

# BECOMING NATURE POSITIVE

## FILM SCREENING TOOLKIT

A guide to organizing your film screening

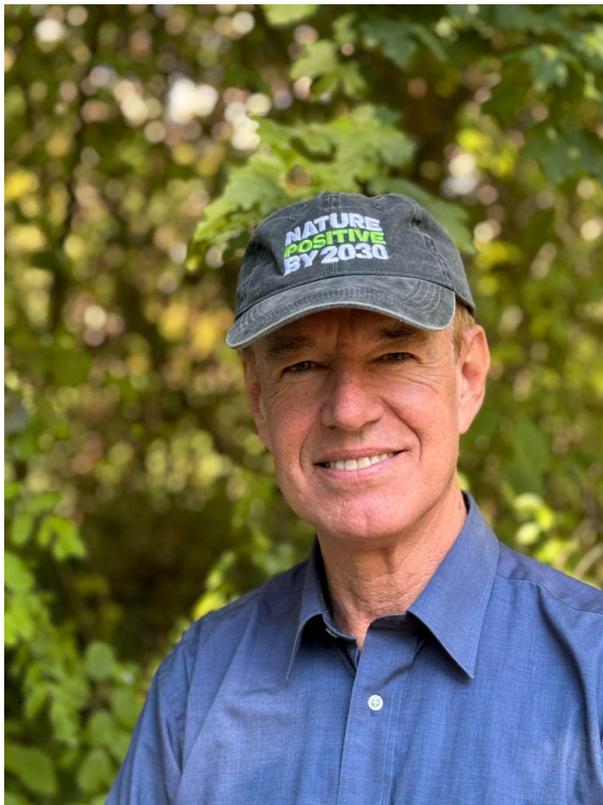
Open Planet  
studios



**NATURE  
POSITIVE  
INITIATIVE**



# Thank you for screening the film!



“We are living in times of crises and opportunities, and most of all times of consequences. The consequences of action versus inaction. The stakes could not be higher: either we transition towards a nature-positive future, or we face – at our peril – an unthinkable existence on a planet devoid of nature and everything nature provides us with.

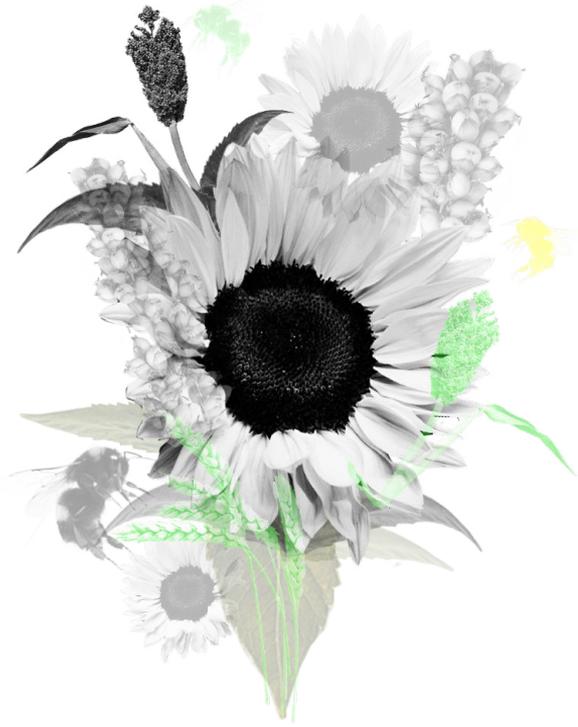
This film is aimed at everyone in society – because everyone has a role to play, from political and corporate leaders to all of us part of this human generation. Because it is this generation, not the next, that can secure a nature-positive future and, in doing so, a people-positive one.

My sincerest gratitude for your interest in screening *Becoming Nature Positive*. Onwards!”

**Marco Lambertini**  
Convener  
Nature Positive Initiative

A handwritten signature in blue ink, appearing to read "M. Lambertini", is located below the typed name and title.

# Key steps for your screening



- Read this toolkit to find out more and get inspired
- Watch the *Becoming Nature Positive* [trailer](#)
- Fill in [this form](#) to receive the High Definition film file
- If you have any further questions [get in touch](#)

# Toolkit contents

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# Introduction

This toolkit is for **organizations that wish to host a screening** of 'Becoming Nature Positive' and use it to **spark concrete discussion and action** on what a nature-positive (and therefore people-positive) future means and what it will take to turn it into reality. It includes core information about the film, tips to host a screening, a communications pack and optional audience-specific elements.

