

NPI State of Nature Metrics Piloting Guidelines

Since the agreement of the Kunming-Montreal Global Biodiversity Framework (GBF) in 2022, momentum has grown among state and non-state actors to address the nature crisis. Verifiable progress toward halting and reversing nature loss by 2030 requires a small, effective set of metrics to indicate nature's overall health. In 2024, the Nature Positive Initiative (NPI) assessed, refined, and launched a public consultation on metrics, engaging 134 organizations and over 700 stakeholders through workshops and events. This process produced a draft set of State of Nature (SoN) metrics for companies to pilot, testing performance, accessibility, affordability, and guidance needs.

Overview: The aim of the NPI State of Nature Metrics Pilot Program in 2025 is to assess the effectiveness and applicability of a draft set of state of nature metrics in key corporate use cases. These metrics are intended to be operationalized by existing standards and frameworks, including through TNFD, GRI, and SBTN. The pilots will assess elements of metric performance, accessibility and affordability across granularity levels and user capacities, as well as applicability across value chains and compatibility and integration within existing standards, frameworks and guidance.

The pilots will entail applying the draft NPI state of nature metrics in the context of a specific corporate use case, which may include nature-related assessment, reporting/disclosure, target setting and/or transition planning. This will provide practical insights into the application of the draft NPI state of nature metrics, before the finalisation of these metrics and related guidance in 2026.

Piloting objectives:

- Inform the ongoing development of the NPI state of nature metrics and related guidance, including identification of any possible gaps and challenges with implementation.
- Generate case studies for how the NPI state of nature metrics can be applied and add value.
- Create a cohort of leading organisations in state of nature measurement to inspire others.
- Inform related guidance of relevant corporate standards and frameworks, including the TNFD, GRI and SBTN.

Piloting steps and timeline:

The NPI state of nature metrics piloting program will involve key milestones:

- **Express interest:** Companies express interest in pilot testing to their NPI partner by *March 24, 2025*
- **Kick-off the work:** Identified pilot testing companies will be contacted around April 15, 2025 and invited to the kickoff workshop around April 28, 2025.
- **Apply the guidance:** Piloters work through the draft metrics and guidance within their organisation. They are provided support from the NPI and their piloting partner as below. *May - October, 2025*

- **Share learnings:** Piloters share progress and learning - such as piloting case studies and insights - to the NPI, partners and peers. Sharing throughout, with events planned for *October - November, 2025*
- **Present final outcomes:** Piloters submit their piloting outcomes and respond to a final survey. Learnings during the pilot test phase will provide input to the finalisation of the NPI state of nature metrics. *November 2025*

Selection Criteria:

- Companies and financial institutions across a range of activities can apply for piloting, except for the following exclusions which will not be formally recognized with the NPI piloting process to be consistent with the policies of NPI organizations regarding partnering. Restrictions: Oil and gas, coal, arms, tobacco.
- Some priority sectors for piloting consideration include, but are not limited to:
 - Biotechnology and Pharmaceuticals
 - Chemicals
 - Electric Utilities and Power Generators
 - Financial Institutions
 - Food and Agriculture
 - Forestry, Pulp and Paper
 - Metals and Mining
- We are particularly interested in ensuring a diversity of pilot scopes, including:
 - pilots assessing metrics across a mix of direct operations, value chain, and portfolio level assessments;
 - a variety of sizes of companies;
 - areas that may have low data availability or difficulty in obtaining ground-truthed data;
 - pilots in a variety of geographies within the cohort.

Process for joining the Piloting Program:

1. Partner with a member of the NPI coalition

All piloting companies must partner with a member of the NPI coalition to conduct their pilot. The partner will be the main point of contact throughout the pilot and will provide support on pilot implementation and help collate feedback.

2. Provide the details of your proposed pilot to your NPI partner

High-level information will be requested on the intended scope and location of your pilot project, as well as some background company information. We ask that you please submit this information to your piloting partner as early as possible and before March 24, 2025.

3. Await confirmation of participation

Expressions of interest (EOIs) will be reviewed to maximise the scope of coverage of pilots within the available program capacity. The NPI will look to ensure different geographies, sectors, sizes of organisations and use cases are covered. All interested companies will be contacted via the piloting partner around April 15, 2025 to confirm participation.

