

**NATURE
POSITIVE
INITIATIVE**



MESSAGING AND STYLE GUIDE





Resources

- [The Definition of Nature Positive \(2023\)](#)
- [Nature Positive Forum - description \(2023\)](#)
- [Measuring Nature Positive \(2022\)](#)
- [A Nature Positive World: The Global Goal for Nature \(2021\)](#)

Style guide

Nature positive should be lower case and not hyphenated when used in isolation

E.g. *'Nature positive' is the global goal for nature*

When used as an adjective, it should be hyphenated

E.g. *Nature-positive outcomes*

INTRODUCTION

This messaging toolkit is a communication resource developed by the Nature Positive Initiative for organizations communicating on 'nature positive'. It contains agreed language around the global goal for nature. Nature positive was developed as a concept in 2019 and began to gain traction in the run-up to the CBD CoP15 meeting as groups worked toward socializing and unifying support behind the global goal for nature.

Since then the concept has taken off, and the language to halt and reverse biodiversity loss by 2030 was agreed in the Kunming-Montreal Global Biodiversity Framework text. It has also been used by the climate movement to support nature-based solutions work and by various other initiatives working on nature. The Nature Positive Initiative was set up in 2023 to help maintain the integrity of the term and as a one-stop shop providing guidance in aligning with the nature-positive global goal. When tackling climate change through the UNFCCC COP negotiations and beyond, the concept of nature positive has become the main communications vehicle for groups working at the interface of climate and nature. The Nature Positive Initiative is working alongside and consists of the same groups advocating for a nature-positive future.

NATURE POSITIVE – THE GLOBAL GOAL FOR NATURE

Public audience

- Halt and reverse nature loss by 2030
- More nature in the world in 2030 than in 2020, and continued recovery after that
- Protect the best, restore the rest, invest

Policy audience

- ‘Nature Positive’ is a global societal goal defined as ‘Halt and reverse nature loss by 2030 on a 2020 baseline, and achieve full recovery by 2050’. To put this more simply, it means ensuring more nature in the world in 2030 than in 2020 and continued recovery after that.

- We need action now to reverse nature loss and secure a nature-positive world by 2030.
- By 2050, nature must recover so that thriving ecosystems and nature-based solutions support future generations, the diversity of life and play a critical role in halting runaway climate change
- The Nature-Positive goal calls for a net-positive biodiversity outcome through the improvement in the abundance, diversity, integrity and resilience of species, ecosystems and natural processes.
- The goal is designed to drive society to deliver a measurable absolute improvement in the state of nature against a defined baseline, which will in turn improve nature’s ability to contribute to human wellbeing.

- Three key categories of metrics have been developed by which to measure nature-positive contributions and outcomes. They are retaining and restoring 1) species, 2) ecosystems, and 3) natural processes at all scales (global, national and landscape level). Examples of these metrics include richness, distribution, abundance and extinction risk of species, extent and ecological integrity of habitat, hydrological integrity, migration patterns, and carbon sequestration and storage.
- Central to the definition of Nature Positive is that we ‘protect what is left and improve the rest’.
- While some losses will be unavoidable, we do need to secure the most significant areas for biodiversity, and to limit and compensate for other losses according to the mitigation hierarchy approach.
- Some safeguarding principles for net-positive (net- gain) outcomes have already been developed and will be soon further discussed and refined by the Nature Positive Initiative.
- Nature Positive is a global and societal goal. However, individual businesses, financial institutions and governments can and must demonstrate their sufficient contribution to a global nature-positive outcome.
- In operationalizing Nature Positive, tackling the drivers of biodiversity loss and transitioning the negative impacts of the private sector to positive impacts is central to its success. Companies that operate in and directly impact landscapes, those with complex international supply chains, and the finance sector face different challenges and require different types of actions. From assessment to disclosure, through avoidance, reduction and compensation of their impacts, as well as contributions to net-positive biodiversity outcomes at landscape and seascape levels.
- For national and local governments, ensuring nature-positive outcomes by 2030 requires the adoption of holistic plans across scales, supported by enabling regulations.





