

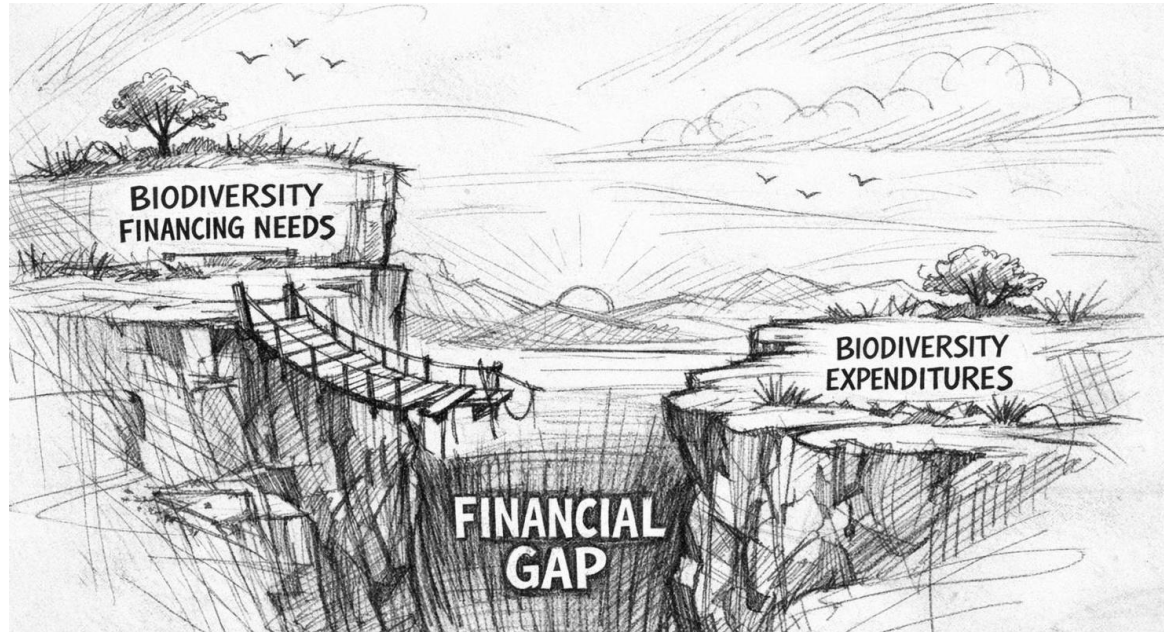
There's
more
than
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the eye!

THE BUSINESS CASE FOR NATURE

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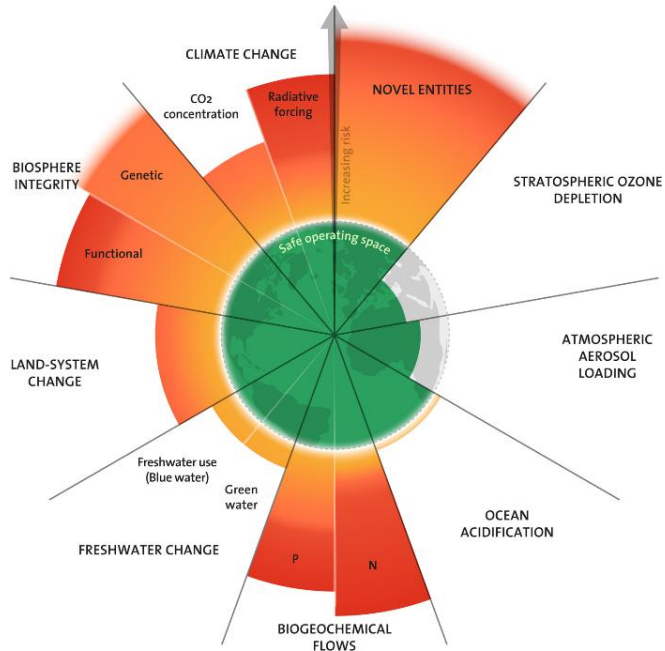
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Public funding is key, and the financial gap, business exposure and policy direction make private-sector engagement unavoidable

