

Mainstreaming opportunities for operationalizing business contributions to nature



Credit: Juan Pablo Moreiras/FFI

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BRIEFING NOTE: BUSINESS

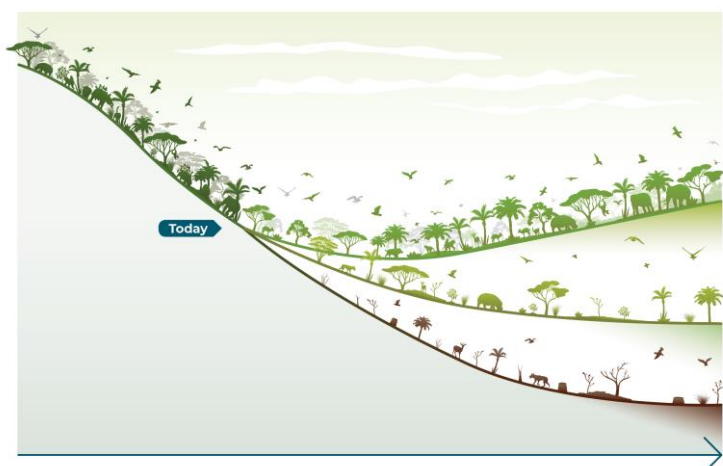
What is Nature Positive?

"We need to halt and reverse nature loss measured from a baseline of 2020, through increasing the health, abundance, diversity and resilience of species, populations and ecosystems so that by 2030 nature is visibly and measurably on the path of recovery."
naturepositive.org

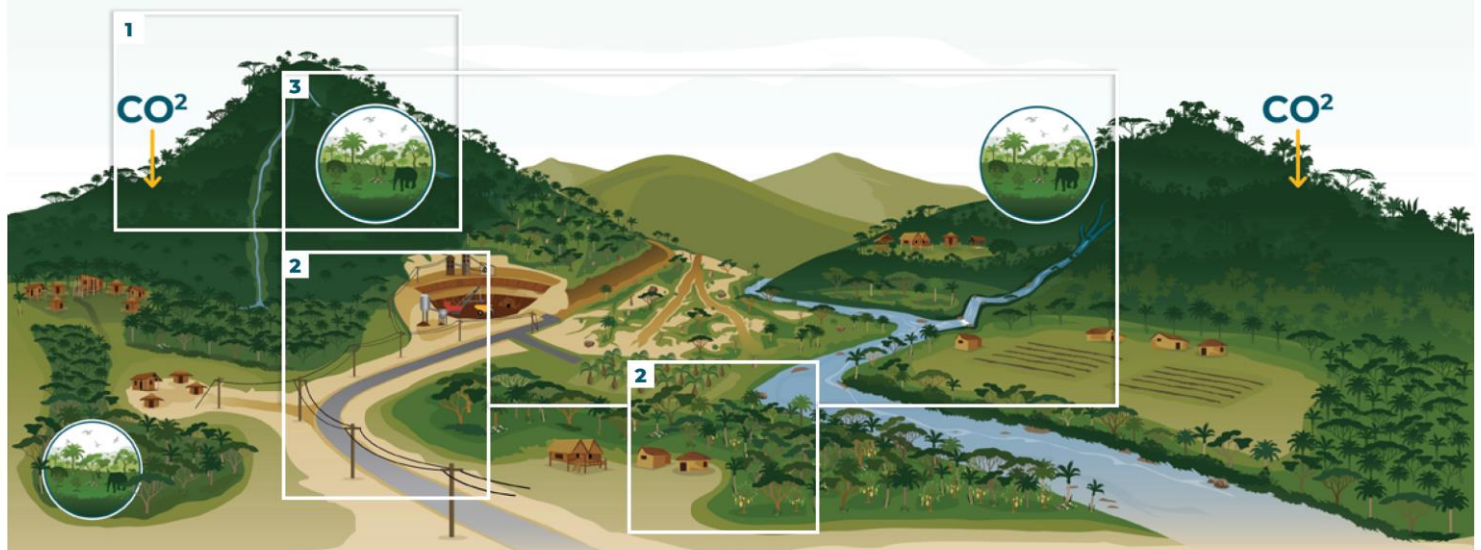
A new business as usual

Getting to nature positive, bending the curve to halt biodiversity loss and support the recovery of biodiversity, requires a range of interventions and a new business as usual.