This new 30-minute film is created to engage and inspires **policymakers, business and finance leaders, educators** and all those who need to understand, champion and contribute to the nature-positive goal by taking action at scale to halt and reverse nature loss.



# Screenings: intended impact



**Becoming Nature Positive** is more than a film: it is a flexible tool that can be programmed into high-level events, corporate meetings, university teaching, policy dialogues and more, to reach wide audiences and inspire action to transition towards a nature positive future.

The global première was screened at Climate Hub Davos during the World Economic Forum Annual Meeting 2026 and the film will be released in mid-2026 on YouTube for wider viewership. **These screenings are intended as special engagement moments to delve deeper into the key messages of the film.**

Current and planned screenings include:

- Corporate screenings for senior executives as well as employees across global business and industry sectors
- University and college lectures and seminars, educational events and a range of school and university networks across disciplines and geographies
- Screenings and panels at biodiversity and climate conferences, ranging from the Global Nature Positive Summit in Japan to CBD COP17 and beyond

If of interest, the Nature Positive Initiative will endeavour to support screenings with **in-person or virtual participation of Marco Lambertini or a colleague**, or facilitate participation of other film spokespeople as appropriate. Please note this in the form.

Host organizations receive this simple toolkit, which includes a discussion guide, suggested formats for screenings, draft invitations and social posts, and a menu of concrete follow-up steps they can offer audience members and participants.

# Guidelines to run a successful screening

- I. Planning your screening
- II. Discussion guide
- III. Screening event checklist
- IV. Supporting assets and links
- V. Simple 'calls to action'



# I. Planning your screening



## SUGGESTED BASIC FORMAT (60-75 MINUTES)

- Welcome and introductions: 3-5 minutes
- Film screening: 30 minutes
- Facilitated discussion or panel: 15-20 minutes
- Interaction with the audience 10-15 minutes
- Wrap-up and next steps: 3-5 minutes

## HOSTING TIPS

- Clarify the goal (awareness, internal training and buy-in, strategy framing, policy dialogue, curriculum enrichment) and tailor the discussion accordingly
- Invite someone who can speak concretely to “what this means for us”, i.e. at YOUR organisation (e.g. a business unit lead, a policymaker, a faculty member)
- Collect quick feedback (show of hands or a short survey) on understanding of “nature positive” and intended actions

## DRAFT AGENDA TEMPLATE

Time	Content	Key points
Set-up	Break ice, general intros, test video & sound	Opening question: What does nature positive mean to you?
00:00-00:10	Welcome panel discussion	Clarify goal, emphasize relevance for this org/business/event, link nature positive to daily realities & strategic planning
00:10-00:40	FILM SCREENING!	Enjoy!
00:40-00:55	Debrief discussion	Follow-up discussion with audience or in small groups: What resonated most with you? What are the challenges? How can you or your organization take action?
00:55-01:00	Close and call to action	Encourage next steps: Read the book, join a stakeholder group committed to nature positive, write review, tell your friends & contacts

# II. Discussion guide – all audiences

## EXAMPLE DISCUSSION QUESTIONS:

- How would you have defined “nature positive” before watching the film and how has that changed?
- What feels most urgent or surprising in the film for your context (country, sector, institution)?
- How will reversing nature loss help benefit Indigenous peoples and local communities?
- How does your business/university/etc. depend on nature?
- Where are the clearest opportunities to act on nature loss in your work right now?
- What barriers might stop you or your organization moving faster, and how could they be overcome?
- What one concrete step can you commit to taking in the next 3-6 months?

## KEY MESSAGES

- The nature crisis is already reshaping economies and livelihoods; incremental change is not enough.
- Nature positive offers a clear, shared goal and pathway to action: to halt and reverse nature loss by 2030.
- Policy, business and finance leaders have concrete levers to act now, from disclosure and metrics to regulation and investment.

## STORY ANGLES

- From jargon to action: How nature positive is moving from being seen as a slogan to an imperative for governments and companies.
- Risk and resilience: Why nature loss is now beginning to become a core issue for financial regulators, investors and corporate boards.
- Climate and nature: How pairing climate and nature action changes the transition story for business and policy.

