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What does **Nature Positive** mean for business?

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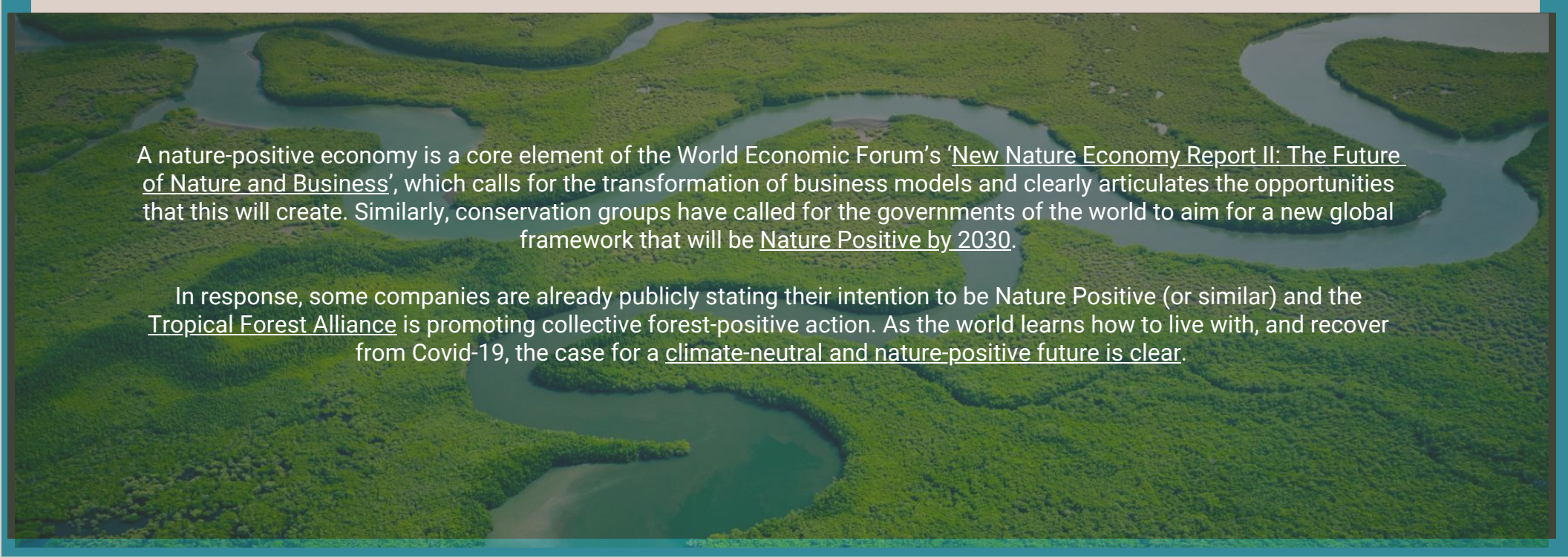
Insight September 2020

THE
BIODIVERSITY
CONSULTANCY

Nature Positive

In recent months, a new phrase has emerged in the world of business and biodiversity. A recognition that to achieve a safe and sustainable future for ourselves and our planet, we need to go beyond 'business as usual' approaches to mitigating private sector impacts on nature. A mindset that is pro-active and transformative, and that focuses on the need to restore and regenerate, as well as conserve, our natural environment.

We are learning the hard way in 2020 that being less bad is not good enough. 2021 is set to be the year that businesses start aiming to be Nature Positive. But what does that mean? And how do we ensure that Nature Positive does not just become another concept that is easy to say but hard to deliver?



A nature-positive economy is a core element of the World Economic Forum's 'New Nature Economy Report II: The Future of Nature and Business', which calls for the transformation of business models and clearly articulates the opportunities that this will create. Similarly, conservation groups have called for the governments of the world to aim for a new global framework that will be Nature Positive by 2030.

In response, some companies are already publicly stating their intention to be Nature Positive (or similar) and the Tropical Forest Alliance is promoting collective forest-positive action. As the world learns how to live with, and recover from Covid-19, the case for a climate-neutral and nature-positive future is clear.

Nature in decision-making

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Nature Positive puts nature at the centre of business decision-making, in the same way as financial returns and human wellbeing. Climate and nature are now serious societal priorities that require a similar effort to the transformation in health and safety achieved by the private sector in previous decades.

Going carbon neutral includes transforming business strategy and processes, reducing GHG emissions, and investing in compensatory measures such as natural climate solutions. In the same way, going Nature Positive includes considering company processes, activities, strategy, and business model to identify opportunities that achieve positive outcomes for nature.

Nature Positive encompasses the broadest suite of mitigation and compensation activities you are already doing or can build into your business. It includes traditional quantitative / compliance approaches, but also voluntary and qualitative conservation investments.

