will provide a first estimate of the guardrails for safe and just boundaries for the planet during 2022. This work will serve to further define the requirements for a nature-positive future.
- The [Global Goal for Nature](#) advocates for the adoption of a succinct nature-positive Global Goal for Nature at a system level: zero net loss of nature from 2020, net positive by 2030, and full recovery by 2050.
- The [Capitals Coalition](#) helps business, financial institutions and governments include the value of all types of capital in their decision-making to deliver a fairer, just and more sustainable world.
- The [Taskforce on Nature-related Financial Disclosures](#) (TNFD) will help businesses, investors and financial institutions measure and address financial risks derived from biodiversity loss and redirect financial flows into nature-positive investments.
- [Business for Nature](#) is a global coalition that brings together business and conservation organizations and forward-thinking companies to advocate for the Global Goal for Nature to be adequately reflected in the post-2020 Global Biodiversity Framework and produced high-level steps for nature-positive.

The Convention on Biological Diversity and the post-2020 Global Biodiversity Framework

The [Convention on Biological Diversity \(CBD\)](#) was a key agreement of the 1992 Earth Summit in Rio de Janeiro.

In September 2020, the CBD published the fifth [Global Biodiversity Outlook](#) report, warning starkly that the **world has so far failed to halt the destruction of wildlife and life-sustaining ecosystems**. The report shows that no country has met any of the 20 Aichi Biodiversity targets adopted in 2010. However, some areas and countries have made progress, especially those that have seen the implementation of appropriate policies.³

In 2022 the world has a unique chance to renew its relationship with nature by adopting a new and ambitious post-2020 Global Biodiversity Framework (GBF) during the 15th conference of the parties to the CBD. The GBF will be a stepping stone on the path to the CBD's [2050 Vision of "Living in harmony with nature"](#): "By 2050, biodiversity is valued, conserved, restored and wisely used, maintaining ecosystem services, sustaining a healthy planet and delivering benefits essential for all people."

The GBF will inform government responses and policies to halt and reverse nature loss. It includes 21 action targets for 2030 that address topics such as reducing threats to biodiversity, meeting people's needs through sustainable use and benefit-sharing, and tools and solutions for implementation and mainstreaming.

Even though governments will adopt the CBD post-2020 GBF, the framework will have implications for the private sector and require changes in the way businesses value nature. **Business will play a key role in implementing these targets across their activities. To unlock the full potential of the GBF and contribute to the Sustainable Development Goals, the Paris Climate Accords and a green recovery, business should be ready to play its part and work with governments to define the path forward and take action to fulfill ambitions.**

³ Secretariat of the Convention on Biological Diversity (2020). Global Biodiversity Outlook 5. Montreal. Available at <https://www.cbd.int/gbo5>.



2 What does nature-positive mean for business?

What is nature and why is it important for business?

Nature comprises all living entities and their interactions with other living or non-living physical entities and processes. The [Global Commons](#) are the resources every living being needs to survive, thrive and prosper. These resources include various “realms”: biodiversity, land, freshwater, oceans and climate. The variety of life on Earth (i.e., biodiversity) reflects the health and resilience of Earth’s systems.

Nature underpins prosperity and well-being through the services provided to society and the economy (see Figure 7: The SDG “wedding cake”). People rely on nature for services without which their lives would not be possible, such as clean air and water, fertile soil for food, and pest and disease regulation.⁴ The interactions between the different elements of nature provide “services” or contributions to society and the economy worth USD \$43 trillion.⁵ More than half the world’s GDP depends heavily on the functioning of these natural ecosystems.⁶

⁴ Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) (2019). Global assessment report on biodiversity and ecosystem services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services. Brondizio, E. S., Settele, J., Díaz, S. & Ngo, H. T. (editors). IPBES Secretariat, Bonn, Germany. Available at <https://doi.org/10.5281/zenodo.3831673>.

⁵ World Economic Forum (2020). New Nature Economy Report II: The Future of Nature and Business. Geneva. Available at <https://www.weforum.org/reports/new-nature-economy-report-ii-the-future-of-nature-and-business>.

Business activities contribute to direct and indirect drivers of nature loss, which creates risks – and opportunities – for business and society.

KEY REFERENCES

- IPBES (2019). [Global assessment report on biodiversity and ecosystem services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services](#).
- World Economic Forum (2020). [Nature Risk Rising: Why the Crisis Engulfing Nature Matters for Business and the Economy](#).
- World Economic Forum (2020). [New Nature Economy Report II: The Future of Nature and Business](#).
- Science Based Targets Network (2020). [Science-Based Targets for Nature Initial Guidance for Business](#).
- HM UK Treasury (2021). [The Economics of Biodiversity: The Dasgupta Review](#).
- BCG (2021). [The Biodiversity Crisis is a Business Crisis](#).

WBCSD has developed business summaries for many of these key publications. They are available in the [WBCSD Business Summary Library](#).

⁶ Ibid.

The links between nature and climate

The twin crises of nature loss and climate change are inextricably linked. Climate systems are a subset of broader natural systems. Nature supports the regulation of the climate system, such as through carbon sequestration provided by healthy ecosystems. Coral reefs, mangroves and forests also provide protection from and adaptation to the risks associated with climate hazards, such as storm protection.

Habitat loss due to human activities reduces climate regulation, which in turn further degrades natural systems and affects people. Climate change is a key driver of biodiversity loss.⁷ And if humanity does not effectively protect, manage and restore nature, climate change will accelerate further.

It is not possible to achieve climate goals without addressing nature. To halt and reverse nature loss it is essential to address climate change.

⁷ Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services (IPBES) (2019). Global assessment report on biodiversity and ecosystem services of the Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services. Brondizio, E. S., Settele, J., Díaz, S. & Ngo, H. T. (editors). IPBES Secretariat, Bonn, Germany. 1148 pages. Available at <https://doi.org/10.5281/zenodo.3831673>.