Expectations of piloting companies:

	Principle	Detail
1	Implement an agreed upon set of metrics and guidance	Piloters will test the provided set of draft NPI state of nature metrics and related guidance.
2	Follow communications guidelines relating to pilot participation	Piloters will follow the communications guidelines provided below.
3	Follow Responsible Implementation Principles	Piloters should follow established principles of stakeholder engagement, including transparency, inclusivity, and accountability when conducting their pilot activities. Guidance to follow could include TNFD's Guidance on engagement with Indigenous Peoples, Local Communities and affected stakeholders (link), SBTN's Stakeholder Engagement Guidance (link) and/or those set by your piloting partner.
4	Share open and regular feedback and learnings, both with NPI organisations and peer piloting companies	<p>Piloters will share, as appropriate, their experiences, challenges, successes and feedback during the piloting. This includes engaging with the Community of Practice and responding to feedback surveys. Chatham House Rules will be applied at Community of Practice meetings, with permission required for any meeting recordings.</p> <p>Piloters will <i>not</i> be required to share the data collected and metrics calculated with peer companies. The NPI would hugely benefit from being able to review this data in order to help validate the effectiveness of metrics and companies should flag if this will not be possible within their EOI. Confidentiality/non-disclosure agreements can be arranged with pilots.</p>
5	Support the promotion and uptake of state of nature metrics through NPI-led external engagement opportunities	Piloters are encouraged to document and promote their piloting experiences, for example through providing case studies for NPI communications and speaking at events.
6	Provide sufficient resourcing	Piloters are expected to allocate sufficient resources to implement the pilot within the planned timeframes.

Support available to piloting companies:

Piloting companies will be provided access to the following resources to support their pilots:

Resource	Details	Frequency/timing
Guidance	<p>Included:</p> <ul style="list-style-type: none"> Draft guidance for using the metrics, e.g. how to calculate and potential data sources for metrics Guidance updates will be provided as they become available, based on feedback from companies during piloting <p>Not included:</p> <ul style="list-style-type: none"> Location or sector-specific guidance Complete and final guidance - the pilots will inform iterative development of guidance 	<p>Draft guidance will be provided in April 2025, at the start of the piloting period. An overview of the metrics can be made available earlier.</p> <p>The frequency of guidance iterations/ updates will be determined based on needs identified during the piloting.</p>
Community of Practice (CoP) meetings	<p>Included:</p> <ul style="list-style-type: none"> “Help desk” online repository and/or virtual meetings with piloting partner and peer group - these will include discussions of progress, challenges and collation of feedback Full piloting Community of Practice check-in meetings (i.e. all piloting partners and companies) working to accommodate global time zones Potentially information webinars where a key need is identified. <p>Not included:</p> <ul style="list-style-type: none"> 1:1 meetings, unless otherwise agreed with your piloting partner 	<p>Piloting partner and peer group meetings will be scheduled by the partners but are anticipated to take place roughly monthly.</p> <p>Full CoP meetings will be 2-3 times in the year, as needed.</p>
Other technical support	<p>Included:</p> <ul style="list-style-type: none"> A Q&A process through which the pilot cohort can submit and see questions submitted (anonymised if needed) and answers provided List of contacts of potential support providers within the NPI’s network, e.g. data providers, academics, NGOs and consulting/assurance providers <p>Not included:</p> <ul style="list-style-type: none"> Consultancy-type support (unless separately agreed with piloting partner) Technical support outside of the scope of the guidance Access to data held behind paywalls. If this 	<p>The Q&A system is intended to be a live tool and questions reviewed and responded to weekly. Some questions may require time and research to address, so a holding response will be provided as this is undertaken.</p>

	is a barrier to your participation in the pilot, please contact your piloting partner to discuss potential solutions	
Please note that the availability of the above resources may change during the course of the pilots in response to company needs and provider capacity.		

Pilot communications guidelines

Please see the Nature Positive Initiative's [Messaging and Style Guide](#) for details on correct use of the term Nature Positive. With respect to the piloting programme, companies are requested to follow key guidelines:

- No claims relating to a company, site, project or other aspect of the business “being nature positive” can be made, regardless of the metrics calculated in the pilot. Informed by the pilots, the NPI coalition will be reviewing the needs for and credibility of potential claims and recognition guidance in 2025 - only when these are finalised and published publicly could any potential claims be made.

Communications do's and don'ts

Topic	Example	Yes/No
Logo use	Use the Nature Positive Initiative logo in your external communications	NO
Membership	[Company name] is part of the Nature Positive Initiative	NO
	[Company name] is part of the Nature Positive Initiative's state of nature metrics piloting programme	YES
	[Company name] is part of the Nature Positive Forum	YES - providing you join here
Nature positive	[Company name] is working to become nature positive	NO
	[Company name] is working to contribute to a nature positive future	YES
	[Company name] is piloting metrics to measure whether it is nature positive	NO
	[Company name] is piloting metrics to measure its impacts on the state of nature, helping to assess its contribution to a nature positive world.	YES