

Nature Positive

Nature Positive describes the globally agreed goal to halt and reverse biodiversity loss by 2030 to achieve full recovery of nature by 2050. This goal aligns with the Kunming-Montreal Global Biodiversity Framework, which sets ambitious targets to put nature on a path to recovery leading up to 2030, towards a vision where by 2050, nature is restored, maintaining vital ecosystem services, sustaining a healthy planet and delivering essential benefits for all people. Especially in resource-dependent sectors like seafood, achieving Nature Positive requires comprehensive assessments of biodiversity impacts, science-based targets, and strategic implementation across operations and value chains. Nature Positive is rapidly gaining traction as a framework for driving transformative change in how society and businesses value, manage, and replenish nature. Nature Positive will have a significant role to play in efforts towards ocean stewardship.

What is 'Nature Positive'?

Nature Positive is a global and societal goal aimed at halting and reversing the decline of nature and biodiversity¹. Its key objectives are:

- Zero Net Loss of Nature from a 2020 baseline
- Net Positive by 2030
- Full Recovery by 2050

Nature Positive aims to drive society towards a measurable, absolute improvement in the state of nature, including species abundance, ecosystem extent and condition, and nature's contributions to people. The Nature Positive goal recognizes that while human activities will continue to impact ecosystems, the overall

state of nature must improve. This improvement is not only for the sake of nature but, more importantly, is essential in enhancing and reviving the capacity of nature and its biodiversity to generate and sustain critical ecosystem services for social and economic development. Achieving this requires not only minimising negative impacts but also implementing transformative actions that result in a net gain for biodiversity²

Origins and development of the concept

The term "Nature Positive" emerged in 2020 as a response to the lack of a clear, measurable goal for addressing the global nature loss crisis, akin to the

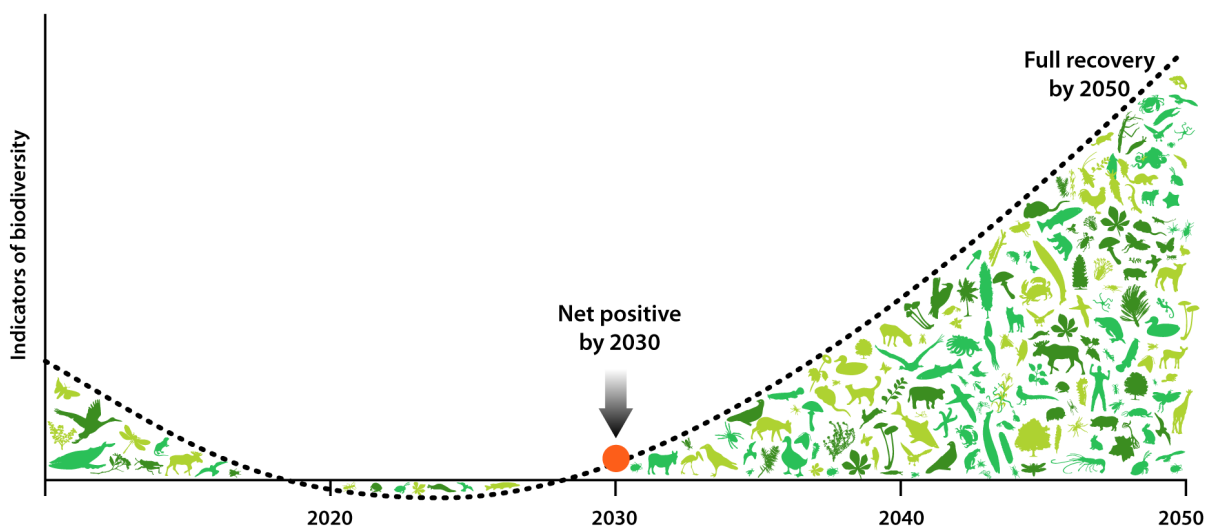


Figure 1. Illustration of the Nature Positive concept

"net zero" concept for climate change. It was primarily developed by a group of environmental organizations, businesses, and researchers (e.g. World Wildlife Fund (WWF), The Nature Conservancy, the World Business Council for Sustainable Development (WBCSD), and Business for Nature). These groups formed the Global Goal for Nature Group, which has since been rebranded as the [Nature Positive Initiative](#).