# III. Screening event checklist



Activity	Tasks	Notes	Done
<b>Planning</b>	Have you secured the go-ahead from your organization?	Be sure to confirm who is organizing/assisting and <a href="#">arrange the content</a>	
<b>Get the film</b>	Have you completed the <a href="#">online form</a> ?	We will then send access to the high definition film file: check you can download and play it	
<b>Venue</b>	Have you secured a venue for your screening?	Check size and AV equipment is adequate to requirements. Test AV before screening	
<b>Invitation</b>	Have you shared the invitation for the event around?	Word of mouth or a mailout	
<b>Promotion</b>	Have you posted the invite on social media?	Check our <a href="#">suggested post</a> ; also post internally	
<b>Logistics</b>	Have you got everything you need for the day?	E.g. seating, flyers/info, photographer etc.	
<b>Share</b>	Are you ready to help promote and review the film?	Please encourage others to watch the film!	
<b>Report back</b>	Have you sent us attendee numbers, posts, photos?	Please help us track impact and visibility	

# IV. Supporting assets and links



## Practical assets and links:

- *Becoming Nature Positive* [film web page](#) for overview and trailer
- *Becoming Nature Positive* [book web page](#) to buy or download for free
- Trailer on [YouTube](#), [LinkedIn](#), [X/Twitter](#) and [Bluesky](#)
- We will share full film HD file in response to your form submission
- For speaker requests from the Nature Positive Initiative team and film interviewees – [get in touch](#)

# V. Simple ‘calls to action’ after your screening

-  Post a reaction or write a review of the film on social media
-  Encourage others to read the book and watch the film
-  Screen it in your own or other organizations
-  Host a follow-up workshop focused on your organization’s nature-positive pathway
-  Encourage your organization to join the [Nature Positive Forum](#)
-  Sign up for our [newsletter](#)
-  Follow on social media – [LinkedIn](#), [X](#) and [BlueSky](#)
  - Read the book, [Becoming Nature Positive: Transitioning to a Safe and Just Future](#) (available to buy, or free to download as an e-book)

# Screening tips and talking points for specific audience groups

- I. Corporate: business and finance audiences
- II. Universities and educators
- III. Policymakers and institutional audiences



# I. Corporate: business and finance audiences



**Who this is for:** Strategy teams, leadership programmes, sustainability teams, sector coalitions, boards and investor-facing events across businesses and financial institutions.

## **Suggested use cases:**

- Internal town-halls, all staff lunch events or team away-days focused on integrating nature into strategy and disclosures.
- Training sessions for leadership as well as sustainability, finance, operations, risk and other teams on why nature positive matters for business.

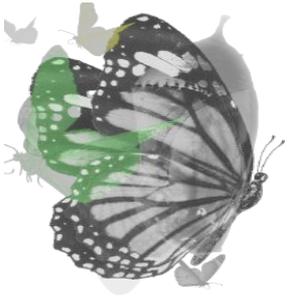
## **Tailored discussion prompts:**

- What are the most material nature-related impacts, risks and dependencies across our value chain?
- How could we align existing climate, biodiversity and disclosure commitments with a nature-positive pathway?
- What information or tools (e.g. metrics, data, external support) do we need to move from aspiration to implementation?

## **Draft invitation paragraph (corporates):**

“Join us for an internal screening of *Becoming Nature Positive*, a new 30-minute film made for business and policy leaders that cuts through the complexity around ‘nature positive’ and what it means for companies. After the film, we will discuss what nature loss means for our business, and how we can integrate nature-positive thinking into strategy, risk assessment and reporting.”

# II. Universities and educators



**Who this is for:** Universities, including Nature Positive Universities, sustainability and policy courses, business and management schools, student societies, schools and colleges.

## **Suggested use cases:**

- Guest lecture or seminar on global biodiversity goals and nature-positive transitions.
- Earth Week or campus sustainability week events.
- School assembly or reunion features.

## **Tailored discussion prompts (students):**

- How does the nature-positive framing connect to what you've learned about climate, biodiversity and justice?
- How can could universities themselves act as nature-positive institutions (campus operations, procurement, research, partnerships)?
- What role can students and early-career professionals play in pushing for nature-positive business and policy?

## **Draft invitation paragraph (universities):**

“Becoming Nature Positive is a new 30-minute film for decision-makers that unpacks the global goal for nature and how it connects to policy, business, finance and society. We will screen the film and hold a discussion on what ‘nature positive’ means for universities and for your future careers in research, government, business and civil society.”

# III. Policymakers and institutional audiences



**Who this is for:** Multilateral meetings, government departments, UN COP audiences such as CBD and UNFCCC side events, international organizations and think tanks.

## **Suggested use cases:**

- Screening plus panel at UN CBD / UNFCCC / UNCCD COPs, UNEA, G20/B20, regional biodiversity summits etc.
- Internal seminars in Ministries and Agencies working on nature-related policy or finance.

## **Tailored discussion prompts:**

- How does the film's framing of nature positive align with national biodiversity strategies, NBSAPs and NDCs?
- What institutional or cross-ministry coordination is needed to operationalize the nature-positive goal?
- How can policy better enable nature-positive action by business and finance?

