

We Value Nature 10-Day Challenge Event

Advocating for ambitious nature policies: How can your company be a positive change-maker?

Wednesday, 24 March, 2021



Session summary & key takeaways

Forward-thinking companies are already making commitments and taking action for nature, but we must scale and speed efforts if we are to reverse nature loss in this decade. The new Post-2020 Global Biodiversity Framework under the UN Convention on Biological Diversity (CBD) represents a unique opportunity to move towards the transformative change we need. In this interactive session, we discussed how companies can advocate for ambitious nature policies that create a level playing field and stable operating environment for business.

Key takeaways:

- 1. The science is clear: We have 10 years to reverse nature loss. We need an ambitious global agreement to put nature on a path to recovery for the benefit of planet and people.*
- 2. Business engagement is vital for a successful outcome at CBD COP15. We need a unified business voice demonstrating clear actions, commitments and alignment on policy asks.*
- 3. Businesses increasingly understand the role that they can and should play through advocacy and are stepping up to call on governments to enact ambitious policies for nature.*

Warm thanks to Thomas Lingard, Global Sustainability Director - Climate & Environment at Unilever, for the insights shared.

Key solutions presented / actions to take

The session was limited to 25 private sector participants, to allow for brainstorming, co-learning and fruitful discussion. Following an introduction from Business for Nature, participants split up into breakout rooms, and discussed topics such how their respective companies are already advocating for nature, what challenges their company or sector faces in protecting nature, which policies would aid in overcoming those challenges, and how we could encourage more companies to get involved in advocacy. Key themes that emerged included:

- **Nature is complex**, and it can be challenging for companies to understand what acting and advocating for nature means for their company or sector.
- There is a need for **clear targets and metrics** for business.
- Collaboration through **partnerships and coalitions** is vital to bringing together a unified business voice.
- We can and should **learn lessons from the Paris Agreement** and from business advocacy on climate change.

The session wrapped up with ways businesses can already begin to advocate for nature, for example:

1. **Sign up to Business for Nature's Call to Action**, and join the 700+ companies already calling for governments to adopt ambitious policies that will reverse nature loss in this decade.
2. **Fill out Business for Nature's Business Engagement Survey**, to register your interest in engaging in our advocacy activities.
3. **Raise your voice for nature.** Share a quote of support for our policy recommendations, publish an op-ed from your CEO on nature weaving in our speaking points, share your support for ambitious nature policies on social media and more.
4. **Engage with the Convention on Biological Diversity process in the run up to and at the 15th Conference of the Parties (COP 15).** Learn more in our CBD Guide for Business.

Useful resources

- Becoming nature-positive: steps you can take now
- BfN position on the CBD Post-2020 Framework
- Technical webinar for CBD negotiators

Reach the Business for Nature team at contact@businessfornature.org.