THE BIGGER PICTURE

Nature is moving from an environmental topic to a strategic business topic



- The **global ambition** is often framed as “**nature positive by 2030**”: halting and reversing nature loss by 2030.
- In the **EU**, the Nature Restoration Regulation (2024) requires Member States to prepare **National Restoration Plans**.
 - ✓ *20% of EU land and sea by 2030*
 - ✓ *All ecosystems in need of restoration by 2050*
- This sits within a broader idea: societies and economies need to operate within **planetary boundaries, most of which are exceeded**.
- For business, this means nature is no longer *only* about **legal compliance** or **reputation**. In practice, many companies still stay close to what local law, permits or disclosure rules require.
- It is increasingly about **long-term (economic) resilience** and **risk management**

Azote for Stockholm Resilience Centre, based on analysis in Sakschewski and Caesar et al. (2025)
The 2025 Update to the Planetary Boundaries

FRAMEWORKS



Science Based Targets
for Nature (SBTN)

Corporate
Sustainability
Reporting Directive
(CSRD)

EU due diligence
schemes:
EU DR, CSDDD

Task Force for Nature
Related Financial
Disclosures (TNFD)

Other voluntary
disclosure programs:
CDP, GRI

Missed opportunity

- Stronger on **disclosure** than on **action**
- Nature only reported if **material**
- No strong **financial incentive** to invest
- Easier to treat as **compliance**, not strategy
- Weaker transition signal than for **climate**
- Scope reductions and delays further **diluted momentum** (e.g. Omnibus, Stop-the-Clock Directive)

WHY NATURE BELONGS IN THE BOARDROOM



Financial Optimization

Creating business value by investing in ecosystem restoration e.g. opportunities related to nature-based solutions



Strategic Decision Making

Incorporating natural capital risks & impacts into their investment decision processes e.g. scarcity of water



Regulatory Pressure

Non-financial reporting requirements will require certain businesses to report on natural capital assets & liabilities



Access to Finance

International finance increasingly requires demonstration of 'no harm' to natural capital.

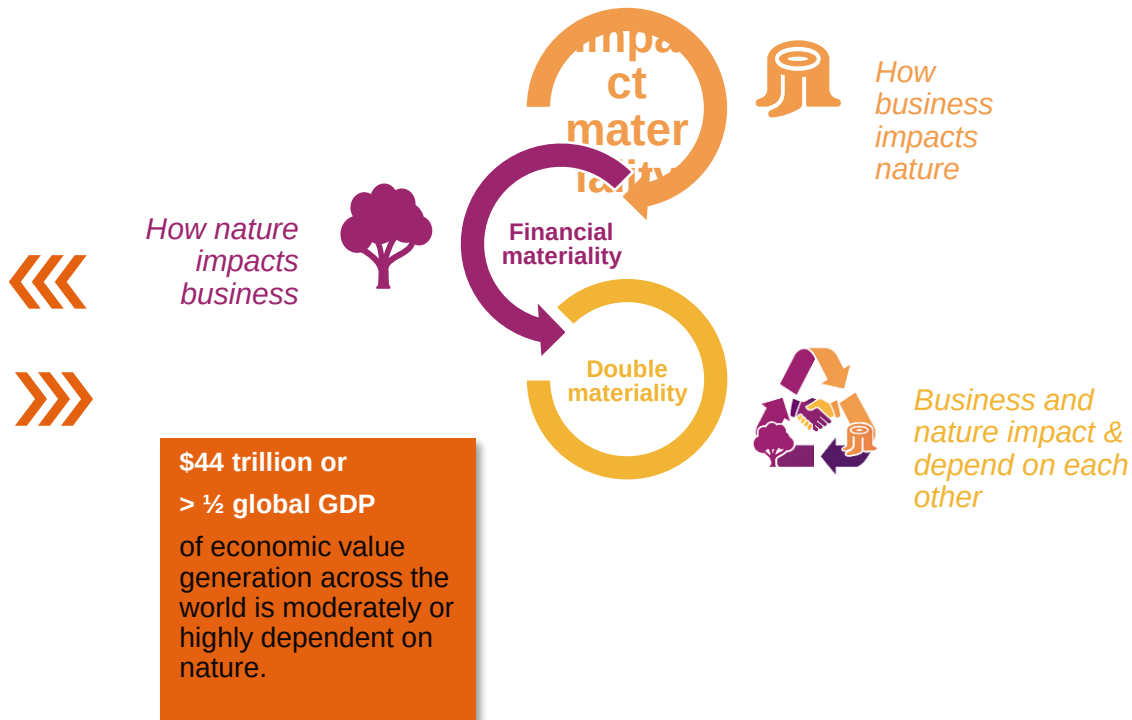
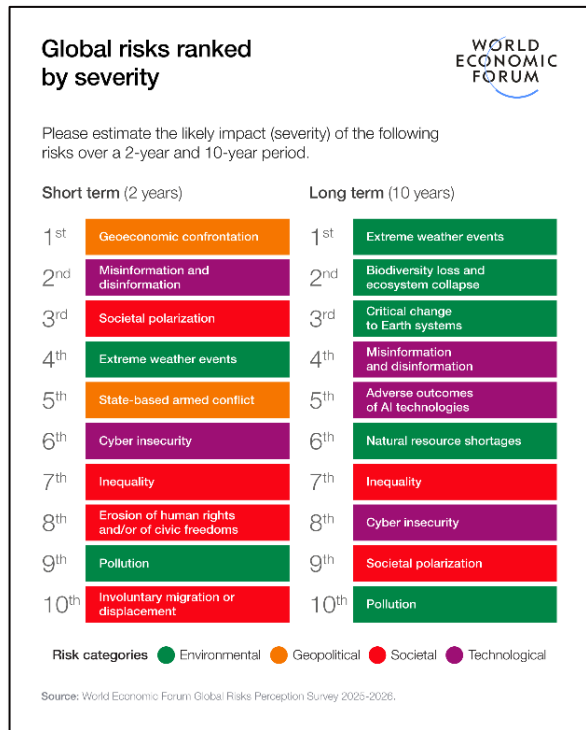


