

EMBARGO: 10.30am CET, 21 January 2020

Released in Davos, Switzerland

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Leading global businesses call on governments to adopt bold actions on nature

Davos, Switzerland, 21 January 2020: Today at the World Economic Forum in Davos, [Business for Nature](#) - a global coalition of influential organizations and forward-thinking businesses - is calling for concrete action from governments to deliver a new deal for nature and people. 2020 provides a historic opportunity as world leaders and governments come together at several key moments to determine the planet's future.

According to the World Economic Forum's Nature Risk Report launched a few days ago*, businesses are more dependent on nature than previously thought. Around \$44 trillion of economic value generation - more than half of the world's total GDP - is moderately or highly dependent on nature and is therefore exposed to nature loss.

More than 360 companies from the Business for Nature community have already made commitments to help reverse nature loss. By doing so, they are responding to the very real and significant risks that are posed to economies, communities and livelihoods.

There is action, but it's not enough. Businesses need to urgently scale and speed up efforts, and require ambitious policies to encourage the transformative change that the world's scientists tell us is necessary to mitigate climate change, promote sustainable growth and halt the decline of biodiversity.

To develop these robust policy recommendations, Business for Nature engaged hundreds of companies from 15 sectors, operating in five continents, as well as many other organizations. The five recommendations call on governments to:

1. **Provide direction and ambition:** adopt global targets informed by science to reverse nature loss by 2030 and recognize a planetary emergency.
2. **Align, integrate and enforce policies for nature, people and climate:** bring greater coherence to UN governance, make nature part of mainstream government policy and ensure effective enforcement of environmental laws.
3. **Go beyond short-term profit and GDP:** value and embed nature in decision-making and disclosure so that governments, companies and financial organizations can make better long-term decisions.
4. **Finance a socially fair transformation:** reform subsidies and incentives to reward positive action on nature alongside innovative and circular business models and; promote financial solutions that support nature.
5. **Engage, enable and collaborate:** join forces for nature so that the public and private sector can implement solutions and empower society to act.

These bold actions on nature - if adopted - have the potential to unleash new opportunities and support business to do even more, which in turn leads to greater policy ambition. Businesses are pushing for governments to adopt these policies because they understand that social and economic prosperity, and the success of their businesses, rely on a healthy natural world. And that to resolve the climate and biodiversity crises and reduce inequality we must protect, conserve and restore nature.

Speaking at the launch event in Davos, Eva Zabey, Executive Director of Business for Nature said, "Financial performance is irrelevant on a dead planet. Businesses are uniting behind and calling on governments to support these recommendations to create a level playing field and a stable operating environment. By demonstrating the hidden value of nature and the economic consequences of our failure to protect

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ecosystems, we can incorporate nature into the heart of mainstream business, finance and government decision-making.”

Dr Anne Larigauderie, Executive Secretary, IPBES said, “The IPBES Global Assessment Report made it clear that properly protecting nature’s contributions to people requires a globally sustainable economy. The necessary evolution of financial and economic systems can only be achieved in partnership with responsible decision-makers, in Government but also critically, with the private sector. IPBES therefore welcomes engagement and initiatives, such as these important policy recommendations from Business for Nature, as vital contributions to the growing wave of awareness and more ambitious action for biodiversity.”

This year provides a unique opportunity to forge international agreements as leaders did for the Paris Climate Change Agreement in 2015. A new deal for nature and people would put environmental and social development at the heart of our economic, political, social and financial systems. Businesses are uniting and appealing to world leaders and governments to adopt the policies announced by Business for Nature today - and they are ready to help. Many businesses have already made commitments to not only protect, but restore nature. Business cannot solve these challenges alone; political leadership is needed to catalyze more business action.

Karl-Johan Persson, CEO, H&M Group said, “We have set Science Based Targets and are working towards our ambition to become fully circular and climate positive, but it is not enough. Biodiversity is key for the future of the planet. All actors need to take their responsibility seriously to drive the change needed. Companies need to commit and act, governments need to facilitate the process through ambitious laws and implementation thereof. It is only through collaboration that we will solve the challenges with the loss of nature we face today.”