Businesses can address climate and nature through integrated strategies.

For example, decarbonization and pathways to net zero rely on high-quality nature-based solutions,⁸ mirroring a trend towards integrated approaches.

KEY REFERENCES

- WWF and BCG (2020). [Beyond Science-Based Targets: A Blueprint for Corporate Action on Climate and Nature](#).
- IPBES and Intergovernmental Panel on Climate Change (IPCC) (2021). [Co-sponsored workshop report on biodiversity and climate change](#).
- WBCSD (2021). [Vision 2050: Time to Transform](#).
- We Mean Business and Business for Nature (2021). [Business Action on Climate and Nature Case Studies](#).

⁸ WBCSD (2019). Accelerating business solutions for climate and nature: Mapping nature-based solutions and natural climate solutions. Available at <https://www.wbcsd.org/Programs/Food-and-Nature/Nature/Nature-Action/Resources/Accelerating-business-solutions-for-climate-and-nature-Report-I-Mapping-nature-based-solutions-and-natural-climate-solutions>.



The nature-positive building blocks explained

As an outcome of the dialogue process (see Box 1), participants broadly aligned on six building blocks. Using common steps from existing business frameworks (including the [Natural Capital Protocol](#) and the [SBTN Initial Guidance for Business](#)) as a basis, the building blocks help businesses understand the implications of the Global Goal for Nature in raising the level of ambition and action to achieve a nature-positive world by 2030. Detailed explanations and key references are available below.

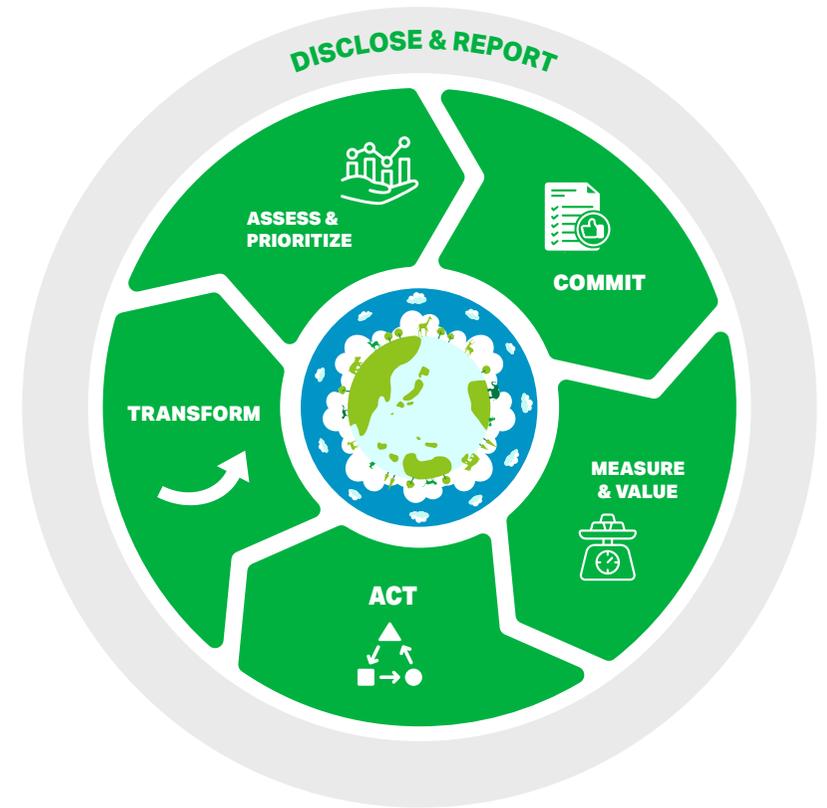
FIG. 5: THE BUILDING BLOCKS FOR NATURE-POSITIVE BUSINESS CONTRIBUTIONS

Source: WBCSD (2021) [What does nature-positive mean for business?](#)

What does nature-positive mean for business?

The "building blocks" help business understand the implications of the Global Goal for Nature and identify relevant frameworks and tools to adopt.

Together, these "building blocks" guide businesses to act now to halt and reverse nature loss, and credibly contribute to a nature-positive world, with positive impacts outweighing negative impacts on nature from 2030 onwards.



ASSESS & PRIORITIZE

Assess realms of nature (biodiversity, freshwater, land, oceans) potentially relevant to operations and the value chain, and prioritize impacts, dependencies and opportunities for regeneration.

COMMIT

Set a baseline* and commit to ambitious, time-bound, science-informed goals and targets to both halt and reverse the loss of nature.

*The Global Goal for Nature suggests a baseline of 2020 for zero net loss of nature

MEASURE & VALUE

Use validated, inter-related indicators to measure nature outcomes that inform decision-making.

ACT

Systematically apply the mitigation hierarchy within and beyond corporate operations to reduce pressures and have positive contributions across your value chain.

TRANSFORM

Collaborate to achieve nature-positive outcomes across all spheres of control and influence, including policy, financing and capacity building.

DISCLOSE & REPORT

Prepare to disclose material nature-related information

Assess & prioritize

Assess realms of nature potentially relevant to operations and value chain and prioritize impacts, dependencies and opportunities for regeneration

Businesses should consider both the living (i.e., biodiversity) and non-living elements that are potentially relevant within all realms of nature (land, freshwater and oceans)(See figure 6). Then they should prioritize them based on an assessment of the material impacts and dependencies on biodiversity and ecosystem services within their direct operations and value chains, and the related risks and opportunities for business, people and the natural world (see figure 7).

