

We Value Nature 10-Day Challenge Event

WBCSD & IUCN: Nature-based solutions for business – everything you wanted to know but were afraid to ask

Friday, 12 March, 2 – 4 pm CET

Session summary & key takeaways

Nature-based Solutions (NbS) centered on the protection, restoration and sustainable management of the world's ecosystems have a vitally important role to play in addressing both the causes and consequences of climate change, as well as help address other societal challenges, such as disaster risk reduction, and food and water security. Yet, to scale up NbS investment and action, business requires clarity on eligible activities and how they can be implemented effectively, including benefits to business and society more broadly.

Participants in this session heard about the family of different NbS approaches, especially in reference to climate mitigation with additional benefits – termed Natural Climate Solutions. To make NbS activities 'high-quality', avoiding unintended negative consequences, the 8 principles of the IUCN Global

Standard for Nature-based Solutions were proposed, and robust environmental and social safeguards must be in place.

HRMG shared how they have been investing in NbS before they were called NbS as a means to “neutralise” carbon through storage in forest carbon pools.

Arup showed how they have integrated NbS as part of their work on regenerative design. In breakout groups participants shared what is already in place to scale up NbS and what are the next challenges to overcome to increase business contribution to addressing multiple societal and business challenge through NbS.

Key takeaways:

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2. Investment in NbS and NCS is critical to successfully tackling the twin societal challenges of nature loss and climate change in a holistic manner, though environmental and social safeguards are needed to avoid unintended consequences.
3. Many conditions for increased uptake of NbS are in place – including the IUCN Global Standard for NbS to guide high-quality, no-regrets NbS.

Many such solutions exist already, even if they are not labelled NbS, including traditional practices which can be integrated by companies with a genuine interest in going beyond conventional and sustainable and aiming for restorative and regenerative practices.

4. The next challenges to address include proof of efficiencies and costbenefit analyses.
5. Consideration to address trust and collaboration issues between multiple stakeholders is needed to catalyse investment and implementation of NbS at a landscape scale.

Warm thanks to the speakers for the insights shared:

Diane Holdorf, Managing Director – Food & Nature Program, WBCSD

James Smith, Manager – Natural Climate Solutions, WBCSD

Gerard Bos, Director - Global Business and Biodiversity Program, IUCN

Brandon Lewis, Associate Director, Sustainability, Hancock Natural Resources Group (HNRG)

Jonelle Simunich, Senior Foresight Strategist, Arup

Key solutions presented / actions to take

IUCN shared the NbS self-assessment tool which can be accessed by contacting IUCN (Gerard.bos@iucn.org).

WBCSD presented the NCS Alliance as well as their follow-up work areas on insetting, NCS metrics and a soil investment hub. Contact james.smith@wbcsd.org to find out more.

IUCN, WBCSD and UNEP will develop further training materials on NbS for business. You can freely take UNEP's original MOOC on NbS for climate mitigation and disaster risk (non-business specific) [here](#).

Useful resources

Reports

[Mapping nature-based solutions and natural climate solutions](#) (WBCSD, 2020)

[IUCN Global Standard for NbS](#) (IUCN, 2020)

[Natural climate solutions: the business perspective](#) (WBCSD, 2019)

Videos

[IUCN NbS for Recovery](#)

[WBCSD: Business is ready to step up investment in nature](#)