Economic actors have a crucial role to play in shifting their business models *"from nature-negative to nature-positive"* and in identifying and disclosing their dependencies on nature, and a new economic model and investment in nature has been called for to bridge the financing gap*.



*Executive Secretary Elizabeth Maruma Mrema, speaking at the IUCN World Conservation Congress 2020, Marseille, September 2021; Klaus Schwab, Executive Chairman of the World Economic Forum, speaking at the IUCN's World Conservation Congress 2020, Marseille, September 2021.



All land users contribute to landscape objectives through individual, collective and collaborative actions to:

1. AVOID and SECURE priority areas to maintain biodiversity and ecosystem services



Mine invests in the protection of high biodiversity values through an offset. **Ecotourism** supports biodiversity conservation through active presence and value generation. **Communities** play critical role in forest management and protection. Common use of **infrastructure** and utility servitudes by all sectors and communities to avoid habitat loss.

2. MITIGATE and MANAGE induced and cumulative effects across the landscape



E.g. rationalisation of linear infrastructure.

3. RESTORE degraded ecosystems and **AVOID and MINIMISE** future impacts



E.g. all land users contribute to ecosystem restoration to improve connectivity and resilience; riverine habitats restored to improve water quality and regulate flow with collective management.

INDIVIDUAL, COLLECTIVE AND COLLABORATIVE ACTIONS TOWARDS POSITIVE OUTCOMES FOR NATURE

No single sector, project or activity acts in isolation. Development projects take place in complex landscapes, alongside other development projects and activities, and inter-related challenges such as poverty, disease, conflict, climate change and ecosystem degradation.

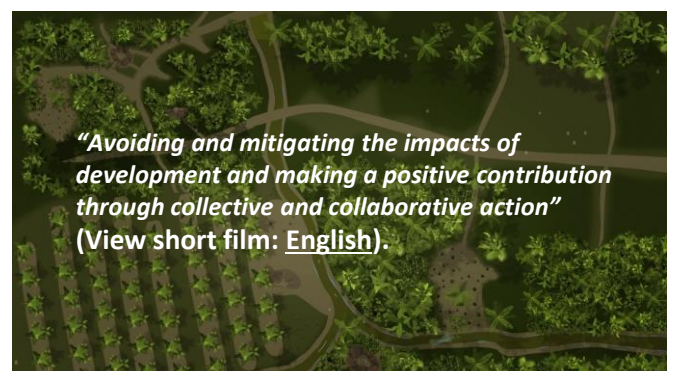
Decisions and actions at all scales have an effect. Together the many past, present and future decisions and actions accumulate and interact with consequences for nature.