KEY REFERENCES AND TOOLS

- Capitals Coalition (2016). [Natural Capital Protocol](#).
- Natural Capital Finance Alliance (n.d.). [ENCORE](#) (Exploring Natural Capital Opportunities, Risks and Exposure tool), in partnership with the UN Environment Programme World Conservation Monitoring Centre (UNEP-WCMC), the Swiss State Secretariat for Economic Affairs (SECO) and the MAVA Foundation.
- We Value Nature (n.d.). [Training resources](#).
- Science Based Targets Network (2020). [Science-Based Targets for Nature Initial Guidance for Business](#) – Step 1a and 1b.

FIG. 6: BREAKING DOWN "NATURE" AND RELATED TERMS

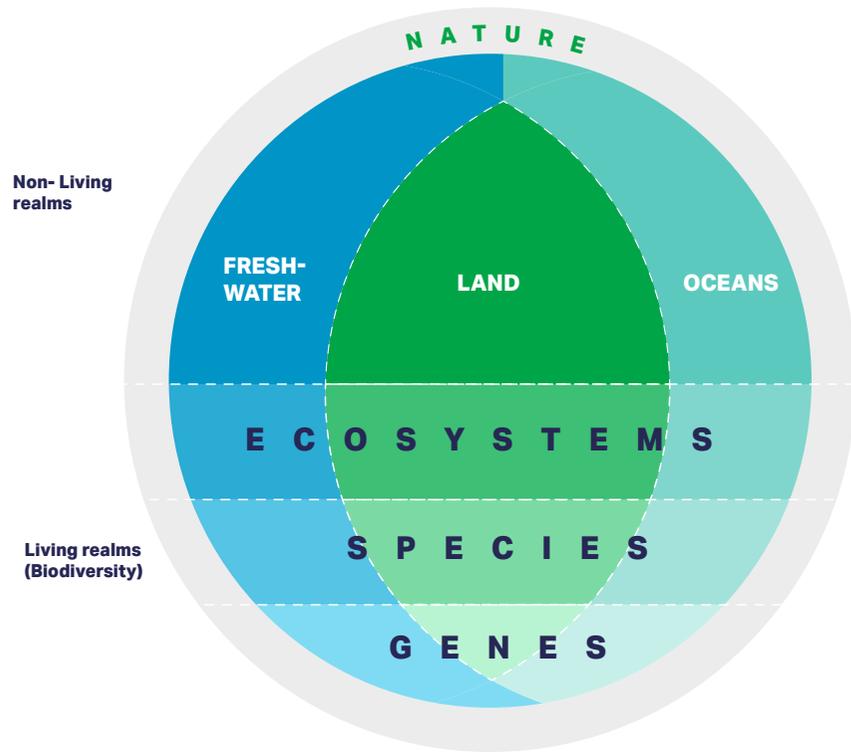
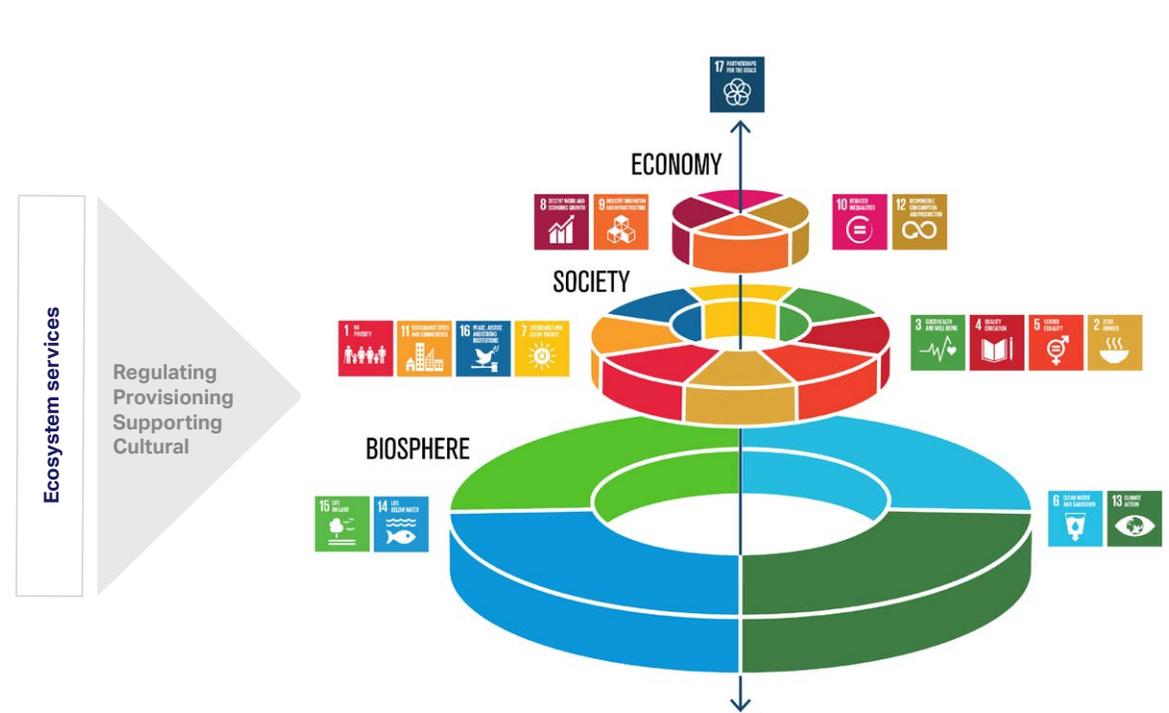


FIG. 7: THE SDG "WEDDING CAKE"



Note: The SDG "wedding cake" implies the perception that economies and societies are embedded parts of the biosphere

Source: Azote Images for Stockholm Resilience Centre, Stockholm University

Commit

Set a baseline and commit to ambitious, time-bound, science-informed goals and targets to both halt and reverse the loss of nature

Building on existing commitments and actions related to nature, businesses should aim to both:

- **Halt** – Minimize their contributions to negative outcomes for nature and reduce pressure on nature;
- **Reverse** – Maximize their contributions to positive outcomes in terms of health, abundance, diversity and resilience of species, populations and ecosystems.

