BUSINESS FOR NATURE

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

An initiative by:

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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 2018 IPES 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 50% (25 out of 46) of the assessed targets of the UN Sustainable Development Goals.

SUSTAINABLE DEVELOPMENT GOALS

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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

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

National Determined Contributions become operational; opportunity to raise ambition

2020 SUPER YEAR ....

... 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.
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 Vector 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

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

1

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

**BfN Launch**
Coalition publicly announced

**July**

**Lisbon**
WBCSD Council Member meeting

**Oct**

**UNFCCC COP25**
Chile

**Dec**

**Montreux**
WBCSD Liaison Delegate meeting

**Apr**

**Nutrition Summit**
Tokyo

**July**

**UNFCCC COP26**
London/Italy

**Dec**

**2019**

**Sept**
Climate Summit UNGA
New York

**2020**

**Jan**
Davos

**June**
IUCN Congress and CEO Summit
Marseille
Oceans Summit
Lisbon

**Oct**

**CBD COP15**
Kunming

**Business voice heard at UNGA**
Driving business leadership and engagement at key political events
TIMELINE

JULY 2019
Coalition publicly announced

SEPT 2019
Business voice heard at UNGA

OCT 2019
Develop policy asks for transformational changes

2019

2020
Driving business leadership at key political events

Businesses contribute to the adoption of a new deal for nature and people
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
THANK YOU

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BUSINESS FOR NATURE

One business voice to help restore the planet’s health