Stakeholder Expectations

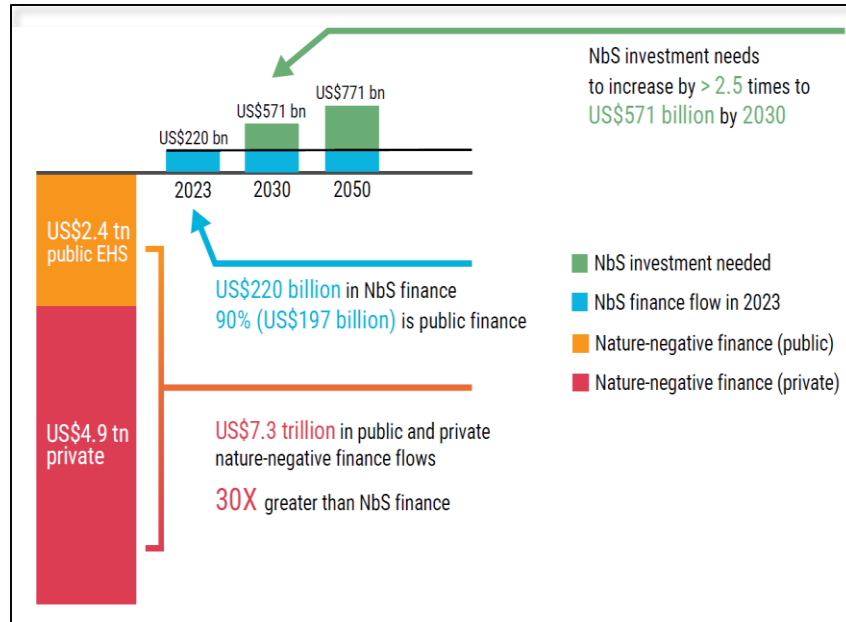
Pressure for businesses to demonstrate sustainable consumption and production

It's all about **risks & opportunities**

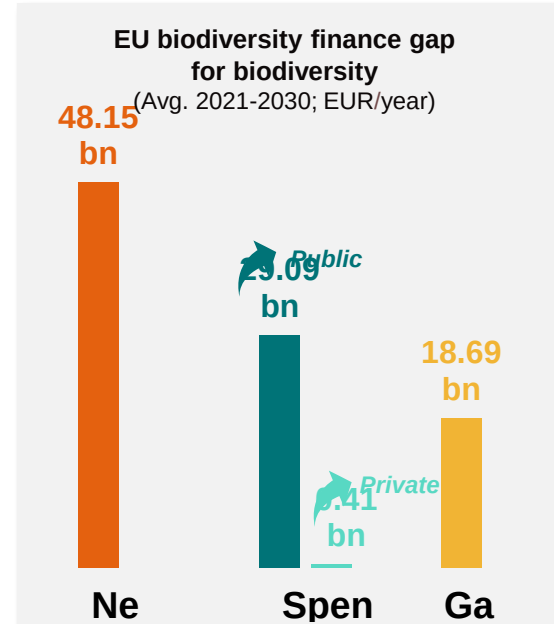
WHY NATURE BELONGS IN THE BOARDROOM



PUBLIC BUDGETS ALONE WILL NOT CLOSE THE FINANCING GAP



United Nations Environment Programme (2026)
 State of Finance for Nature 2026: Nature in the red: Powering the trillion dollar nature transition economy