Overall, businesses should aim for their positive contributions to outweigh their negative contributions in the same eco-regions or in similar types of ecosystems.

Ultimately, businesses should set ambitious, science-informed goals aligned with societal and planetary boundaries, with short- and medium-term environmental goals that contribute to net-positive nature by 2030 and nature recovery by 2050 (in line with [WBCSD's membership criteria](#)), with specific targets and milestones to track progress, from a baseline of 2020 or whenever adequate data is available.



The [Science Based Targets Network](#) and other stakeholders will define the scale of nature-positive business contributions, with thresholds for different ecoregions.

KEY REFERENCES AND TOOLS

- World Business Council for Sustainable Development (2020). [WBCSD raises the bar for sustainable business leadership](#).
- Science Based Targets Network (2020). [Science-Based Targets for Nature Initial Guidance for Business](#) – Step 1.4.
- Global Goal for Nature Group (2021). [Global Goal for Nature](#).

Measure & value

Use validated, inter-related indicators to measure nature outcomes that inform decision-making

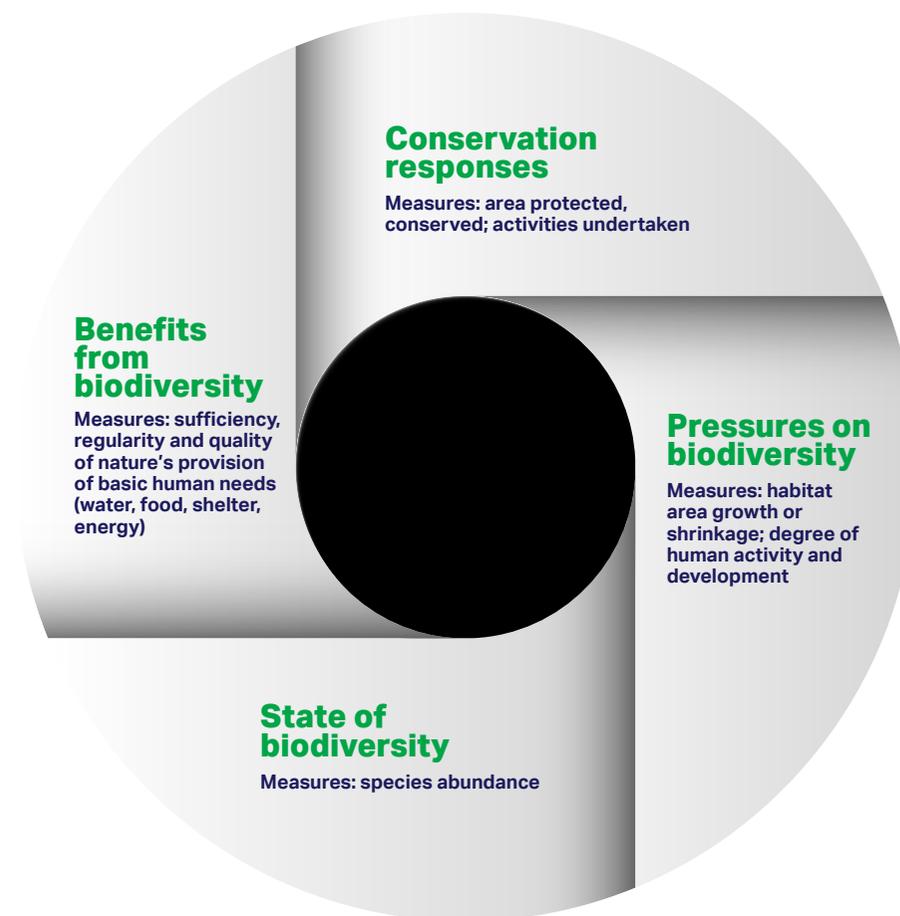
Businesses can use a framework of indicators to gain a holistic picture of progress on nature goals and targets in order to inform decision-making within and outside businesses. The pressure-state-benefit-response (PSBR) framework links four indicator types (see Figure 8) to set up inter-related indicators.⁹

Businesses typically start by measuring and reporting on their business **response** or actions and resulting change in applicable **pressures** on nature: land- or sea-use change, direct exploitation, climate change, pollution, invasive species.

To demonstrate nature-positive outcomes, governments and civil society will need to track and monitor the overall **state** of nature (extent and condition), as set out in the GBF. Data on the **state** of nature gathered by business can feed into government and civil society monitoring processes.

FIG. 8: PRESSURE-STATE-BENEFIT-RESPONSE (PSBR) MODEL FOR BIODIVERSITY INDICATOR TYPES, WITH EXAMPLE MEASURES

Source: Adaptation courtesy of B. Lewis, Manulife Investment Management



⁹ Stephenson & Carbone (2021). IUCN Guidelines for Corporate Biodiversity Performance. Available at <https://portals.iucn.org/library/node/49301>.

Ultimately, businesses can set out a suite of inter-related indicators and embed them in businesses targets that groups, such as STBN, can validate. This approach can enable a business to aggregate actions at the business level and at the scale of the value chain while ensuring alignment with local priorities.