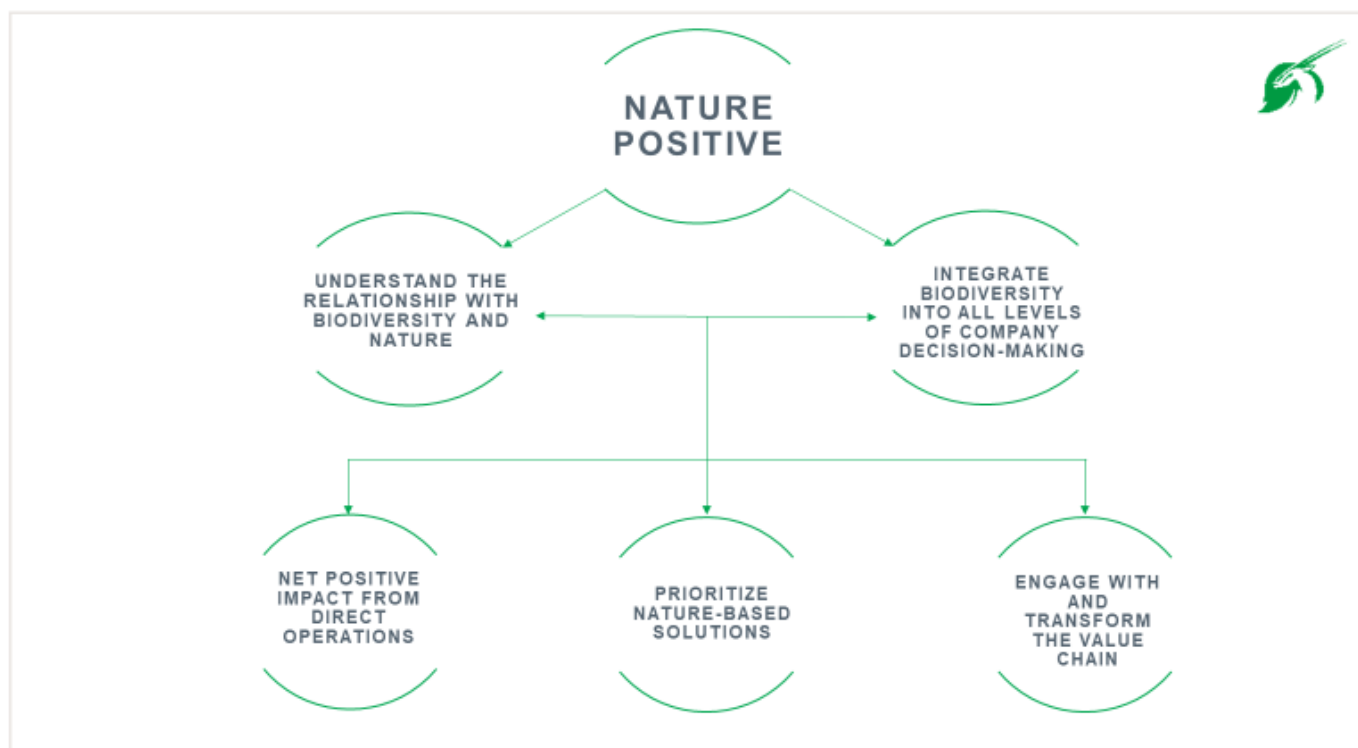
Achieving nature positive requires urgent and sustained action across all sectors.

It calls for a shift from segmented, sector specific approaches, project-by-project decision making, and siloed action by individual actors at the concession, farm and plantation level to an integrated, coordinated and cross-sectoral approach at the landscape level, with partnerships driving this change.

Delivering positive outcomes for nature requires tangible action on the ground and more holistic approaches that:

- consider the landscape as an integrated whole
- Identify priority areas for conservation and restoration
- clear and measured understanding of the threats and pressures on nature
- define limits to development and mitigation
- engage stakeholders in decision-making through inclusive, participatory processes





HOW CAN BUSINESS CONTRIBUTE TO NATURE POSITIVE?

Companies being nature positive

Nature positive puts nature at the centre of decision-making. It is about:

- Considering nature at every turn
- Understanding how business depends on and impacts nature in operating landscapes and value chains
- Delivering no net loss or net gain at the location of primary activities and helping suppliers and consumers to do the same.
- Prioritising nature based solutions.
- Influence and investment that generates positive outcomes for nature.

Nature positive encompasses the broadest suite of mitigation and compensation activities that manage nature across a business.

It includes traditional quantitative / compliance approaches, but also voluntary and qualitative conservation investments.

It is not limited to managing impacts on highly threatened species or areas of high biodiversity value, but can incorporate actions to promote a healthy natural environment in the spaces where people also live and work.