Roberto Marques, Executive Chairman of the Board of Directors and Group CEO, Natura &Co said, “The planet cannot wait. At Natura &Co we strive to balance economic, environmental, and social goals across all aspects of society, and scale our collective efforts without delay to tackle the climate crisis. The responsibility is on all of us to work together to protect the world’s natural resources, and ultimately the well-being and future of our communities.”

Svein Tore Holsether, President and CEO, Yara International said, “The window of opportunity to reverse nature loss is closing fast. Decisive action is needed to transform our economy into one that comprehends the environmental, societal and business value of protecting nature. Inaction is not an option.”

Alan Jope, CEO, Unilever said, “The science on nature loss is terrifying. Nature underpins everything on this planet. A New Deal for Nature and People in 2020 that brings transformative change to our relationship with our planet is absolutely critical. Business should be at the fore of calling for this change.”

Wiebe Draijer, CEO, Rabobank said, “We believe that the transformative change needed to reverse nature loss, climate change and inequality cannot be achieved without proper incentives and financial mechanisms. That is why as a globally operating specialised food and agriculture bank, Rabobank wholeheartedly support this concerted effort to work in effective public-private partnership to protect nature as part of our mission.”

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Rodolfo Lacy, Environment Director, OECD said, “The loss of biodiversity and ecosystem services is costing our economies trillions of dollars a year. Government and business must scale up action to protect and restore nature. Governments need to reform the financial support they provide that is harmful to biodiversity. Business also has a key role to play including by understanding its dependence and addressing its impact on biodiversity. These Business for Nature recommendations provide valuable guidance on how to implement transformative changes.”

Only together will business, governments and civil society be able to unlock new opportunities to deliver the global systemic and transformative change for everyone and everything to live sustainably on a healthy planet.

-ENDS-

Notes to editors:

*The NNE Report will be launched on 19 January

- Link to full policy recommendations (available **19.00 CET 20 January**):

<https://www.businessfornature.org/policy>

Business for Nature - we catalyze business leadership to drive policy ambition

Business for Nature is a global coalition bringing together influential organizations and forward-thinking businesses. Together, we demonstrate business action and amplify a powerful business voice calling for governments to reverse nature loss.

<https://www.businessfornature.org/>

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An initiative by:



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ANNEX - Supporting Quotes

“Nature is at the heart of our social and economic prosperity. Business recognizes that we must protect, conserve and restore nature, to safeguard our communities, livelihoods, and economies. Having provided input, ICC supports the policy recommendations announced by the Business for Nature coalition to unite the private sector and develop collective solutions to transform our relationship with nature for the future of humanity.”

John Denton, Secretary General, International Chamber of Commerce (ICC)

“Business depends on nature and must help stop the loss of biodiversity globally. These actions help benefit people, nature and the climate as well. While business is stepping up to help transform systems such as food and land, energy and the circular economy, it needs the targets, incentives and enabling conditions proposed by Business for Nature to scale up its efforts.”

Diane Holdorf, Managing Director for Food & Nature, WBCSD

“At Kering we believe that protecting and investing in our natural world is not only our responsibility but it just makes good business sense,” said Kering. “If we do not transition to a global economy that embeds biodiversity and our worlds ecosystems into robust policies and decision-making we will not reverse the dangerous trajectory we are currently on.”

Marie-Claire Daveu, Chief Sustainability Officer and Head of international institutional affairs, Kering

“Besides our moral responsibility to preserve Earth’s amazing diversity of life, there is another crucial reason to protect nature. People, businesses and economies can only flourish if we take care of our planet and invest in its health. Business leaders can play a critical role in helping reverse nature loss, and the Business for Nature policy recommendations demonstrate more clearly than ever that we need a New Deal for Nature and People in 2020. Governments must embrace the necessary ambition and take urgent action to address the twin planetary emergencies of climate change and nature loss.”