## **Draft invitation paragraph (policy):**

- “This session will feature a screening of *Becoming Nature Positive*, a new 30-minute film for decision-makers that clarifies the global nature-positive goal and its implications for policy, business, finance and society. A short panel discussion will explore what this means for our local, national and international efforts to reach the Global Biodiversity Framework's mission to halt and reverse nature loss by 2030.”

# Communications pack



- I. **Social media draft text – to be used before or after the screening**
- II. **Digital assets and quotes – to integrate in posts**
- III. **More information about the film – to be used as needed in promoting the screening and the film**



# I. Social media – sample draft posts

## CORPORATE, BUSINESS AND FINANCE

We're hosting // We hosted an internal screening of *Becoming Nature Positive* – a new 30-minute film for leaders on what the global nature-positive goal means in practice, to discuss what this means for our business.

**#NaturePositive #ClimateAndNature #BecomingNaturePositive #FilmScreening**

## UNIVERSITIES AND EDUCATORS

We're hosting // We hosted a campus screening of *Becoming Nature Positive* – a new 30-minute film on what the global nature-positive goal means in practice. Students and staff are // were invited to join and discuss what this means for our university and for future careers in government, business and civil society.

**#NaturePositive #ClimateAndNature #BecomingNaturePositive #FilmScreening**

## POLICYMAKERS AND INSTITUTIONAL EVENTS

We're hosting // We hosted a screening of *Becoming Nature Positive* – a 30-minute film for decision-makers that explains the global nature-positive goal and its implications for policy and finance. Participants are // were invited to join and discuss what this means for our institution's work on climate, biodiversity and sustainable development.

**#NaturePositive #ClimateAndNature #BecomingNaturePositive #FilmScreening**

*Please tag the Nature Positive Initiative and Open Planet Studios in your posts.*

# II. Digital assets and quotes



## STILLS AND ARTWORK

Visual assets available include:

- Poster artwork
- Social media assets
- Downloadable film stills
- Template slide deck for screening events

**ALL ASSETS AND  
ARTWORK**  
[AVAILABLE HERE](#)

*Images should be credited: “Still from Becoming Nature Positive (Nature Positive Initiative/Open Planet Studios)”*

## QUOTES

“We hold the pen and can write the next chapter of humanity’s history, where we choose to live safely and sustainably within planetary boundaries. A chapter of respect and resilience, prosperity and equity underpinned by a thriving planet. The film ‘Becoming Nature Positive’, while recognizing the dangerous path we are on, is about a positive vision of a better and safer world – and most importantly, it inspires a sense of possibility and galvanizes action,” **said Marco Lambertini, Convener of the Nature Positive Initiative and Executive Director of the film.**

“At its heart, this film is about possibility. We are living through a moment when the systems we depend on are under unprecedented strain, yet the solutions to become nature positive are within reach. Through the power of storytelling, this film sends a timely message that protecting and restoring nature is not a constraint on progress – it is the foundation of a safe, just and thriving future for all,” **said Colin Butfield, Co-Founder and Director of Open Planet Studios.**

# III. About the film (1/3)

## TAGLINE

*Becoming Nature Positive* is a short film for global leaders and decision-makers that cuts through jargon and politics to explain what “nature positive” means, why it matters now, and what is at stake if we fail to act.

## SHORT SYNOPSIS

*Becoming Nature Positive* ([watch the trailer](#)) is a 30-minute documentary designed as a high-credibility conversation starter for leaders in business, government and finance. Drawing on interviews with scientists, CEOs, civil society leaders and policymakers, the film translates complex science and global agreements into clear, usable language about what it means to halt and reverse nature loss by 2030. It shows why the nature crisis is inseparable from the climate and inequality crises, and why “nature positive” is emerging as a shared framework for policy, business strategy and investment. Rather than offering a simple narrative of doom, the film focuses on the choices facing decision-makers today and the opportunities of a nature-positive transition for people, economies and ecosystems.



## CREDITS AND TECHNICAL DETAILS

**Title:** Becoming Nature Positive

**Length:** 30 minutes

**Format:** Documentary (HD and UHD/ProRes)

**Country and year:** UK/Switzerland, 2026

**Language:** English (English subtitles available; other languages being developed)

**Created by:** Nature Positive Initiative and Open Planet Studios

**Executive Director:** Marco Lambertini

**Producer:** Ed Charles

**Executive Producers:** Colin Butfield, Jonnie Hughes

**Première:** Davos, Switzerland, 20 January 2026 at Climate Hub, World Economic Forum Annual Meeting

# III. About the film (2/3)

## WHY THIS FILM, WHY NOW

In 2022, governments agreed on a Global Biodiversity Framework that commits the world to halt and reverse nature loss by 2030, but most decision-makers lacked a clear, shared understanding of what this nature positive goal means in practice. Becoming Nature Positive was created to fill that gap: a short, accessible film that can be used in boardrooms, ministries, universities and multilateral forums to build a common language, shift mindsets and spark action.