And it is not limited to managing impacts on Critically Endangered species or areas of high biodiversity value, but can incorporate actions to promote a healthy natural environment in the spaces where we live and work. It recognises a range of activities such as regenerative agriculture, wildlife-friendly farming, procurement options, nature-based solutions, zero deforestation, and circular economy initiatives that form part of a company's overall positive approach to the natural environment.

The list of these activities is always changing and expanding, involving the transformation of business models and processes to orient a company in a positive direction. In other words, Nature Positive is a creative journey for a company.





Nature Positive covers a range of potential actions, including regenerative agriculture, wildlife-friendly farming, procurement options, nature-based solutions, zero deforestation, and circular economy initiatives.

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For Nature Positive to drive genuine change and avoid becoming just another sustainability buzz phrase, it is essential that it delivers tangible, demonstrable and positive outcomes for the natural world. Learning from other initiatives, it is vital to incorporate several fundamental principles when identifying what Nature Positive means for your business. The actions you take to minimise your impacts and maximise the benefits you provide need to be:

- **Quantified.** Know your ecological balance book;
- **Aligned with the mitigation hierarchy.** Reduce your impacts as far as practicable rather than just looking for options to compensate;
- **Transparent.** Document and report on your progress;
- **Adaptive.** Monitor progress, learn what works, what does not, and improve;
- **Equitable.** Recognise, respect and promote the rights of people to have access to land, resources, and natural assets fundamental to their wellbeing.

What would this mean for my business?

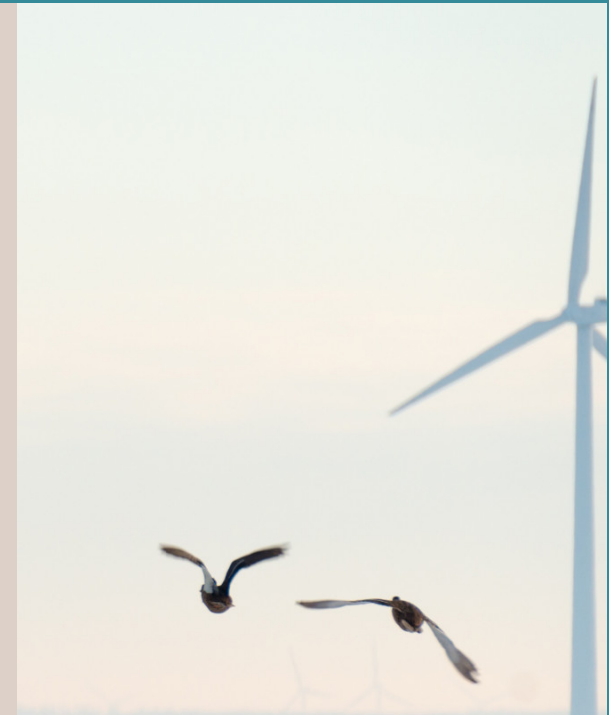
Going Nature Positive does not mean you are signing up to undertake all listed activities, nor does it mean you are committing to externally-set targets.


It means that your company is looking to align with an overall positive approach to the natural environment, in the same way it aligns with an overall zero harm approach to health and safety.

By being **Nature Positive, a company strives, through its processes and activities, to deliver overall positive outcomes for nature and its contribution to human wellbeing.**

At [The Biodiversity Consultancy](#), we work with companies to design inclusive Nature Positive business strategies, evaluate priorities, set targets, apply the mitigation hierarchy, and train teams in implementation.

In addition, we are a bridge to initiatives such as [science-based targets for nature](#), which will be a rigorous way of setting positive trajectories for nature and biodiversity. We also contribute to the development of tools such as the conservation hierarchy that extend the traditional mitigation hierarchy to encompass the systems transformation required for a lasting nature-positive impact.





Nature Positive is your business strategy and your target setting for new ventures

Where do I start?

To develop a Nature Positive approach best suited to a company's unique situation, business needs, and nature-related risks, it is important to establish and follow a process that enables you to understand where and how it impacts on nature, and the actions you can take to deliver positive outcomes.

The first step is to map your value chain and identify key nature risks – ideally quantifying your footprint – and use this to build your internal business case and create your strategy.

Governments, financiers, staff and stakeholders are all asking about the business impacts on nature. Going Nature Positive is a pro-active stance. An approach which will ask the right questions, inspire boards and stakeholders, and provide a positive frame in which to tackle the coming decade.



Integrating nature into business decision-making



The Biodiversity Consultancy works together with sector leading clients to integrate nature into business decision-making, at project level and through the development of post-2020 corporate strategies, metrics, SBTs and more.

Contact us to find out how together we can:

- Support project and strategic action plans
- Build corporate policies for nature
- Prepare and pilot science-based targets for nature
- Analyse biodiversity footprints and assess value chain risks
- Deliver biodiversity impact mitigation options
- Discover opportunities to go Nature Positive



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