Depending on the decision context, valuation techniques can translate indicators into context-specific information, with quantitative, qualitative or monetary concepts providing context for the relative importance of nature for different stakeholders.¹⁰

KEY REFERENCES AND TOOLS

- Stephenson & Carbone (2021). [IUCN Guidelines for Corporate Biodiversity Performance](#).
- Science Based Targets Network (2021). [Science-Based Targets for Nature Initial Guidance for Business – step 1c](#).
- Natural Capital Coalition (2016). [Natural Capital Protocol](#), including the supplementary [Biodiversity Guidance](#).
- Capitals Coalition (2021). [Principles of Integrated Capitals Assessments](#).
- EU Business & Biodiversity Platform (2021). Biodiversity Measurement Navigation Wheel, published in [Assessment of Biodiversity Measurement Approaches for Business and Financial Institutions](#), Update Report 3.

¹⁰ Natural Capital Coalition (2016). Natural Capital Protocol. Available at www.naturalcapitalcoalition.org/protocol.

Act

Systematically apply the mitigation hierarchy within and beyond operations to reduce pressures and have positive contributions across value chains

Business should embed nature considerations and aim for nature-positive outcomes across all their spheres of control and influence (see figure 10), prioritizing where there is greatest impact and leverage.

To do so, business should systematically consider **all steps** of the mitigation hierarchy, both reducing negative impacts and enhancing positive impacts. (See figure 9)

- **Halt:** Businesses should give priority to **avoiding and reducing pressures** on nature across all scales of action, particularly for critical ecosystems, as this is more ecologically and economically efficient and more credible. Actions are not just site-based but can also be related to product and business-model design (see figure 9).
- **Reverse:** Businesses should also put in place complementary actions to protect, **restore** and **regenerate** nature, including in their wider spheres of influence, including site-based practices as well as product and business-model design.

Businesses can build on and combine “no regret actions” (See figure 9) for biodiversity, climate, water, people, land, etc. as part of a broader nature-positive strategy. They should pay attention to avoiding and minimizing trade-offs and maximizing co-benefits for business and society through integrated approaches for climate, nature and people.

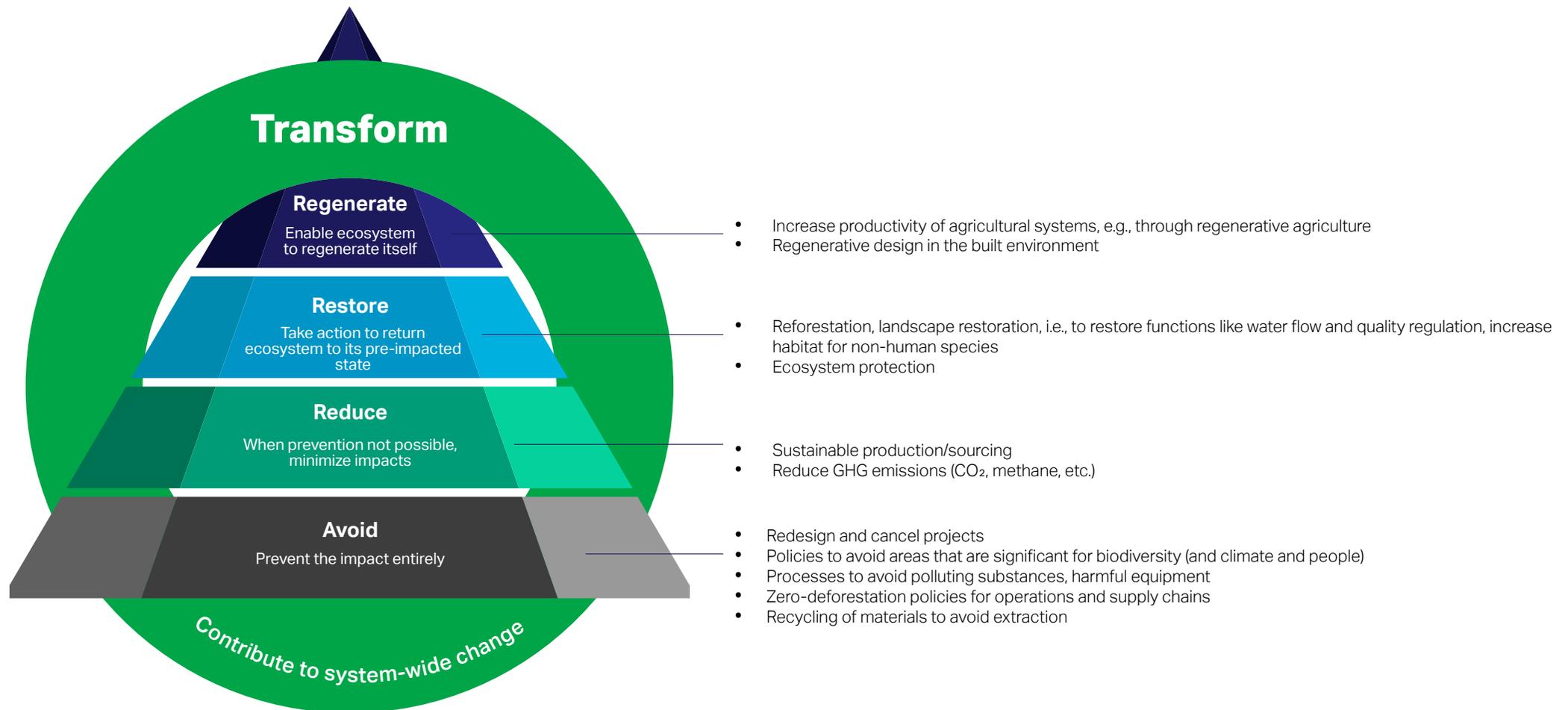
➤ **A note on biodiversity offsets**
Businesses can use environmental compensation in the same eco-region when they avoid or minimize all impacts as much as possible. See the [IUCN Global policy on biodiversity offsets](#).