The film is inspired by the book of the same name, *Becoming Nature Positive: Transitioning to a Safe and Just Future*, published by Routledge Earthscan in June 2025, and available to purchase as a print edition or download as a free e-book. The film is anchored in the work of the Nature Positive Initiative, a coalition of 27 diverse global organizations working to operationalize the nature-positive goal. Following a successful première in January 2026 at Climate Hub Davos, the film is now available for screenings and events.

## KEY VOICES

A cast of global thought leaders contributed to the *Becoming Nature Positive* film, including:

- Senior scientists and authors of global biodiversity assessments
- CEOs and business leaders integrating nature into strategy and disclosure
- Civil society leaders and youth advocates
- Policymakers and negotiators involved in the Global Biodiversity Framework



# III. About the film (3/3)

## FULL CAST LIST

- **Grethel Aguilar** – Director General, International Union for Conservation of Nature
- **Erin Billman** – Executive Director, Science Based Targets Network
- **Kat Bruce** – Founder, NatureMetrics
- **Sylvia Earle** – Oceanographer and Founder, Mission Blue
- **Yana Gevorgyan** – Director, Group on Earth Observations Secretariat
- **Tony Goldner** – CEO, Taskforce on Nature-related Financial Disclosures
- **Mark Gough** – CEO, Capitals Coalition
- **Natalia Greene** – Global Director, Global Alliance for the Rights for Nature
- **Martin Harper** – CEO, BirdLife International
- **André Hoffmann** – Vice-Chair, Roche Holding; Co-Founder, InTent; Co-Chair, World Economic Forum
- **Lee Howell** – Executive Director, Villars Institute
- **Naoko Ishii** – Inaugural Director, Center for Global Commons
- **Akanksha Khatri** – Head, Climate and Nature Strategy, World Economic Forum

- **Marco Lambertini** – Convener, Nature Positive Initiative
- **Jane Madgwick** – CEO, Plantlife International
- **Musonda Mumba** – Secretary General, Ramsar Convention on Wetlands
- **David Obura** – Chair, Intergovernmental Science-Policy Platform on Biodiversity and Ecosystem Services
- **Johan Rockström** – Director, Potsdam Institute for Climate Impact Research
- **M Sanjayan** – Former CEO, Conservation International
- **Kirsten Schuijt** – Director General, WWF International
- **Pavan Sukhdev** – Founder and CEO, GIST Impact
- **Ilona Szabó** – Co-Founder and President, Igarapé Institute
- **Eva Zabey** – CEO, Business for Nature

*With additional clips from:*

- **King Charles III**
- **António Guterres**
- **Elizabeth Maruma Mrema**
- **David Attenborough**

*Narrated by:*

- **Gillian Burke** - Presenter, Podcaster, Biologist



# Get started on planning your screening!

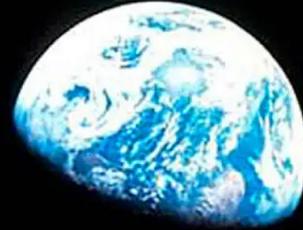
- Fill in [this form](#) to receive the high definition film file for your event
- Follow the [film website](#) for latest updates
- If you have any further questions please [get in touch](#)



[Watch Marco Lambertini's personal video message here](#)



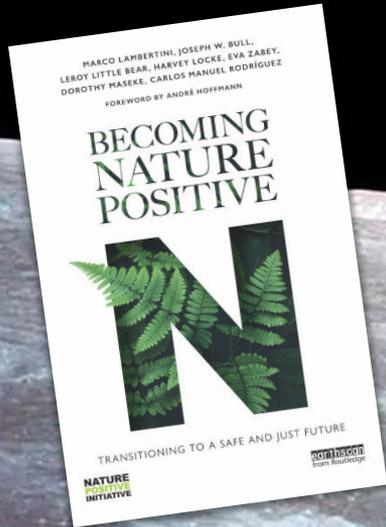
# Read the book!



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Get your print copy  
or free digital download of the book

*Becoming Nature Positive*





# THANK YOU!

## BECOMING NATURE POSITIVE



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