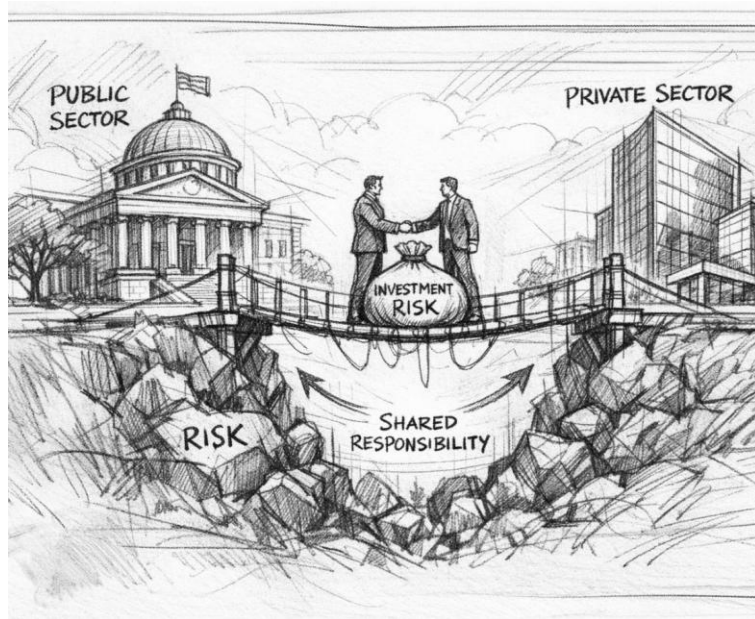


Nesbitt, M., Whiteoak, K., et al (2022) Biodiversity financing and tracking: Final Report, Institute for European Environmental Policy and Trinomics

8%
 of funding for European restoration projects was provided by private sources (incl. foundations) in 2020.

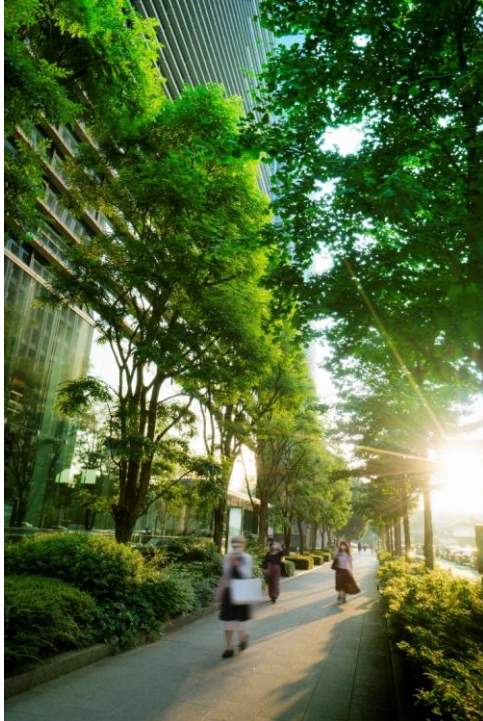
Aubert, G., McDonald, H., Scholl, L. (2022) How much will the implementation of the nature restoration law cost and how much funding is available

PRIVATE FINANCE IS STILL DIFFICULT TO MOBILIZE



- Nature projects often still **lack a clear business case** for companies, with benefits that are **long-term** or **hard to quantify**.
- That makes it harder to **secure internal budgets** and attract private finance.
- Nature projects become easier to finance when their **business case** (double materiality), **results**, and **implementation path** are clear.
- **Blended finance** can provide an incentive here: public finance for de-risking projects and getting them 'off the ground'; private finance can then help implement and scale them.
- **Tax incentives** can help channel corporate money faster into eligible nature projects. France's corporate mécénat is one example.
- Topics like **nature credits** and **habitat banking** show that the market is actively exploring new financing models for nature. They are promising, but still at an early stage (developing market, (regulatory) standards, and integrity questions).
- The **nature-climate nexus** can help unlock finance, as many nature projects also deliver climate benefits.