The concept was developed in parallel with negotiations for the [Kunming-Montreal Global Biodiversity Framework](#) (GBF), which was agreed upon in December 2022 by the 196 countries that are Parties to the Convention on Biological Diversity (CBD). The GBF presents a set of 23 targets spread across 4 goals to be achieved by 2030. While the term "Nature Positive" itself was not explicitly adopted in the final framework, its core principles are reflected in the GBF, most notably in Target 15 (see Box 1).

Box 1. Target 15* of the Kunming-Montreal Global Biodiversity Framework: Businesses assess, disclose and reduce biodiversity-related risks and negative impacts

Take legal, administrative or policy measures to encourage and enable business, and in particular to ensure that large and transnational companies and financial institutions:

- a) Regularly monitor, assess, and transparently disclose their risks, dependencies and impacts on biodiversity, including with requirements for all large as well as transnational companies and financial institutions along their operations, supply and value chains, and portfolios;
- b) Provide information needed to consumers to promote sustainable consumption patterns;
- c) Report on compliance with access and benefit-sharing regulations and measures, as applicable;

in order to progressively reduce negative impacts on biodiversity, increase positive impacts, reduce biodiversity-related risks to business and financial institutions, and promote actions to ensure sustainable patterns of production.

*to be achieved by 2030.



Why Nature Positive?

The world's ecosystems can be seen as capital assets: if well-managed, their lands, waters, and biodiversity yield a flow of vital services that underpin human health, wellbeing and economic development. Biodiversity performs functions in nature that generate vital services and build resilience to shocks and extreme events. For corporations whose operations depend on natural resources, engaging in Nature Positive action serves as a strategy to reduce risk and build resilience against severe business disruptions caused by resources - or the environments that sustain them - being impacted beyond critical thresholds³. In the seafood industry, corporate stewardship that revitalises nature's support capacity can help build back a healthier ocean as a foundation for sustainable seafood production.

Opportunities of the Nature Positive approach

Nature Positive as a goal is commonly introduced in the context of biodiversity loss, for good reason: the loss of nature has serious consequences for planetary health, human well-being, and economic stability⁴. Biodiversity loss represents one of the top risks to the global economy⁵: the [World Bank](#) warns that global real GDP could drop by 2.7 trillion (2.3%) in the year 2030 under a scenario involving the collapse of three essential ecosystem services: wild pollination, food from marine fisheries, and timber from native forests. Low and lower-middle income countries would experience even greater losses of up to -10% in GDP⁶.

Yet despite the undisputed importance of safeguarding nature's functional integrity for planetary stability and human wellbeing, the global community has witnessed an acceleration of biodiversity loss in the 21st century. Several ambitious international agreements have not succeeded in halting or reversing the loss of biodiversity. What risks exist for Nature Positive to result in a similarly ineffective outcome?

Corporate risks include:

- Operational risks from continued degradation of ecosystem services
- Risks from prosecution for misleading claims under consumer protection laws
- Economic risks from failing to account for nature loss in financial risk projections
- Regulatory risks as governments implement stricter environmental policies

A more empowering framing is to conceptualise Nature Positive as a business opportunity that aligns corporate actions with stewardship of nature's diversity. Companies with a scientifically sound, contextually appropriate, and effectively implemented Nature Positive strategy⁷ will lead the way in their respective

industries, actively strengthening corporate resilience by driving business practices to restore, replenish and revitalise the natural environment. Developing and operationalising a Nature Positive strategy offers corporations a fresh and promising opportunity to co-develop and shape norms of best practice and harness the power of collaboration across stakeholder groups where such an approach would amplify positive outcomes. Such efforts could lead to an improved approach to risk management and enhanced operational resilience.