KEY REFERENCES AND TOOLS

- Science Based Targets Network (2020). [Science-Based Targets for Nature Initial Guidance for Business](#) – Step 4 Act (p41-53).
- Science Based Targets Network (2021). [Interim Targets](#).

FIG. 9: ACTION FRAMEWORK, WITH EXAMPLE "NO REGRET" ACTIONS

Source: Adapted from AR3T framework and Interim Targets Framework, Science Based Targets Network (2020). Science-Based Targets for Nature Initial Guidance for Business.



Transform

Collaborate to achieve nature-positive outcomes across all spheres of control and influence

A nature-positive, net-zero emissions and equitable world **requires collective action at all system levels**, from the landscape to the country and planet, and from business to the sector and the wider economy. While the potential negative and positive impacts and opportunities will vary across value chains, net-positive is the aspirational direction for all businesses.

To help scale up actions and contribute to true systems transformation, businesses should aim to **catalyze lasting change and proactively collaborate with key stakeholders** at all system levels.

KEY REFERENCES AND TOOLS

- Science Based Targets Network (2020). [Science-Based Targets for Nature Initial Guidance for Business](#) – Spheres of influence and control relevant for corporate target setting (p. 19) and step 2.5.5. Transform (p. 51).

FIG. 10: SPHERES OF CONTROL AND SPHERES OF INFLUENCE RELEVANT FOR CORPORATE TARGET SETTING

Source: Adapted from Science Based Targets Network (2020). *Science-Based Targets for Nature Initial Guidance for Business*.

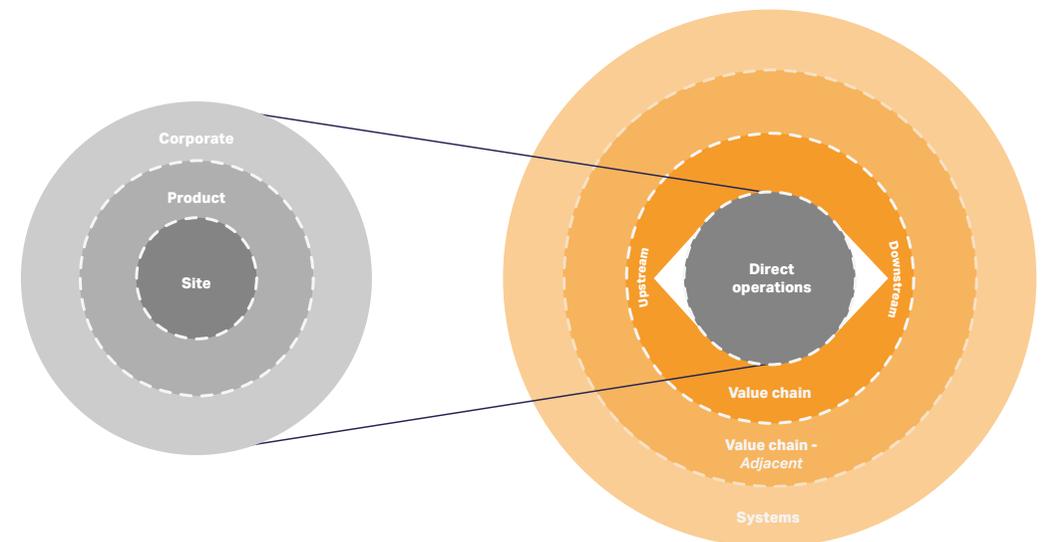


TABLE 1: EXAMPLES OF BUSINESS ACTIONS BY SPHERE

SPHERE	EXAMPLE BUSINESS ACTIONS
Site	Achieving a net biodiversity gain at a site
Product	Certification of commodities
Corporate	Policies and practices to avoid and reduce negative impacts across business sites Corporate risk management and capital allocations
Value chain	Implementing transparency mechanisms across value chains; supply contract clauses on nature
Value chain-adjacent areas	Engage in landscape-level stakeholder initiatives to support ecosystem restoration
Systems (national/global policy)	Advocating for government policies to protect critical habitats

Disclose & report

Prepare to disclose material nature-related information

Following in the footsteps of climate, business should be aware of the growing momentum for nature-related disclosures to help shift finance away from nature-negative outcomes and toward nature-positive outcomes.

Frameworks such as the Taskforce on Nature-related Financial Disclosures (TNFD) will make nature-related impacts and dependencies and associated risks for business and society more visible. Business responses to manage those risks and opportunities, including relevant governance structures, strategies and targets, will inform investment decisions in the financial system and real economy (see Figure 11). Thus, disclosure and reporting support the implementation of the other building blocks.