THE DEVELOPMENT OF NATURE POSITIVE

- The evidence has never been clearer. The impacts of climate change and an unfolding biodiversity crisis on humanity are profound and will not be felt equally. Humanity cannot thrive in the decades to come while we are surpassing planetary boundaries.
- Tackling nature loss requires us to fundamentally transform our productive sectors, but to do that we need a clear time-bound global goal that drives ambition and that governments, businesses and individuals can contribute to achieving.
- For climate, we have the shared goal of limiting global warming to 1.5C. We now need governments, business and society as a whole to commit to a global goal for nature.
- Since December 2019, a group of CEOs from Environmental Organisations, Sustainable Business Platforms and Research Institutions have been convening to identify and advocate for an ambitious, science-based and measurable global goal for nature, and for this goal to be adopted internationally.
- The lack of a clear and measurable goal for addressing the nature loss crisis was a major obstacle to aligning ambition, driving action and increasing accountability.
- The group recognized the need for an overarching goal that could have the same impact as and which would mutually reinforce both the Paris Agreement goal of 1.5 degrees (and the net-zero emissions pathway to it) and the equity-oriented Sustainable Development Goals. This includes recognition that neither of those other vital global agendas can be met without also halting and reversing biodiversity loss by 2030.
- Nature Positive is therefore also people-positive, since a healthy environment is only possible to achieve through social inclusion and equity, while providing social benefits for all people.
- Since the development of nature positive as the global goal for nature, governments, business and civil society have rallied behind the ambition inherent in a nature-positive approach. Calls for action have grown stronger, with reversing biodiversity loss recognized as critical to combating the global climate crisis, preventing future pandemics of zoonotic origin, addressing water and food insecurity, supporting sustainable and equitable development, and recognizing and safeguarding the rights and contributions of Indigenous Peoples.
- In December 2022, the goal of halting and reversing biodiversity loss by 2030 was codified in the mission of the landmark Kunming-Montreal Global Biodiversity Framework. Its adoption under the UN Convention on Biological Diversity has been described as the ‘Paris moment’ for nature.
- At the same time, use of the term ‘nature positive’ has grown without a clear and aligned understanding among business, finance, government and civil society actors about what the phrase represents and does not represent. Ensuring clarity and preserving the integrity of the definition is now a priority to ensure the necessary actions and accountability.
- Following the adoption of the Kunming-Montreal Global Biodiversity Framework, the global goal for nature group commenced the development of a second phase of work, launching the Nature Positive Initiative (NPI) in September 2023.

THE NATURE POSITIVE INITIATIVE

- 27 of the world's largest nature conservation organizations, institutes, business and finance coalitions have come together to form the Nature Positive Initiative (NPI), with the aims of driving alignment around the definition, integrity and use of the term 'nature positive' and supporting broader, longer-term efforts to deliver nature-positive outcomes.
- This core group of organizations is tasked with setting the Nature Positive Initiative's strategic direction, policy positions, and joint activities. They are responsible for convening, liaising with, and coordinating the active engagement of a much broader and inclusive constituency of Forum members to ensure all stakeholders' views are considered and to help support efforts to deliver nature-positive outcomes across society.
- The Nature Positive Initiative represents the second phase of work that commenced in 2019, with the development of nature positive as the global goal for nature - equivalent to the 1.5C goal that exists for climate.
- A small Secretariat will help coordinate and align organizations' use of 'Nature Positive', to ensure its integrity and practical use, as well as also promoting Nature Positive practices.
- The new initiative's overall goal is to drive alignment and synergies across a multitude of actors who will advocate, support and implement actions towards a nature-positive outcome of halting and reversing nature loss by 2030.
- Core work includes preserving the integrity of 'nature positive' as a measurable 2030 global goal for nature for businesses, financial institutions, governments at all levels, and other stakeholders.
- Nature-positive ambition has already received strong support from first movers, a priority is supporting the rollout of the common definition, metrics and standardized tools and practices that enable all to appropriately measure and report on their impact and contributions at the actor level.
- The initiative also advocates for and supports the full implementation of the Kunming-Montreal Global Biodiversity Framework by governments and other stakeholders
- The Nature Positive Initiative signposts to organizations, programmes, projects and research institutions that are trying to understand whether nature is recovering locally, nationally and globally, as well as profiling the efforts of different actors, as long as their approach is aligned with the overarching definition of nature positive.
- The Nature Positive Initiative also measures the uptake, usage and application of Nature Positive.
- This group is not a certifier or verifier and nature positive is not a trademarked phrase. Instead, the diversity and weight of this group will enable it to engage with any efforts that are believed to be misaligned and plan to highlight where we think the term may be being misused and encourage alignment.





SIGNPOSTING AND OPERATIONALIZING ‘NATURE POSITIVE’

- We are thrilled to see the momentum that has developed around the concept ‘Nature Positive’, which has grown exponentially over the last couple of years.
- It is now routinely used when looking at how an operation or decision may or may not be beneficial to nature. It is part of the lexicon /narrative and often used as a tagline or adjective.
- That said – it is at its heart – a measurable goal and we are collectively eager for it not to be a throwaway term but something that is also measurable. This means encouraging or signposting to guidance for users to ensure it is not used to greenwash / obscure the reality of work.
- We must ensure businesses and investors only use the term ‘nature positive’ in the context of a clear, time-bound definition, with progress measured against science-based targets that will significantly contribute to securing a nature-positive world.
- This means demonstrating specific actions on the contributions they are making, for example through reduced water use and pollution, zero-deforestation and biodiversity protection and restoration.
- Nature Positive allows businesses to follow a clearly-defined pathway to assess their impact on nature and set science-based targets.
- Guidance is also now available to help businesses develop and publish their own nature strategies and by doing so contribute to the nature-positive global goal.
- Initiatives such as the Taskforce for Nature-Related Financial Disclosures are providing the framework needed for organizations to report and act on evolving nature-related risks, with the aim of supporting a shift in global financial flows toward nature-positive outcomes.