Operationalising Nature Positive

Many companies have biodiversity commitments or claim to contribute to ecosystem restoration. Global frameworks like the [Global Reporting Initiative](#) (GRI), the [Task Force on Nature-related Financial Disclosures](#) (TNFD), and the standards set by the [International Sustainability Standards Board](#) (ISSB) offer companies guidance for disclosing nature-related risks, dependencies and impacts. However, the adoption of concrete, time-bound biodiversity targets remains limited across the business landscape, and biodiversity reporting by corporations often lacks consistency, transparency, and accountability⁸. As a result, such reporting frequently falls short of demonstrating measurable, beneficial, and equitable outcomes⁹.

Operationalizing Nature Positive thus requires more than just voluntary sustainability reporting: it demands a comprehensive framework that drives real action². For a Nature Positive approach to drive meaningful progress, major improvements are needed in data availability, transparency, regulation, and sector-wide coordination to create level playing fields and prevent the displacement of biodiversity impacts³.

In this context, the European Union's Corporate Sustainability Reporting Directive (CSRD) can be regarded as one of several pillars within EU legislation that provide the necessary scaffolding for fully operationalizing Nature Positive efforts. Under the CSRD, businesses must provide greater transparency regarding their sustainability efforts, including those aimed at promoting Nature Positive outcomes. In addition, the CSRD incorporates 'double materiality', thus requiring companies to disclose both the financial risk of nature loss and the impacts of their operations on nature. This positions the CSRD as a key link between reporting requirements and EU legal obligations, enabling Nature Positive strategies to become central to corporate governance.

In addition to the CSRD, the EU, under the broad umbrella of the European Green Deal and in particular under the [Biodiversity Strategy for 2030](#), has recently adopted several legally binding instruments that are being implemented or will enter into force within the

next two years. These legal instruments represent further pillars for operationalising the concept of Nature Positive:

- the [Nature Restoration Law](#) entered into force in August 2024 and sets targets for restoring ecosystems across the EU;
- the [European Union Deforestation Regulation](#) (EUDR) aims to minimize EU-driven deforestation and forest degradation, and has important implications for fish feed companies sourcing ingredients from land-based agriculture;
- the [Corporate Sustainability Due Diligence Directive](#) (EUDDD) will require companies to identify, prevent, mitigate and account for adverse human rights and environmental impacts in their operations and supply chains.

Beyond the EU, alignment with the globally agreed Nature Positive goal, especially through Target 15 (see Box 1), could help businesses address current reporting challenges by emphasising quantifiable outcomes and aligning corporate efforts with global biodiversity goals across companies and sectors. One of the most promising avenues opened by adopting a Nature Positive approach is the invitation, implicit in its definition, to extend its application beyond corporate disclosures of biodiversity-related actions and outcomes. Guided by a Nature Positive approach, collaboration among stakeholders - governments, businesses, Indigenous Peoples, scientists, and civil society – can be focused to halt and reverse the loss of nature².

Conclusion

Financial institutions and governments increasingly expect corporations to produce clear, credible and consistent biodiversity strategies and disclosures. In striving to meet these expectations, businesses embracing a Nature Positive approach should see an improved ability to mitigate the financial impacts from nature-related disruptions; reduce the severity of such disruptions; and thereby enhance operational resilience. Soon, such efforts may grant corporations access to markets and opportunities that are tied to demonstrated outcomes of their Nature Positive work.

Further reading

Nature Positive Initiative

<https://www.naturepositive.org/>

The Kunming-Montreal Global Biodiversity Framework (GBF)

<https://www.cbd.int/gbf>

Target 15 of the GBF

<https://www.cbd.int/gbf/targets/15>

World Bank report estimating drop in GDP from nature loss by 2030

<https://thedocs.worldbank.org/en/doc/81385f4e89ae1c1e2278e404728bc1d4-0320072021/original/GEEM-2pg-Jun28.pdf>

The EU Biodiversity Strategy

https://environment.ec.europa.eu/strategy/biodiversity-strategy-2030_en

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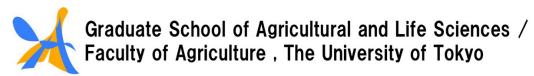
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