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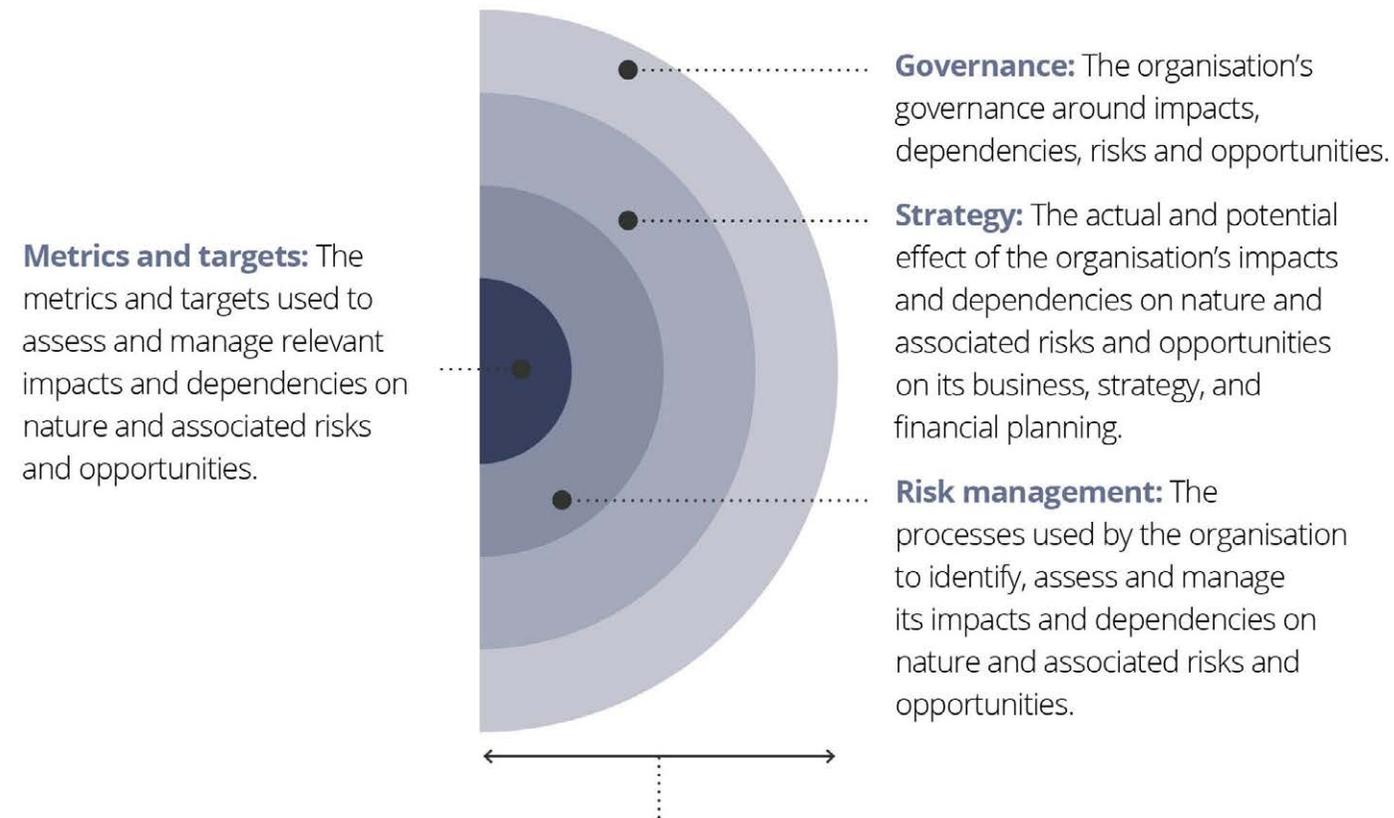
To avoid issues seen with net-zero claims, various organizations are defining accounting rules for nature-related elements, such as for water and land (see the Capitals Coalition [Transparent project](#)) and for biodiversity (see the Capitals Coalition [Align project](#)).

KEY REFERENCES AND TOOLS

- Taskforce on Nature-related Financial Disclosures (2021). [Proposed Technical Scope for TNFD](#).
- WBCSD and Arabesque (2021). [The Reporting Exchange](#).
- Climate Disclosure Standards Board (2021). [Application guidance for biodiversity-related disclosures](#)

FIG. 11: PROPOSED TNFD TECHNICAL SCOPE

Source: Taskforce on Nature-related Financial Disclosures (2021), Proposed Technical Scope for TNFD.



Nature-related risks: In each of the above pillars, the organisation must consider its impacts on nature, dependencies on nature, and the resulting financial risks and opportunities.

3 Next steps: Business roadmap for nature-positive action

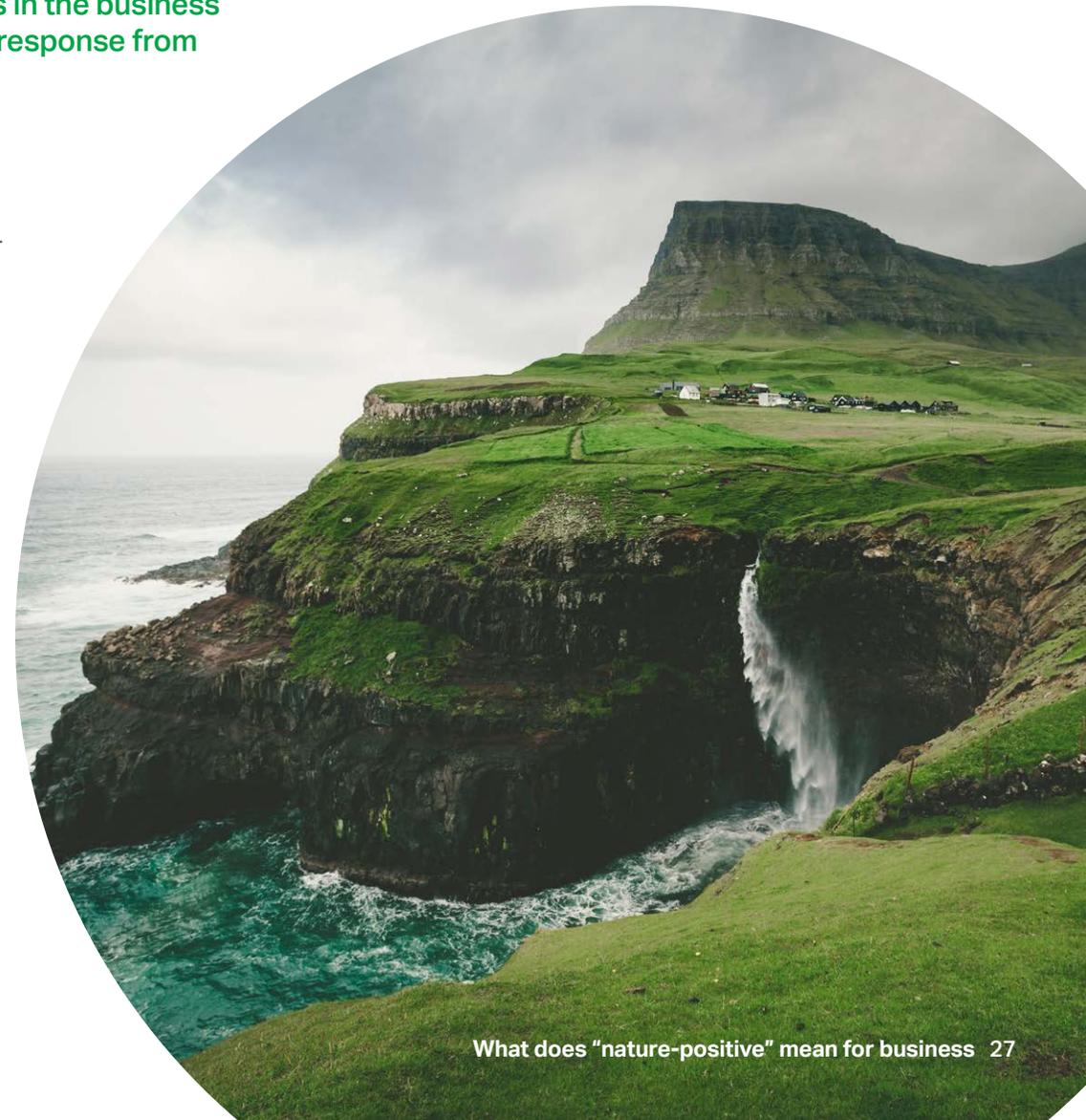
The aim is for all stakeholders to use these building blocks to communicate the nature-positive actions they take and ensure that, collectively, all stakeholders in the business and nature-positive space put forward a clear and coherent collective response from business to contribute to an equitable, net-zero, nature-positive world.