Marco Lambertini, Director General, WWF International

“Businesses around the world know that by investing in nature they are safeguarding their future. Today’s call makes this clear. Both business leadership and ambitious policies are essential if we are to transition to a sustainable society. We must use the historic opportunities that 2020 offers us, including the IUCN World Conservation Congress in June, to make sure that our collective actions are a match for the biodiversity and climate crises the world is facing.”

Dr Grethel Aguilar, Acting Director General, International Union for Conservation of Nature (IUCN)

“The business message is clear. Policies that provide level playing fields and stable operating environments are essential to significantly scale-up and speed-up business action for climate and nature. UNEP-WCMC welcomes this clarity from Business for Nature and is working to equip governments and business with the tools and knowledge needed to implement solutions for the crisis facing nature and climate.”

Neville Ash, Director, UNEP-WCMC

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“Businesses across the globe are increasingly recognising that a healthy natural world is not only a nice to have, but a critical asset which underpins their continued growth and success. Through these Policy Recommendations, the business community has set out what they believe is needed from the public sector. Central to these recommendations is the need to understand the value of nature, and to embed this value in the heart of decision making and disclosure. The capitals community has been working towards this end for some time and welcomes these recommendations.”

Mark Gough, CEO, Natural Capital Coalition

“2020 is the year for companies to seriously consider what the ecological crisis means for their business and take steps to transform their operations and strategies. These ‘New Deal for Nature’ policy recommendations are needed to accelerate business action towards a healthy natural world.”

Dr Gemma Cranston, Director of CISL’s (Cambridge Institute of Sustainability Leadership) Business and Nature Team

“The coming decade offers an unprecedented opportunity for world leaders to take bold, decisive action to address the challenges of biodiversity decline and climate change. What’s more, 2020 will be disproportionately crucial in shaping the policies and international commitments that could set our world on a more sustainable path. Our own future is inextricably linked to those of the millions of other species who call Earth home – it’s our responsibility to act for Nature Now.”

Sally Jewell, Interim CEO, The Nature Conservancy

“Bringing global organisations together to form a united voice on biodiversity is crucial if we are going to help businesses navigate a world under pressure. The consequences of allowing the die-off of nature are huge – and would impact not just on business but on our ability as a species to survive – and that’s why we are thrilled to add RSB’s voice and solutions to this urgent call for a new deal for nature in 2020 and beyond.”

Rolf Hogan, Executive Director, The Roundtable on Sustainable Biomaterials (RSB)

“Policy makers have a critical role to play in the 2020 super year to create the enabling conditions to reverse nature loss by 2030. CDSB encourages policy makers to adopt Business for Nature’s five policy recommendations to scale up and accelerate the action needed to unlock new opportunities and build sustainable economies worldwide.”

Mardi McBrien, Managing Director, Climate Disclosure Standards Board (CDSB)

“It is crucial to acknowledge that biodiversity cannot be preserved through protected areas only. To halt the loss of biodiversity, all economic sectors must take responsibility and look at the impact of their operations on biodiversity in their supply chain. We need stronger cooperation among businesses and policy makers to ensure a level playing-field for companies that are engaged, and for business to mainstream nature and biodiversity into their business models.”

Dr Stefanie Eichiner, Chairwoman, Biodiversity in Good Company

“There is a need for coherence between the activities of the public administration and private sector. That is why it is crucial that governments have clear policies showing its support for preserving biodiversity and fighting climate change. The support from the government and predictability of legal regulations not only allows private companies to manage risks more effectively, but are also an important incentive for stronger engagement of business.”

Marzena Strzelczak, General Director, Responsible Business Forum, Poland

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“Nature needs us just as much as we need Nature. We are part of it and it is part of us. As a multi-actor network, we are convinced that partnerships are key to solving the societal challenges we face. We need to act. This is why we need a strong framework: to indicate the right direction and create the needed level-playing field”

Marie Delvaux, Director, The Shift

“While solving climate change, nature and people have to be centre stage too, to ensure a prospering planet. It is like putting out a fire in a building: You want to extinguish the fire, but not flood the building. Otherwise you have put out the fire, but the building is uninhabitable nevertheless. Like our world would be.”

Olmar Albers, CEO, OEBU - Swiss Business Council for Sustainable Development