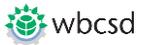


# BUSINESS FOR NATURE

An initiative by :



## BUSINESS FOR NATURE

Creating a united business voice to help reverse the loss of nature

**Peter White**

WBCSD Ambassador for Biodiversity

3<sup>rd</sup> July 2019



# BUSINESS FOR NATURE

## THE BUSINESS FOR NATURE COALITION

### Mission

Amplify a united business voice to help ensure the world is on track to halt the loss of nature by 2030, and on course to restore the planet's vital systems hereafter.

### The Business for Nature Community

**Coalition partners** - a diverse and powerful group of organizations and networks that initiated the coalition.

**Committed businesses** - businesses participating in sign-posted commitment and action platforms and willing to join the coalition's advocacy efforts.



# A NATURE CRISIS ...



1 MILLION SPECIES AT RISK OF EXTINCTION.

The 2019 IPBES Global Assessment of Biodiversity and Ecosystem Services Report.



AVERAGE DECLINE OF 60% OF WILDLIFE\* POPULATION SIZES.

\*vertebrate  
WWF Living Planet report 2018



PRESSURE ON LAND USE GENERATES HABITAT LOSS.

Nature loss is expected to undermine progress towards 80% (935 out of 44) of the assessed targets of the SDGs.

SUSTAINABLE DEVELOPMENT GOALS

Nature loss is expected to undermine progress towards 80% (35 out of 44) of the assessed targets of the UN Sustainable Development Goals.



# 2020 SUPER YEAR ....



First review  
of progress against  
the environmental targets  
of the SDGs



75th UN anniversary  
an opportunity to **identify where  
to redouble efforts** to address  
global challenges

2020



Convention on  
Biological Diversity

**Convention of Biological  
Diversity** CoP held in China  
and **Aichi targets reviewed**



PARIS2015  
UN CLIMATE CHANGE CONFERENCE  
COP21-CMP11

**National Determined  
Contributions** become  
operational; **opportunity to  
raise ambition**

## ... FOR A NEW DEAL FOR NATURE AND PEOPLE

## HOW WILL WE DO THIS?

Business for Nature will create a business movement to help reverse the loss of nature by 2030, and restore the planet's vital systems:



**COMMUNICATE**  
Demonstrate nature protection makes economic sense.



**CONVENE A UNITED BUSINESS VOICE**  
Call on global decision makers to adopt policies in 2020 to halt the loss of nature.



**DEMONSTRATE BUSINESS AMBITION**  
Protect and enhance nature by uniting, amplifying and helping scale existing business commitment platforms.



**SHOWCASE BUSINESS SOLUTIONS**  
Translate commitments into actions for meaningful impact.

## **BUSINESS ENGAGEMENT IS VITAL TO SUCCESS IN 2020**

Businesses initiatives for nature are multiple but fragmented

Business believes that economic prosperity relies on prosperous ecosystems

And that appropriate policies are needed to define new business models

Remember Paris – the climate agreement was possible thanks to consideration of solutions coming from business and other non-state actors



**WE NEED A STRONG  
BUSINESS VOICE**

# IMPACTING OUR PROSPERITY...



NATURE HAS INCREDIBLE ECONOMIC VALUE



NATURE IS CENTRAL TO DEVELOPMENT



NATURE PROVIDES SECURITY.

## AND OUR ECONOMY ...

According to the 2019 World  
Economic Forum  
Global Risk Report,

**5 out of 7**

of the most likely and impactful

**risks for businesses**

are

**Environmental**

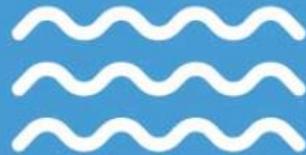


# BUT THIS CRISIS ALSO OFFERS SOME MASSIVE BUSINESS OPPORTUNITIES



**\$3 TRILLION IN OPPORTUNITIES  
IN FOOD AND LAND SYSTEM  
TRANSFORMATION ALONE.**

The Business and Sustainable Development Commission's  
Better Business Better World Report Identified around



**\$22.6 TRILLION  
OPPORTUNITY FOR WATER  
INFRASTRUCTURE BY 2050**

OECD, 2018



**THE OCEAN ECONOMY  
ESTIMATED TO BE WORTH  
\$2.5 TRILLION PER ANNUM\***

\* In terms of economic benefits.  
It is increasingly attracting investors and policy makers as  
a new source of opportunity, resources, and prosperity.

WWF Reviving the Ocean Economy report, 2015

## HOW CAN BUSINESS DELIVER FOR NATURE?

- Work through their own operations and value chains to avoid impacts and identify dependencies
- Lead multi-stakeholder landscape and seascape level collaboration
- Implement systemic change to organizations, business models and decision making
- Recommend and promote policy changes to governments.

**When business acts to protect and restore nature, companies, communities and economies benefit**

# **BUSINESS SOLUTIONS FOR NATURE**

- Natural Climate Solutions – for mitigation and adaptation
- Food System transformation – diets and health – FReSH
- Climate Smart Agriculture
- Soft Commodities Forum – addressing deforestation in the Cerrado

**When business acts to protect and restore nature, companies, communities and economies benefit**

# COMPANIES ARE DEMONSTRATING COMMITMENTS TO NATURE

Many businesses are fulfilling cross-cutting commitments to reduce their contribution nature loss. Business for Nature is working to identify key commitments that companies could take and help companies understand how they can engage.

**Land commitments**

**Freshwater commitments**

**Ocean commitments**

# BUSINESS LEADERS ARE CALLING ON GOVERNMENTS TO ADOPT A NEW DEAL FOR NATURE AND PEOPLE

1

## AGREE AN AMBITIOUS SCIENCE-BASED TARGET TO HALT THE LOSS OF NATURE BY 2030

**Targets to be delivered through clear and coherent policies to ensure that:**

- Natural areas are protected, restored and connected for the benefit of nature and people
- Productive areas are managed within the limits of science-based planetary boundaries
- Man-made environments are re-diversified and re-natured

# BUSINESS LEADERS ARE CALLING ON GOVERNMENTS TO ADOPT A NEW DEAL FOR NATURE AND PEOPLE

2

## IMPROVE ECONOMIC AND FINANCIAL SYSTEMS

Through coherent incentive mechanisms and regulation to promote decisions that reward the conservation, restoration and sustainable use of nature.



**A NEW DEAL FOR NATURE AND PEOPLE IN 2020**

**... TO HALT THE LOSS OF NATURE BY 2030**

**Economic  
prosperity**

**Inclusive  
development**

**Stable  
climate**

**Healthy  
planet**

# ROAD TO A NEW DEAL FOR NATURE AND PEOPLE



# TIMELINE



## INTERESTED IN JOINING THE BUSINESS FOR NATURE COMMUNITY?

Contact us to express your company's interest

- Join the coalition's sign-posted commitments and action platforms
- Endorse and publicly support the coalition's narrative
- Assist the coalition in developing policy recommendation to governments
- Attend international events to amplify the business voice
- Help us reach further by presenting the coalition's objectives at industry events



# JOIN BUSINESS FOR NATURE

## We need a strong business voice

# BUSINESS FOR NATURE

## THANK YOU

### Contacts:

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 [@BfNCoalition](https://twitter.com/BfNCoalition)

 [www.businessfornature.org](http://www.businessfornature.org)



WE MEAN  
BUSINESS



# BUSINESS FOR NATURE

One business voice to help restore the planet's health