At WBCSD, these building blocks serve as foundational pieces of a nature-positive roadmap. This actionable roadmap will guide the application of relevant tools and frameworks with examples across sectors and value chains.

Considering the World Economic Forum analysis in the [Nature Economy Report Series](#) (2020), BCG's [The Biodiversity Crisis Is a Business Crisis report](#) (2021) and the interest of member companies, we have identified the following priority sectors for future work on nature-positive in 2022:

- Land use (including agriculture and forestry)
- Built environment
- Energy.

And because nature is context specific, we will work closely with Global Network Partners to scope the applicability of the roadmap at the country level.



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Contributing stakeholders

We would like to acknowledge the multistakeholder group of 60 organizations that came together across the three dialogue sessions, including business, academia, NGOs and Global Network partners:

ACTIAM, APRIL, Arcadis, Arup, BASF SE, Bayer AG, BCSD Australia, BCSD Brazil (CEBDS), BCSD Portugal, BNP Paribas, BP International, Bunge Limited, Business for Nature, Capitals Coalition, Cargill Incorporated, CentraRSE Guatemala, Ceres, Conservation International, Convention on Biological Diversity (CBD), CRH plc, Deloitte, Enel, Enviva, ETH Zurich, Fabrique Spinoza, Fauna & Flora International, GlaxoSmithKline (GSK), HM Treasury, Holcim, Hancock Natural Resource Group, IKEA, International Finance Corporation (IFC), IPIECA, IUCN, IUCN WCPA, Mondi Group, Nestlé, NextGreen, Philip Morris SA, Porticus, Quantis, Rabobank, Royal Dutch Shell plc, Safaricom Limited, Science Based Targets Network, Sonae SGPS SA, Storebrand ASA, Swiss Re, Symrise AG, Syngenta International AG, The Biodiversity Consultancy, The Church Commissioners, UNIL/IUCN SSC, Unilever, University of Exeter, UN-SEEA, VNV Advisory Services, World Economic Forum, WSP, WWF International.

Coordination

WBCSD: Tom Williams, Nadine McCormick, Maria Campos, and Daniela Solis.

DISCLAIMER

This publication has been developed in the name of WBCSD. Like other WBCSD publications, it is the result of a collaborative effort with our members. A wide range of member businesses reviewed drafts, thereby ensuring that the document broadly represents the perspective of WBCSD membership. Input and feedback from stakeholders listed above was incorporated in a balanced way. This does not mean, however, that every member business or stakeholder agrees with every word.

About the Nature Action project

The [Nature Action](#) project is developing sectoral roadmaps for nature-positive action in collaboration with other WBCSD projects, with the aim of helping members adopt science-based targets for nature and identify opportunities for restorative and regenerative business practices.

ABOUT WBCSD

WBCSD is the premier global, CEO-led community of over 200 of the world's leading sustainable businesses working collectively to accelerate the system transformations needed for a net zero, nature positive, and more equitable future.

We do this by engaging executives and sustainability leaders from business and elsewhere to share practical insights on the obstacles and opportunities

we currently face in tackling the integrated climate, nature and inequality sustainability challenge; by co-developing "how-to" CEO-guides from these insights; by providing science-based target guidance including standards and protocols; and by developing tools and platforms to help leading businesses in sustainability drive integrated actions to tackle climate, nature and inequality challenges across sectors and geographical regions.

Our member companies come from all business sectors and all major economies, representing a combined revenue of more than USD \$8.5 trillion and 19 million employees. Our global network of almost 70 national business councils gives our members unparalleled reach across the globe. Since 1995, WBCSD has been uniquely positioned to work with member companies along and across value chains to deliver impactful business solutions to the most challenging sustainability issues.

Together, we are the leading voice of business for sustainability, united by our vision of a world in which 9+ billion people are living well, within planetary boundaries, by mid-century.

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