BRING CLIMATE TO THE CONVERSATION, DELIVER NATURE AS THE SOLUTION



- Nature is no longer a nice-to-have sustainability commitment in addition to climate targets, it is core to **resilience** and **long-term risk management**.
- **Physical climate risks** are already material: flooding, heat stress, drought and water scarcity are impacting assets, operations and value chains.
- It also affects **lenders** and **investors** through exposure to firms that depend on ecosystem services.
- **Nature-based solutions** reduce these risks: wetlands buffer floods, vegetation cools sites, healthy soils retain water and provide crops, etc.
- This turns nature into a **business asset**: protects infrastructure, reduces operational disruptions, and avoids future adaptation costs.
- Framing nature through **climate resilience**, risk reduction and cost avoidance resonates in the boardroom; stronger business case than biodiversity alone; **from “nice-to-have” to “must-have”**.

THE BUSINESS CASE IS NOT IDENTICAL FOR EVERY COMPANY

Compliance & permitting

Permit conditions, no-net-loss expectations or other local legal obligations.

Finance and investor scrutiny

Nature-related questions from lenders, insurers, investors and risk teams.

Physical condition & location

Water security, flood buffering, erosion control, cooling, soil stability, supply-chain continuity, protected areas, etc.

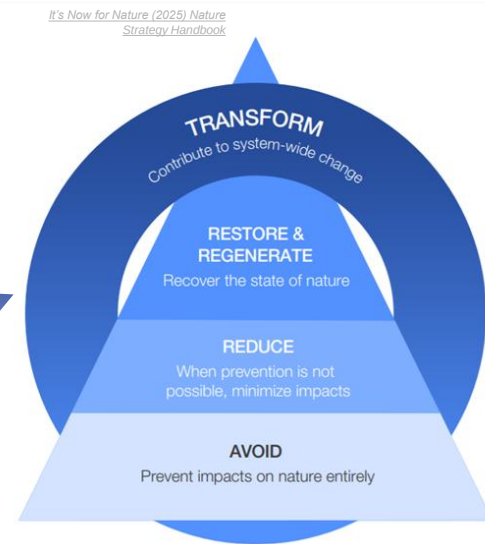
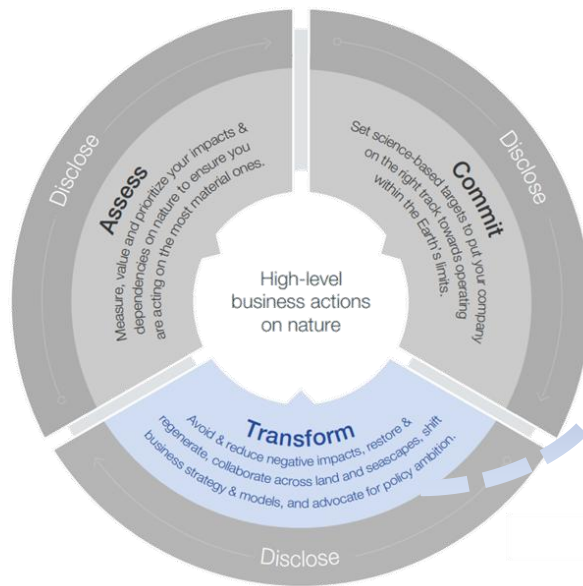
Reputation & social license

Community trust, market expectations, customer pressure and stakeholder credibility.



WHAT BUSINESS ENGAGEMENT CAN LOOK LIKE

- **ACT-D Framework**
4 high-level business actions on nature:
 1. Assess
 2. Commit
 3. Transform
 4. Act
- **Conservation hierarchy (AR³T)**
Promotes mitigation, but greater emphasis on nature-positive outcomes through proactive restoration, regeneration, and transformative actions that go beyond avoiding and reducing impacts.
- Start where **nature risk** and **business impact** overlap – typically at priority sites and value chain segments



Adapted from [WEF \(2023\) Nature Positive: Role of the Household and Personal Care Products Sector](#)

TAKEAWAYS

- **Nature is moving into the boardroom**
Not only as a sustainability issue, but as a topic of risk, resilience and long-term value.
- **The business case is real, and context-specific**
It depends on how a company interacts with nature through its sites, operations and value chain.
- **Private-sector engagement is necessary**
Public funding alone will not close the funding gap, so business investment will need to play a bigger role.
- **Climate resilience is a strong entry point**
Nature-based solutions help translate nature into a more tangible business case through long-term risk reduction and adaptation benefits.
- **The strongest approaches connect strategy + action**
From assessment and prioritisation to implementation, monitoring and transparent reporting.



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