By establishing and following a process that enables understanding of where and how a

company impacts and depends on nature – and the positive actions it can take – both at site and in the wider landscape and value chain, a nature positive approach best suited to a specific business needs and nature-related risks can be developed.

This will typically begin by mapping the value chain to identify key nature risks, and ideally include quantifying the biodiversity footprint and using this to set a strategy with measurable targets.

There are a wide range of potential actions open to companies, including regenerative agriculture, wildlife-friendly farming, procurement options, nature-based solutions, zero deforestation, setting a science-based target for nature, circular economy initiatives and biodiversity net gain for direct footprints.

Nature positive encompasses both project or site level interventions that deliver positive outcomes for nature and apply nature based solutions, and broader commitments to society and transformation of business decision making to mainstream nature in landscapes and through value chains.

Understand impacts and dependencies

Business needs to understand its impacts and dependencies on nature, and to understand how its actions and activities affect the impacts and dependencies of other stakeholders and actors in the landscape. This way, opportunities to work together, to deliver nature positive outcomes, may be possible and can be factored into the project design.

Net positive impact from operations

Potential adverse impacts on nature need to be anticipated, prevented, mitigated and managed through the application of a mitigation hierarchy – is a set of four prioritised steps to prevent and limit environmental harm as far as possible through the application of systematic measures.

The aim is to achieve objectives of no net loss or net positive impact on nature from operations. Applying the mitigation hierarchy in a landscape is an adaptive process, requiring coordination with other operators and stakeholder engagement to deliver effective outcomes.

Go beyond to deliver nature positive

Nature positive requires collective action, strategic investment, collaboration and transformation, in addition to the delivery of net positive impact at a site level.



The mitigation hierarchy is defined by four steps:

- **Avoid:** The first and most important step is to anticipate and avoid adverse impacts on biodiversity before they occur.
- **Minimise:** Impacts that cannot be avoided, are minimised as far as possible.
- **Restore:** Where impacts cannot be avoided or prevented, measures to actively remediate impacts to degraded or impaired biodiversity.
- **Offset:** Measures to compensate for significant residual impacts that cannot be prevented and remediated in the preceding steps may be required.

• Prioritise Nature based Solutions (NbS)

NbS work with natural systems to provide solutions to societal problems and are based on the principle that healthy natural systems provide a range of services which have value to society.

The range of activities that can be classified as NbS is large and includes activities to prevent the loss of natural systems, activities to manage natural systems better and activities to restore or generate new natural systems. Implemented well NbS can address a wide range of environmental, social and development challenges and be extremely cost-effective in delivering multiple benefits at scale.

• Engage with and transform value chains

Businesses need to understand where supplies are coming from and develop procurement policies that support sustainable local livelihoods and nature positive objectives.

It's about understanding the business ecosystem and transforming value chains to generate positive outcomes at both local and landscape level, leveraging partnerships and building capacity along the value chain towards nature positive.

• Collaboration and partnership

It is in the interests of business to engage with other land users and regulators, foster inclusive coalitions and partnerships, share responsibility, and deliver joint action to mitigate risks, spread investment and make a positive contribution. Ultimately, transformational change can be achieved only when interventions are at scale, covering multiple actors and sectors.

A range of potential collaborative opportunities are open to business (e.g. aggregated offsets, sustainable livelihood initiatives, restoration partnerships) that deliver biodiversity, livelihood and climate benefits. The role of governments and regulators is critical in ensuring and to enforce the implementation of meaningful NbS.

• Mobilising investment

Mobilising finance and funding is critical for delivering nature positive. Business together with government, civil society and donors, plays a key role in leveraging and providing finance and other in-kind resources to enable landscape delivery of nature positive. There are a wide range of existing, innovative and emerging finance, funding and delivery options and growing calls to move away from ad-hoc project-by-project investments towards a more integrated landscape finance system.

See FFI 2022 Guidance to support individual, collective and collaboration actions to deliver positive outcomes for nature – Liberia, for more details and links to recommended resources.