

How business can move into action and take public SMART commitments now

March 15th 2021

Session summary & key takeaways

Numerous businesses value nature efficiently to act for nature; Business for Nature for example has listed more than one thousand businesses already acting for nature.

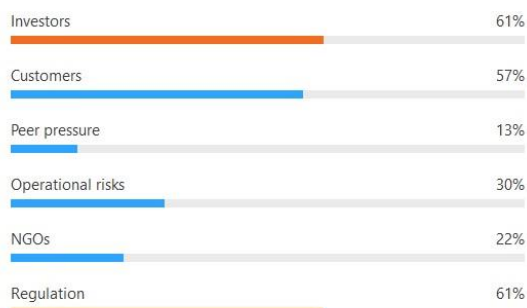
At the same time, frameworks have been created to help businesses to take actions, such as the Act4nature framework which is based on 3 principles:

- Common commitments for all businesses addressing all business decisions;
- Individual Commitments at CEO level for each company;
- A stakeholder panel to judge whether the individual commitments of a company are SMART or not.

Today, more than 2 hundred companies are committed to the act4nature framework and are already taking actions for biodiversity.

These examples and companies are proof that taking concrete action and committing for biodiversity is possible right now, even in the absence of a universal measuring or valuation method.

1. What do you think is the biggest driver of corporate action on nature & biodiversity? (Choix multiple)



Warm thanks to the speakers for the insights shared:

Coline JACOBS, Sustainable Development Department, Veolia.

Karen DEGOUVE, Head of Sustainable Business Development, Natixis.

Claire TUTENUIT, Managing Director, EpE.

Eva ZABEY, Executive Director, Business for Nature.

Key solutions presented / actions to take

Cross-sector “SMART commitment to actions” initiatives can be beneficial to both businesses and nature.

Useful resources

[Act4nature international website](#)

[Business for Nature Steps for companies to understand what they can do to help reverse nature loss](#)